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10 Cents a Copy

CHICAGO PAPER FAILS.

LIVE TOPICS OF THE NEWS-PAPER AND ADVERTISING FIELDS OF THE LAKE CITY.

Saturday Telegraph Goes to the Wall With Liabilities of \$15,000—Tribune's War Pictures to Be Shown in the Theaters—Sidney M. Weil Files a Petition in Bankruptcy—Journalists in Mayoralty Campaign.

(Special Correspondence.)

CHICAGO, Jan. 27.—Owing to the excellence of Chicago's daily and Sunday papers it is exceedingly difficult to establish and carry to success a new Saturday or Sunday weekly. Several ambitious publishers have in recent years made the attempt but the most of them have failed. The last of these publications to go to the wall is the Saturday Telegraph, conducted by Jack Lait and Tom Bourke. The liabilities are placed at about \$15,000 and the assets at \$1,000. Lait withdrew from the paper last August. The Central Trust Co. is the receiver.

It is suggested that the Daily News' one line ad scheme would be more useful if that paper's style did not compel the use of capitals for the line, thus materially reducing the number of letters that can be gotten into it. If only the first one or two words had to be in caps it would help. Until recently most papers began their small ads with a two line cap and thus had to run two line ads. As this has been largely changed to suit the linotype the use of caps for the first line may also be changed where it is sought to get as many words as possible in the line.

FAKE SOLICITOR WANTED.

The Daily News is seeking a fake advertising solicitor who is accused of trying to secure ads at a low rate without the paper's authority.

Donald C. Thompson, the war photographer from Kansas, who made a reputation as a venturesome and expert artist, is here on a short vacation. He brought back what are said to be the only official films showing German officials and troops in action. They were taken for the German government and have only been shown in Germany. They are to be exhibited hereabouts under the Tribune's auspices.

The local newspaper employes are taking considerable interest in the current mayoralty campaign. A newspaper employes' Sweitzer Club has been organized to help push the candidacy of County Clerk Sweitzer.

PERSONAL ITEMS.

Charles M. Lemperly, advertising manager of the Sherwin-Williams Co., delivered an address on "Some Things that Build an Organization" before the Executives' Club Friday.

By invitation of the Press Club Prof. Henry C. Bell, agronomist, delivered a lecture on "Science and the Soil" at the club on Friday evening.

Miss Mary Synon, the press and story writer, spoke on the "Short Story" before a class in story writing at the Chicago Woman's Club last week Thursday.

Sidney M. Weil, an advertising solicitor, has filed a petition in bankruptcy with assets of \$58,369 and liabilities, \$49,245.

Mrs. Edith Brown Kirkwood, who was

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JAMES M. THOMSON.

PUBLISHER OF THE NEW ORLEANS ITEM WHO WILL MARRY MISS GENEVIEVE CLARK, DAUGHTER OF SPEAKER CHAMP CLARK.

TRANS-CONTINENTAL 'PHONE.

Dr. Alexander G. Bell Talks to His Assistant Across Continent.

The initial telephone conversation between New York and San Francisco was held between Dr. Alexander Graham Bell, at 15 Dey street, and Thomas W. Watson, in the latter city, January 25.

Doctor Bell invented the telephone in 1875 and Mr. Watson was his assistant. His initial trans-continental conversation was spoken into the identical instrument he used in the first trial in 1875, when the distance was merely across the room.

The line will be in regular operation about March 1 and the rate is to be \$20.75 for the first three minutes and \$6.75 for each additional minute.

The wire used extends from New York to Pittsburgh, Chicago, Omaha, Denver, Salt Lake City and San Francisco, a total distance of 3,370 miles.

RECEIVER FOR AD SCHEME.

U. S. Court Acts on American Business Men's Association.

The American Business Men's Association, believed to have cashed in an advertising scheme for about \$80,000 in the last six months, has been declared a bankrupt and a receiver has been appointed by the United States court in Cleveland, O. No officer of the firm has been found, although the various credit men's associations are keeping a sharp lookout all over the country.

The association sold "redeeming station" franchises in Ohio for \$100 and in Indiana for \$125, although the same franchise was sold in Kansas for \$150. Representatives of the Kansas City Credit Men's Association examined the papers and letters left in the Rialto Building offices by E. W. Loewenberg, when he disappeared the day before Christmas.

BILLY SUNDAY NEWS.

PHILADELPHIA CITY EDITORS REGARD EVANGELIST AS AN EXTRAORDINARY MAN.

Ledger and North American give the Meetings Five Columns a Day—Names of Reporters Who Are Covering the Services—Spurgeon Now in Harness—Och Received a Year's Salary When He Resigned.

(Special Correspondence.)

PHILADELPHIA, Jan. 26.—Billy Sunday, now on the fourth lap of his nine weeks' engagement, is still absorbing the lion's share of space in all the local papers, putting even war information into second place. Quite apart from the personal approval which some of the distinguished leaders in Philadelphia newspaperdom are giving to his propaganda, the city editors, one and all, regard the matter in the light of pure news, "and one of the biggest pieces of news ever handled," as one of the best of them says. "When a single man can interest a whole community to the tune of 30,000 to 50,000 persons a day, and keep it up for a month in constantly increasing ratio, the fact viewed quite apart from any religious significance or bias is so extraordinary as to fully justify every stick of copy which has been used. Teddy Roosevelt, who has been and still is one of the best drawing cards in the country, could not do it."

HANDLING THE STORY.

The campaign has been handled like any other big and continuing story, with at least four men on duty daily, covering the field from inside the Tabernacle, from outside, and special viewpoints, with repeated change of assignments so that no man goes stale on his job. On the Ledger, which disputes with its old rival, the North American, first honors for space accorded, and gripping sustained interest stories, there is a "first line of reserves" which gives way after a bit to a "second line," and fresh blood is frequently introduced, to keep the treatment of the theme as vital as Sunday himself. Plenty of room is also being given to the Unitarians and other controversialists, who furnish that contrast of opinion which is the spice of life.

THOSE WHO DID IT.

Among the Ledger men who are covering the story under the direction of Charles K. Weston, city editor, are F. F. W. Norcross, religious editor, who does "The Sawdust Trail" and incidents, and A. R. Stanley, who has been writing leads. The Ledger carries on the average ten columns a day and the North American, which began by running three pages daily, has cooled down a bit, and is now about paralleling the steady gait of the Ledger. On the North American, Hugh Sutherland, whose general editorials are always marvels of direct, forceful, emotional penmanship, has written more than one striking screed, and W. Carl Sprout, religious editor; H. T. Mitchell, recently of Pittsburgh, and E. K. Mead, who came here not long ago from the New York Tribune, have borne the brunt of the continuous performance. None of the newspaper men have yet "hit the trail," but Sunday says he will "get" them before he is done.

John J. Spurgeon, new executive editor of the Public Ledger, walked into the office quietly on Monday without any fuss or flourish. The force was mighty glad to see him but all they said was, "Well, hello, old man. So you're

LIBRARY, OHIO STATE UNIVERSITY.

here at last. We've been looking for you."

The bees of rumor are still buzzing persistently about the future intentions of George W. Ochs, and his possible purchase of a local paper, but no announcement is yet forthcoming. En passant, one story says that he received a full year's salary in advance when he left the Ledger.

Frederick Hoppin Howland, of the editorial staff of the Press, is reported suffering from a nervous breakdown and is confined to his bed. He is said to have collapsed at the beginning of an editorial council, and E. W. Townsend himself, accompanied him to his home. Mr. Howland, who is about 45 years old, was a war correspondent of the London Mail and other papers during the Boer War, and received Her Majesty's service medal. He was for some time connected with the Providence Journal and was editor and part owner of the Providence Tribune. He has also written a book, "The Chase of De Wet."

PERSONALS ABOUT THE LIVE ONES.

Allan R. Eckman, assistant city editor of the Evening Ledger, is now the proud father of Allan Eckman, Jr., who opened his eyes to the possibilities of a newspaper career on January 18.

Mrs. Grace F. Pennypacker, editor of the school page of the Record, attended the inauguration of Governor Brumbaugh at Harrisburg with her husband, James L. Pennypacker, who is a brother of ex-Governor Pennypacker. The two families are old-time friends.

Miss Elizabeth Thompson, who has been a popular member of the business staff of the Ledger for ten years has been promoted to the charge of the Household Registry Bureau.

Irvin S. Cobb, who was at the front as special correspondent for the Saturday Evening Post, on Tuesday evening repeated the lecture at the Academy of Music, which he gave recently in the Waldorf-Astoria ballroom in New York on his experiences in the war zone. Mr. Cobb's lecture, which was illustrated with moving pictures, will be given in all the large cities in the country.

A. B. Clark, editor of "Cracks," a four-page local weekly, which waged a determined if somewhat crude warfare against medical fads and domination, died recently and his funeral was quite as unique as his paper, with its cartoons and frequent—and frequently scurrilous—verse. Some of his rhymes were read by Clement H. Congdon, of the Philadelphia News Service, including one on putting up for the night "At the Sign of the Stone." Clark's favorite, "My Old Kentucky Home," was sung, and Congdon read the poem by Frank L. Stanton beginning, "Let him be, for he's a Dreamer." The paper will probably now be discontinued, as the owner supplied most of the copy and was never so happy as when he was thinking out some new attack on "doctorcusses" to be printed with an illustration of a tombstone or a skull and crossbones.

F. F. Forbes, of the editorial staff of the North American, has been made managing editor, Hugh Sutherland being promoted to the post of associate editor—in other words right hand man to E. Van Valkenburgh, editor in chief and owner.

John P. Dwyer, managing editor of the Record, spoke on the advantages of newspaper publicity, at a meeting of the Democratic editors and publishers of New Jersey at Trenton last week. The editors agreed that "the partisan press" represented things altogether too much from their own standpoint and that it behooved the Democratic organs to conduct a steady propaganda for the information of the public, in order that President Wilson might be properly supported when the second term question arose.

Judge James A. Collins, of the criminal court of Indianapolis, Ind., on Jan. 15, fined Robert Shulman, manager of the London Raincoat Shop, \$50 and costs, finding that Shulman violated the provisions of the false advertising law. The Shulman case was prosecuted by the attorney for the vigilance committee of the Chamber of Commerce.

TRADE PRESS ON COPY.

C. G. Phillips Tells What the Special Service Department Should Do—Importance of Studying the Advertiser's Business Before Writing a Line—Merle Sidiner Talks of Co-operation in Uplifting the Business.

The second largest meeting in the history of the New York Trade Press Association marked the beginning of its new year under the presidency of W. H. Ukers. It was held at the Hardware Club, Friday evening, January 22, 143 persons attending, the general subject being "Copy."

Speaking to the topic, "Copy Service in Swaddling Clothes," Charles G. Phillips, president of the corporation that publishes the Dry Goods Economist, described the early days of the special service idea of which he was the originator. Mr. Phillips declared that no publisher can afford to omit a special service department from his organization, and emphasized particularly the point that its purpose is not ad writing only. In every line of production, new uses, new applications and new adaptations are possible right along, and it is the duty of special service to find these. Its function comprises criticism, education and strategy mixed with knowledge and common sense.

Special service discovered that buyers are weary, puzzled and burdened with cares of all sorts. It has lifted many of these burdens and pointed out the road to profit. It often advises against spending a cent for one, two, or three years for advertising until all obstacles have been removed.

MR. PHILLIPS' EXPERIENCE.

Of the early history of special service Mr. Phillips related his experience with A. A. Vantine & Co., whose product he put into 600 stores within six months by a plan to install Japanese pagodas for the display of their merchandise. By a campaign on the Puritan pin for the American Pin Company he demonstrated to the department stores of the entire country that their notions department should be divided into three distinct departments, and his idea was adopted and remains in practice.

According to James Mackay, head of the service department of the Dry Goods Economist, the fault of most advertising solicitors is that they first secure an advertiser's signature to a contract and then endeavor to write pulling copy after a superficial study of his business. The method should be to first ascertain the cause of the business' "sickness" and then to prescribe the medicine. No publication, he said, can afford to tie up with failures. Properly viewed, special service means delving into many things which the average publisher thinks are out of his province altogether.

