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MODERN JOURNALISM.

DISCUSSED BY LEADING NEW YORK EDITORS AT TEACHERS' ANNUAL CONFERENCE.

Charles R. Miller Shows That Fashions in Editorials Change as in Dress—Frank I. Cobb Advocated the Short Editorial—Chester S. Lord Asserts That the Day of the Human Interest Story Is Over.

The annual meeting of the American Conference of the Teachers of Journalism held at Columbia and New York Universities on Tuesday, Wednesday and Thursday of this week was the most interesting and the most important in the history of the organization. The list of speakers included some of the foremost editors and business managers in metropolitan journalism. The subjects discussed were live and practical topics relating to the conduct of newspapers. Following each address the speaker answered questions suggested by his remarks. Much of the information brought out has never appeared in print and probably never will.

Dr. Talcott Williams, president of the conference, welcomed the members to the city and to Columbia, in a graceful and hearty manner. He said it was the first time the organization had met on the Atlantic seaboard and expressed the hope that the several sessions would prove so valuable that the members would want to come here again.

MR. MILLER'S ADDRESS.

The first speaker to be introduced was Charles R. Miller, editor of the New York Times, who talked on the influence of the editorial page.

Mr. Miller contended that the day of the editorial writer had not passed. In fact he exerted as much influence today as at any time in the history of journalism. People are better informed and better educated. A newspaper that underrates the intelligence of its readers is making a great mistake. The eagerness and intelligence of the public in its attitude toward important questions is shown by the experience of the Times in its publication of the White Paper. Ten editions, having a total circulation of 188,000 copies, have already been printed and sold. The White Paper is not attractive reading for the thoughtless and the unheeding but requires in its readers an unusual interest in public affairs and a capacity to understand a difficult subject.

CRITICISING THE GOVERNMENT.

No newspaper should hesitate to criticize the policy of the government in handling a matter of importance. There is no reason why it should stand in fear of the Supreme Court or any court. If a decision is badly reasoned out, or poorly presented, or if it contains ideas that if put into practice would be harmful, should the newspaper hesitate to say so? Not by any means.

Mr. Miller cited the Sherman Act as a case in point. The newspapers disagreed with the court's interpretation of its provisions and kept hammering away until finally they succeeded in getting an interpretation that was equitable.

The press has an important function to perform in detecting the "joker" on the job hidden away in some of the bills introduced in Congress or the State legislatures. It is the duty of editors to read over all bills carefully and sift out the good from the bad. Most of the bills introduced will and ought to

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PROF. MERLE THORPE,
OF THE UNIVERSITY OF KANSAS, THE NEW PRESIDENT OF THE AMERICAN CONFERENCE OF THE TEACHERS OF JOURNALISM.

NO FRAUD WAS PROVED.

Members of Mercantile Publicity Company Acquitted and Discharged.

Howard Broenstrup, Carl F. Geyer and Alonzo Patchin of the Mercantile Publicity Company of Dayton, Ohio, were acquitted and discharged in the United States court at Cincinnati in their trial for alleged fraudulent use of the mails. The order for their acquittal was issued by Judge Hollister in deciding the motion of their counsel to take the case from the jury on the ground that the government had failed to substantiate its charge that the men were trying to operate a fraudulent scheme.

It was charged in the indictment that the three had formed plans for getting credit with several hundred newspapers for large amounts of advertising to be used in exploiting goods and articles which were to be furnished by compa-

nies owned by them separately. The advertising project was run in the name of the Mercantile Publicity Company, with headquarters in Dayton.

Judge Hollister in giving the order to the jury to return a verdict of "not guilty" said he felt convinced the three men had been deluded by their expectations of big and quick profits, but from all that was shown by the testimony he was not able to see that they intended to defraud any one. It appeared that they meant to pay those from whom they got credit, but the profits with which they proposed to do so did not materialize, and the promoters were left stranded.

The court warned the men against the danger of attempting to float business enterprises on a capital of wind and anticipated profits.

A proposed law, to make newspaper public utilities and to place the advertising and subscriptions in the hands of the State Utilities Commission, has been submitted to the people of Colorado and defeated by a vote of almost 4 to 1.

CHICAGO IN 1914.

A Summary of the Big Events in Journalism—Many Changes Noted—Plans for Extension Show Faith in the Resumption of Old Conditions.

CHICAGO, ILL., Dec. 30.—The past year has been an unusually eventful one in local newspaper circles and has been on the whole a hard year and none too prosperous. The breaking out of two wars within less than a year has made much extra expense for the papers. While circulations have increased greatly the papers have not benefited much as expenses increased more, and the wars upset business so much temporarily that there were dull times and advertising fell off. The year saw the final end of the old Inter Ocean that had long been on the rocks. The Record-Herald also felt financial stringency and underwent a reorganization and turned up with a new owner and absorbed what was left of the Inter Ocean. The Tribune showed great enterprise in sending its own correspondents and artists to both wars. They made good and returned safely. The Daily News found its numerous European correspondents and branch offices of great value for news purposes and has printed much from them. The Daily News leased land for a proposed future large newspaper building on the river. The Tribune launched a scheme to bring a lot of Belgian war orphans here.

CLUBS ARE PROSPEROUS.

The local press and advertising clubs have had an active and prosperous year and have served well to spread the spirit of fraternity and make their many members acquainted. There have been some new papers and magazines started but it has been a poor year for new enterprises which have been on the whole discouraged. John G. Shaffer, proprietor of the Post, added several important out-of-town papers to his string, which is now a large and important one. The Abendpost bought and moved into new quarters on West Washington street. The Journal, Examiner and American have shown activity in various ways during the year. The Post with the other papers of its group have raised funds and sent thousands of barrels of flour to the starving Belgians. There has been a marked raising of the local standard of advertising.

The year has not been a good one for local newspaper workers and advertising solicitors as the changes on the Inter Ocean and Herald coupled with the wars threw many out of work and caused many changes. The great amount of space taken up by war news together with its high cost caused the papers to economize on other news greatly until recently when it was decided to again give local news preference. As a result local reporters and space writers were up against it most of the year. Advertising agents and solicitors found business harder to get than usual owing to the war and business depression.

Just as the year is closing the Daily News inaugurates a new publication in the shape of a weekly war pictorial filled with many photographs reproduced by the retrogravure process and selling at 10 cents a copy.

The Examiner and American last week gave a midnight dinner dance at the new Morrison Hotel for those who contributed their time and work to its Christmas fund. Society people and stage stars mingled.

WASHINGTON TOPICS.

The National Press Club Elects Officers for the Ensuing Year—A Fraud Christmas Tree Creates Amusement.

(Special Correspondence.)

WASHINGTON, Dec. 29.—Frank B. Lord, special correspondent and magazine writer, was re-elected president of the National Press Club at Washington on Monday without opposition. Grafton S. Wilcox, of the Associated Press, was elected vice-president; Charles C. Hart, of the Spokane Spokesman-Review, secretary; John B. Smallwood, of the Washington Star, treasurer; Donald Craig, of the New York Herald, financial secretary.

The three members of the board of governors elected were Harry T. Brown, Portland Oregonian; Robert M. Ginter, Pittsburgh Gazette-Times; James L. Wright, Detroit News. The officers will be installed Monday night at the annual meeting of the club.

A "fraud" Christmas tree occupied much merriment at the National Press Club on Monday night. "Presents" were placed on the tree for certain members of the club who at the call of Santa Claus played by E. B. Johns, of the Army-Navy Journal, had to present themselves and open their gifts before the assemblage. The occasion was used to ridicule the hobbies and peculiarities of prominent members of the club. All accepted their "roasts" in the good natured Christmas spirit and the event proved a great success.

Representative Anderson H. Walters, Progressive of Johnstown, Pa., and editor and publisher of the Johnstown Tribune, is advocating the nomination of Representative James R. Mann, of Illinois, and Representative Victor Murdock, of Kansas, for President and Vice-President, respectively, on the Republican ticket in 1916. Mr. Murdock is editor of the Wichita (Kan.) Eagle.

R. R. McCormack, president of the Chicago Tribune Publishing Company, and editor of the Tribune, was a visitor to Washington this week.

John Martin, of the Washington Evening Star, has conceived the idea of planting in corn a tract of land of about a hundred acres which he hopes to lease from the government and from which he expects to make about fifteen thousand dollars a year.

Editors to Meet in Debate.

The challenge of Cecil Chesterton, brother of G. K. Chesterton, editor of the New Witness of London, who is to arrive in this country in January for a lecture tour, to a debate on the war with George Sylvester Viereck, editor of the Fatherland, has been accepted by Mr. Viereck. The debate is to be held in the Cort Theatre on Sunday evening, January 17. Each side will be permitted to dispose of half of the seating capacity.

Lord Northcliffe as a Prophet.

United Press papers published on Dec. 29, as a copyrighted cable from London, a long interview with Lord Northcliffe, in which he expresses the opinion that the European war may last for years and prophesies conscription in Britain. Lord Northcliffe, the well-known British publicist, is "the owner of the London Times, Daily Mail, Evening News and numerous magazines expressing various shades of political thought throughout the United Kingdom.

Bill to Prevent Ad Frauds.

State Senator elect R. E. Winbourn, of Greeley, Colo., is to stand sponsor for a bill which will be introduced in the next session of the legislature, making it a misdemeanor for any person or firm to make false statements in any kind of advertising concerning anything they have for sale or consumption, and making it punishable by a fine of from \$10 to \$100. This law will apply on newspaper, circular, billboard, personal letter, moving picture screen or catalogue advertising.

DOCKERY REPLIES.

Annual Report to Define Attitude of Post Office Department Toward Enforcing the Bourne Law.

Printers' Ink, in its issue of Dec. 24, publishes an interesting interview had by a representative of that paper with officials in the office of the Third Assistant Postmaster General, who are directly in charge of the enforcement of the so-called Bourne law, for the purpose of finding out just what steps are taken to verify the figures given in the reports furnished by publishers. Printers' Ink says, in part:

"Third Assistant Postmaster General A. M. Dockery said that his position with reference to the law cannot be made clearer than by the statement on the subject in his forthcoming annual report, in which he will say: 'Under the provisions of the act of August 24, 1912, known as the publicity law, publishers of daily newspapers are required to show in the semi-annual statement of ownership, management, circulation, etc., provided for by that act, the average number of copies of each issue sold or distributed to paid subscribers. Considerable uncertainty existed in the minds of many publishers as to just what this requirement contemplated, it being construed by some not to include copies sold to individuals taking only one copy of a single issue, nor copies purchased by news agents, and consequently more or less confusion and lack of uniformity in filing the statements resulted. The department took the view that the statute contemplates that the entire bona fide paid circulation of daily newspapers shall be given, and such interpretation was upheld by the Attorney-General in an opinion rendered on January 5, 1914, wherein it is stated that copies of daily newspapers actually paid for by a news agent, comprising the number delivered to him less the number returned as unsold, and copies subscribed for or sold to individuals taking but one copy of a single issue constitute "copies sold or distributed to paid subscribers" within the contemplation of the law. This clarification of the requirements of the publicity law has greatly simplified its administration and assures uniformity and completeness in the statements filed thereunder.'

THE ANSWER TO CRITICISM.

"This in substance is the answer of the postoffice department to the criticism that certain publishers have, presumably in an effort to evade the law, filed statements covering only mail subscribers. Officials of the department are emphatic in the declaration that they are not accepting statements thus deficient. 'It is probable,' was the departmental explanation, 'that the person making such criticism saw only the original publication of the circulation statement in the offending newspaper, and did not see a second or revised publication that was undoubtedly made after we declined to accept circulation figures thus manifestly inadequate. There have been a number of instances in which we have had to ask publishers to re-publish statements and to amplify the figures originally given, and I can only explain a criticism of this nature on the premise that the complainant saw the original defective statement, and did not see the corrected showing published later. We certainly do not accept any such incomplete statements in this office.'

"It is insisted that the department is conscientious and energetic in the enforcement of the publicity law, but no claim is made that there has been a detail of investigators for the purpose of going about among the daily newspapers auditing circulations, etc. In fact, the law made no provision for such investigations. It is asserted that no circulation statement is accepted blindly, but each successive statement is compared with the predecessors from the same source and a reasonable effort made to detect any evidence of misrepresentation.

"The Department takes the view that inasmuch as all statements that are filed

are duly sworn to, it is not fair to proceed on the assumption that every publisher is guilty of misrepresentation unless proved innocent. The policy of giving the publishers the benefit of the doubt has been encouraged somewhat by the disclosure of the fact that not a few publishers are anxious to get all the publicity possible for the circulation figures filed with the Department.

"Departmental officials contend that they have, to date, investigated every case which has come to their attention in which there was evidence to warrant a suspicion that a publisher had made inaccurate or false returns, and they further declare that they are willing and glad to have outsiders bring to their attention such circumstance, but they say frankly that they will not act merely on an individual expression of doubt as to the correctness of circulation figures when such expression is unsupported by any evidence."

Uncle Sam's Daily Paper.

To promote the foreign commerce of the United States the Government will go into the newspaper business on January 2, when the Department of Commerce puts out the first issue of the Daily Commercial Report. In it will be carried all important commercial cablegrams received from the attaches at the various embassies and from consuls throughout the world. It also will contain brief abstracts of the finding of investigators of the department in many lines of American enterprise, and will present to the business world each day the gist of the business of the Department of Commerce for the preceding day.

Quite Another Story.

Through an inadvertence John C. Cook, business manager of the New York Mail, was made to say in last week's EDITOR AND PUBLISHER that he was a reactionist. The typist should have made him say that he was a rationalist, which is quite another thing.

Soldiers Publish Paper in Trench.

The Figaro, of Paris, telling of some of the methods by which the soldiers in the trenches spend their spare time and lighten the strain of being under fire, says that not only do they publish small newspapers in which the daily doings are detailed, but they have amateur theatrical performances in which they "take off" the peculiarities of their foes. "Our contemporary, the Intransigent," says the Figaro, "prints a fac simile of the newspaper which the soldiers stationed in the trenches at Argonne edit to take up their spare time. It is composed on a typewriter which was found and taken by the men in the course of the campaign. This paper, the Argonne, has a contemporary with which it lives at peace, the Little Colonial, published by the Colonials in their neighboring trenches. One of our contributors has sent us a manuscript of a play composed by the soldiers which will be given today at a farm under fire of the enemy."

JEWISH EDITORS FOR PEACE.

Opposed to Committing America to a Militaristic Policy.

In the New York Globe of December 21 was printed a timely and interesting symposium by Bernard G. Richards, showing that true to the Hebraic ideal of peace Jewish editors are against militarism. Mr. Richards quoted Gedaliah Bublik, leading editorial writer for the Jewish Daily News; A. Gonickman, editor of the Wahrheit; Abraham Cohan, editor of the Vorwarts, the Socialist daily; Herman Bernstein, editor of the Day; and Peter Weirnick, editor of the Jewish Morning Journal.

