

# THE EDITOR AND PUBLISHER AND JOURNALIST

Vol. 14, No. 19

NEW YORK, OCTOBER 24, 1914

10 Cents a Copy

## PHILADELPHIA NOTES.

### NORTH AMERICAN'S HOT FIGHT AGAINST SENATOR PENROSE MAY CAUSE ARRESTS.

Phil Rader, of the Press, to Take Pictures of Battlefields from an Aeroplane—Death of Phil Nash—Mitchell Automobile Company to Extend Its Advertising Campaign—Evening Telegraph Not to Move.

(Special Correspondence.)

PHILADELPHIA, Oct. 19.—Will Van Valkenburg and James S. Benn, directing editor and city editor, respectively, of the North American, be arrested by Penrose, Republican Senator from Pennsylvania, before these lines are read, or not? This, tonight, is the burning question in political and newspaper circles. In a stirring editorial this morning the North American, which is waging a vigorous fight against Penrose, in hearty agreement for once with the Public Ledger, denounced the Senator for alleged corruption of the late ex-Mayor Reyburn.

Penrose is standing pat and saying nothing further than to declare that the charges are "a tissue of lies." On the other hand, the North American, in its usual straight-from-the-shoulder manner, is explicit in its details of names, facts and places. The opinion is freely expressed that if the arrests are not made it will be solely because the charges are true. This is what comes of a newspaper's mixing personally in the political game. Far better, if you are a peace-and-comfort lover, to be innocuous and "play safe." However your political sympathies may run, it is refreshing to see newspaper men not afraid to give battle. But what will come of it all is not the part of your correspondent to predict. It is not the first time that the North American editors have been under fire, and there are those who believe they are bulletproof.

COVERED WORLD SERIES.

How the Athletics were licked is now an old story. But it is perhaps not too late to mention that the Press had as "special writers" on the World's Series "Home-Run" Baker, Johnny Evers, Christy Mathewson and Grover Alexander, with the regular staff of that paper's baseball experts, to say nothing of the services of Hugh Doyle, cartoonist.

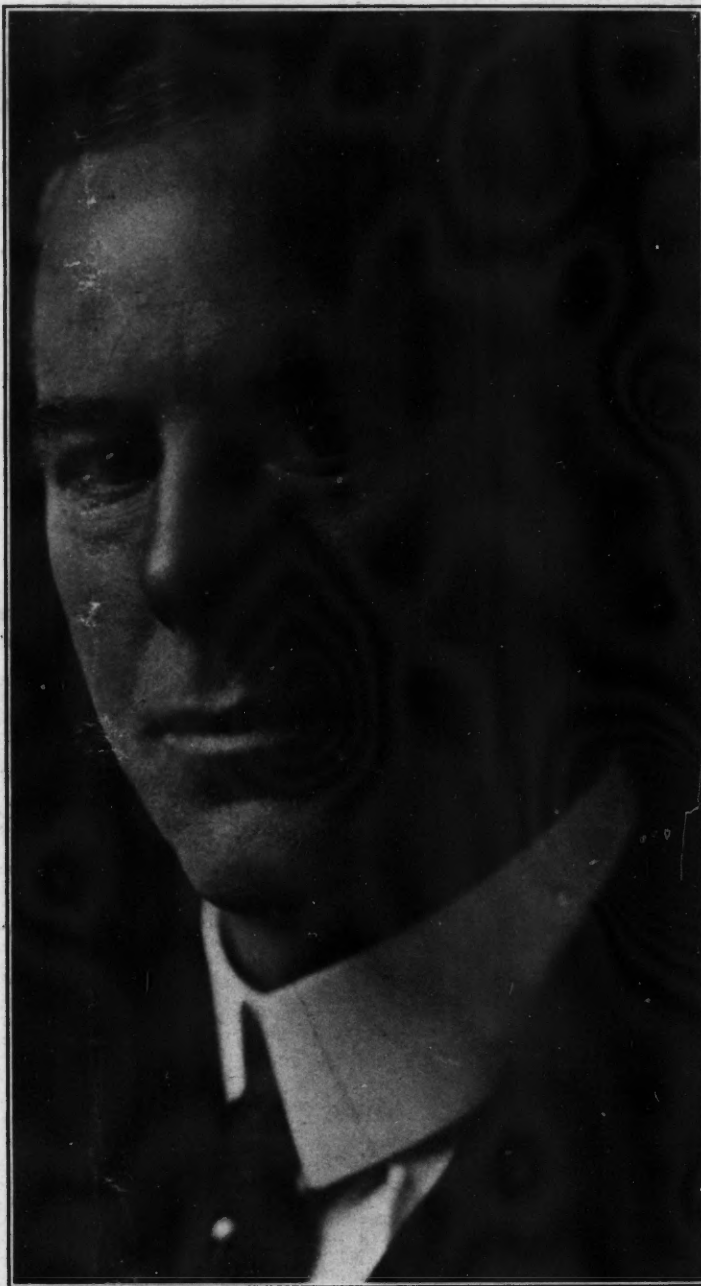
The electric scoreboards were started again—notably at the Record—the total selling-out of seats making the newspapers' services to the man in the street no longer a matter of deep concern to the local managers of the ball park.

The Inquirer is, as usual, scoring on its war news in more ways than one. If it is able to present the Austrian side more fully and explicitly than its associates, it is due to the interest of the wide-awake daughter of its Sunday editor, Evelyn Nason Imre, now of Budapest, and wife of a Hungarian physician, who is sending frequent bulletins, which show her a chip of the old block, Harry B. Nason, père, for many years connected with that newspaper.

RADER'S WAR BOMB.

Phil D. Rader, aviator, "the only Philadelphia newspaper man in Europe," who has been demonstrating a bomb-throwing device to the French government, expects shortly to send the press pictures of the battlefield taken in an aeroplane from the clouds. He will also send stories whenever he can get them out of the country, if a sharp-shooter does not locate him. "When I

(Continued on page 378.)



ROBERT H. DURBIN,  
PRESIDENT OF THE POOR RICHARD CLUB OF PHILADELPHIA.

### TWO MILLION DOLLAR MERGER.

#### Booth Brothers Turn Over Their Individual Properties to Operating Company.

The Booth Publishing Company, a \$2,000,000 concern, has just been chartered in Michigan. This company has taken over the Grand Rapids Press; Saginaw News; Flint Journal, and Muskegon Chronicle, which were owned by individual members of the famous Booth family of publishers.

There will be no changes in personnel of owners, all managers and editors being stockholders.

The officers of the new corporation are: George G. Booth, chairman; Ralph H. Booth, president and active head; Edmund W. Booth, first vice-president; Charles M. Greenway, vice-president;

Clarence Booth, treasurer; Cecil Bilington, secretary.

The purpose of the new organization is the strengthening and conserving of the permanence and independence of the newspaper interests owned and controlled by the Booths.

There has been an intermingling of interests for years, but each property was independent. The present arrangement is to weld them closer together and increase the executive power of each officer along certain lines.

#### Ex-Editor Owns Village.

Charles Hartsough, who recently disposed of the Marion (S. Dak.) Record, has become the owner of the entire village of Hooker, in Turner county, including three store buildings, a dwelling, a stock of general merchandise, a stock of dry goods and shoes and a cream station.

## PITTSBURGH'S PROTEST

### PROPOSAL TO COMPEL ISSUE OF SEPARATE LADING BILLS AROUSES OPPOSITION.

Newspaper Publishers Showed That War Revenue Tax Relating to the Shipment of Newspapers in Bundles Would Work a Great Hardship—Bill Was Amended to Meet This Contingency All Over the Country.

(Special Correspondence.)

WASHINGTON, D. C., Oct. 22.—The action of the Finance Committee of the United States Senate in amending that section of the War Revenue Tax relating to the shipment of freight and express, with particular reference to that portion of the bill affecting the shipment of newspapers in bundles and packages, will result in a great saving in time and labor to newspaper publishers of the country, as well as a reduction in the tax imposed upon them. The amendment was offered by Senator Shively of Indiana on behalf of the committee.

CONDITIONS CHANGED SINCE 1898.

While that section of the bill was practically the same as that of the War Revenue Tax of 1898 the fulfillment of its provisions would have been more burdensome to publishers than it was at that time, due largely to changed conditions in the handling of newspaper circulation. Had the provisions of the act been rigidly enforced it would have been necessary to issue a manifest or bill of lading for each shipment of newspapers, whether it be shipped by train, street car or other carrier. To this bill of lading it would have been necessary to affix a 1 cent revenue stamp which it would have been necessary to have canceled by the carrier before the acceptance of the bundle for shipment.

A proviso in the act made it necessary to affix but one stamp to a package containing several bundles of newspapers regardless of their destination, providing that the original package was not broken until after the issuance of the bill of lading and the cancelling of the revenue stamp. It was this proviso that prompted members of the Senate to feel that the act would not result in a hardship being imposed on the publishers of the country, but they failed to take into consideration the increased product of the newspapers since 1898, both in the amount of circulation and, also, the size of the newspapers as to the number of pages.

PUBLISHERS INVESTIGATE.

The Pittsburgh Newspaper Publishers' Association made an investigation of the probable effect it would have on the shipment of newspapers. It was found that a rigid enforcement of the law would result in such a serious handicap that it would be next to impossible to get out editions at the accustomed hour and still make outgoing trains, interurban service and local street cars, because of the delay resulting in the time consumed in issuing bills of lading and canceling the revenue stamps. It had never been necessary to issue a bill of lading or manifest as that formality had been waived by the transportation companies and the loss in time in doing so would have been enormous.

The possibility of including a number of packages in one general bundle would afford no relief to the newspapers inasmuch as the bundles as they are now too bulky to be handled conveniently. Fully 90 per cent. of the circulation of



the newspapers of Pittsburgh is handled by transportation companies in one way or another. This includes the papers sent to various sections of the city by street car for which it would have been necessary to issue bills of lading and affix a revenue stamp on each bundle so shipped.

An estimate of the probable cost for revenue stamps showed that the tax upon each paper would amount to something like \$6,000 a year, proportioned, of course, to the size of circulation, although the paper with the smaller circulation would be affected almost as seriously as the one with a larger one inasmuch as it shipped packages of papers to as many different points but in smaller quantities.

A brief was prepared by the Pittsburgh association in which the hardships of the bill were pointed out as well as to show where the tax as proposed was unfair and unequal in the amount collected for the shipment of a single bundle. Attention of the committee was directed to the fact that the same revenue was collected on the shipment of a single bundle of newspapers, the actual value of which varied from a few cents to a dollar or so that would be exacted for the shipment of a consignment of steel or other commodity valued at hundreds of dollars.

This brief and a proposed amendment was taken to Washington by a committee representing the Pittsburgh Publishers consisting of Elmer R. Stoll, Secretary of the Pittsburgh Newspaper Publishers' Association, and O. A. Williams, secretary of the Pittsburgh Press. Arguments were advanced by this committee to members of the Finance Committee of the Senate who quickly agreed to their points of contention, resulting in an amendment providing that a return can be filed on the 15th day of each month with the Collector of Internal Revenue for the district in which the newspaper is published, showing the number of shipments made during the preceding month, and to which a 1 cent revenue stamp for each bundle so shipped shall be affixed and canceled. A further proviso in the amendment exempts from taxation those packages and bundles shipped and delivered to points within the county in which the newspaper is published, nor is it necessary to make a return upon them to the Collector of Internal Revenue.

#### BRITISH JOURNALISTS FIGHT.

##### One Hundred and Eighty-One Have Responded to the Call to Arms.

That journalists are just as responsive to England's call to arms as any other body of workers is shown by a list of those who have enlisted that was printed in the Institute Journal, the official organ of the Institute of Journalists, London, in the September issue.

According to this list twelve men from the Times, eight from the Standard and Evening Standard, one from the Daily Chronicle, one from the Evening News, ten from the Financial Times, five from the Railway Gazette, three from the Press Association, two from the Daily Graphic, one from the Daily News and Leader, and one hundred and thirty-eight from provincial newspapers are now enrolled among those who are fighting at the front.

##### Ballard Wins Suit.

Marshall Ballard, editor of the New Orleans Item, won his suit against F. I. Thompson for \$4,192.50 at New Orleans last week. Mr. Ballard sued Mr. Thompson to recover moneys alleged to be due under a contract of employment as managing editor of the New Orleans Item, and for certain shares of stock in the Item Publishing Company and dividends declared thereon. Mr. Thompson, who at the time of the employment of Mr. Ballard was one of the owners of the New Orleans Item, denied that any such amounts as were claimed by Mr. Ballard were due.

M. L. SHRAPE, editor of the Easton (Pa.) Journal, died September 25.

## CHICAGO HAPPENINGS.

### Curtis Publishing Co. Fails to Secure an Injunction—Tribune in One Day Gets 13,000 Telephone Calls for Baseball Scores—Farm Paper Publishers Organize—Advertising Association Elects Officers.

(Special Correspondence.)

CHICAGO, Oct. 21.—Efforts of the Curtis Publishing Company, of Philadelphia, to get its magazines on sale on the corner newsstands have so far proven unavailing, as a city ordinance reserves this right exclusively for home papers. Efforts to secure an injunction from Judge Carpenter preventing the enforcement of the ordinance have thus far failed.

An example of the way Chicago papers serve the people on certain occasions is seen from the statement that the Tribune one day answered some 13,000 calls for baseball scores in championship contests. This is believed to be a record not only here but elsewhere. For a while the five operators had more than they could do.

Publishers of farm papers and magazines met here last week and organized the Agricultural Publishers' Association, with thirty charter members. Its object is to bring about closer relations among the publishers. Buridge D. Butler, of the Prairie Farmer, Chicago, was chosen president, and F. E. Long, of the Farmers' Review, Chicago, secretary.

The local Y. M. C. A. has opened a twenty weeks' course in advertising, directed by Andrew N. Fox, chairman of the executive committee of the Associated Advertising Clubs of the Middle West. There will be lectures on advertising, while copy writing will be a special feature.

An involuntary petition in bankruptcy has been filed against the Federated Religious Press, which publishes five religious weeklies and a Sunday school magazine. Its liabilities are estimated at \$50,000.

A call has been issued by the Writers' Guild for a conference to meet here November 14 to organize the literary workers of Illinois as they are in some other states.

A class in journalism, the first of its kind in Chicago, has been inaugurated in the Englewood High School, with Miss Viola Deratt as instructor. The Chicago papers are used as textbooks.

The Press Club opened its season with an inauguration banquet and dance at its rooms last week.

The Advertising Association elected the following ticket at its annual election: President, Charles H. Porter; first vice-president, Anderson Pace; second vice-president, Gridley Adams; third vice-president, James A. Young; recording secretary, John A. Tenney; financial secretary, A. B. Jensen; treasurer, Robert J. Virtue; directors, R. H. Donnelly, E. R. Shaw, John E. Linahan, George M. Leathers. Candidates from both tickets in the field were elected.

The Methodist conference last week adopted resolutions censoring J. J. Wallace, editor of the Pittsburgh Christian Advocate, for printing grossly partial war news.

The Tribune the other day used a United Press story of a battle as seen from the German side. This was a most unusual thing for the Tribune and was due to the great news value of the story which had already been printed in the United Press evening papers.

Chas. A. Livingston, editor of the Manufacturers' News, and John M. Glenn, secretary of the Illinois Manufacturers' Association, gave a luncheon late last week to A. H. Baldwin, commercial attache of the United States embassy at London, as a move toward promoting business efficiency of the Department of Commerce.

Dennis D. Donahoe, a local lawyer formerly a newspaper cartoonist, is giving caricature work as an attraction at Republican meetings.

Victor Yarros, editorial writer on the Tribune, is delivering an address on

"The European Situation" at occasional meetings. He spoke at Highland Park this week.

John T. McCutcheon, who has been in the war zone for the Tribune, is expected home in a week or two.

Mrs. R. L. McLaurin, of Vicksburg, Miss., editor-in-chief of the Silver Cross Magazine, was given a reception on Monday and made an address.

Miss Jane Eddington, of the Tribune staff, will, on October 28, give a talk on "Eating" at the School of Domestic Arts and Sciences.

Last week death claimed Mrs. Mary E. Wells, wife of William I. Wells, long head of the Tribune's art department. She leaves three married daughters.

W. D. Boyce, the publisher, who has made trips to Africa and around the world, is delivering illustrated lectures on them. He recently spoke at Ottawa, Ill., where he has a country home.

YARD.

## INDIANAPOLIS PAPERS HIT.

### Mayor Bell Orders Street Car Company Not to Handle Them.

Mayor Bell of Indianapolis, through his Board of Safety, recently instructed the local street car company to refuse to handle bundles of newspapers on their cars hereafter, as their charter did not provide for the hauling of freight.

This affected all of the local newspapers and the newspaper agency which handled all out of town publications. The order was to go into effect without notice, but at the request of two of the local newspapers action was withheld until November 1, to enable them to make other arrangements for the handling of newspaper bundles. The Indianapolis News, which has a truck service all over the city, did not take advantage of the extension of time, preferring to carry out the edict at once.

Mayor Bell has been antagonistic to the newspapers on account of their editorial policy in the present State campaign, and the order is looked upon as retaliation. Indianapolis is now placed in the peculiar position of being the only metropolitan city in the United States as far as is known where newspapers are not granted the privilege of transporting their papers on street cars, even though they are willing to pay for the service.

The interurban service is not affected by Mayor Bell's order, because their franchise authorizes them to handle all kinds of freight, and the interurban cars will be used to some extent where city cars have been making the delivery heretofore, and where truck service is impracticable.

### New Daily at Henderson.

The Henderson Gold Leaf, P. T. Way, editor, is the latest addition to the afternoon dailies in Kentucky having started since the European war was begun. The daily, which is the outgrowth of one of the strongest semi-weeklies of the state, has none of the air of a novice and in typographical appearance and general editorial and news make-up ranks with the best of them. That Henderson is appreciative of the new daily and its booster work is clearly shown by the fact that when the daily found itself rather crowded in its semi-weekly quarters there was quickly erected at a centrally located point an elegant two-story newspaper building, which was built expressly for it. Although it is less than five months old it has been enrolled and elected to membership in the Associated Press.

### Prof. Taft Speaks.

Ex-President Taft was a guest of the National Press Club, Washington, on October 18 and delivered a short address touching upon the tragedy of the apparent conspiracy to keep prominent names from the front page. His remarks were sarcastically humorous.

The Brooklyn Eagle on Saturday, October 17, printed two full pages of church advertising.

## IN SOUTHERN FIELD.

### North Carolina Newspapers Are Enlarging Their Plants—New A. P. Service Bureau at Raleigh—Owen G. Dunn of New Bern Sun Elected President of the North Carolina Association of Afternoon Papers.

(Special Correspondence.)

ROCKY MOUNT, N. C., Oct. 20.—Afternoon newspapers in North Carolina, while located in the very cotton belt, seem to be hit but little by the present cotton crisis, for, with few exceptions, plans for enlargement of plants have been put into execution, and while some people are pessimistic, the newspapers are preaching better times, and, as far as is possible, are bringing it to pass by practising what they are preaching.

The recent meeting of the directors of the Associated Press elected, among other members, the following North Carolina afternoon dailies and representatives to membership: S. J. Flickinger, editor of the Durham Sun; John D. Gold, editor of the Wilson Times; Owen G. Dunn, editor of the New Bern Sun; J. L. Horne, Jr., editor of the Rocky Mount Evening Telegram; P. T. Way, editor of the Henderson Gold Leaf; Joe Reese, editor of the Greensboro Record; J. M. Hurley, editor of the Salisbury Post, and J. E. Sherrill, editor of the Concord Tribune.

The service of the Associated Press will be handled from a Raleigh bureau which opened on Monday, October 19, with S. J. Jenkins, formerly of the Associated Press, Atlanta bureau, in charge. The circuit will be operated by telephone, with leased wire accommodations during a part of the day.

### DURHAM SUN IMPROVEMENT.

Included in the changes and improvements as instituted is an entire refitting and enlarging of the office of the Durham Sun. The staff of this publication has been materially increased, the local force being doubled. A prominent young Durham woman has been engaged for the society desk.

ROCKY MOUNT NEWS IN NEW QUARTERS. The Evening Telegram of Rocky Mount has recently moved into new quarters on Main street and now occupies both floors of the Braswell building. In the line of improvements a double drive Duplex flatbed press has been installed, and also an additional linotype, Model 8, for headletter. This paper is now being issued from six to sixteen seven-column pages daily as compared to a six-column quarto previously.

Other improvements in equipment include the installation of a modern stereotype Potter press with color attachment in the office of the Raleigh Times. The Kinston Free Press is at this time installing a Duplex anglebar press, supplanting a flatbed hand-fed press and folder.

### NEW BERN'S SPECIAL.

The New Bern Sun, through the enterprise of its management, has just issued its third annual Eastern Carolina Fair Booster edition. There are upwards of sixty pages, which are attractively arranged and the edition bespeaks volumes of praise for the coming event and the management and promoting factors. The Concord Tribune has recently served 15,000 Concord folk with copies of a Home Coming edition, which was used quite effectively in promoting the event which was one of the most successful in the city's history.

At a meeting of the membership of the North Carolina Association of Afternoon Papers held at the Bland Hotel in Raleigh on October 1 general routine business was transacted and officers for the ensuing year were elected. Owen G. Dunn, of the New Bern Sun, was chosen president and J. L. Horne, Jr., of the Evening Telegram of Rocky Mount, secretary and treasurer. On application P. T. Way, of the Henderson Gold Leaf, was elected to membership in the association.

JENNINGS, KAN.—Charles A. Sloan, has purchased the Echo and will take charge November 1.