THE NEED OF THE HOUR.

An eloquent address on "Copy Without Benzoate of Buncombe" was made by Merle Sidiner, chairman of the National Vigilance Committee of the Associated Advertising Clubs of the World. He said in part:

"The spirit of co-operation is abroad in the land, and we men who are interested in the great business force known as advertising are finding that by co-operation we can more quickly advance our individual interests.

"In the first place we are all interested in truth. We know there are those who are perverting advertising and are using it dishonestly. We all recognize the fact that every lie that is told in advertising weakens the whole advertising structure.

"You men engaged in the publication of trade papers are affected by the dishonest advertising which appears in the newspapers. It is not sufficient, therefore, that you shall set your own house in order. It is absolutely imperative that you shall go forth and help your neighbor to set his house in order. You realize that there are many so-called trade papers which are a reflection on your chosen field. There are those that continue to misrepresent as to their circulation. There are those that carry dishonest advertising. There are those that have a low standard of editorial matter.

You know that all of these hurt your own publications. One rotten apple will contaminate the whole barrel.

VIGILANCE COMMITTEE WORK.

"It was because of the recognition of the fact that public confidence in advertising was being undermined that the Associated Advertising Clubs decided three years ago that a committee should be created which would have for its sole purpose the counteracting of the influence which was destroying confidence in advertising.

"Following the national convention of the Associated Clubs in Dallas in 1912, George W. Coleman, of Boston, appointed the National Vigilance Committee with Harry D. Robbins of New York as chairman.

"At that time there were laws in three States against fraudulent advertising. During the following year ten new laws were enacted, and since that time the number has been increased to twenty. At this time similar laws are under consideration in the legislatures of about ten other States.

"Long before the Associated Clubs took up the fight against fraudulent advertising, other organizations and individuals had been at work. Your own association, for instance, has been opposing misleading advertising for a number of years.

"We must agitate and we must educate. We must even prosecute when all other methods prove futile. In most instances we have found that moral suasion will accomplish more than force. But incidentally let me say that moral suasion seems to be very much more powerful where there is a strong law on the statute books against dishonest advertising.

WORKING FOR THE COMMON GOOD.

"We now know that there is good in every department of advertising. No longer do the newspaper solicitors declare that money is wasted when placed in the magazines, nor do the magazine men assert that it is a dead loss to spend money with the trade press. Modern advertising needs every legitimate avenue for reaching the public. All of us engaged in advertising have a common interest. All of us are finding that we advance more rapidly as individuals when we march shoulder to shoulder with the men in the other lines of advertising."

Fred W. Schultz, middle western manager of the Engineering Record, speaking to the subject, "Service Work Pries 'Em Loose," declared that pretended service is ruined by raw or half-baked ideas. Formerly a man was sold copy instead of advertising, but copy is not advertising any more than a prayer book is religion. The day of selling copy has passed. It used to be believed that immediate, direct inquiries were the true criterion of success, neglecting that greater force which is real success, namely, public success. With respect to the vigilance work now going on, he expressed the opinion that the greatest result will be obtained when national advertisers refuse to use space in publications whose columns are not clean.

HINMAN'S SLAYER CONVICTED.

Perkins Found Guilty of Manslaughter and Sentenced to Three Years in Prison.

George B. Perkins, who killed F. W. Hinman, business manager of the Florida Times-Union of Jacksonville, on the steamship Mohawk last November, was found guilty of manslaughter by a jury in the Federal Court at Columbia S. C., January 21.

Judge Smith sentenced him to three years in the Atlanta penitentiary, the maximum penalty.

Counsel for Perkins announced they would appeal to the United States Court of Appeals.

Ad League's New Members.

The Advertising Men's League of New York has added thirty-eight new members to its list. Among them are Robert E. Livingston, of the Consolidated Gas Co.; Howard Davis, of the New York American, and William L. Roberts, of Advertising and Selling.

CULTIVATING HOME SPIRIT.

El Paso Holds a "Made in El Paso" Exhibit That Creates Great Interest in Home Products.

Lessons in community reciprocity were learned, economic problems were solved, trade was stimulated and public progress given an onward spurt by means of the "Made in El Paso" exhibit which was held in that Texas city during the week of January 11 to an extent that surpassed the most sanguine hopes of the committee of business men who planned and executed the affair.

Not only was the public informed of the different classes and kinds of articles made in El Paso, their price, uses, name of manufacturer, etc., but great interest was aroused in the idea of giving the preference wherever possible to the article "made at home," of "helping the man who helps you," the concern that by its payroll, its taxes and general contributions to the city's prosperity assists in the upbuilding of the community.

The housewives got into the game. Within a few days grocers began to receive calls for "Made in El Paso" brooms, flour, canned goods, etc., whereas no inquiry from the housewife had ever come before as to where the article came from. A number of local firms reported within less than a week that their sales for local consumption had more than doubled.

The exhibit was held in the show windows and arcade of the White House Department store and in booths erected in the street fronting the store. A total of 65 exhibits was shown, ranging from machinery, ores and smelter products, brick, lumber, and building material, to photographs and hand painted china. Many firms expended amounts as high as \$200 in producing attractive, specially made exhibits, several showing the process of manufacture and erecting temporary machinery for the purpose, with workmen in charge. It is estimated that not less than \$2,000 worth of orders for goods was taken on the ground or resulted immediately from the displays. Scores of kinds of goods made in El Paso were placed before the public that had formerly been unknown to any extent.

Less than thirty days was taken in arranging for the exhibition and its entire cost, outside of the expenditure by exhibitors in getting up and maintaining their displays, was less than \$1,500. It is estimated that fully 75,000 persons visited the exhibition.

CHICAGO PAPER FAILS.

(Concluded from front page.)

until Saturday, January 16, the Tribune's society editor, was married on Thursday of last week at her home in Riverside to William P. Kirkwood, an editor at the College of Agriculture of the University of Minnesota. Mr. Kirkwood is a cousin of the late Rev. Samuel K. Kirkwood, of Seattle, her former husband who died. Mrs. Kirkwood, who had been on the old Chronicle and Record-Herald, returned to Chicago with a young son and became connected with the Tribune seven years ago.

Arnold Joerns, chairman of the educational division Advertising Association of Chicago, addressed a class in advertising and merchandising last week at the Lane Technical High School.

Friends of Samuel S. Sherman, late business manager of the Inter Ocean, gave him a farewell luncheon at the Press Club last week previous to his departure for Denver to become general manager of J. C. Shaffer's papers, the Times and News. A token in the shape of a silver desk clock was presented to him to keep Chicago's memory green.

A daughter was born last week to Virginia Brooks Washburne, wife of Charles S. Washburne, a local newspaper man. Mrs. Washburne has been known as the Joan of Arc of West Hammond, Ind. It is said the coming of the child prevented her mother from filling contracts for lectures amounting to \$15,000 that had been offered her.

NEWSPAPER PICTURES.

Art Director Frank C. Drake of the New York World Gives Entertaining Talk on Illustrating and Its Development.

Frank C. Drake, art director of the New York World, lectured in Wadleigh High School, New York City auditorium a few days ago by invitation of the Board of Education, on "The Development of Newspaper Illustration." After tracing in an interesting and exhaustive manner the progress to present day methods, and the improvement since the swift camera supplanted the artist's pencil in getting news pictures. Mr. Drake proceeded to show "a crooked editor can lie with a photograph as easily as he can lie with the printed type." He cited numerous recent instances of deliberate faking of this sort, and then said:

"This kind of thing is not enterprise; it is not journalism; it is plain, simple fraud. And not only that: it is a constant menace to the good repute of every man and woman whose name happens to resemble that of any scandalous person who may chance to figure in the news of the day. You may wake up some morning to find a picture of your own sister published broadcast as a likeness of a blackmailing adventures.

PHOTOGRAPHERS HAVE TRIALS.

Of the necessary qualifications and of the hard work of newspaper photographers, Mr. Drake said in part:

"The man who goes out after news pictures, whether he is an artist or a photographer, must possess keen intelligence. He must perceive at once without having to ask the reporter about it, why certain pictures are indispensable to illustrate the story and why others, though perhaps even harder to get, are not so necessary. His mind must grasp unerringly the comparative value of this picture and that. And above all things, he must possess unlimited audacity—nerve, gall, brass, cheek, impudence—whatever you care to call it—or he will be a second rater.

"And besides this gift of audacity there must be downright physical courage of a high order. There are steeplejacks to be photographed at close range, third rails to take chances with, murderous neighborhoods to be invaded on dark nights, fire pictures with falling walls to be snapped, flood pictures to be made from flimsy rowboats amid swirling timbers—no end of this sort of excitement. And if you are going to be a really first class news photographer you've got to supplement all that with a thorough knowledge of sports. If you are sent to a baseball game you are expected to foresee at just what base an important play is likely to be made and to be there with your camera when it is made. And you've got to keep up with the new football rules and understand polo and soccer and curling and tennis, and you've got to have the constitution of a mule, so that you can stand hardship and stay out for hours in all kinds of weather and be frozen and melted and soaked with rain and go without sleep and still come up smiling with a bunch of nice, snappy negatives for next day's paper."

DEMAND FOR PICTURES GROWS.

After urging hard study of drawing upon all would-be illustrators, Mr. Drake continued:

"Newspaper illustration will not stand still any more than anything else stands still. It will go forward. Every sign points to the establishment at no distant date of newspapers whose illustrations will not be merely incidental to the news, as they are to-day, but in which the pictures will be the principal and distinguishing feature. London has done it with The Sketch, The Mirror and the Daily Graphic. And New York will follow suit as sure as there is progress left in the newspaper world. The Times has already launched a mid-week edition along the lines I refer to and its popularity is unquestioned.

And I look to the time when there will be a profusely illustrated newspaper published every day in the week—probably an evening paper with a Sunday edition. Perhaps it will begin as only a three times-a-week affair, but that will not be the end. And in this paper the artist will come into his own again as a depicter of the people and events in the news. The artist is the man who will make the truth interesting. The camera has no imagination and no brains."

EDITOR AND PAPER FINED.

Cochran, of Toledo News-Bee, Must Pay \$200 and the Paper \$7,500 for Contempt.

(Special Correspondence.)

TOLEDO, Jan. 26.—Federal Judge Killits, in the case of contempt of court filed by himself against the Toledo Newspaper Company and N. D. Cochran, editor of the Toledo News-Bee, imposed a fine of \$7,500 and cost against the company and a fine of \$200 against Editor Cochran.

The contempt charge grew out of news articles and editorials printed in the News-Bee during the pendency in Federal court of a case involving a proposed ordinance providing 3-cent all-day fare on the lines of the Toledo Railways & Light Company.

The court explained the heavy fines by saying that the last financial statement of the paper showed it to be in a prosperous condition. The court gave the newspaper until March 15 and the editor until April 15 to pay the fines. Motions for arrest of judgment and new trial were immediately filed by the defendants.

In the decision Judge Killits said the constitutional rights of a free press and of free speech are not adversely affected by summary contempt proceedings. Newspapers, he said, are not immune any more than individuals.

The court maintained that it is not necessary in such proceedings to show that the publications had influence on the matters pending in court or on the court; that it was sufficient to show intent, and if that intent was disclaimed under oath the publishers might still be responsible for the effect.

The newspapers, the court said, have an unquestioned right to comment on the courts, but not to the extent of obstructing the course of justice. He believed that the courts should keep close to the people through publicity, but did not consider that the News-Bee had shown itself a promising medium for such publicity.

Grounds were not wanting, the court said, for the belief that the interest of the News-Bee in the people was commercial rather than patriotic and that certain of its publications were designed to stimulate an interest in public matters which would increase its circulation.

BRISBANE IN CALIFORNIA.

Hopes to Escape an Operation for Abscess at Mr. Hearst's Ranch.