All the editors named, with the exception of Mr. Cohan, who is emphatically opposed to large armaments, expressed the belief that the United States can be sufficiently defended by an efficient navy and by a defensive army of trained citizens.

SEATTLE SUN HAS SET

Court Suspends Its Publication at Request of Receiver S. P. Weston, Who Assumed Charge Two Weeks Ago—Liabilities Are Heavy.

The troubled career of the Seattle (Wash.) Sun was ended on December 29, when, at the request of the receiver, S. P. Weston, a court order suspending the paper was issued.

Mr. Weston, who had an excellent reputation as circulation, advertising and business manager of the Post-Intelligencer under old managements, was made receiver for the Sun Publishing Company on December 16. He was appointed by Judge Boyd J. Tallman on the application of G. E. Parkhurst, holder of a \$2,000 note against the Sun Publishing Company. In its answer filed in court the company admitted all allegations set forth and confessed liabilities in excess of \$300,000, no part of which it is able to pay. Weston's bond was fixed at \$2,000 and he was empowered to continue publication of the paper until further order of the court. The note on which the receivership action was based is signed by the Sun Publishing Company, E. H. Wells as president and John P. Hartman as secretary.

HARTMAN A HEAVY LOSER.

Following the sinking of a large fortune in the Seattle Sun, of which he was one of the principal backers, John P. Hartman, for more than twenty years one of the most prominent attorneys in Seattle and the state, was on Dec. 16 forced to file a general assignment to creditors in the office of the county auditor. Hartman confessed to an indebtedness of \$233,648, the greater part of which was liability on account of Sun paper. A report of accounts receivable by the lawyer showed \$13,422.

E. Shorrock, president of the Northwest Trust & Safe Deposit Company, was named assignee. Hartman's assignment revealed the fact that the attorney, since September 26, 1913, had guaranteed, as surety, paper of the Sun Publishing Company amounting in the aggregate to approximately \$211,675, out of his stated total indebtedness, indicating the extent of his venture with the Sun.

The Hartman inventory stated that the maker has \$10.58 to his credit in the Northwest Trust & Safe Deposit Company and \$5.94 in cash on hand. Further assets listed were the following notes:

"One for \$5,000, one for \$42,000, one for \$5,000 and one for \$6,000, where I have an undivided half and in some instances third interest in said notes, being held now by either E. H. Wells or R. H. Thompson, also S. P. Weston holds several obligations of the Sun Publishing Company, whereby it is obligated to hold myself and associates free from loss.

"I also have 552½ shares of \$100 each in the Sun Publishing Company, held in escrow, in a pool with E. Shorrock, of Seattle. On these shares it is claimed there is yet a liability for payment, either to the Sun Publishing Company or creditors."

The January Yale Review.

The January Yale Review is rich in contributions which are able and timely. Norman Angell, the author, combats the "will-to-peace" theory of Nietzsche. Other viewpoints of the war are presented by President Arthur T. Hadley of Yale University; Henry Crosby Emery, ex-chairman of the Tariff Board; Paul Vinogradoff, a distinguished Russian, and Prof. C. C. Clarke. Hawthorne, Southey and Shakespeare are discussed by Henry A. Beers, Thomas R. Lounsbury and Charles S. Brooks, respectively. Many other valuable articles, verses and reviews complete the number.

After extensive experiments a Trinidad planter has succeeded in making paper from a mixture of sugar cane refuse and bamboo fiber. It is said to equal the best wood pulp product.

MODERN JOURNALISM

(Continued from front page.)

be defeated. Others will be found to be worth while. If a newspaper detects faults in any of these bills it performs a public service.

What Congress or the several legislatures are doing or are attempting to do is constantly under observation by the newspapers. If a bill some one is trying to put through is faultily constructed it is the duty of the press to call attention to the fact and suggest how it can be improved. Scores of defects in the currency bill were discovered by the newspapers soon after it was introduced. In its original form its passage would have worked serious injury to the business interests of the country. Editorials were printed calling attention to its objectionable features and articles on the subject appeared in the news columns. The sponsors of the bill were compelled to revise it to meet the criticisms that had been made, and when it was finally passed it was a valuable and beneficial measure.

In writing editorials the important thing is to have something to say and say it quickly. It is impossible to tell anyone how to write an editorial. Mr. Miller said he had never seen a professional golf player who could tell a novice how to play golf. Study and experience are the great teachers of the subject. The editor who does not read two or three books a week is falling behind the procession.

DICTATES EDITORIALS.

In reply to a question as to his own method of work Mr. Miller said that he dictated his editorials instead of writing them with a pen. He usually sketches them out in his mind before he calls in the stenographer. Often it happens that the subject develops new ideas and new thoughts as the work of composition continues.

The length of an editorial depends upon the character of the subject to be treated. It may fill only a quarter or third of a column or it may fill an entire page, as in the case of an editorial Mr. Miller once wrote reviewing the achievements of the Nineteenth Century. There is a fashion in editorials as in other things. A little while ago what is known as the "pepper and salt" editorial was invented and had considerable vogue. It consists of short and snappy paragraphs in which the subject is developed quickly and pointedly. The informative editorial is a modern and popular form of presentation. Horace Greeley wrote opinion editorials. They were not based on knowledge or information but upon his own ideas. Greeley knew nothing of international law. Indeed he was ignorant of many subjects that are now deemed necessary to the success of an editorial writer. The editors of his day did not have the time to go into subjects as exhaustively as they do at present and, moreover, they did not have available the immense quantity of data on all subjects that can now be found in the libraries and elsewhere.

GOOD EDITORS SCARCE.

Mr. Miller spoke of the difficulty he experiences in securing able editorial writers. He believes in taking young men from the news staff and developing them into editors.

When asked if an editor should be called upon to write an article which he did not believe Mr. Miller replied in the negative.

The speaker sounded a note of warning to editors when he said: "You can criticize a man's course of conduct in regard to a matter but it is risky to discuss his motives. You had better leave them alone. If a member of Congress favors a certain bill you can point out that the measure is against the public good, but you must not say that in supporting it he is governed by improper or unworthy motives, for that is libelous."

Frank I. Cobb, editor of the New York World, who followed Mr. Miller, said among other things:

PULITZER REFORMED EDITORIAL PAGE.

"Joseph Pulitzer introduced the short editorial page. He did it by setting the

editorials in two wide-measure columns and devoting the rest of the page to other matter set in ordinary measure. He said that all expressions of editorial opinion must go into those two columns. The perfect editorial, he declared, should contain only twenty lines, but he never followed the rule himself.

"On one occasion Mr. Pulitzer sent for me from Bar Harbor to discuss an editorial he had in mind which, he said, would not take more than a column, perhaps not more than three-fourths of a column and which he finally declared would have to go into half a column. We worked over that editorial for three weeks and when we got through instead of filling half a column it filled eleven wide-measure columns or two pages of the World."

When asked as to his views on the proper length of editorials Mr. Cobb replied:

"It depends on the ability of the writer to hold the reader. Sometimes a few lines, sometimes a column. I am in favor of short editorials. On the World we have six editorial writers, five of whom are on duty every day in the week. They turn in from one to three editorials daily. I do not ask any of them to write about something in which he does not believe.

"Mr. Pulitzer once suggested a subject for an editorial that I did not think much of, and I told him so. He requested me to put it up to the members of the staff and see if one of them wouldn't write upon it. None of them wanted to tackle it. When informed of the situation Mr. Pulitzer said: 'I yield to the superior wisdom of the editorial staff, but I am damn certain I am right.'"

Mr. Cobb said he considered Macaulay was the greatest English editorial writer who ever lived. His essays are only long editorials. Abraham Lincoln would have made a great editor if he had had the opportunity. The greatest American editorial writer was Horace Greeley, who possessed a facility of expression and a clearness of style that have rarely been equaled. He had the ability to convince and hold the attention of a large number of people. Lawrence Godkin, of the Evening Post, was a forceful and scholarly writer but he was out of sympathy with ordinary people.

MUST HAVE SENSE OF NEWS.

"You cannot make a good editorial writer out of a man who hasn't a keen sense of news," continued Mr. Cobb. "That is why the best editorial writers are men who have had experience in gathering and presenting the news of the day. I never knew a good editorial writer who was not a good reporter."

Mr. Cobb did not approve of the attitude of most newspapers towards their reporters. He said that as soon as a man showed special ability in writing an article he was put on the copy desk where he was promptly chloroformed. The speaker considered reporters the most important workers on a newspaper but asserted that they were not paid as generously as they deserved.

At the close of the morning session the members of the conference were the guests of Dr. Talcott Williams at luncheon.

The speakers at the afternoon session were Chester S. Lord, for many years managing editor of the New York Sun, and Frank H. Simonds, editor of the Evening Sun.

THIS IS A COMMERCIAL AGE.

"Just now," said Mr. Lord, "we are living in a commercial, not a literary, age, and the people are not a-hunger for literary food. They care not so much for the niceties of literary expression, for the well rounded, ornamental sentences of Washington Irving and his contemporaries who were under the inspiration of the Victorian literary era. They prefer plain spoken words, expressed with business like direction."

"I can see plainly how this transition is affecting the newspapers, how it is changing our choice of topics from literary topics to commercial topics and is changing our very diction from a refinement of literary expression to a

blunter and a coarser form of expression."

"The so-called human interest story, so popular a few years ago; the romantic story, the pathetic, the sentimental—all possess less fascination for the public. The people themselves are not so emotional or lachrymose. Nowadays nobody sheds many tears over anything, much less over literature. In other days the entire family circle was moved to emotion when father read aloud of the death of Little Nell or of Colonel Newcomb. Today the family circle does not meet for literary exercises—has no time for them—and, if it has, father does not read from Dickens or Thackeray or the poets.

"And because we live in a commercial age and the people are thinking as never before of money accumulation and business expansion and gigantic enterprises everywhere, I perceive a growing fascination for stories of the practical, of how great fortunes are developed, of how money is made and lost, of how the poor become rich and the rich become poor—stories of business construction involving millions and of the application of inventions to everyday needs.

WHAT THE PEOPLE WANT.

"But were you to ask me to name the kind of news for which the people surge and struggle—the most popular kind of news printed—I surely must reply that it is the details of a contest—a fight whether between men or dogs or armies. I am not complimenting public taste—I am trying to be faithful to fact. As long ago as when I was a ten-year-old boy the Northern New York village in which I lived held its breath to await the details of the world championship prizefight between John C. Heenan of America and Tom Sayres of London. The fistfight between John L. Sullivan and James J. Corbett doubled the circulation of next morning's papers.

"Mr. Dana used to say: 'We must make the paper talked about.' Concerning a bit of inconsequential news that he had clipped from the paper he wrote: "This is not good. It is too commonplace. There is no poetry in it. A blockhead might have written it."

Mr. Lord criticised "the deadly, dull routine writing," in which, he said, most classes of news were presented, but he added:

"The narration of highly important events is perhaps on a higher plane of efficiency and brilliancy than ever before and at higher compensation. The really good reporter is in greater demand. The man who combines expert writing with expert knowledge of politics, or finance, or mechanics, or any one of a dozen other specialties, is sought in every newspaper office. In the presentation of great news our great editors were never so able as they are today. The news staffs were never so well organized. The most elaborate and painstaking preparations are made when big news can be anticipated. This was strikingly illustrated when the survivors of the Titanic were landed, for although it was 10:20 o'clock at night when the first line of that great story was written, the newspapers had forty or fifty columns of it next morning."

FOLLOWING THE CAMPAIGN.

Mr. Simonds was asked how he followed the campaigns in Europe. He was asked if he stuck colored pins on the map, but he said that his method was the more expensive one of spoiling a new map every day or so with colored pencils. The maps giving the railroads and highways were the best for following the progress of events. He said that a knowledge of geography and history were of great assistance in editorial work. He had for a number of years been in the habit of reading books that would give him a knowledge of the people of different nations—their habits of thought, customs, etc. This information is of great service in understanding various situations that have arisen since the war began.

TUESDAY'S SESSION.

Tuesday's sessions of the conference were of unusual interest. In the morn-

ing Don C. Seitz, business manager of the New York World, spoke on "Business Management of Newspapers" and H. M. Lydenberg, chief reference librarian of the New York City library, lectured on methods employed for the preservation of newspaper files. In the afternoon Richard H. Waldo, of the New York Tribune, gave an enlightening address upon advertising and W. H. Miers, editor of the Tea and Coffee Journal, told of the work of the Associated Advertising Clubs in its campaign against fraudulent advertising.

John Melvin Lee entertained the members of the conference at lunch at the New York University and in the evening the visitors visited the office of the New York Times and inspected its plant.

Mr. Seitz said that a well-managed newspaper ought to be able to make an annual profit of \$1 for each subscriber. What prevented the making of profits at this rate on many newspapers, he said, was chiefly their failure to figure the cost of the various factors in such a complicated business. He said in smaller towns the newspaper publishers should make larger profits proportionately. In a town of 40,000 population, for example, he said, a newspaper under favorable conditions ought to make \$40,000 a year, or a dollar a year for every unit of population, instead of a dollar for every unit of circulation.

Mr. Waldo said that an analysis which he had made of newspaper advertising showed him that 88 per cent. of it was honest and legitimate. By throwing out the 12 per cent. of bad advertising—such as advertisements of patent medicines and fake sales—newspapers would make their greatest gain, he said.

"If this tainted advertising," he said, "were eliminated from all newspapers, either through the enlightenment of proprietors or by government regulation, it would produce the greatest increase in advertising efficiency. At present 60 per cent. of the business men, who should advertise, do not advertise in the newspapers. If this 12 per cent. of illegitimate advertising is eliminated from all newspapers, the newspapers would receive advertisements from all or more of the business men who do not now use their columns. The increased efficiency of newspaper advertising produced by making newspaper advertising above suspicion would make it necessary for those business men to advertise."

Mr. Waldo named the New York Times as an example of a newspaper with an enlightened advertising policy. He predicted that in time the standard of advertising would be raised so that a newspaper advertisement would stamp an article as of high quality and would give the confidence to the public that is now produced by the word "sterling" on silver or by the government stamp on a banknote. When that time came, he said, it would be recognized that to print false advertising was as great a wrong as to circulate worthless banknotes.

THOSE WHO ATTENDED.

