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INTERTYPE RECEIVER.

APPOINTED IN FRIENDLY SUIT TO CONSERVE COMPANY'S FINANCIAL INTERESTS.

Action Was Precipitated by Equity Suit Begun by International Banking Corporation and Central Trust Savings Bank—Company Has Authorized Capital Stock of \$4,000,000—Embarrassment Only Temporary.

As the result of an equity suit brought by the International Banking Corporation and the Central Trust Savings Co., to recover claims amounting to \$61,456, Judge Hough, in the Federal Court, on Wednesday appointed Erskine Hewitt as receiver of the International Typesetting Machine Company, of which Herman Ridder, editor and owner of the New York Staats Zeitung, is president.

The company has an authorized capital stock of \$4,000,000, of which \$2,977,300 is common stock. An issue of \$1,000,000 in gold bonds is secured by a mortgage upon all the assets of the company given to the Guaranty Trust Company as trustee. It has outstanding \$529,000 in gold notes.

In a statement to the newspapers on Wednesday Mr. Ridder said:

"In reference to the application for a receivership for the International Typesetting Machine Company, I would say that the company is not insolvent, but is suffering from difficulties due to temporary causes which have made a temporary receivership advisable for the protection of all concerned.

"Since the outbreak of the war the Company has been confronted with a difficult situation. During the past year the Company has sold more than twice as many machines as were sold in any preceding year, and during the past few months has sold more new machines than any other manufacturer. This rapidly increasing sale, however, has produced a shortage of working capital.

"Twenty per cent. of its output of machines had previously been exported and sold abroad. The European market had been a cash market, but the American purchasers, on account of the general financial situation, have not been able to pay cash and the company has been obliged to sell its machines on extended time payments. Such a system necessitates expensive financing, and, for every new machine sold, has depleted the amount of ready working capital, so that the Company finds itself temporarily unable to meet its current obligations.

"By the intervention of a receivership, it is expected that all its difficulties can be successfully met, and its business placed in a strong position. The Company is in the hands of a few men of large resources, who are prepared to give it the necessary financial backing."

Bernard H. Ridder, son of the Staats-Zeitung proprietor, explained that the European sales of the company had amounted to \$30,000 cash each month. These stopped with the beginning of the war.

A net profit of \$160,000 was made for the year ending Nov. 1. For materials, supplies and labor the company's floating indebtedness is \$100,000. Numerous suits brought by the Mergenthaler



CARSON C. PECK.
NEW OWNER OF THE BROOKLYN TIMES.

Linotype Company for patent rights infringement are pending, but the company insists that these claims have no legal ground and are urged by competitors.

It is the claim of the creditors that a bankruptcy proceeding would result in a dissipation of the company's assets, the loss of many large contracts and endanger the company as a going concern. Doubt is expressed also if at a forced sale enough would be realized to pay the indebtedness.

The attorneys for the plaintiffs are Alexander & Green, of No. 165 Broadway. Morgan J. O'Brien is attorney for the receiver.

Geppert Must Serve Prison Sentence.

The Appellate Court of the Second Illinois District has affirmed the judgment of the Will County Circuit Court finding William Geppert of New York, one of the publishers of the Musical Courier, guilty of conspiracy to defame the character of John V. Steger, of the Steger & Sons Piano Co., Chicago.

In the lower court, Geppert's punishment was fixed at two years' imprisonment and a fine of \$2,000. He was released on bonds and carried the case to the Appellate Court on a writ of error. His alleged co-conspirators were discharged for want of prosecution.

MILWAUKEE DEAL HELD UP.

The deal for the purchase of the Milwaukee Free Press has fallen through, at least temporarily. Oliver Remy, who has been organizing a company to take the paper over, has gone to Chicago in search of further support. Rumor has it that the McGovern interests have clashed with the others over a demand that the paper be made the personal organ of the Governor. Remy is said to have insisted that the only chance to make the paper a paying proposition and to stop its deficits was to make it wholly independent. The McGovern people are said to have only subscribed to a small amount of the stock, and they will be let out altogether if Remy can secure the backing he seeks in Chicago.

Accused of False Advertising.

Leo Kahn, trading as the Printz Jewelry Company, in New Brunswick, N. J., was arrested last week on a charge of issuing fraudulent advertising. He had advertised a twenty six piece jewelry set for \$1.65 which he said was valued at \$12.50. Leo J. Kinney purchased one of the sets and said he found the same on sale elsewhere at \$4.50, the catalogue price being \$6.45 without discounts. Kahn was held under bail for the grand jury.

BIG COMMITTEE MEETS.

EXECUTIVE BODY OF A. A. C. W. HOLDS SESSION AT LA SALLE HOTEL, CHICAGO.

Report of National Commission Received—New Members Elected—Educational Work Being Actively Pushed—Book Profits to Pay Latter's Bills—Business Report from Seventy Cities Ready in January.

The Executive Committee of the Associated Advertising Clubs of the World held a conference in the La Salle Hotel, Chicago, on Friday and Saturday, Dec. 11 and 12. Those present included: President William Woodhead, of San Francisco; Vice-President Walter B. Cherry, of Syracuse; A. M. Briggs, of Chicago; Douglas M. Graves, of Boston; A. E. Chamberlain, of Chicago; John Rentfrew, of Los Angeles; Edward J. Shay, of Baltimore; W. C. D'Arcy, of St. Louis; E. T. Merideth, of Des Moines; Herbert S. Houston, of New York; Theodore R. Gerlach, of Joliet; Wilson H. Lee, of New Haven; Thomas Dreier, of Cambridge; Merle Sidener, of Indianapolis; and Lewellyn E. Pratt, of New York.

HOUSTON READS REPORT.

The most important matter that came up for consideration was the report of the National Commission through its Chairman William H. Ingersoll. In the absence of Mr. Ingersoll Herbert S. Houston, of New York, read the report.

The applications for membership in the permanent commission and recommended for approval by the Executive Committee included: The Quoin Club, The Association of National Advertisers, National Association of Advertising Specialty Manufacturers, The Poster Association, Agricultural Press, Directory Publishers, The Department of Graphic Arts, The Religious Press, The Trade Press, Retail Advertisers.

With the application from each of these important departments came the assurance that it would subscribe its proportion of the funds necessary to carry out the work of the association, and all of the departments named were accepted by the executive committee.

NEW PLAN WORKS WELL.

Reports were also made by the Educational and Vigilance Committee Chairmen. Lewellyn E. Pratt, of New York, chairman of the Education Committee, reported that the nine sub-committees were actively at work. He sketched briefly the story of each of the sub-committee's activities and reported that the new plan by which the educational committee is made up of the chairman of each of the local educational committees was working out in good shape, except that some plan will have to be devised by which the chairman of the local educational and vigilance committees will serve for the full year from convention to convention, instead of having changes made from time to time through the year, owing to the lack of uniformity in the time when the several clubs elect officers, thus breaking the connection in the co-operation which has been freely given by the local members.

Much interest was evinced by the committee in the reports concerning the new books by Tipper and Mahin and the Stockdale Lecture Course for which many of the clubs have already subscribed. Mr. Pratt reported that the funds necessary for carrying out the work of the education committee would

LIBRARY,
OHIO STATE UNIVERSITY.

be fully covered by the profits on the sale of the books published by Mr. Houston's committee.

Keen interest was also shown in the plan to secure a scenario for a new photo play to succeed "Mr. Noad's Adless Day," which has met with a great reception in all parts of the country.

On the last day of the meeting, a telegram from MacMartin, Chairman of the Research Committee, reported that he had complete reports from about seventy cities on business conditions of November compared with November, 1913. This insured the success of the investigation and every member of the executive committee subscribed for a copy of the report to be sent him immediately it is off the press, early in January, and a message of congratulation was wired to Mr. MacMartin.

Merle Sidener, of Indianapolis, chairman of the Vigilance Committee, made his debut before the committee, as head of this important branch of work. Mr. Sidener made a deep impression both by the clear and forceful way in which he presented the problems and progress of his committee as well as for the intelligence, conservatism and sound sense he showed in expressing opinions and in making important decisions. At the close of Mr. Sidener's report, the executive committee, on motion of Mr. Houston, voted him \$4,000 to put necessary machinery in motion to secure further results before the Chicago convention.

WOULD INCREASE RATE.

Postmaster General Thinks it Should be Doubled for Second-Class Matter.

That second class mail matter should be increased from 1 cent a pound to 2 cents a pound is the opinion of the Postmaster General as expressed in his annual report just made public in which he also states that the postal surplus for the year just ended was over three million dollars, but that the second class matter was carried at a heavy loss. The report is part reads as follows:

SECOND CLASS MATTER.

"During the fiscal year 1914 the mailings of newspapers and periodicals as second class matter at the cent-a-pound rate and free in county of publication aggregated 1,088,686,120 pounds, an increase of 31,078,608 pounds, or 2.94 per cent., over the mailings of the previous year. The fact that the drain on the postal revenues resulting from handling and transporting second class matter at non-compensatory rates is constantly becoming heavier emphasizes the necessity of taking some step in the direction of readjusting the rates on second class mail."

The Postmaster General further asks that the law prohibiting the extension of the policy of sending second class mail matter by fast freight be repealed.

The report also suggests the extension of the privilege of mailing matter without stamps affixed to matter of the second class and recommends that section 2 of the act of April 28, 1904 be amended to read as follows:

"That under such regulations as the Postmaster General may establish for the collection of the lawful revenue and for facilitating the handling of such matter in the mails it shall be lawful to accept for transmission in the mails quantities of not less than 500 identical pieces of third class matter and of second class matter mailed at the special rates of 1 cent and 2 cents a copy and of 250 identical pieces of fourth class matter without postage stamps affixed: *Provided*, That postage shall be fully prepaid thereon at the rate required by law for a single piece of such matter."

The transportation of periodicals by the Postoffice Department is provided for in the following paragraphs from the Postoffice Appropriation Bill now pending in the House of Representatives. The paragraphs read:

The Postmaster General is authorized, in his discretion, to petition the Interstate Commerce Commission for the determination of a postal carload or less-than-carload rate for transportation of mail matter of the fourth



FRED C. VEON.
OF THE DETROIT SATURDAY NIGHT.

class and periodicals, and may provide for and authorize such transportation, when practicable, at such rates, and it shall be the duty of the railroad companies to provide and perform such service at such rates and on the conditions prescribed by the Postmaster General.

The Postmaster General may, in his discretion, distinguish between the several classes of mail matter and provide for less frequent dispatches of mail matter of the third and fourth classes and periodicals, when lower rates for transportation or other economies may be secured thereby without material detriment to the service.

MUZZLING CANADIAN PRESS.

Montreal Star Must Pay \$6,060 for Printing Warnings About a Building.

Two years ago the Montreal Star printed a series of articles attacking the Stadium, a skating rink, and describing it as a fire trap and a menace to those who frequented it, as well as the neighborhood in general.

The owners of the Stadium brought two suits against the Star for \$50,000 damages. In court the defendants pleaded editorial privilege, averred that the facts as stated were true and that the comments made did not exceed legal bounds and were made in the public interest and in good faith.

The jury, on having the case submitted to it, after a lengthy hearing, found that the facts as stated were not true; that the articles were not written in the public interest or in good faith.

The case was appealed to the court of review, a hearing was held and a few days ago a decision was rendered sustaining the action of the lower court, which condemned the Star to pay a fine of \$6,060.

A fire in the photo-engraving department of the Springfield (Mass.) Union recently did \$10,000 damage.

PUBLISHERS DISCUSS 2c. PAPER.

Newspaper Owners Believe Public Would Benefit by Increase in Price.

The direct advantage to be derived by both the publisher and the public by an increase to 2 cents of the daily one cent papers of the State was considered last week at a meeting of the Executive Committee of the Pennsylvania Associated Dailies and the Pennsylvania State Editorial Association, held in Philadelphia. No definite action was taken.

That the proposition will be pressed hard was intimated after the meeting, although it was apparent that many favored a plan whereby the increase in price should affect only communities outside of the city or town in which the papers are published.

Various questions of legislation affecting newspaper publishers were discussed, and plans were outlined for the repeal of burdensome legislation and for opposing legislation to be considered at the next session.

Philadelphia newspaper men not members of the association were present as guests. J. H. Zerbey, editor of the Pottsville Republican, presided at the meeting and luncheon which followed, in place of E. J. Stackpole, of the Harrisburg Telegraph, president of the association, who could not be present, owing to illness.

Merchants Sign "Truth Pledge."

Under the urging of the Rochester Ad Club 272 merchants of the city have adopted the "Truth Pledge" under which they agree to refrain from exaggerated and untruthful statements in all their advertisements.

VEON GOES TO DETROIT PAPER.

Withdraws from Pacific Coast Dailies to Work on Detroit Saturday Night.

Fred C. Veon, formerly of the St. Louis Star, but recently in charge of the foreign advertising of the Los Angeles Herald, and San Francisco Call, Post, and San Diego Union, has become associated with the Detroit (Mich.) Saturday Night.

Since the death of W. R. Orr, the publisher of the Saturday Night, two weeks ago, there has been some speculation as to whether or not Scott Orr, the oldest son of W. R. Orr, would succeed to the management, or whether some outside man would be engaged.

Fred C. Veon is well known in the newspaper field. For some time he was a solicitor on the New York American, later being connected with other Hearst papers, both in New York and Boston.

Upon leaving the Hearst organization he went to Detroit where he had charge of the advertising of the Free Press, and later the Saturday Night. He worked on the Saturday Night for a short time. Then with F. B. Warren he acquired control of the St. Louis (Mo.) Star, and brought the property up to a standard which enabled him to sell his holdings to his partner, who afterwards sold the property to the present owner, John A. Roberts.

From St. Louis Mr. Veon went to Los Angeles where he made an enviable reputation for himself in establishing for E. T. Earl, the owner of the Evening Express, the new morning and Sunday Tribune.

The paper was started July 4, 1912, and Mr. Veon soon built up a big circulation and advertising revenue for the publication.

He then went to the Los Angeles Herald, where, under Guy Barham, he had charge of the business department. During the past eighteen months, or since the consolidation of the San Francisco Call, Chronicle and Post, Mr. Veon has been in charge of the foreign advertising for the Los Angeles Herald, San Diego Union and San Francisco Call-Post, with F. W. Kellogg, the publisher of the Call-Post, who was responsible for the combination. This work has been done in connection with E. C. Trowbridge in the East and, until recently, with C. H. Brockhagen in the West.

Mr. Veon takes with him to his new position a wealth of experience and proven ability, which will be valuable to the Detroit Saturday Night.

He has already moved his family to Detroit and is already "on the job," and is said to have acquired an interest in the paper.

WORLD FIGHT WON.

No, Not in Europe, but the Evening World's Argument with the Taxi-Trust.

By an overwhelming vote of 44 to 3 the Board of Aldermen of New York City has adopted an amendment to the Taxicab Ordinance which will compel every vehicle in the city carrying a taximeter, no matter where operated from, to obtain a license from and operate under the direction of the Department of Licenses. This amendment, which corrects the few weak spots in the existing ordinance, will compel the Taxi Trust and other so-called private companies to obey the law the same as do hundreds of other public hacks. The action of the Aldermen severs the last link in the chain of subterfuge and evasion-practised by the Taxi Trust.

This is the result of agitation on the part of the New York Evening World, and is a splendid victory.

Simpson Agency Assigns.

The William F. Simpson Advertising Agency, of 38 Park Row, has made an assignment to Francis P. Sherwood. The business was started in 1890 by William F. Simpson and was incorporated in September, 1902, with capital stock \$10,000.

ONE LINE WANT ADS.

Chicago Daily News Introduces Them as a New Money-Saving Scheme for Its Patrons—Tribune Offers \$10,000 Prize for a Serial Photo-Play—Examiner's Popular Christmas Charities.

(Special Correspondence.)

CHICAGO, ILL., Dec. 16.—The Daily News, whose want ad business is the largest in town, is introducing one line want ads as a new and money saving feature for its patrons. As the News charges 35 cents a line, because of its enormous circulation and as most ads



are from two lines up costing 50 cents or more, this will be quite a change as well as saving to those who can use such a short ad. It will also enable the News to print many more different ads in the same or less space thus increasing its value as an advertising medium.

The one line ad allows the use of 35 letters and spaces. Some of the ads thus far printed are fearful and wonderful items of condensation and abbreviation and are often hard to understand. In some cases it is doubtful if the advertiser saves anything by the abbreviation as he must lose clearness in the ad. For instance, here is a cryptogram room for rent ad: "Lge. out's de rm.; priv. reas. Garf. 6590," which, being interpreted, means "large outside room for rent, price reasonable, house-keeping privileges, phone Garfield 6590."

It is claimed that the failure of the Liebler Co., dramatic producers, was in part due to their losses on the big spectacle, "Joseph and His Brethren," which was ascribed to its being erroneously advertised as "not a moving picture."

EXAMINING CHARITIES.

The Examiner raised a large sum for its Christmas charity in the last few days by a series of entertainments in which it was aided by many prominent ladies and gentlemen. Several card parties were held at prominent hotels, the leading theatrical stars playing here took part in a charity matinee on Friday afternoon, and on Sunday afternoon a minstrel show was given in the Auditorium.

The photoplay craze is raging in some of the papers. The Herald has started a department to teach people how to write them. The Tribune, which is credited with securing recently 50,000 new subscribers through running a popular photoplay serial in conjunction with its exhibition at numerous theaters, is offering a \$10,000 prize for a serial photoplay.

SMITH'S NEW HOME.

Sidney Smith, the Tribune cartoonist, is evidently prospering as he has just bought a \$10,000 brick residence at 5418 Kenmore avenue. It is an attractive structure of nine rooms.

Publication of the new professional and scientific monthly, the Monthly Proceedings of the National Academy of Sciences, will begin in January. The director is Edwin B. Frost, of the of the citizens than the papers in Chicago."

S. J. Duncan-Clarke, who writes the

Yerkes Observatory, and Prof. John M. Coulter and Prof. E. H. Moore, of the University of Chicago, will edit sections devoted to their sciences.

It is about decided that the new western literary society now being organized will be called the Western Writers' Association and will consequently not have its membership restricted to Illinois writers as was at first proposed, but will embrace those between Illinois' eastern boundary and the western boundary of Kansas.