Arthur Brisbane, editor of the New York Evening Journal, has gone to California to spend a few weeks at William R. Hearst's ranch, where he hopes to regain his health. Mr. Brisbane was taken ill several weeks ago while on his way to Atlanta. On his arrival at that city he was taken to a hospital where the physicians, after making a thorough examination of the patient, recommended an immediate operation for appendicitis. When his family physician arrived from New York he announced that an operation was unnecessary. Later it was found that Mr. Brisbane's illness was due to an abscess on the duodenum.

On his return to New York, his condition was such that Mr. Brisbane decided to go to Rochester, Minn., and have an operation performed by the Mayo brothers. On the way out he stopped off in Chicago and consulted Dr. J. B. Murphy, who believed the trouble could be overcome without resorting to an operation. This decision led the editor to change his plans.

GOING TO THE WAR ZONE.

John L. Balderston, of New York, Will Represent Several Newspapers at the Front.

John Lloyd Balderston, an American newspaper man, is going over to the war zone next month because he thinks there are too many war correspondents and journalists in the field and not enough reporters. He adds that he's going after news that will interest American readers, going after it in the same way that he would tackle a police story at home, and that he will not wear



JOHN LLOYD BALDERSTON.

a wrist watch, cable descriptions of what he ate for breakfast, patronize the generals, and try to run the war.

Mr. Balderston comes from an old Philadelphia Quaker family, has put in nine of his twenty-six years at newspaper work of all sorts, and found time to go through college out of office hours. A number of leading newspapers have agreed to run his stuff, and he is going over armed with a gripfull of letters from persons in high station which are likely to help him in his announced determination to dig up some interviews and special stories "that will keep warm while coming across in the mails, like a thermos bottle, you know."

For the past four years Mr. Balderston has been New York correspondent of the Philadelphia Record, with headquarters in the Pulitzer Building. The Record has granted him an extensive leave of absence. His New York friends will not be surprised at his announced departure, for ever since the present unpleasantness started he has kept that part of his office not absolutely required for other work chuck full of maps, running around over half a dozen tables and likewise full of little pins. Visitors to Mr. Balderston's office around the dead lines report that more than one war expert on Park Row, stuck with a fresh war bulletin, has surreptitiously called him up to find out what it really signified.

"One of my pet schemes," Mr. Balderston said, "is to land local stories for my various papers. That stuff, which would go great back home, is just lying around over there under the feet of those war correspondents, whose backs are too stiff to stoop and pick it up. There isn't a city of any size in America that hasn't sent doctors, nurses, and, of course soldiers, into this war. An American reporter now in London whom I know, and another one in Paris, will cover those towns for me when I'm lucky enough to be anywhere near the front, and there's going to be some leg work done, no matter how much it hurts the feelings of the resident journalists."

Mr. Balderston expects to visit Ireland, England, France, Belgium and Germany. The other war countries he says he will let alone because mails from them are terribly delayed, and prompt mail service is essential for his work.

COLORADO EDITORS IN SESSION.

They Decide to Work for the Passage of the Envelope Bill in Congress.

(Special Correspondence.)

DENVER, Jan. 18.—The annual mid-winter convention of the Colorado Editorial Association was held at the Albany Hotel, Denver, on Monday, January 11, one of the most important matters for consideration being the bill now before Congress that provides for doing away with the printing of government stamped envelopes with the business card of individuals, by the Postoffice Department, at a price very much lower than any commercial printer would be willing to do the work.

The passage of a bill of this kind has been agitated for some time, and Colorado editors, publishers and printers are now taking a lively interest in the matter. George E. Hosmer, formerly Commissioner of Printing of Colorado, made a report on the status of the bill and urged that every member take the matter up personally with the Congressmen from his district. This was favorably received and Colorado Congressmen are presumably being deluged with mail on the subject. The Denver Graphic Trades Club is also active in securing the support of Colorado members for the bill.

The question of a campaign to reduce the passenger rates on railroads in Colorado was also discussed at length, the proposed plan being to secure a rate of 2½ cents per mile in place of 3 cents in sections of the State in the plains country and a reduction from 6 cents to 3 or 4 cents in the mountainous parts of the State. The plan met with approval until it was shown that a special fund of several thousand dollars would be required in order to proceed with a reasonable degree of success in sight and it was then decided to take no action at this time.

New officers were elected for the ensuing year, Charles Leckenby of the Steamboat Springs Pilot, being elected president and Alva Swain of the Pueblo Chieftain, secretary.

The Colorado association shows a healthy growth, having a membership of 313 out of a possible 422 editors and others eligible to membership in the State. The annual meeting is always an important gathering. Following the business session the delegates were entertained by the Pioneer Printers' Society of Denver, an organization of old-time printers, many of whom have become prominent in other lines since their experience in the printing trade.

PRESS CONGRESS DELEGATES.

Governor of Ohio Names Five Ohio Editors to Represent the State.

(Special Correspondence.)

COLUMBUS, O., Jan. 30.—In response to a request from Walter Williams, director of the International Press Congress to be held during the Panama-Pacific Exposition at San Francisco, July 5 to 10, inclusive, Governor Willis has appointed the following five newspaper men of Ohio to act as delegates to this congress: T. A. Robertson, managing editor Cleveland Leader-News, Cleveland; W. G. Vorpe, night editor Cleveland Plain Dealer, Cleveland; Merritt C. Spidel, publisher Piqua Call, Piqua; E. G. Burkman, publisher Dayton Journal, Dayton; John M. Kaiser, publisher, Marietta Leader, Marietta.

Delegates to the congress have been invited from every State, national and international press association in the United States as well as from societies, associations and institutes of Journalism in foreign lands. Many such organizations have already appointed delegates.

In addition to the delegates chosen by the various organizations, the Governor of each State has been asked to appoint five delegates to this meeting.

Sidney M. Weil, 4627 Magnolia avenue, Chicago, Ill., an advertising solicitor, filed a voluntary petition in bankruptcy in the United States District Court Jan. 20. He scheduled liabilities of \$9,245.49 and assets of \$58,369.80.

ON NEWSPAPER MAKING

THE average small town newspaper publisher has a good opportunity to develop new business through the tendency of large advertisers to concentrate their campaigns in certain localities, or in a special number of towns and cities.

Intensive newspaper advertising campaigns have proven so profitable that many advertisers are now experimenting in the smaller towns. The object is to run a series of ads to increase sales and at the same time to show the dealers in the town that the advertiser is doing something for them.

For instance, a manufacturer of a food product, who has been using large space in the magazines, learns through a voluntary investigation made by the newspaper in that town that his sales are falling off. Perhaps he knew it in a way, but never realized how serious it was until the newspaper publisher told him what the dealers said about his product and why they were replacing it with other lines.

Any newspaper publisher can get plenty of new advertising by keeping his eyes open and making it his business to find out what products are selling and those that are not selling in his town.

The newspaper man can secure valuable data from every dealer in his town at a very small expense. Young men in school can be hired to do trade investigating after school hours and on Saturdays.

Take food products, for instance. The plan is to have an investigator call on the grocers and find out the names of products on which sales are falling off; find out why people are not buying, etc. Send this information to the manufacturer and you will find he will be most grateful for the information and will instantly do something to hold his own in your town.

Another source of interesting data is from the labor organization in your town. The manufacturer who advertises in your town does so because he has been convinced in some way that he can sell more goods through some advertising.

He is interested in learning how the labor in your town is paid and the buying power of the average family. From the secretaries of the various labor unions you can find out how many carpenters, plumbers, bricklayers, steamfitters, gasfitters, electrical workers, painters, roofers, laborers and other lines of industry are employed in your town.

Let the manufacturers know about the classes of people in your town who make good wages, and the scale of wages of each class. Good wages mean that people buy advertised goods, and when there are few idle men or low wage earners it means good business for advertisers.

These facts are of interest to every manufacturer who has something to sell. He wants to get in touch with prosperous towns and conduct campaigns which will bring maximum results at a minimum cost.

There is no man better equipped to co-operate with manufacturers than the average newspaper publisher. He can gather data for the manufacturer which the manufacturer is anxious to have. The newspaper man is right on the field to see that the campaign is carried out properly, and most important of all he can personally hook up a dealer campaign with the consumer campaign

in his newspaper. It is in his power to go to the dealers and make them really appreciate what the advertiser is doing to make more business for them.

NORTHCOTE.

OBITUARY NOTES.

CHARLES M. CARLIN, publisher and editor of the North End Gazette, Philadelphia, died at his home, 3620 North Sixth street, Philadelphia. Mr. Carlin was born in Kansas City, Mo. He lived in New York fifteen years, during which time he was associated with the New York Times.

GEORGE J. BRYAN, widely known as a publisher in New York and president of the University Society, Inc., at 44 East 23d street, died suddenly of heart disease January 23 in the Imperial Hotel. He was 62 years old.

JOHN JAY HARRISON, for many years secretary of the San Francisco (Cal.) Press Club, and formerly of the Philadelphia (Pa.) Ledger, who was a relative of former President Benjamin Harrison, died at Portland, Ore., last week.

EUGENE A. HALLER, for more than thirty years publisher of the Central Missourier, a German newspaper, died at Booneville, Mo., January 21. He was 66 years old, and before going to Booneville was employed on a St. Louis newspaper.

CHARLES E. WIGHT, for many years a well-known resident of Montana, prominent in the newspaper field and later engaged in politics and business outside of the grind of turning out "copy," died January 8 at a hospital at Butte after an illness of three weeks following an operation. Aged 55 years.

FREDERICK SQUIRE BROWN, for twenty years a member of the editorial staff of the New York World, died January 13 at the home of his sister, Miss Mary Ellen Brown, East 29th street, New York City, in his 62d year.

ABRAHAM E. SMITH, for many years one of the publishers of a newspaper in Rockford, Ill., and for the last fifteen years United States consul at Victoria, B. C., died at that place January 18 from pneumonia. He was 77 years old.

CLIFDEN WILD, one of the first men in Chicago to take up advertising as a serious occupation, died recently at the age of 62. For several years has been advertising manager of the International Harvester Co.

W. H. NOYES, publisher of the Sawyer County Gazette at Winters, Wis., was found dead in bed at an Eau Claire, Wis., hotel January 22. Death was caused by a stroke of apoplexy.

WILL MCKAY, former sporting editor of the Cleveland, O., Plain Dealer and later of the Leader, died January 23 of plural pneumonia, aged 39 years.

JOHN HOUSTON, editor of the Oscoda County Telegram, at Mio, Michigan, died Jan. 17 at Guelph, Ont., aged 69 years.

SIMEON DEWITT HUBBELL, owner and editor of the Santa Ynez, Cal., Argus, died Jan. 17, aged 78 years.

DARIUS R. CRAMPTON, 70, for 35 years editor and manager of the Monroe, Mich., Democrat, died January 11 afternoon as the result of injuries from a fall on an icy sidewalk on December 29, last.

Abridging the Doctor's Orders.

A bricklayer lay ill, and the doctor having done what he could, told the man's wife to take his temperature in the morning. Calling the next day, the doctor asked if his instructions had been followed. "Well, we hadn't a 'tremometer' in the house," the good woman replied, "but I put a barometer on his chest and it went up to 'very dry.' So I gave him a bottle of beer and he's gone to work."—Chicago Herald.

WHERE THE MONEY GOES.

Chico, Cal., Jan. 19.

THE EDITOR AND PUBLISHER:

In your issue of January 2 is an editorial entitled "One Need of the Hour," in which you quote Mr. Don Seitz, Business Manager of the New York World, as saying:

"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."

Your comment upon this statement of Mr. Seitz is that he is right. It has been the understanding of most of the people in this part of the country that one purpose of the law in establishing Federal Reserve Banks was to decentralize the money of the country and insure its permanent circulation in all parts of the country—in short, to prevent its flow toward New York and Wall Street to be there used for gambling and speculative purposes.