Those who attended the several sessions of the conference were: F. N. Scott, University of Michigan, Ann Arbor; Roland P. Gray, University of Maine, Orono; Frank R. Martin, University of Missouri, Columbia; Walter Williams, University of Missouri, Columbia; Merle Thorpe, University of Kansas, Lawrence; George C. Clancy, Beloit College, Beloit, Wis.; John M. Cooney, Notre Dame University, South Bend, Ind.; Hugh Mercer Blain, Louisiana State University, Baton Rouge; Richard H. Thornton, North Carolina State University, Chapel Hill; Joseph W. Piercy, Indiana University, Bloomington; Nelson A. Crawford, Kansas Agricultural College, Manhattan; William Grosvenor Bleyer, University of Wisconsin, Madison; Charles Arnold, University of Pittsburgh, Pittsburgh; Robert W. Neal, Massachusetts Agricultural College, Amherst; Carl H. Getz, University of Montana, Missoula.

Charlton Andrews and J. Melvin Lee, of the New York University, and Franklin Matthews, J. W. Cunliffe and Talcott Williams of Columbia University. Frank Leroy Blanchard, of THE EDITOR AND PUBLISHER.

GEORGIA PAPER'S NEW HOME.

The Augusta Chronicle Moves Into City's First Sky-Scraper.

Augusta, Ga., is rejoicing in the possession of its first sky-scraper, the new home of the Augusta Chronicle. The house-warming took place on December 15, when hundreds of visitors inspected the beautiful building and extended congratulations to the Chronicle's management. Music and refreshments added to the gaiety of the occasion and the day was a red-letter one in the history of Augusta. The building is ten stories high and from its roof, 121 feet above Broad street, can be seen a splendid panorama of Augusta and the surrounding country. The structure is the only one in Augusta which is absolutely fireproof. It is equally modern in all other respects.

The Chronicle has its business offices on the first floor of the building and the editorial and news departments on the third floor. The big printing plant is in a three-story machinery annex in the rear of the building.

Much of the Chronicle's success must be credited to Thomas W. Loyless, president and editor, who is an able newspaper man and strong writer. The secretary and treasurer of the Chronicle Company is H. C. Smith, another good man in his place. The S. C. Beckwith Special Agency represents the Chronicle in New York.

JOURNALISM OF THE FUTURE.

Discussed by Boston Editors at Twentieth Century Club.

A large and enthusiastic crowd gathered for luncheon December 19 at the Twentieth Century Club, Boston, where Walton A. Green of the Journal, F. W. Bird of the Advertiser and George A. Morris of the Christian Science Monitor delivered addresses upon the subject of journalism of the future.

Mr. Green deplored the loss of individuality in newspapers of today as against those of the past. He asserted that they have lost their personality and that the individuality of the editors is gone. He contended that the one cent paper is largely responsible for this, inasmuch as to gain circulation the paper must sacrifice class, making the appeal more universal. He also said that the comic sections, while not news, were features that cannot be ignored.

Mr. Green sees a fast growing demand for the old time individuality, but thinks we cannot achieve the greatness of old time journalists.

Mr. Bird, the new owner and editor of the Advertiser, who has only had three weeks' experience in the business, was more or less reticent in expressing his views, but severely censured the bulky 18 and 20 page newspaper, sensational headlines and large amount of advertising carried by the Boston newspapers.

It is Mr. Bird's opinion that the public is demanding less in quality and more in quantity in newspapers and that journalists are meeting this demand instead of providing papers of literary value, and forcing people to read them, or go without. Regarding advertising he said:

"In many of our newspapers, except for two or three pages, the paper is made up of an advertising hodge podge and I hope and believe it will be proved that a small advertising space inserted in a paper running a small number of pages will bring the same or better results. I am going to endeavor to develop my paper along these lines."

Mr. Morris pointed out the remarkable



T. W. Loyless, Editor.

NEW HOME OF THE AUGUSTA (GA.) CHRONICLE.

uplifting condition of the western papers and asserted that the West leads the East in journalism as it does in many other professions. He advocated the establishment of a code, and then having it lived up to. It was his opinion that if society takes up journalism as seriously as it should, journalism of high ideals should have no trouble in competing with a paper of low ideals.

NEW EDITOR FOR A. A. C. W.

Carl Hunt Succeeds Thomas Dreier on That Publication.

Carl Hunt has been chosen editor of the Associated Advertising, the official organ of the Associated Advertising Clubs of the World, to succeed Thomas Dreier of Cambridge, Mass.

It is also announced from the headquarters of the A. A. C. of W., at Indianapolis, that P. S. Florea will in the future be general manager as well as secretary of the organization and will devote his entire time to the movement.

Mr. Hunt, the new editor of the Associated Advertising, had several years' experience on Indianapolis papers and has later been in the advertising service business.

NEWSPAPER ACTIVITIES.

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

The Wichita (Kan.) Beacon in its Christmas number issued December 22 printed 413 single column cuts of the leading business and professional men and women of the city. It was a notable achievement. The advertising display was generous and the news features highly interesting.

A new modern brick building at New Cumberland to be used for the home of the Hancock County Courier Publishing Company, publishers of the only Democratic newspaper of the county, has been completed.

The Elgin (Ill.) Daily News raised a considerable sum of money to provide dolls and other toys for the poor children of the city. A doll show was given at which were exhibited 110 dolls contributed by bachelors and dressed by high school girls.

A Paper Born of the War.

Announcement is made of the establishment in Toronto of a new weekly publication to be called the Canadian War, which will be under the editorial management of Arthur Hawkes. The purpose of the paper will be to discuss and illuminate the Canadian aspects of the European war as an aid to patriotism and also as a means of explaining to the people of the United States why Canadians are involved in the war. An editorial executive has been formed on which J. T. Clark, editor of the Toronto Star; Britton B. Cooke, city editor of the World, and other local newspaper men will serve. There is a rumor that the Government is back of the venture and will use the paper to stimulate recruiting.

SEESTED LOSES CLAIM.

Interstate Commerce Commission Rules Against Rebate for Railroad Fare.

Charles Seested, publishers' representative, with an office at 41 Park Row, is "agin" the Interstate Commerce Commission to the tune of \$15,37½. he has been "agin 'em" since December 19. In July, 1913, Seested sent his wife and two children to Kansas City and in purchasing transportation, got a full fare ticket for his nine-year-old daughter.

When Mrs. Seested bought the return transportation the agent told her that the girl came under the half fare age limit.

Fundamentally, of course, it is against the religious scruples of any newspaper man to spend any money for any railroad transportation, but when this is forced on him it is beyond human endurance to find that the Missus is the better buyer of the two, and Seested did just what you or I would have done had we have had the price of so much transportation in the first place.

He tried to get a refund. The railroad people were willing to do the right thing but it was necessary to obtain permission from the Interstate Commerce Commission. After seventeen months the Interstate Commerce Commission reported "nothing doing" and Seested's \$15,37½ is lost, absolutely lost.



The New York Evening Post is read religiously. Many copies pass from friend to friend. Others are clipped or filed because of complete, valuable and exclusive articles.

Member Audit Bureau of Circulations.

Can It Be

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

INTERTYPE

THE ACME OF HIGH QUALITY

Ask your neighbor what he thinks of HIS Intertype. Ask his MACHINIST and OPERATOR about it. THEN ask us for Details.

International Typesetting Machine Co.
Foot of Montague Street Brooklyn, N. Y.

Announcement

The 1915 Edition of

**The American Newspaper
Annual and Directory**

Is Ready for Delivery

Sent anywhere in the United States on receipt of \$5.00 (express charges collect) by the publishers.

N. W. AYER & SON, Philadelphia

ON NEWSPAPER MAKING

A striking peculiarity of the newspaper business is the willingness of owners to squander fortunes in trying to make their properties successful under the direction of men who do not know anything regarding how success must be made. The mere fact that men have been engaged in the newspaper business for years, are logical talkers and of pleasing personalities, are often sufficient recommendation to make a hard headed business man in his other relations back their experiments with his money.

The sore spots of journalistic experience stick out like boils all over the country. In many cases the numerous unsuccessful newspapers have eaten up millions of dollars without any apparent or tangible response in the way of circulation, advertising of prestige. In other cases apparent temporary success has soon faded away like a fog before the bright sunlight.

The newspapers which are owned for the purpose of serving some selfish interest or interests don't deserve success and seldom win any. Sooner or later the public learns of the entangling alliances and such newspapers are thereafter looked upon as mere controlled mouthpieces of some political boss or ring, or of the public service corporation seeking to get rich out of franchises stolen from the people.

The newspapers which are owned for the purpose of serving some religious or factional part of the whole people can't make real or large success because they can never attract or command the attention of a large enough portion of the people in any community to really dominate it. The really successful newspaper must dominate its field through meriting and holding the confidence of enough people to make it a real power.

A successful newspaper like a successful preacher, actor, lawyer, doctor, or really, notable honest public man must have a direct appeal of sincerity of purpose and render a service which people want and will gladly support.

Like in all other walks of life and commercial endeavor some few pretenders work their way through to success but they are the exception rather than the rule.

When Pulitzer came to New York in 1883 and bought the New York World no one thought that he was going to do anything really worth while with it. The World for years had been a hopeless rat-hole which had swallowed up angels' money.

Pulitzer gave the World a purpose for existence and by rendering public service on a broader, more unselfish and more sincere basis than had ever before been rendered by a New York newspaper won almost instant recognition and success, and established a new standard of newspaper practice.

Later on came the New York Recorder backed by the millions of Duke, the tobacco magnate, run by men whom he thought had made the New York World. The Recorder made a temporary impression and gained quite a large circulation secured by the most remarkable campaign of gift enterprise and popularity contests that have ever been carried through.

The Recorder secured heavy advertising and looked at one time like a success, but being a newspaper without a purpose gradually backed to the moribund group, was changed to an evening paper and snuffed out by the birth of Hearst's Evening Journal.

The Chicago Inter Ocean, the Chicago Chronicle, and scores of other unsuccessful papers which could be mentioned if it were not for wounding the feelings of those who are hopelessly trying to nurse them to success could be cited to prove the case. We all know them.

These poor hopeless craft are waiting for the arrival of the men who can put into them the purpose which will win and hold the confidence of the people in the communities in which they are published.

NATIONAL EDITORIAL FACULTY. SWORD IS MIGHTIER THAN PEN.

The Philadelphia Public Ledger, of which Cyrus H. K. Curtis is president, has created what it calls a National Editorial Faculty, each member of which is an authority upon some subject or subjects of current and contemporaneous interest.

During 1915 these men will discuss the events of the day through the editorial page of the Ledger. Some of those who have been engaged to cooperate in the work are Dr. Nicholas Murray Butler, president of Columbia University; Dr. David Starr Jordan, chancellor of Leland Stanford, Jr., University; Dr. Edward T. Devine, director of the New York School of Philanthropy; Dr. Joseph French Johnson, dean of New York University School of Commerce; the Rev. Dr. Charles F. Thwing, president of Western Reserve University; Prof. Emory R. Johnson, of the Wharton School of Finance and Economy of the University of Pennsylvania; Prof. Albert Bushnell Hart, of Harvard University; James M. Beck, Wayne MacVeagh, Rear Admiral Peary.

The editorials are to be syndicated to a number of newspapers.

"OPEN SHOP" IN NEW ORLEANS.

Three Leading Papers Break With Typographical Union No. 17.

Owing to the inability of the New Orleans Times-Picayune, Daily States and Item to come to an agreement with Typographical Union No. 17, of that city, all three newspapers on Sunday became open shops.

The publishers assert that the break came as a result of refusal to give their foremen charge of the composing rooms. No question of wages is involved, the scale paid here being one of the highest in the country. The men have been working under a contract approved June 1, 1912, and which the publishers assert was violated. Among the features to which chief objection was made was the adoption of a five day rule without the consent of the joint standing committee, and the enforcement of a priority rule.

In a letter to the union the publishers gave it until half-past six o'clock Sunday night to agree to eleven conditions. It was stated further that any answer must cover all these conditions or it would not be considered. The letter was signed by D. D. Moore and Robert Ewing, publishers of the Times-Picayune and the Daily States, respectively, and by Paul J. Thomson, acting for J. M. Thomson, publisher of the Item.

While some difficulty was experienced in getting a sufficient number of operators to man the machines in the several shops, the papers came out on time.

On Tuesday, although somewhat reduced in size, the three English dailies of New Orleans appeared on time. The newspaper offices are guarded by police and detectives, but there has been no hint of violence. A few non-union printers, assisted by employes of the editorial rooms and business office, manned the composing rooms of the Times-Picayune, Item and Daily States. At linotype machines in the Times-Picayune sat Ashton Phelps, president of the company and well known cotton and financial expert, and D. D. Moore, editor and manager. Paul J. Thomson, acting for his brother, James M. Thomson, publisher of the Item and who is absent in Washington, where his engagement was announced to Miss Genevieve Clark, performed a similar service on the Item and like conditions prevailed at the States. The publishers insist that henceforth they will operate upon an open shop basis.

George A. Schreiner Tells of the Capacity of Censorial Waste Baskets Abroad.

George A. Schreiner, correspondent of the Associated Press of America, has sent to a member of THE EDITOR AND PUBLISHER staff the following interesting letter, written on two postal cards: "General Field Headquarters, Austro-Hungarian Army—Somewhere in Galicia, November 8, 1914.

"Dear Friend: My promises are good, as you see, though sometimes I am a little slow redeeming them, which is quite natural nowadays; in fact, I'm not so cock sure even now that you will get this card. That the Austrian censors will let it pass I have no reason to doubt, but as you ought to know by now there are others who may mistake this for a beautiful example of cipher, fit, therefore, only for some government waste basket. And let me assure you these are large nowadays.

"We unfortunates over here have bucked this censorial game so long that we have come to the point where the arrival of even an empty envelope on the other side looks to us as sign of decided improvement. Who said the pen was mightier than the sword? Truly even our most sacred maxims come to grief. It is now 1.45 a. m. and in an hour or so we are off for an unknown destination. But the village "church clock" and my own timepiece vary—just now it chimes the hour of twelve—which is wrong."

The Insurance Field announces that it will issue a daily newspaper during the Panama-Pacific International Exposition at San Francisco. One hundred insurance organizations are scheduled to hold conventions during the fair and the Daily Field will cover them.

Only two New York papers have Chicago correspondents, the World, which is represented by John Fay, and the Times by Ray Millar.

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. Lytton Bldg.
New York Chicago

Deutsches Journal

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

CHARLES SEESTED

DIRECT REPRESENTATIVE

41 Park Row

New York

Telephone 569 Cortlandt.

THE NEW YEAR promises to be a big one in the advertising business and the right kind of foreign representation is going to mean an awful lot to publishers everywhere.

In adding to my list I am able to offer sixteen years' experience in this field for the Kansas City Star and have their permission to refer to them as to my record.

A letter from you might be the means of opening negotiations for an arrangement that would be mutually profitable.

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

“Go to it, Adams— The sky’s the limit!”



THAT’S what we told this man Samuel Hopkins Adams when we selected him as the most capable citizen in the country to write for The Tribune a smashing blast against dishonest and unclean advertising.