In a farewell address reviewing fifteen years of work in Chicago, Dean Walter Sumner, who is leaving to become Bishop of Oregon, said among other things that "no press in the country responds more quickly to the needs

war news analysis in the Post daily, last week addressed the Press Club on the war and gave some interesting ideas and impressions of the war from his point of view.

The Illinois Women's Press Association members met at the rooms of the Chicago Press Club Friday evening to christen its "Memory Book." There was a travelogue and an exhibition of the latest dances.

BROOKLYN TIMES' NEW OWNER.

Carson C. Peck, Vice-President of the F. W. Woolworth Co., a Successful Business Man.

Carson C. Peck, who is now the sole owner of the Brooklyn Times, is vice-president of the F. W. Woolworth Company. Mr. Peck has been interested in the Times for some years, first as a stockholder when the corporation headed by the late John M. Cruickshank and Richard Elsworth purchased the property, and since September 15 as the president. It is said there are to be no radical changes made in the executive staff of the paper.

Mr. Peck was born in Watertown, N. Y., which was also the birthplace of F. W. Woolworth. He has been associated with the latter in the 5 and 10 cent business for many years and is one of his chief lieutenants. Mr. Peck owns a railroad in Maine and is a member of the old Union League and Oxford Clubs.

New A. P. Members.

At the business meeting of the board of directors of the Associated Press, held in New York, last week, the following members were elected:

Adolfo Rodriguez, of La Opinion, Mexico City; Clifton H. Wilder, of the Alamosa, Colo., Morning Courier, and in place of S. J. Fleckenger, resigned, D. B. Batchelor, of the Durham, N. C., Sun.

Samuel Hoag, publisher of the Pine Plains (N. Y.) Herald, has just rounded out fifty years' service as proprietor, publisher, editor, manager, foreman, reporter and advertising manager of that paper.

"The Divine Friend" is the title of a three-act drama in verse, written by Charles Phillips, a California editor, which has been accepted by Margaret Anglin.

TO COVER OHIO LEGISLATURE NATIONAL DEFENSE ARTICLES.

List of Correspondents Assigned to Columbus—Tipton Appointed Secretary to Governor.

(Special Correspondence.)

COLUMBUS, O., Dec. 19.—The appointment by Governor-elect Willis of Forest F. Tipton, city editor of the Kenton News-Republican, as his secretary, at \$5,000 a year is pleasing to the Ohio newspaper fraternity.

Tipton is an ideal man for the place. He possesses a pleasing personality and his knowledge of "press time" and other features of the game will help the boys on the capitol beat get the big stories breaking in the executive office into the office in time for a proper "play."

Tipton takes office with Willis January 11, succeeding George F. Burba, of Dayton, another newspaper man, who made himself solid with the boys during his two years as secretary to Governor Cox.

Ohio papers are making assignments to cover the session of the State Legislature which opens January 4, to continue probably for at least six months because of the change in complexion of the General Assembly from Democratic to Republican.

The Cleveland Leader has assigned John T. Bourke and Carl D. Ruth; Cleveland Press, Louis Morrill; Cleveland Plain Dealer, A. E. McKee; Cleveland News, Frank H. Ward; Cincinnati Enquirer, J. W. Faulkner and H. R. Mengert; Cincinnati Post, Alf C. Crouse; Toledo Blade, Carrol McCrea; Toledo News-Bee, Arthur Ross; Columbus Citizen, Earl W. Baird; Columbus Dispatch, Dennis Donovan; Ohio State Journal, Allen E. Beach and H. H. Daugherty; International News Service, C. H. Haddox; Associated Press, Willard Kiplinger and C. E. Gillette; Scripps McRae League, C. C. Lyon.

Bourke is slated to succeed Faulkner as president of the Legislative Press Correspondents' Association.

Congressman-elect John G. Cooper of Youngstown has selected William F. Mason, general assignment man on the Youngstown Telegram, as his secretary.

Thomas A. Petty, who was recently transferred by the Associated Press

T. F. Logan's Contributions in Philadelphia Inquirer Attracting Wide Attention.

(Special Correspondence.)

PHILADELPHIA, Dec. 16.—The Philadelphia Inquirer, which has always been a keen upholder of the prestige and interests of the army and navy, and has been the unofficial but very influential organ of the states guardsmen since the late Captain Weaver, military editor, built up the department, more than fifteen years ago, has been publishing a series of highly important articles dealing with the national defence, prepared by the chief of the Washington bureau, Thomas F. Logan.

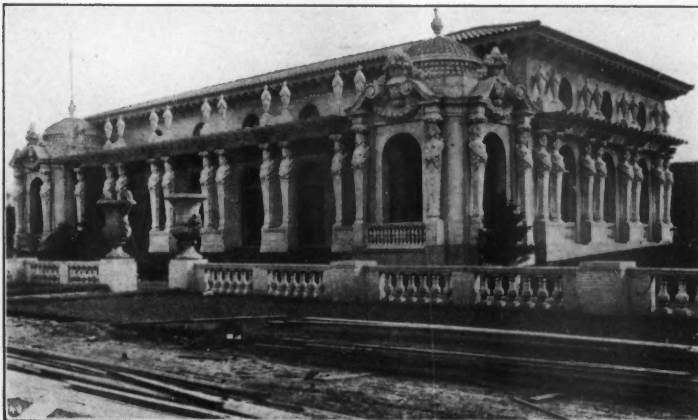
The articles, which have been running two or three a week since the middle of November, were designed to ventilate in advance the question which has been repeatedly asked and which is now so vital a matter of discussion in Congress, "What is the truth about our naval and military protection in case of war with a foreign power?"

Mr. Logan is an old Philadelphian with many friends in this city, the son of a man of the same name who was a well known member of the Inquirer staff. The present dispatches were prepared under circumstances of unusual advantage since he has a remarkable facility for making friends and his information has been gathered from those best qualified to know what they were talking about.

BROUGHT MANY LETTERS.

When in Philadelphia he enjoyed the confidence and friendship of the leading legal lights of the city and in the six years he has been in Washington he has duplicated his local successes. The articles have brought to the Inquirer many letters of congratulation from Congressmen, army men and others and have been potent factors in a widespread and critical examination of the whole matter. The Public Ledger last Sunday carried a story regarding the necessity for the reorganization of the state guard on a business basis, and headlined "Paid Militia Is State's Prime Need."

The Saturday Evening Post and the



PRESS BUILDING, PANAMA-PACIFIC EXPOSITION, SAN FRANCISCO.

from the Columbus bureau to the Cleveland office, is making good in his new field.

The Portsmouth Star, a new morning paper at Portsmouth, has contracted for the International News service.

A breakdown in the Cleveland Press plant December 16 was met with a courteous invitation from the Cleveland Plain Dealer to use its facilities for the Wednesday editions. The Press was on the street just the same looking unfamiliar in P. D. type.

Larry Martin has been succeeded as editor of the Akron Press by Mark Felber, reported on the Cleveland Press.

F. H. WARD.

Joseph B. Mills, formerly general manager of the A. D. Matthews Son's, Inc., department store, Brooklyn, has been appointed advertising manager of the J. L. Hudson Co., of Detroit.

Public Ledger, which reprinted Irvin Cobb's story in the former publication of his interview with Lord Kitchener, are much interested in the denial which comes from London via the Press Bureau, saying among other things that the language is not that of Lord Kitchener and that his lordship's official representative expresses surprise that it should have been regarded possible that Lord Kitchener used such expressions.

The English understanding of the American language and point of view has never been distinguished by subtlety. Irvin Cobb has replied that the war chief not only was quoted correctly, but that he perfectly well understood that he was being interviewed for publication. After reading the story with its subsequent comments, it is not difficult to see that the trouble was not that Mr. Cobb was inaccurate but that he told the truth altogether too plainly.

CONGRESS WON'T ACT.

Burleson's Recommendation for Government Ownership of Telegraph and Telephone Lines Will Not Come Up This Session—Gridiron Dinner a Marked Success—New Officers Elected for the Ensuing Year.

(Special Correspondence.)

WASHINGTON, Dec. 12. — Postmaster General Burleson's recommendation in his annual report today for "postalization" or government ownership of the country's telephone and telegraph system will receive no action from Congress this session.

Congressman David Lewis of Maryland, father of the scheme in the House, declared today he saw no chance for the legislation owing to the press of other business, but he added hopefully that he expects the plan to pass in the next session.

In the meantime, he will continue his study of the subject and will perfect his bill before the next session, so that it will have no loopholes. Representative Lewis charged today that the telephone and telegraph companies are making a bitter fight against the proposed bill under the guise of educating the public through the magazines.

"They are spending a lot of money with the magazines," he declared, "but I think we'll pass the bill at the next session."

The postoffice appropriation bill, practically completed, contains a clause proposing further investigation of the government wire ownership plan, opposing definite action at the present short session of Congress.

The famous Gridiron Club held its first dinner of the season at the New Williard last Saturday night and those prominent in political events of recent date were roasted to a turn.

The Whitehouse reconciliation in which Colonel Harvey and Colonel Waterson figured, affairs in Mexico, the taking of moving pictures of the Senate, the return of "Uncle Joe" Cannon and "Nick" Longworth to Congress, and the political fortunes of former President Roosevelt were some of the subjects touched upon by the famous Gridironers.

The fun was furious while it lasted but the roasting was gentle and the merry-makers turned the mirror upon themselves by giving a parody upon the Gridiron Club itself, in which members of the entertainment committee gave an imitation of a rehearsal of a play in which the cabinet of the President was to be presented.

Many out-of-town newspaper men were guests of the club, among whom were Van Lear Black, Baltimore Sun; John M. Deponia, Baltimore Star; James Elverson, Jr., Philadelphia Inquirer; Charles H. Grasty, Baltimore Sun; W. W. Harris, New York Sun; E. C. Hopwood, Cleveland Plain Dealer; Arthur M. Howe, Brooklyn Eagle; Frank R. Kent, Baltimore Sun; Robert J. McBride, Louisville Times; V. S. McClatchy, Sacramento Bee; Edwin F. Pippis, Detroit News.

An election of officers preceded the dinner at which Edgar C. Snyder of the Omaha Bee was chosen president; L. W. Strayer, of the Pittsburgh Dispatch, vice president; John S. Shriver, of the Baltimore American-Star, secretary; James P. Hornady, of the Indianapolis News, treasurer.

THE GOVERNMENT AND THE CROOKS.

(From the Paterson, N. J., Press.)

The Federal law compelling the newspapers of the country to file with the Post Office department a statement of paid circulation every six months was given a test by a Federal grand jury in this state recently when the case of a newspaper in Paterson, suspected of swearing falsely to its circulation, was considered. According to the best information obtainable the case was thrown out on the ground that the government could only regard a false statement as perjury when it was filed with the Post Office department with the idea of influencing in some way the second-class privilege, and secondly, on the ground that perjury consists specifically in giving false testimony in a court of law and not in any statement made in an affidavit sworn to before a notary.

The Federal law in question fixes as a penalty for a failure to file at the prescribed time circulation statements, a rescinding of the second-class privilege, but the law does not fix a penalty for filing with the Post Office department a false statement of circulation. Thus it can be seen at a glance that the law is cunningly devised to force all publishers to file some kind of a statement while it seemingly whispers in the ears of the dishonest publisher: "Go ahead and file your statement and if you lie about it who cares? We will never prosecute you."

Never was so iniquitous a law as this placed upon the statute books. There is an expression among a certain class of newspaper men that a publisher who tells the truth about his circulation nowadays deserves to go on the rocks. The Federal law in question seems to have been drafted with the idea of helping the lying publisher to succeed and making it almost certain for the honest publisher to fail.

Every day that the government allows to pass without fixing a severe penalty for issuing a false circulation statement it stands convicted of aiding and abetting dishonest publishers in obtaining money under false pretenses from the advertising public. How much longer will this astounding condition of affairs be permitted to continue?

And if the government fails to take speedy action, propelled by a sense of decency and justice, how long will it be before the press of the country, with its much vaunted power, demands that an amendment be added to the Federal Postal law, making the filing of a false and dishonest circulation statement with the government an absolute act of perjury, and fixing a penalty that will adequately fit the crime.

Arthur Brisbane Ill.

Arthur Brisbane, editor of the New York Evening Journal, while on his way to Atlanta, on Thursday, of last week, was taken seriously ill on the train from an attack of appendicitis. Although urged to leave the train at Washington, he insisted on continuing his journey to Atlanta, where, on his arrival, he was taken to a hospital. Although it was thought at first that Mr. Brisbane would have to be operated upon, the physicians finally decided it was not necessary. Under their careful ministrations Mr. Brisbane has passed the acute stage of the disease and is much improved at the time of going to press.

Keats Speed on Press.

Keats Speed is the new managing editor of the New York Press.

Mr. Speed has been with the Hearst papers for years, being managing editor of the New York Journal, and occupying the same position on the Atlanta Georgian when Mr. Hearst bought that property.

He succeeds J. E. Murphy, who has been managing editor since Mr. Munsey bought the Press, and who has been

made managing editor of the Washington Times.

Westfall Goes to the Journal.

It is reported that E. A. Westfall, for several years business manager of the New York Globe will, on Jan. 1, become the business manager of the New York Evening Journal. Mr. Westfall was formerly with O'Mara & Ormsbee, advertising agents. Later he joined the staff of the Globe of which he was afterward advertising manager. Mr. Westfall has an excellent record and his friends wish him good luck in his new position.

Philip R. Dillon, editor of the American Penman, has been elected a member of the Board of Trustees of the New York Press Club.

R. S. Grable, of the World Color Printing Company, of St. Louis, Mo., was in New York this week on a business trip.

The report that Conde Hamlin had succeeded the late Mr. Lindsay of the Albany Journal was a mistake. Mr. Hamlin is doing some reorganization work for Mr. Barnes, the owner.

ON NEWSPAPER MAKING

Increased confidence between merchants and newspaper publishers always makes for greater success for everyone. Merchants and heads of other business enterprises are too apt to look upon all talk about increasing their business through advertising as mere salesmanship on the part of the newspaper maker, and newspaper men are too apt to ignore proper consideration of many factors which should be carefully studied to insure the advertiser securing results which will make a continued customer of him.

It is just as foolish for an advertising solicitor to hypnotize a storekeeper into running advertising before he is ready to care for the trade and inquiries the advertising will stir up, as for the advertiser to expect to get direct and money making results from a single advertisement. If everyone could do this, everyone would be a millionaire several times over.

Newspaper men of sound experience know more about the probable effect of different kinds of copy than the average storekeeper. They know by reason of their experience in building up their own business how fickle and unresponsive the public is, and if successful have learned the art of writing words which, when transferred to cold type, are best calculated to win confidence and attract the inquiry.

There is no trick or mystery about selling goods and increasing trade through advertising. The greatest dangers for the man desiring to embark on the sea of advertising are:

1. False and obviously exaggerated statements, which create a feeling of suspicion in the minds of those who read them.

2. Bad or defective service to the prospect stirred up by the advertising when he comes to the store.

3. The work of many alleged ad-smiths whose chief aim seems to be to produce technical effects rather than sell goods.

4. Determination and ability to carry through a stated campaign calculated to produce the results sought.

5. Courage to use enough space to make their ads seen by enough people to bring the response that is desired.

Every practical newspaper man who has used advertising space in his own or other newspapers to promote the sale of his newspapers recognizes the difficulties and pitfalls that defeat many a campaign. Men with this sort of experience make the best and most effective solicitors. NORTHCOTE.

He Had to O. K. It.

W. H. Hunter, now editor of the Tacoma (Wash.) Tribune, when night editor of the Omaha Bee, sent an editorial to the composing room one night with a note of instructions to the foreman about its use. Mr. Rosewater later passed on the proof and the editorial went into the newspaper. Next morning in the middle of it appeared:

"Jack: Don't let this go until the Old Man has O. K'd it.—Hunter."

WHEELING, W. VA.—Plans are being made to issue a new monthly paper to be called the Wheeling District Herald, the first number of which will probably appear in February. It is to be published by the Prosperity Committee. Paul M. Nemeyer is chairman.

INTERTYPE

THE ACME OF HIGH QUALITY

Does Your Newspaper Need a NEW DRESS?

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

A. B. C. AUDITORS' REPORT of THE FLORIDA TIMES-UNION CIRCULATION

It seems to be the concensus among advertisers generally that the AUDIT BUREAU OF CIRCULATIONS is the "Supreme Court," or "Last Word" as it were, in the final determination of circulation averages, and it is therefore depended upon by the trade (or presumably by the members) to tell which paper in a given community is SUPREME.

At the urgent request of the Florida Times-Union, The Audit Bureau of Circulations assigned two of their experienced auditors to examine the circulation of the two Jacksonville newspapers. The Auditors' report of the Florida Times-Union's circulation sent out by the Board of Control of the Audit Bureau of Circulations, and bearing the signature of the publisher, has been digested herewith for the information of the general advertiser and space buyer.

The Florida Times-Union solicits business on its circulation statements and findings of authorized and recognized experts who have compiled statistics in reference to its circulation after exhaustive examination, both in the office and in the field.

THE PROOF IS CONCLUSIVE THAT THE FLORIDA TIMES-UNION IS NOW, AS IT HAS BEEN FOR THE PAST FORTY-NINE YEARS ABSOLUTELY SUPREME IN ITS FIELD

The Florida Times-Union has the largest NET PAID HOME DELIVERED CITY CIRCULATION.

The Florida Times-Union has the largest TOTAL NET PAID CITY circulation.

The Florida Times-Union has the largest SUBURBAN NET PAID circulation.

The Florida Times-Union has the largest NET PAID COUNTRY circulation.

The Florida Times-Union has the largest TOTAL NET PAID circulation.

The Florida Times-Union has twenty-five or more regular subscribers in more than one hundred towns in its territory.

The full detailed Auditors' report of the Florida Times-Union's circulation will be forwarded to you on request.