**EWING IS OPTIMISTIC. A RAW DEAL EXPOSED. TORONTO'S NEW DAILY**

**Publisher of New Orleans States and Shreveport Times Believes That the Longer the War Lasts the Greater Will Be the Benefit to the United States—Boll Weevil a Blessing in Disguise for the South.**

Col. Robert Ewing, publisher of the New Orleans States and the Shreveport Times, was in New York this week, after spending a week in Washington.

Col. Ewing is one of the leading Democrats of the country. He is a member of the National Democratic Committee and was one of the fourteen members of the Wilson campaign committee. It will be remembered that he raised a large fund for both the Bryan and Wilson campaigns.

Concerning conditions in Louisiana Col. Ewing was very optimistic in talking to a reporter for THE EDITOR AND PUBLISHER. He stated that the boll weevil which devastated the district in 1906 was a blessing to that community. Previous to that time the people had depended entirely on the cotton crop; now they have turned to raising corn, alfalfa, other products and live stock which have yielded more money. The corn crop of Louisiana alone amounted to over 30,000,000 bushels last year. The farmers raise three and four crops of alfalfa in one season, and the corn crop yields from 65 to 80 bushels an acre, where the farmer uses modern methods.

**RICE AND SUGAR CROPS.**

As to southern Louisiana, where sugar and rice are the principal crops, he said that both of those products have largely increased in price since the war began; particularly sugar, owing to the loss of the European beet crop of continental Europe. Rice as a food crop of course has also been benefited. So far as the temporary embarrassment to cotton due to lack of market is concerned, the New Orleans merchants are satisfied this will be merely temporary.

**THE FEDERAL RESERVE.**

Business men in the south are looking forward with confidence to the early putting into operation of the Federal Reserve or Regional Bank system, for as soon as that is accomplished two hundred and fifty million dollars of additional currency will become available for the use of business in any section of the country where it may be needed. Through the beneficent provisions of this epochal act in the future no business man deserving and entitled to credit can fail to receive it, for the cash of the entire country can be mobilized by the National Reserve Board whenever necessary.

**BENEFITS OF THE WAR.**

Col. Ewing said that he believed that the longer the foreign war lasted the more this country would be permanently benefited. Louisiana has more standing timber than any state in the Union, except Washington. It has the largest sulphur deposits in the world, larger even than Corsica, where most of the sulphur for Europe's needs comes from. This sulphur runs ninety-nine per cent. pure. It also has the largest natural salt deposits, or, as Col. Ewing expressed it, enough to last the world one thousand years. As salt and sulphur are the foundation of nearly all chemical combinations, Mr. Ewing said he believed that in the future we would ultimately make our own chemicals.

In time, Col. Ewing said, the world other than Europe would look to the United States for its clearing house the same as they had looked upon Europe in the past.

**New Chicago German Paper.**

Chicago Germans have established a new publication called the Hornet to publish war news. The subtitle of the periodical is "A Critical Review of War and International Events." Sigmund Krausz is editor of the new paper. One of the features of the paper will be stinging editorial remarks which will follow up some of the dispatches regarding the war sent out by the allies.

**Panama-Pacific Exposition Gives No Money for Publicity in Dailies.**

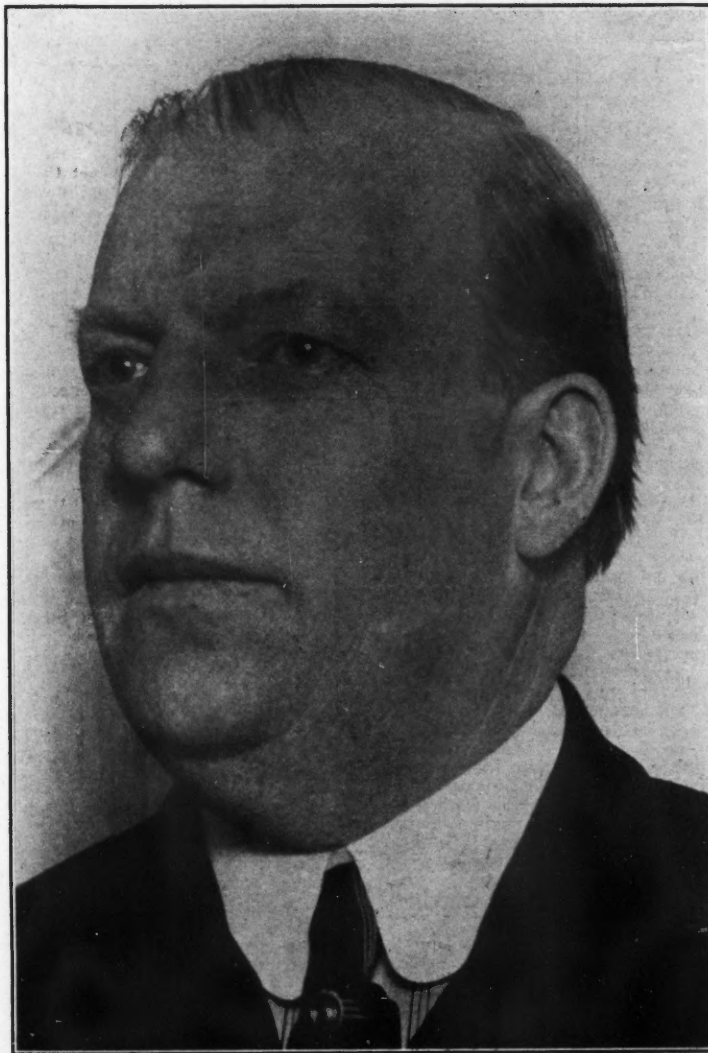
From information received from a dependable source it is apparent that the newspapers will not receive much, if any, advertising from the officials of the Panama-Pacific Exposition which opens in February next.

A correspondent of THE EDITOR AND PUBLISHER who called on George Hough Pery, director of the publicity department of the exposition, in San Francisco last week was told that no appropriation has been made for news-

**Daily Courier Makes Its Initial Appearance—Weekly Newspapers to Be Exploited in Advertising Campaign—Toronto Ad Club Activities—Religious Newspapers Waking Up—New Postmaster General.**

(Special Correspondence.)

TORONTO, Oct. 20.—The Daily Courier made its first appearance on Saturday, October 17. It is modelled exactly on the London Daily Graphic, and very fair results were secured in the reproduction of photographs. Advertisers are sup-



F. A. BROCKHAGEN,  
BUSINESS MANAGER OF THE OAKLAND (CAL.) ENQUIRER.

paper advertising. Moreover, should an appropriation be made, it would not be large enough to allow the use of all the newspapers in the country. This, Mr. Perry asserted, would antagonize all the other newspapers and they would refuse to print the press matter sent out by his publicity bureau. On the whole he did not favor the plan.

Money was being raised, he continued, to advertise certain red letter days at the exposition and attract big crowds. Were he called upon for advice as to what papers should be used he would favor those that had been particularly kind in not returning free reading matter sent out by his bureau that they had stamped "Why don't you pay for it?" In other words Mr. Perry would advise giving contracts to the weak, rather than the strong newspapers.

Enquiries made elsewhere showed that efforts were being made to raise \$300,000 for publicity purposes. M. H. de Young, publisher of the San Francisco Chronicle, is chairman of this committee.

porting the new venture exceedingly well. John A. Cooper is editor, with Britton B. Cooke as news editor.

It is now certain that the campaign of education on behalf of Canadian weekly newspapers will be undertaken. Members of the Weekly section of the Canadian Press Association, to whom a circular was sent a short time ago asking for their financial support have responded in such numbers as to make the scheme possible. The idea is to secure the services of an advertising expert who will seek means to direct the attention of advertisers and advertising agents to the merits of the weekly press.

The number of replies which the Department of Trade and Commerce at Ottawa are receiving in their apple advertising campaign is most gratifying, an average of fifteen hundred a day arriving at the department. The success of the campaign will be most helpful to publishers, for it has undoubtedly opened the eyes of government officials to the efficacy of newspaper publicity.

Newspaper window display week is being observed in Toronto, Ottawa,

Brockville, Cobalt, Brantford, Vancouver and Edmonton. For some reason the idea did not catch on very well in Canada, and reports are that the scheme was a partial failure, very few merchants taking it up.

A morning paper franchise has been granted to the Phoenix Publishing Company, of Saskatoon, Sask., by the Western Associated Press. This is the company which was formed recently to take over the Phoenix, published in Saskatoon for several years by J. A. Aikin, and which went into liquidation last summer. The W. A. P. has also granted an evening paper franchise to the Brandon News.

John Stovel, president of the Stovel Company, Winnipeg, publishers of the Nor' West Farmer and the Western Home Monthly, has been attending the convention of the United Typothetae of America in New York and visiting other points in the east. Mr. Stovel is the Canadian representative on the executive committee of the United Typothetae.

Religious papers in Canada are going in for a campaign to induce advertising agents and general advertisers to pay more attention to them as media through which to reach the best classes of buyers in the country. The work is in the hands of an advertising counsellor of ability, who is using space in the papers themselves and is also making direct appeals to the agencies and advertisers.

A change in the office of postmaster-general took place today when the Hon. T. Chase Casgrain, K.C., of Montreal, was sworn in as successor of the Hon. L. P. Pelletier. It will be remembered that the newspaper publishers of Canada had some difficulty with the latter gentleman last spring when he brought in a measure removing from the hands of Parliament the power to fix rates of postage on second-class matter. Quite a fight was waged at Ottawa by the Canadian Press Association to defeat the bill and finally it was withdrawn. Publishers will now watch with interest for some indication from the new minister of his policy on the subject of newspaper postage.

Directors of the Canadian Associated Press in session at Montreal recommended Wilfrid Playfair as official correspondent with the Canadian troops in Europe. This recommendation goes to the War Office in London, with the hope that it may be considered favorably. Mr. Playfair has been editor of the Fort George (B. C.) Herald and is a journalist of wide experience.

W. A. C.

**PROSPERITY ON PACIFIC COAST.**

**California's Crops the Largest in the History of the State.**

F. A. Brockhagen, business manager of the Oakland (Cal.) Enquirer, who was in New York early in the month, has been engaged in the newspaper business on the Pacific Coast for the past twelve years, the greater part of the time as manager of the Seattle Star and the San Francisco Daily News. He became connected with the Oakland Enquirer in November, 1913. Mr. Brockhagen says:

"During the past ten years the development on the Pacific Coast has been really remarkable, especially in Oakland. Our manufacturing industries during the past five years have increased more than five fold, and we are producing \$15,000,000 worth of goods annually, and have had the wonderful record of three new factories a week for the past four years. Our shipping industry both by rail and boat is exceeded only by that of San Francisco; in fact, it is almost double that of Los Angeles and Seattle combined.

"California this year is certainly enjoying wonderful prosperity. Our crops have been the largest in our history and money is plentiful. The European war has had very little effect upon business in our locality. We are certainly making great preparations for the 1915 Fair and expect to secure the larger part of the fourteen hundred millions dollars that has been spent annually by American tourists in Europe.



## CONDITION OF TRADE.

**Important Investigation to Be Carried on by Research Committee of A. A. C. W. in 139 Cities—Data to Be Compiled for Benefit of General Advertisers in Laying Out Campaigns Under Direction of Mr. Tolg.**

The Research Educational Committee of the Associated Advertising Clubs of the World is now laying plans for its first investigation of merchandising conditions in the United States and Canada. Certainly there has never been a time when definite concrete information has been so much needed by advertisers.

Everyone realizes that the European war has seriously affected American business. Some classes of business in some parts of the country have been affected more than others. To properly conduct any sales campaign, either national or local, the one in charge wants to know where and when to strike, in what cities his goods or his competitors' goods are not moving in the retail stores, in what cities and in what classes of goods competition has suddenly been removed, and exactly what percentage of increase or decrease each marketing center of the United States has experienced since war was declared. Publishers want definite information on the increase or decrease of retail advertising in different sections of the country and in different classes of trade. Everyone wants to know if he is getting his share of the business which is now to be had. These and many other questions will be definitely answered in this investigation.

### IMPORTANT LIST OF QUESTIONS.

With the assistance of Clarence C. Tolg, statist of the Minneapolis Civic and Commerce Association, and a member of the Educational Committee of the Associated Clubs of the World, the Research Committee has outlined a definite, short, concise list of questions which will be submitted to the leading business houses in the 139 principal cities in the United States and Canada which now have advertising clubs. A map showing these cities indicates very clearly that they are the centers of all the important merchandising operations of the United States and Canada.

The investigation will cover five distinct classes of distributors: Department stores, grocery stores, drug stores, hardware stores and jewelry stores.

The committee feels that not only are these the leading channels of distribution which touch practically all nationally advertised goods, but as they represent classes of distribution of necessities as well as of luxuries, those who sell direct or through other channels may easily make deductions from these which will pretty clearly indicate the general trend of all merchandising conditions.

### PERIOD TO BE COVERED.

The investigation is planned to cover the period of time extending from August 1, 1914, when the news of the war first began to affect American merchandising, to December 1, 1914, the date at which special Christmas purchases begin to affect retail sales. That the exact increase or decrease in each locality, in each class of distribution, may be accurately determined, the month of November, 1914, will be compared with the month of November, 1913.

The investigation will commence as soon as the dealers have balanced their books for the month of November. Be-

fore December 1, probably on November 25, the members of the National Educational Committee of each club, and in cases where the Educational Committee has not yet been appointed, the Secretary of the Club, will receive from the chairman of the Research Committee his list of instructions together with his set of investigation blanks.

Each investigator will be instructed to call on the distributors in the lines specified in his locality on Thursday, December 3, and proceed with the work until Monday evening, December 7. The list of questions, the instructions to investigators, and the route which they are to follow, are so definitely and concisely outlined that no investigator will feel his work a burden, and each investigator will find that he can easily comply with instructions without seriously interfering with his regular daily duties.

### REPORT TO BE SOLD.

A completed report will be sold to national advertisers, and all others interested for \$5, provided only that the purchaser keep the information absolutely confidential, promising not to show it to anyone outside of the organization purchasing the same.

As compensation each investigator will receive for his own use, or the use of his club as he may see fit, one of the first copies of the completed report. The retailers who furnish the information will receive, an appreciation of their co-operation, access to the completed report furnished to the investigator in their city or town.

All investigation blanks are to be mailed to the chairman of the committee not later than Monday evening, December 7. On December 10 a corps of statisticians and draftsmen, already selected by Mr. Tolg, will start to codify the information gathered and to make the quickest possible returns to those who have in the meantime subscribed for the service. The committee is planning to have all of the tabulation completed and the report in the mail before the middle of January, so that it will be available for the meetings of Boards of Directors in the planning of advertising campaigns.

### WILL CONTAIN MAPS.

The report will probably contain as many as 20 accurate maps and charts, and while the deck has been cleared so that this rapid action seems possible, the committee has been told that no such comprehensive investigation has ever been completed in so short a time.

No one is to receive a cent of profit for this work. The chairman, as well as the other members of the committee, is donating his time as well as a great deal of the clerical work without any compensation whatsoever. The National Educational Committee is financing the undertaking, and if any profit is derived it will go toward promoting the educational work among the clubs.

This first report will be sold on a straight "satisfaction guaranteed or money refunded" basis. The chairman of the committee, Mr. MacMartin, is receiving at his offices, care MacMartin Advertising Company, 1020 Security Bank Building, Minneapolis, orders for copies of the report. Each order should be accompanied by a check for \$5. As soon as the report is finished, a copy will be sent to each one of those subscribing.

### AN OPPORTUNE TIME.

The committee feels that there never was a time in the history of American advertising when such an investigation would have been of such definite commercial value to all advertisers, and the response it receives will determine its investigations.

## MRS. TROUP'S CAREER.

**For Half a Century She Has Labored for the Improvement of Economic Conditions in Printing and Newspaper Offices—Was First Woman Member of International Typographical Union.**

A half century of earnest and indefatigable work in the betterment of economic conditions for men and women, particularly in the printing and newspaper business, is the record of Mrs. Augusta Lewis Troup, widow of Alexander Troup, founder of the New Haven (Conn.) Union.

Mrs. Troup was born in New York and educated in the Brooklyn Heights Seminary, and by the Madames of the



MRS. A. L. TROUP.

Sacred Heart, Manhattanville, N. Y. As a help to newspaper work she learned the printing business on the New York Era. Later she allied herself with the printers' organization, and was the first woman member of "Big Six." She was one of the organizers and the first president of the Women's Typographical Union No. 1 of New York.

Mrs. Troup, then Miss Lewis, was on the World at the time the late Manton Marble was its head. The printers on the World had demanded increased pay. Many women were induced to take their places at less pay than the men had received. Miss Lewis with pen and voice then advocated "equal pay for equal work" regardless of the sex of the worker. She left the World, although Mr. Marble offered her inducements to remain.

### FIRST TYPE SETTING MACHINE.

The Alden type setting machine, really the basis of the present type setting machines, which had been completed with the assistance of John Slingerland, an inventor, was on the market, but had not been satisfactorily tested. Mr. Marble not only highly recommended Miss Lewis but urged her to accept the position to test this invention, which she did. She became so proficient in its operation that she soon pointed out the defect in its construction. She composed and distributed the entire story of Rip Van Winkle, consisting of 24,993 ems in six and one-half hours. Then followed the reconstruction of this machine.

Miss Lewis was elected delegate to the International Typographical Union assembled in Cincinnati, and was unanimously elected its corresponding secretary. At the following convention in Baltimore Miss Lewis' report of her work of the year was characterized as the most complete document ever presented by a corresponding secretary.

### FOUNDING OF NEW HAVEN UNION.

Miss Susan B. Anthony introduced Alexander Troup to Miss Augusta Lewis and this introduction resulted in their marriage. Seven children were born to them. Alexander Troup, Jr., Grace Troup, Philip Troup, Augusta Lewis Troup, Jessie Elizabeth Troup, Georgie B. Troup and Elsie A. Troup. Alexander Troup, Jr., is treasurer and successful business manager of the New Haven Union. Philip Troup, the treasurer of the Union company, was editorial manager and writer on the Union until he accepted the postmastership of New Haven. Alexander Troup, Sr., who was born in Halifax, Nova Scotia, had been the secretary and treasurer of the International Typographical Union. He had been on the New York Tribune with Horace Greeley and on the New York Sun and on the Citizen of New York.

In 1871 he founded the New Haven (Conn.) Union.

## Topeka Daily Capital

LEADS IN TOPEKA AND KANSAS

Average Net Daily Total Circulation in October, 1914 - 36,264

Net Average in Topeka in October, 1914 - 9,277

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

Only 7-day-a-week paper in Kansas

*Arthur Capper*  
TOPEKA, KAN. Publisher

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

Connecticut's Biggest and Best Daily Newspaper

## The Hartford Times

Hartford, Conn.

THE TIMES' circulation is 3c. circulation Home circulation

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

KELLY-SMITH COMPANY  
Representatives

220 Fifth Ave. Lytton Bldg.  
New York Chicago

## Deutsches Journal

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

BUY THE  
INTERTYPE

Because it is

The Better Machine

Not because it is sold at a lower price

# INTERTYPE

THE ACME OF HIGH QUALITY



# The SCOTT "Multi-Unit" PRESS

is the ONLY absolutely  
**PERMANENT INVESTMENT**  
 on the Newspaper Press Market

No matter what your future requirements may come to be, the SCOTT "Multi-Unit" can always be expanded to fully meet them, and to do it better because it is the ONLY Press in which efficiency INCREASES with the size of the press. The purchase of a SCOTT "Multi-Unit" eliminates the costly "trading" of presses and solves your pressroom problem for all time.

Being intended as a PERMANENT INVESTMENT, the SCOTT "Multi-Unit" Press is built to endure practically forever—all working parts being specially constructed to resist wear to the greatest possible extent, and also to be easily renewed—if ever necessary.

To obtain REAL, PERMANENT and INCREASING SATISFACTION  
 INSTALL A SCOTT "Multi-Unit"

## WALTER SCOTT & COMPANY

New York Office:  
 1 Madison Avenue

MAIN OFFICE AND FACTORY:  
 PLAINFIELD, NEW JERSEY

Chicago Office:  
 Monadnock Block

### TURNED 'EM DOWN COLD.

#### How a Request for Free Publicity Was Treated by One Publisher.

The United Gas Improvement Co., of Philadelphia, mailed a 1,500 word article to a number of trade and news publications requesting them to reproduce it as free reading matter. The article contained the particulars regarding the offer of a prize for the best design of a fireplace heater. W. F. Chapman, manager of the Improvement Bulletin, of Minneapolis, replied to the letter accompanying the article as follows:

I have no doubt you will be glad to have us give space in our publication to your five-page article and, as no payment is mentioned in your letter, I presume you would be glad to have us do this without cost to you. It is a matter of surprise to me that the large manufacturers of the country always expect the latest information and best service from trade papers without giving them in return any more financial support than is actually forced out of them.

Your article is not interesting to our readers in general, and the prize of \$150 would really be a small compensation for a really good design. In other words, this proposition of yours is one to secure free advertising—although the only way in which trade papers can continue to give good service is to secure some advertising that is paid for. I am sorry, but we do not wish to use the article, nor do we wish to pay for cuts from your photographers, which you so kindly furnish.

### COUNTRY EDITOR AS HE IS.

#### Not a Chronicler, But a Man of Diversified Interests.

"The country editor's job is not writing," says William Allen White. "The average man who looks at an editor in any Kansas town and finds his career worth emulating, knows little about the aforesaid career. The average man believes that all the editor has to do is to go around with his note book, and jot down a few personals, write up a batch of desultory thoughts on large affairs and go to press and cut the receipts.