It is astonishing to find a paper like THE EDITOR AND PUBLISHER, which in most respects is issued in the interest of publishers in all parts of the country, agreeing with this provincial view of Mr. Seitz. It is true that long custom has made it seem to the residents of New York City that that is the ultimate point to which all of the money of the country should flow, but why this should be so to the exclusion of Chicago, Philadelphia, Kansas City, San Francisco and other great centers, is not clear to the average resident of the Pacific Coast. New York has for many years been the city where the wealth of the country has centered, and from which it has been redistributed. The objection on the part of the rest of the country is that in the process of redistribution too large a portion of this wealth has been arrested and has been prevented from finding its way back into other sections where development is necessary.

FLORENCE J. O'BRIEN.

[Mr. Seitz was being interviewed on the outlook for business in New York and spoke from that viewpoint. New York being the commercial metropolis of the country naturally a greater volume of money flows to it than to any other city. What our correspondent says about the service the Reserve Fund Banks is expected to render the country at large is true.—Ed.]

HERR. H. H. HERR BANQUETED.

Editor of Indiana Daily Times Fed Up For Long Voyage by Associates.

The members of the Indiana Daily Times entertained Horace H. Herr, editor of the paper, with a banquet at the Claypool Hotel, Indianapolis, January 23. Mr. Herr will sail for Europe in company with W. D. Boyce, president of the W. B. Boyce Co., on the Lusitania, January 30.

Following is a list of guests: J. H. Lederer, J. E. McClure, Jack Veiock, Jess Pigman, L. V. Burton, Ben Pigman, R. B. Troy, Clyde Stage, John Worley, J. W. Banbury, H. H. Herr, C. A. Tutewiler, B. F. Lawrence, Thomas Snyder, John Carson, Robert Thompson, B. G. Bushnell, W. R. Curry, Herbert Blatz, W. A. Charles, W. S. Neal, Blaine McGrath, Lewis Howard, V. H. Huston, E. W. Short, H. Whitman, W. L. Burns, H. G. Copeland, C. J. Seefred, George W. Stout, Hez Clark, C. C. Defibaugh, Herbert N. Berg, O. T. Robert, L. T. Jones.

CHANGES IN INTEREST.

WINNIPEG, MAN.—The Morning Tribune having decided to concentrate on the evening field.

ASHTABULA, O.—Edward J. Hancock, formerly business manager of the Muncie (Ind.) Press, has been made business manager of the Beacon. He will also have editorial control of the paper.

HARRISON, ARK.—The daily and twice-a-week editions of the North Arkansas Herald have been consolidated.

OKLAHOMA CITY, OKLA.—The Oklahoma Times has been sold to John Fields and Frank D. Northrup, who are also publishers of a farmers' periodical. The paper will remain independent in politics, it was announced. Mr. Fields, who will become editor of the Times, was the Republican candidate for Governor in the last campaign.

LAFAYETTE, LA.—The Daily Press has changed to the morning field.

NEW PUBLICATIONS.

GREENSBURG, PA.—The New Record is the name of a new Democratic evening paper just launched here.

ASBURY PARK, N. J.—M. T. Baker, of Little Silver, N. J., is making arrangements to publish a new daily paper here in the spring. The plan is to publish a daily at Asbury Park, changing the headings on each issue for Freehold, Red Bank and Asbury Park.

DELAND, FLA.—The Daily News is a new paper being edited by Chris O. Codrington.

ZANESVILLE COURIER QUILTS.

Directors of the Zanesville, O., Daily Courier, a Republican newspaper, decided Jan. 19 to suspend publication of the paper Jan. 21. The company has been in financial difficulties for four years, according to the directors.

General R. B. Brown, a prominent figure in Ohio politics, was editor of the Daily Courier for 40 years. He retired two years ago to become secretary of the Zanesville Chamber of Commerce.



History and The New York Evening Post will reveal the same story of the War.

Member Audit Bureau of Circulations.

The Business Condition

in Washington is normal. The United States Government is employing just as many people or more than ever and the payroll is regular. Foreign advertisers, knowing this, used more space in the Star during the past year than ever before.

INTERTYPE

BUSINESS CONTINUES AS USUAL

Notice to Publishers

During the friendly Receivership under which this Company is now operating, pending reorganization, our machine and supplies business is being continued without interruption. The two injunctions which our competitor is advertising so extensively DO NOT prohibit the manufacture of Intertype machines, and they do not affect Intertype users in any way whatever. Publishers interested in further details regarding these injunctions are invited to write to International Typesetting Machine Co., foot of Montague St., Brooklyn, N. Y.

A Remarkable Advertising Opportunity in The New York Evening Post

We have in preparation for publication on Thursday, February 25th

The Woman Suffrage Number of The Evening Post

which will be edited by women specially appointed for this purpose by the International, National, State and allied Woman Suffrage organizations.

Last year the interest in this number was enormous, twenty thousand copies being sold in the street by Woman Suffrage representatives, and ten thousand copies being sent by mail, the distribution for the day being more than thirty thousand in excess of The Evening Post's regular circulation.

An enormously increased sale is provided for this year.

Without Increase In Rate

advertisers will secure a tremendously increased circulation of Evening Post readers. The advertising will reach all the regular subscribers to The Evening Post, as well as a splendid audience of the most influential women of New York City and throughout the country to the number of probably fifty thousand.

As the demand for advertising space will be very large and best care can be taken of those advertisers whose reservations are made promptly, we suggest that you communicate with us today, indicating the amount of space you wish to have reserved.

The Evening Post, 20 Vesey Street, New York

S. N. P. A. MEETINGS

The Executive Committee of the Southern Newspaper Publishers' Association, in session at Chattanooga, Tenn., Jan. 19, elected W. T. Anderson



W. T. ANDERSON.

son of the Macon Telegraph, president, to succeed F. W. R. Hinman, of Jacksonville, who was killed on board a ship several months ago.

PRESS ASSOCIATIONS.

The Pittsburgh Press Club held an election Jan. 23, with the following result: President, J. Kingsley Burnett, Tri-State News Bureau; vice-presidents, Harry B. Laufman, Leader, and J. M. Hazlett; directors, H. M. Bitner, Press; R. M. Chilton, The Chronicle Telegraph; Charles Armor, Gazette Times; John Thomas, Sun; Samuel Sivitz, Dispatch; Thomas Irwin, Post; W. T. Mossman and H. A. Pickering of the Carnegie Hero Commission.

Annual election of officers, appointment of committees to revise the constitution and by-laws and seek locations for permanent club rooms, report of the committee in charge of the Belgian war

motion picture exhibition, held recently, and addresses by visiting newspaper men, featured the meeting of the Oklahoma City Press club Jan. 17th in the parlors of the Skirvin Hotel.

Officers for the coming year were elected as follows:

President, S. T. Bisbee, managing editor, The Oklahoman; vice-president, G. B. Parker, managing, the Oklahoma News; secretary, Cyril Epstein, telegraph editor, the Oklahoma City Times; treasurer, W. R. Martineau, editor, the Daily Livestock News.

R. S. Jones, of the Asheville Citizen, was elected vice-president.

The first meeting of the City Editors of Indiana, held at Indianapolis Jan. 17 and 18, was an enthusiastic one.

The object of the organization is to "get together" twice a year, trade ideas, let each other profit by their experiences and try to come to a more thorough understanding of that many-sided critic and censor, the reading public.

A business meeting occupied the first part of the evening of the 17th. Hassal T. Sullivan of the Richmond Palladium was chosen president of the organization. The other officers are Earl Williams, Connersville News, vice-president; H. D. Garritson, Marion Chronicle, secretary; A. C. Hiner, Rushville Daily Republican, treasurer. A committee was appointed to draft a constitution and the members are Ewing Lewis, Evansville Courier; John W. Chandler, Wabash Plain Dealer, and R. S. Nelson, Bluffton Banner.

Those present at the meeting were H. T. Sullivan, Earl Williams, H. D. Garritson, A. C. Hiner, Ewing Lewis, Evansville Courier; John W. Chandler, R. S. Nelson, H. C. Copeland, Indiana Daily Times; Will R. Emslie, Harold C. Feightner, Huntington Press; Cliff R. Lipkey, Fort Wayne Journal-Gazette; W. M. Kellogg, Bluffton News; Donald D. Goss, Bloomington Journal; Earl W. Hamer, Wabash Times-Star; Charles Mitchell, Columbus Daily Herald; Hugh Donaldson, Elwood Call-Leader; R. M. Yelvington, Elwood Record; Vaughn W. Root, Laporte Herald; Frank O. Good, Martinsville Reporter; George R. Harrison, Valparaiso Daily Vidette; John H. Conner, Seymour Republican; H. D. Beyersdorfer, Tipton Times; Earl McCafferty, Washington Herald; Charles A. Bowers, Crawfordsville Journal.

The Passaic County Publishers' Association recently held an election of officers and the following is the present lineup: Henry L. Berdan, publisher of the Paterson Guardian, president; Garret Sturr, business manager of the Morning Call, treasurer, and W. B. Bryant, publisher of the Press and Chronicle, secretary.

At the annual meeting of the State Republican Editorial Association at Albany, N. Y., January 7, the following officers were elected: William A. Smyth, Oswego Times, president; Charles H. Betts, Lyons Times, and W. D. McKinsty, Watertown Times, vice-presidents, and Gardiner Kline, Amsterdam Recorder, secretary-treasurer.

The annual meeting of the members of the Dallas Press Club was held January 11, at which time the officers recently elected were installed and reports were received. These reports showed the affairs of the organization to be in very good condition, and much better, in fact, than they were twelve months ago.

At the annual election of the Buffalo, N. Y. Press Club at the Club rooms in the Hotel Statler, January 12, the following were chosen: President, Gerald K. Rudolph; vice-president, Robert C. Stedler; secretary, A. H. Kirchofer; treasurer, Burrows Matthews; directors for two years, Samuel Head and William G. Hepler. Although there was no contest for the executive offices, about 60 votes were cast.

The Board of trustees of the New York Press Club at a meeting held January 14 adopted a resolution expressing the club's loss in the death of Marshall P. Wilder, the humorist, for many years a member of the club.

WITH THE "SPECIALS."

The latest newspaper copy of W. S. Quimby, Boston, advertising "La Touraine" coffee, is being run in the form of a series of seven chapters under the heading of "A Business Romance." It is a story of a coffee berry and a brand, relating how theories based on the foundation stone of right merchandising made good. The object of the series of chapters is to explain in full the methods of doing business and the reasons therefore.

In Cleveland, Ohio, a newspaper campaign is being conducted on "Biscit-bake," a trade-marked package, which is intended to take all the preparatory work out of making biscuits. "Simply Add Water and Bake" is one of the headlines that appeals to the housewife. One package of Biscitbake makes from 24 to 36 biscuits and it sells for 15 cents a package.

Trade-marked package products now being advertised in combination page advertisements in the Portland (Ore.) Journal through a label contest are: Golden West Coffee, Otto Clams, Swastika Graham Crackers made by Pacific Coast Biscuit Co., Golden Rod Cereals, Columbia Hams, Bacon, etc., Crown Flour, Damascus Flour.

In every nickel case of Colgate's Shaving Stick is enclosed an advertising leaflet which when accompanied by 4 cents in stamps will secure a generous trial size of Cashmere Boquet Talcum Powder. The leaflet is illustrated with a picture of the same in actual colors and actual size.

The Galveston Brewing Company, manufacturers of "High Grade" beer, is making an attempt to build up the family trade in a newspaper advertising campaign by offering \$1 in cash for every 100 "High Grade" bottle caps presented at their office, or at some of the Galveston stores.

"Unkoted—No Glucose—No Talc"—are the phrases that appear in the newspaper ads on "Comet Rice," a package put out by the Seaboard Rice Milling Co. of Galveston, Texas. The statement is made that most rice used in the United States is coated with glucose and talc and the proof lies in the fact that bulk rice must be thoroughly washed before using. With Comet Rice, which is packed in a clean carton, there is nothing to wash off. An educational campaign of this kind in the newspapers is certain to start housekeepers thinking about rice.