AUDIT BUREAU OF CIRCULATION REPORT

The Audit Bureau of Circulations' Official Report of Examination made of the Circulation of the Florida Times-Union covering six months ending June 30, 1914, examination made October 10 to 17, is as follows:

	Morning (Six Day Average)	Sunday
NET PAID CITY:		
Carriers - - - - -	9,350	9,331
Newsdealers } - - - - -	1,085	2,232
Street Sales } - - - - -		
Counter Sales } - - - - -		
TOTAL NET PAID CITY - - -	10,435	11,563
NET PAID SUBURBAN - - -	6,056	6,898
NET PAID CITY and SUBURBAN - - -	16,491	18,461
NET PAID COUNTRY - - -	5,894	6,183
NET PAID AVERAGE TOTAL CIRCULATION - - - - -	22,385	24,644
Employees, Cor., Samples, etc. - - -	2,525	3,223
TOTAL DISTRIBUTION -	24,910	27,867

THE FLORIDA TIMES-UNION Jacksonville, Fla.

Foreign Advertising Representatives, BENJAMIN & KENTNOR CO.

225 Fifth Avenue, New York City

People's Gas Building, Chicago

PROFITABLE NEWSPAPER ADVERTISING

A ONE HUNDRED PER CENT. HONEST ADVERTISING POLICY, BACKED UP IN EVERY WAY, WHICH HAS PROVEN BOTH PROFITABLE AND ECONOMICAL.

By HARRY R. DRUMMOND.

The Standards That Govern This Business Are Higher Than The Average

This is not written in the spirit of the Pharisee who prayed "Lord, I thank Thee that I am not as other men"—and we hasten to say that our standards are no higher than they should be.

This is neither a boast nor a challenge—just a simple statement of fact. It is, however, a splendid tribute to our business to be able to say that, notwithstanding the increasing keenness of competition, notwithstanding the increasing "values" of the "bargains" which are constantly clamoring for attention elsewhere, our sales are increasing every day.

This is proof positive of the fact that the people of this community and vicinity are discriminating, and ready and willing to meet the spirit of fair play and square deal honesty as it should be met.

Remember, there are no "sale" days here—there is no "juggling" of prices, putting them DOWN for ONE day and back UP the next.

Bear in mind that "seconds" are NEVER sold for first quality goods—that no imaginary VALUES are placed on goods—that everything is sold for what it really is, and that you are told ALL the truth about everything you buy here.

"Once upon a time," when Richard Wood was general manager of the Jersey Street Railways Company he had a customer, Carl T. Holthausen, who runs a "neighborhood store" at the corner of Bergenline avenue and Blum street, Union Hill, N. J., who gave evidence of a desire to discontinue using the street car service.

Mr. Wood, who is a diplomat, handled matters very carefully. He did not want to lose the account, and he fenced for time until it came down to brass tacks when, seeing everything fading away, as it were, he came out with the real truth.

"Mr. Holthausen," he said, "it is not the fault of the street cars, it is the advertising you do that makes it non-productive."

Mr. Holthausen, who is a young man, said that he did the best he knew how, and that he followed the "rules of the game" as far as he knew them.

"Why don't you put your advertising in charge of some one who understands the advertising business, someone who can do it right?" asked Wood.

"Our business is too small to warrant paying the price such a man could command," said Mr. Holthausen.

"I could find you a man who would handle it for you and handle it right at a price that you could afford to pay if you would let me," suggested friend Wood.

"Sure, go to it," said Holthausen.

Then Wood went to his good friend, George Hough Perry, who was at that time running a service agency at 31st street and Fourth avenue and told the story, asking if there was a man there who could look into the matter. There was. He was sent to Union Hill. He saw Mr. Holthausen. He found this man Holthausen to be a young man, about twenty-five, who had been born in Union Hill, had been brought up in the store, so to speak; had gone to Princeton, had left school to go to Milwaukee, where he worked in other dry goods stores, merely to gain experience, so that when he settled down in his father's store he would know something of the business as it is conducted elsewhere.

Upon the death of the father and an uncle the business had fallen on his shoulders and he was running it, in a quiet way, and making it pay, too.

The advertising man asked if they did honest advertising and was told that they did. Together they looked over the scrap book, and it developed that they did not do honest advertising; that it was probably as honest as the general run of advertising done by such stores, but, upon close questioning, many misstatements were found.

A deal was arranged, that is, the details were arranged and it was left an open question, to be taken up later, at Holthausen's convenience.

Two days later an agreement was ratified and the new idea in advertising was tried out.

There was a weeping and wailing and gnashing of teeth, so to speak, in that store. Buyers could not see it at all.

It was all wrong. It would not work at all.

The new advertising man did not believe in "sales." He would not stand for "one day specials." Prices were to be the same all the time, and when reductions were made they were to be permanent reductions. The real truth was to be told. Goods were not said to be "worth" any more than the prices asked. "Seconds" were called seconds, and there was to be no misinformation of any kind.

Holthausen thought this kind of business was right. Holthausen was the boss, and what he said went.

An investigation found this store in possession of a great deal of merchandise that it really did not need. There were small lots, broken assortments of goods that were much better out of the store than in it.

These were brought to light and sold. They were sold for what they really were. There was no glossing over of facts. When goods were out of style the advertising said so. When "wool" was not all wool the advertising said so. The literal, honest-to-God truth was told in everything.

A. Holthausen Store News

Bergenline Avenue and Blum Street. Union Hill, N. J., September 2, 1913.

The Penalty of Procrastination What It Means to Us. What It Means to You.

THE women's ready-to-wear section of our store is undergoing a thorough house cleaning, which includes a renovation, the rearrangement of the showrooms, the laying of new carpets and at the same time a most thorough and vigorous cleaning out of every garment now on hand.

It will mean the bringing of this department up to the same high standard that obtains throughout the rest of the store.

Because of our having delayed this cleaning up longer than we should, we are compelled to take losses that are very heavy.

It means our selling hundreds of dollars' worth of goods for less than they cost us.

For you it means savings that are seldom to be found. You will, of course, have to sacrifice style—but you more than make up in materials and workmanship.

Do not confound this sale with ordinary sales. No goods have been bought for sale purposes—no "promotional" manufacturers' have disposed of any "surplus stocks" for this event. It is a bona fide reduction of our prices on goods that were bought for our regular trade—and it presents one of the greatest money-saving opportunities you have ever known.

Just think of selecting \$24.50, \$19.95, \$17.00, \$15.00, \$13.95, \$13.00 and \$11.00 suits and paying but \$8.00.

Or, in another group, \$22.50, \$15.00, \$12.00, \$10.00 and \$10.00 suits to choose from at \$7.50.

Then there are wash dresses reduced, many of them to half price. Automobile coats, evening coats, separate skirts, practically every garment now in stock—all at prices that mean so much to you.

We hope this drastic measure will not have to be resorted to again—we regret the necessity of present conditions, but it is necessary, and the whole-hearted reduction throughout the department are evidence of our determination to make a thorough job of it.

Look through the offerings. Anticipate your wants for some time to come. We are losing money because we waited.

Pardon for our mistake and don't wait. Act now.

Big, glaring headlines were tabooed. Cuts were eliminated, type sizes were reduced. There were little editorials in almost every ad. People were told that when merchandise was reduced in price there was a reason for it. And the business kept on increasing while the per cent. cost of advertising decreased.

Not only did Holthausen tell the truth, but he took space to tell people how untruthful and misleading advertising was untruthful and misleading, and they believed him, because he told the truth.

He was and is a man who had an ingrowing honesty in his make-up, and he took a positive pleasure in doing things that way.

If he made a special purchase of a piece of goods that he could sell at a very low price he told people about it, but he did not claim that the goods was worth any more than the price he sold it for.

Bombast was eliminated entirely. In the old days this store had practiced "commercial honesty" just as competition did. Nothing was thought of it, and it was not regarded as anything particularly wrong. Under the new order of things, however, "commercial honesty" was given a black eye absolutely.

Remember that this is a comparatively small store; that it is but thirty minutes street car ride from 34th street and Broadway, the center of the retail dry goods shopping district of New York City.

It is not a store catering to the very wealthy, exclusive people, but to the frugal, German "hausfrau," who, God bless her, takes her money with her when

she buys, and takes her goods home with her.

She is the woman who practices frugality to the nth power, and a bargain appeals to her very strong indeed.

The Holthausen advertising proves, too, that, notwithstanding the oft repeated argument that women love bargains above all else, they pin more faith to the square deal than they do to bargains.

Not only was all the advertising honest, but particular care was taken to show just where "bargains" came from, what made them bargains, and why they were tabooed in this store.

Bargain Prices on Spring Suits, Dresses and Wraps Are Being Quoted Now.

NO doubt many will wonder why reduced prices are being quoted on Spring models before the Spring season is fairly under way. "There's a reason." It will be of interest to you to learn what "that reason is," and may save your making a mistake in selecting your Spring clothes.

The manufacture of women's garments is the largest single industry in New York, there being approximately ten thousand "factories" of various sizes.

Each season these factories produce innumerable models, long before they are shown, hoping to win approval for them.

A great many of these models "fall flat" and are placed in the discard. "Many are called, but few are chosen." They are as dead as a last year's style and must be disposed of quickly at any price. The longer they remain unsold the less chance there is to sell them at all.

They are the garments that are shifted to the "bargain rack." They are "new." Many of them are "reproductions of Paris models," but they fail to measure up to the style standard.

A "bargain" suit, dress or wrap at this time of the year is a style that is not good, never was good and never will be good.

You pay too much for such goods, no matter what you pay.

The editorial reproduced herewith was run just before Easter. It was in answer to many "bargain" ads printed by other merchants. It told the real truth, and made these "bargains" look like what they really were. It was not pleasantly received by other merchants.

One suit buyer in another store (not in Union Hill) on reading the ad said that in his opinion it was all wrong. He admitted that it was truthful, but it told people too much. When they learned such things they could not be fooled with "bargains" of this kind, and, unless they could be taken in, how was such merchandise to be disposed of? The way such merchandise was handled by Holthausen was, when it was purchased the real truth was told about it, the defects were sighted, so that the customer who bought it did not think that she was getting as much for \$15 as she could for \$30 in that store.

It has been argued that local conditions have a great deal to do with the success of a certain kind of advertising, but that is all wrong. Human nature is human nature in New York, Chicago, Philadelphia, St. Louis, Boston, Cleveland or any other place. And human nature is appealed to stronger with clean cut, honest, straight-from-the-shoulder truth than by any other kind of argument.

The point that is missed by so many is that misrepresentation must be fought with exposure, and so many merchants, as well as men in other walks of life, are afraid to offend some competitor by showing him up to be using false standards in his business.

Of course this kind of advertising could not have succeeded unless it was backed up by the man in charge of the store. Advertising will not do it all, under any circumstances.

But in this case it was backed up, and backed up in every way.

The instituting of this form of advertising in this store meant a greater change than it would in many such establishments. But the first and greatest fundamental was there. Holthausen wanted to be square. He did not want to misrepresent, and what misrepresentation he had been guilty of was no more than the same kind that is practiced in practically every department store in the country.

For Foreign Language Publications throughout United States and Canada consult

MODELL ADVERTISING AGENCY

150 Nassau Street
New York City
Telephone Beekman 1142

FOR SALE

Babcock Two-Revolution Press

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

Walter Scott & Co.

Plainfield, New Jersey
NEW YORK: One Madison Avenue

We can increase your business—you want it increased.

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

BURRELLE

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

Most Far Reaching Newspaper Reading Concern in Existence

ATLAS PRESS CLIPPING BUREAU

CHARLES HEMSTREET, Manager

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

Our Motto—RESULTS COUNT

218 East 42nd Street New York

Canadian Press Clippings

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

The Dominion Press Clipping Agency

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

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

74-76 CHURCH ST., TORONTO, CAN.

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

TAKE IT TO

POWERS

OPEN 24 HOURS OUT OF 24

THE FASTEST ENGRAVERS ON EARTH

ON TIME ALL THE TIME

POWERS PHOTO ENGRAVING CO.
154 Nassau Street Tel. 4100-4 Beekman

N. Y. NEWSPAPERS OF 40 YEARS AGO.

BY ROBERT GRAU.

WHEN New York had a population of less than one million souls there were just as many daily newspapers as there are today. During the Franco-Prussian War all of the present day morning newspapers were in evidence except the Press and the American and these two are survivals of newspapers published under other names for many years before their advent, while at least two additional issues of the early 70s have never been replaced, hence, with a population of nearly six million, New York really has fewer morning newspapers than forty years ago.

I can recall, too, when only two of the big dailies were published on Sunday and these were of about the same size and general make-up as the regular daily issues. Moreover the circulation of the Sunday papers was exceedingly small and the advertising did not amount to as much as half that of the week day issues.

FIVE SUNDAY PAPERS.

But forty years ago New York had no less than five important Sunday newspapers, not one of which existed today and none of which was published on week days. In fact these were distinctly Sunday newspapers and of vast influence with the public. The last of the five to capitulate with the more modern Sunday newspapers was the Sunday Dispatch and not until its vogue had endured for more than half a century. There is nothing in the newspaper line just like the Sunday Dispatch today. Perhaps its end was hastened through the increased popularity of "yellow journalism" for the Dispatch relied almost entirely on its "blue" subject matter. But for all that its standard was higher than some of the newspapers of today, particularly was this true of its theatrical department. In fact the Dispatch was practically an organ of the stage folk.

It was the intimate and highly informative articles written by "John Carboy" that made the Sunday Dispatch famous, and these were a combination of truth and fiction so ingeniously blended that one could identify the characters described, yet the latter rarely protested though in a few instances the editor was hailed into court where the presiding justice invariably decided the issue in favor of the publisher. It was through these legal proceedings that the now common expression, "If the shoe fits you wear it," first became popular.

THE SUNDAY TIMES.

Noah's Sunday Times like the Dispatch was of a type of journalism nowhere in evidence today. Its editor, Charles Chamberlin, was a prominent figure in clubdom in the 70s, and he catered to the "Fifth Avenue crowd," specializing in society news until the day came when the existing Sunday newspapers began to expand and one by one the others entered the field. Then Chamberlin became the manager of the 14th Street Theater, at the corner of Sixth Avenue, being associated with the great actor, Charles Fechter.

Probably few persons know that this historic playhouse where the great Ristori made her memorable American de-

but, and where French Opera Bouffe had its birth, still stands practically unchanged—but, alas, like so many others, it has had its destiny settled for all time by the irrepressible camera man.

The Sunday Courier also specialized in society news but for a long period its vogue was due to the Joseph Howard's "jugg" stories. Oh, ye humorists of newspaperdom, who amongst you will undertake to consult the files of the Sunday Courier from 1869 to 1876? Howard remained one of New York's landmarks till the day of his demise but a few years ago.

When the New York Recorder was launched with John W. Keller as editor a quarter of a century ago, "Joe" Howard's "jugg" column became its main reliance. It is a strange fact that when the Recorder ceased to exist two decades ago it was never replaced and despite the fact that New York has doubled in population in the meantime there has not been a new daily newspaper of any pretensions launched to this day.

THE SUNDAY MERCURY.

But of all the Sunday newspapers of the 60s and 70s the New York Mercury was surely the most unique, and unquestionably the most influential. There were, however, two distinct publications. One was the New York Mercury, published on Fridays, the first theatrical weekly in this country. Its dramatic editor was Alfred L. Parkes who passed away last year at the fine old age of four score and ten. Parkes conducted the Friday issue of the Mercury along lines somewhat complex in that although he was the first to establish theatrical correspondents in all the large and moderate sized cities and with the New York Clipper represented the theatrical profession, he was handicapped by the peculiar fiction output. Had the two been separated the Mercury's weekly issue would have endured for all time.

As a matter of fact both the weekly and the Sunday issues of the Mercury were never out of the running. Both are today perpetuated in the Sunday Telegraph. For a long period the Telegraph was issued on Sundays only, and to this day the sporting and theatrical features are practically unchanged save for the natural growth of the publication, but even in its size the Mercury was unusual though using few illustrations.

THE DAILY GRAPHIC.

The impression is general that the Morning Telegraph was the first 5-cent daily newspaper published in New York, whereas the Daily Graphic antedated it by many years. Here was indeed a unique publication of which there is no survival today. Throughout the 70s the Daily Graphic had a vogue with the public greater than most of the cheaper evening newspapers, nearly all of which sold at 3 cents a copy. The Daily Graphic sold at 5 cents and was the first illustrated daily newspaper New York ever had. On its staff were some of the best writers and artists of the last half of the nineteenth century. The cartoons were superior to those of the comic weeklies while its musical and dramatic departments were of a higher standard than the average of today. Both were absolutely controlled by one man—"Will" Stuart, who wrote under the pen name of "Walsingham," and, if I am not mistaken, Mr. Stuart was the first to inaugurate an intimate style in criticisms. So effective was the influence of "Walsingham" in those days that the same resentment on the part of the managerial faction which is now attracting attention in the press in connection with the so-called flippant style of the critics of this period was the means of Mr. Stuart's final withdrawal from the Graphic much along the same lines as characterized the resignation of Alan Dale from the Hearst papers recently. Like many clever writers of today Mr. Stuart became prominent as au-

thor and producer of plays and was one of the first American playwrights whose manuscript was accepted before it was written. After the Daily Graphic was abandoned it was a long time before an illustrated newspaper was published in New York and never as a daily issue though all the dailies began to use illustrations profusely with the advent of the 1-cent newspaper. But the aftermath of the Daily Graphic's influence was to be observed in the Sunday newspapers almost immediately and it was the gradual increase in size of these and the many illustrated features that sounded the death knell of the older Sunday issues published on that day only.

Then came the Saturday evening magazine supplements such as are now issued by the Evening Mail and Post.

Probably there are few indeed who are aware that in the 80s New York City was favored with a 5-cent daily newspaper entirely devoted to music and the drama. This was called "Freund's Music and the Drama," published and edited by John C. Freund, the present owner of Musical America and kindred musical periodicals. Its vogue was not inconsiderable for a few years but the idea was clearly ahead of the times.

OBITUARY NOTES.

JOHN C. VANALEN, formerly editor of the Albany State Journal, Berkshire (Mass.) Courier, and several newspapers in Westchester County, died of apoplexy, December 8, at his home, 19 Jackson street, New Rochelle, N. Y., aged 78 years.

JOHN LUTZ, 79, editor of the Bedford (Pa.) Inquirer and oldest member of the Bedford County bar, died December 6.

JOHN T. OLIVER, one of the editors and owners of the Reidsville (N. C.) Review, died December 5. He was 39 years of age. He had been a sufferer from Bright's disease for several years.

C. C. HEACOCK, editor of the Brighton (Iowa) Enterprise, died December 1 of heart trouble. He was 63 years old and had edited the Brighton Enterprise for thirty-four years.