"The truth is different. The country editor has to make much of the news he writes. The commercial club, the church, the baseball team, the college, the law and order league, the county central committee, the whist club, and the good roads movement all must feel the influence of his guiding hand. He must be in everything and run errands for everyone, pass the paper, get the hall, hire the band, send out the circulars, deliver the address of welcome, do the town lying for harmony's sake and hold the sack. He must be guide, philosopher and friend to those in trouble, and be mentor and admonisher to those who are about to get into trouble.

"The preacher, the town drunkard; the statesman, the social climber, the real estate boomer, the man from the grand lodge who is about to exemplify the new work, the promoter, the broken soldier kindly bade to stay, the captain of industry and the girl with the fatherless baby, all come to him to help them in their troubles. He is the town confessor, the town boomer and the town goat, doormat, rock of refuge, errand boy and vicarious sacrifice, the editor is the only creature in all the wide animal kingdom that needs the wings of a dove, the strength of a lion, the protective odor of the skunk, the smooth, crawling belly of a worm of the dust, and the aspirations of a god.

The Mokelumne Hill Township News is the name of a new paper that will soon be started at Jackson, Cal.

### JOURNALIST QUALIFICATIONS.

#### Dr. Lyman Abbott Defines Them in Prelude to Roosevelt Estimate.

Views of Dr. Lyman Abbott as to what constitutes a journalist were given in a recent issue of the Outlook as a prelude to Dr. Abbott's estimate of former President Roosevelt as a contributing and consulting editor. The writer says:

"Journalism and literature have some aspects in common. But they are radically different. The essayist is an artist; the journalist is not. He has neither time nor inclination to be artistic. Robert Louis Stevenson could never have been a journalist. Horace Greeley could never have been an essayist.

"The journalist must be a man of affairs. He must be interested in what is going on. He must have a fellow feeling with all sorts of men, must know how and what they think, and must think with them. He must know what interests them—if his periodical is a daily what will interest them tomorrow morning, if a weekly what will interest them next week, if a monthly what will interest them next month.

"He must know his subject better than his readers, but not so much better that he cannot understand their thought or want of thought. If he does not understand them, they will not understand him. If he is a special editor, as of an art or musical or geographical journal, he may know only his specialty. But if he is the editor of a general periodical, he must have an interest in and some knowledge of all current topics. He need not write elegantly, but he must write clearly and forcibly—write so that he who runs may read. He may write superficially, indeed he often must write superficially, for he writes for a constituency who when they are reading his writing are not in the mood for profound thinking. But he must think thoroughly, else his writing, not rooted in principle, will lack stability, and his journal, though it may

be clever, will not be influential. He must not be repetitious, and yet he must not be afraid of repetition.

His writing will be read in the street cars, the office, at the breakfast table, when the reader has no inclination for careful reading. The editor's ideas must be driven into the heads of careless readers as a nail is driven into wood by repeated blows of the same hammer on the nail.

"The modern journalist must be an adept in team work. He is a member of a team. His journal is not the expression of his individual opinion; it is the expression of his staff, in some sense of his constituents. He interprets his readers to themselves, formulates their thoughts for them. He may plant some seed thoughts in their minds, but much more he develops in their minds undeveloped thoughts that are already there. Therefore he must know how to give and take, to take as well as to give, and must be able to modify his own thinking, both in form and in substance, in order to think with his staff and to think with his public. He cannot think for them unless he thinks with them."

Poetry, a magazine of verse published in Chicago and endowed for five years, offers a prize of \$100 for the best poem based on the present war situation. Poems were received up to October 15.

## ECONOMY

Covering the field at one cost through the one great edition of The Evening Star is the economy practiced by the majority of Washington, D. C., merchants. Many national advertisers do likewise.



American railroad men read The New York Evening Post. The reason for this is that it makes a specialty of Railroad Information.

Every day it publishes a department devoted especially to the interests of the Railroads, including not only financial developments, but mechanical progress, changes of personnel, statistical information—all of the news and information with which a railway manager must be familiar if he is to understand his business.

Nowhere can be found a better or more complete compendium of American railway enterprise than in The New York Evening Post. An enormous amount of English capital is invested in American railways. The Evening Post devotes much attention to this subject.



**PACIFIC COAST NEWS.**

**Happenings of a Week in Newspaper and Advertising Circles in California and Neighboring States.**

(Special Correspondence.)

SAN FRANCISCO, Oct. 17.—H. E. Davis, editor of the Evening Index of San Bernardino, Cal., shot and killed Ben Emerson, well-known in political circles, on October 13. Davis was attacked by Emerson as he emerged from the headquarters of a local political club. After being struck Davis drew his revolver and fired one shot at his assailant, who died on the way to a hospital. The fight was the result of alleged insults to Emerson published in the Index prior to the primary election campaign. Davis was arrested in his office a few minutes after the shooting. His face bore the marks of Emerson's blow.

The California Fruit Grower, a weekly magazine devoted to the fruit-growing interests of California, has changed its name to California Fruit News. The publication was established in June, 1888, by the late father of the present publisher, Brainard N. Rowley.

William Woodhead, president of the Associated Ad Clubs of the World, addressed the Oakland Real Estate Association at a recent meeting on advertising and its relation to selling land. Realty brokers of both sides of the bay listened to the distinguished speaker, the heads of some firms ordering their salesmen to be present for the "purpose of attaining a step in salesmanship education."

James A. Johnston, warden of San Quentin Prison, addressed the San Francisco Ad Club at its last meeting on the results he has obtained by his method of treating prisoners. Johnston is a humanitarian of the first water and has an earnest following throughout the State. He explained the modern methods of individual treatment of prisoners, and said they were taught not only industrial and academic subjects, but their responsibility to society.

After months of "watchful waiting" the papers of Glenn County have been cleared of the charge of robbing the county treasury by overcharges. Judge Finch has handed down a decision in favor of the Glenn County Transcript, the principal party in the action against the county for the balance due on printing bills following the cut made in them by the famous Speier grand jury in 1913. Other papers which were a party to the suit recovered considerable money.

Lieutenant-Governor Gilbert C. Ross and the other members of the Nevada Commission of the P. P. I. E. were the guests of the San Francisco Press Club a few days ago, at the regular monthly dance and dinner of the newspapermen's organization.

The Yolo County (Cal.) County Farm Bureau, with headquarters at Woodland, will issue shortly the first edition of a monthly publication to be known as the Yolo County Farm Bureau Monthly.

The Firebaugh (Cal.) Weekly has just circulated its initial issue, it being the first paper ever published in this town.

The Auburn (Cal.) Journal has undertaken the publication of a semi-weekly edition to be called the Placer County Journal.

Members of the San Joaquin Valley Press Association are loud in their praise of the treatment accorded them at the recent Fresno fair, when they were the guests of the fair management. They included A. L. Evans, Lindsay Gazette; W. H. Towns, Orosi Progress; A. O. Taylor, Selma Enterprise; Howard Russell, Sanger News; W. H. Russell, Reedley Exponent; V. R. Churchill, Kerman News; J. Brown, Maricopa Oil Record; F. C. Hagan, Reedley Ledger; J. J. Vanderburgh, Selma Irrigator; J. R. Gonld, Fowler Independent; B. W. McKeen, Kingsburg Recorder, and Howard Harris, Fowler Ensign.

After a three months' departure from the Democratic field, which policy it had followed for two years under the

**METROPOLIS' GAINS GROW**

The following is a true and exact copy of the figures from the sworn circulation statement of The Metropolis Company, published on the editorial page of The Metropolis, showing circulation gains for the past six months:

Total average paid daily, from April 1st, 1914, to October 1st, 1914.....19,546  
Total average unpaid daily, from April 1st, 1914, to October 1st, 1914..... 1,144  
Total average daily paid and unpaid circulation for six month.....20,690

**METROPOLIS ADVERTISING GAINS**

Despite the fact that there was a so-called business depression over the country in September, and its competitor showed a heavy loss, The Metropolis showed heavy advertising gains. Its local advertising gains were very heavy, while its competitor was showing a heavy loss. The record:

**METROPOLIS**  
Local display advertising, September, 1914..... 266,910 Lines  
Local display advertising, September, 1913..... 221,578 Lines  
Metropolis' September gain ..... 45,332 Lines  
Total advertising, September, 1914 ..... 363,030 Lines  
Total advertising, September, 1913 ..... 338,030 Lines  
Metropolis' total September gain ..... 35,000 Lines

**TIMES-UNION**  
Local display advertising, September, 1914..... 188,720 Lines  
Local display advertising, September, 1913..... 229,180 Lines  
Times-Union's September loss ..... 40,460 Lines  
Total advertising, September, 1914 ..... 329,056 Lines  
Total advertising, September, 1913 ..... 372,974 Lines  
Times-Union's total September loss ..... 43,918 Lines

The Metropolis' total advertising gain for the year 1914 to October 1, 380,968 lines. (Comparative records of the advertising of the Times-Union were not kept until September, 1913.)

These figures show this paper to be truly

**THE FLORIDA METROPOLIS**

"FLORIDA'S GREATEST NEWSPAPER"

Foreign Representatives  
CHICAGO Lytton Building  
NEW YORK 220 Fifth Ave.  
**KELLY-SMITH COMPANY**

**The Baltimore Sun**

Baltimore, Maryland

Sworn Statement to the United States Government, of Ownership, Management, Circulation, Etc.

(Required by the Act of August 24, 1912)

Average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding date of this statement:

Daily Sun..... 135,421  
Sunday Sun..... 81,947

(Signed) THE A. S. ABELL COMPANY,  
Paul Patterson, Business Manager.

Sworn to and subscribed before me this first day of October, 1914,  
Carlyle Barton, Notary Public  
(My commission expires May 1, 1916.)

**Comparative Statement of Average Daily Net Paid Circulation, April 1 to September 30**

	1913	1914	Average Daily Gain	Percentage Increase
DAILY .....	127,452	135,421	7,969	6%
SUNDAY .....	78,045	81,947	3,902	5%

**Average Daily and Sunday Net Paid Circulation for SEPTEMBER, 1914**

Daily ..... 136,610 Sunday ..... 82,455

The Sun Never Includes Extras in Circulation  
Member Audit Bureau of Circulations

Foreign Representatives:  
New York City, Times Building,  
John B. Woodward, W. S. Bird, H. M. Kyle, E. N. Bayne  
Chicago, Tribune Building.....Guy Osborn  
Detroit, Ford Building.....H. K. Clark  
St. Louis, Globe-Democrat Building.....C. A. Cour

management of N. J. Levinson, the Fresno Evening Herald will hereafter support the political aspirations of the Democratic national administration.

J. E. Richmond has taken over the management of the Hanford (Cal.) Sentinel.

Norman Matson, former labor editor for a San Francisco evening paper, has been added to the reportorial force of the Richmond (Cal.) Daily News. Richard Williams is the new editor of the News succeeding H. R. Richardson.

R. C. H. Martin has taken the desk at the Record-Herald, Richmond, Cal., succeeding V. McSwanson, who rumor says will soon be employed by the News of the same city.

M. J. Beaumont, formerly of the Richmond (Cal.) Independent and now with a Fresno (Cal.) paper, and Miss Anice Barrett of Pittsburgh, Pa., were married in Richmond, Cal., recently.

E. K. Wakao, Japanese editor of Fowler, Cal., has been held to answer before the Superior Court for printing libelous matter about a fellow resident.  
CLARENCE P. KANE.

**OBITUARY NOTES.**

ALBERT HOPKIRK, a reporter on the Englewood (N. J.) Press, died September 30. He was a native of England.

J. K. STREET, an old-time newspaper man and a Confederate veteran, died at Waco, Tex., October 1. He was seventy-seven years old.

GEORGE W. SELF, seventy-one, editor of the Corydon (Ind.) Republican, died September 30, following a stroke of paralysis.

ALLYN GORDON FLEMING, twenty six, a reporter on the Chicago Evening American, died October 6.

FRANK J. KIHM, of the Brooklyn Eagle, died October 1 at Long Island City.

WILLIAM H. HAND, fifty-six, a veteran reporter and compositor, died September 30. He set type on No. 1, Vol. I, of the Kansas City Times.

MRS. HENRY J. RAYMOND, 92 years old, widow of the founder of the New York Times, died October 13 at her home, 12 West 9th street, New York City, where she had lived for more than sixty years.

AMOS HANK, JR., 27, night manager of the Pittsburgh, Pa., office of the Associated Press, died in that city October 13.

MRS. RHANDENA G. AYER, wife of F. W. Ayer, head of the advertising firm of N. W. Ayer & Son, who died October 3 at her country home, at Meredith, N. Y., after a brief illness, was buried Thursday, October 8, from the North Baptist Church, Linden street above Third, Camden, in which Mrs. Ayer had been an active worker for many years. She was one of the foremost charity workers of Camden and lived at 406 Penn street in that city. Besides her husband, she is survived by a daughter, Mrs. Wilfred W. Fry. Mrs. Ayer was a daughter of Dr. J. Biddle Gilman, of Philadelphia.

HOMER M. JONES, head of the advertising department of the John Deere Plow Co., died October 6 at Kansas City, Mo.

**Newspaper Broker Loses Suit.**

A suit asking \$2,200 broker's commissions against H. R. Snyder of the Post brought by C. M. Palmer, a New York newspaper broker, was won by the defendant in the Circuit Court at Crown Point, Ind., recently after a three days' trial. Mr. Snyder listed the Marion (O.) Mirror with the broker in 1910 for sale. The paper was sold a couple of years later and Mr. Palmer claimed his fee. The defendant denied that Palmer had had any influence on the sale.

**Texas Scribes Entertained.**

Newspaper men of Texas and other points in the southwest were guests of the National Feeders' and Breeders' Show, October 5, the feature of their entertainment being a press feed at the Saddle and Sirloin Club, with "Hep" Blackman as toastmaster.



**A'TOP THE WORLD.**

**GAS ADVERTISING FIASCO.**

THE National Commercial Gas Association's \$140,000 advertising campaign is already proving a failure, and THE EDITOR AND PUBLISHER is now occupying full position, top of outside column, entirely surrounded by reading on the "I told you so" page.

When the great campaign was in its preparatory stage, THE EDITOR AND PUBLISHER, believing in newspaper advertising first, last and all the time, and always working in the interests of newspapers, was persistent and consistent in its advocacy of newspapers as the logical media through which this advertising should reach the gas consuming public.

Editorials were written, interviews obtained and every effort made to point the way of truth and wisdom in this matter—but to no avail.

The stand taken by THE EDITOR AND PUBLISHER was that, psychologically, gas consumers should be reached where they, in turn, could reach out and obtain gas. It was pointed out that newspapers published in communities where gas is available could reach the highest per cent. of possible customers, could reach them as a personal statement from one citizen to another, and copy could be written to cope with local conditions in the best manner.

These and many other good arguments were advanced; but the ruling powers of the National Commercial Gas Association ruled otherwise, and, as they were the people who had the money to spend, their ruling was final.

THE EDITOR AND PUBLISHER was given to understand that the plan upon which the campaign was financed was that subscribing companies pledged themselves for one-tenth of one per cent. of their gross receipts for a period of three years, and this money spent in an educational campaign.

There was a proviso, however, stipulating that before January 1 of any year any company would be privileged to withdraw upon the serving of a sixty-day notice on the National Commercial Gas Association.

A magazine campaign was finally decided upon. Twelve magazines, having a claimed circulation of some 28,000,000 copies, were listed to carry the message.

Fully fifty per cent. of this 28,000,000 circulation is said to reach people who cannot get gas to use, no matter how badly they may want it. There is 14,000,000 circulation practically wasted to start with. Fully twenty-five per cent. of the entire circulation reaches people who are actual or possible customers of non-subscribing gas companies, which brings the possible effective circulation down to approximately 7,000,000, or twenty-five per cent of the whole.

The campaign was "put to work" in January, 1914, and the advertising began to appear in July. It is being supplemented by the use of folders, follow-up literature, newspaper cuts and other media, all of which is to be paid for in addition to the regular subscription.

The campaign thus far has been watched with considerable interest by THE EDITOR AND PUBLISHER and as the time draws nigh for the harvesting of the crop of withdrawal notices, a quiet investigation has been made among subscribers as to the feeling, kindly or otherwise, which permeates the breasts of the gentlemen whose money is being spent for this great educational work.

Perhaps it is hardly charitable to rejoice at the failure of any worthy project, but when one has unhesitatingly and unqualifiedly advised against the project it is human nature to prefer saying "I told you so," rather than "I was wrong," and the human equation in THE EDITOR AND PUBLISHER is strong, very, very strong.

So it is not an unmixed sorrow for THE EDITOR AND PUBLISHER to point the fact that, up to the present writing, the response obtained has not swamped anyone. In fact, it has been painfully inadequate, and while much of the information has been given in confidence—that is, as far as statistics are con-

**F**OR fifteen years I've been on the firing line in the interests of the Kansas City Star "beating the bushes" for advertising. That I've been successful is attested by some of the big producers, important space buyers and representative men in our line.

I am pleased to refer you to my former employer and any advertising agent.

Now I'm in business for myself at the old stand.

I have the representation of several good newspapers and am in a position to give personal Eastern representation to several more daily newspapers.

If you want a clean-cut, forceful representation by a man who knows how, get in touch with me at once.

**CHARLES SEESTED**

41 Park Row, New York

Telephone 569 Cortlandt

**Statement of the Ownership, Management, Circulation, etc., of**

**Elmira Star-Gazette**

published daily except Sunday at Elmira, N. Y., required by the Act of August 24, 1912.

Name and postoffice address of editors: Dr. W. J. Copeland and F. E. Gannett, Elmira, N. Y.  
Business Manager, E. R. Davenport.  
Publisher, Star-Gazette Co.

Owners: I. S. Copeland, Elmira, N. Y.; Dr. W. J. Copeland, Elmira, N. Y.; F. E. Gannett, Elmira, N. Y.; E. R. Davenport, Elmira, N. Y.; James F. Woodford, Elmira, N. Y.

Known bondholders, mortgagees, and other security holders, holding 1 per cent. or more of total amount of bonds, mortgages, or other securities: Star-Gazette Bldg. Co., Elmira, N. Y.

Average number of copies of each issue of this publication sold or distributed through the mails or otherwise, to paid subscribers during the six months preceding the date of this statement: 19,577.

I. S. COPELAND, President.

Sworn to and subscribed before me this first day of October, 1914:

ANNA T. O'HERN,

Notary Public.

(My commission expires March 30, 1916.)

**J. P. McKINNEY**

Sole Representative Foreign Advertising

334 FIFTH AVENUE, NEW YORK

122 SOUTH MICHIGAN AVE., CHICAGO

cerned, it goes to show that things are not as they should be.

Robert E. Livingston, advertising manager of the Consolidated Gas Company of New York, said: "So far as this city is concerned, I would say the advertisements have not produced any results. A general statement about anything in an advertisement that is not signed by the name of a known firm or individual or corporation cannot be expected to prove effective in its results."

The Consolidated Gas Company is a subscriber, too.

"The Story of Nancy Gay," an intensely interesting little love story (by the way, look at this NanCy GAY; notice the N C G A—National Commercial Gas Association; jolly clever that, what?) has been advertised extensively and people have been asked to send for a copy of the booklet.

The requests received have been referred to the companies in the cities in or near to the place where they originated as prospects. Thus far not only have the requests been few in number, when compared to the 28,000,000 people the ads were supposed to reach, but many came from children and others who had no other purpose in sending for the booklet except to gratify their curiosity.

The foregoing introduction brings the subject down to where THE EDITOR AND PUBLISHER wishes to say a few kind words which are directed particularly, oh, very particularly, to business managers and advertising managers of newspapers published in cities, towns and villages wherein gas plants are maintained.

The present campaign is not a success. Many companies are preparing to withdraw from the association just as quickly as they can.

Go to the officials of the gas company in your community. Go at once. Speak gently to them; gently but firmly. Point out to them, clearly, concisely and in a lucid manner that, by writing a brief, polite note to the National Commercial Gas Association, 23 West 39th street, New York City, on or before November first, they can withdraw their support, financial or otherwise, from this campaign and, by taking the same amount of money and putting it into good advertising in your paper, individualize, humanize, personalize and localize a real advertising campaign, based upon sound psychological research, one which will produce results. Do it now!

**A. A. C. O. T. W. COMMITTEE.**

**The Big Ones in Advertising Feature. Picture. Herbert S. Huston Given Silver Service.**

S. C. Dobbs, of Coca Cola; Herbert S. Huston, of Doubleday, Page & Co.; Llewellyn Pratt, of the Educational Committee; Jos. H. Appel, of Wanamaker's, and O. J. Gude, the outdoor advertising man, attended a moving picture studio yesterday and were put into a group picture which is to be used as an introductory feature for an educational lecture to be put out by the Associated Advertising Clubs of the World this winter.

This meeting was also made the occasion for the presentation of a solid silver service to Mr. Huston, who has just retired as president of the Educational Committee, in recognition of his splendid work in that office.

*"Say don't you sometimes git the blues when these here clouds that's dark Hang all around and nothin' that you do quite hits the mark? When Fate's a-frownin' just as hard as ever she can frown. And every ternal thing appears to want to keep you down, It's mighty wearin', ain't it now? But why keep feelin' blue? \* \* \* Go in and slash ahead, the clouds will soon let through the sun—I don't believe God ever frowns on folks, except in fun." —S. E. Kiser.*



## REMARKABLE RECORD.

**Los Angeles Examiner's Advertising Staff Under the Direction of C. K. Gentry Closes 113 New Contracts in Thirty Days—How the Deed Was Done—Some Interesting Facts Concerning the Month's Campaign.**

The advertising staff of the Los Angeles Examiner under the direction of C. K. Gentry, the acting advertising manager, achieved a remarkable record of success during the month of September, just closed.