Hydrox Chemical Co. of New York is using newspapers to introduce "Sincarna," which comes in cubes or extract for making bouillon. An appetizing style of copy is used—such phrases as "Smack your lips and ask for another cup, etc." It is claimed to be a food essence of fresh vegetable materials without any meat.

Clayton E. Burke, 225 Madison avenue, New York, has been appointed Eastern representative of the Newburgh (N. Y.) Journal.

Grable Reports Improvement.

R. S. Grable, manager World Color Printing Company, St. Louis, creator of many successful newspaper features and producer of colored comics, writes from McAlester, Okla., to say that business conditions throughout Texas and the South are improving nicely, and what's more to the point he has made a number of mighty good contracts on this trip.

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.

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. Grable, 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

Announcement.

To Better Serve Our Patrons, We Have Changed Our Location to New Albany, Ind., and Will Continue Our Business in Connection with Publishing The Daily Tribune of That City.

BRUCE W. ULSH CO.,
New Albany, Ind. Wabash, Ind.

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.

PACIFIC TEACHERS ORGANIZE.

Frank G. Kane, Washington University, Elected President and Carl H. Getz, of Montana, Secretary.

Teachers of journalism from the Universities of Washington, Oregon and Montana, who attended the third annual Washington Newspaper Institute, held at the University of Washington, Seattle, January 13-16, during the joint auspices of the department of journalism of the University of Washington and the Washington State Press Association, organized the Western Association of Teachers of Journalism. Frank G. Kane, head of the Washington department, was elected president, and Carl H. Getz, assistant professor of journalism at Montana, was named secretary. The organization, which is intended to include the University of California, the University of Southern California, Leland Stanford, Jr., University, and Pomona College, Pomona, Cal., will meet during commencement week in June at the University of Oregon, Eugene, Ore.

The Western Association is to be a branch of the National Association to which all of the teachers of journalism in America are members. Because of the distances which must be traveled to attend the annual meetings of the national organization, the branch organization was formed. Then, too, the institutions in the West have to contend with problems which are peculiar to the states west of the Mississippi River.

The association as organized has for membership Professor Frank G. Kane, Lee A. White, Fred W. Kennedy and Hugh Agnew of the University of Washington; Professor Eric W. Allen of the University of Oregon; Sol H. Lewis, for two years professor of journalism at the University of Kansas, and now editor and owner of the Lynden (Wash.) Tribune, and Professors A. L. Stone and Carl H. Getz, of the University of Montana.

ELLIOTT OPTIMISTIC.

Business Manager of Jacksonville (Fla.) Times-Union Sees Prosperity in Southland.

W. A. Elliott, business manager Jacksonville (Fla.) Times-Union, succeeding the late F. W. R. Hinman, was in New York for a few hours on Monday last. Mr. Elliott is enthusiastic about Florida and the Times-Union. To THE EDITOR AND PUBLISHER he said: "The tourist business this year has been unusually heavy. The fruit business has suffered a little because of the decrease in European shipping but on the whole I believe we are headed right into a most successful year. The Times Union shows a satisfactory increase in advertising and circulation. Our people are well satisfied with the progress we are making. The A. B. C. auditors spent almost a month in Jacksonville checking up agents, carriers, single mail sub-lists, etc., and then gave us the largest paid circulation in the State."

AMONG THE AGENCIES.

Charles Seested, the well known special, of 41 Park Row, New York City, has been appointed advertising representative of the Brooklyn Citizen in the territory east of Pittsburgh.

Taking effect January 25, Carlos G. Hafley becomes associated with the Andrew Cone Advertising Agency, Tribune Building, New York City, as secretary. Mr. Hafley was formerly vice-president of Hoguet & Hafley, Inc., general advertising agents, at 220 Broadway, and previous to that was sales manager of the Boston Speciality Corporation, 261 Broadway, New York City, manager of the Barta Press of Boston, Mass.; Eastern manager for the Class Periodical Co., Chicago, Ill.

The Charles H. Eddy Company has been chosen to represent the advertising department of the New York Tribune in Chicago and Boston.

The Findlay (O.) Republican has been elected to membership in the American Newspaper Publishers' Association.

E. W. HAZEN RESIGNS.

Advertising Director for Curtis Publishing Company to Take Long Rest.

Edward W. Hazen, who for four years has been advertising director for the Curtis Publishing Company, has resigned, effective April 1, and will be succeeded by William Boyd, for the past six years manager of the Chicago office. Mr. Boyd's successor has not been announced.

Mr. Hazen will not sever his relations with the Curtis Publishing Company but will continue as a member of the board of directors. However, for the next year he intends to take a long rest probably spending much time on his farm at Haddam, Conn.

LAFAYETTE YOUNG'S IDEA.

An Interview Given to a New York Paper by Iowa Editor.

Lafayette Young, publisher of the Des Moines (Ia.) Capital, who has gone to Europe to report the war, was interviewed while in New York, and is reported to have said: "Iowa has more idle men than ever before and we have long ago ceased to talk of the war. I think every farmer in the West is justified in holding up the wheat market. When they had wheat left on their hands no national movement was started to relieve them, but now that some Southern plantation owner is losing something on his cotton the government sets up a cry."

NEW TEXAS PAPER AGENCY.

Walter U. Clark and Frank W. Hopkins Open Office in Chicago.

Walter U. Clark, who, for the past three years has been western manager of Farm and Ranch and Holland's Magazine of Dallas, Tex., has opened an office for himself in the Advertising Building, Chicago, for the purpose of representing Texas newspapers exclusively. Frank W. Hopkins is associated with him and they already have a list of nearly twenty Texas newspapers with splendid prospects of getting others.

AMERICAN ENTERPRISE.

Takes Two Hundred New York Ministers to Philadelphia to Hear "Billy" Sunday.

The New York American acted as host on Thursday to nearly 200 ministers of the Gospel who left New York for Philadelphia on a special train provided by the American, were entertained at luncheon and took street cars to the tabernacle. The New York pastors extended a very warm invitation to the Rev. "Billy" Sunday to hold an evangelistic campaign in New York and Sunday signified his willingness providing the New Yorkers would meet his conditions.

Percy Edrop, assistant city editor of the American, a B. D., had charge of the pilgrimage for Mr. Hearst and won the good will of the pastors by his untiring efforts in their behalf.

NIMMO ELECTED PRESIDENT.

Detroit Saturday Night Directors Elect Editor to Succeed W. R. Orr.

On January 18 the board of directors of the Detroit (Mich.) Saturday Night elected Harry M. Nimmo editor, to succeed the late William R. Orr as president of the company. W. R. Scott Orr was chosen vice-president and Edgar C. Cox was re-elected secretary and treasurer.

The biennial meeting of the Third House of the State Legislature was held at the Seattle, Wash., Press Club, January 7, with more than fifty of the actual members of the Legislature present and several hundred members of the Third House assisting.

TAMPA TIMES SPECIAL.

Southern Paper Issues Splendid Feature Edition.

The Tampa (Fla.) Times issued on Thursday a special feature edition. It carried very close to \$20,000 worth of advertising and, according to the view of L. D. Reagin, business manager, this is the most successful effort of a newspaper published in a town of 60,000 population. This is three times as much business as the Times has carried heretofore in any special number. The business was secured by Will N. Hudiburg and eight men, not one of whom ever worked on a special edition before they went with the Hudiburg organization. Over 400 contracts were signed. Every contract was verified by a letter which was O. K'd by the advertiser stating that he understood the contract thoroughly and that no misrepresentation had been made to him and after the advertiser's copy was set up in type, the proof was O. K'd by the advertiser.

Siegfried Establishes Service Bureau.

Frederick H. Siegfried, president of the Siegfried Co., Inc., New York, has established the Advertisers' Service Bureau, in the Madison Building, Montclair, N. J. The bureau is devoted to intensive advertising. Mr. Siegfried has been a resident of Montclair for thirty years while carrying on his advertising agency business in New York. He has handled a large volume of general advertising and is well known throughout the country. For several months last year his health was so impaired that Mr. Siegfried was obliged to give up active participation in his agency work. He has now recovered and is once more tackling business problems.

Would Change Spelling of Servia.

The Servian Legation in London has addressed a letter to the press and public urging the adoption of the spelling "Serbian" and "Serbia" instead of "Servian" and "Servia." "The latter spelling," says the Legation spokesman, "is highly offensive to our people, mainly because it suggests a false derivation from the Latin root meaning 'to serve.' It is a source of hidden pain to Serbians to see that some journals persist in using the corrupt forms."

James Riches, guilty of conspiracy to steal money from several persons by means of advertisements, was sentenced to the House of Correction for two years by Judge Callihan in the Superior Criminal Courts at Boston, Mass., on Jan. 7. There were two separate indictments against him and he got a year on each.

HINMAN'S WIDOW SUES.

The widow of the late F. W. R. Hinman, Jacksonville, Fla., through her attorneys, has instituted civil proceedings in Massachusetts against the slayer of her husband, who was convicted of a misdemeanor and sentenced this past week to three years in Federal prison at Atlanta.

It is understood that Mr. Munsey has taken floors in the new twenty-story office building now being built at 8 West Fortieth Street, opposite the Public Library, to which he will move his magazine offices about May 1.

The ground floor of the space under lease to Mr. Munsey will be fitted up as a bank, and in this he will open a trust company. Mr. Munsey owns two trust companies already—the Munsey Trust Company of Washington and the Munsey Trust of Baltimore. The New York company, it is understood, will have the same name, and it is expected it will have a close working alliance with the other two Munsey companies.

The Portland, Ore., Press Club held its annual "High Jinks" January 8. It was a big night and theatrical talent from the various theatres contributed to the good time.

Deutsches Journal

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

Topeka Daily Capital

Average net paid circulation for six months ending October 1, 1914 (Sworn)

32,917

Arthur Capper

TOPEKA, KAN.

Publisher

NATIONAL TRADE EMBLEMS

MAKERS OF HIGH-GRADE GOODS WILL USE THESE EMBLEMS



ORDER FROM

TRADE EMBLEM DEPARTMENT 298 COMMUNIPAW AVE. JERSEY CITY, N. J.

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, 68 Park Row New York City. Private Branch Telephone Exchange, Beekman 4330 and 4331.



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

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

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

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

See Publisher's announcement for subscription and advertising rates

New York, Saturday, Jan. 30, 1915

RECALCITRANT TRIBUNE MEN SUSTAINED

A sturdy stand by newspaper men has again led to the interpretation of an important question of law. On January 25 the Supreme Court of the United States decided that the right of a person to refuse to testify on the ground that he might incriminate himself was not impaired by the tender of a pardon for the unwilling witness' part in the alleged offense. The case was that of the ship news reporter and city editor of the New York Tribune, who refused to testify as to the sources of their information regarding the Littauer customs fraud. The effect of the decision is very largely to sustain the confidential relationship between a newspaper man and persons supplying him with news.

When the Littauer fraud was being investigated, the ship news reporter of the Tribune learned that something was afoot. He conferred with his city editor and the story was printed. When haled to court and questioned as to their sources of news the two newspaper men refused to answer. A law was cited forbidding customs agents from giving out news of their doings, and the newspaper men said that if they testified they might incriminate themselves. A pardon was thereupon offered them, and they refused it. Their right to refuse the pardon was sustained by the Supreme Court.

The judgments of \$500 fine and imprisonment, imposed by the United States District Court in New York upon George Burdick and William L. Curtin, the accused Tribune men, was reversed and the men were released from custody.

This decision sustains the contention that an acceptance of a pardon may be in itself tantamount to confession of guilt by an innocent party. The Tribune men admitted no violation of law and refused to stultify themselves. They could see no honor in the offer of a Presidential pardon under the circumstances. They stood pat and the highest court in the land has said that they were right.

Taken all in all the decision must be interpreted as maintaining the freedom of the press and putting the stamp of disapproval upon any attempt, as the jubilant Tribune phrases it, "to establish an iron-clad official censorship within the executive departments." It is regrettable, however, that the court side-stepped when it came to passing upon the general question of whether a reporter or an editor can be compelled to divulge his sources of information.