L. J. FINCH, one of the oldest advertising men in New York, died December 10 at his late home, 260 West 136th street. Mr. Finch was born in this city sixty years ago, and has been engaged in the advertising business here for thirty-five years. The business of which he was the head was established by Brown & Pullerzeman in 1869.

JAMES FARRELL, a pressman, 59 years old, died suddenly Saturday night, December 5, in the pressroom of the World, where he had worked for eighteen years. Mr. Farrell was found unconscious on the floor near one of the presses on which he had been working a few moments before. His associates summoned an ambulance from the Hudson Street Hospital, but he was dead when it came. His son, James, is also an employe of the World and was at work in another section of the pressroom when his father died.

WILLIAM H. ELLIOTT, owner and editor of the Newcastle (Ind.) Courier, died in a hospital in Chicago December 10, the result of an operation for a serious affection of the throat. He was 70 years old.

G. F. DONNELLY, one of the best known newspaper publishers in Eastern Ontario, died at his home in Athens December 8 following a short illness of Bright's disease. Mr. Donnelly was for many years editor and proprietor of the Athens Reporter.

HARRY L. MARRINER, 45, Sunday editor of the Dallas (Tex.) News, is dead at Kerrville, Tex., of tuberculosis. He was a brother of William F. Marriner, the cartoonist, who was burned to death at his home at Harrington, N. J., two months ago.

C. H. BURTON, for many years a writer for newspapers and trade journals in many cities, died December 5 in the Pennsylvania Hospital, Philadelphia, following an operation. Burton was 60 years old and lived at 608 Spruce street.

THE NEWSPAPER AND THE ENGLISH LANGUAGE.

Professor James Melvin Lee of New York University suggests the inclusion of a good daily newspaper in the curriculum of the schools as a substitute for certain classics which are now used as textbooks of rhetoric and grammar.

The love of literature is not encouraged, among children, by the minute analysis of those who would apply "the laboratory method" to the printed word. Sometimes the fact that a book was read under forced draught, as part of the compulsory schedule prescribed by a committee for entrance to college, has created a positive disaffection for the author in question that has persisted into later life. Some of the works chosen have obviously been named by persons who had forgotten what children are like and had presumed too much upon juvenile assimilative capacity.

Newspaper English—"journalese" it has been called—is often the target of censure. Some of the adverse criticism is offered by those innocent of syntax and spelling, whose slipshod language defeats the force of their critical authority. They make no allowance for the conditions under which newspapers are produced, and they are surprised that misprints occur or that linotypes are perverse and lines or headings go astray.

Can it fairly be said that the letters of persons who consider themselves in "polite society" are as a rule better written than the newspapers that are admitted to their homes? The well-equipped journalist must possess himself of a store of general information on a diversity of topics, and, like the lawyer, must be able to acquaint himself at short notice with other subjects previously unfamiliar. There are many educated men who, realizing the need of keeping abreast of current events described in succinct, straightforward fashion, would dispense with a large part of their working libraries rather than give up the newspaper that, if properly edited and written, is the most valuable adjunct of a liberal education.

Philadelphia Public Ledger.

HERRICK PRAISES SIMMS.

Former Ambassador Calls Him the Ablest of All the Journalists in Paris.

Myron T. Herrick, three years American Ambassador in France, in commenting at Cleveland, December 11, on the French Government's selection of William Philip Simms, manager of the Paris Bureau of the United Press, to represent America on the recent official tour of the French and Belgian battlefields, declared that he was "the ablest of all the journalists in Paris."

"Simms' selection was very fortunate," said Mr. Herrick. "I know him personally and wish to speak in the highest terms of his work. He is the ablest of all journalists in Paris and I am sure he was able to do justice to the honor given him. I put him on my clearing house committee to aid in the work of giving relief to the stranded Americans in Paris when the war broke out. He willingly gave much of his time to this work and proved especially valuable because he speaks French fluently."

A Prosperous Catholic Weekly.

The Catholic Standard and Times, of Philadelphia, now in its twentieth year, under the general management of Thomas A. Daly, is making marked gains in circulation and advertising. Each issue contains twelve pages, seven columns to the page, of live Catholic and business news. Its prosperous condition is indicated by the fact that it has just installed a new 16 page Duplex Tabular Press in its building at 610 South Washington Square. The Catholic Standard and Times is probably the only religious weekly in this country owning a high speed stereotype press and using it solely for its own publication.



Your 3c. for The New York Evening Post buy the kind of a newspaper you cannot get for less.

Member Audit Bureau of Circulations.

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

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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 F. 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, Dec. 19, 1914

"What I say is that there are not half a dozen papers in the United States which tamper with the news, which publish what they know to be false. But if I thought that I had done no better than that I would be ashamed to own a paper. It is not enough to refrain from publishing fake news, it is not enough to take ordinary care to avoid the mistakes which arise from the ignorance, the carelessness, the stupidity of one or more of the many men who handle the news before it gets into print; you have got to do much more than that; you have got to make every one connected with the paper—your editors, your reporters, your correspondents, your rewrite men, your proofreaders—believe that accuracy is to a newspaper what virtue is to a woman."—JOSEPH PULITZER.

THE CHRISTMAS SPIRIT.

While the joy of Christmas is this year lessened by the knowledge that across the sea great nations are at war with each other, and thousands of brave men are being killed in battle, while other thousands are lying in hospitals on beds of agony and pain from wounds they have received, it is our belief that even this should not prevent us from allowing the spirit of good cheer to fill our hearts and find expression in hearty greetings to each other, and in the bestowal of gifts.

There are among us every year at this time those who have lost relatives or friends through death, or who have seen their fortunes melt away under the hot sun of adversity, or have sustained other misfortunes that have entered the very marrow of their souls. Sorrow, pain and death are always with us: they are the common lot of mankind. But is this any reason why there should be no smiles, no joy in doing good, no song or laughter in the heart or on the lips? No. There is a time for lamentation and tears, but there is also a time for rejoicing, and Christmas is that time.

Of the long stretch of days in the year when the human soul should rise above all that is sad, painful, and dispiriting Yuletide is pre-eminent. Let us try to forget for these few golden days all our worries and disappointments, all our heart burnings and jealousies, and look upward and outward. Let us think only of the good and the true in those about us. If we have been chary in saying things that are kindly, thoughtful and appreciative, let us say them now even though it may require an effort for our unaccustomed tongues to give them utterance. A cheery "Merry Christmas" to the man who sweeps the street in front of your door, to the apple woman at the corner, to your gruff neighbor who

looks as though he wanted to bite off your head every time you pass him on the street, will help to make the day brighter and sweeter not only for them but for yourself.

May we never grow too old to make the children glad on this blessed feast day. Santa Claus still exists even though he no longer comes down the big throated chimneys of our own nursery days.

Therefore a Merry Christmas to you, gentle reader, and may it bring to you all the abounding joy that makes life really worth the living.

AN EDITOR'S NEEDLESS ALARM.

According to Wallace's Farmer, of Des Moines, Iowa, the boys and girls in the agricultural sections have taken to reading the daily newspapers. The editor, in a recent article, metaphorically speaking, sheds large wads of tears over the untimely fate that will overtake them because of the fact.

He argues that it is all right for city youths to read the daily newspapers "for they are in close touch with hundreds of men and women. They know that the daily paper does not mirror human life, but the foibles and follies and sins of the few, and that it usually preserves a dense silence about the virtues and good deeds of the many. They know that much that they read in the daily papers is to be understood in a Pickwickian sense."

With the unsophisticated country boys and girls the case is different, he argues, "for they are apt to take the statements of the daily press at par value, as they take the word of father or mother or neighbor, and to believe that it really mirrors human life."

Instead of reading the daily newspapers with their reports of news happenings all over the world, and especially of the big cities which they all hope to visit some time, these youngsters, according to the Des Moines editor, should confine their reading to the agricultural press like Wallace's Farmer which prints pictures of green fields bearing full crops, of well bred livestock, of nicely painted houses and barns to aid in the formation of lofty ideals of everyday life.

Evidently the circulation of the agricultural papers is falling off alarmingly or the editor of Wallace's Farmer would not feel so badly over the matter; but is he so foolish as to believe that the boys and girls of the farming sections are today so deficient in education or in a knowledge of what is going on outside of their own community that they should not be permitted to read anything more exciting than an agricultural weekly or monthly for fear their morals will be corrupted or their ideals shattered?

In the opinion of most people the country boys and girls are as fully capable of taking care of themselves as the city bred youngsters. They have school advantages such as their parents never had. The telephone and the daily newspaper have enlarged their mental vision, and put them in touch with the great outside world. They are as keen and bright and capable as the city youths who are blasé at 20 and are world weary at 30.

In fact if it were not for the country boys who come to the cities and fill positions of trust and responsibility a lot of prominent business concerns would have to shut up shop.

No, the farmers' boys and girls will go right on reading the city dailies, and improving their minds and learning of opportunities to use their brains to advantage, in spite of all the worrying that may be done by short-visioned agricultural editors.

The men who pass away at the maturity of their powers just as they have entered upon the golden period of human life are generously mourned by those who loved them, not because they have achieved success but for the good they have done. Willam R. Orr, publisher of the Detroit Saturday Night, whose passing was recorded in these columns two weeks ago, was such a man. He had many friends outside of as well as in Detroit. Those who knew him admired him for his sincerity, his generosity and his kindness. He was frank in his relations with his fellow man. Deceit was not in him. In his death Detroit has lost one of its most loyal citizens, and journalism a publisher who contended for high ideals.

ALONG THE ROW.

AS USUAL.

Sing Hey the Merry Christmas Time
When scribes write up gay, festive scenes—
And then hike off at one A. M.
To tackle Hitchcock's beef and beans.

NOT IN THE PROCESSION.

The campaign in favor of truthful advertising is progressing favorably. Thousands of merchants now describe their goods as just what they really are—but as yet we have failed to notice any brewery announcements of "Imported Beer—Made in America."

HOLDING QUEENS PAT.

Wynn Thomas, brother of the dramatist recently of the New York American staff, is now secretary to the Park Commissioner of Queens Borough. Wynn has a warm welcome waiting any one from the Row, and will furnish them with diagrams of how to reach him, if they write or phone.

TIMES HAVE CHANGED.

As, yes, this is the era of reform. A grateful sea captain who rescued a crew at sea and who was dined by the Press Club, presented the club with a young puma, two monkeys, and some assorted parrots. The zoo was given temporary quarters in the cafe and when the procession was led in not a man flinched or had a vision of the alcoholic ward. No, indeed, they just walked up and patted the puma, opened conversation with the parrots and got solid with the monks. In the old day if some of the boys had run against pumas and things in the club, there would—but what's the use—the old days have gone. This is the age of water wagons, temperance and steady jobs.

FROM THE SKINNERSVILLE SIGNAL.

"Hereafter we are going to cut down war news and put it on an inside page. People in this section can't spare time chasing up Nowa Radowsk, Strykow, Czenstochova, Passchendaele, and other outlandish places on the map. From now on we will only publish the score by innings. We have tried to be up to date but one of our war pictures caused Sheriff Skinner's wife to be seized with nightmare and we lost two subscribers over in the Hollow by crowding out a donation party report to make room for it. Now is the time to subscribe."

AGAIN THE CUB.

Here is the way the cub turned it in: "A concert was rendered at the Methodist Church last night. The motif was to aid the building fund. The audience remained until the end."

REGULAR FEAST.

Here's another one about a cub. In reporting a benefit entertainment, he wrote: "During the evening there was a drawing for two barrels of potatoes, after which supper was served."

TOM W. JACKSON.

THE BELL-HOP'S COMPLAINT.

By STRICKLAND GILLILAN.

She said, "You can find him.
Just slip up behind him
As quiet and deft as a ghost
It is Thursday, you know,
And you'll find him—now, go!
With a Saturday Evening Post."

So I sought for her hubby
'Mid men who were chubby,
And also 'mid men who were lean.
My search was acute
Amid fellows hirsute
And those who were bald on the bean.

But I collared him not
And the scolding I got
From Wifey was quite undeserved.
And I couldn't explain
To her storm-addled brain
Just how her good judgment had swerved.

For this was the case:
I, not knowing his face,
Couldn't pick out her man from the host.
For every guest there
Was sunk down in his chair
With a Saturday Evening Post.

PERSONALS.

It is rumored in Washington that John C. Fahey, owner of the Worcester (Mass.) Post, will be appointed a member of the Federal Trade Commission. Frank B. Lord, a Washington correspondent, is said to be slated for the secretaryship of the same commission.

Robert Lincoln O'Brien, editor of the Boston Herald, on December 7 spoke before the Harvard Union at Cambridge on some interesting phases of journalism.

Prof. W. G. Bieyer, head of the department of journalism at the University of Wisconsin, recently lectured at Bayfield and Shell Lake, Wis., on "The Newspaper and the Community."

Ellis L. Howland, automobile editor of the New York Journal of Commerce, delivered an address on "Practical vs. Theoretical Ideas in Motor Truck Installation" at the University Club, Buffalo, December 3.

Fred B. Appleget, late editor of Newspaperdom, has been studying the new open markets in New York during the last three months. Some of his findings have already been published in the local papers.

Fred Turnbull has become associated with the management of the Red Deer (Alta.) News, and has purchased an interest in the business.

J. E. Harris, who has been managing editor of the Green Bay (Wis.) Gazette for several years, has resigned to assume the duties of assistant managing editor of the Milwaukee (Wis.) Herald. He is succeeded by E. E. Payne, who has been telegraph editor and who, in turn, is succeeded by H. F. Ullsh, of the Marion (O.) Star.

F. J. Millman, publisher of the Morristown (S. D.) World, has been acquitted of a charge of libel brought by a recent political candidate.

Alfred J. Pitts has been appointed business manager of the Detroit Labor News.

C. C. Brantley, who for a number of years was editor of the Valdosta (Ga.) Times, and who was later editor of the Macon (Ga.) Telegraph, has returned to Valdosta and resumed his former position as editor of the Times.

George L. Edmunds, formerly with the New York Sun bureau, is now with the New York Tribune staff.

L. E. Browne, who resigned from newspaper work in Washington to join the Greek navy, writes to friends here that he has resigned from the captaincy of a warship to enter business in Albania.

Jerome Fancuilli, formerly automobile editor of the Washington Post, is now the salesmanager for the Ford agency in Washington.

A. Maurice Law, of the London Morning Post, lectured in New England last week on certain phases of the European war.

Harry J. Brown, of the Portland Oregonian, has been elected a member of the famous Gridiron Club.

Max Eastman, editor of the Masses, addressed the regular meeting of the Chicago Woman's Aid Society last week on the subject, "What is Humor and Why?"

Miss Marguerite Mellen, who has been literary editor of the Continent, is to leave soon, as her engagement to an eastern man has just been announced. It was thought that she had foresworn society for work but it seems that Cupid would not let it be so.

W. R. Emery has resigned as western manager for Everybody's and although his future plans have not been announced, it is understood that he will become associated with some newspaper in the near future.

Frank Grimes, for some time editor of the Brenham (Tex.) Banner-Press, has accepted a similar position with the Abilene (Tex.) Daily Reporter.

W. H. Robertson has been made news editor of the Lafayette (Ind.) Morning Journal, succeeding Charles A. Smith.

E. E. Cinq-Mars, King's Printer for the Province of Quebec, who has been acting as a war correspondent in France and Belgium, is home again. He intends to return to the front with the second Canadian contingent as a member of the intelligence service corps.

John Gribbel, one of the heavy stockholders in the Public Ledger Company, and until a few months ago vice president, was elected president of the Union League at the annual election on Monday, defeating State Senator William C. Sproul in a lively contest by a majority of 105 votes.

C. White Rosevear, of Asbury Park, N. J., is launching an advertising campaign for business interests at Lakewood, N. J., in New York and Philadelphia papers.

Roy McCardell, the popular humorist of the New York Evening World, has written a musical comedy and vaudeville sketch.

Charles Mosteller has started a weekly newspaper at Fairmead, Cal.

Dermot Fitz-Gibbon, for four years a member of the advertising staff of the Associated Newspapers, Ltd., of London, the Harmsworth publications, and more recently of the Pall Mall Gazette, arrived in New York on Monday. Mr. Fitz-Gibbon is the founder of the Optimists' Club of London and is well known as an alert and aggressive advertising man throughout Great Britain. It is quite probable that he will remain in this country indefinitely.

Thomas Fry, well known in Wichita, Kan., journalistic circles, has been made business manager of the Ponca (Okla.) Democrat.

M. F. Dunham, of Berlin (Ont.) has been made assistant manager of the Stratford (Ont.) Herald, succeeding T. P. Taylor, who becomes circulation manager of that paper.

FOR SALE

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

PUBLIC SALE

On Wednesday, December 30th, 1914, at 2.30 P. M., the full newspaper equipment of the Star Publishing Company, corner Walnut and Market Streets, West Chester, Penna., will be offered at public sale. Newspaper has been published for two years and equipment well kept up. Field for continued operation.

1 Cox Duplex 8-page flat-bed press, 3 Linotype machines, Cheltenham family of type, Stereotyping plant, motors, tools, metal, plant furniture, rolls of paper, office furniture, etc., all necessary and adaptable to the issuing of a six-page daily newspaper.

ERNEST HARVEY,
LEROY H. SNYDER,
Receivers Star Publishing Co.,
West Chester, Penna.

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

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

BUSINESS OPPORTUNITIES

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

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

HELP WANTED

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

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

SITUATIONS WANTED

Advertisements under this classification one cent per word each insertion.

CIRCULATION MANAGER

One having had years of experience in every branch of circulation work, an able executive who can produce results in increased circulation, desires connection with newspaper that REALLY WANTS large circulation increase and is willing to pay for results.

GUARANTEE OF CERTAIN INCREASE WITHIN LIMITED PERIOD, MAKING COMPENSATION LARGELY DEPENDENT ON MEASURE OF SUCCESS.

Now conducting successful circulation campaigns for several newspapers, but desire permanent location with one newspaper with large field for circulation increase.

Best of references, unquestionable proof of experience and ability presented at personal interview.

Address C. M., Editor and Publisher.