One hundred and thirteen new contracts for advertising, ranging from a 52 time order to 50,000 lines of space, were secured in the first twenty-six days in September and plans are in operation to secure an additional 125 contracts between now and October 31. The 113 contracts already signed were made through *straight solicitation*. Special editions, special rates, or free reading notices played no part in the securing of a single piece of this business. Each contract was as clean cut as a United States certificate of currency.

But that's only a part of the story. It all started with an advertising campaign entitled "Making Small Display Advertisements Pay."

### OBTAIN SOLICITOR'S PLEDGE.

When late in August, the Examiner planned to run this campaign through September, W. G. Bryan, who is conducting a publicity campaign for the Examiner, advanced the idea of securing a pledge from each solicitor to bring in a stated number of new contracts while the campaign was in force. Mr. Gentry was quick to grasp the idea, and equally swift in putting it into operation.

Forgetting there was such a thing as a European war in progress, Gentry, who, by the way, was once a war correspondent, and dearly loves a good fight, with the true martial spirit, gathered his forces around him, told them it was a case of a hundred new contracts or retreat, and signed up each man to the limit of his selling ability. One pledged 12 new contracts, another 8, another 10, and so on.

On the morning of September 1, the Examiner forces started forth with the battle cry of "new business" on their lips, and hope high in every heart. The first authentic and uncensored report from the firing line came to Mr. Bryan's Chicago office in the shape of a letter, quoted herewith:

### DEFINITE DATA.

"I wired you today regarding the 100-contract-within-30-day-campaign we are going to put over this month. You know there are exactly 25 working days in the month of September and to secure 100 contracts it is necessary that four per day be turned in. We have not quite reached this figure because, as usual, the start was slow and the first few days we were way behind on our required number. When again last week was a peculiarly poor one, inasmuch as both Labor Day and Admission Day interfered, Labor Day coming on Monday, the 7th, and Admission Day following on Wednesday, the 9th. These things all created drawbacks that it was necessary to overcome by renewed energy and persistence.

"On Saturday night, September 12, we had 28 contracts turned in. Fifteen contracts have been secured in the last two days, giving us a total of 43, whereas we really should have 48. As you can see that leaves us shy 5, but this will be overcome quickly, especially if we secure contracts at the rate we have gone this week.

"You put this in your pipe and smoke it. We are going to get at least 100 contracts during the 30 days in September and possibly, though not probably, a few more.

"I will advise you by wire at the end of the week the standing then,

and if this letter gives you any idea for further effort, please wire. You know this stunt of 100 contracts in 30 days is no easy one and is a record breaking one but we'll put it over."

The wire which arrived the following week is self explanatory:

"Total number of contracts secured up to September 19, 70; total number secured week September 14 to 19 inclusive, 40. The entire staff join me in assuring you that the other 30 contracts will be secured possibly by one week from tonight with the probability that total number contracts secured will reach figures somewhere between 110 and 125, this world's record breaking achievement will be accomplished before end of period set."

On September 24 another wire came. It read as follows:

"One hundredth contract signed since September 1 was turned in today. Total number signed up to and including today 107."

Here is the rest of the story, as contained in subsequent communication from M. F. Ihmsen, publisher of the Examiner:

"Closed September campaign Saturday, September 26, with 113 new contracts. Begin Monday new effort to secure 125 new contracts before October 31. We're trying hard to make your work count."

There's a lesson in this for every publisher in America—and a sermon for every newspaper advertising manager. C. K. Gentry is not a phenomenon, neither is the Examiner advertising staff. Gentry and the Examiner men are workers and fighters, that's all. The word "fail" is not in their vocabulary. And what they have done any advertising staff can do, perhaps more easily—Gentry says so himself. Here are his own words on the subject:

### PRIDE IN ORGANIZATION.

"In the Examiner's September showing I have a tremendous organization pride, but very little personal. I mean that precisely. Any man can do this and get the same results, if he has faith in his newspaper. Suppose business is bad, and opposition strong. All the more reason for a bigger fight and a bigger showing.

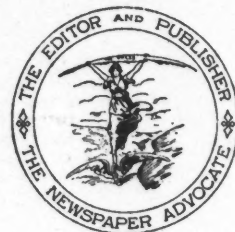
"No prospect is impossible. No man lives who won't eventually be won over by sane reason. Dull business never exists without its accompaniment of curtailed advertising. That's what makes business dull. I hold, therefore, that the publishers are to blame always for the condition they inwardly lament. They could change things almost overnight if they would give mortal combat to the tightening-up tendency of advertisers when the first weather-signals begin to fly. In their editorial departments, the newspapers of the United States have recently adopted this policy. Optimism is preached from every page—by the editors. But in the business department—the one place where their preachments should be put into practice—there is, in all too many instances, a deadly inertia.

"An advertiser is never 'sold' Examiner space. He buys it because he is shown where it is essential to the success of his business. That's the Examiner philosophy of salesmanship. And it is cashable. The Examiner's September achievement is ample proof of my assertion that good publicity, backed by the proper push, will win for publishers just as it does for merchants and manufacturers. The time or business conditions cut no ice to those who pin their faith to advertising and work. And it will have been doubly worth while if it helps bring home the truth to many in the newspaper world."

### News Bulletins.

The University of Kansas, Lawrence, has issued news bulletins covering the discussions before the National Journalism Conference held during Kansas Newspaper Week under the auspices of the university's Department of Journalism at Lawrence, week of May 10.

## Trade Newspaper Advertising--"Why" Talks--Number Eight



# "It Pays to Advertise" Is, Perhaps, the Oldest Business Slogan

For at least a hundred years people have been saying, "It pays to advertise."

Either in these words, in their equivalents, newspaper publishers have urged this truth upon the business community with unceasing enthusiasm. The truth has been stated in a thousand ways, but always the aim has been to say, with insistent emphasis, "It pays to advertise."

BECAUSE "it pays to advertise" we have GREAT DAILY NEWSPAPERS. For advertising has made them possible—just as, in turn, the great daily newspapers have made the big merchants and the big advertisers possible.

The old slogan needs one important amendment. Here it is: "IT PAYS TO ADVERTISE ADVERTISING."

It would not PAY to advertise advertising space, as a commodity, if advertising were a guess or a gamble. But, as the expenditure of an advertising appropriation by a big National advertiser is a purely business matter, each detail of which receives the most careful analysis, it DOES PAY TO ADVERTISE ADVERTISING.

For, in advertising your advertising space, you are affording to the possible users of it, who live at a distance from the city in which your paper is an influence and a force, FACTS upon which they may base their decisions as to WHAT MEDIUMS TO USE IN THAT FIELD.

Your "Special representative" may secure a contract from this or that advertiser IN ANY EVENT—for Specials are very able business getters—but he will get a bigger contract if your trade newspaper advertising has already decided the advertiser that it is to his INTEREST to use your columns.

### Wearing "The Cheerful Grin."

The Pittsburgh Leader of Sunday, October 4, carried a full page message of optimism written by Charles H. Joseph, a local ad writer, who, pleading ignorance of psychology, gives a splendid psychological argument in favor of boosting and wearing "the cheerful grin."

International Paper Company has declared the regular quarterly dividend of one half of one per cent. on the preferred stock, payable October 15 to stock of record October 6.

Fire did considerable damage to the Odebolt (Ia.) News plant last week.

## Web Presses For Sale

SCOTT AND POTTER PRESSES, IN FIRST CLASS CONDITION. REPLACED BY LARGER MODELS ARE OFFERED AT LOW PRICES

WRITE  
**CHICAGO HERALD**  
163 West Washington Street, Chicago



## ON FEATURE VALUES.

**Why Unusual Care Should Be Exercised in Their Selection—Money Makers vs. Money Losers—Finding Out What the Reader Wants.**

By BRUCE W. ULSH,

Of the Bruce W. Ulsh Company.

The day has passed when the sole object of any successful newspaper is to fill its columns. Nowadays, in the high cost of print paper, type-setting, postage, stereotyping, composition, etc., a wasted space occupied by a "filler" represents not failure to make money but actual loss of cash. Every editor, owner, managing editor and business manager should make a survey of every column, every stick, every inch, every em of his paper. He should analyze the pulling power of every line.

If there is a useless line, or stick or column of type, put it on the debit side of your "Profit and Loss" page. If it has no drawing value, count it as an item of expense. If it has good drawing power, charge it up to investment. Of course the question must be asked by the editor or manager—"Is each inch of 'invested' type or space invested to the greatest possible advantage?" For no newspaper is successful until every inch of space is occupied by the pick of matter. Men are employed to judge what is best to go into that space; according as they judge rightly, the newspaper will be popular, will have a power in the territory in which it is circulated and will get the subscription list and the advertising.

## THE BIG SUNDAY EDITIONS.

For illustration: In the big Sunday papers with their bulk of printed pages, there are columns, aye and whole pages, devoted to matter which few people read because of their lack of power to interest. Notable among this wasted space are pages of illuminated matter filled with stories often written about things which never happened—old tales warmed over and over again "to illustrate the illustrations."

These pages are a dead loss. Ask yourself, "Will this or that article or picture bring us business? Will it interest anyone? If so, how many? Will it pay?" If such pages, carried at an actual loss, were to be filled with matter of some vital personal interest to a fair percentage of readers, they would help build circulation.

Unfortunately, perhaps, it is not always the most neatly printed paper which attracts readers—and business. Business depends on how you satisfy the demands of the reading public.

What are these demands? First, readers demand a news-paper. The news should be attractively prepared, but, above all, it should be printed. No newspaper is taken for mere entertainment or amusement. Other things being equal the one with some merely entertaining feature may draw some business, but experience will show that the value of exclusively pleasure-giving features has been over-rated.

## MISSION OF THE PRESS.

"The real duty of a newspaper is to inform interestingly." That is the real duty, too, of the newspaper feature. Since the prime value and purpose of a daily paper is to furnish the news, the newspaper features must be of most value which are devoted to current events. That feature which can give an interesting account of current news not otherwise covered in the regular news columns, holds a certain precedence, at least if such a feature "informs interestingly."

A newspaper exists, with a few exceptions, to make money for its owners. Editors cannot be wholesale philanthropists. Moreover, the successful newspaper makes money whether the editor needs it or not. Now to make money a paper must get business—all of it that it can—and to get business it must be constructive for that is the power which gives a paper prestige. Its news must be constructive; its editorials, by all means, must be constructive, and

above all, its features should be valued by their constructive power.

As opposed to the constructive newspaper feature, there is the feature sold and used for mere entertainment. The editor thinks the feature is making him money when it is only making him less money than a constructive feature would or does.

Let us see about this. Take the woman's page or Sunday Woman's section. You fill it with fashions, recipes, household hints, beauty ideas, etc.—every one of them chosen for their information rather than their entertainment. Take the sport page. You would never think of padding it with "dope" which is not pertinent to the events of the day in sports. Take the editorial page. With the exception of some editorials written for loosely edited papers, you confine it to constructive comment and information. Take even the children's page, where you describe games and things the youngsters can do. Why do you maintain these standards? Simply because you know they get business and features which merely amuse are padding and space fillers.

The country is infatuated with the idea of getting business. A now famous editorial, entitled "Sit Still; Don't Rock the Boat," has given way to another editorial, "Pull on the Oars; Pull Hard!" Newspapers feel the impulse of the present moment as much as do the merchants and manufacturers seeking South American trade extensions. It is a time to take out the editorial blue pencil and figure the pulling value of every inch and em of printed matter and determine, if the space filled is not doing the utmost to get business, why it is not.

## WHAT THE WAR MEANS TO YOU

**It Brings You Temporary Readers Who Should Become Permanent Ones.**

While on a trip to Chicago on the Twentieth Century Limited recently M. Koenigsberg, manager of the Newspaper Feature Service, New York, had an extended conversation with the publisher of a great daily newspaper upon the effect of the war on business. Some interesting ideas were brought out. Here are a few of them:

"The war gives the live newspapers, without special effort or expense in that direction, the one factor hardest to supply in ordinary times—readers. Every newspaper has an opportunity to give these readers an impression beyond the impression of a war sheet—an impression of the quality and interest of the paper itself.

"Many people who formerly read only morning papers are now also buying evening papers, and vice versa. After the war is over they will cease buying as many papers as at present, but their selections will be governed by habits and inclinations formed or developed during the war. Those that have furnished war news only will be dropped when the war ceases, and those newspapers that have furnished interest, entertainment, instruction and pleasure to its readers, in addition to war news, will be retained.

"After the war is the real harvest time for the publishers. Now is the seed time. Newspaper history proves beyond debate that the big crops in maintained circulation have come to those newspapers that planted when the planting was good. Circulation seed planted in war time pays immense dividends in future advertising crops when figures begin to be counted. The seed of war time is habit. The habit of reading a particular paper may be started by war, may be maintained by war, and may end with the end of war—if the newspaper having the great opportunity has thought of nothing but war. But if the newspaper in this seed time has impressed upon this audience—which the publisher has to go after in ordinary times and which is now coming to him—the permanently good quality of his paper, this habit is going to survive the war in a large enough number of cases to give him big permanent increases in circulation.

"Good general features are never so sure of an audience as when readers are stimulated by the emotions of a sustained world drama. They read war first, but their impressions, their reading habits as to a particular paper as against all others, are created directly by the feature strength of the paper in which war is the lure and features the real habit makers. The publisher who recognizes this will turn disaster into main chance. He will ask, like every other shrewd business man, 'What is there in this for me?' And he will see that while outlay is in the immediate foreground, so are the readers he has tried so hard to get, and that the great chance for him is in holding those readers after this war-reading eagerness subsides. There is his profit opportunity. There is his harvest chance."

## Houston Chronicle Souvenir Edition.

In celebration of its thirteenth anniversary, the Houston Chronicle, of which M. E. Foster is publisher, on October 14 issued a handsome souvenir edition which reflected by text and illustrations the growth of the paper and the city. It especially emphasized the fact that nearly every modern building in Houston has been erected during the life of the Chronicle. When the paper was founded it started out with eight pages on a single eight-page press. Today it has three presses with a combined capacity of 144 pages. The 64-page Goss recently installed is declared by the builders to be the largest press between Kansas City and the Pacific coast.

## More War News.

The British censorship of despatches to American newspapers will be more liberal in the future, according to an announcement received at the British Embassy at Washington. Sir Stanley Buckmaster, the new director of the official press bureau, has announced that it is his object to interfere as little as possible with any matter telegraphed by the American correspondents.

"As a general rule," he said, "no restrictions will be placed except in the

case of information which might be useful to the enemy from a military point of view. Cable censors have received instructions to show every consideration to cablegrams of American correspondents."

Sir Stanley declared that there was no intention to interfere with news from Germany sent by American correspondents except in instances where falsehoods were emanating from Germany about England and the allies.

## JOURNALISTIC CHRONOLOGY.

## Anniversaries of Interest to Newspaper Folk During the Week.

OCT. 26. Samuel A. Carson, Swedish-American journalist, manager of Vart Land, Jamestown, N. Y., born at Jamestown. (1868)

OCT. 26. Warren Barton Blake, editorial writer for Collier's Weekly, born at Philadelphia, Pa. (1883)

OCT. 27. Frederick F. Schrader, editor of the Dramatic Mirror, born in Hamburg, Germany.

OCT. 27. Louis Martin Antisdale, editor-in-chief of the Rochester (N. Y.) Herald, born at Marion, N. Y. (1869)

OCT. 27. Whitelaw Reid, journalist and statesman, long editor of New York Tribune, born near Xenia, O. (1837)

OCT. 28. J. Walter Thompson, advertising agent, president of the J. Walter Thompson Co., born at Pittsfield, Mass. (1847)

OCT. 28. The Philadelphia North American was established as a daily under the name of the Pennsylvania Packet and Daily Advertiser. (1771)

OCT. 29. The first number of the Hartford (Conn.) Courant was issued by Thomas Green, founder and editor. (1764)

OCT. 29. Thomas Ellsworth Brundage, city editor of the Lockport (N. Y.) Daily Journal, born at Lockport. (1887)

OCT. 30. Chester C. Platt, editor of the Batavia (N. Y.) Times since 1903, born at Somers, N. Y. (1857)

OCT. 30. George C. Silsbee, editor and publisher of the Avoca (N. Y.) Advance, born at Avoca. (1857)

OCT. 30. Henry Johnson Fisher, vice-president and general manager of the Crowell Publishing Company, born at Marion, O. (1873)

OCT. 31. John Forsyth, editor and publisher, editor of Columbus (Ga.) Times and Mobile (Ala.) Register, born at Augusta, Ga. (1812). He died in 1877.

OCT. 31. Joseph R. Hawley, journalist, soldier and U. S. Senator, editor and part owner of Hartford (Conn.) Press and later of Hartford Courant, born at Stewartsville, N. C. (1826)

## POSITION WANTED

I am now at liberty, having sold my Virginia apple orchard, and desire position as circulation, advertising or business Manager.

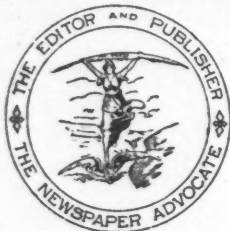
FRANK S. ADAMS,  
Greenwood, Va.

## THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS  
AND ADVERTISING AGENTS

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

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



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

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

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

Telephone, Kearney 2121.

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

See Publisher's announcement for subscription and advertising rates

New York, Saturday, Oct. 24, 1914

### JOURNALISTS AT THE FRONT.

Newspaper men have ever been ready to serve their country when it was imperiled by war. In every land and in every age they have been among the first to respond to the nation's call to arms. When Germany declared war against England the journalists of Great Britain were prompt to tender their services to the government. In France the number who joined the colors was so great that many of the newspapers were obliged to suspend publication because there were not enough members of the several staffs left to bring them out.

It would seem as though if there was any one class of men who, from the nature of their employment, would be warranted in remaining at home it would be the journalists. No one can dispute the fact that it is most important that those who are left behind when the soldiers take the field should be kept informed as to what is going on at the front. There is no better way of acquainting them than through the newspapers.

Hence it often happens that the service rendered by the journalists in sticking to their offices is often as valuable to the government as the service performed in the field. Many of them, however, prefer to follow the more dangerous and certainly the more appealingly attractive course of enlisting in the ranks, in the belief that they can do much more to aid their country in time of peril.

### SPEECHES "CANNED" AND OTHERWISE.

Rather contemptuous references have of late been made by several bumptious critics to the "canned" speeches presented at advertising conventions and club meetings. The inference to be drawn from their remarks is that such addresses are worthless because they have been written out before hand. They do not explain why the careful preparation of a speech detracts from its interest when it is delivered.

According to the views of experienced auditors the average man who undertakes to address a public gathering fails to make an impression because he has not thought out what he is going to say in advance. He may be well informed upon the topic he is to discuss but has not the ability to arrange his opinions in a concise, logical form while he is facing an audience, and so often wanders on and on, not knowing what to say or when to stop. In our own opinion no one has a right to appear before a company of intelligent men to speak upon a serious question who is not prepared to give them the best there is in him.

We admit that the speech that is read lacks the magnetism and spontaneity of the impromptu address but, on the other hand, it should be and usually is of much more permanent value because it has been hammered into shape in advance of its delivery. Some men commit to memory what they have to say and some are so ready of thought and speech that they do not have to bother to do this. But these are the exceptions.

One distinct advantage of the read speech is that the author knows when he is through and stops. If the program maker gives him fifteen minutes he can arrange his remarks to fill that amount of time exactly. He does not go rambling on until he drives his hearers out of the room.

Anyone who has read the reports of the conventions of the Associated Advertising Clubs of the World and of the Advertising Affiliation that have appeared in THE EDITOR AND PUBLISHER know that the "canned" addresses delivered were the most valuable that were presented.

### THE GRIP OF NEWSPAPER WORK.

Daily newspaper work is fascinating, inspirational, exacting and nerve-racking. Few of those who are engaged in it ever leave it for a humdrum occupation. After being tuned up to concert pitch for ten or a dozen years it is depressing for a journalist to take up a business in which the tension is never high.

An experienced desk man who frequently complained of the tension under which he toiled and expressed his desire to engage in something else finally made another connection. For a time he thoroughly enjoyed the change but soon became restless and unhappy. He missed the excitement of a newspaper office, he felt as though he was stagnating in his new position. He became irritable, morose, and even rude to his old friends.

One morning he reappeared at his old desk and took up his newspaper work again. In a short time he was like his old self. His irritability and moroseness had disappeared. When some one spoke to him about the change he said: "Here I feel alive, alert and happy. I am in touch with the electric wires of business, of social and intellectual achievement. I will never leave newspaper work again unless I want to go crazy."

We hear a great deal about editors whose ambition is to own a little place in the country where they can raise chickens and be happy ever after. How many of them ever achieve the ambition? Very few indeed. Getting out of the newspaper work is a good deal like retiring from business. When you have burned your bridges behind you, you usually find that you have made a terrible mistake, for you have lost the one thing that gives zest to existence, an active interest in and daily contact with the throbbing life of this busy world.

Elsewhere in this issue will be found an interesting article upon the results of a campaign carried on by the Los Angeles Examiner for the purpose of bringing new advertisers into the paper. It should be read by every publisher and advertising man for it shows what can be done by a determined corps of solicitors under an efficient leader.

Hats off to the Baltimore Sun: A paper that is enterprising enough to bring a theatrical company from New York to Baltimore for one performance—and a 10 a. m. performance at that, for the sole purpose of giving its advertisers and friends who ought to be advertisers, a treat, and at its own expense, deserves respect and applause. "It Pays to Advertise" was never presented to a more enthusiastic audience than greeted the company on this occasion. The guests of the Sun appreciated the compliment paid them and left the theater with a clearer idea of what advertising means and its force.