Already his pen has jabbed into one phase of it—patent medicine advertising. His Great American Fraud series in Collier’s did more than anything else to create our present Pure Food and Drug Laws.

But never until now has he had this chance to cover the whole subject of bad advertising. Never has he had all the facilities of a metropolitan daily newspaper placed at his disposal.

For the better part of twelve years he has been digging into bad advertising. He has spent over \$1000 on bogus medicines alone. He has investigated hundreds of offers in person. His scrap books contain a regular rogues’ gallery of big black lies and vicious little white lies.

We have given Adams a free hand. When he can best make a point by walloping a Tribune advertisement, he doesn’t spare the rod. He applies it with the same thoroughness that he uses with the advertisers in other papers and magazines.

The Tribune does not print this business news as a self-imposed task of uplifting the morals of the community. It is not because we think ourselves better qualified than any other paper to take a definite stand. It is merely that we know we are as well qualified as any other and also that we happen to have the desire to be the first to do it.

The Tribune’s guarantee on all merchandise advertised in its columns has already been made. These articles are the inevitable sequel. They will begin in The Tribune on January fourth.

Sent Free

To interested persons outside of New York we shall be glad to send these articles as they appear. Your name and address should be mailed to us promptly.

New York Tribune

First to Last—the Truth

News—Editorials—Advertisements

The
Tribune
New York

TEAR HERE

Gentlemen:
Send me, without charge, Samuel Hopkins Adams’s articles on unclean and dishonest advertising as they appear in The Tribune.

Name.....

Address.....

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

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

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



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

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

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

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

See Publisher's announcement for subscription and advertising rates

New York, Saturday, Jan. 2, 1915

WANTED, AN AMENDMENT.

In a fearless editorial on "The Government and the Crooks," recently published in the Paterson (N. J.) Press and reprinted in the December 19 issue of THE EDITOR AND PUBLISHER, was told the story of how a case against a Paterson newspaper, suspected of swearing falsely to its circulation, was thrown out of court because the government could only regard a false statement as perjury when it was filed with the Postoffice 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 fixes no penalty for filing with the Postoffice Department a false statement of circulation. It is time that it did. As the law now stands it aids untruthful publishers to succeed and may drive honest publishers to the wall. The government has no right to assume that all publishers tell the truth as to circulation. Most of them do, undoubtedly, but the crooked ones who do not should be punished.

The newspaper publishers of the United States should insist now, while Congress is in session, upon amending the so-called Bourne law, that it will provide for the punishment of publishers who file false statements of circulation or anything else connected with their papers. The law should also provide for a sufficient appropriation to enable the government to investigate cases of alleged dishonesty brought to the attention of the Postoffice Department. With such amendments in force the law would cease to be practically a dead-letter so far as scaring crooks is concerned.

Editors and publishers should act quickly and urge the Senators and Representatives from their respective districts to at once take up the cudgel for honest publishers and push through the amendments suggested. We heartily agree with the Paterson Press that "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." Justice demands speedy action and the newspaper men of America should help to bring it about.

Chicago Advertising is the name of the new publication issued weekly by the Advertising Association of Chicago. Arthur B. Jensen is the editor,

and five good and tried men are associate editors. The issue of Dec. 14 contains the pictures of two first class advertising men, Seth Brown and "Billy" Sunday. Seth Brown's picture was made from a photograph made several years ago when he had more hair than he can boast at present. Evidently Mr. Brown prefers to have the Chicago public see him as he was rather than as he is. The interesting thing about "Billy" Sunday's picture is his smile. We understand that it was taken just after he had been presented with the results of one of those bumper collections usually made for his benefit at the conclusion of a revival campaign.

ONE NEED OF THE HOUR.

In the symposium of views of the business managers of New York City newspapers, published in THE EDITOR AND PUBLISHER on December 26, Don C. Seitz, business manager of the New York World, put it fairly and squarely up to the bankers, backed by the Federal Reserve banks, to help start rolling the business ball. Mr. Seitz said:

People who have been loaded down with all sorts of fears because of the war are now shaking them off. It cannot be possible that the flood of money that has been turned loose in different parts of the country will not finally flow to New York. What we need now is an intelligent extension of credit. One effect of the establishing of the reserve banks will be to do away with the bankers' excuses for not extending credit when business men have sought their aid. During the past four months people have only paid out what money they were obliged to. The time has now come when there is a tendency among business to loosen up. There is going to be a notable expansion of business if a sufficient amount of credit can be obtained to finance operations of various kinds. If credit is not forthcoming there will be a lot of badly fooled people.

Mr. Seitz is right. Countless promises of relief through the reserve banks system from financial stringency have been made by supporters of the scheme. The system is now on trial and should be given an immediate and strong test. The newspapers of the country can and should apply editorial pressure until the merits and shortcomings of the reserve banks' workings are demonstrated. If comparatively few borrowers are to reap the benefits as heretofore; if big concerns in rural districts are to get the bulk of the money that the local banks loan; if the small merchant's applications for discounts are refused as much as they have been in the past; if the little banks are not aided in their efforts to expand local business; if, in brief, radical changes for the better do not come through the reserve banks, there will be, as Mr. Seitz puts it, "a lot of badly fooled people."

The editors of the United States cannot do better educational work at this time than to inform their readers, in news and editorial columns, as to how the reserve scheme is working in their home town. Let them tell what the local bankers say about it and print the experiences of men who apply for small loans. Let there be no fear, favor or political bias. The topic is big, live and vital. The editors who discuss it intelligently and in the right way will be doing a great public service.

The annual automobile show at the grand Central Palace has brought to New York a small army of men worth while in the automobile trade and in the advertising business. To the mighty industry represented by the exhibition the newspapers owe much. THE EDITOR AND PUBLISHER extends a hand of hearty welcome to the visitors and invites them to use the offices of this paper as headquarters when downtown. Drop in, get acquainted, write your letters, see the view and make yourselves at home, gentlemen!

Once a year we hear from Captain David A. Murphy, of Cincinnati, a veteran editor, 72 years young, as spry as a young colt and possessing a full complement of intellectuals, but a little off as to hearing. His last active work was done on the Oxford (O.) Herald from 1908 to 1912. The captain is one of THE EDITOR AND PUBLISHER'S enthusiastic readers and takes much pleasure in keeping track of the newspaper men whom he has known in his long newspaper career. His letters to the editor are always bright and breezy. We hope he will continue to write them for many years to come.

AMONG THE NEW BOOKS.

THE WORLD'S PRESS, 1914, Thirty-third year, edited by Herbert W. Pelt; Sells, Ltd., 168 Fleet street, London, England, publishers.

Do you know how many American newspapers are represented in London? The only list in existence, so far as I know, is to be found in Sell's "The World's Press," which is the name of the principal newspaper directory of Great Britain. Sixty-four daily newspapers published in the United States are enumerated. Twelve of these are located in New York City. In the directory are given a general list of all British periodicals, wherever published; a list of the principal newspapers in all the countries of the world; who's who in the Daily Press; a list of newspaper and allied societies; a press photographers' directory, and a list of news agencies, art and literary agents. In addition the work contains a number of special articles by some of the leading journalists of London. A symposium on "Are Papers Too Cheap?" is an interesting contribution. The opinion of a majority of those who took part is that the half penny (one cent) paper has come to stay because it is needed. To general advertisers seeking foreign markets for their goods the "World's Press" will prove exceedingly helpful.

* * *

THE KAISER, a book about the most interesting man in Europe. Edited by Asa Don Dickinson; Doubleday, Page & Company, Garden City, New York, publishers.

No more timely volume has reached my desk the past month than "The Kaiser," for no figure in the great war now raging in Europe looms up so large as the German Emperor. No one since Napoleon has created on the Continent such a wide interest as he. He has been hailed as the greatest military genius of the present generation. He has been praised for his work in building up and extending the commerce of his empire; in developing its industries, in introducing reforms in government and in education. On the other hand he has been pictured as a man whose colossal self-esteem and thirst for power has led him to plunge practically the whole of Europe into the most destructive war of all history.

The purpose of Mr. Dickinson in "The Kaiser" is by the aid of a number of experienced and careful writers to marshal fairly and present without prejudice the significant facts in the career of William II. The book contains thirteen chapters in which a brief sketch of the life of the Kaiser is given, and his relations to the army and navy, the government, the Reichstag and German culture are admirably described. In short, the attempt is successfully made to present Wilhelm as he really is. That the work of the editor and his assistants is worthy of careful and intelligent study is the conviction of anyone who only glances over its pages.

* * *

THE ELEMENTARY LAWS OF ADVERTISING, AND HOW TO USE THEM, by Henry S. Bunting; the Novelty News Press, Chicago, publishers.

Mr. Bunting has succeeded in putting into this small volume a lot of sensible things about advertising. He has formulated a number of laws from advertising practice which he proceeds to "prove up" for the benefit of advertisers and others who are interested in the subject. Some of these "laws" are open to question but the most of them will pass muster in advertising circles. On the whole the book is worthy of consideration by those who seek light on advertising problems. F. L. B.

ALONG THE ROW.

FROM THE SKINNERSVILLE SIGNAL.

"Our heart bleeds for the suffering Belgians, and we intend to do all in our power to alleviate their misery and suffering. To that end we have placed the name of the King and the Mayors of Brussels, Antwerp, Louvain and Leige on our subscription list for one year, and marked them paid."

HOW HE TOLD IT.

After a war story had been sent to the composing room of a Brooklyn paper the other day a correction of one of the names of the places where a battle had been fought came in over the wire. "Here, boy, take this upstairs," yelled a copy reader, "and tell them to make this change throughout the copy." A few minutes later down came the foreman of the composing room. "What in blazes kind of an order was that you sent up?" he said to the copy reader. "It was all right," said the desk man. "What did the boy tell you?" "He told me to make a correction and throw out the copy," bawled the foreman. Then explanations were in order.

HAVE BETTER SUPPLY.

Many of the war correspondents are coming home. It is just as well. We get more war news in New York than they can find in Europe.

PERSONALS.

J. C. Shaffer, proprietor of the Shaffer Group, has returned to Chicago from Denver, where he spent a week overlooking his Denver properties, the Denver Times and the Rocky Mountain News. He found them in a highly prosperous condition. While in Denver Mr. Shaffer visited his 3,000 acre ranch in the foothills of the Rockies and placed orders for the erection of a bungalow and several cottages. He was accompanied on the trip by two of his managing editors, Ernest Bros, of the Indianapolis Star, and W. K. McKay, of the Chicago Evening Post.

Arthur Clark, formerly managing editor of the Boston American, is now managing editor of the Chicago Examiner. Mr. Clark has a clear understanding of the Chicago newspaper situation, having been identified with both the Hearst papers in that city in the past in an executive capacity.

M. D. Hunton, eastern representative of the Chicago Examiner, spent several days at the home office during the past week.

John Howard Todd, for fourteen years Chicago correspondent of the New York Herald, has been called back to New York and the Chicago office has been closed. Todd was sent by Mr. Bennett on a tour of the Orient. He covered the great flood in Mexico and reported the maneuvers of the fleet in Pacific waters and spent six months writing stories on the Pacific indemnity claims.

Charles M. Willoughby, for the last three years assistant city editor of the Washington Times, has resigned to become managing editor of the Hattiesburg (Miss.) News. Mr. Willoughby will assume his new duties January 1. For five years previous to his connection with the Times, Mr. Willoughby was connected with the editorial department of the Washington Post, on which paper he "broke into" the newspaper game. The Hattiesburg News is owned by Frank D. Lander, whose son, Frank D. Lander, Jr., the business manager, formerly was connected with the Times.

Blague Wilson, managing editor of the Toledo, Ohio, Blade, is confined to his home by illness. His end of the work is being looked after by Grove Patterson, who has been the Blade's news editor for the last three years.

The Toledo Times will continue in business under present directorship, despite reports that the paper, since the death of its president, George W. Dun, would be sold. R. C. Paterson, now business manager, will be placed at the head of the institution. The paper will be increased to ten pages early in the year.

Ralph LeBlond is news editor and Raymond T. Skinner, managing editor of the Times, since the recent resignation of John Nicholas Beffel.

Charles E. Gradwell, who for the last year has been doing newspaper work in Toledo has left the city.

Sidney Smith, the Chicago Tribune cartoonist, had some holiday cartoons filmed by the Selig Company. They were used in numerous motion picture theaters last week.

E. C. Moore, of the Chicago Journal, won a prize given by Pavlowa, the Russian dancer, for a melodious dance accompaniment, which she danced while exhibiting there last week.

Edward G. Westlake, automobile editor of the Chicago Post, has been elected "Big Bug of the Bugs," which means the head of an organization within the Chicago Athletic Association. The "Bugs" turned out in fifty automobiles Christmas morning and distributed baskets to over two hundred poor families.

W. D. Boyce, owner of the Chicago Blade and Chicago Ledger, presented travel books to four thousand children of Ottawa and Marceilles, Ill., as Christmas gifts.

K. T. Boardman has become editor of the Mining, Oil and Engineering Review, of San Francisco. George I. Baugh has retired from the business management.

Charles H. Blewett, formerly city editor of the Clarksdale (Miss.) Register, has been made news editor of the Natchez (Miss.) News.

J. O. Behymer, owner and editor of the Tipton (Ind.) Times, has been appointed state oil inspector for Indiana.

W. D. Bradley of the Plymouth (Ill.) Scribe has been made editor and business manager of the Monroe County Sun of Clarendon, Ark.

John H. Elliott, a Brooklyn, N. Y., newspaper man, has been appointed Corporation Tax Commissioner by the new State Comptroller.

Louis Dodge, for the past five years literary editor of the St. Louis Times, and prior to that in charge of the book review department of the Globe-Democrat, has been appointed literary and musical editor of the St. Louis Republic.

J. L. Stone of the Duplex Printing Press Company has returned to Battle Creek, Mich., from an extended trip along the Pacific Coast.

Edward Searfoss, for twenty-four years a linotype operator on the New York Herald, and Mrs. Searfoss last week celebrated the silver anniversary of their wedding.

Alfred C. Crouse, a well known newspaper man of Cincinnati, Ohio, has been appointed Chief Probation Officer of the Juvenile Court of that city.

Andrew H. Toppe, another Cincinnati journalist, has been appointed a member of the Civil Service Commission for six years.

W. M. Gotwaldt, of Reno, Nev., has gone to Tonopah, where he will be chief assistant to Col. W. W. Booth on the Bonanza.

IN NEW YORK TOWN.

Jason Rogers, publisher of the Globe, broke his left arm on Christmas day, and has been confined to his home since.

Emil N. Scholz, business manager of the Post, has returned from Chicago, where he spent the holidays.

D. E. Towne, general manager of the Schaffer group of newspapers, was in New York this week on business.

Geo. J. Auer, advertising manager of the Atlanta Georgian, who has been making a trip through the North and East in the interest of his paper, was in New York this week.