Executive, experienced Treasurer, Secretary, Office Manager, known of by Agencies from Coast to Coast, seeks new connection in advertising field. Newspaper, Magazine, General Agency or Special. Full information by return mail or personal call. J. V. B., care The Editor and Publisher.

Newspaper foreman or superintendent, age 32, is now and has been a factor in upbuilding well-known inland newspaper. Highest efficiency at least possible cost. Wants larger field. Write "Make Good," care The Editor and Publisher.

Young reporter, with two years' experience and one year's training at a School of Journalism, wishes to locate. Familiar with proofreading and ad writing. Address Frank T. Taaffe, 208 Elm Street, Albany, N. Y.

Do you want a young fellow who can handle detail thoroughly and intelligently? Four years' advertising experience with New York agency and with advertising department. My boss, whose agency is under the present business depression, wants me to come back, when things brighten up; but I can't afford to wait. Address D 1348, care The Editor and Publisher.

EDITORS: If you require the services of a correspondent or news photographer in SAN FRANCISCO I am the man who can tend to your wants. FRANK W. LANE, 1303 1/2 WALKER STREET, SAN FRANCISCO, CALIFORNIA.

ACCURATE INFORMATION

regarding purchasable newspaper properties is hard to get. An experience of thirty-five years in the newspaper business and the last twelve spent exclusively in negotiating newspaper sales and consolidations has resulted in securing the really desirable opportunities now being offered through and only through the office of

C. M. PALMER
Newspaper Properties
225 Fifth Ave., New York

EXPERIENCED NEWSPAPER PUBLISHER

WILL BUY Daily in Middle West preferably Northern Ohio or Indiana, or in Southern Michigan. Has \$15,000 IN CASH for a first payment.

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

ADVERTISING MEDIA

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

Chicago—New York—Philadelphia, for 20 years the co-leaders' 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.

The Baker's Life Insurance Co., of Des Moines, Iowa, has organized a publicity department with Bert N. Mills in charge.

I want to get in communication with the publisher of a daily who needs a business advertising or circulation manager. Now employed in a Southern city, but leaving present position in order to reduce expenses. Married—43 years of age, over 20 years of experience in all departments of a daily newspaper covering both Northern and Southern conditions. References—present employers and others. Address Box D 1364, care The Editor and Publisher.

DO YOU WANT PAID WANT ADS? I'LL GET THEM—

At present am in charge of Classified Department, in town of 300,000, meeting successfully the hardest competition in the country. Present organization, 4 men; chief competitors have fifteen with 80 local offices—Paid gains for November over 40,000 adgate lines. In less than a year have built from nothing to where we print about as many ads as competitor. And remember—nothing free—no specials. Twenty-seven years of age, American, married—will go anywhere—and make good. Will make your paper the Want Ad medium of your town. I know men; am capable of getting 100% efficiency out of a crew—showing them how to solicit and making them realize the difference between good prospects and business—I have the knack of organizing—of continually keeping something new before the public—the knack of getting business. I have the Energy with a capital "E" and the stuff that finishes anything started. No booze—nor am I afraid to go home after dark. If you want a money-maker—write me. Will risk railroad fare if your proposition appeals to me. That's faith in myself and fair to you, isn't it? Address D1365, care The Editor and Publisher.

IT COSTS NO MORE MONEY TO COVER THE NEW ENGLAND PAPERS THAN IT DOES TO COVER THE NEW YORK CITY FIELD

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

This may appear to some to be an unusual statement, and it is, in a way, because the average advertiser or his agent will say, off-hand—"it is incredible that an advertising campaign can be conducted in a territory where there are so many newspapers at the same cost as in a territory where there are a few newspapers."

The statement is true, nevertheless.

New England has a population of over 6,000,000 people—so has New York City and its immediate vicinity.

The cost of newspaper advertising is about the same per inhabitant in one section as in another. If there is a difference, it will show a little higher cost in big cities where the cost of producing newspapers is greater.

To prove my argument—the cost of a 10,000 line contract in the 51 daily newspapers named in this advertisement is **\$23,500.00**. In New York City, the cost of a 10,000 line contract in newspapers reaching the same proportion of the total population, is practically the same.

If all newspapers in New England were used and all newspapers in New York City were used, the cost would be proportionate—it would figure out an equal cost per inhabitant.

What I want to impress on the general advertiser is that the cost of newspaper space in every section is practically the same—that he can employ newspapers in any section, using all of them every week in the year, and the cost per inhabitant is about one cent per annum.

If an advertiser used every newspaper every day in the year, the cost would figure about ten cents per annum per inhabitant.

There is an advertiser in New York City who spends \$550,000 annually. It costs him about nine cents per annum per inhabitant—yet he sends out at least 260 messages a year—good, long messages, at that.

If anybody has ever heard of any kind of publicity that is nearly so economical as newspaper advertising, let him step forth.

An advertiser can go into the New England field with a campaign of \$60,000 a year and reap a harvest, the cost of which will be only one cent per annum per inhabitant.

I keep on repeating the statement—"IT COSTS ONLY ONE CENT PER ANNUM PER INHABITANT"—because I want to drive it home into the minds of advertisers who do not realize the great power and the economic cost of newspaper advertising.

A Presentment by W

Two Million One Hundred and Five Thousand One Hundred

CONNECTICUT.			
Paper	Circulation	2,500 l.	10,000 l.
Bridgeport Farmer (E).....	10,567	.0285	.0175
Bridgeport Post (E).....	11,944	.035	.025
Bridgeport Standard (E).....	8,350	.035	.015
Bridgeport Telegram (M).....	10,870	.02	.02
Danbury News (E).....	6,272	.0118	.0118
Hartford Courant (MS).....	16,721	.06	.035
Hartford Post (E).....	13,500	.025	.02
Hartford Times (E).....	22,791	.06	.04
Meriden Journal (E).....	7,000	.03	.015
Meriden Record (M).....	7,000	.0357	.015
New Haven Journal-Courier (M)	12,020	.03	.025
New Haven Union (E).....	17,187	.05	.03
New Haven Union (S).....	9,046	.0285	.02
New London Day (E).....	7,932	.0285	.0157
Norwich Bulletin (M).....	9,315	.04	.018
Waterbury American (E).....	7,300	.0357	.0235
Waterbury Republican (M)....	9,065	.0285	.02
Waterbury Republican (S).....	8,989	.0285	.02
Connecticut totals.....	195,869	.5537	.3465
Population, 1,114,756.			
MAINE.			
Portland Argus (M).....	8,443	.0178	.0143
Portland Express (E).....	19,533	.0535	.0375
Portland Telegram (S).....	14,029	.0393	.0321
Portland Press (MS).....	12,686	.02	.02
Waterville Sentinel (M).....	6,754	.0285	.0143
Maine totals.....	61,445	.1198	.0861
Population, 742,371.			
MASSACHUSETTS.			
Boston Globe (ME).....	209,486	.30	.30
Boston Globe (S).....	279,583	.30	.30
Boston Herald-Traveler (ME)...	160,215	.25	.25
Boston Herald-Traveler (S)...	80,591		
Boston Journal (M).....	***80,000	.16	.125
Boston Post (M).....	422,350	.35	.35
Boston Post (S).....	289,565	.35	.35
Boston Transcript (E).....	28,069	.15	.15
Gloucester Times (E).....	7,066	.0214	.015
Haverhill Gazette (E).....	9,973	.0214	.0185
Lynn Item (E).....	13,209	.0535	.0357

* Net paid figures supplied by the Publisher.
 ** Net paid guaranteed by the Publisher.
 *** Estimated Circulation.

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

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

This proves beyond the question of a d are the best buy, by one-third more circulat

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

General advertisers seeking further ligh distribution facilities in the New England te

portant newspapers listed above will aid and requested to communicate with THE EDIT

NALIST, The Newspaper Advocate, Suite Beekman 4330.

AND FIELD WITH AN ADVERTISING CAMPAIGN IN DAILY NEWS- FIELD WITH AN ADVERTISING CAMPAIGN IN DAILY NEWSPAPERS

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

by William C. Freeman

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

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

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

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

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

of a doubt that in New England newspapers circulation at one-third the cost.

could use every daily paper in New England at less cost per line.

light in respect to marketing conditions and territory, and the degree to which the advertiser can

and assist with "local co-operation," are the advertiser's

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

In local communities in New England, or in any other section of the community, merchants have at hand the greatest mediums to acquaint all people with what they have for sale—yet merchants will sometimes complain of the great cost of newspaper advertising. They will know better if they will stop to analyze.

No item of overhead charge in their business represents a smaller percentage than newspaper advertising—AND NOT ONE ITEM OF ALL OVERHEAD CHARGES IS SO IMPORTANT IN DEVELOPING AND MAINTAINING THE BUSINESS.

The advertiser referred to who spends \$550,000 a year in newspapers does it at a cost of only 2½% of the gross amount of business he does.

Every merchant and every manufacturer everywhere would be mighty glad to get a business of \$22,000,000 annually at a cost of \$550,000.

And newspapers will produce in this proportion—depending entirely upon how intelligently and regularly merchants and manufacturers conduct their campaigns.

Why every general advertiser does not develop his business by newspaper advertising—taking up territories at a time, finally covering all of the sections of the country where his goods can be sold—is something I cannot understand.

If a manufacturer has something to sell in all parts of the United States, he can reach the whole population by a process of gradual development at a cost of \$1,000,000, which is one cent per annum per inhabitant (100,000,000 people).

The advertising manager of a large institution in New York City figured it out that the cost of national publicity in general media averages NINETEEN PER CENT OF THE GROSS BUSINESS DONE—that is to say, if advertisers who use national media do a business of \$500,000,000 annually it costs them \$95,000,000 for advertising.

A \$60,000 expenditure for advertising in the New England daily newspapers should produce, at the lowest calculation, \$1,200,000 annually—a cost of 5%.

I think we all appreciate the fact that a daily newspaper gets in touch with all people all of the time and the advertiser who gives them a message that they can believe gets a big share of their trade—always enough to justify any expenditure for advertising which he may wish to incur.

As to New England, there is no more responsive territory in the world.

PAPERS THAT WIN OUT.

A Practical Newspaper Man Tells How Success May Be Achieved.

A reward of proportions almost beyond comprehension, and one of the most conspicuous niches in the Hall of Fame awaits the discoverer of a sovereign restorative for lagging energy, or that one who can compound a tablet (vest pocket size) which will convert failure into success. Watching with a friend who had a fondness for promotions an automobile driver taking a rather steep incline, during which, as the car seemed about to come to a dead stop, he shifted to the high speed control, swiftly taking the crest, my companion thoughtfully remarked, "if only we could do that in business, more of us would be wealthy."

The sage observation has come back into mind on numerous occasions especially recently, while holding conference with a number of newspaper editors and publishers, before whom I was endeavoring to hold a saving light. Whether through my lack of persuasive powers, or from a pardonable antipathy to parting with policies, or money, in some instances endeavors met with failure, but on the whole there was compensating satisfaction in learning that others, too, have their troubles. At times my role seemed analogous to that of a spiritual confessor, being taken into heart-to-heart confidences of a nature that starts sympathy and really actuates wishes of ability to be of some help. So much zeal and earnest effort without satisfying result could not do otherwise than stir kindly emotions!

So near came an obsession from pondering over these tribulations that I sought the counsel of one who deserves to be distinguished as a newspaper genius, if that title belongs in the profession. The success and prosperity of the newspaper over which he is the directing head, with the power and influence it wields, should be most satisfying credentials, were his qualification for advising questioned. Because he would choose death to giving a talk in public, even were it to insure a bumper crop of the kind of newspapermen asserted to be needed, and being inaccessible to the great majority of those who might appreciate his views and profit from their expression, there is seemingly a reasonable excuse for this endeavor to quote him.

"That would of a certainty be a big undertaking—attempting to draw up a fixed set of rules for insuring the making of a successful newspaper," he smilingly commented when conversation had been launched in the desired channel. "There are instances where newspapers succeed despite themselves; seemingly there being no help, or reason, for it."

"More red blood corpuscles injected, greater individuality, deeper and broader purpose; some real reason for being and remaining in existence might help considerably. Press wire reports will not make a newspaper, for almost anyone of ordinary ability should be able to use them to advantage; with such local stuff as may be gathered, presented in readable form. A paper of this kind is too much on the order of a talking machine, mechanical and nothing more."

"A newspaper wants color—not necessarily red ink, heralding crime, scandal or the highly sensational, for there is a plenty of good local news to be found in every community capable of sustaining a newspaper, without burglarizing closets for family skeletons to be done up in lurid shades."

"It is possible to recognize some newspapers without glancing at their headings—by the known customary attitude of its editors on public questions; the method of treating news and the general style of writing."

"Real genius is the creation of a newspaper in which everybody can find

something to interest and to instruct. Again, today's paper should be just as entertaining as was the one of yesterday. This makes the task difficult for the red letter artist, who must not only outdo his competitors, but himself as well, or else be suspected of becoming afflicted with dry rot.

"It requires neither a cataclysm nor a catastrophe to make an edition appreciated. The reading public demands variety, and tires of a steady diet in a class of news just as they would of sitting down to hash and prunes, day in and out."

"To make a newspaper succeed beyond all question or doubt it must be directed by a person possessed of qualifications which are hard to find centered in one human, for it is his personality that goes into the paper and influences public opinion. Where this bill cannot be filled to a dot experimenting must take place. The editor subconsciously imbues the staff with his views, his feelings, his mannerisms and methods of expression. But, to accomplish what is expected of him, he must have the right kind of assistants and reporters, men who will some day be capable of taking his place. He must be progressive and broad-minded, making his newspaper the same way."

"There are three things for which this paper will ever strive, fight or is willing to die for. They are our government, our educational system and the betterment of social conditions. Possibly in these principles may be found the panacea you are seeking; at least their pursuit, I am sure, will be found a pleasant and satisfaction giving pastime."

BIG DEMAND FOR NEWS PRINT.

Likely that Price will be Increased Somewhat when Contracts Are Renewed.

The Boston News Bureau says that it now seems likely that when newsprint contracts which run out during this month and next come up for renewal the advance in price will be much less than was anticipated when the war broke out and the semi-boom conditions of August prevailed. The report says:

"The demand for newsprint in the United States is still in excess of what it was a year ago and the newsprint industry is one of the comparatively few which has been directly stimulated by war conditions. October and November increases, however, are understood to have been but 10 per cent. ahead of last year, whereas August showed a 30 per cent. gain and September around 20 per cent."

"Basic conditions are such that newsprint producers will naturally require somewhat higher prices and would be justified in asking more than they will. But the position of big producers like the International Paper Company is that the publishers of the country are meeting with a big drop in sale of their advertising space and have had to stand a big additional burden in the cost of getting news."

"Experts look for contract renewals on a basis of 2.10 to 2.20 for the most part."

It is reported that two New York newspapers closed paper contracts this past week at \$2.15 f. o. b. sidewalk New York, and that Canadian paper was offered at \$2.10 delivered.

This was, in effect, a renewal of last year's contract.

It is understood that the mills will endeavor to establish a price of \$2.00 f. o. b. mills.

Short Story Contest.

For the sixth consecutive year the Edmonton (Alberta) Evening Journal is conducting a short story contest, in which prizes to the value of \$115 are being offered. The competitors must be residents of Alberta and the stories must be about the province. Dr. E. K. Broadus, professor of English in the University of Alberta, is to act as judge.

We're first in poultry field

In September we ran an advertisement stating our belief that we carried more poultry advertising than any daily newspaper in the United States. We gave our totals and requested figures from any newspaper whose totals exceeded ours.

We received no reply—our statement stands unchallenged.

We are now certain that we carry more poultry advertising than any other daily newspaper in the United States.

Our totals are:

Year of 1913 . . . 64,308 lines

First 6 months of 1914, 54,243. "

THE INDIANAPOLIS STAR

Member Audit Bureau of Circulations

The Indianapolis Star is a member of the Shaffer Group of newspapers. The others are: The Chicago Evening Post, The Muncie Star, The Terre Haute Star, The Rocky Mountain News, The Denver Times, The Louisville Herald.

CHARLES SEESTED

DIRECT REPRESENTATIVE

41 Park Row

New York

Telephone 569 Cortlandt.

FOR sixteen years I represented The Kansas City Star in the New York field, and can refer to them for my record. Ask them.

During that time I became very well acquainted with advertisers in this field. As to how I stand with those people—ask them.

Now I am adding to my list of papers. If you want the best possible representation in the foreign field, ask me.

Such a connection will prove profitable to us both.

TWO NEW YORK EDITORS DEAD.

John W. Blauvelt, for three years city editor of the Morning Telegraph and formerly connected with the Paris edition of the New York Herald, died Thursday night in the Rockefeller Foundation Hospital, New York, of pneumonia. Mr. Blauvelt entered newspaper work immediately after leaving the West Point Military Academy. For a year he was Paris editor of the New York Herald. His father is Col. W. F. Blauvelt of the United States army, for several years past engaged with Col. Goethals in digging the Panama Canal.

Edwin Atwell, editor and author, died Thursday of pneumonia at his home, 605 West 115th street. He was born in Jersey City in 1860. After his graduation from Tufts College he worked on the Providence Journal and the Utica Observer. He was managing editor of the Daily Graphic of New York. He was connected with the New York Press for several years. Mr. Atwell was the author of several plays and was a contributor to magazines and reviews. His wife survives him.

CHEAP WAY TO MAKE QUOINS.

George R. Wagner, chief machinist of the New York World composing room, has invented a mould for the casting of quoins that can be attached to any linotype machine. By pressing a lever the machine will cast quoins just as it does linotype slugs. They need no filing and cost practically nothing to make.

PACIFIC COAST NEWS. SHREVEPORT'S LIVE AD CLUB.

Thirty-one Former Newspaper Men Hold Public Office—Editor Lamoreaux Sentenced for Contempt—Death of F. G. Vail of Quincy—National Editorial Association May Meet in Oakland.

SAN FRANCISCO, Dec. 11.—The offices of Smith-Hoag Company, publishers of the San Francisco Blue Book, in the Carmen-Johnson Building were partly destroyed by fire on the morning of December 2.

Looking at a partial list of new and holdover appointments in Governor Hiram W. Johnson's administration one finds that out of thirty-five names, thirty-one are those of former newspaper men. It is found upon further inspection that they predominate in a majority of the choice berths, and have been selected from a list that contained many skilled and professional men, as well as scribes. And it is the exception in all of the years past that it has been the fate of any of his appointees to lose out through inefficiency. Rather they have climbed in the height of office.