Newspaper men all over the country are pleased to learn that Colonel Henry Watterson, of the Louisville Courier-Journal, has followed Colonel Harvey's example and called on Presi-

dent Wilson, and that past differences have been patched up between these three great men. It was recognized as unfortunate that there ever was anything to be patched up, and now that the misunderstanding is a thing of the past, all will rejoice in the resumption of diplomatic relations. Colonel Geo. W. Harvey, as editor of North American Review, stands at the very pinnacle in his field. Colonel Watterson is the dean of the editors in the daily field, and it is gratifying to know that these two Democrats are once more in accord with the administration.

Business is already looking up. Exports for September were far greater in volume than anyone expected. The amount of foodstuffs was \$45,330,000, as compared with \$17,853,000 in September, 1913. Meat and dairy products were about the same in amount as last year. It is reported that the French Government has placed an order for \$2,500,000 worth of guns with the Bethlehem Steel Works. A number of factories manufacturing blankets and other supplies are working overtime. These are straws that show the way the commercial wind is blowing.

### ALONG THE ROW.

NEXT.

"Why do you artists wear long hair?"  
She asked of one who drew events.

"One reason why," he answered her,  
"Is, good hair cuts cost 30 cents."

THE VERY LATEST.

He managed to get by the office boy, and when he reached the boss he said: "I should like to have you look at something new—Smith's Patent Reversible War Pictures. Save time, money, and temper. Now please behold this sample. Here we have a flock of Zeppelins, destroying a city—lots of action. Now turn the picture upside down, and the Zeppelins become submariners, the clouds the ocean, etc.—all done by deceptive lines.

"Again, here is a plate of the Kaiser—with patent sliding face—with this goes the mugs of all the big German Generals. Pull out the Kaiser's face, and slide in any of the others that the news of the day brings into prominence. All the face fronts are guaranteed to fit. We furnish the same sliding face plates of all Russian and French officers, taken from their latest photographs. We also have war maps which can be instantly changed into puzzles for the Children's Page of the Sunday edition. All neatly, carefully boxed—shipped C. O. D. and bound to increase circulation and effect great economy. Shall I book you for series A and B?"

Then the Boss gasped for breath and sent to the pressroom for reinforcements to rout the invader.

GLOOM CHASER.

Brace up and smile a good old smile,  
Be cheerful and be gay.  
Just advertise that you have goods  
Made in the U. S. A.

FROM FATHER.

If it keeps on the way it is going the name of the German war organ might be changed to the "Orphanland."

SURE THING.

Here is how a Brooklyn cub described an accident: "James Hoholahan while working on the dock was struck by an iron bar which fell from a derrick, and was instantly killed. He was dead when the ambulance arrived."

SAME OLD CUSS.

There is getting to be an awful sameness about war cartoons. Nearly all have the same brutal gentleman with thick legs and neck, wearing a tin hat standing in a field surrounded by dead men and horses, with an expression on his face like a night editor whose mail edition has missed the trains. Skulls, vultures and buzzards have all been worked overtime—but then when you come to think of it, the cartoonist is up against a tough proposition on this war game, so maybe he can't help using the old props over and over again.

REPULSE FOR GEN. RIDDER.

The Northern advance of the good old Staats Zeitung has been checked at the Canadian border. Still it didn't have much circulation among the French Canadians anyway.

YOU CERTAINLY CAN.

Buy some advertising space and then you can sell a bale of anything.



**PERSONALS.**

James Keeley, editor of the Chicago Herald, celebrated his forty-seventh birthday on October 14.

W. H. Porterfield, who resigned as president and editor-in-chief of the San Diego Sun, Los Angeles Record and San Francisco News a year ago, has returned with his wife and daughter from an eight months' tour of Europe and has taken charge of the Sacramento Star as publisher and editor-in-chief. He has associated with him Olin W. Kennedy, formerly of the Muncie Star, and more recently of the Los Angeles Record. Mr. Porterfield has retained his interests in all the Scripps California newspapers, but will in the future devote himself entirely to the Star.

B. H. Canfield, general manager of the Newspaper Enterprise Association, is making a tour of the Pacific coast in the interests of his concern.

F. W. Worcester, a well-known Pacific coast newspaper man, is now business manager of the Sacramento Star.

Morris McDermut, editor of the Palisade (N. J.) Post, has filed with the secretary of state his petition as an independent Democratic candidate for Congressman from the Sixth district.

J. Bernard Lyon, publisher and president of the Atlanta Saturday Night, has acquired the stock holdings in that publication of William F. Parkhurst, who has resigned as advertising manager.

**IN NEW YORK TOWN.**

John L. Balderston, New York correspondent of the Philadelphia Record, was operated upon for appendicitis on Wednesday at Cheney Hospital in Brooklyn.

Grantland Rice, of the Evening Mail, was one of the speakers at the annual dinner of the Englewood, N. J., Country Club last Saturday night.

John J. Leary of the Tribune is having an autumnal vacation in New England.

Frank C. Buckhout, of the Evening Mail's real estate department, is an unopposed candidate for the office of Councilman or Alderman, in his home town, Leonia, N. J. He was nominated on both the Republican and Democratic tickets.

Lucian Hubbard, the night city editor of the Press, has joined the vacation crowd.

Frank G. Huntress, Jr., president and general manager of the San Antonio (Tex.) Express, was in New York on business last week.

Paul Patterson, business manager of the Baltimore (Md.) News, was attending to New York business Thursday.

Meriam Terchner, formerly of Detroit, Mich., is covering the Carman case for the Globe. Gertrude Allerton is performing a like service for the World.

Harry Staten, recently publisher of the Strand Magazine, is in charge of the illustrated war extras being issued by the Globe.

The Advertising Bureau of the American Newspaper Publishers' Association held a meeting in New York on Thursday, October 22, and approved of the work now under way. The principal question brought up was the consideration of a proposal for co-operation between the bureau and the National Consumers' Gas Association to increase local advertising to be used in conjunction with the national campaign. Steps were taken to put this work under way at once.

Sidney D. Long, circulation and business manager of the Wichita (Kan.) Eagle, and president of the International Circulation Managers' Association, has been in New York this week on business.

Frank H. Brooks, a well-known and experienced journalist of New York City, has been appointed correspondence editor of the Dramatic Mirror.

**WEDDING BELLS.**

William A. Cordingly, circulation manager of the Des Moines (Ia.) Register and Leader, and Miss Louise Cookerly, of that city, were married October 14 at St. Ambrose Cathedral, Des Moines.

Eugene B. Roach, editor of the Carthage (Mo.) Democrat, and Miss Beatrice E. Bailey, of Rockford, Ill., were married at Chicago October 6th.

Nelson Robins, editor of the Lynchburg (Va.) Advance, and Miss Louise Bowman were married at the home of the bride's parents October 7.

Nelson Robins, editor of the Lynchburg (Va.) Advance, and Miss Louise Bowman were married on October 6.

A. W. Patton, editor and manager of the Daily Washingtonian, Vancouver, Wash., and Mrs. Sarah McMillan, of Hoquiam, Wash., were married October 1.

Frederick Moore, former staff writer on the San Francisco Examiner, war correspondent during the Russo-Japanese war, and Miss Eleanor Gates, writer and playwright, were married at Paterson, N. J., on October 18.

David Gray, magazine writer, editor and author, of Buffalo, N. Y., and Maud Livingston Waterbury were married at Poughkeepsie, N. Y., on October 13.

**FOREIGN PRESS NOTES.**

T. P. O'Connor's new paper, "Great Deeds of a Great War," will be published by the London Daily Telegraph.

The London Evening News prints a summary of the war news in Flemish.

The London Daily Sketch, a picture paper started five years ago, on October 3 achieved a circulation of 1,500,000 copies.

**Meltzer Succeeds Dale on American.**

Charles Henry Meltzer, who has been the music critic of the New York American, succeeds Alan Dale as dramatic critic on the same paper. He is well known and is regarded as thoroughly capable in every way to write authoritatively on dramatic subjects.

**Working for Export Trade.**

The Merchants' Association of New York has received six hundred requests from members for information concerning foreign inquiries in regard to export trade. Over one thousand members attended the Foreign Trade Luncheon at the Hotel Astor last Wednesday.

**Newspaper Bankrupt.**

C. B. Edgar, editor and publisher of the Oklahoma City Times, has filed a petition in the Federal Court that he be adjudged bankrupt. Trouble brewing for months culminated when printers employed by the Times refused to work until their wages of two and three weeks back were paid. They were given no money and no paper was issued. It is expected a receiver will be appointed and that the paper will be issued. Mr. Edgar listed the Times' assets as \$55,988.78 and liabilities of \$190,132.

The Advertising Men's League of New York will give a dinner on November 5 at the Aldine Club. The subject will be "The Salesman and His Company's Advertising," and S. Rowland Hall, J. K. Fraser, R. A. Holmes and O. T. Atwater will be the speakers. It promises to be a very interesting meeting.

The least little carelessness sometimes will get the most well-intentioned newspaper into a libel suit. Here, for instance, is a railroad conductor in Mound City, Ill., suing the Register of that

Best two-dollar investment—a subscription to THE EDITOR AND PUBLISHER.

place because it inadvertently stated that following the escape of some wild animals from a circus there, when several baboons were captured, the said conductor was locked up with the baboons by mistake.

**PUBLISHER'S NOTICE.**

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

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

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

The columns are 13 picas.

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

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

Liberal discounts are allowed on either time or space contracts.

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

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

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

Pittsburgh—Davis Book Shop, 416 Wood street.

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

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

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

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

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

**BUSINESS OPPORTUNITIES**

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

START NOW in the Publishing Business and enjoy the boom about to begin. We have several good propositions. Harris-Dibble Company, 71 West 23rd Street, New York City.

**IS YOUR NEWSPAPER LOSING MONEY? PERHAPS I CAN HELP YOU.**

One of the best trained and well known executives in the country with a record for high efficiency is available for the publisher who is not getting returns on investment. Salary not important, but an interest in the property is vital. It is a case of putting brains, ability and hard work against a reasonable share of future profits. Some owner in a large city is looking right now for a manager who is a REAL newspaperman; one who has the rare editorial knack that makes the popular publication; one who can get the greatest efficiency out of mechanical departments on minimum operating expense; one who has made good as business manager; one who can get advertising; one who can build solid circulation. The publisher looking for such a combination can get a \$10,000 man on favorable terms by addressing Ability, Care The Editor and Publisher.

**ADVERTISING MEDIA**

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

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

**WHERE THE GOLD COMES FROM!**

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

**LEADING DAILY**

Newspaper Property of Northwestern City. Annual volume of business \$80,000. Can be bought for about \$60,000. Return to owner for personal effort and investment in past year over \$9,000. Proposition K. N.

**C. M. PALMER**

Newspaper Properties  
225 Fifth Ave., New York

**\$75,000.00**

Will buy a gilt-edge Daily newspaper property in the Metropolitan District, now showing substantial net earnings and capable of extensive development. Physical value over \$50,000.

This is a genuine opportunity at a bargain price.

**HARWELL, CANNON & McCARTHY**

Brokers in  
Newspaper and Magazine Properties  
Times Bldg., New York City

**SITUATIONS WANTED**

Advertisements under this classification one cent per word each insertion.

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

Young newspaper man desires position with chance of advancement; university graduate; two years' successful experience on dailies as reporter, editorial writer, proofreader, etc., now employed. Address Box 279, New Bern, N. C.

Experienced in the resultful efficient management of large news departments; skilled in dressing a paper modernly; thoroughly practical in developing features; hard and conscientious worker, energetic and resourceful; above-the-average ability, coupled with twelve years' metropolitan and country experience—strictly high-class young man, wants position as managing or city editor. Address EDITORIAL EXECUTIVE, care The Editor and Publisher.

Wanted position as cartoonist or in art department. Can work in any medium or on chalk plates. Address "Cartoonist," 201 West 20th Street, Erie, Pa.

**HELP WANTED**

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

ADVERTISING MAN Splendid opportunity for advertising man of unquestionable ability and references is open on monthly publication devoted to the interests of motorists. All replies will be held in confidence. Address M. J. G., The Editor and Publisher.

**MISCELLANEOUS**

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

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

PACIFIC COAST NEWS CORRESPONDENT

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



**RETAIL ADS SHOP-WINDOWS.**

**Address Delivered at the Affiliated Ad Clubs Meeting at Detroit.**

**By James Wallen.**

Mr. Chairman and Gentlemen: In Gerald Stanley Lee's book, "Crowds," which has a peculiar significance for advertising men, I find a reference to publications (the newspapers and magazines) which furnishes a text for my little message today: "And the next day I went through the silent streets of the city, the great crowded dailies, where all the world troops through; and then the more quiet weeklies; then the monthlies, more dignified and like private parks; and the quarterlies, too, thoughtful, high-minded, a little absent, now and then a foot-fall passing through."

**NOVEL VIEW OF AD COLUMNS.**

In constructing a retail advertisement, I think of the columns of the newspapers as the streets of the city. Surely my advertisement on the society page is in Fifth avenue; on the financial page, Wall Street; on the theatrical page, Broadway; on the sporting page, I have a position which can be seen from the grandstand and bleachers; on the editorial page and women's pages, I place my shop windows among homes of refinement.

The eyes that peer into the shops of a given city street, are the same critical eyes which scan my advertisement in the daily paper. My advertisement, then, must be a faithful representative of the street and the shop I publicize. This is my problem.

**RETAIL ADS BUSY ADS.**

The retail store ad occupies space on the busy thoroughfares of news. The national advertiser's announcement is comparatively, in a leisurely parkway. In your frontage of newspaper space, you must do what the clever window dresser accomplishes. He arrests the eye with a few well chosen pieces of merchandise. He does not put all of the store's goods into his display.

My chief criticism of the average newspaper ad is that the dealer tries to tell his whole story in one advertisement. He lists a dreary lot of names of things he would like to sell, when he might focus on one interesting item, thereby bringing the good folk from Prosperity street into the store, to buy some of the ninety-nine other articles he did not mention.

I do not think anyone will debate that Wanamaker advertising is widely accepted as near-ideal department store publicity. Its chief characteristic lies in the fact that a Wanamaker page is made up like a newspaper inside of a newspaper. The Wanamaker News Page is divided into many little ads, one subject to an ad, and the boundaries are clearly defined.

**DIVISION OF COPY.**

In a Franklin Simon advertisement three distinct divisions are made. There is the young men's shop, men's shoe shop, and boys clothing shop section to the ad.

On one page of the Chicago Evening Post I find the advertisement of Marshall Field & Company for their store for men, and three pages further on an advertisement of an importation of French dresses for women. This demonstrates that Marshall Field & Company appreciate the necessity of presenting their printed shop windows, in individual settings, in one issue of the same newspaper.

It is a bad thing to disorder the minds of your readers with disordered advertising. The more logical and clearly defined the text and arrangement of your advertisement, the more understandable and pleasing it is to the reader.

I venture to say from the net results of my own experience, that the ad which

intelligently deals with one subject accomplishes the greatest results, creates a better impression of your store, and is remembered.

You do not expect to sell only the things you show in your window, but it represents in composite the quality of your stock. I contend that retail store advertising, especially that of the specialty shop should accomplish this very thing.

The net result of cataloging the stock of a store in an advertisement is a maze of uninteresting words, which do not convey pictures of anything. There must be some argument for your particular brands of goods.

As a rule in an advertisement you have neither the space nor the time to



**JAMES WALLEN.**

make telling pleas for all of your goods. Why not, then, spend your energies and time on one or two related things for which you can, comprehensively, make a sales brief?

**SPECIALIZE SINGLE ITEMS.**

When the Hampton shops advertise oak and walnut furniture for the living room, and convince me that it is good furniture, I do not receive the impression that the Hampton shops sell only oak and walnut. I am just as apt to be convinced that though I want mahogany furniture the Hampton shops is a good place to get it.

When I see the advertisement of Burley & Company for Minton's china, I am interested in this particular pattern, and though there is mentioned in the body of the ad only the one brand, I do not get the idea that Burley's line is confined to Minton's china. The signature says: "Burley & Company, English China, Cut Crystal, Sterling Silver, 7 North Wabash avenue. Carriage entrance, 60 East Madison street." A complete little advertisement in itself, which tells me a deal about the store.

The judicious use of types which have historical and artistic justification; borders that convey atmosphere, and illustrations that show the goods faithfully and artistically, will make your advertisements more truly representative of the goods you have to sell.

The increasing facilities of the newspapers for better printing, the introduction of high art sections, like that of the New York Times, the development of such periodicals as Detroit Saturday Night and Cleveland Town Topics, give you further opportunity for the proper physical presentation of your shop windows on the busy lanes of trade and daily news.

Now a word as to copy: It is said that no woman can talk as interestingly as she looks. I affirm that no ad can look as interesting as it can talk.

It is both proper and productive to make the dress of your advertisement formal, but warm up the text and make it human. Breathe into your artistic

arrangement the breath of life. If your text is pregnant with thought it will suggest its own arrangement.

**GOOD COPY ESSENTIAL.**

Picture the contents of your shop window, and then add to the alluring scene the power of well chosen words. Make the front or frame familiar, and the message newsy and bright.

The essence of my message today is this: To make people stop and look into your shop windows, into your advertisements, you must give them the color and vivacity you lend to your window displays. Do not try to sell all of your goods through the plate glass. If your advertising appropriation is merely a contribution to the welfare of the publishers, it is probably your own fault.

Just as modern photographers have eliminated the unnecessary, so we must prune our retail ads. We put too much into them, and there comes up a wall all over the land from retail advertisers that advertising does not bring home the gold dust.

The cure for the ineffectiveness in retail advertising, to my mind, is simplification and humanizing. The valuation consists in taking a text for a day or a week as the case may be, and preaching on it, with a due regard for the ability of the human mind to understand. Do not underestimate the intelligence and ambition of your patrons. It is their ambition and intelligence which makes them want the things you sell.

When you write your advertisement, go and stand outside your store, and look into the window, if you have a capable window dresser, then go to your desk and compose your message. You will convey a better impression of all of your goods, than if you wrote about all of them. Writing about one of them will describe the character of all. You will get the outside point of view. You will stand outside of yourself, as well as your establishment, and gain the most valuable knowledge a merchant or ad-man can possess.

**SEE WITH OTHERS' EYES.**

When a man can see himself and his establishment with other's eyes he views his advertisement as a shop window on the boulevard of current literature. The keeper of the specialty shop, with his ads of limited size, should use no other method. The department store advertiser should departmentize his ads.

Don't expect publications to set your ads. With few exceptions they are not properly equipped. Take your ads to a printer who will furnish the type you want, and send them to the papers, in electro. It costs more, but I am informed that the great motor car makers who last year spent the most money on typography and art work, expended the least on space, and reaped the most bountiful harvest. Their ads were remembered, and they got the limit of value out of the space they used. A good typographic plan will give your shop windows a familiar style and beauty. Have a name-plate or signature that you can cling to "til death us do part," and after.

If you want professional assistance it can be secured. Some good agents are quitting the chase of the few big accounts, to care for the many available and worth-while little ones who need their help. There are advertising managers obtainable, who work with skill and insight.

When your line brings you into contact, take advantage of dealer helps. The brains of the advertising world are expended on dealer helps, by the manufacturers with the vision to see the shop windows on the "Silenter streets of the city."

**Drovers' Journal Not Sold.**

CHICAGO, Oct. 19.

THE EDITOR AND PUBLISHER: My attention has just been called to an article in your publication announcing the purchase of the property known as the Drovers' Journal. It reports that Mr. Edward Tilden bought it and that I am to be editor.

This is a falsehood perpetrated by some garrulous jackass who either maliciously or unknowingly did great injury to all concerned.

The Drovers' Journal has not been sold to me or anyone else. I tried to get it but failed. The men interested with me had no connection with the packing interests and do not intend to have.

Mr. Tilden is a stockyards banker and I not only do not know him but have never seen nor talked to him regarding anything, much less the Drovers' Journal.

ROYCE P. ECHSTON.

The Muscatine (Ia.) Journal, Clinton (Mass.) Daily Item, Hannibal (Mo.) Courier-Post and Reno (Nev.) Evening Gazette have been elected to associate membership in the American Newspaper Publishers' Association.

**FOR SALE.****Duplex, Twelve Page, Flat Bed Perfecting Press**

prints four, six, eight, ten and twelve pages from type; speed, 4500 per hour; length of page, 22½"; folds to half and quarter page size. Press is in good condition and can be shipped quickly.

**WALTER SCOTT & CO.**  
Plainfield, N. J.

**We can increase your business— you want it increased.**

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

**BURRELLE**

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

*Most Far Reaching Newspaper Reading Concern in Existence*

**ATLAS PRESS CLIPPING BUREAU**

CHARLES HEMSTREET, Manager

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

**Our Motto—RESULTS COUNT**

218 East 42nd Street New York

**Canadian Press Clippings**

The problem of covering the Canadian Field is answered by obtaining the service of

**The Dominion Press Clipping Agency**

which gives the clippings on all matters of interest to you, printed in over 95 per cent. of the newspapers and publications of CANADA.

We cover every foot of Canada and Newfoundland at our head office.

74-76 CHURCH ST., TORONTO, CAN.

Price of service, regular press clipping rates—special rates and discounts to Trade and Newspapers.

TAKE IT TO

**POWERS**

OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

NON TIME ALL THE TIME

**POWERS PHOTO ENGRAVING CO.**  
154 Nassau St. N.Y. Tel. 4900-4 Boston

IN

**Colorado Springs**

IT'S

**THE TELEGRAPH**

J. P. McKINNEY & SON  
New York Chicago



**HARK FROM THE TOMBS**

**Departed Glories of Sixth Avenue and Its Once Popular Dry Goods District—Big Firms That Have Gone Out of Business Within Ten Years—Altman's Foresight in Moving to Fifth Avenue Rewarded.**

By HARRY R. DRUMMOND.