GRANTLAND RICE ON TRIBUNE.

Grantland Rice, the well known sporting writer, will join the staff of the New York Tribune on January 1. It is understood that with the exception of his continuing contributing to Collier's Mr. Rice's work will be an exclusive Tribune feature, and that they will syndicate the service.

Rice first attained prominence while on the Nashville Tennessean, from whence he came to New York. He is a recognized authority on all sporting matters.

WESTFALL MOVES JANUARY 4.

E. A. Westfall, who, on January 4, will assume the duties of business manager of the New York Journal, has been intimately connected with New York newspaper work for over twenty years, and, aside from rolling up an enormous amount of experience, has had time to make a host of good friends who wish him lots of success in his new position.

He began as advertising manager of the Wall Street Journal, going from that publication to the M. Lee Stark Special Agency, where he remained for four years, after which he represented the Newark (N. J.) Evening News in New York City for eight years.

In 1908 he was made advertising manager of the Globe, and in 1911 promoted to business manager, the position he leaves to go to the Journal.

Looking for a Rush.

Prof. North (to his advertising class)—If you should have a good article, which sells at a reasonable figure, and properly announce the same, the people will rush to secure it.

Pert Student—How about "Complete Funerals for \$65.00," professor?

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.

FOR SALE

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

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

FOR SALE.—Rebuilt Potter Web Newspaper Press printing up to 16 pages at 12,000 an hour; 16 to 32 pages at half speed. Rare bargain if taken immediately. Wanner Machinery Company, 703 So. Dearborn Street, Chicago.

ELECTRO CABINETS.—Solid handsome 3-ply veneer bottoms, for filing cuts. 20 drawers, 6,000 sq. in. space; 43 in. high, \$14.40. Write for circulars. WANNER MACHINERY CO., 703 Dearborn Street, Chicago.

SITUATIONS WANTED

Advertisements under this classification one cent per word each insertion.

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.

"Live Wire" circulation manager wants new field. Broad newspaper experience. Good executive. If you would start the new year with a good strong man at the helm of your circulation department, write me. "OB," care The Editor and Publisher.

Copy reader or reporter. Experience, college education, clean character, not afraid to work; now reporting on small city daily, but no outlook. References. P. O. Box 127, Johnson City, Tenn.

Will Discuss Mail Order Ads.

The subject of the next dinner of the Advertising Men's League on January 7, 1915, will be "Mail Order Advertising." It will be attacked from three different angles; "Selling Insurance by Mail—What the Postal Life Insurance Company Has Accomplished," told by its president, William R. Malone; "The Advertising Story of the National Cloak and Suit Company," presented by William R. Johns, of the George Batten Agency, and "What I Have Learned in the Day's Work at Mail Order Advertising," by Mr. Gundlach, of the Gundlach Advertising Agency of Chicago.

THE EDITOR AND PUBLISHER:

In last week's issue you had a story about the sale of the Vancouver World, and the statement was made that the property had been running at such a loss that it was deemed advisable to petition for a sale.

The Knill-Chamberlin-Hunter Company represents this paper in the East and West. Our information is that former owners control the situation and the attack from which you doubtless received the item was printed by unfriendly interests in the Northwest. Mr. L. D. Taylor, the publisher and editor of the World, states that the old management will continue in charge of the property. The receivership has not affected the general flow of business to the World. This office has closed four new contracts for advertising this week and I understand that our Chicago office has done equally as well.

(Signed) JOHN W. HUNTER.

A state bank in Georgia recently published a quarterly statement in a sectarian paper, raising the question as to whether such a publication could be classed as a newspaper, complying with the law. The attorney general's office ruled that sectarian papers are not newspapers.

WOULD PURCHASE

Central Indiana, daily or weekly. Prefer to buy 1-3 or 1-2 interest in an afternoon paper carrying position of editor or managing editor. Prefer town of 5,000 to 10,000 and the leading paper, profitable enough to support two men. Proposition L. E.

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.

THE BLACK DIAMOND Chicago—New York—Philadelphia, for 20 years the coa trades' 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.

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.

PRINTERS—I have arranged a valuable series of plans for printers, which will double the income of any plant. They will be sent to you complete, with full instructions for operating, for only \$1. Write W. Clement Moore, Business Specialist, New Egypt, N. J.

Well established publishing organization would buy another good trade paper. Box D 1364, Editor and Publisher.

The Existing World's Supply of
LINOTYPES
include over 30,000 Machines
mostly sold on long terms of payment

This great army of 30,000 machines is keeping the world informed every day, in every modern language, in every civilized quarter of the globe, in Peace as in War.

The inventive genius and mechanical skill of the many minds, which, for twenty-five years, have been expended on this unhalting development in perfecting upwards of a thousand patents, render

The MULTIPLE MAGAZINE LINOTYPES

(Broadly covered by Patents)

The highest expression of efficiency embodied in any COMPOSING MACHINE in the world.

The kind of machine you want at the price you want to pay on easy terms of payment at prices ranging from

\$1200 to \$4150

Large stock of machines and over 100,000,000 finished matrices are carried in stock at our agencies throughout the civilized world, thus insuring the promptest possible service.

Backed by ample capital, its factory and its executive force are ready to serve you with the same care and fidelity with which they have served their many thousand customers.

Address the MERGENTHALER LINOTYPE COMPANY

Tribune Building, New York

Agencies carrying Stocks of Supplies in all the principal countries of the world

Linotype vs. Intertype

FIRST AND SECOND PATENT SUITS

Important Linotype Patents Upheld by Court

In a decision recently handed down by Judge Hough of the United States District Court for the Southern District of New York, The International Typesetting Machine Company was declared an infringer of the following patents owned by the Mergenthaler Linotype Company:

Homans	No. 830,436
Hensley	" 643,289
Dodge	" 739,996
Rogers, Reissue ..	" 13,489

Among the patents infringed are the very important patents covering the TWO-LETTER DEVICE IN THE FIRST ELEVATOR, and the METHOD OF MOUNTING AND REMOVING THE MAGAZINES.

The patents covering the resistant to prevent overthrow of the mold during justification and the mold banking supports are also declared to have been infringed.

The Mergenthaler Linotype Company will take steps to protect its rights against manufacture, sale or use of the infringing devices.

A Third Suit filed by this Company against The International Typesetting Machine Company in the United States District Court for the Eastern District of New York is now pending.

MERGANTHALER LINOTYPE COMPANY

Tribune Building, New York, N. Y.

PROFITABLE NEWSPAPER ADVERTISING

VICTORY OF THE VICTOR MACHINE

Dominant space, dominant assertions, backed by dominant personality of a man who believes in doing big things in a big way and who is backed by men who recognize his genius. A splendid illustration of newspaper advertising.

By Harry R. Drummond.



One of the most frequent, and most tiresome arguments the newspaper solicitor has to listen to is the old wheeze, "Yes, but our business is different." Of course it is different, all business is different.

Some say that newspaper advertising is good for local merchants but impractical for manufacturers. Some merchants say that, because of the misrepresentation generally indulged in by rival merchants, newspaper space is losing its value. There are all kinds of arguments advanced by all kinds of people for not advertising, and, as a general rule, they are as vapid and worthless as can well be imagined.

In this series of advertising successes which are being chronicled it has been the aim to choose lines widely separated, one from the other, both in location and character, but they have all been ethical, have made their appeal, not on the price argument; not on the bargain element of business, but along better lines.

It will be noticed, too, that they cover widely diversified fields, and that the appeal has been made to people with lots of money, as well as to people with limited incomes.

Particular attention has been given to the choosing of institutions which have had the worst kind of price competition to deal with, and have dealt with it in the best way.

If this was all there was to tell about these advertisers it would not be much, but it is brought out that they have every one of them found it profitable to advertise honestly, and to use newspaper space in telling their stories to the people they wanted to reach.

The story of the Victor Talking Machine Company is a story of the advertising of a luxury, and one which is not a cheap luxury. It is the story of one of the largest advertising campaigns in the country, handled by a man who is an acknowledged master of the business, and shows what big copy, used in a big way, will accomplish for a big proposition.

During December, 1914, when business was not as good as it generally is in December, the Victor Talking Machine Company used full pages, and many of them in the leading daily papers in the big cities of the country, and their sales were large enough to warrant the expenditure. All of which goes to show that there is nothing advertising will not get for a house if it is used judiciously. Victor advertising dominated, both in size of copy, in cleverness of suggestion and in illustrations.

Over the river from Philadelphia, in Camden, N. J., there is an immense factory, given over entirely to the manufacture of sound reproducing instruments.

Probably no other industry we have will serve as so good an example of what advertising can do in the way of creating business than can that of the Victor Talking Machine Company.

The original talking machines were crude instruments and voice reproduction was much of a joke. There was little or no demand for such instruments and in the early stages of the industry they were curiosities, exhibited in museums and such places.

Then came the experimental stage, and the further perfection, which later made these machines practical for general use.

But a demand must be created, and advertising was called in to create that demand.

Experiments were expensive, and advertising was the means of calling in the dollars to pay for these experiments.

With each advance in manufacture talking machines advanced socially, so to speak. From the museum they began circulating in saloons, cigar stores and the parlors of cheap hotels. Then they went into the homes of people with limited means who enjoyed the popular songs and vaudeville jokes the records contained.

Then, in order to reach a more cultured class, better music was tried out, singers of national prominence were induced to try the machines, and when their voices were successfully reproduced, records were distributed so that people living in smaller cities could enjoy the "high brow" music so much in vogue at the Metropolitan Opera House.

Good advertising did wonders in familiarizing the masses with good music, with the voices of the world's best singers, and created a constant and ever increasing demand for something better.

It is largely due to advertising that it is possible for one to purchase faithful records of the best selections of the world's foremost composers rendered



H. C. BROWN,
ADVERTISING MANAGER VICTOR TALKING
MACHINE COMPANY.

by the master vocalists of the time, at a very low price.

In order to satisfy the exacting demand for the best music it is necessary to employ the best singers, and they do not sing for fun.

In order to pay the prices they demand, and still be able to supply records at anything like a reasonable price there must be wide distribution, for the problem of cost is solved as quickly as the solution of the distribution is solved.

Large distribution, especially of high class records, meant the education of the majority to an appreciation of better music.

Large distribution has been secured through advertising.

Victor advertising is remarkable for many reasons.

The fortunate selection of a trademark has made every fox terrier an ad for the Victor.

Absolute price maintenance has been accomplished, and, notwithstanding the

howl of the bargain fiend, this has a tendency toward keeping prices equalized and making the lowest price universal.

Price standardization has not been accomplished through any monopoly, however, for the Victor has competitors, good ones, too, and must rely upon merit to obtain and retain patronage.

All in all Victors present a splendid example of good merchandise, good merchandising and good advertising cleverly combined to make good business.

If one is to judge the size and importance of an advertising man by the amount of money he spends for advertising, H. C. Brown, advertising manager of the Victor Talking Machine Company, Camden, N. J., belongs way up at the top.

If one is to judge the success of an advertising man and his methods by the way he stays on the job, Mr. Brown is successful. He has managed this advertising since 1906, and there are no indications of his retiring for many years to come.

If one is to judge an advertising man by his personal popularity, the fact that Mr. Brown, a resident of Philadelphia, is president of the Sphinx Club of New York City attests to his popularity amongst advertising men.

Mr. Brown is a believer in dominant advertising. This means that he runs big copy. He is a believer in persistent advertising, which means that his advertising runs fifty-two weeks a year.

In discussing the size of newspaper advertising appropriation he asked the interviewer what was considered a good sized account. Fifty thousand dollars was suggested as being quite worth while, whereupon he snapped his fingers saying, "Why, \$50,000 don't amount to that compared to what is spent in newspapers for Victor advertising."

Mr. Brown contends that it is practically impossible to find any city of importance in the United States where a Victor ad is not printed in some daily paper every day in the year.

All of which goes to show that Mr. H. C. Brown, advertising manager of the Victor Talking Machine Company, is handling a pretty big job in a highly capable manner.

This tremendous account is handled by the F. Wallis Armstrong Company of Philadelphia, an organization which works very close to Mr. Brown.

H. C. Brown was born in Mobile, Ala., December 21, 1871, and moved to New York in 1889. His first commercial experience was in the hardware business which he left in 1894, when he became associated with the Standard Advertising Company of Coshocton, Ohio; leaving that organization to go with the Victor Company in 1906.

He married Editha Oliva Taylor, of Brooklyn, and has two children: a son, H. C. Brown, Jr., who is twenty years old, and a daughter, Editha Wells Brown, who is just finishing school.

Mr. Brown has a "fad." It is big game hunting and fishing. In this, as in advertising, it is the dominating idea that appeals to him. Caribou, moose and bears are his specialty and bass, trout and salmon fishing appeal to him strongly.

He doesn't seem to like to do anything unless it is hard to do. In sport, just as in business, he prefers using heavy artillery, directed at worth-while targets.

He is a member of the Camp Fire Club of America, and of Ivanhoe Lodge No. 610, F. & A. M. of New York, and is a hustler with a lot of ability, a lot of personality, and a lot of friends.

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

you can increase your business — you want it increased.

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

BURRELLE

60-62 Warren Street, New York City

Established a Quarter of a Century

Most Far Reaching Newspaper Reading Concern in Existence

ATLAS PRESS
CLIPPING BUREAU

CHARLES HEMSTREET, Manager

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

Our Motto—RESULTS COUNT

218 East 42nd Street New York

Canadian Press Clippings

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

The Dominion Press
Clipping Agency

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

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

74-76 CHURCH ST., TORONTO, CAN.

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

TAKE IT TO
POWERS
OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH
ON TIME ALL THE TIME
POWERS PHOTO ENGRAVING CO.
154 Nassau Street Tel. 4900-4 Beekman

The World Almanac

And Encyclopedia for 1915

READY DECEMBER 31

On News Stands, **25c.** West of Buffalo and Pittsburgh, **30c.** By Mail, **35c.**

The leading authoritative up-to-date compendium.

A great book to have in the office, in the store, in the home. Tells you things you don't know. Proves your contentions (when you are right).

Just as THE NEW YORK WORLD is the greatest paper in the greatest city on earth, so is THE WORLD ALMANAC the greatest reference book for the most people on earth.

Few newspaper offices are without it. Its use is almost universal in American journalism.

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

We wonder why some enterprising big city newspaper doesn't feature an "animal study" series of pictures. In every large city there is a "zoo" large enough to furnish material for a series of this kind. By publishing pictures each week of the different animals to be seen there, an interesting collection of animal pictures could be gathered. After this material is exhausted, there remain domestic animals owned by residents—all of whom glory in the worth and achievements of "Prince," "Rover," or similarly named pets.