F. P. Lamoreaux, editor of the Stockton Labor News, was sentenced to five days in the county jail and fined \$250 by Judge C. W. Norton of the Supreme Court for contempt. It was held that an article written by Lamoreaux, charging Judge Norton with issuing restraining orders against picketing whenever asked for by the Merchants', Manufacturers' and Employers' Association constituted contempt.

Mrs. Katherine D. Osbourne was granted a final decree in divorce November 30 by Superior Judge Mogan from Lloyd Osbourne, short story writer and collaborator of Robert Louis Stevenson, who was his step-father. She left immediately for New York, declaring that she would never return.

Mrs. Howard D. Wheeler, wife of the managing editor of Harper's, who has been in her former home in Berkeley, Cal., for several months, left for New York on November 29. She passed one day with friends in Los Angeles and sailed on the steamer Honolulu for the East by way of the Panama Canal.

F. G. Vail, veteran editor of the Plumas National Bulletin of Quincy, Cal., died at his home in that town on December 3. He was famous for the duel he had in August of 1913 when he shot and killed J. A. Boyle, the city attorney. Feeling was in favor of Hail, but he was nevertheless sentenced to nine years in the state prison, but was soon after granted a retrial. He was 63 years of age.

James J. Keegan, founder of the Sacramento Record, died at his home in Sacramento on the evening of December 6. He was a very able man in newspaper circles, and at one time had a ranch of many acres.

John H. Delahanty succumbed to hemorrhage of the brain in Providence Hospital, Oakland, Cal., on December 1. He was on the staff of two of the San Francisco morning dailies and was known as a very able writer. While at his reportorial work he studied law and was admitted to the bar, where he has practiced his profession for many years. He died at the age of 60.

At present writing it is expected that the National Editorial Association will hold its 1915 convention in Oakland. This is in accordance with a letter received from George Schlosser of Sioux Falls, S. D., secretary of the association, who says that the members show partiality to Oakland over Los Angeles.

O. W. Graham, founder of the Big Pine Citizen at Bishop, Cal., has sold his paper to Max Barmore, who has already taken over the editorship. Graham has gone into the real estate business.

The San Leandro (Cal.) Standard, a weekly publication, was purchased from J. P. Hart by Burdette S. Sanders of Oakland and L. W. Rood of San Leandro.

Elects Officers and Starts a Number of Things That Will Help the City.

(Special Correspondence.)

SHREVEPORT, LA., Dec. 8.—The most successful year in the history of the Shreveport Ad Club, which has been doing things at a lively clip ever since its birth two years ago, was closed Tuesday night, December 1, when a new official family was elected at a meeting which was characterized by a spirit of harmony and co-operation. The new officers are:

President—J. E. Cowles, head of the electrical department of the Southwestern Gas and Electric Company.

Vice-President—William R. Hirsch, head of the firm of Hirsch & Leman, book and stationery dealers, and director of the Louisiana State Fair Association and the Chamber of Commerce.

Secretary—Allen R. Dickinson, associated with Atkins-Bartup, out-door advertising.

Treasurer—H. H. Gee, cashier of the Red River Valley Bank and Trust Company, and secretary-treasurer of the Hippodrome Theater Company.

Directors—Retiring President I. Schwartz, Retiring Secretary S. B. Simon, Retiring Vice-President John A. Keel, Col. James Furlong and George Englander.

All of these men have been particularly active in the Ad Club work. Messrs. Hirsch, Dickinson, Schwartz, and Simon were members of the delegation to the International Convention in Toronto this year.

In accepting the presiding officer's chair, President Cowles commended the accomplishments of the retiring administration, declaring the Ad Club had proven one of the city's most useful factors, in having done more than any other agency for the beneficial advertising of Shreveport.

The new year's work started off most encouragingly and enthusiastically. Several movements that promise to add to the club's popularity and usefulness were indorsed, including the proposition of the establishment of a cafeteria in the local high and central schools, the question of soliciting capital for the location of a knitting mill in Shreveport to consume a large portion of the cotton and especially handle "distressed" cotton, and the movement to have Louisiana well represented with a building and an exhibit at the Panama-Pacific Exposition.

Continuing its policy of lending assistance in the entertainment of organizations holding their conventions in Shreveport, the Ad Club decided to be host at a luncheon to be given to the members of the Tri-State Medical Society for Louisiana, Arkansas and Texas, which convened in Shreveport Tuesday, December 8. Dr. Schwartz, the retiring president, presided.

Early Christmas shopping has been especially encouraged by the Ad Club, which indorsed a suggestion by Advertising Manager T. S. Neal of the Shreveport Journal, inaugurating a "shop early" campaign. From November 26 the Journal has been running daily exhortations to the shoppers and will continue the good work through December 11.

Iowa Crops Increase.

The Des Moines (Ia.) Capital recently published a statistical report showing that the 1914 yield of crops in Iowa showed an increase of \$27,635,979 over the 1913 yield—the 1914 value being \$465,793,419 against the 1913 yield of \$438,157,440. This is a splendid increase.

The Indianapolis Star on December 8 issued a sixteen-page section devoted entirely to the Rotary Club of that city. The front page was printed in blue and yellow. One of the features of the section was the printing of several hundred pictures of prominent members of the organization.

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

The St. Paul Daily News **73,382**
Nov. Circulation
in November carried
22,554 More lines of foreign display
than its nearest competitor.
C. D. BERTOLET
1110 Boyce Bldg. Chicago, Ill.
New York Representative:
A. K. Hammond, 366 Fifth Ave.

DETROIT SATURDAY NIGHT gets results
because its readers have learned that they can depend on every representation made in its advertisements.
GUARANTEED ADVERTISING
so far as Detroit Saturday Night is concerned, means that the publishers will make good if the advertiser doesn't.
Foreign Advertising Representatives
CHAS. SEESTED
41 Park Row, New York
F. S. KELLY & CO.
Peoples Gas Bldg., Chicago, Ill.

THE NEW HAVEN Times - Leader
is the leading one-cent daily newspaper of Connecticut and the only one-cent paper in the State which has the full Associated Press leased wire service.
The only evening paper in New Haven, member of Audit Bureau of Circulations.
The S. C. Beckwith Special Agency
Sole Foreign Representatives
New York Chicago St. Louis

Topeka Daily Capital
Average net paid circulation for six months ending October 1, 1914 (Sworn)
32,917
Arthur Capper
TOPEKA, KAN. Publisher

Connecticut's Biggest and Best Daily Newspaper
The Hartford Times
Hartford, Conn.
THE TIMES' circulation is 3c. circulation Home circulation
"One paper in the home is worth a hundred on the highway."
KELLY-SMITH COMPANY
Representatives
220 Fifth Ave. New York Lytton Bldg. Chicago

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

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

CIRCULATION NEWS, VIEWS AND OBSERVATIONS

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

By Harvester

"GET names in the paper" was the oft repeated advice given to his subordinates by a successful newspaper publisher in a thriving Southern community, whose activities we were familiar with some years ago.

His "purely personal" column included daily a chronicling of the movements of the citizens of his town. Even minor personal notes, as, for instance, short trips of business or pleasure made to neighboring towns were recorded with the greatest accuracy. Every newly born baby was ungrudgingly given space to record its arrival; every visitor from out of town was faithfully announced; every element of human interest that could be packed away in the columns of that newspaper was welcomed as an asset in the development of its good-will.

This newspaper had two competitors and both devoted space to the more important local news in which personal mention was only an incident. Neither failed to carry stories of weddings, accidents, drownings, deaths of prominent people and kindred topics, but neither had the passion for recording the trivial personal matters that was shown by the publisher of the Gazette. The town had assumed metropolitan airs, and the publishers of the rival newspapers regarded the "personal twaddle" as a reflection on the size of the town and its metropolitan ambitions.

As with all small town newspapers the Gazette trained a number of men for activities in larger fields. A short time ago a few of them met in New York, and in the inevitable discussion of the old days it developed that the slogan "Get names in the paper" was one of the most valuable lessons imparted by their old chief, and had proved its worth many times during the careers of each. And in the discussion it was noted that their former employer, even though his town had grown considerably, had continued his practice of getting names into the paper; and that it had contributed largely to his success.

The gibes and jeers of the paragraphers of the big city papers have been directed for years at the rural editor who untailingly records the untimely demise of every cow in his community. We doubt whether this ridicule has had any effect on the rural editor, but it has undoubtedly influenced the fellows who wanted their towns to be regarded as of metropolitan stature, perhaps because they believed a radiance of homely personality would stamp their publication as distinctly rural.

For the benefit of circulation managers who suffer the handicap of working with a misguided editor of this type, we suggest the perusal of any of the really metropolitan newspapers. There is a growing tendency to inject personal mention in the columns of the newspapers of the big cities. We will limit ourselves to definite mention of but one consistent, shining example—the Brooklyn Daily Eagle—in whose columns the personal equation abounds. That the Eagle has a firm grip on the good opinion of its readers is attested by the fact that it is collecting from them a higher price (3 cents) than other metropolitan newspapers.

Circulation managers who are privileged to have a voice in the news policy of their papers are advised to study the merits of personal mention, not only so far as it concerns their own towns, but also to include the local atmosphere of smaller towns in their territories. We know of one instance where a circulation increase of 6,000 copies daily was obtained for a newspaper of less than 50,000 total circulation by grouping the number of outside towns, in which all efforts to progress had, prior to that time, been unavailing and printing a late forenoon edition to especially cater to readers in that group of towns. Local correspondents were instructed to send in by mail the night before every item of news that could be gathered containing personal mention of any of the citizens of those towns. Two pages of this local correspondence was gathered daily after the scheme had been in progress but a short time. The expense was nominal, the cost of telegraph tolls being eliminated by the practice of having the bulk of the matter sent by mail. The details of the plan were fully worked out, even to the extent of selecting an ear for for that edition appropriate to the section in which it circulated. The only promotion indulged in was the printing of display cards, to be hung in store windows and other available places, which announced simply that "The South State Edition of the — Specializes on the News of Your Town."

This local atmosphere is worth attention just now with the prevailing tendency to tire the populace with the latest details of the European war. The circulation manager who doubts its adaptation to his particular paper, after reading what we have already written, might learn a lesson from the experience of a man in charge of the circulation department of one of New York's great dailies, who wandered into the editorial department one day last summer before the beginning of the war in Europe—when New Yorkers had already begun to take their vacations, and the town was dead from a news standpoint. "Would you be offended," said he to the editorial man, "if I came in now and then with a suggestion regarding news matter that might appeal to our constituency;" and the editorial man

replied that anyone who came in with a suggestion of that kind would be awarded a medal for unusual ability in research. "Well," said the circulation man, "there's a town in our territory that now does us the honor of buying fifty copies every day, and I have information that 3,000 people turn out to a local amateur ball game every Sunday, to which we give no attention in our sporting columns. I have a hunch that if we wrote up the game for Monday's issue, and gave the rival teams some mention during the week of the prospective game of the succeeding Sunday, the folks of that town would think more of us, and we might sell more papers there." From that day until the end of the season the amateur ball game in the nearby city was covered by the New York daily; moreover, the results were so big that a man was assigned to cover other amateur Sunday games in other localities; and goodly sized circulation increases were traceable in every instance.

Don't overlook the importance of local atmosphere. We salute our circulation department friends on this, the eve of the great Festival of Peace and Good-Will, and wish all of you a very merry Christmas.

St. Louis is discussing an ordinance to make newsboys noiseless and provide slot machines for newspaper buyers if the boys rebel and are put out of business. The "show me" inquisitiveness runs to excess in the matter of law experiments. This, however, is very close to the limit.

A. R. Hunsicker, former circulation manager of the Tacoma Ledger, died November 7 of typhoid fever at Indianapolis. Mr. Hunsicker went to Tacoma from Memphis and prior to that had been with the Philadelphia Record. He was with the Ledger in Tacoma about three years. A widow survives him.

The newsboys of Rochester, N. Y., who have not been represented by an athletic team for the last few years, will this year have a team made up entirely of boys who sell papers in the streets. The "wuxtry" sellers feel confident that they can not only dispose of papers but that they can dispose of any basketball team in the 120 and 125-pound class in or out of this city.

Among the newspaper "house organs" that have come to us recently, we consider worthy of special mention "The Chronicle Junior," published weekly by the circulation department of the Houston (Tex.) Chronicle. E. C. White, circulation manager of the Chronicle was among the first circulators in the country to recognize the worth of the carriers' own weekly paper in the development of co-operative effort. His long practice in editing "Junior" publications is manifested in issues of recent date now before us.

"The Chronicle Junior" abounds in "efficiency talks" with a punch, dispenses personal equation in judicious quantities, and holds up the good example of the "do-ers" of The Chronicle's circulation staff for emulation by their fellows. It is chock full of "live wire" matter and worthy of imitation by circulators who have difficulty in getting team work from their associates.

The I. C. M. A. "Official Bulletin," edited by former president Sidney D. Long, business manager of the Wichita, Kan., Eagle, and printed in Grand Rapids, Mich., under the supervision of the genial secretary and treasurer, J. R. Taylor, business manager of the Grand Rapids Press, has just been received.

It is by all odds one of the best issues of that organ ever distributed. The leading article is from the pen of Sidney Long, who gives thanks, in behalf of the circulators, to the many contributors of splendid articles.

The list of contributors includes such well known I. C. M. A. members as the following, who discuss, in an intimate way, the problems of the trade.

F. A. Polhemus, Toledo, O., Times; H. H. Fris, El Paso, Tex., Herald; Charles Payne, Indianapolis, Ind., Star; Jas. H. Lackey, Memphis, Tenn., News Scimitar; William E. Potter, Manchester, N. H., Union and Leader; J. L. Bomar, Louisville, Ky., Times; R. B. McClean, New York Evening Post; L. L. Ricketts, Des Moines, Iowa, Capital; John D. Simmons, Atlanta, Ga., Journal; Paul J. Thomson, New Orleans, La., Item, and many other circulation men, who, through these contributions, give much light on questions which are deeply vital to circulation men everywhere.

O. Anderson, formerly city circulation manager of the Birmingham News, is now circulation manager of the Montgomery, Ala., Journal.

O. O. Scattergood, formerly circulation manager of the New Orleans Times-Democrat, is now circulation manager of the Montgomery, Ala., Advertiser.

William Geissman, who for several years had charge of the circulation of the Montgomery Journal, Montgomery, Ala., left that paper and has accepted a position as circulation manager of the Portsmouth, Ohio, Morning Star. The first issue of that publication to appear about the first of October.

THE SEATTLE TIMES

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

Daily, 71,523
Sunday, 89,079
57,000 in Seattle

A copy to every family.

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

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

LARGEST QUANTITY
BEST QUALITY CIRCULATION
Buy the best and you will be content.

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

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

THE CHICAGO EVENING POST
(Evening Daily)

INDIANAPOLIS STAR
(Morning Daily and Sunday)
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

Los Angeles Examiner

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

Circulation } Week Days, 69,560 Net
Sundays, 144,979 Net

The only non-returnable newspaper in Los Angeles. Over 90% delivered by carrier into the homes. Reaches 78 1/4 % of families listed in Blue Book of Los Angeles.

M. D. HUNTON W. H. WILSON
220 Fifth Ave., New York Hearst Bldg., Chicago

The Florida Metropolis
FLORIDA'S GREATEST NEWSPAPER
JACKSONVILLE, FLA.

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

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

YOU MUST USE THE
LOS ANGELES
EXAMINER

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

THE PITTSBURG PRESS

Has the **Largest**

Daily and Sunday

CIRCULATION IN PITTSBURG

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

There is no Duplication or Substitution in

Pittsburg Leader Circulation

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

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

The Buying Power of Post reader is far greater than that of any other newspaper in Pittsburgh.

THE PITTSBURGH POST

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

Get the Best Always

The Pittsburg Dispatch
Greater Pittsburg's Greatest Newspaper

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

New Jersey's Leading 7 Day Paper

Trenton Times

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

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

The Peoria Journal

"Guarantees a larger bona fide circulation than any other Peoria newspaper and also guarant es as much city circulation, in 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

A' TOP O' THE WORLD

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

NEWSPAPER AND ADVERTISING MEN throughout the country are watching the New York Tribune with considerable interest since the inauguration of the guaranteed advertising policy.

On the face of things this looked like a big, big thing, but there is a joker in it.

To illustrate the point, here is an advertisement published December 12, in which Lord & Taylor advertise: "Men's English and American Foot-wear, shoes that sell usually at \$5 to \$7 for \$3.95."

The advertisement would lead you to expect to get shoes which were reduced from \$5.00 to \$7.00 (although it does not say so), for \$3.95.

The Tribune will guarantee that you will get \$3.95 worth of shoes—just what you pay for—but will not guarantee that they are anything but \$3.95 shoes.

The Tribune will not guarantee quoted values of merchandise, which is our idea of no guarantee whatever.

Just so long as an advertiser gives you \$1 worth of goods for \$1 he can "claim" any "value" he chooses. The guarantee does not reach that far.

* * *

HATS OFF TO MYRON C. FAGAN, Editor-in-Chief of the National Newspaper Publisher's Service Bureau. He is about to launch a gigantic newspaper advertising campaign for moving pictures, with the kind assistance of newspaper publishers throughout the country who will subscribe for his dramatic criticisms at so much per subscribe, and at the same time bind themselves to refrain, absolutely, from publishing any other dramatic criticisms emanating from any drama producing center.

Ye gods! what a monumental proposition! What a whale of an idea! And yet how simple, when one comes to think about it.

All there is to it is for Fagan to get newspapers to agree to tie up their dramatic page to his service, tie it up absolutely, so that nothing can go into its columns unless it comes from him; agree to keep out anything that he does not approve of, and then, through an advertising connection, go to theatrical and moving picture producers and, holding this club over their heads, compel them to "come across" just as he wishes or be kept out of the newspaper columns.

This is one of the most cold blooded attempts to commercialize the editorial policy of newspapers and turn their news columns over to press agency work that has ever been brought to our attention.