When B. Altman took his store away from Sixth avenue, nearly ten years ago, many a wise and knowing head was wagged philosophically, and more than one remark was made to the effect that the beautiful new building, away up on Fifth avenue, would prove a handsome mausoleum in which Mr. Altman's "class" ambition was to be buried.

His erstwhile competitors secretly rejoiced at the move. It meant the elimination of one big factor of the street, giving the remaining houses a better chance to increase business.

Over on Twenty-third street there was rejoicing also, for Twenty-third street, at least between Sixth avenue and Broadway, was a very high-toned shopping district.

What did Mr. Altman leave on Sixth avenue? There was the Fourteenth Street Store, a Siegel enterprise, which had replaced Macy's when that establishment moved to Thirty-fourth street. No, it did not replace Macy's, either; it was merely substituted for Macy's and, like most substitutes, it was only a substitute.

Then there was Siegel-Cooper & Co.'s store directly across from Altman's old place of business, and Simpson, Crawford & Co.'s establishment, which was not Simpson, Crawford & Co. at all, but another Siegel enterprise masquerading under a good name. There were O'Neill's and Adams', two old-line stores that, slowly dying of dry rot, finally combined and were taken over by the Clafin syndicate and operated as The O'Neill-Adams Co. There were Ehrich Bros., the king pin fakers of the street; there was McCreery's, and then you turned onto Twenty-third street, where you found Stern Bros., Le Boutillier Bros., Bonwit Teller & Co., McCutcheon's and a number of smaller specialty shops. Surely this was a rich neighborhood to move away from, merely to emphasize "class."

Captain Greenhut leased Altman's old store and put into it a stock of the highest grade of dry goods to take care of Altman's trade, which Altman was throwing away so foolishly.

Let us move up ten years—to today. The Fourteenth Street Store is a tomb, in which Henry Siegel's ambitions and generally unprincipled methods are buried.

Greenhut's experiment with the Altman store was a failure, and so the fine stock of merchandise was moved across the street to the main establishment and sold for what it would bring at bargain prices.

Ehrich Bros. simply died of dry rot, and it was pretty rotten rot, too. Kesner tried that corner, and, although his methods were sensational, and although his promises were prodigal, his performances were not much better than Ehrich Bros.' and his name was wiped off Sixth avenue.

O'Neill-Adams Co is another memory. It has been consolidated with Simpson, Crawford & Co., which has been one of the Clafin chain stores since the Siegel failure.

Stern Bros., McCutcheon and Bonwit Teller have followed Altman uptown; Le Boutillier Bros. dried up and blew away, and now Sixth avenue and Twenty-third street are jokes—ghastly jokes, full of mouldering tombs, memories of the dear dead days.

And what of Altman's? On October 1 Altman's opened an addition to the Fifth avenue "tomb," giving that same "tomb" double its former floor space, which goes to show that reckless advertising expenditures, frantic promises and circus stunts generally do not pay as well as the square deal, even in the dry goods business, and that newspaper

advertising not backed up is a bad investment.

It also goes a long way to refute the claim that "bargains" are the most important factor in retail advertising.

Mr. Altman was not exactly foolish, even if he did appreciate class.

This all goes to prove, if proof is necessary, that constructive advertising, advertising that builds, is more profitable than destructive advertising that tears down—and points clearly to the fact that the retailer who sees the handwriting on the wall and uses his advertising money the right way will profit.

**SALESMANSHIP COURSE.**

**Two Lectures to Be Given by Experienced Instructors.**

The Advertising Men's League of New York is planning to conduct a course of ten lectures on Salesmanship, one each week, in this city during the current season. The speakers will include Stanley L. Krebs, who for three years conducted daily classes in salesmanship for John Wanamaker; Frank Jewel Raymond, who for five years has delivered lectures on the same subject for Gimbel Brothers; Filene, of Boston; H. J. Heinz, of Pittsburgh, and other large firms; Walter Goodwin, who has conducted courses in retail salesmanship for Y. M. C. A.'s and chains of stores, and Mrs. Christine Frederick.

Some of the subjects to be taken up are these: "Manners That Win Customers," "The Goods—How to Know Them and Show Them," "How to Handle Divided Attention and Those Who Come to 'Look,'" "The Art of Making Two Sales Where One Grew Before," "The Customer's Viewpoint and Criticism," "Self-Development and Self-Confidence for the Salesman," "The Art of Persuasive Language and Winning Salesmanship," "Training One's Self to Think and Act Quickly," "How to Carry Out the Store's Policy," "What You Should Know About Human Nature."

**AFTER THE FAKERS.**

(H. B. Clafin Co. protests against bogus auction sales of goods.)

In its issue of July 24, Women's Wear published a vigorous and pointed protest against the way department stores all over the country are using the auction sale, following the failure of the H. B. Clafin Company, as an excuse for holding fake "sales," purporting to be goods purchased at the auction.

The story was headed, "The Public Will Not Always Be Fooled," and it pointed out the fact that many stores purchased a few dollars' worth of goods merely to serve as an excuse for foisting a fake upon the public.

A page of sensational headings was arranged and reproduced, taken from all over the country.

And now the H. B. Clafin Company is asking the National Vigilance Committee to help them run some of these fakers down and bring them before the public as fakers.

Their letter, which is self-explanatory, is as follows:

Following the appointment of receivers for the H. B. Clafin Company on June 26, and our subsequent special sales, the name of this firm appeared in retailers' advertisements in many parts of the country; in many instances in conjunction with statements partly or wholly untrue.

In a number of cases sales of merchandise from the Clafin stock were advertised by firms which did not buy a dollar's worth here. At least one firm advertised "Sacrifices in Flannels and Blankets from the Clafin Receivers' Sale," though these particular lines were not included in our receivers' sale, and special note to that effect was included in our advertising of that sale.

Our attorneys have taken summary action in cases brought to our attention where a State law against fraudulent advertising is in force.

It occurs to us that instances of which we have not heard may have come to the attention of clubs affiliated in the Associated Advertising Clubs of the World having vigilance committees. We are, therefore, sending this letter to the chairmen of these committees to state that if they have in mind any case of advertising of merchandise purported to have been purchased at the Clafin receivership sale, which they have reason to believe is fraudulent, and they will send us particulars, we shall be glad to advise as to the amount and class of goods bought by the concern in question.

**The Illinois Staats Zeitung**

Leads all other Chicago daily papers in Gain in Circulation.

WITH A GAIN OF 116% IN LAST 6 MONTHS

And of the entire circulation not over 6% is newsstand sales, leaving 94% strictly Home Circulation.

TOTAL DAILY ISSUE OF CHICAGO	Circulation Reported		Reported Increase	Per Cent. Increase
	Oct. 1, '14	Apr. 1, '14		
ILLINOIS STAATS ZEITUNG .....	37,216	17,234	19,982	116
Abendpost .....	49,235	47,587	1,648	3
Tribune .....	303,218	253,212	50,006	20
Examiner .....	243,685	223,814	19,872	8
Herald .....	178,759	146,998	31,761	21
Daily News .....	383,985	362,528	21,457	6
American .....	363,071	355,008	8,063	2
Journal .....	130,376	123,520	6,856	3
Post .....	59,102	54,851	4,241	8

Besides the above showing of gains, the Illinois Staats Zeitung proves under oath that over 60% of its subscribers have no other newspaper delivered to their homes.

**Advertising Rates on Request. Please Mention This Paper**

COLUMBIA, S. C.—The Commonwealth Co. has been commissioned by the Secretary of State with a capital of \$25,000 to publish a newspaper here.

**Financial Summary Suspends.** The Financial Summary, published by the Morgan's Bankers' Service, Woolworth Building, New York City, has ceased publication temporarily.

**BUILD YOUR CLASSIFIED MEDIUM RIGHT**

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

**THE BASIL L. SMITH SYSTEM**

will build for you a perfect and profitable classified medium.

Cost of our service entirely dependent on increased business.

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

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

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

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

Write—Phone—Wire

**DUHAN BROTHERS**

Newspaper Distributors Who Have Made Good Since 1892.

TRIBUNE BUILDING

Phone: 3584 Beekman

NEW YORK CITY

## R. J. BIDWELL CO.

Pacific Coast Representative  
of

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

742 Market Street  
SAN FRANCISCO

## Buffalo News

EDWARD H. BUTLER  
Editor and Publisher

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

Foreign Advertising Representatives  
KELLY-SMITH COMPANY

220 Fifth Avenue NEW YORK Lytton Building CHICAGO

## MINNEAPOLIS DAILY NEWS

70,672

(August Daily Average)

Rate increased to 8 cents per line  
Nov. 1, 1914

Most Striking Newspaper  
Success of Recent Years:

C. D. BERTOLET  
1110 Boyce Bldg., Chicago  
New York Representative:  
A. K. Hammond, 366 Fifth Ave.

THE

## Detroit Saturday Night

guarantees the reliability of every advertisement appearing in its columns.

Whiskey, Beer, Cigarette and Patent Medicine advertising is tabooed.

The publishers reserve the right to reject any advertising which in their opinion is undesirable or does not conform to the general policy of the paper.

Foreign Advertising Representatives  
CHAS. SEESTED F. STANLEY KELLEY  
41 Park Row Peoples Gas Bldg.  
New York City Chicago, Ill.

## THE NEW HAVEN Times-Leader

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

The S. C. BECKWITH SPECIAL AGENCY  
Sole Foreign Representatives  
New York Chicago St. Louis

## TRADE PAPER ADVERTISING.

Value of Efficient Business Building Through Consistent use of the Business Press of the Various Industries.

Speaking before the convention of the Federation of Trade Press Associations at Chicago, Sept. 25, Charles L. Benjamin, advertising manager of the Cutler-Hammer Mfg. Co., Milwaukee, took for his subject, "Business Building Through the Business Press." He said in part:

The first function of advertising is to arouse a desire to possess a thing offered for sale; the second, to break down the resistance that must be overcome before the buyer will part with the number of dollars which must be given in exchange for it; the third, to create in the purchaser so strong a preference for the particular make of article advertised that when the last remnant of resistance crumbles away and he stands with the purchase price ready in his hand he cannot be induced to buy some other article, similar to that which first awakened his desire, but of another make.

To arouse desire is comparatively easy, to overcome the purchaser's reluctance to parting with his money is more difficult, to hold him firm in his intention to purchase your product when he is assailed on all sides by tempting offers from competitors is most difficult of all.

### AD MAN'S WORK.

To create desire, to overcome little by little that mental inertia which is favorable to accustomed things and unfavorable to that which is new and untried, to instill in the prospective purchaser's mind a preference for the thing advertised, this is the work of the advertising man. Night and day, summer and winter, in times of plenty and of panic the forces of advertising are at work. Nothing but death or mental decay prevents a man's mind from receiving new impressions, and though the gloom and chill of business fear may retard the growth of the seed implanted by advertising in the prospective customer's mind, it will bear fruit when the sun shines again. The thing to remember is that even under the most favorable conditions the germination of the seed requires time, that for a succession of crops there must be an antecedent succession of plantings and that the surest way to produce a famine, or to prolong one, is to neglect to sow the seed.

Every advertising problem is fundamentally the problem of selecting the most efficient medium for disseminating information concerning the thing advertised among the class of persons most likely to become purchasers. If the article to be advertised is one of general consumption then obviously, publications of general circulation are the ones to use; but if, instead, we are to advertise some product that is purchased, or specified, by a particular trade or profession, then it should be evident that the highest degree of efficiency will be attained by selecting as our advertising mediums those trade or technical publications which circulate among the people belonging to that particular industry or profession. Furthermore, if you succeed in making converts of those who constitute the trade or profession to which your product pertains, they in turn will make converts of the rest of mankind for you.

### SPECIALIZED APPEAL.

We know that civilization leads to specialization, that the more highly civilized a people become the more marked is the tendency for individuals to devote themselves to one particular branch of the world's work, leaving the other branches to other men. Two things result from this division of labor; one result is that by continued application to one line of work certain men become more proficient than others in that particular line and, because of this greater proficiency, are called upon to perform this class of work whenever there is need of it; and the other result is that these same men, because their time is

so fully occupied with the work in which they specialize, seldom have opportunity to gain more than a superficial knowledge of other lines of work.

It is to experts that the pages of technical and trade publications give access—the men who mold the minds of the rest of mankind on matters pertaining to their special fields of endeavor.

## PHILADELPHIA NOTES.

(Continued from page 365.)

used to go out in Philadelphia on assignments, I never thought the day would come when a newspaper man would be sailing around in the air where even the censor can't reach him," he writes. On his way from London to Paris Mr. Rader was captured by both the German and French armies, and was even held captive many days in France before the officials would really believe he was the American who had come to show them a new bomb which is said to be powerful enough to destroy a small city.

Phil. Nash, formerly well known here, who died the other day in New York, was assistant city editor on the Evening News while that paper was still more or less a journalistic power in this city. His associates were Moses P. Handy, John Paul Boccock, Charles Shull, now managing editor of the Bulletin; Charles C. Wanamaker, later city editor of the Ledger just after its purchase by the Ochs, and now the local manager of one of the leading theatres, and Vincent Cook. Nash left newspaper work some thirty years ago to join the ranks of theatrical managers. When Keith opened his first Philadelphia theatre, the Bijou, he was made house manager.

To Arthur Keegan, who covers art and religious news for the Evening Bulletin, belongs the distinction of being the first man in America to furnish the press with the coat-of-arms of the new Pope.

Peggy Van Braam, the "Peggy at the Play" of the late Evening Times, has been made house manager of the Little Theatre.

### THE MITCHELL ADVERTISING.

The Press publishes a sizeable ad from the Mitchell Automobile people, headed "Talk Business; Don't Talk War." The manager, Harry S. Houpt, in a published letter says:

"Now that the papers are giving more room to local news and less to the war, I decided to try out an experimental advertising campaign for two or three weeks in three city papers. Results were so satisfactory that I have determined to extend the campaign for eight or ten weeks. This proves to me that at this time advertising is most valuable."

Similarly said the Alfred Gratz Agency, in even more extensive space. "Confidence" is the keynote. The ad continues: "Let the various publications show their faith in the future business outlook by extending to responsible advertisers an additional sixty days' credit. By so doing they will encourage those who should advertise now, and at the same time they will prove their firm belief in the return of prosperous business conditions."

Frederick W. Simons, of Norristown, reporter for a Norristown paper, and correspondent for the North American, was killed in an automobile accident while on duty with Washington Party candidates on a speech-making tour. Five others were injured by the train which hit the car, one of whom has since died.

The Evening Telegraph need no longer fear to be ousted from its new business quarters on City Hall Square. The mayor, in a message to councils, dubbed the plan to create a City Hall Park at a cost of twelve million dollars as "ludicrously impossible." This plan would have wiped out the Franklin and Lincoln Buildings, owned by John Wanamaker, in the latter of which the Telegraph has luxuriously esconced itself within the past few months. Possibly now the editorial and mechanical departments will also move to this location as was originally intended.

## The Seattle Times

"THE BEST THAT MONEY CAN BUY"

Circulation for June, 1914—

Daily, 69,152 Sunday, 89,318  
47,000—In Seattle—50,000

Largest circulation of any daily or Sunday paper on the North Pacific Coast.

During June, 1914, The Times gained 1,480 inches, leading nearest paper by 23,400 inches—Total space 64,138 inches. The foreign advertising gained 364 inches over June, 1913.

LARGEST QUANTITY—  
BEST QUALITY CIRCULATION

Buy the best and you will be content

The S. C. BECKWITH SPECIAL AGENCY  
Sole Foreign Representatives  
NEW YORK CHICAGO ST. LOUIS

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

THE CHICAGO EVENING POST  
(Evening Daily)

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

THE ROCKY MOUNTAIN NEWS  
(Morning Daily and Sunday)

THE DENVER TIMES  
(Evening Daily)

THE LOUISVILLE HERALD  
(Morning Daily and Sunday)

## The Shaffer Group

## San Francisco Examiner

FIRST IN INFLUENCE  
IN CIRCULATION  
IN ADVERTISING

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

Sells at 5c per copy, or \$9.00 a year

Circulation { 122,000 DAILY  
226,000 SUNDAY  
M. D. HUNTON W. H. WILSON  
220 5th Avenue Hearst Bldg.  
New York Chicago

## The Florida Metropolis

FLORIDA'S GREATEST NEWSPAPER  
JACKSONVILLE, FLA.

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

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

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



**TIPS FOR THE MANUFACTURERS OF SUPPLIES**

**CHANGES IN INTEREST.**

MILWAUKEE, WIS.—The Free Press has been sold to the Brumder interests, publishers of the Germania. It is said that the Brumders acquired control in the paper some months ago, or about the time the European war started, and that its policies had been directed by the new owners since that time.

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

**"Women and Their City"**

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

**USE UNITED PRESS FOR Afternoon Papers**

General Offices, World Bldg., New York

You Would Enthuse Too as many publishers do, over the increased business and efficiency of your Classified Ad Department if you were using the Winthrop Coin Card Method of collecting and soliciting. Prices, samples and full details of how other papers are using our coin cards successfully will be mailed on request. Or better still, send us your trial order now.  
When you write us, mention this ad.  
**THE WINTHROP PRESS**  
141 East 25th Street New York City

**These war times**  
records are in dire danger of showing slump. The wise publisher keeps them up by putting on a trade, industrial or feature edition. We believe that once you have put on an edition of this sort, using the GALLAGHER SERVICE, you will become one of our regular clients.  
**JOHN B. GALLAGHER & CO.**  
Tulane-Newcomb Building  
NEW ORLEANS, U. S. A.  
Eastern Office: Equitable Building  
Baltimore, Md.

**Newspaper Correspondents**  
Increase your list of papers by registering in the forthcoming edition of the Newspaper Correspondents Directory. A stamp will bring you information which should be of material help to you.  
**National Association Newspaper Correspondents**  
Germania Savings Bank Building  
PITTSBURGH, PA.

PLACER, CAL.—E. B. Willis has purchased the Placer Republican from Hotchkiss & Sons.

STAPLE, MINN.—J. W. Featherstone, of Sisseton, S. D., has taken charge of the World, succeeding John T. Draws, who retires after thirty years' active service.

MULHALL, OKLA.—Floyd Norman has purchased the Mulhall Journal from Tom B. Woosley and has assumed active management of the paper.

MEDFORD, MASS.—J. D. P. Wingate has purchased a controlling interest in the Mercury, and become general manager.

MAPLETON, IA.—Frank M. O'Furey of Sioux City has purchased the Press, and assumed editorship.

PRATT, KAN.—Cecil P. Rich of the Syracuse Republican-News is to establish a new paper here.

COMMERCE, TEX.—Vernon Garrison has purchased the Daily Gazette from Q. M. Payn, and is now in charge.

The Winchester (Ky.) Democrat has been purchased by D. T. Matlack and will be in charge of Charles B. Nelson in the future.

The controlling interest in the Springfield (Ill.) Evening News has been secured by J. David Stern. Mr. Stern was at one time general manager of the Providence (R. I.) Evening News, and served as a reporter on New York and Philadelphia papers.

The Valley City (N. D.) Times-Record has a new manager, E. B. Lum, who succeeds L. P. Hyder, who has been appointed superintendent of schools of Sioux County.

The West Salem (O.) Reporter has been taken over by J. P. Burkhardt, of Cleveland, who will guide the destinies hereafter.

Motor Life, of New York, has been absorbed by Motor Print, of Philadelphia, and the two publications will in the future be issued as Motor Print.

**NEW PUBLICATIONS.**

SANTA FE, N. MEX.—The State Record, a new paper, now issued as a weekly, is soon to become a daily.

DALLAS, TEX.—The World, a new daily, is scheduled to make its initial appearance this month. It is said to be backed by a number of local business men.

TAMAQUA, PA.—The Evening Call, a new daily paper, has made its appearance here. It is edited by Claude G. Whetstone.

TORONTO, CAN.—The Daily Courier, a new publication, has been issued. It is edited by Britton B. Cooke, and it is understood that it has the financial backing of W. H. Moore, of the Canadian Northern Railway.

LEWISBURG, KY.—The Leader is the name of a new paper, under the management of Lewis Newman & Son, formerly of the Mayfield Messenger of Mayfield, Ky.

PORTSMOUTH, O.—The Morning Star, a new paper, has been introduced. It is Republican in politics and starts off in good shape.

TORONTO, ONT.—Arrangements are said to have been made for the issuance of a weekly paper, conducted along the lines of the Saturday Evening Post of Philadelphia, but edited from a Canadian viewpoint.

LOS ANGELES, CAL.—Changing from a weekly to a daily newspaper, l'Echo de l'Ouest, the publication issued by Maurice Fogg for the French colony of the Pacific coast, will feature the news as it occurs in the European war theatre.

**NEW INCORPORATIONS.**

REDONDO, CAL.—News Publishing Company; capital, \$10,000; incorporated by C. A. McArthur.

COLUMBIA, S. C.—Commonwealth Company; capital, \$25,000; incorporators, Cole L. Blease, John L. McLaurin, S. G. Mayfield, Thomas F. Brantley, E.

**WAR PUZZLES**  
By W. CHARLES TANNER  
Boston Globe heads our order list for this new feature. It is the paper which years ago conceived the idea of the hidden puzzle—and we all know how popular it has since become. Naturally this endorsement is very gratifying to us.  
*Service supplied in mats or cuts—with or without type matter.*  
**THE INTERNATIONAL SYNDICATE**  
Features for Newspapers  
Established 1899 BALTIMORE, MD.