If these pictures were printed in a space of uniform size each week—or twice a week—there would certainly result an increased interest in the paper on the part of animal-loving youngsters and their elders. Binders or albums might be sold—they can be obtained at nominal cost—in which the pictures could be stored away to make a veritable storehouse of knowledge about animals and a constant reminder of the newspaper whose pages furnished that knowledge.

We believe that desultory effort has been made along this line by various newspapers throughout the country; but we know of no methodical plan for the collection and retention of the pictures ever fostered by a newspaper.

Of course, the plan has possibilities for enlargement—and for varying the "motif." Prizes might be offered, for instance, as a reward for essays submitted with the annual pictures as subjects.

We think this might affect circulation—to its advantage.

Charles H. Henry, of Atlanta, Ga., formerly publisher of the Spartanburg (S. C.) Journal and Atlanta Georgian, has written us a very interesting letter regarding an improved contest plan for newspapers in which he is interested, and which, he says, has become an established success.

Pony outfits are used for capital prizes. This selection is made, first, because of the strong appeal made by a pony outfit to children generally, and second, because the contest is adaptable to newspapers of various strength, from a circulation and financial standpoint—the smaller newspaper using one outfit and the larger newspaper several.

The purchase of the pony outfit entitles the newspaper to "service copy" for advertising, and a series of promotion letters, by the use of which the contest management is left entirely with the newspaper—eliminating the contest company representative from any part in the conduct of the contest.

"There are two basic principles to the new style of contest," writes Mr. Henry. "These are, first, the appeal to the child, and, second, the elimination of the contest manager and the substitution of the flat price for the commission deal. The promotion matter dwells on the advantage of the new plan in dispensing with the contest manager. But I hardly believe that any other but a pony contest could be successfully conducted without a contest manager. The pony contest can be so conducted because it appeals to the child, the child talks so much about the pony outfit—all day and half the night—that his parents and other relatives are compelled to get out and try to get it for him.

"There is nothing for the contest manager to do. He cannot make the child want the pony outfit any more than he does, or, if he does not care for it, there is no way to reach him. Getting rid of the contest manager saves the newspaper his expenses, and the embarrassment often caused by his unsatisfactory methods, misrepresentations, etc., to the contestants in the closing days."

The Daily News, of McKeesport, Pa., gives its fourteenth annual newsboys' dinner to the 400 newsboys of McKeesport and vicinity in the Masonic Temple, January 1st. This is a big event in newsboys circles in McKeesport.

"Every tenth Briton has enlisted. Every tenth Frenchman is at the front. Every tenth Belgian is dead. What does the United States know about trouble?"

The quotation is from a recent booklet distributed by one of America's great automobile manufacturers, to illustrate the new meaning of "Happy New Year" in this country, as contrasted with the present awful conditions in Europe. Emphasis is laid on the opportunities for American business in 1915. This sentiment seems to be almost universal. Nor is there doubt that American newspapers will share in the tremendous business boom that seems to be just ahead. Circulation men will be called upon for their share in its development and its rewards. Resourceful, optimistic action is called for. The fellow who starts the new year whipped because 1914 gave him a "bad break" will be out-distanced by the fellow who takes a new grip and is up and doing in preparation—strengthening his organization and developing its efficiency in preparation for the "new deal." Our earnest wish is for a useful 1915 for our circulation friends. May it prove to be brimful of opportunities made—not waited for, with resultant good measure of real progress along right lines.

O. H. Parr is prominently mentioned in an issue of the Denver Post, which says he brought joy to the hearts of 225 newsboys, Thanksgiving day, by giving each one a pair of gloves.

Parr, who is employed as a traveling salesman for a Denver firm, expressed a desire to do something for the newsboys of Denver. Thanksgiving day, he appeared at the office of the Denver Post with 225 pairs of gloves, which he presented to the newsboys.

The Trenton (N. J.) Times gave a theater party Christmas Eve the newsies being the guests, at the State Street Theater. The theater management added to the occasion by giving each newsie a present and the artists on the stage did extra stunts for the boys' special benefit.

S. Blake Willson & Co., the Chicago newspaper specialty house, have sent out Laird & Lee's Diary and Time saver as the annual souvenir. This is the fifteenth year for this book to be used by these people in this way.

J. A. Mathews, the Oklahoma publisher, asserts that he wants two of 'em, as Mrs. Mathews insists upon keeping the family expenses in this diary, and has done so for the past five years and she figures that she cannot keep house without it. He gets the extra copy.

Hugo A. Vellguth, the well-known Canadian circulation man, in a letter dated December 6 says, in part:

"It has always been a puzzle to me that THE EDITOR AND PUBLISHER has not made more frequent use of endorsements that it has certainly received from time to time. . . ."

"Each circulation article is the latest progressive idea in circulation, not its A B C's."

"Since inserting classified ad in THE EDITOR AND PUBLISHER I have charge of the circulation of the new Vancouver Daily Times, which started here Monday, December 14. It is the first penny paper in the province in British Columbia."

F. P. Buddow, circulation manager of the Jacksonville (Fla.) Metropolis, was presented with a walrus hide suit case by his associates and the newsies as a Christmas gift. It is said that, inasmuch as for years past he has been presented with chests of silver, this was not only a big surprise, but a welcome one.

Nat Singer, a former newsboy, entertained five hundred newsboys at a dinner at the Fort Pett Hotel on Christmas day. Many public officials attended and, beside the large, luscious menu, there was a vaudeville programme and a big brass band.

C. H. Sandkam has been appointed assistant circulation manager, particularly in charge of country circulation, of the Chicago Examiner, succeeding H. C. Hanson.

James E. McMahon, manager of the classified advertising department of the Chicago Examiner, is spending the holidays in New York.

Here's a pretty good testimonial from the manager of the circulation department of the Memphis News-Scimitar:

"THE EDITOR AND PUBLISHER: I enclose herewith my check for a year's subscription to your paper. I wish to compliment you upon the excellent journal you are publishing. It shows a marked improvement. You handle all questions pertaining to the publishing business in such an intelligent and comprehensive way that the newspaper man who has only a limited time to devote to reading can get the gist of all important journalistic news without loss of time."

"I have been particularly interested in your section devoted to circulation work and have gotten valuable information therefrom."

William J. Ford, an employe of the circulation department of the New York Herald and Telegram, died of heart disease December 27 at his home in Brooklyn. He was originally from Paducah, Ky.

Newsboys of Cleveland, Ohio, are to be the guests of the Cleveland Advertising Club at their yuletide jollification meeting in the clubrooms at the Hotel Statler, Wednesday, December 30. Every member is to bring a "newsie" as his guest.

Batavia, Ohio, newsboys who are registered and equipped with badges were served free of charge at a banquet at the Y. M. C. A. December 16.

On December 21 the Springfield (Ill.) Rotary Club entertained over a hundred newsboys at a banquet at the St. Nicholas Hotel. John Astra, superintendent of the Washington Street Mission, and Rev. G. T. Gunter were the speakers.

Seven strong newspapers—each wields a force in its community that honest advertisers 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

THE SEATTLE TIMES

"The Best That Money Can Buy"

Circulation for 6 months ending Sept. 30th, 1914, per P. O. Statement—

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

A copy to every family.

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

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

LARGEST QUANTITY
BEST QUALITY CIRCULATION

Buy the best and you will be content.

The S. C. Beckwith Special Agency

Sole Foreign Representatives
New York Chicago St. Louis

San Francisco Examiner

FIRST (IN INFLUENCE
IN CIRCULATION
IN ADVERTISING)

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

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

Circulation } 122,000 DAILY
226,000 SUNDAY

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

The Florida Metropolis

FLORIDA'S GREATEST NEWSPAPER
JACKSONVILLE, FLA.

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

FOREIGN REPRESENTATIVES
KELLY-SMITH COMPANY

New York, 220 Fifth Ave.
Chicago, Lytton Building.

YOU MUST USE THE
LOS ANGELES
EXAMINER

to cover the GREAT SOUTHWEST

Sunday Circulation
MORE THAN 150,000

THE PITTSBURG PRESS

Has the Largest

Daily and Sunday

CIRCULATION IN PITTSBURG

Foreign Advertising Representatives

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

There is no Duplication or Substitution in

Pittsburg Leader Circulation

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

VERREE & CONKLIN
Foreign Representatives

Steger Building, Chicago
Brunswick Bldg., New York

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

THE PITTSBURGH POST
(Morning)

THE PITTSBURGH SUN
(Afternoon)

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

Get the Best Always

The Pittsburg Dispatch

Greater Pittsburg's Greatest Newspaper

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

Do You Wonder Why?

The leading Pure Food Medium of New Jersey is the

Trenton Times

The only New Jersey paper selected for the \$5,000 line Armour contract.
The largest New Jersey paper selected for the new Westfield campaign.

Quantity of circulation—
Quality of circulation—and cooperation of the result-producing kind are important factors.

Permit us to show you "Why"!

KELLY-SMITH

226 Fifth Ave., New York
Lytton Bldg., Chicago

The Peoria Journal

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

FINDING SILVER LININGS TO CLOUDS is one of the best things real newspaper men do. The wind-up of 1914 is developing into some wind-up, and there are many predictions that everything commercial is fast going to the everlasting dogs—although they are not.

Last week The Editor and Publisher gave considerable space to airing the views of business managers of many of the leading New York papers, and for clean-cut optimism and lucid explanation of conditions these men show lots of class.

Many of us "viewed with alarm" the terrific falling-off of advertising during the last five months of 1914, and not a few of us made up our minds that we were down and out—but we were not.

And not only are these opinions optimistic, but they demonstrate the fact that these men know just exactly what they are talking about.

When we consider that financial and steamship advertising has been practically withdrawn, and that in other lines publishers are voluntarily drawing the lines tighter, excluding copy that has been offered, it is not difficult to see that conditions are "not so worse."

* * *

NOW COMES THE TIME for merchants, everywhere, to have "Semi-Annual Clearance Sales" which will hang on like a sick kitten to a hot brick, until Spring goods begin to come in.

Many people wonder how it is that seemingly successful merchants so grossly mismanage their business during August, September, October, November and December that it takes all of January selling a "tremendous loss" and under heavy advertising expense to "clear their stocks of goods which they were unable to sell during 'regular' season."

And we know, from previous years, that, during February, March, April, May and June, these same merchants will proceed to put their perfectly good money into junk that they will hold until July, when they will have another "Semi-Annual Clearance Sale."

Is it the fault of newspapers that these "sales" are getting less effective each season? Perhaps if some one would try the plan of educating people into the idea of buying "regular" goods in "regular" season, at "regular" prices there would not be so much of this "Clearance Sale" stuff.

* * *

E. ST. ELMO LEWIS, who is admittedly one of the greatest and most successful advertising men we have known for many a day, hit the right idea in advertising Burroughs Adding Machines when he went into detail as to what these machines would do for the purchasers; suggested uses to which they could be put, and pointed out the economy of owning one. He left the price argument for the very last, featuring service and economy, looking at the transaction from the purchaser's viewpoint.

That was salesmanship of a very high grade, salesmanship based on service. He did not sell the machine and let the purchaser find out how it could be used—he taught its uses thoroughly—made it practically indispensable from the start.

Newspaper space sellers could find a lot of "reason why" in Lewis' system of salesmanship. Newspaper space is more than mere newspaper space, and there are more space buyers who do not know how to use it than there are those who do.

Why should it not be a good thing for newspaper solicitors to direct their customers' attention to what successful advertisers are doing, and how they are being successful.

The more the space seller can do to make copy productive the surer he is of controlling a steady, growing account, and that is the kind of an account that makes a man's job fairly secure.

* * *

THE EDITOR AND PUBLISHER, on November 14th, pointed out the fact that the Remington U. M. C. Co. was sending out gun club and shooting news to publishers, with the hope of getting it run free, creating publicity for its product without paying for the space.

Mr. Briggs, the advertising manager, protested against the injustice of the insinuation, asserting that it was unfair and unwarranted by facts.

In our efforts to be fair we ran another story on December 16th, setting forth Mr. Briggs' attitude.

Jesse E. Trower, Advertising Manager of the Pittsburgh Pa. Post and Sun, a man who overlooks very few bets, draws our attention to the fact that the Pittsburgh Sunday Post publishes a page of shooting news weekly; that there are more than 23,000 Hunters' Licenses issued in Allegheny County each year; that there are more than 200,000 licenses issued in 30 counties surrounding Pittsburgh in Pennsylvania, Ohio and West Virginia; that the Remington people have been solicited, time and again, both personally and by mail, for this page and there is absolutely nothing doing in the way of paid advertising.

The New York Press features hunting and shooting news, and, through this department, has a wide circulation throughout New Jersey, Long Island and the hunting territory surrounding New York City, and is compelled to get along without any Remington advertising.

We do not want to be unfair, but we rise to ask, what, oh what do the Remington people want done before they buy?

From A Top O' The World it looks like pretty good business to give the Remington U. M. C. Co. free publicity stuff to the waste-basket, and give up hope of getting any real money from these people.

* * *

THERE ARE MEN WHO would bid for popularity by whistling "The Marseilles" in Hoboken, "Der Wacht am Rhine" at Bustanobys or "Marching Through Georgia" in Atlanta.

They belong to the same organization that freely admits the men who profess belief in the old theory that as far as advertising is concerned, the late lamented P. T. Barnum was like unto Moses of Bible times, and that the "Ten Commandments of Advertising" were boiled down into that oft-quoted phrase of the original circus advertiser, "There's one born every minute."

Seemingly it is impossible to wean them from this old theory, and they continue following it, continually complaining of diminishing returns, increased cost and generally condemning advertising, simply because advertising is getting away from them.

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

1 East 28th Street New York City

Over Two Million a Week

The circulation of The New York Times exceeds 300,000 copies every day and Sunday, making a total of more than

2,000,000 copies per week

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.

BROWNSVILLE, PA.—A newspaper man from Pittsburgh, who wishes his name withheld for the present, is busy making arrangements to start a daily paper here in the near future. It is understood that he will be ready to give out some definite information about January 15.

The Monroe Bulletin at Monroe, Mich., which has been a weekly for many years, has been turned into a four-page daily, the only daily publication the town of eight thousand population ever had. C. W. Govier, who has worked on Chicago, Ill., and Toledo, Ohio, newspapers, is in charge, assisted by H. W. Aford, one of the owners of the sheet.

CHANGES IN INTEREST.

LEAD, S. D.—John A. Stanley, of Hot Springs, has purchased the Call from Mr. and Mrs. George H. Grace and will assume charge January 1.

W. Gardner Sinclair, who recently acquired the control of the London, Eng., Pall Mall Gazette and the Observer from William Waldorf Astor, will assume active business and editorial control of those publications on January 30.