The protection of news sources is a matter of vital concern to newspaper men. Unless they can assure informants that confidences will be regarded as sacred it is at times impossible for them to learn the facts in a case. There is no reason why the se-

crets imparted to physicians, clergymen, lawyers and other professional men should be protected if those given to reporters and editors can be dragged into publicity. No ground for such distinction exists and every time an attempt at such discrimination is made an unfair advantage of the newspaper man is taken. The weight of testimony of people who are accustomed to being frequently interviewed is that rarely, if ever, have they found their confidence in reporters to have been misplaced. And those on the inside of the newspaper business know that such confidences are given to an amazing extent.

The loyalty displayed by the Tribune men to those who gave them their "story" was not exceptional. Such commendable instances are occurring daily, although they do not always have an airing in court.

AN IMPORTANT OHIO DECISION.

The decision of Judge Kinkead, of the Common Pleas Court of Columbus, O., that newspapers have the privilege of publishing the contents of papers regularly filed in open court, is one of the most important opinions handed down in a long time. For the first time in the history of Ohio the newspapers of the State have the right to reproduce in their columns a fair and impartial report of the contents of any legal paper that has been filed in court. This privilege has heretofore been denied by decisions of the Supreme Court. A new statute recently enacted at the instance of the Ohio Associated Dailies is responsible for the change in attitude of the courts.

The case before the court was a suit for libel brought against the Columbus Dispatch and the Ohio State Journal by Samuel Heimlich, for a total of \$175,000 damages, and involved the publication of the contents of an affidavit in another action. In the course of his decision Judge Kinkead says:

"The press has heretofore been unequally treated by imposing a liability without regard to the moral turpitude of its act. The preponderant public opinion and custom, aside from a very few judicial expressions, now is that everything filed in a court of competent jurisdiction is public property which may be examined, discussed and published. Especially does this view apply to the conditions in our commonwealth under the present constitution, which constitutes the people lawmakers under the initiative and referendum, and to all that takes place in any of the public offices concerning or affecting this function of the people."

EDITORIAL COMMENT.

American newspaper publishers need have no fear that Uncle Sam's new paper, the Daily Commercial Report, which began business last week, will be a competitor. It ought to be, instead, a first aid to editors who want to keep readers posted as to chances for American business enterprises abroad. More interest is manifested just now in the extension of our foreign trade than ever before. With our consuls throughout the world acting as correspondents, the government's daily should be a veritable educator, much more popular and valuable than the venerable Congressional Record.

The United States Supreme Court in a decision handed down this week establishes the right of an employer to force an employe to resign from a labor union. This is a very important ruling as it affects several million members of labor unions. In supporting its decision the court says:

"The Court intimates nothing inconsistent with the right of individuals to join labor unions. Nor is the legitimacy of such organizations questioned so long as they conform to the laws of the land, as others are required to do. But the individual has no inherent right to join the union and still remain in the employ of one who is unwilling to employ a union man, any more than the same individual has a right to join the union without the consent of that organization.

"Just as labor organizations have the inherent and constitutional right to deny membership to any man who will not agree that during such membership he will not accept or retain employment in company with non-union men, and just as a union man has

the constitutional right to decline proffered employment unless the employer will agree not to employ non-union men, so the employe shall refrain from affiliation with the union during the term of employment."

As already stated in these columns James Keeley in a contribution to Scoop, published by the Chicago Press Club, said he owed a million dollars. N. D. Cochran, who publishes the Chicago Day Book, in his issue of Jan 13 figures out the million in this way: The Field estate, Julius Rosenwald and the Continental and Commercial Bank, \$250,000 each; La Verne Noyes, the windmill man, and Sam Insull, the electric magnate, \$100,000 each, and Jim Patten, the grain gambler, \$50,000. In the meantime Mr. Keeley is not saying anything because he don't have to.

Philadelphia newspapers have developed a fine line of "Parcel Post and Mail Order" advertising. The Sunday papers for the seventeenth carried paid advertising under that classification as follows: Inquirer, 16 columns; North American, 4 columns; Public Ledger, 3 columns; Press 2½ columns, and Record, 2½ columns. The advertising was of all classes and conditions: pianos, furniture, electric fixtures, musical instruments, china, jewelry, shoes, paints, toys, collection agencies, garden seeds, etc. Philadelphia newspapers also have flourishing poultry departments.

Doubtless some scoffers, even in newspaper circles, will suspect and declare that the interest of the New York American in bringing "Billy" Sunday to the metropolis is selfish rather than spiritual. Maybe so, and maybe the American is filled with holy zeal. Mr. Hearst and his editors know more about the whys and wherefore than does the public. It is, however, good advertising for the American and should help draw the crowd to "Billy's" meetings. And one good clergyman has already declared that "this affiliation between the daily press and the ministers marks a new era in spreading religious propaganda." Thus the entire journalistic fraternity is getting credit at Mr. Hearst's expense. "Billy" Sunday, when he damns New York, ought to exempt its newspaper men—for they will do more to boom his meetings than any other agency.

ALONG THE ROW.

ORIGINAL COPY.

Small advertisements can be written so as to attract attention at once. Here are a few collected from the small ad pages by a person who scans them closely.

"Mr. and Mrs. Cohen have cast off clothing. Inspection invited."

"Cornview Farm—Summer boarders taken in."

"Moskowitz & Son—Imported Skins."

"Would exchange camera for a bull dog with quick acting shutter."

"For sale—a bungalow by a gentleman with southern exposure."

"Have artificial legs of all kinds on hand."

GROWING WEARY.

People are growing tired of so much war news. Notice the crowds in cars and trains going to work in the morning. All they do is scan the war headlines; they are weary of the same old dope: "Paris Says Allies Advance," "Berlin Reports Victory." Let us have more of the news "Made in America."

WISE WILLIAM.

Bill Smith had only fifty cents—

And jobless, too, was he.

Did Bill Smith spend that half for booze

To drown his misery?

Not on your life, Bill Smith had sense—

A want ad got his dough.

And Bill Smith now he drives a truck

For twelve per week or so.

FROM THE SKINNERSVILLE SIGNAL.

"The Souvenir Spoon idea as a circulation getter would fall flat in this community. Nothing short of a pitchfork would induce people hereabouts to stand around and take notice, and its business end would have to be used to accomplish that. To boom the Signal we once gave away college pennants and our subscribers used them for chest protectors and liver pads."

TOM W. JACKSON

PERSONALS.

George Thompson, publisher of the St. Paul (Minn.) Pioneer Press and the St. Paul Dispatch, is spending the season at The Royal Palms Hotel, Miami, Fla.

Norman E. Mack, editor and publisher of the Buffalo Times, and Mrs. Mack; Martin H. Glynn, editor of the Albany Times-Union, and Mrs. Glynn; H. H. Tamen, one of the owners of the Denver Post, will sail from Philadelphia January 27 on the Great Northern for San Francisco via the Panama Canal. The steamship is expected to arrive in San Francisco by February 13.

Frank H. Simonds, editor of the New York Evening Sun, will on Feb. 1 become the leading editorial writer of the New York Tribune.

Mrs. William R. Hearst on Monday appeared before the Aldermanic Committee on Finance to urge the passage of a resolution appropriating \$26,500 for the equipment of kitchens in fifty-three public schools so that penny lunches can be provided for the children on the premises.

Ivy Lee, who on January 1 became a member of the personal staff of John D. Rockefeller, is one of the three advisers to the millionaire oil king in the administration of his vast business and philanthropic organizations, was formerly publicity manager of the Pennsylvania railroad.

Walter H. Zelt, formerly news editor of the Philadelphia Evening Times, and more recently city editor of the Canton (O.) Daily News, has been appointed associate editor of the Daily Iron Trade, Cleveland, O., by Joseph F. Froggett, editor of that publication. Mr. Zelt will continue his special correspondence work for New York City trade publications.

Frank H. Brooks, long engaged in daily newspaper work in New York, and at present one of the editors of the Dramatic Mirror, has collected from correspondents in twenty-six of the leading cities of the country views in regard to the theatrical outlook for this year. Taken as a whole, the reports are encouraging.

Harold G. Sturgis, late managing editor of the Uniontown (Pa.) News Standard, is now state editor of the Pittsburgh (Pa.) Gazette Times.

C. E. Montague, editor of the Manchester (Eng.) Guardian, has enlisted in the British army and gone to the front.

Jas. E. Callahan has been made New Jersey editor of the Philadelphia (Pa.) Inquirer. He was formerly editor of the Asbury Park (N. J.) Times.

Elmer E. Johnson, publisher, long with the American News Company, rescued a boy from drowning at Spring Valley, N. J., Jan. 23. The boy, aged 11 years, had skated into an open channel and was clinging to the ice. The ice broke under Johnson's weight and he had to fight his way for thirty feet to safety. This is the third person Johnson has rescued from drowning.

"Dink" Freer, for many years sporting editor of the Hartford (Conn.) Courant, is now with the New Haven Times Leader in a similar capacity.

W. W. Bean, who has been editor of state news on the Knoxville (Tenn.) Sentinel, has succeeded Clyde B. Emert as city editor of that newspaper. Mr. Emert leaves to take charge of the Maryville Times, which he recently purchased.

Alexander Kenealy, editor of the London Daily Mirror since 1904, is seriously ill. He was a war correspondent during the Spanish-American War. He is 50 years of age.

L. D. Taylor, editor of the Vancouver (B. C.) World, has been elected mayor of that city. This is Mr. Taylor's third term in that office.

Harry Case, editor of the McVillie (N. D.) Journal, has been appointed assistant secretary by Governor Hanna.

Willard D. McKinstry, editor of the Watertown (N. Y.) Times, has been

asked to serve on the Civil Service Board by Governor Whitman.

W. G. Sterett, formerly Washington correspondent of the Dallas News and for the past few years game, fish and oyster commissioner for Texas, will upon retiring from office, Feb. 1, re-enter the employ of the A. H. Belo & Co. publications, the Galveston-Dallas News and Evening Journal, as staff correspondent and special writer.

WASHINGTON PERSONALS.

Edward B. Conn, formerly of the Baltimore Sun, and recently assistant telegraph editor of the Washington Post, is now on the telegraph desk of the Washington Times.

Marshall Morgan, formerly Washington correspondent of Tennessee papers and more recently managing editor of the Nashville Tennessean, has been appointed secretary of the Pecuniary Claims Commission of the United States and Canada.

Roy Baker and Thurston Porter, recently of the Buffalo News, have joined the copy desk of the Washington Herald.

Charles P. Stewart, formerly London representative of the United Press, has been placed in charge of the Wash-



CHARLES P. STEWART.

ington bureau of that organization, succeeding Bond P. Geddes. Mr. Geddes will continue as head of the Capitol force of the United Press. Mr. Stewart is succeeded as Pacific Coast manager by I. H. Furay.

Oswald F. Schuette, who sailed Saturday to represent the Chicago Daily News in Germany, was tendered a farewell banquet in the Flemish room of the National Press Club Monday evening, Jan. 11. The hosts were eight fellow members of "The Round Table," a group of correspondents who gather around the round table in the club dining room each evening for dinner—Thomas F. Logan, L. Ames Brown, Maurice Splain, Frederick W. Steckman, Jesse L. Suter, Harry J. Brown, James L. Wright and John B. Smallwood.

Dan Cushing, managing editor of the Medicine Hat (Alta.) News, and Miss Josephine Flannery, of London, Eng., were married at Regina on Jan. 12. The bride traveled overseas to wed the man of her choice, who was formerly a newspaper man of London.

Lieut. W. G. Foster, former editor of the Nelson (B. C.) Daily News and Miss Annie H. Ross, were married Jan. 16, at Nelson. He has again assumed his military duties.

HELP WANTED

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

SELLS WANT a young copy-writer. Send specimens and state salary to Sells Limited, advertising agents, Shaughnessy Building, Montreal, Quebec.