**"DOLLY DIP" THE SPIRIT OF THE MODERN DANCE**  
Unique, fanciful, joyous, up to date, and just a little ahead of the latest terpsichorean time table.  
A great big Sunday feature of general interest, with special appeal to the women and girls.  
First publication Sunday, November 29. Furnished in black and three colors or black alone. Territory being reserved now.  
Write or wire  
**THE N. Y. H. SERVICE**  
Herald Square, New York City

**WAR NEWS. AUTHENTIC WAR NEWS.**  
We receive the complete cable dispatches of the Central News, Ltd. of London, The Agence-Fournier of Paris, The Telegraphien-Union of Berlin, in addition to our own special correspondents.  
**CENTRAL NEWS OF AMERICA, 26-28 BEAVER STREET, NEW YORK**

**WAR NEWS and PICTURES**  
Unequaled service. Moderate prices. Splendid daily war layouts in matrix form. Special signed cables day and night. For details and prices write or wire to  
**International News Service**  
238 William St. New York City

**1914 AERIAL Christmas Cover**  
It is a gem picturing "Old St. Nick" descending from his airship into a quiet, peaceful, snow-clad village.  
Any good advertising man can secure many pages of additional advertising on the strength of this forceful and beautiful cover design.  
We supply it in a seven-column one-color mat—and in black and red color plates OR in four colors.  
OR as a four-page supplement—the first page printed in colors—three other pages blank for additional Christmas advertising.  
This is an exclusive feature—one paper in a town.  
No orders accepted after December 10th, so take our advice and mail reservation blank today.  
**WORLD COLOR PRINTING COMPANY**  
St. Louis, Mo.  
Established 1900. R. S. Grable, Manager.

**THE TEST**  
CIRCULATION is the big asset. To earn it and HOLD it you must "deliver the goods." RESULTS are the true test. ASK OUR CLIENTS what the output of Newspaper Feature Service has done and is doing in the way of circulation-making. LET US SEND YOU samples of our colored comics, daily magazine pages and Sunday magazine pages in black and colors.  
**NEWSPAPER FEATURE SERVICE**  
M. Koenigsberg, Manager.  
41 PARK ROW, NEW YORK

**WAR NEWS**  
and  
**PICTURES**  
Unequaled service. Moderate prices. Splendid daily war layouts in matrix form. Special signed cables day and night. For details and prices write or wire to  
**International News Service**  
238 William St. New York City

## THE PITTSBURG PRESS

Has the Largest

Daily and Sunday

CIRCULATION  
IN PITTSBURG

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

There is no Duplication or Substitution in

### Pittsburg Leader Circulation

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

VERREE & CONKLIN  
Foreign Representatives  
Steger Building, Chicago  
Brunswick Bldg., New York

We are ready to prove that only through these two papers can you reach their readers.

THE PITTSBURGH POST  
(Morning)  
THE PITTSBURGH SUN  
(Afternoon)  
CONE, LORENZEN & WOODMAN  
Foreign Representatives  
New York, Kansas City, Chicago

Get the Best Always

### The Pittsburg Dispatch

Greater Pittsburg's Greatest  
Newspaper

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

New Jersey's  
Leading 7 Day Paper

### Trenton Times

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

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

### The Peoria Journal

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

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

### PRESS ASSOCIATIONS.

Fully a score of nationally notable men and women, who were either born in Iowa or were started in their career toward fame in that State returned for the home coming of authors and artists held in Des Moines last week under the auspices of the Iowa Press and Authors' Club.

Prominent among those who were present were Mr. and Mrs. Hamlin Garland, Mr. and Mrs. Herbert Quick, Mr. and Mrs. Rupert Hughes, Mr. and Mrs. Randall Parrish, Emerson Hough, Dr. and Mrs. Edward A. Steiner, Julia E. Rogers and father, General and Mrs. James S. Clarkson, Miss Alice French (better known as Octave Thanet), Dr. G. Walter Barr, Mr. and Mrs. Francis P. Elliott, Mr. and Mrs. Joe Mitchel Chapple and Mr. and Mrs. Oney Fred Sweet.

Reports received from the meeting of the Northeast Texas Press Association at Bonham last week tend to show that it was one of the most successful and enjoyable meetings the association ever held.

The Arkansas Press Association held a special meeting at the Hotel Marion October 5 with about 50 publishers from over the State in attendance. President V. A. Beeson of Morrilton presided.

The third annual meeting of the Texas Editorial Association will be held at Oakshore Club, Rockport, Texas, November 20, 21 and 22, 1914, where it will be the guest of Colonel Frank P. Holland of Dallas, president of the association.

James E. Craig of the Post-Dispatch was elected president of the Press Club of St. Louis at its annual meeting October 12. He succeeds E. C. Erwin of the Times, who was elected vice-president. The other officers elected are: C. G. Gonter, Globe-Democrat, treasurer; William T. Gray, Republic, secretary, and R. G. Tindall, Republic, financial secretary. Board of Directors—C. M. Baskett, Globe-Democrat; Gaty Pallen, Republic; Ralph E. Mooney, New Star; William Rainert, Westliche Post, and Carlos Hurd, Post Dispatch. All the officers were elected unanimously.

An organization of the business and circulation managers and their assistants of the big Texas daily newspapers will be formed in Houston within a few weeks. It is probable that the organization meeting will be held during the Deep Water Celebration, when the visiting newspaper men will be the guests of Houston.

An interesting series of moving pictures taken on a recent tour of the world, shown by the courtesy of C. L. Worthington, was a feature of the entertainment program at the National Press Club, given in honor of members' wives and friends, who availed themselves of the first "ladies' day" of the season October 8.

The Middle Tennessee Editors' League held its semi-annual meeting at Lawrenceburg October 10. Edward Albright, editor Summer County News, was elected president for the ensuing year and C. T. Crawford, editor of the Lawrence Democrat, secretary.

The regular semi-annual meeting of the Lake Region Press Association was held in Orlando, Fla., October 7. Robert J. Holly of the Sanford Herald, was present and presided at the meetings, he being the president of the organization.

"Scoop Night" was celebrated at the Boston Press Club, when 200 sporting editors and feature writers who were there "covering" the world's series, ate baked beans and brown bread as the guests of the Boston newspapermen on October 12.

Bert Williams of the "Follies" company sang "Nobody," while Arthur Deacon, Leon Errol, Vera Michelena, Ann Pennington and Louise Meyers of the "Follies" also contributed.

Julian Rose, Julius Tanner and Lee Harrison of "Potash and Perlmutter,"

Willie and Eugene Howard and John A. Murray of the "Whirl of the World" and Ernest Glendenning and Forrest Robinson of "Wanted, \$22,000," added to the festivities.

The Chicago Press Club gave the season's first banquet and dance at their rooms at 26 North Clark street on October 12. It was to celebrate the inauguration of Roy R. Atkinson, the new president. Walter A. Washburne, the retiring president, was toastmaster. Among the speakers were Richard Henry Little, Colonel Perley H. Boone, Wilbur D. Nesbit, Frank Comerford and Douglas Malloch.

The Pennsylvania State Editorial Association held its annual meeting at Pittsburgh September 29 and 30. Nearly 200 editors were in attendance.

The Missouri State Press Association held its annual meeting at St. Louis during the last week of September. The following were elected for the ensuing year: President, H. S. Sturgis of the Neosho Times; first vice-president, L. M. White, of the Mexico Ledger; second vice-president, Harry S. Jacks of the Columbia Herald-Statesman; corresponding secretary, Jack Blanton, of the Paris Appeal; secretary, E. E. Swayne, of the Kirksville Express; treasurer, J. P. Tucker, of the Parkville Gazette.

### 17 YEARS ON ONE WIRE.

The Two Telegraph Operators Who Worked the Pittsburgh Dispatch Wire Have First Meeting.

A. J. La Faye, the New York correspondent of the Pittsburgh Dispatch, was sitting at the telegraph key in his office in the Herald office one night when a man entered. La Faye paid no attention to his caller and continued to send over the wire the copy he had in hand. After waiting for a minute or two in silence, the stranger stepped to another telegraph instrument and began clicking out in the code a message. Instantly La Faye sprang to his feet and cried out, "By George! There's only one man who uses that code!"

"And I'm that man," answered the visitor smilingly.

"You're John Coleberry, of the Pittsburgh Dispatch," said La Faye, extending his hand.

"You're La Faye," replied Coleberry. "Shake!"

These two men had been at the opposite ends of the Pittsburgh Dispatch wire between New York and the Smoky City for seventeen years, and yet had never seen each other until that night. They had talked to each other all those years, after getting rid of the copy in hand, but had never looked into each other's eyes until then. You can imagine that their tongues ran fast for the next hour as they recalled their experiences in sending and receiving dispatches by telegraph.

Messrs. La Faye and Coleberry, who are respectively forty-nine and fifty-three years of age, had invented a code of their own which was much faster than the Phillips code in use in most newspaper offices.

Mr. La Faye was telegraph operator in the Republican headquarters in Fifth avenue during the Cleveland-Blaine campaign in 1883, and he won the friendship of such men as James G. Blaine, Jay Gould, Cyrus W. Field, Senator Stephen B. Elkins, manager of Blaine's campaign, and other prominent men of that day. He also was operator in the New York home of General Grant just before his removal to Mount Macgregor, N. Y., where the one-time President died. Soon after this he became the New York correspondent of the Pittsburgh Dispatch, with which newspaper he has been connected ever since.

The Farmer's Equity Journal, of Lexington, Ky., has been purchased by the Lexington Daily Leader and will be merged with that paper.

The Westchester (Pa.) Star has a new editor, Mr. Arthur L. Hannon, who succeeds Henry R. Hoops.

### IN WESTERN PENNSYLVANIA

You will make no mistake by using

### The Johnstown Leader

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

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

### IMPORTANT TO ADVERTISERS

The circulation of The New York Times both Sunday and daily exceeds two hundred and seventy-five thousand copies—a circulation which represents in one grouping the largest number of intelligent, discriminating, and responsive readers ever recorded by a newspaper.

### The Jewish Morning Journal

NEW YORK CITY  
(The Only Jewish Morning Paper)  
The sworn net paid average daily circulation of The Jewish Morning Journal for 110,520 six months ending Sept. 30, 1914.  
The Jewish Morning Journal enjoys the distinction of having the largest circulation of any Jewish paper among the Americanized Jews, which means among the best purchasing element of the Jewish people.  
The Jewish Morning Journal prints more HELP WANTED ADS.  
than any paper in the city, excepting the New York World.  
I. S. WALLIS & SON, West'n Representatives  
1246 First National Bank Bldg., Chicago

### The Globe

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

Net paid circulation for year ending Sept. 30, 1914  
165,423  
Net paid circulation for Sept. 30, 1914  
205,069

### SUCCESS

has followed The Evening Mail's policy of refusing unreliable advertising.

The Evening Mail carries more advertising than any other New York evening paper in its class.

The Evening Mail combines quantity with quality in circulation.

### The Evening Mail

New York's Great Home Paper.

### THE NEW ORLEANS ITEM

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

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



**LEGAL NOTICE RULES.**

**When, Where and How Often Insertions in Newspapers Must Be Made To Comply With Letter of the Law As To Publicity.**

Regulations covering the insertion in newspapers of the more frequently used legal notices are contained in a four-page leaflet issued by Walter Harrison Blaker, advertising agent, New York, under the title, "The Publication of Legal Notices." The following rules should prove helpful to the newspaper publisher:

**ASSIGNEES' NOTICES.**

Notice to creditors to present claims. Debtor and Creditor Law, Section 5. Not less than once a week for six successive weeks, in two newspapers to be designated by the judge.

Service of citation on creditors, more than twenty-five. Debtor and Creditor Law, Sec. 14. Once a week for at least four weeks prior to return day in one or more newspapers to be designated by the judge.

Service by publication on unknown persons. Debtor and Creditor Law, Sec. 16. Once a week for at least six weeks in two designated newspapers.

**CHANGE OF NAME.**

Change of name of individual. 2414 C. C. P. Order shall direct the publication within ten days after the entry thereof of a copy thereof in a designated newspaper at least once.

**CO-PARTNERSHIP AND DISSOLUTION**

Certificate of continuation of use of partnership name. Partnership Law, Sec. 21. Once in each week for four consecutive weeks in a newspaper of the city in which the principal place of business is located.

Certificate of formation of limited partnership. Partnership Law, Sec. 32. Once in each week for six successive weeks in two newspapers.

Notice of dissolution of limited partnership. Partnership Law, Sec. 42. Once in each of four successive weeks in a newspaper in each county where partnership does business.

**CORPORATION NOTICES.**

Annual meeting of stockholders for election of directors. Stock Corporation Law, Sec. 25. Once in each week for two successive weeks immediately preceding such election in a newspaper in the county where such election is to be held.

Notice of application to change name of corporation. Gen. Corp. Law, Sec. 62. Once in each week for three successive weeks in two daily newspapers.

Order authorizing change of name of corporation. Gen. Corp. Law, Sec. 63. Once in each week for four successive weeks in a newspaper designated in the order.

Notice of meeting of stockholders for purpose of voting on proposition that corporation be dissolved. Gen. Corp. Law, Sec. 221. Published in one or more newspapers at least once a week for three successive weeks next preceding the time of such meeting. Notice of adjournment of such meeting from time to time shall be published in the newspapers in which the notice of meeting is published.

Certificate of Secretary of State as to voluntary dissolution of corporation. Gen. Corp. Law, Sec. 221, p. 2. Once a week for two weeks in one or more newspapers.

Order to show cause in proceeding for voluntary dissolution of corporation. Gen. Corp. Law, Sec. 179. A copy of the order must be published at least once in each of the three weeks immediately preceding the time to show cause in one or more newspapers specified in the order.

**FORECLOSURE SALES.**

Sale of property in foreclosure action. 1678 C. C. P. Twice a week for three successive weeks in two daily newspapers.

Sale of property in foreclosure of mortgage on chattels. Lien Law, Sec. 202. Once each week for two consecu-

tive weeks; such sale shall be held not less than fifteen days from the first publication.

**SUMMONSES.**

Service of summons by publication. Secs. 438-441 C. C. P. Once a week for six successive weeks in two newspapers.

Service of summons in partition suit on unknown owners. Sec. 1541 C. C. P. Once a week for six successive weeks in two newspapers.

**SURROGATES' NOTICES.**

Claims against decedent estates. 2718 C. C. P. Once a week for six months in one or more newspapers designated by the surrogate.

Citations. 2524 C. C. P. Once a week for six successive weeks in two newspapers designated by the Court unless estate amounts to less than \$2,000 in which case only one newspaper shall be designated.

**FREE GRAFT ADVERTISING.**

Here are some of the new graft games being tried out to see how many newspapers will fall for them. They are graft games pure and simple, and we take great pleasure in directing your attention to them, and warning you against them.

Craddock Terry Co., Lynchburg, Va., trying to get free publicity over buying a few bales of cotton.

Lehigh Valley Railroad, 143 Liberty street, New York, a story on industrial opportunities.

Greater Iowa Association, Clinton, Iowa, a page of "patent" stuff advertising Iowa, being offered at "half price."

Vanderbilt Hotel, New York, grafting for free space about Albert E. Martin, one of their employees.

Parcels Post News, Marinette, Wis. Bobbs Merrill Co., Indianapolis, grafting free notices of new books published by them.

North American Review, Franklin Square, New York, offering free puffs to suckers.

James Holland, London, Eng., looking for easy marks to print free advertising for Rex Safety Cradle, a new automobile device.

S. E. McMillan, 618 Candler Building, New York, grafting press notices for Frances McMillan, violinist.

Ratekin Seed House, Shenandoah, Iowa, grafting three inch readers.

Morse International Agency, grafting free insertions of Cuticura ads.

Pastor Russell Lecture Bureau, 22 West 63rd street, New York, offers weekly service of war prophecies for small fee. They have to pay for the space they get in New York and have it labeled advertising.

W. R. Antsdel, Boston, grafting free puffs for William Hodge and his show, "Road to Happiness."

American Express Co., "offering" bulletins, announcing late developments. Ask for nav. It's advertising.

The Frickson Co., Inc., New York, advertising agents are trying to graft fee reading notices for Valentine and Co., varnish makers.

The Romanoff Caviar Co., of New York, are trying to graft free notices about their goods.

The Raw Fur Merchants' Association, of New York, Inc., trying to graft free reading notices for their business.

American Thrift Society, A. S. Aronson, secretary, Woolworth Building, New York, grafting a circulation stunt for which the newspaper publishes the advertising and pays for certificates too.

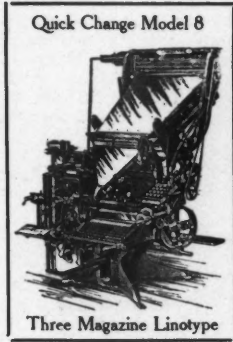
National Defense League, Washington, D. C., grafting free advertising for the league, which is formed to force the press to publish favorable comment on the work of the league.

**Salt City Scribes Will Dine.**

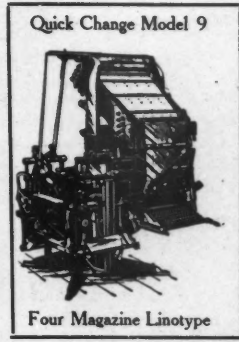
The annual dinner of the Syracuse, N. Y., Newspaper Association will be held in Syracuse on the evening of November 14. The association membership is composed of present and former newspaper workers in Syracuse. The only meeting is the dinner given

**REDUCE COMPOSITION COST**

One of the most important advantages of the use of



Quick Change Model 8  
Three Magazine Linotype



Quick Change Model 9  
Four Magazine Linotype

**MULTIPLE  
MAGAZINE  
LINTYPES**

Is ECONOMY. In addition to being the most versatile of composing machines, producing both straight matter and display composition, they are also

**MONEY SAVERS**

The Multiple Linotype Way Is the Modern Way

**Mergenthaler Linotype Company**  
Tribune Building, New York

CHICAGO 1100 South Wabash Avenue  
SAN FRANCISCO 638-646 Sacramento Street  
NEW ORLEANS 549 Baronne Street  
TORONTO: CANADIAN LINTYPE, LIMITED, 35 Lombard Street

each year. The plans for this annual reunion were made last November at the dinner in honor of S. Gurney Lapham, who was elected permanent president. The executive committee consists of William P. Baker, of the Post-Standard, chairman; Edward H. O'Hara, of the Herald; Harvey D. Burrell, of the Journal, and George A. Glynn, water commissioner of Syracuse.

**A SCEPTICAL ADVERTISER.**

**Wants to Know Why Publishers Don't Take Their Own Medicine.**

An English business man contributed to a recent issue of the Advertisers' Weekly, of London, an outside view of those who handle advertising as agents and publishers, that contains so much common sense and point that we reproduce a portion of it below:

"I have said that advertising men generally appear to me to be paradoxical beings, and I will explain why. As a business man selling goods, I have repeatedly been approached by representatives of advertising agencies and of advertising media, all most anxious to impress upon me the benefits that would accrue to me by advertising. The agencies have dilated upon what a priceless boon the assistance of a service agency is to the advertiser, and the wonders that advertising (when handled by a service agent) can accomplish for any business, and the advertisement managers and representatives of various journals and magazines have earnestly urged the claims of their publications, assuring me that if I did but insert my advertisements in these wonderful journals I would create a 'trade boom' all my own.

"I listened to all these advertising men and was impressed, began to take a real interest in advertising, advertising agencies, advertising media, and advertising men, to study the advertising press and to make careful inquiries. The result amazed and amused me, made me more than a little sceptical, and convinced me that advertising men were the most paradoxical creatures breath-

ing. For I discovered that with one exception the advertising agents who were so keen to prove to me that press advertising was the high-road to fame and fortune *did not advertise*. I found that the journals which were so sure that if I became an advertiser and took space in their columns did not advertise—and this applies to London as well as Provincial journals.

"These men, who were all so certain that advertising was a tremendous business force, a great trade creator, a wonderful weapon of commerce, did not advertise their own businesses and what they had to sell in the papers reaching the people they wished to sell to. Here was paradox with a vengeance! I spoke to one agency representative on the subject, and he calmly informed me that his firm was of such standing and so well known that they did not need to advertise. He may have been insinuating that I was in a very different position; but a week or so previously he had solemnly informed me there was *no* business, however successful, which could not benefit enormously by advertising!

"To me it seems paradoxical and ridiculous that a man should come to me and insist that if I want more business I must advertise, if he himself does not believe advertising would benefit his business. He wants more business or he would not have approached me, and if advertising is good for me it must be good for him. I am not complaining, but my friends, the advertising men, will excuse me if I am a little sceptical of the doctor who will not take his own medicine, although he is quite convinced it will cure a patient with the same complaint."

**Miss Ballard's Visit.**

Miss Anna Ballard, one of the first newspaper women in the large Eastern cities and for seven years on the New York Sun, a member of the New York Press Association and a writer of note, was a distinguished guest at the meeting of the Pacific Coast Women's Press Association recently.

**TIPS FOR THE AD MANAGER.**

Bromfield & Field, 171 Madison avenue, New York City, are placing 35 line 7 time orders with papers in Buffalo, Pittsburgh and Cleveland for the Seaboard Air Line, Portsmouth, Va., and New York City.

Willis Sharpe Kilmer, "Swamp Root," Binghamton, N. Y., is sending out orders generally.

Lord & Thomas, Mellers Building, Chicago, Ill., are issuing orders to papers in New York City and vicinity for the Reo Motor Car Co., Inc., 19 West 62nd street, New York City.

Robert M. McMullen Company, Cambridge Building, New York City, is forwarding orders to selected sections for the Standard Milling Co., "Hecker's Flour," 49 Wall street, New York City.

Massengale Advertising Agency, Candler Building, Atlanta, Ga., is handling the advertising of the Ralph Goldsmith Company, "Dominio Rice," New Orleans, La.

The Amsterdam Advertising Agency, 1178 Broadway, New York City, is issuing orders on a trade basis for the Breslin Hotel, Broadway and 29th street, New York City.