When it is stated that Fagan has aspired to sell this dramatic "service" to the New York Times it will be seen that he is no piker and will explain, in a measure, how this bright young man—he is about twenty-six years old—had the nerve to come to New York in the spring of 1914 and, working along the line of creating and placing moving picture advertising and publicity, presume to produce reliable criticisms on the drama, grand opera, vaudeville and moving pictures, sufficiently authoritative to warrant representation in reputable newspapers throughout the country.

* * *

"**DO YOUR CHRISTMAS SHOPPING EARLY**" received its annual jolt in New York City on December 13, when the big stores took much space in the newspapers to tell the early shoppers that they had paid much more for goods than those same goods could be bought for if the shoppers had waited until the later stages of the season.

Lord & Taylor noted reductions in prices of toys, Onyx silk hose, slippers, furs and silks; Greenhuts reduced prices on jewelry, handkerchiefs, shoes and women's coats; Simpson Crawford store made reductions on jewelry, books, china and women's coats; Stern Bros. included dolls, jewelry, silk hosiery, underwear, umbrellas, lace curtains, women's gloves and leather goods; Best & Co. broke prices on furs, silk hose and children's coats; Revillon Freres put furs on the bargain rack and Gimbel Bros. used over a page, including practically everything possible to think of in the way of Christmas merchandise.

The use of advertising space to acquaint people with the fact that early shoppers pay much more for merchandise than do late shoppers is effective all right, because it produces a constantly increasing proportion of people who wait for the last five days to avoid paying too much for their goods.

* * *

THERE ARE TWO STORES IN NEW YORK CITY, within a stone's throw of each other, competitors, appealing to practically the same class of trade.

They carry much the same grade of goods. They are both pretty stores, well furnished and, in many ways, it is a toss up which one is the best—probably about 50-50.

They are both clever advertisers. In fact, men who know advertising, know the two men who write the copy for these stores would have a hard time deciding which copy was the best, unless personal friendship were called in to weigh for one or the other.

One store is presided over by a man who is a crank on service. He is reputed to be one of the hardest men in New York to work for, but he will pay salaries for men who can measure up to what he wants.

If you should happen into his store you would find some one right on the job to direct you to the right counter and to see to it that you had some one to wait on you.

And that some one would be a salesman, not a clerk. He would know where to find the goods called for; he would know how to show the goods, and would impress you, not alone with his knowledge of his merchandise, but his genuine desire to be of real service to you.

The management of the other store evidently does not believe in the extravagance of salesmen; relying upon clerks to handle the trade.

Entering this store you are accosted by a flat foot who fairly radiates East Side anxiety to make a sale, but whose mannerisms and actions are "cheap." You are told that the goods offered you are "worth" about twice the price they are marked—you are disgusted.

And still the advertising for the two stores is about the same—but the man who employs "salesmen" has a smaller per cent. cost for advertising than the man who hires clerks.

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

The New York Times

Current History of the European War.

Issued twice a month.

First Number Ready. Price 25 Cents a Number. \$6.00 a Year. \$1 for first 4 numbers.

THE NEW YORK TIMES
Times Square, New York.

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 Nov. 30, 1914

172,400

Net paid circulation for November, 1914

187,786

Growth of THE EVENING MAIL

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

157,044

This is an increase of

26,738

over the corresponding period of 1913.

THE NEW ORLEANS ITEM

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

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

NEW PUBLICATIONS.

VICTORIA HARBOR, ONT.—The New Era has been revived by Athol McQuarrie, who has purchased the plant.

PRINCE GEORGE, B. C.—The Post is a new weekly paper which has just made its appearance.

BURKSVILLE, KY.—S. A. Cary, former editor of the Banner, will issue the first number of Cary's Weekly January 1.

DAKOTA, MINN.—J. T. Wheaton is preparing to start a new paper here in the near future.

LOGAN, IOWA.—An option has been secured on the Logan Gazette, and arrangements are being made to start a new paper to be known as the Harrison County Democrat.

SULLIVAN, WIS.—The News, a weekly paper, is scheduled to make its initial appearance January 5.

ALTON, ILL.—The Alton Labor Tribune, a labor paper, will be launched January 1. T. W. Porter, of Rockford, Ill., will be in charge.

FOWLER, IND.—Plans are being made for a new daily newspaper for Fowler, the county seat of Benton. The new paper is to be Republican in its political policy, and is receiving a liberal amount of encouragement from the business men and residents. The paper will have a special news service, in addition to home news departments. It is probable that an entire new printing outfit will be put in. Benton County is without a daily newspaper.

CLEVELAND, O.—Morrison's Weekly is a new entrant in Cleveland's periodical field. It is owned and edited by George E. Morrison, who has had many years' newspaper experience in Cleveland and other cities. Morrison was, until a few weeks ago, editor of Town Topics, but left that publication to start one of his own. He also was employed by both the Leader and the Press.

BETTSVILLE, O.—G. L. Woodford, of Toledo, has located here for the purpose of editing a Bettsville paper.

CHANGES IN INTEREST.

SPIRIT LAKE, IOWA.—Thomas Hogan has purchased the Herald and is now in full charge.

LODI, OHIO.—J. W. Dunlap has purchased the Review from James Hamilton. Dunlap sold the paper to Hamilton about two years ago.

NAPER, NEB.—Hans A. Peterson has bought the News from W. H. Thomas.

CRESTON, NEB.—Ray P. Burch has purchased the Statesman from Mrs. Anna Roberts.

RANDOLPH, NEB.—H. H. McCoy, the new owner of the Times, has also acquired the Enterprise and will consolidate the two papers.

ARGENTA, ARK.—C. W. Teaser, of Chicago, has secured the Times from T. B. Anderson.

GOSHEN, N. Y.—Ed Mott has purchased the Independent Republican from Frank Drake, who retires because of poor health.

CAMDEN, IND.—S. H. Gordon has purchased the Record from Mrs. Byrum Fluno.

MARYSVILLE, MO.—W. J. Skidmore has bought the Skidmore News Era and the Graham Record from Dan R. Baker.

NEVADA, MO.—Sam Daniels has bought John A. Hannan's interest in the Leader and is now sole owner.

SODA SPRINGS, IDAHO.—W. S. Hildreth and L. S. Marriott have bought the Chieftain from D. H. Hildreth.

WELLSBURG, IA.—L. O. Brewer, recently publisher of the Dumont Journal, has purchased the Herald.

COLFAX, IOWA.—C. W. McCracken has bought the Clipper from H. W. Robinson.

HARROLD, S. D.—Geo. Alderson has purchased the Journal from William Summersie & Co.

DELWAIN, IOWA.—Fred A. Moore has secured control of the Independent. He formerly published the Farnhamville Index.

GODLET, TEX.—C. R. Raefsnider has purchased the Herald from Nugent Hoffman.

SWIFT CURRENT, SASK.—Wm. Sharp, late editor of the Moon, at Melfort, Sask., has bought the News.

SPRING VALLEY, ILL.—Unholz Bros. have bought the Gazette from George Hoffman.

COLUMBUS, NEB.—Tom Curran, publisher of the York Daily News-Times, has purchased the Journal.

CAMDEN, IND.—S. A. Gordon, of Kokomo, has bought the Record from Byron Fluno.

GETTYSBURG, S. D.—M. H. Dillon has purchased the Herald from C. E. Backlund, and will edit the paper in the future.

PENDER, NEB.—D. L. Walden has bought the Republic from C. A. Redding.

CENTER, TEX.—R. M. Gilmore, editor and proprietor of the Kilgere Chronicle, has bought a controlling interest in the Champion and has assumed editorship and management.

The Brentwood News, Martinez, Cal., has been purchased by Richard S. Holden of El Segundo.

E. Darr of Iowa has leased the plant of the Independent, Fowler, Cal., for a term of years.

NEW INCORPORATIONS.

NEW YORK.—The Serial Publication Co., capital \$5,000, has been incorporated. Those interested are W. N. Seligsberg, George Wosk and Florence Lipnick, 56 Liberty street.

Modern Practice Publishing, Manhattan, \$30,000. Gustav F. Vonklamel, 18 East 41st street, New York; Joseph G. Hartman, N. Y.; A. George Maul, Jamaica.

South American Publishing Co., capital \$100,000. A. Marshall.

BOSTON.—Suburban Publishing Co., capital \$5,000. Oscar M. Canady, Wattertown.

FULTON, N. Y.—Fulton Evening Times, Fulton, publishers. \$20,000. L. W. Emerick, G. W. and B. S. Braun.

HOT SPRINGS, VA.—The Telegraph Publishing Co., capital \$3,000, newspaper publishing. E. A. Perry, president; Henry Surgny, secretary, both of Hot Springs.

NEW AD INCORPORATIONS.

CHICAGO.—Stravum, Thomson & Bennett have been incorporated to do printing, publishing and advertising. The firm comprises E. A. Stravum, Carmen E. Thomson and P. D. Bennett.

CHICAGO.—Mutual Sales Company of Chicago. Advertising and covering the various branches of same, capital, \$100,000. Incorporators: A. K. Hamilton, P. B. Morgan, C. Christian, Chicago, Ill.

Young and Henri, Incorporated, \$5,000; advertising, printing and publishing; John Orr Young, William B. Henri, Al Ruetel, William F. McDonald.

NEW YORK.—Jayno Publishing Company, Manhattan; advertising business, manufacturing devices and novelties; \$1,000; John Nyman, George I. Nyman and John J. Cotter; attorney, William Weil, No. 150 Nassau street.

Novator Manufacturing Company, Manhattan, general advertising business; \$10,000. I. M. Gunter, W. C. Fisher and W. L. Garretson; attorney, L. E. Noonan, 165 Broadway.

Picard & Co., Manhattan; general advertising; \$10,000. A. Wallerstein, 188 North Columbus avenue, Mount Vernon; J. Picard, C. J. Mendelsohn, N. Y.

Advertising Enterprise Company, general advertising; \$10,000; M. M. and A. A. Kotzen and George Sang, attorney, M. M. Kotzen, 51 Chambers street.

Simplex Service Corporation, Manhattan, general advertising; \$3,000; R. H. Truax, William S. Shatterian and Fennell McCarthy; attorney, William S. Shatterian, 27 William street.

Belknap Display Advertising Company, general advertising; \$20,000; Wilber C. Mamie and Dawn Belknap; attorneys, Lamar & Hardy, 42 Broadway.

MEMPHIS, TENN.—Buchanan Advertising Syndicate, \$20,000; George E. Petty, J. P. Brennan, Adah L. Buchanan, Will D. Muse, George W. Buchanan; general advertising business.

NEWS OF THE AD FIELD.

Announcement has been made of the purchase of the business of Esser-Wright Company, in the Paul Building, Utica, N. Y., by T. E. Moser and A. S. Cotins, both of Utica. The business is that of an advertising agency and has been established in Utica for five years. The new firm taking over the business is known as Moser & Cotins, and will conduct its affairs in the same offices formerly occupied by Esser-Wright at 206 and 208 Paul Building.

The Publishers' Representative Co., Inc., has taken larger quarters in the Park Row Building in order to handle more expeditiously the volume of business it has developed since last March when the company was organized. H. S. Moeller, the general manager, was formerly with Payne & Young, now the G. Logan Payne Co., as assistant eastern manager. The company handles collegiate and special publications in the foreign advertising field. It also publishes several such periodicals.

"REASON WHY."

The religious department of the Baltimore (Md.) News issues a four-page paper called "Reason Why," in which it takes up the question of religious advertising and prints news, views and opinions, pro and con, regarding the necessity and proficiency of church advertising, together with specimens of church advertising, which has been and is being run.

J. Bacon & Son, Louisville, one of the Claffin chain of department stores, are again featuring "The Santa Claus News, a Journal for Little Folks," which has been used as a part of their regular advertising during the Christmas season for the past four years.

WAR NEWS

and

PICTURES

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

International News Service
238 William St. New York City

USE
UNITED PRESS
FOR
Afternoon Papers
General Offices, World Bldg., New York

THE TEST

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

NEWSPAPER FEATURE SERVICE
M. Koenigsberg, Manager.
41 PARK ROW, NEW YORK

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.

Don't Talk War

TALK BUSINESS!
Then Business Will Talk Back to You
Exclusive Territory for our Business Revival and Trade Extension Editorials.
BRUCE W. ULSH COMPANY
Prestige Builders Wabash, Indiana

ATTENTION

Publishers and Business Managers

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

Address

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

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

JOHN B. GALLAGHER & CO.

Western office: 1205 Cass St., Joliet, Ill.

Every Daily Newspaper in London

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

PRESS ASSOCIATIONS.

The officers and directors of the Buffalo Press Club entertained over a hundred newspaper men of the city at luncheon, Dec. 8, at the formal opening of the new club rooms in the Hotel Statler. Joseph B. Ford, the president, presided.

The Little Rock (Ark.) Press Club has elected these officers for the ensuing year: Fred W. Allsoff, of the Arkansas Gazette, president; C. A. Vane, managing editor Arkansas Democrat, first vice-president; Carl Meurer, editor of the Arkansas Echo, second vice-president, and Clio Harper, state editor for the Western Newspaper Union, secretary-treasurer.

Over three hundred and fifty couples attended the peace ball of the Dallas Press Club at the Oriental Hotel. Thirty-five per cent. of the net proceeds will be given to the United Charities.

The Newspaper Club of Boston held its monthly dinner at Hotel Lenox and had as chief guests Anthony Arnoux and Joseph Mellyn, confidential stenographer to Governor Walsh. Mr. Mellyn entertained with Scotch songs and stories. Editor-in-Chief William U. Swan presided. Others who entertained were Frank P. Sibley, John Cutler, Leverett D. G. Bentley, Ben Felt and John J. McNamara.

Minneapolis newspaper men have launched a press club.

The annual edition of Once a Year, published by the Milwaukee Press Club, has appeared. It contains 100 pages of cartoons, sketches and humorous offerings.

The St. Lawrence River Press (Ont.) Association has elected officers for the ensuing year as follows: President, W. Gibbons, Cornwall; vice-president, J. G. Elliott, Kingston; secretary, treasurer, W. J. Moore, Brockville.

The new officers of the Scranton Newswriters Union, No. 3, are Thomas Murphy, of the Times, president; vice-president, C. H. Derby; financial secretary, Jack Druck; recording secretary, Frank E. Morgan; sergeant-at-arms, John Ruddy; delegates to Allied Trades Council, Edward Gerrity, M. E. Sanders and William R. Hughes; auditors, Thomas Gerrity, J. D. Keator and M. J. O'Toole.

District Meetings in Ontario.

Arrangements are now being perfected by the manager of the Canadian Press Association for the holding of a series of twelve district meetings at different centers in Ontario shortly after the new year. The purpose of the meetings is to complete the work of organizing district associations, to increase interest in the association among weekly publishers, and to discuss problems affecting the publishing business. Addresses will be delivered by W. M. O'Beirne, Stratford Beacon, president; E. Roy Sayles, Port Elgin Times, chairman of the Weekly Section; W. E. Smallfield, chairman of the Ontario and Quebec Division and others. The first meeting of the series will likely take place at St. Thomas on January 15 when members of the Essex and Kent Printers' and Publishers' Association and the Elgin County Press Association will join together for the purpose. Other meetings will follow as scheduled during January and February.

New A. B. C. Reports.

The Audit Bureau of Circulation reports having recently completed examinations on the following publications: Los Angeles, Cal.—Evening Herald, Examiner, Express, Times, Tribune, Commercial Bulletin. Pasadena (Cal.) Star. Burlington, Iowa—Gazette, Hawkeye. Milwaukee, Wis.—Wisconsin Journal, Sentinel, Free Press, News. Chicago, Ill.—Woman's World.

LIVE AD CLUB NEWS.

Walter B. Cherry, manager of the Merrill-Soule Co., of Syracuse, and vice-president of the Advertising Clubs of the World, spoke on "Service," at the luncheon of the Advertisers Club of Milwaukee, last week.

The Norfolk (Va.) Ad Club has voted to limit its active membership to 50. The club expects to secure permanent quarters at an early date.

The formal report of the Advertising Club of Baltimore shows that the business men of the city contributed \$34,256.73 for the entertainment of the Associated Advertising Clubs of America during the annual convention of 1914. The club itself made up a deficit of \$2,153.31.

The Toronto Ad Club is preparing to give a supper and Christmas tree entertainment to 100 poor children on the evening of December 23. This is in harmony with the new Christmas spirit this year which, instead of indulging in selfish frivolity, is going to see that every unfortunate is given a good time.

The Grand Rapids (Mich.) Advertisers' Club has placed a large bulletin board on the front of a building in the business section of the city upon which it posts, from time to time, messages on advertising subjects. The first one put out was as follows: "Help make Grand Rapids bigger. Help encourage what is good for Grand Rapids. Patronize honest advertisers. Swat the Lie."

NEW ADVERTISING GUIDE.

The Six Point League has compiled a thirty-two page list, size 8 1/2 x 11, of advertisers and advertising agents situated in the territory east of Buffalo and Pittsburgh, inclusive. Louis Gilman, secretary of the league, with offices in the World Building, New York, states that the members of the league have co-operated most heartily in preparing an invaluable list, of service to advertising and business managers, publishers and specials. The book will be distributed at cost, 25 cents a copy. The list of advertisers corrected to December 1st, covering twenty pages, contains the name of the product advertised, name and business address of the agency having the account in charge, and the name of the agency placing the copy, with a star indicating A. N. P. A. recognition. Then follows a list of advertising agents, in aforesaid territory, names of agency employees handling accounts and a complete list of prescription and patent medicine advertisements compiled by the Newspaper Representatives of Chicago, and corrected to October 1st.

GRAND PRIZE AND MEDAL.

Splendid Recognition Received by Newspaper Man Who Is an Inventor.

G. S. Williamson, supervisor of the mechanical departments of the New York World, has been awarded the grand prize at the Exposition of Sanitation and Safety for the invention of a safety device for building elevators.

Mr. Williamson's invention is an automatic self-locking clutch that prevents passenger elevators from dropping by accident. The judges, after severe tests, gave the invention the highest award in his class.

The elevators in the World building, also the new Municipal building have been equipped with this device.

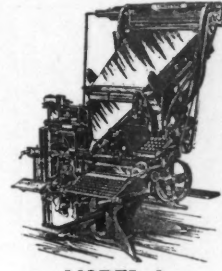
Mr. Williamson has also received the gold medal awarded by the Scientific American for the best safety device issued during the year.