HEBER SPRING, ARK.—The Daily Live Wire has been purchased by the Jacksonian and will be enlarged to a six-column folio January 1. It will be edited by Elmer Baker.

ARDMORE, OKLA.—The Morning Times was started by W. E. Hornaday, its first issue being December 23.

EVANSTON, ILL.—The Daily News has taken over the Weekly Index, and the two papers have been consolidated.

NAPONCE, NEB.—Karl L. Spence has bought the Herald. He is owner of the

Franklin County News and Upland Eagle also.

J. David Stern, who recently purchased the Springfield (Ill.) Evening News, has taken charge of that property, and assumed the title of editor.

Victor E. Bender, who resigned the editorship, has not announced his future plans.

Halbert O. Crews, who has been city editor, will handle politics in addition to his present work; Harry Bettinghaus, telegraph editor, will take charge of local copy and C. C. Cheadle will remain as managing editor.

NEW INCORPORATIONS.

NEW YORK—Modern Practice Publishing Corporation; \$30,000. Gustave von Kummer.

AUSTIN TEX.—Dallas Express Publishing Co., Dallas; \$5,000. C. E. W. Day, J. P. Starks, A. H. Dyson.

CHICAGO—Federal Legislative Bulletin Service; \$10,000; printing, engraving, publishing. Elias H. Henderson, George A. Henderson, Samuel Friedlander.

NEW YORK—The Fatherland Corporation, publishing and printing; \$100,000. George S. Viereck.

NEW YORK—The New York Argus Printing and Publishing Co.; printing, engraving; \$10,000. George F. Vreeland.

NEW YORK—Athena Publishing Company; general publishing; \$50,000. Cyro Kyridis, 78 West 131st; Mary Argyros, Athanassios Argyros; attorney, Francis M. Applegate, 27 William street.

CHICAGO, ILL.—The Household Journal Co.; \$30,000. O. A. Morton, M. C. Murphy, M. A. Thomas.

EL PASO, TEX.—McMath Printing Co.; \$10,000. W. S. McMath, W. P. McLain, F. E. Hunter.

MILWAUKEE, WIS.—Outers Book Co.; \$50,000. Dan B. Starkey, Stanley B. Rogers, Montgomery McIntosh.

COLUMBIA, S. C.—The Chase Publishing Co.; \$1,200. Mrs. Florence A. Chase, C. R. Cronk, W. B. Sullivan.

CHICAGO, ILL.—Church Publishing Co.; increased capital stock from \$125,000 to \$250,000.

SEATTLE, WASH.—The De Luxe Magazine Co.; \$15,000. E. B. Newman, A. F. Wakefield, W. H. McLeod, Rob N. Durham, Jr., H. R. Harriman, 827 Henry Building.

DALLAS, TEX.—Express Publishing Co.; \$5,000. C. E. W. Day, J. P. Starks, A. H. Dyson.

NEW YORK—Putnam Publishing Co.; \$50,000. G. J. Corbett, F. P. King, W. J. Smith, 32 Liberty street.

BROOKLYN, N. Y.—Stratford Press; \$20,000. T. J. O'Connor, A. V. Conroy, M. J. Conroy, 824 East 17th street.

BROOKLYN, N. Y.—Marsaw Publishing Co.; \$10,000. A. F. Cowen, S. H. Paynter, M. Spinelli, 197 9th street.

MILWAUKEE, WIS.—Trade Press Publishing Co.; \$24,000. R. H. Boettcher, A. E. Bradley, John Czarniak.

NORFOLK, VA.—Mutual Weekly Publishing Corporation increase capital stock from \$500 to \$12,500. George E. Vogler, S. M. Jordan.

NEW YORK—Auxiliary Educational League, printing, publishing; \$5,000. Ira R. Miller, F. R. Niglutsch, E. F. Niglutsch; attorneys, Dayton & Bailey, 149 Broadway.

CHICAGO, ILL.—William McWhorter; printer; \$10,000. W. H. McWhorter, R. C. McWhorter, Jessie A. McWhorter; attorney, John H. Hill, Hartford Building.

CARSON CITY, NEV.—Articles of incorporation have been granted to the Nevada Democrat Printing and Publishing Co., which will in the near future begin the publication of a weekly newspaper.

NEW YORK—The Safety Press; printing; \$50,000. P. R. Bomeisler, East Orange, N. J.; A. C. Carruthers, C. Gleizes, Jr., New York.

NEW YORK—Putnam Publishing Co.; \$50,000. W. J. Smith, F. P. King, G. J. Corbett, New York City.

NEW AD INCORPORATIONS.

BROOKLYN, N. Y.—General Colonial Co.; advertising and publishing; \$10,000. C. E. Frankel.

ALBANY, N. Y.—Business Efficiency Bureau; advertising printing, publishing; \$5,000. M. H. Long.

CHICAGO, ILL.—The Dunlap Ward Advertising Co. has increased its capital stock from \$70,000 to \$110,000.

CHICAGO, ILL.—The Paramount Advertising Co., with a capital stock of \$5,000, has been incorporated at Chicago, Ill., by Tom Carpenter, Regina Newman, Benjamin Newman and R. V. Hausch.

WILMINGTON, DEL.—A. N. Halton Advertising Syndicate; \$25,000.

LIVE PRESS CLUB NEWS.

The North Dakota Press Association convention is to be held in Fargo on January 8 and 9.

A new heating apparatus has been installed in the rooms of the Houston (Tex.) Press Club, making it one of the most comfortable places in the city.

The Birmingham (Ala.) Newspaper Club arranged a special program for Christmas and New Year's providing elaborate entertainment on both occasions with special dinners in the evening. For New Year's Eve there will be vaudeville numbers, special music and other entertainment for the regular watch party.

The Buffalo (N. Y.) Press Club is arranging for its annual frolic, which will be held late in February or early in March.

The annual convention of the National Trade Press Association will be held in Philadelphia, Pa., in August. This association is composed of approximately six hundred trade journals, and they will be represented by over one thousand delegates.

The executive committee of the Nebraska Press Association met in Omaha December 21 and decided that, owing to the fact that a meeting during the legislative session would prevent the attendance of many influential members, they had decided to change the date of meeting to the second or third week in April. They will meet in Lincoln January 12 to make final arrangements for the 1915 meeting.

The Indiana Democratic Editorial Association will meet at Indianapolis February 4. Secretary of State William J. Bryan will be the principal speaker.

Ten of the active newspaper men of Kalamazoo, Mich., has organized "The Kalamazoo Fourth Estate," a press club. The officers and members are as follows: President, Howard P. Hall, sporting editor of the Gazette; vice-president, Elton R. Eaton, managing editor of the Telegraph-Press; vice-president, John K. Walsh, managing editor of the Gazette; secretary-treasurer, Harrison Merrill, sporting editor of the Telegraph-Press; Clarence H. Pomeroy, of the Gazette; Walter A. Biss, Jr., of the Gazette; Harold Sharpsteen, of the Telegraph-Press; James W. Foard, city editor of the Gazette; Charles C. Conn, of the Gazette; Lowell Plasterer, telegraph editor of the Gazette.

The Brush and Pencil Club is a new organization recently formed in Los Angeles by the newspaper and commercial artists of the city. Henri de Kruij is president and Tom R. Wood, treasurer. The club has quarters at 103 Masonic Building, where exhibitions and study classes will be held.

Sketches From Life

A Service where the picture tells the story. No composition—one line of type. Best human interest Service published; furnished in mat form, three columns, six installments a week. Used only by the best papers in the United States. Do you want proofs?

WORLD COLOR PRINTING CO.,
R. S. Grabie, Mgr.
Established 1900.
ST. LOUIS, MO.

ATTENTION

Publishers and Business Managers

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

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

WAR NEWS
and
PICTURES

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

INTERNATIONAL NEWS SERVICE
238 William St. New York City

USE

UNITED
PRESS
FOR
Afternoon Papers

General Offices, World Bldg., New York

THE TEST

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

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

EDITORS AND PUBLISHERS

If the Central News can furnish you as good service at a lower price or a better service at the same price you are paying for your present news report, don't you think we are entitled to your patronage? We do not publish newspapers, therefore, are not competing with you. We have no interest to serve except that of our clients. Our highest ambition is to furnish a complete news service of the highest quality. We solicit your patronage.

CENTRAL NEWS, New York, N. Y.

Don't Talk War

TALK BUSINESS!

Then Business Will Talk Back to You
Exclusive Territory for our Business Re-
vival and Trade Extension Editorials.

BRUCE W. ULSH COMPANY
Prestige Builders Wahash, Indiana

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.

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.

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

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.

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

MRS. MURDOCK DEAD.
Owner of Wichita, Kansas, Eagle Victim of Apoplexy.

Mrs. Victoria Murdock, owner of the Wichita (Kan.) Eagle, who, as announced in last week's EDITOR AND PUBLISHER, suffered a stroke of apoplexy on Dec. 18, died at the home of her son, Marcellus Murdock, publisher of the Eagle, at 6.30 a. m. December 30.
 Mrs. Murdock was the widow of Marshall W. Murdock, founder of the Eagle, a forceful, brilliant editor, who enjoyed a national reputation up to the time of his death about ten years ago.
 Mrs. Murdock was the sole owner of the Eagle, as her husband's entire estate went to her. She is survived by two sons, Congressman Victor W. Murdock, who is a frequent contributor to the editorial columns of the Eagle, and Marcellus M. Murdock, who is in active charge of the paper.
 Mrs. Murdock was the guest of the International Circulation Managers' Association at the annual convention last June on the steamship Maronic and endeared herself to all the members of the party. She was a woman of rare distinction, charm and grace of manner and won the affections of the circulation almost immediately by her loyalty to her business manager, Sidney D. Long, former president of the association. Mrs. Murdock was about 68 and died full of years and honors, "the happy mother of two successful boys."

Death of Col. Arthur MacArthur.

Col. Arthur MacArthur, publisher of the Troy Northern Budget, a Sunday newspaper, died suddenly Sunday while getting ready to go to church. He was born in 1850 and after being graduated from the Troy Academy, for a year attended the Rensselaer Polytechnic Institute.

Colonel MacArthur, who was grand master of the grand encampment, Knights Templars of the United States, served on the staffs of Governors Morton and Black and on the third division staff of Major-General Joseph B. Carr. He was a director of the Union National Bank and trustee of the Troy Academy and Troy Public Library. He was also a member of the Press and Army and Navy Clubs of New York, the Masonic Clubs of this city and New York and the Republican and Elks Clubs. A son, Captain Charles A. MacArthur, and a daughter, Susan C. MacArthur, survive.

OBITUARY NOTES.

CHARLES SCHLER, founder of the Adler, one of the earliest German newspapers in Minnesota, and one of the

founders of New Ulm, in 1854, died December 20, at Winona, aged 87.

ALONZO L. WIGTON, who founded the first paper in Hastings, Neb., the Gazette Journal, in 1873, died at Omaha, Neb., December 20, aged 74.

E. A. LOCKWOOD, editor of the Clermont County Sun, died at Batavia, O., December 21, aged 60.

H. T. HAMPTON, who founded the Paris (Ark.) Express in the late 70s, and later founded the Booneville (Ark.) Democrat, which he has since edited, died at Booneville, Ark., December 15, aged 60 years.

CHARLES WILSON, of the Fargo (N. D.) Forum, died from heart trouble December 18, aged 63 years.

COLONEL ARTHUR MACARTHUR, editor and proprietor of the Troy (N. Y.) Northern Budget, and Grand Commander of the Grand Encampment of the Knights Templars of the United States, died at Troy, N. Y., December 27, of apoplexy, aged 64 years.

LOUIS A. DREWELOW, a Buffalo newspaper man, who for the past six years has been employed on the Express, died December 16 after a brief illness.

ALBERT H. SHAWBER, age 47, owner of the Echo, at Darlington, Ind., died December 23 rather suddenly and supposedly from the effects of a fall in the rear of his newspaper office. Mr. Shawber's death, it is thought, was due to heart failure.

E. L. Vodakin, junior editor of the Forrest City (Ark.) Times, died December 23 after a protracted illness.

G. Otto Haubdt, a well-known German newspaper man of Chicago, died in that city last week, aged 49 years.

A JOURNALISTIC ROMANCE.

Chicago Newspaper Writer Marries Jersey Politician She Interviewed.

A romance, which began when Miss Vera Alice Wadsworth, of Chicago, a newspaper writer, went to get an interview with Frederick Beggs, the Republican leader of Passaic County, New Jersey, and at the same time the county's Surrogate, culminated in a wedding in Chicago on December 22. The couple were married by the Rev. Dr. Robinson, in the First Presbyterian Church, of Paterson.

The first chapter of the romance began last June, when Miss Wadsworth went to Paterson as a special writer on the Paterson Evening News. Under the pseudonym of Verily Worth Miss Wadsworth interviewed prominent men of Passaic County and the articles were published weekly. An interview with Mr. Beggs, who is Surrogate of the county, was one of her "assignments." The article concerning the career of

Mr. Beggs appeared in due course, but soon thereafter Miss Wadsworth resigned her place and went back to Chicago. Her close associates knew of the friendship which had begun between Miss Wadsworth and Mr. Beggs. Recently she returned to Paterson, and at a dinner given by friends the engagement was announced.

WEDDING BELLS.

Upton S. Jefferys, editor of the Camden (N. J.) Post-Telegram, and Miss Mary Frances Pieper were married December 16 at Crestmont, Pa.

Harrison Cruikshank, managing editor of the Wilmington (Del.) Morning News, and Miss Dalney Maury Halsey of Philadelphia were married December 16 at Philadelphia.

A. J. Randall, editor, aged 92 has remarried his former wife, aged 85, from whom he was divorced 47 years ago.

James M. Thompson, owner and publisher of the New Orleans (La.) Item, is engaged to marry Miss Genevieve Clark, daughter of Champ Clark, speaker of the House of Representatives. The wedding will take place at Bowling Green, Mo., the bride's home, in the spring or early summer.

Carl A. Barrett, of the Record and Advertiser, Boston, Mass., and Miss Lotta L. von Schroeder, of West Somerville, Mass., were married December 16.

Walter G. Bryan, formerly advertising manager of the Kansas City Journal, and now in the advertising promotion business in Chicago, and Miss Corrine Pearce were married last week. They will reside at the Congress Hotel.

P. I. V. McKinn, associate editor of the Insurance Post, and Miss M. S. Kirk, of the Insurance Field, of Chicago, were married last week.

A Newspaper Genius.

(From the Toronto (Kan.) Republican.)
 Dean Thorpe told us this story, which should appeal to newspaper men: He was in California last summer. A wealthy acquaintance who was a business man had a weekly paper outfit he wished Mr. Thorpe to take over. It had been established in an Idaho town. A young reporter found the opening and got the aforesaid business man to back him. The young man went to the town armed with a letter of credit and put up a fine building, installed the best to be had in the way of machinery, at a total cost of \$73,000. He bought a printing press that cost \$17,500. The business backer was a game sport, but one day he inquired, "Why did you buy such a high priced press?" "Why," said the weekly newspaper Napoleon, "I can run off our whole edition on that press in seven minutes!"