BUSINESS OPPORTUNITIES

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

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

CONTROLLING STOCK in only newspaper (daily and semi-weekly) in prosperous, rapidly growing Central States city of 6000. Combined circulation of both papers over 3000. Good advertising patronage at good rates. A rare opportunity, so act quickly. \$8,500, half cash or bankable securities; suitable terms on rest. D 1400, care of The Editor and Publisher.

NEWSPAPER OPPORTUNITY.

We suggest opportunities where a part or full controlling interest in a small city daily or good weekly paper can be secured by a cash investment of from \$750 to \$3500, with time on balance of contract. Also several complete plants costing from \$25,000 to \$40,000, to be had by assumption of debts and relatively small cash payments. It's the experienced man we're after who can create business along modern lines. Newspaper Properties Department, Wanner Machinery Company, 703 So. Dearborn Street, Chicago.

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

SITUATIONS WANTED

Advertisements under this classification one cent per word each insertion.

Experienced newswriter, present telegraph editor morning paper, inland city 150,000, wishes change March first. X. Y. Z., care Editor and Publisher.

YOUNG ADVERTISING MAN of initiative and ability, who is at present employed, wants position as advertising manager on small Southern daily. Am willing to start on small salary until ability shown. Address "Getz Adz," care The Editor and Publisher.

CARTOONIST of real ability wants position on ART STAFF. Lately completed studies with the Landon School, Cleveland, Ohio, and anxious to secure work. Am entirely dependable, and can execute clean, snappy drawings. Glad to send samples for inspection. Address, Ned Cleaveland, Washington C. H., Ohio.

CIRCULATION MANAGER

Seeks change for best of reasons; energetic, capable man of 36, fourteen years' experience, in cities of 100,000 to 850,000; best of references. Knows business thoroughly. Write or wire. Box 75, care THE EDITOR AND PUBLISHER.

ADVERTISING MANAGER.

Competent young man with five years' experience on larger dailies in the East and Middle West would like position as advertising manager of Daily in Eastern City of 50,000 to 100,000 population or as classified manager in larger city. Is at present, and has been for 2 1/2 years classified manager of both a Morning and Sunday and Afternoon newspaper in one of the larger cities, but desires a change for more experience. Present employer as reference as to ability and character. Address D 1404, Care The Editor and Publisher.

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

A DAILY EVENING

newspaper property, including real estate and physical equipment worth almost the total asking price of the property and earning nearly \$12,000 net annually, can be acquired upon a first payment down of \$25,000. Balance of the purchase price, including interest on same, can easily be taken care of out of the earnings of the property.

HARWELL, CANNON & McCARTHY

Newspaper and Magazine Properties
Times Bldg., New York City

ADVERTISING MEDIA

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

Chicago—New York—Philadelphia, for 20 years the coal 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.

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.

WANTED

Position as Managing Editor
In any GROWING COMMUNITY.

BY

Young married man of Western and New York experience, employed now and for past two years in editorial (not reportorial) capacity by large New York daily—A man WHO KNOWS CONDITIONS AND METHODS OF RAILROAD, INDUSTRIAL AND FINANCIAL INTERESTS, and can TAKE REAL PART IN EFFORTS TO BUILD AND IMPROVE A CITY.
Address Box D 1414, care Editor and Publisher.

"ONLY ABOUT 12% OF THE PEOPLE What an Opportunity for Manufacturers of Toilet in Daily Newspapers. Heretofore This Confidential by Advertising

I met a manufacturer the other day who, after many years of advertising in trade and general publications, has about concluded that if he wants to get in close touch with the people in communities he must use daily newspapers.

He has an article to sell which appeals to women. It is a necessary part of a woman's dress. It sells at retail at a fixed price, and a small price at that. The necessity of the article, which is meritorious, has made it a success, yet the possibilities of its greater sale are wonderful if newspapers should be used.

Too few women throughout the country know about it. If it were advertised only in the newspapers listed on this page, its sale in New York State would exceed the total sale in the whole country.

Every woman can afford to buy it; every woman would buy it if she knew about it.

There are at least three and one-half million girls and women in New York State who could be induced to buy it for every evening dress or party dress or afternoon dress they wear.

At least five millions of the articles could be sold in a year if intelligently advertised in New York State papers alone.

The article is a dress shield—a good one.

Another manufacturer who makes corset laces said he wished he had something that he could advertise in newspapers. He told me that women did not care very much what kind of a corset lace they bought, so long as it was a good lace. He said that he could not use his name on his product, otherwise he would advertise it. His corset lace sells among other corset laces and it sells so well that it has made this manufacturer rich.

But he is not satisfied. He wants something that he can trade-mark and advertise. He is enthusiastic about newspaper advertising. He thinks it will sell any good article. He wants to get into a live business venture. He wants to spend money to make money. He is obsessed with the idea of having his own name identified with some article of use to the majority of the people, which he can advertise.

NEW YORK STATE DA By WILLIAM C.

| City | Paper | Circulation | 2,500 | 10,000 | |
|--------------|---------------------------------------------------------|-------------|-------|--------|------|
| Albany | Journal (E) | *16,127 | .05 | .035 | New |
| Albany | Times-Union (E) | *39,915 | .06 | .06 | New |
| Albany | Knickerbocker-Press (M) | *32,417 | .06 | .05 | New |
| Albany | Knickerbocker-Press (S) | *26,069 | .06 | .05 | New |
| Auburn | Citizen (E) | *6,449 | .0178 | .0135 | New |
| Binghamton | Press-Leader (E) | *24,576 | .05 | .04 | New |
| Brooklyn | Eagle (E&S) 3c | *44,754 | .16 | .16 | New |
| Brooklyn | Standard-Union (E) | *61,731 | .15 | .15 | New |
| Brooklyn | Standard-Union (S) | *64,611 | .15 | .15 | Roch |
| Brooklyn | Daily Times (E) | 42,117 | .11 | .09 | Troy |
| Buffalo | {***Courier (M) †60,472 } {***Enquirer (E) †51,334 } | †111,806 | .14 | .12 | Troy |
| Buffalo | **Courier (S) | †102,902 | .14 | .12 | Wat |
| Buffalo | News (E) | *96,059 | .15 | .14 | Wat |
| Buffalo | News (S) | 30,000 | .06 | .06 | |
| Buffalo | Times (E & S) | *57,006 | .09 | .08 | *G |
| Elmira | Star-Gazette (E) | *19,221 | .035 | .03 | **A |
| Gloversville | Herald (M) | *7,068 | .02 | .015 | ***C |
| Gloversville | Leader-Republican (E) | *5,511 | .0143 | .0107 | †P |
| Ithaca | Journal (E) | *5,293 | .025 | .015 | ††A |
| Lockport | Union-Sun (E) | *5,234 | .0157 | .012 | *N |
| Mount Vernon | Daily Argus | *5,444 | .0214 | .015 | **A |
| New York | Globe (E) | *144,982 | .28 | .28 | C |
| New York | Herald (M) | 85,000 | .40 | .40 | |
| New York | Herald (S) | 200,000 | .50 | .50 | New |

New York newspapers serve advertisers i business known locally

Twenty-four (24) leading magazines, with circulation have in the State of New York alone a combined circulation

In order to obtain this New York State circulation, in addition of these magazines, in as much as it is manifestly im by zones.

Therefore, the advertiser who wishes to buy the 1,78 York must pay the combined rate of these magazines, wh

Now, assuming that the national advertiser could combined rate is \$79.56 per line, he will find that the 1, State from these magazines costs him a total of \$8.4 per

Comparing the cost of this New York magazine circ newspaper circulation around which this advertisement advertiser can buy a newspaper circulation of 2,792,22. a bonus of 1,005,503 circulation at less than half the cost

General advertisers, agents and space buyers seeking and distribution facilities in New York City and New York newspapers listed above will aid and assist with local EDITOR AND PUBLISHER AND JOURNALIST, Building, New York. Phones Beekman 4330 and 4331.

PEOPLE CLEAN THEIR TEETH"

Both Brushes, Powders and Pastes to Advertise This Kind of Advertising Has Been Kept Advertising in General Media

DAILY NEWSPAPERS

MC. FREEMAN

| City | Paper | Circulation | 2,500 | 10,000 |
|-------------|------------------------|-------------|--------|--------|
| New York | Evening Post (E) | †30,004 | .18 | .16 |
| New York | Telegram (E) | 172,000 | .30 | .27 |
| New York | Telegram (S) | 120,000 | .20 | .20 |
| New York | Times (M&S) | *246,118 | .45 | .40 |
| New York | Mail (E) | *130,137 | .32 | .29 |
| New York | World (M) } | *380,540 | .40 | .40 |
| New York | World (S) } | | | |
| New York | World (E) | *360,902 | .40 | .40 |
| Rochester | Union & Advertiser (E) | *36,613 | .08 | .055 |
| Schenectady | Gazette (M) | ††23,006 | .06 | .04 |
| Troy | Record (M&E) | **22,106 | .035 | .035 |
| Troy | Standard-Fress (E) | *13,519 | .0357 | .02 |
| Watertown | Standard (E) | *10,324 | .021 | .0142 |
| Watertown | Times (E) | *13,061 | .02 | .02 |
| | | 2,792,622 | 5.2609 | 4.9004 |

*Government Report.

**Average net paid sworn to by publisher.

***Only Buffalo papers, Publisher states, examined daily and Sunday by A. A. A.

†Publisher's signed statement of average gross figures on file in this office.

††Average Gross A.A.A. Audit.

*Net paid figures supplied by Publisher.

**Average net paid A.A.A. Audit.

Other circulation ratings are from Nelson Chesman's Rate Book for 1914.

New York State population, 9,113,279.

... in the dual capacity of making their
locally and nationally.

... circulation scattered all over the United States and Canada,
circulation of 1,787,119.

... it is necessary, however, to buy the entire circula-
... impossible for them to sell circulation by states or

... 1,787,119 magazine circulation in the State of New
... which is \$79.56 per line.

... could use all the circulations of the magazines, whose
... 1,787,119 circulation which he gets in New York
... 8.4 per line.

... circulation with the cost of the combined concentrated
... is written, we find that for \$4.9004 per line the
... 92.22. On this basis, the advertiser gets in newspapers
... the cost of the magazine circulation.

... seeing further light in respect to marketing conditions
... New York State and the degree to which the dominant
... cooperation, are requested to communicate with THE
... ALI, The Newspaper Advocate, Suite 1117 World
... 4321.

Here is another thing that should interest tooth brush manufacturers, as well as those who manufacture tooth powder and paste.

I was asked the other day—"What percentage of people do you suppose use tooth brushes?"

I answered—"Why, man, at least 90%—probably 100%. I cannot conceive of anyone not cleaning their teeth."

He smiled and said—"Well, you are all wrong. Only about 12% of the people clean their teeth. This statement is proved by statistics."

"Well, then," said I, "what an opportunity for manufacturers of tooth brushes, powders and pastes to advertise in daily newspapers. Heretofore this kind of advertising has been confined to general media. It seems to me that they should get after the public through the newspapers. Everybody reads newspapers."

If only 12% of the 9,000,000 people in New York State use teeth cleansers, I should think it would pay handsomely to conduct a campaign to reach the other 88%—to teach them the use of tooth brushes, etc.

This is a mighty good illustration of the lack of power of general media, in selling actual necessities.

If nine manufacturers will each spend \$10,000 a year, or \$90,000 all told, they should be able to sell enough teeth necessities so that the cost would not exceed one cent per article sold.

It seems incredible that only 12% of the people attach any importance to keeping their teeth and mouths clean—yet I have no reason to doubt my informant, who is well posted on such matters.

There are so many things that should be advertised in newspapers that it is difficult to know when to stop enumerating them. The wonder is that so many products are kept confidential by confining their advertising in directions where the cost is out of all proportion to the results.

In New York State, for instance, a \$90,000 campaign will reach practically every inhabitant at a cost of one cent per annum per inhabitant.

A Million Dollar campaign throughout the whole country will cost but one cent per annum per inhabitant.

Why don't all advertisers see the light?