He has been connected with the World for many years, and has improved and invented many devices used in the making of a newspaper.

Kilmer, "Swamp Root," is sending out schedules.

The Day of Multiple Magazine Linotypes

The Linotype long ago proved its superiority over other forms of composition. Today the question is which is the most efficient Linotype for the work involved. And that question is being answered as far as newspaper offices are concerned by orders all over the country for Multi-Magazine machines. Ask for data about them.



MODEL 8, Three Magazines

MERGENTHALER LINOTYPE CO.

TRIBUNE BUILDING, NEW YORK

CHICAGO: 1100 S. Wabash Ave. SAN FRANCISCO: 638-646 Sacramento Street. NEW ORLEANS: 549 Baronne Street.

TORONTO: CANADIAN LINOTYPE, LIMITED, 35 Lombard Street.

MERE WOMAN

The title itself carries a wealth of **new and snappy ideas**, doesn't it?—and then the cleverly executed drawings complete a novelty seven column strip which is sure to make good on any page of your paper.

"MERE WOMAN" features a stylishly dressed and up-to-the-minute feminine character whose ready wit and repartee will make your many readers look forward with delight to her daily visit in their homes.

The women folks will like it because it is "woman"—and then men folks will like it because it is "woman"—so there you are.

MERE WOMAN

Is supplied in mat form—Six, 7-column mats per week—at the **Exceedingly Low Price of**

\$2.00 PER WEEK

NO COMPOSITION—Composition figures up about \$1.00 per column—6 mats of "Mere Woman" is the equivalent of 6 1/2 columns of composition and only costs \$2.00—An equal space in composition would cost you about \$6.50.

Here It Is In a Nutshell

6 1/2 Columns Composition Per Week..... \$6.50
Six 7-Column Strips, "Mere Woman," Per Week..... 2.00

Your Saving by Using Mere Woman, Per Week..... \$4.50

WIRE or WRITE TODAY for reservation as only one paper in a town gets this classy service.

World Color Printing Co.

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

TIPS FOR THE AD MANAGER.

Howard S. Hadden, 220 Broadway, New York City, is placing orders with newspapers in a selected list of 25 large cities for Parfumerie Riviera, 11 East 30th street, New York City.

Moses Advertising Service, Munsey Building, Baltimore, Md., is issuing newspaper orders generally for the National Beverage "Made in America" Whiskey, By William Allison Gray.

Collin Armstrong, Inc., 115 Broadway, New York City, is making 5,000 line contracts with some western newspapers for the Lehigh Valley Coal Sales Company, 90 West street, New York City.

The Bermuda-American Steamship Company, Hudson Navigation Company, agents, R. M. Much, general passenger agent, Pier 32, North River, New York City, is forwarding their advertising to New York City newspapers.

It is reported that the Dooley-Brennan Company, Harris Trust Building, Chicago, Ill., will handle the advertising of the Puritan Food Products Company, Chicago, Ill.

W. L. Douglas Shoe Company, "Douglas Shoes," Brockton, Mass., is renewing contracts with newspapers where they have expired.

N. W. Ayer & Son, 300 Chestnut st., Philadelphia, Pa., are asking for rates on 21 inch one time a week contracts for 43 times.

Charles H. Fuller Company, 623 South Wabash avenue, Chicago, Ill., is sending out orders to newspapers in selected sections for Eugene Pullen, 14 Marcellus avenue, Manasquan, N. J.

In the future, the Federal Advertising Agency, 231 West 39th street, New York City, will place all the newspaper advertising of E. & Z. Van Raalte, "Van Raalte Veils," 100 Fifth avenue.

A new advertising agency has been organized in Chicago by John Dooley and Hugh Brennan, both formerly with the Clague Agency. The new firm is known as the Dooley-Brennan Company. Offices have been secured in the Harris Trust Building.

The Beers Advertising Agency, Havana and New York, are about to start a campaign for a United States nursery, using principal English papers in Cuba and Isle of Pines, dailies and weeklies being used. The campaign will extend over three months, several changes of copy being used.

Van Cleve Company, 1790 Broadway, New York City, is issuing 39 time classified orders to a general list for the Navy Department. It is also sending out orders on dealer copy for the Maxwell Company.

Franklin P. Shumway Company, 373 Washington street, Boston, Mass., is making contracts with some New Eng-

land newspapers for Waite & Bond, "Blackstone Cigar," Boston, Mass.

J. D. Bates Advertising Agency, 292 Main street, Springfield, Mass., is forwarding two and one-half inch ten time orders to a selected list of newspapers for Barney & Berry, Inc., Skates, 93 Broad street, Springfield, Mass.

The Federal Advertising Agency, 231 West 39th street, New York City, is handling the advertising account of the Southern Manufacturing Co., "Good Luck Baking Powder," Richmond, Va.

Wood, Putnam & Wood Company, 111 Devonshire street, Boston, Mass., is sending out orders to New England daily newspapers for the New England Orthopedic Apparatus Company of the same city.

A. B. Kirschbaum & Company, "Kirschbaum Clothing," Bond and Carpenter streets, Philadelphia, Pa., will continue to place their newspaper advertising through local dealers, but their other advertising will be handled by E. T. Howard Company, 432 Fourth avenue, New York City.

It is reported that Frank Presbrey Company, 456 Fourth avenue, New York City, is preparing a newspaper list for next spring's advertising of the Hendee Manufacturing Company, "Indian Motor Cycle," Springfield, Mass.

George Batten Company, Fourth Avenue Building, New York City, is issuing orders to newspapers in selected sections for H. K. Kellogg Toasted Corn Flake Company, "Krumbels," Battle Creek, Mich.

Will H. Dilg, 12 State street, Chicago, Ill., is forwarding 5 line three time orders to Western newspapers for the Hegtmuth Laboratory Company, "Noxema."

Eugene McGuckin Company, 105 North 13th street, Philadelphia, Pa., is sending 12 inch 36 time orders to some New England newspapers for "International Correspondence School," Scranton, Pa.

M. C. Weil Advertising Agency, 38 Park Row, New York City, is putting out orders with large Sunday mail order newspapers for the Moerck Import Company, 270 West 131st street, New York City.

Edward D. Kollock, 201 Devonshire street, Boston, Mass., is sending out 12 inch double column one time orders to New England daily newspapers for A. Shuman & Co., Boston, Mass.

Mahin Advertising Company, 104 South Michigan avenue, Chicago, Ill., will continue to place the newspaper advertising of N. K. Fairbank Company, Chicago, Ill., and not a Philadelphia agency, as has been rumored.

Arthur T. Bond, 20 Central street, Boston, Mass., is issuing orders to a few selected Pennsylvania newspapers for Dwinell, Wright Company, "White House Coffee," Boston, Mass.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., are placing orders with some New England newspapers for Wadsworth, Howland & Company, "Bay State Paints," 84 Washington street, Boston, Mass.

E. H. Clarke Advertising Agency, Steger Building, Chicago, Ill., is sending out orders to newspapers in selected sections for the Weed Chain Tire Grip Company, 15 Front street, New York City, and Chicago, Ill.

The Balpate Company, 467 West 34th street, New York City, is issuing orders direct to a large list of newspapers.

ABE "ABOVE BOARD CIRCULATIONS" ABE

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

Table listing newspapers by state: ARIZONA (GAZETTE-Av.Cir. 6,125....Phoenix), CALIFORNIA (BULLETIN....San Francisco), GEORGIA (JOURNAL (Cir. 57,531).....Atlanta), ILLINOIS (HERALD....Joliet), IOWA (REGISTER & LEADER...Des Moines), LOUISIANA (TIMES-PICAYUNENew Orleans), MARYLAND (THE SUN....Baltimore), MICHIGAN (PATRIOT (No Monday Issue) Jackson), MINNESOTA (TRIBUNE, Mon. & Eve....Minneapolis), MISSOURI (POST-DISPATCH....St. Louis), MONTANA (MINER.....Butte), NEW JERSEY (PRESS.....Asbury Park), NEW YORK (EVENING MAIL.....New York), OHIO (PLAIN DEALER.....Cleveland), PENNSYLVANIA (DAILY DEMOCRAT.....Johnstown), SOUTH CAROLINA (DAILY MAIL.....Anderson), TENNESSEE (BANNER.....Nashville), TEXAS (STAR-TELEGRAM.....Fort Worth), WASHINGTON (POST-INTELLIGENCER....Seattle), WYOMING (LEADER.....Cheyenne), CANADA (WORLD.....Vancouver), BRITISH COLUMBIA (FREE PRESS.....London), ONTARIO (FREE PRESS.....London).

ROLL OF HONOR

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

Table listing publishers: ILLINOIS (POLISH DAILY ZGODA....Chicago), INDIANA (THE AVE MARIA.....Notre Dame), NEBRASKA (FREIE PRESSE (Cir. 128,384) .Lincoln), NEW YORK (EVENING NEWS.....Buffalo), PENNSYLVANIA (TIMES.....Chester), QUEBEC (LA PATRIE.....Montreal), ONTARIO (LA PRESSE.....Montreal).

Productive E. & P. Want Columns. Vancouver, B. C., Canada, Nov. 24. The Editor and Publisher: About the first of the year I had occasion to use your want column and the results were most gratifying, as I received more replies than from all other trade papers combined. This time I intend saving time and stamps and talk to the publishers through the Editor and Publisher. H. A. VILLGUTH.

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

AD FIELD PERSONALS.

John Allen Underwood, second vice-president and advertising manager of the Favorite Stove and Range Co., addressed the Executive's Club, of Chicago, on Friday of last week at its luncheon.

Professor Swanton, of Northwestern University, and Andrew N. Fox, advertising manager of the Benjamin Electric Manufacturing Co., spoke in the Detroit Aeraft Club's course in advertising recently.

Anderson Pace, of the Chicago Association of Commerce, a one-time prominent advertising man, addressed the meeting of the Joliet (Ill.) Ad Club there last week.

Hugh Brennan, Jr., long with the Stanley Clague Advertising Agency, has formed a partnership and started the Dooley-Brennan agency with offices in the Harris Trust Building, Chicago.

As a result of a dare made by some friends, it is alleged Wells H. Barnett, Chicago advertising agent, made a midnight auto dash to Crown Point, Ind., with Miss Agnes Bins, where they were married through the courtesy of officials who arose from bed to make the necessary arrangements.

Walter Schwartz has joined the Joseph Ellner service agency. He was formerly with the Jules P. Storm agency.

Jesse D. Spiro, for several years city editor of the Canton, O., Repository, has been made advertising manager of the Troy, Ohio, Wagon Works Company.

L. O. Duncan, formerly connected with the Chicago office of the Root Newspaper Association, has been appointed advertising manager of the Western Clock Company, La Salle, Ill., to succeed the late G. A. Le Roy.

L. R. Green is to become sales and advertising manager for the Tuckett Tobacco Company, of Hamilton, Ont., on January 1st. He leaves the position of advertising manager of Sherwin-Williams paints in Canada to accept the new position.

Edgar W. Jordan, who has been with the H. M. Van Hoosen Company, Chicago, has resigned to return to the Cramer Krasslet Company, of Milwaukee.

V. W. Young, formerly advertising manager of the Art Store Company, of Detroit, Mich., is now with the Harland Printing Company of that city.

Arthur P. Rapetti has joined the advertising department of the Gerhard

PUBLISHER'S NOTICE.

Subscription: Two Dollars a year in the United States and Colonial Possessions, \$2.50 a year in Canada and \$3.00 foreign.
It is suggested that the publication should be mailed to the home address to insure prompt delivery.
The Editor and Publisher page contains 672 agate lines, 168 on four.
The columns are 13 picas.
Advertising 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.

Mennen Chemical Company, of Newark, N. J. He was formerly with the American Locomotive Company.

Hampton Lee, formerly with the Geo. Batten Company, and later with the United States Printing and Lithograph Company, is now with the Sackett, Wilhelms Company.

John W. Grey, formerly with the Universal Film Co., has been placed in charge of the advertising department of the moving picture producers who are allied in the Mutual programme. This includes the Keystone, Reliance, Majestic, Kay-Bee, American Beauty, Domino, Broncho and Mutual Weekly.

Frank Seaman, who owns the Yama Farms Inn on his Yama farm outside of Napanoch, N. Y., held a dinner for 40 of his friends at his inn on December 5th. It was one of Frank Seaman's fun festivals. The smallest priced article on the menu card was bread and butter, \$1,000, and the highest, Terrapin Maryland, \$3,000.

The menu card said no tip to exceed \$1,000 should go to the butlers. As each guest entered he was given \$15,000 in Yama farm's gold with which to gamble and eat. No one could borrow. That is why a refugee table was later established for those who had lost. Persons prominent in finance, politics, literature, art and society attended.

The Norfolk (Va.) Ledger-Dispatch has accepted the resignation of F. R. Plass, who has been doing special edition work for that paper. There was a dissension as to his way of getting advertising.

AD LEAGUE WOMEN MEET.

The League of Advertising Women held its December meeting, Tuesday, Dec. 15th, at the Prince George Hotel Rose Parlor. The subject of the selection of an advertising trade mark or slogan was handled by three well known specialists. Benjamin Nash, of Frank Seamon, Inc., spoke on the right copy and the right typography for good trade marks and slogans. Clowry Chapman talked upon the legal aspects of trade marks and William Jean Beaulieu, with Hart, Schaffner & Marx, spoke of the artistic side of trade marks. The subject was so well handled from all its angles that divergence of views brought out a lively discussion and arguments

from the speakers themselves, and the ladies had the pleasure of listening to a three-cornered debate, the most instructive and interesting of any of their meetings this season.

NEWSPAPERS BEST

Advertising Man Explains Why Manufacturers Need Newspapers.

John Allen Underwood, advertising manager of the Favorite Stove and Range Company, of Piqua, Ohio, addressing the Executive Club, at Chicago, on Dec. 11th, said: "The newspaper is the greatest local sales force, and the retailer is the center of distribution, and should be the center of advertising," said Mr. Underwood. "Concentration is the secret of advertising. If an advertiser has, for example, \$35,000 to expend, it is best for him to select a comparatively small territory, and work that for all there is in it. With the profits he will realize he can extend his advertising campaign, and the sum total in results will far exceed anything he might accomplish by spreading a sum over a large territory.

SALESMEN POOR REPORTERS.

"Seven hundred and fifty million dollars is spent annually in the United States for advertising, which means more than 50 cents for each person. Traveling salesmen are the poorest reporters in the world. They present the viewpoint of the exception.

"Concentration, the elimination of waste in advertising and the use of local papers for that purpose will bring results as no other method will."

Committee On Agency Relations.

The Agricultural Publishers' Association has appointed as a committee to handle agency relations the special representatives of the various combinations of farm papers in Chicago and New York, as follows: J. C. Feeley, chairman, Chicago, Capper publications; T. A. Barrett, New York, Orange Judd publications; W. C. Richardson, New York, Standard Farm Papers; S. E. Leith, New York, Associated Farm Papers; George W. Herbert, Chicago, Standard Farm Papers; J. C. Billingslea, Chicago, Leading Farm Papers; A. K. Loverin, Chicago, Pierce publications.

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.

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

Established 1892

DUHAN BROTHERS

Distributing Specialists Daily Weekly Monthly Newspapers Periodicals

WHOLESALE DEALERS IN
NEWSPAPERS AND PERIODICALS
TRIBUNE BUILDING
NEW YORK CITY

Circulation Builders Bill Posting Advertising Display Periodical Promotion

Telephone 3544 Beekman

Publisher's Representatives

- ALLEN & WARD**
Brunswick Bldg., New York
Advertising Bldg., Chicago.
- ANDERSON, C. J., SPECIAL AGENCY**
Marquette Bldg., Chicago, Ill.
Tel. Cent. 1112
- JOHN M. BRANHAM CO.**
Brunswick Bldg., N. Y.; Mailers Bldg., Chic.; Chemical Bldg., St. Louis.
- BROOKE, WALLACE G. & SON,**
225 Fifth Ave., New York City.
Tel. 4955 Madison Sq.
- BUDD, THE JOHN, COMPANY**
Brunswick Bldg., N. Y.; Tribune Bldg., Chic.; Chemical Bldg., St. Louis.
- CARPENTER-SCHAEERER-SULLIVAN SP. AGENCY**
Fifth Ave. Bldg., New York.
People's Gas Bldg., Chicago.
- CONE, LORENZEN & WOODMAN**
Brunswick Bldg., N. Y.; Advtg. Bldg., Chic.; Gumbel Bldg., Kansas City.
- DE CLERQUE, HENRY,**
Chicago Office, 5 S. Wabash Ave.
New York Office, 1 W. 34th St.
- KEATOR, A. R.**
601 Hartford Bldg., Chicago, Ill.
Tel. Randolph 6065.
171 Madison Av., New York.
- NORTHROP, FRANK R.**
225 Fifth Ave., New York.
Tel. Madison Sq. 2042.
- O'FLAHERTY'S N. Y. SUBURB. LIST**
22 North William St., New York.
Tel. Beekman 3636.
- PAYNE, G. LOGAN, CO.**
747-8 Marquette Bldg., Chicago; 200 Fifth Ave., New York; 40 Bromfield St., Boston.
- VERREE & CONKLIN, Inc.**
225 Fifth Avenue, New York.
Tel. Madison Sq. 962.

Advertising Agents

- AMERICAN SPORTS PUBL. CO.**
21 Warren St., New York.
Tel. Barclay 7095.
- COLLINS ARMSTRONG, INC.**
Advertising & Sales Service.
115 Broadway, New York.
- BRICKA, GEORGE W., Adv. Agent**
114-116 East 28th St., New York.
Tel. 9101-9102 Mad. Sq.
- FRANK, ALBERT & CO.**
26-28 Beaver St., New York.
Tel. Broad 3831
- HOWLAND, H. S. ADV. AGCY., Inc.**
20 Broad St., New York.
Tel. Rector 2573.
- GUENTHER-BRADFORD & CO.,**
Chicago, Ill.
- THE BEERS ADV. AGENCY,**
Latin-American "Specialists."
Main Offices, Havana, Cuba.
N. Y. Office, Flatiron Bldg.
- THE EXPORT ADV. AGENCY**
Specialists on Export Advertising,
Chicago, Ill.

MAKES BETTER PRINTING.

SAVES TIME SAVES LABOR SAVES WASTE SAVES SPACE

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