The Printer as a Manufacturer Should Look Well to Production Cost

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

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

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

Miller Saw-Trimmed Company - Pittsburgh, Pa.

501 Fisher Building
 Chicago, Ill.

1125 World Bldg.
 New York, N. Y.

TIPS FOR THE AD MANAGER.

Snitzler Advertising Company, Hearst Building, Chicago, Ill., is making contracts generally for the American Crox-one Company.

Lord & Thomas, Mellers Building, Chicago, Ill., are placing 70-line 6-time orders with Pacific Coast papers for the Louisville & Nashville R. R.

Nelson Chesman & Company, Goddard Building, Chicago, Ill., are preparing a list for W. H. Muller Company, Brooklyn, N. Y.

Mahin Advertising Company 104 South Michigan avenue, Chicago, Ill., is issuing 1,000-line contracts for B. F. Goodrich Company of Akron, O.

H. W. Kaster & Sons, Lytton Building, Chicago, Ill., are forwarding contracts generally for Anti Kamnia.

Nichols-Finn Company, 222 South State street, Chicago, Ill., is sending out 10,000-line contracts to Middle West papers for the International Souvenir Spoon Company, Milwaukee, Wis.

W. W. Sharpe & Company, 99 Nassau street, New York City, are placing 14-line 52-time contracts with a selected list for E. Fougere (Dacros Elixir).

Taylor-Critchfield Company, Brooks Building, Chicago, Ill., is sending out orders to farm papers for M. W. Johnson.

J. W. Barber Advertising Agency, 338 Washington street, Boston, Mass., is placing orders with large Sunday newspapers for the Carpenter-Morton Company, "Colorite," 77 Sudbury street, Boston, Mass. Copy is to commence early in the spring.

The Northwestern Advertising Agency, Essex Building, St. Paul, Minn., is issuing orders to some Western weekly newspapers for the Farmers' Seed & Nursery Company.

Street & Finney, 171 Madison avenue, New York City, are reported to be figuring on a campaign for next Spring for Strouse, Adler & Company, "C. B. Ala Spirite Company," 45 East 17th street, New York City.

Charles H. Fuller Company, 623 South Wabash avenue, Chicago, Ill., is sending out 14-line 12-time orders to some Western weekly newspapers for the Garden Nursery Company.

Frank Seaman, 116 West 32nd street, New York City, is issuing orders with some New York City newspapers for the United Profit Sharing Corporation, 44 West 18th street, New York City.

M. Volkmann Advertising Agency, 5 Beekman street, New York City, is handling the advertising account of Jas. P. Smith & Company, "Robinson's Patent Barley," 90 Hudson street, New York City.

Taylor-Critchfield Company, Brooks Building, Chicago, Ill., is forwarding orders to Western weekly newspapers for the Bell City Incubator Co.

Wylie B. Jones Advertising Agency, Binghamton, N. Y., is placing classified orders generally for the Dugdale Manufacturing Company, Washington, D. C.

Matos-Menz Company, Bulletin Building, Philadelphia, Pa., are sending out classified orders to Middle West newspapers for the Philadelphia Business School, Philadelphia, Pa.

N. W. Keane, 99 Nassau street, New York City, is issuing 35-line double column 1-time orders to a few large city newspapers for Anthony Oechs & Company, Agents Pol Roger & Company, Champagne, 51 Warren street, New York City.

V. Volkmann Advertising Agency, 5 Beekman street, New York City, will shortly place orders with a selected list of newspapers for Wm. Elliott & Sons, 42 Vesey street, New York City.

PRESS CHILDREN'S XMAS PARTY

Ralph Bingham Acts as Santa Claus For Philadelphia Youngsters.

The children of Philadelphia newspaperdom had their annual Christmas party at the Pen and Pencil Club on Tuesday afternoon when Ralph Bingham, as a perennially joyous and unequalled Santa Claus, sang songs and distributed presents from the stage to the youthful members of the audience. The affair—now in its twenty-third year—is one of the notable events among the club fixtures, sharing the honors with the "Night in Bohemia."

Several hundred children (with their mothers and their masculine relatives) listened delightedly to the jokes, songs, recitations and music provided by the committee for their entertainment, in the big house at 1026 Walnut street which has been the scene of so many gatherings of clever folk from the newspaper and theatrical world. They applauded wildly when the rubicund and jovial star appeared with his opening song, "I'm Just as Young as I Used to Be," and waited breathless for the hit-and-miss distribution from his overloaded basket of toys.

Mrs. Bingham and Mrs. John K. Umsted were the accompanists and among the other entertainers were Josie Collins, whose mother appeared 18 years ago before a similar audience, and who was given a photographic reproduction of her mother's picture which has hung in Bohemia Hall ever since; Tom MacNaughton; members of the Bellevue-Stratford's orchestra, led by Louis Ferrari, and Henry Starr Richardson, a former president and a popular and leading figure in club affairs. Refreshments were served, duly edited for juvenile consumption, and after some four hours of jollity the children tore themselves away hugging their dollies and toys. Harry T. Jordan was chairman of the committee in charge.

The Art of Staying Neutral.

The La Porte (Ind.) Herald thinks that according to standards set by its readers one of the hardest things for a newspaper to do is to remain neutral during the present war. Pro Germans deem a paper neutral if it favors the German cause, but the pro-Allied reader sees no neutrality in anything which does not favor the Allies. "The fact is," says the Herald, "the average reader has a warped idea of what constitutes neutrality in the press. Neutrality does not mean that we should not print pro and con statements by responsible persons, especially the opinion of thinkers who know what they are talking about. That is educative. A pro-Allied man should be glad to read the statements of pro-German thinkers, and vice versa. He may not change his opinion, but he will become more tolerant of the views of others and realize they are not all lunatics."

"ABOVE BOARD CIRCULATIONS"

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

Table listing newspapers by state/region: ARIZONA, CALIFORNIA, GEORGIA, ILLINOIS, IOWA, LOUISIANA, MARYLAND, MICHIGAN, MINNESOTA, MISSOURI, MONTANA, NEW JERSEY, NEW YORK, OHIO, PENNSYLVANIA, SOUTH CAROLINA, TENNESSEE, TEXAS, WASHINGTON, WISCONSIN, WYOMING, CANADA, BRITISH COLUMBIA, ONTARIO. Includes circulation figures and publication details.

ROLL OF HONOR

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

Table listing newspapers under 'ROLL OF HONOR': ILLINOIS (POLISH DAILY ZGODA, SKANDINAVEN), INDIANA (THE AVE MARIA), NEBRASKA (FREIE PRESSE), NEW YORK (EVENING NEWS, BOLLETTINO DELLA SERA), PENNSYLVANIA (TIMES), QUEBEC (LA PRESSE).

The first paper mill to make paper out of cornstalks is soon to be built at Bloomington, Ill. It is being backed by local capital and is so far perfected that it is expected that this new industry will furnish a serious competitor to the wood pulp industry. It seems that a very good grade of book and magazine paper can be made from corn stalks, which can be purchased at \$5 a ton.

New Orleans States advertisement: 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. THE S. C. BECKWITH SPECIAL AGENCY. Sole Foreign Representatives: New York, Chicago, St. Louis.

AD FIELD PERSONALS.

H. J. F. Berkeley, for the past few years business manager of the Sacramento Union, has resigned to open an independent advertising service in Sacramento. A score of men associated with him on the Union staff presented him with a gold watch chain with cigar cutter and Masonic pendant. Berkeley was overcome with emotion but was able to feebly respond to the presentation speech of Harry Speas.

Lee Anderson, advertising manager of the Chalmers Motor Company, and president of the Affiliated Advertising Clubs of Buffalo, Cleveland, Detroit and Rochester, will, on January 1, become advertising manager of the Hupp Motor Car Company, succeeding Frank J. Mooney, who has resigned.

A. O. Rees, advertising manager of the Salt Lake City (Utah) News, has a new boarder at his home. It's a boy, the fourth son, and was born December 15.

G. Logan Payne Co. has been appointed general foreign advertising representatives of the Detroit Saturday Night, effective January 1, 1915.

In the future Bryant Griffin and Fredericks will represent the Canton (Ohio) News in the New York, Chicago and Boston territory. La Costa and Maxwell have heretofore been the representatives.

The New Haven (Conn.) Times-Leader will be represented in the foreign field by Bryant, Griffin and Fredericks, instead of the S. C. Beckwith Co.

A. B. C. Ruling

The Board of Control of the Audit Bureau of Circulations has issued a bulletin, in which it is brought out that, in republishing A. B. C. reports, they must be published in their entirety, and not merely extracts.

This is strictly provided for in the constitution and by living up to it publishers will prove their desire to live up to the letter and spirit of the report, while by cutting parts of it they will indicate their desire to hide part of the truth, which, of course, will create a spirit of doubt as to the honesty of purpose of the publisher.

Inasmuch as A. B. C. reports are intended to be the final word on circulation they should be given in their entirety in every instance.

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.

LIVE AD CLUBS.

The Buffalo (N. Y.) Ad Club had a holiday party in the basement of the Lafayette Hotel on December 30. The nature of the festivities were wrapped in mystery, and there were surprises a-plenty.

The Phoenix (Ariz.) Ad Club staged a lecture on "Truth in Advertising" at the Lion Theater December 18 and over three hundred people listened to a scathing expose of fictitious, misleading and fraudulent advertising. This is the kind of work that really counts.

State Senator William E. Brown, of California, has put it up to the Advertising Club of Los Angeles to draw up a bill legislating against dishonest advertising and saying that he will father such a bill at the coming session of the legislature. He says there will be no trouble in having it passed. The Ad Club has appointed the committee and it is likely the bill will go through.

Golf Tournament.

The tournament committee of the Winter Golf League of Advertising Interests, of which William C. Freeman, of the Englewood Country Club, is chairman, has arranged an elaborate program for its annual tournament, which is to be held at Pinehurst, N. C., starting with a kickers' handicap on Saturday, January 9. A men's foursome on the following Monday, and on the following day, Tuesday, the qualification round for the main tournament will start. Prizes have been offered for seven sixteens. On Thursday there will be what is known as the "down and out" tournament, for those who have been put out in each division. On Saturday there will be the usual handicap event, for which there will be four prizes. There will also be a putting contest during the week, besides a tournament for the women guests, a mixed foursome event and a putting contest for women.

The most interesting event of the tournament, however, promises to be in the inter-city team match, between representative teams of New York, Washington, Baltimore, Philadelphia, Boston, Pittsburgh and Chicago. There will be sixty prizes competed for in all.

Among those who will in all probability represent New York are L. A. Hamilton, Z. T. Miller, W. W. Manning, J. J. Hazen, W. H. Childs, W. E. Conklyn, W. C. Freeman, A. W. Erickson, John H. Hawley, W. M. Ostrander, A. S. Higgins, Frank Presbrey, H. R. Mallinson, F. J. Rose, F. H. Sisson, C. A. Speakman, Marshall Whitlatch, H. B. O'Brien and C. W. Harman.

CANADIAN PAPERS FIGHT HIM.

Henri Bourassa, Himaelf a Journalist, Draws Fire of Many Editors.

An Ottawa, Can., dispatch to the New York Sun says that the most talked of and best hated man within the Canadian confederation today is Henri Bourassa, Journalist, pamphleteer, politician and leader of the Nationalists in the Province of Quebec. From the Atlantic to the Pacific Canadian editors have dipped their pens in gall to assail him for his outspoken criticisms of Sir Edward Grey, the British Foreign Secretary; his attitude toward recruiting in Canada and especially in Quebec, and his conception of Canada's duty at the present hour. Less than a month ago the Montreal Canadian Club decided to expel him from its membership, the Political Science Club of Queens University canceled a lecture which he had consented to give them, and the other night he faced a mob of citizens in the capital itself who refused to hear him state his views.

Henri Bourassa is a grandson of Louis T. Papineau, who fought in 1837 for Canadian self-government. He opposed Canada's participation in the Boer war and now declares his intention to fight to the last ditch any attempts that are made to make Canada assume new burdens and obligations, unless these are accompanied by an increase of Canadian influence within the empire. It is upon this principle that he is not disposed to be enthusiastic over Canada's participation in the present war.

There are many in Canada who believe that the goal which Mr. Bourassa aims at is the complete severance of the tie which binds the Dominion to the Motherland. There is nothing of a definite or concrete character, however, in the writings or speeches of the Nationalist leader to warrant such an assumption.

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

WHOLESALE DEALERS IN

NEWSPAPERS AND PERIODICALS

TRIBUNE BUILDING NEW YORK CITY

Telephone 3584 Beekman

Distributing Specialists Daily Weekly Monthly Newspapers Periodicals

Circulation Builders Bill Posting Advertising Display Periodical Promotion

Publisher's Representatives

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

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

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

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

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

CARPENTER-SCHEERER COMPANY
Fifth Ave. Bldg., New York.
People's Gas Bldg., Chicago.

CONE, LORENZEN & WOOD-MAN
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 PUB. CO.
21 Warren St., New York.
Tel. Barclay 7095.

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

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

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

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

GUENTHER-BRADFORD & CO.
Chicago, Ill.

THE 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.

DUPLEX PRINTING PRESS CO.

BATTLE CREEK, MICHIGAN

Our Metropolitan 32-page *Tubular Plate Press* will soon be in operation in the pressroom of the DETROIT TIMES.

This press, using four-page-wide rolls of paper, marks a new era in printing press efficiency.

The only 32-page newspaper press ever built that will print, in addition to the usual products, 18-22-26 and 30 page papers without half-speed mechanism.

The only 32-page press ever built that prints, at full speed, above sixteen pages. Every product at *full speed in steps of two pages*, up to full capacity.

The Tubular Plate Press is no experiment; it is a proven and tried success. Talk to the man who owns or operates one.

Our efforts have been directed to doing away with the making of unnecessary stereotype plates, and the press that gives the same results with half the number of plates, is surely worthy of your consideration.

Every publisher in this country today, printing newspapers on a press using semi-cylindrical plates, is casting each day just twice as many plates as he actually requires. Extra plates, of necessity, require expensive machinery for automatically finishing and cooling them.

It is *not economy* to cast twice as many plates as required and then buy special machinery for finishing them. It *is economy* to buy a simple and efficient Duplex Tubular Press, using only half the number of plates of any other, and giving the same product.

Is not elimination and *simplicity* better than duplication and *complexity*?

I. L. STONE, Chairman of the Board.

ROBERT HOE, President.

New York Office: World Building, Telephone, 5356 Beekman.