It is reported that the Cheltenham Advertising Service, 150 Fifth avenue, New York City, will shortly place orders in farm papers from New York State west to Indiana and north from Kentucky for Robert H. Ingersoll & Brother, "Ingersoll Watches," 315 Fourth avenue, New York City.

J. H. Hartzell Company, Bulletin Building, Philadelphia, Pa., is again making contracts for Dr. Chase Company of the same city.

Matos-Menz Advertising Co., Bulletin Building, Philadelphia, Pa., is putting out new copy for the Winter advertising campaign of the Eckman Manufacturing Company, 6th and Market streets, Philadelphia, Pa.

F. Wallis Armstrong Advertising Co., North American Building, Philadelphia, Pa., is placing 100 line 2 time orders with a selected list of papers for S. L. Allen & Company, "Flexible Flyer," Philadelphia, Pa. Copy will start early in December.

Lewis Agency, District National Bank Building, Washington, D. C., is forwarding orders to a selected list of papers for J. S. Tyree, "Tyree's Antiseptic Powder," Washington, D. C.

Frank Presbrey Company, 456 Fourth avenue, New York City, is sending out orders to New England papers for the United States Brewers' Association. This agency is also again placing orders on a trade basis for the Vanderbilt Hotel, Park avenue and 34th street, New York City.

Morse International Agency, Fourth avenue and 30th street, New York City, is issuing orders to a selected list of large city papers for the Barbados, British West Indies.

Frank Presbrey Company, 456 Fourth avenue, New York City, is placing or-

ders with some papers in New York, New England, New Jersey and Pennsylvania for the Seaboard Air Line, Portsmouth, Va., and New York City. It is also placing orders in selected sections for Heublein & Brother, "Brands A1 Sauce," Hartford, Conn., and New York City.

Taylor-Critchfield Company, Brooks Building, Chicago, Ill., is making 5,000 line one year contracts with a selected list of papers for the American Radiator Company of the same city.

Stewart-Davis Advertising Agency, Kesner Building, Chicago, Ill., is putting out double Mint advertising with William Wrigley.

H. K. McCann Company, 11 Broadway, New York City, is sending out to a few papers 12 inch 12 time orders for the Standard Oil Company of New York.

Charles H. Fuller Company, 623 South Wabash avenue, Chicago, Ill., is putting out a schedule for the Hot Springs Chemical Co. It is also placing 90 line 4 time orders with a selected list for the Brooks Rupture Appliance.

Dunlap-Ward Company, 123 West Madison Street, Chicago, Ill., is making 5,000 line one year contracts with a few western papers for Dodge Bros., Detroit, Mich.

Wylie B. Jones Advertising Agency, Binghamton, New York, is issuing 10 time classified orders generally for Earl Hopkins.

**KNILL-CHAMBERLAIN-HUNTER.**  
Former Publisher of Washington Agency Joins Chicago Firm of Specials.

Knill-Chamberlain, Inc., special representatives, of Chicago, have strengthened the organization by admitting to the firm John W. Hunter, late publisher of the Washington (D. C.) Herald, one of the best-known newspaper men in the field. The name of the agency has been changed to Knill-Chamberlain-Hunter, Inc. Mr. Hunter has been placed in charge of the New York office, just opened in the Brunswick Building, in Fifth avenue.

Mr. Hunter's long experience in both the advertising and publishing worlds and his extensive acquaintance among business men in all parts of the country admirably equip him for his new position.

Charles P. Knill and A. E. Chamberlain organized the agency bearing their names a little over two years ago. At the time Mr. Knill was secretary of the Association of American Advertisers and manager of the New York office.

Mr. Chamberlain had won fame in Chicago as an advertising expert. He was an officer of the Associated Advertising Clubs of America and is today the representative of the newspapers on the executive committee of that organization.

The agency has a large list of important newspapers. It has done a large business, and with the addition of Mr. Hunter will be able to extend its activities much further.

A newspaper war is on in Dubuque. The war is not between local newspapers, nor their employees, but it is between news agents and news dealers who handle Chicago papers. The subscribers are taking the part of "innocent bystanders" and are being deprived of their papers.

On Thursday, October 1, the Wheeling Telegraph, which has been published for a number of years by the Daily Publishing Company, C. H. Henderson, president and manager, will come under the personal direction of George Ashton Laughlin.

There is a grafter working a smooth stunt in New York collecting money for poor newspaper men who are out of

**ROLL OF HONOR**

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

<b>ARIZONA.</b> GAZETTE—Av.Cir. 6,125.....Phoenix	<b>NEW JERSEY.</b> PRESS .....Asbury Park JOURNAL .....Elizabeth COURIER-NEWS .....Plainfield
<b>CALIFORNIA.</b> THE NEWS.....Santa Barbara BULLETIN .....San Francisco	<b>NEW YORK.</b> BUFFALO EVENING NEWS, Buffalo BOLLETTINO DELLA SERA, New York EVENING MAIL.....New York
<b>GEORGIA.</b> JOURNAL (Cir. 57,531).....Atlanta CHRONICLE .....Augusta LEDGER .....Columbus	<b>OHIO.</b> PLAIN DEALER.....Cleveland Circulation for August, 1914. Daily .....129,565 Sunday .....154,992 VINDICATOR .....Youngstown
<b>ILLINOIS.</b> POLISH DAILY ZGODA.....Chicago SKANDINAVEN .....Chicago HERALD .....Joliet HERALD-TRANSCRIPT .....Peoria JOURNAL .....Peoria STAR (Circulation 21,589) .....Peoria	<b>PENNSYLVANIA.</b> TIMES .....Chester DAILY DEMOCRAT.....Johnstown DISPATCH .....Pittsburgh PRESS .....Pittsburgh GERMAN GAZETTE.....Philadelphia TIMES-LEADER .....Wilkes-Barre GAZETTE .....York
<b>INDIANA.</b> THE AVE MARIA.....Notre Dame	<b>SOUTH CAROLINA.</b> DAILY MAIL.....Anderson THE STATE.....Columbia (Sworn Cir. Mch, 1914. D. 22,850; S. 23,444)
<b>IOWA.</b> REGISTER & LEADER...Des Moines THE TIMES-JOURNAL....Dubuque	<b>TENNESSEE.</b> NEWS-SCIMITAR .....Memphis BANNER .....Nashville
<b>KANSAS.</b> CAPITAL .....Topeka	<b>TEXAS.</b> STAR-TELEGRAM .....Fort Worth Sworn circulation over 80,000 daily. Only daily in Fort Worth that permitted 1912 examination by Association of American Advertisers.
<b>KENTUCKY.</b> COURIER-JOURNAL .....Louisville TIMES .....Louisville	<b>WASHINGTON.</b> POST-INTELLIGENCER ....Seattle
<b>LOUISIANA.</b> DAILY STATES.....New Orleans ITEM .....New Orleans TIMES-PICAYUNE ....New Orleans	<b>WYOMING.</b> LEADER .....Cheyenne
<b>MARYLAND.</b> THE SUN .....Baltimore has a combined net paid circulation of 127,000 copies daily, 80,000 of which are served in Baltimore homes.	<b>CANADA.</b> BRITISH COLUMBIA. WORLD .....Vancouver
<b>MICHIGAN.</b> PATRIOT (No Monday Issue) Jackson Average 1st qu. 1914; Daily 10,963; Sunday 12,354. Member "American Newspaper Pub. Ass'n." "Gilt Edge Newspapers," and Am. Audit Ass'n.	<b>ONTARIO.</b> FREE PRESS.....London
<b>MINNESOTA.</b> TRIBUNE, Mon. & Eve...Minneapolis	<b>QUEBEC.</b> LA PATRIE.....Montreal LA PRESSE.....Montreal Ave. Cir. for 1913, 127,722
<b>MISSOURI.</b> POST-DISPATCH .....St. Louis	
<b>MONTANA.</b> MINER .....Butte	
<b>NEBRASKA.</b> FREIE PRESSE (Cir. 128,384) .Lincoln	

work. How good he is may be judged from the fact that Richard Croker fell for the story and gave \$25 for the cause. All are warned against this graft.

The Belgian Relief Committee used an entire page in the New York Eve-

ning Telegram on Saturday to present an appeal to the public in behalf of funds.

DANIEL A. TOMPKINS, one of the founders of the Charlotte (N. C.) Observer, died at Montreal, N. C., October 18, aged sixty-two years.

**New Orleans States**  
Sworn Net Paid Circulation for 6 Months Ending April 1, 1914  
**28,427 DAILY**  
Per P. O. Statement  
Carrier circulation averages over 19,000 per issue. We guarantee the largest carrier and the largest white home circulation in New Orleans. It is less expensive and easier to create a new market in a limited territory by using concentrated circulation. The States fills that position in New Orleans.  
**The S. C. BECKWITH SPECIAL AGENCY**  
Sole Foreign Representatives  
New York Chicago St. Louis



**AD FIELD PERSONALS.**

Eugene M. Weeks, advertising manager of the Regal Shoe Company, has been appointed editor of the Shoeman, of Boston.

On October 1 C. P. Henderson became associated with the Cole Motor Car Company as general manager of sales and advertising. R. P. Henderson, his brother, also joined Cole as assistant to C. P. Henderson. The Cole advertising remains under the direction of Homer McKee, who will handle it as a representative of a Chicago advertising agency.

M. LeRoy Avery, former advertising manager of the Regal Motor Car Company, and F. W. Reed have formed the Avery-Reed Advertising Service at Detroit, Mich.

J. O. Brown, advertising manager of the Albany (N. Y.) Times-Union, pulled off a "Dollar Day" on October 1, getting merchants to feature dollar merchandise. It was reported to be a big success, and the idea is passed on to advertising managers of other papers for action.

Harry McEnery has joined the organization of the New Orleans Times-Picayune and will be attached to the advertising department.

The will of J. Charles Green, the San Francisco advertising man, who died in September, was filed for probate by the executors named in the instrument, Mae E. Green, the widow, and Milton Birnbaum. The bulk of the estate, which is valued at \$750,000, is left to the widow and Herbert Green, the son. They are given specific bequests of \$100,000 each and made residuary legatees. The will was executed at the Fairmont Hotel, June 29, 1911.

Giving the business impressions of his recent trip across the Atlantic when the European war was in full swing, George B. Van Cleve, head of the Van Cleve Advertising Company, New York, declares that it is an "automobile war." "When the war ends," Mr. Van Cleve said, "the American car abroad will have the most phenomenal boom that can be conceived. There will be over 50,000 automobiles and motor trucks used up during the war if it lasts six months. Probably 20,000 have been used up already. Almost everything is being done by automobiles. I saw guns, aeroplanes and everything being hauled by automobiles."

J. M. Hiss, of Chicago, has been made advertising manager of Espenhaine's store, Omaha, Neb.

L. A. Van Patten, formerly of the Saxon Agency, has joined the Cheltenham Advertising Service, 150 Fifth avenue, New York.

**NOTES ON SPECIAL ISSUES.**

The Morning Press, of Bloomsburg, Pa., issued last week an Annual Columbia County Fair and Agricultural Edition of sixty-four pages. It is artistically printed and carries a large volume of advertising. The feature articles are well handled and abundantly illustrated.

The Clarksburg (W. Va.) Daily Telegram of September 10 was the Fall Fashion Number and consisted of thirty-eight pages, splendidly gotten up, and showing the evidence of tall hustling on the part of the advertising department, as well as responsive co-operation on the part of merchants.

The Morgan County (Mo.) Republican, published at Versailles for more than a dozen years, has suspended.

The new editor of the Anamoose (N. D.) Progress is W. H. Sample.

K. J. Murdoch, late editor of the Los Angeles Record, is now associated with the Newspaper Enterprise Association on the road.

Victor H. Polachek, who until recently was managing editor of the Chicago Examiner, has been attached to the staff of the general management of the Hearst newspapers.

**LIVE AD CLUB NEWS.**

About fifty members of the Los Angeles Advertising Club attended a smoker given in the grill room of the Hotel Clark October 9. The purpose of this smoker was to raise funds for the 1915 convention to be held in Los Angeles in June. Several addresses were made by prominent advertising men of Southern California.

A committee was appointed on October 2 by the Erie (Pa.) Ad Club to consider the advisability of the club incorporating and joining the International Association of Advertising Clubs. The committee, which consists of F. L. Weede, chairman; S. H. Drown, Evan D. Evans, E. Dana Jones and F. D. Lacey, will consider a new president, F. S. Bond having recently resigned from that position.

Considerable progress has been made in the organization of an Ad Club for San Angelo, Tex., and its organization should be effected in a short time.

Wheeling (W. Va.) Ad Club held a meeting October 6. The most important subject up was the fraudulent and misleading advertising bill to be presented to the legislature at the next session.

The Pilgrim Publicity Association of Boston has established a Bureau of Statistical Information. It is the purpose of this bureau to be of value to those who desire information as to who's who and what's what among New England manufacturers.

The Ad Club of Seattle held its annual meeting at the Press Club on October 7 and elected officers and trustees for the ensuing year. R. E. Maxfield, assistant treasurer of the Post-Intelligencer, was elected president; J. McL. Radford, of the Bon Marche, first vice-president; Nathan Eckstein, of Swabacher Brothers, second vice-president; W. H. Horsley, of the Constantine Advertising Agency, secretary; J. Fred Braid, Seattle Times, treasurer. The new trustees are Joseph Blethern, Seattle Times; J. H. O'Neill, O.-W. R. & N.; A. J. Izzard, Izzard Advertising Agency, and W. F. Foster, of Foster & Kleiser.

The first meeting of the Cleveland Advertising Club in its new quarters was held on Wednesday noon, October 7, 1914. Plates were set for 500, and the meeting was restricted to members only. The luncheon was served in the ballroom of the Hotel Statler. President Rose presided. Isaac F. Marcoss, of the Saturday Evening Post, was the speaker. An informal reception for guests was held from 2 to 11:30. An orchestra of five pieces furnished music throughout the day and evening. During the evening, solos and quartettes by members of the club furnished a diversion in the entertainment, while everyone took part in the dancing.

**DEATH OF S. H. BENSON.**

**Career of One of England's Foremost Advertising Agents.**

The death of S. H. Benson, one of England's foremost advertising agents, which occurred recently, is sincerely mourned in London business circles. He started in the advertising business in 1893. Up till that time the main business of an advertising agent had been the buying and selling of space, but Mr. Benson realized that there was room for the development of a more professional business than this, and instead of simply competing with other houses as to who could buy and sell space on the lowest commission, he charged a reasonable price and offered the advertiser serious advertising service and advice in the conduct of his campaign. To indicate this the description of the business was changed from advertising agent to advertisers' agent. Mr. Benson soon became entrusted with the adver-

**Publishers' Representatives**

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

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

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

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

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

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

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

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

**HENKEL, F. W.**  
People's Gas Bldg., Chicago  
Metropolitan Bldg., New York

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

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

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

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

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

tising of some of the largest houses in the country, and from that day to this the business, following closely the lines on which it was founded, has shown a steady increase.

The change which has of recent years taken place in advertising is demonstrated by the fact that Mr. Benson was the first to insert in a London daily paper a display advertisement set across two columns. He was also the first to insert a double page advertisement in the Daily Telegraph. This was on the occasion of the big advertising scheme negotiated for Rowntree's Cocoa, in which he gave away free a copy of the Daily Telegraph and a sample of Rowntree's cocoa.

Another interesting scheme of his was the Cocoa 'Bus scheme. All the London omnibuses were decorated with cocoa pods and every woman passenger was presented with a sample of cocoa. In 1889 Mr. Benson organized the War Employment Bureau, receiving the thanks of the Army Council for his services. His son, Philip de G. Benson, who has for some years been in active control as managing director of the business, will now succeed him as governing director.

Thomas Walpole, for many years postmaster at Storm Lake, took over the Manson (Ia.) Journal on October 1. He purchased the paper and plant from T. D. Long.

The Mobile (Ala.) Register has issued a special edition, commemorating the one hundredth anniversary of its founding.

**Advertising Agents**

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

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

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

**FRANK, ALBERT & CO.**  
26-28 Beaver St., New York  
Tel. Broad 3631

**HOWLAND, H. S. ADV. AGCY., Inc.**  
20 Broad St., New York  
Tel. Rector 2573

**GUENTHER-BRADFORD & CO., Chicago, Ill.**

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

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

J. H. Woods, managing editor of the Calgary Herald, and a member of the board of directors of the Canadian Press Association, is in the east this week.

J. S. Crate, recently of the staff of the Montreal Star, has been appointed managing editor of the Ottawa Journal. Mr. Crate has had experience successively on the Toronto Globe, World, News, and Star and is one of the liveliest newspaper men in Canada.

George Tillotson has succeeded the late Alfred Hopkirk as city editor of the Englewood (N. J.) Press. Mr. Tillotson is a son of Joseph H. Tillotson, the editor and proprietor of the Press, and is a promising young newspaper man.

Frank A. O'Connell, who was publicity manager for the Star-Spangled Banner Centennial Commission, has accepted the position of editor of the Frederick (Md.) Post.

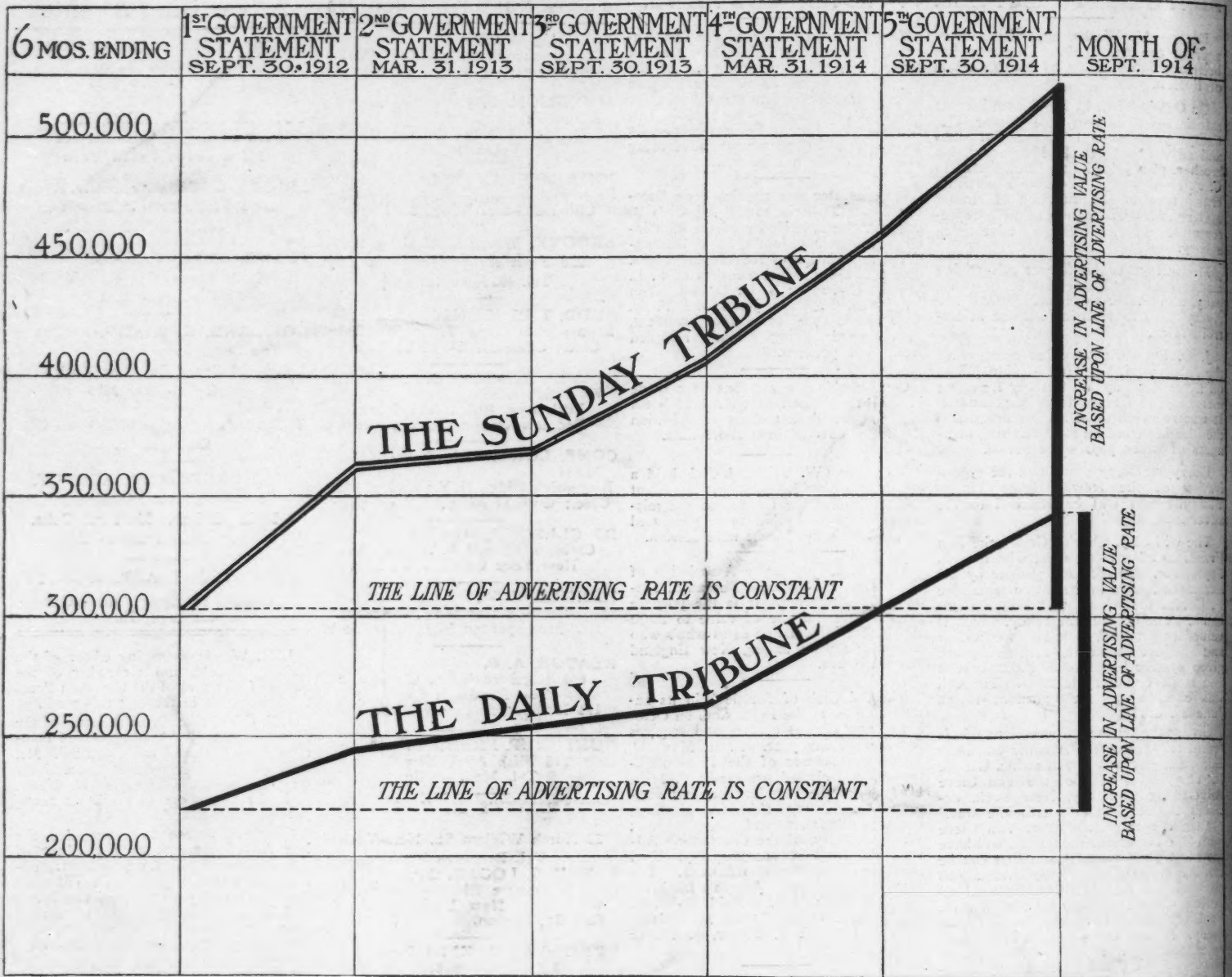
Robert McDougall, late city editor of the Vancouver (B. C.) Province, has resigned his position on that paper and has purchased the plant of the Penticton (B. C.) paper.

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## Don't Speculate With Your Advertising Appropriation

**A**BOVE is a graphic chart showing the steady, persistent growth in circulation of The Chicago Tribune, daily and Sunday.

The chart also shows in a striking manner the tremendous increase in advertising value of The Tribune, based upon the fact that its advertising rates have not changed during this remarkable circulation growth.

The investment of money in advertising space is a serious business, requiring careful thought and analysis of values.

Friendship, sentiment, plea, promise or cut-rate do not declare dividends.

Spend your advertising money in the newspaper that offers you the greatest possible number of people who are able and willing to buy what you have to sell.

The city circulation of The Daily Tribune is greater than that of the other Chicago morning papers combined.

The city circulation of The Sunday Tribune is nearly three times as great as that of one Chicago Sunday paper and at least 15 per cent greater than that of another.

The Tribune prints nearly as much advertising as the other Chicago morning papers combined.

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