PROFITABLE NEWSPAPER ADVERTISING BLOOMINGDALE'S ADOPTS NEW ADVERTISING METHOD

The first big New York department store to adopt the advertising policy which has proven so successful elsewhere. An overnight change in the method of appeal, and one which will have a splendid effect if carried to its logical conclusion. Putting it up to the customer squarely that "here is a dollar's worth of goods for a dollar, according to the present condition of the market and the merchandise in question." An innovation that will be closely watched in advertising circles.

By HARRY R. DRUMMOND.

New York, more than any other city in America is a city of traditions. Other communities, being newer, and populated by pioneers who thought pretty well of themselves and a great deal for themselves, have introduced innovations entirely foreign to metropolitan tradition and have gotten away with them rather successfully.

In retail merchandising Macy's was the first department store, and was a metropolitan innovation. It was the first "cut price" department store, the "daddy of the bunch," so to speak. Macy's was responsible for many of the blessings as well as many of the curses of the present "marvelous method of modern merchandising."

But New York merchants, particularly in department stores, have clung tenaciously to the original theory advanced by Macy, until it has become an unwritten law that, in order to sell anything it was highly necessary to give, or at least claim to give a "value" far in excess of the price charged.

To be sure Chicago, Detroit, Cleveland and other cities had merchants who did not merchandise that way—but they were "country merchants."

But still New York merchants stuck tenaciously to tradition.

Some said it was perfectly all right and proper. Some said they could not meet competition without it, and that they did not dare stop. Meanwhile advertising expense increased. Space cost more money and returns were less satisfactory.

One big newspaper publisher has said that within the last five years New York daily papers have lost \$1,000,000 a year in revenue from department stores that have either failed or gone out of business.

And the old timers still sang "There'll Come a Time Some Day."

Knowing ones, cranks and reformers have freely predicted that some day some big department store in New York City would come under the management of some man who would have sufficient backbone, coupled with an adequate foresight to bring his advertising down from the present flights of keen and vivid imagination to realms where the ordinarily intelligent people could understand or at least believe a part of it. It has happened.

On Friday evening, January 22, 1915, the advertisement in question burst forth and it was noticed.

January 22 is not a particularly good date on which to introduce new goods, and it is almost a tradition that old goods, hangovers, job lots, and season end merchandise of every description must be touted as the finest goods produced and "worth" from 10 to 100 per cent. more than the price at which they may be secured.

But this ad was not a story of new goods, neither were there any "values" real or imaginary, quoted in it.

It was merely "we have this to sell at this price."

No, gentle reader, it was not an exclusive Fifth avenue store that woke up. Neither was it a smart 34th or 42d street shop, nor yet a Broadway emporium. It was Bloomingdale's, on Third avenue, at 59th street. Third avenue! Just think of that.

Following this initial non-comparative price ad in Sunday's papers was a six-column ad carrying amongst other things the announcement of the great February furniture sale, and not a comparative price.

Such things happen in Chicago, Cleve-

land, San Francisco and other cities, but it has long been contended by New York retailers that "values," real or imaginary, were necessary to attract attention and that the straight out unadorned statement of facts was a waste of good money.

This event was so revolutionary; was from such an unexpected source, that it was worthy of prompt and immediate investigation.

So bright and early last Monday morning Mr. H. C. Bloomingdale was dated up for an interview. After two such announcements it might be expected that in the face of the "values" quoted by other stores Bloomingdale's place would be deserted, but the store was crowded. The goods were displayed as usual, the customary tickets and cards were in place, but not a "value" was mentioned.

Mr. Bloomingdale, while courtesy personified, did not seem at first to be overly anxious to make any statement, and during the entire interview was very careful not to make any statement that could be objected to by any competitor, in any way.

He said that while this was a surprise to the public it was the culmination of three years' work on the part of the management. It is the climax of a long drawn out campaign.

"There was naturally a great deal of opposition to the idea from the inside," he said. "Buyers who had spent a life time in the business, many of them old timers right here in this store, said, 'It can't be done.' We argued with them, pointing out our aims, ideals and ideas. Some of them finally saw it; others refused to see it, and had to go. There have been several changes in department heads during this time, and some of those who left were sorely missed, but we were determined, before doing anything drastic, to 'put our house in order,' so to speak.

"Today there is not a department manager in the house who is not fully in accord with us and our ideas, and they are going to win."

There are few who would pick this store to set a new standard, few who would go to Third avenue to find ethics of this kind. More power to them for doing it.

Without intimating that Bloomingdale ads were any worse (or any better) than those of other department stores, it is interesting to note what a radical change has been effected, overnight, as it were, in the tone of the copy. Here are parallel offerings noted in advertisements run January 10 and January 24. They pretty nearly tell the story.

JANUARY 10.

"This \$49 Suite \$39.50"

Great Annual Sale of \$3 and \$4 Evening Slippers \$1.65 and \$2.25.

Sample Underwear Special at 49c, values up to 79c.

\$2 Pure Linen Table Cloths \$1.48.

12½c Turkish Bath Towels 8c.

Nightgowns values up to \$2.98, \$1.39.

JANUARY 24.

"Adam" Mahogany 10 Piece Dining Room Suite, Special for this Sale \$130.

Women's black or tan button or lace Shoes or Oxfords reduced to \$1.98.

Annual Clearance Sale Dress Trimmings.

Continues this entire week. (No comparative prices.)

Third avenue is not a fashionable shopping street, it is more of a headquarters for economy. Saving is considered a great art amongst the people who shop at Bloomingdale's, and there are few stores, if any, where such an idea would be expected to start.

For years this store has been a factor in the mercantile life of New York. Originally it was on the outskirts of the city or at least way up town, but now there are real substantial stores far north of it. The growth has been steady and satisfactory and the business ethics the same as those generally practiced.

"Commercial Honesty" has been the standard and it is not unnatural that the management, following the time honored advice, "When in Rome do as the Romans do," did as New Yorkers do in New York.

The store at present is managed by three brothers, S. J., H. C. and I. I. Bloomingdale, and they are agreed that notwithstanding sins of omission or commission; notwithstanding what other stores do in the way of "values," they are going to build their future on the public's discrimination. It is probably fair to say that there are few if any big department stores in New York where you do not get full value for the money you spend, and it is equally true that there are few if any department stores in New York where "values" are not exaggerated in the advertising.

When asked what it was that determined them to introduce this innovation in New York, Mr. Bloomingdale said that it had finally dawned on them that bargain advertising is not the business building kind, rather it is the business stimulating kind and that the business was receiving too much stimulant.

"I won't admit that any of our advertising has been untruthful, neither will I intimate that any competitor's advertising is untruthful, but I will have to admit that much of it is unbelievable. It does not build confidence and steady, substantial business is not built without confidence.

"If we manage to shade a competitor's price a few cents we take his trade away from him and if at the same time some other competitor quotes a greater value than we do he gets the customer from us. Now if we can so write our advertisements that people will be taught that whatever they buy of us at whatever price it is right we will build a line of regular customers who will rely upon us for whatever they want and who will not be lured away from us.

"We are not actuated by any moral motives, neither do we set ourselves up to be any better than anyone else.

"We do not propose to attempt to criticize anyone else, but we are going to do business on the non-comparative price basis from now on."

It might be noted that Bloomingdale's, together with other New York stores, have been recently "caught without the goods" and this probably hastened the change. But it was due to happen, and it is to be hoped that it will prove highly profitable.

For Foreign Language Publications throughout United States and Canada consult

MODELL
ADVERTISING AGENCY

150 Nassau Street
New York City
Telephone Beckman 1142

We can increase your business — you want it increased.

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

BURRELLE

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

Most Far Reaching Newspaper Reading Concern in Existence

**ATLAS PRESS
CLIPPING BUREAU**

CHARLES HEMSTREET, Manager

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

Our Motto—RESULTS COUNT

218 East 42nd Street New York

Canadian Press Clippings

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

**The Dominion Press
Clipping Agency**

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

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

74-76 CHURCH ST., TORONTO, CAN.

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



Newark Evening News

is well pleased with the Scott Multi-Unit Double Sextuple-Triple Quadruple Press. It makes all the combinations desired and has no idle sections.

"THE PRESS THAT LASTS A LIFETIME"

WALTER SCOTT & CO., PLAINFIELD, N. J.

RETAIL ADVERTISING.

Some Practical Suggestions on Building Up Trade—Newspaper Advertising Pays Best—How Much to Spend—Things Publicity Will Not Do—Best Kind of Copy to Use.

"How to Advertise a Retail Store" was the subject of an address recently delivered by Frank Leroy Blanchard, editor of THE EDITOR AND PUBLISHER, before the leading business men of Morristown at the local Y. M. C. A. building. His remarks were listened to with deep interest and at the close he was given a rising vote of thanks by the audience. Among other things Mr. Blanchard said:

"There are five things necessary to the success of a successful retail business, namely, a good store, a stock of reliable merchandise at fair prices, courteous and intelligent salesmanship, good will and advertising.

"I do not contend that a business cannot succeed without advertising, because I have known a few cases of this character, but they are so exceptional that they are hardly worth considering. I am sure that any of you who have studied modern merchandising methods have come to the conclusion that advertising is the greatest business force available to mankind. While it is undoubtedly true that a merchant can in the course of 15 or 20 years establish a successful business without advertising he could reach the same result in half the time if he used printer's ink. Advertising reaches out after the people and brings them to your store, money in hand, to purchase goods you have for sale. Advertising is only salesmanship on paper.

THING ADVERTISING WON'T DO.

"Although advertising is such a great business force it will not do everything. It will not supply the storekeeper with brains. If he does not possess a practical knowledge of his business, if he does not seek to establish himself in public favor, or does not deal honestly or fairly with his customers, advertising will not save him from bankruptcy court. Advertising will not permanently establish the success of any business that is not intelligently conducted and does not give honest value.

"One of the most prevalent misconceptions in the retail field is that advertising is a luxury that can only be indulged in by stores doing large business. Advertising is no more of a luxury than is rent or taxes or electric light or steam heat when intelligently and economically used. You don't consider your best clerk an unnecessary expense because he is a good salesman. Advertising is the best salesman and the cheapest you can employ.

"When you open your spring display of millinery or lay in a new stock of groceries you cannot call upon the one, two or three thousand women in your city to invite them to come and inspect the goods. You can, however, place an advertisement in your daily newspaper that will be seen and read by practically all the women of Morristown and vicinity who would be interested in your opening. If you undertake to reach them by printed letter under a 2 cent stamp the cost is twice as much as the advertisement.

HOW MUCH TO SPEND.

"How much should a merchant spend in advertising? It has been the experience of men in all parts of the country that not less than 1 per cent. of the gross business of the year should be spent in advertising. Thus if a man is doing \$50,000 business a year he should spend at least \$500. Many stores spend 2 and 3 per cent. The big department stores of New York spend as high as 4 per cent. Marshall, Field & Co.'s department store in Chicago, which is probably the largest business of the kind in the United States, spends less than 2½ per cent.

"As newspaper advertising is now regarded as the best form of publicity the local merchant can employ, 60 or 70

per cent. of his appropriation in newspaper publicity, the remainder being expended for circular letters and other methods for attracting public attention.

"Much money is wasted by easy-going merchants on programs and in various catch penny advertising schemes. Money thus spent brings little or no return and yet is considered as advertising, but it is nothing of the kind.

WRITING THE COPY.

"Copy for your newspaper advertising should be prepared with care. It should not be left until the last minute before the paper goes to press. If you are going to make the space pay as it should you must put the brains into what you write.

"Do not under any circumstances repeat the same advertisement in a weekly paper, and in a daily the copy should be changed at least two or three times a week. Make your advertisement reflect the news of your store. Talk to the public as you would talk to your customers. Use plain and simple English. Try to describe things so that people will want to buy the things you have to offer.

"Above all things else, tell the truth in your advertising. Don't say that a woman's cloak is worth \$25 but that you are going to sell it for \$10 when you know down in your heart that the cloak is not worth any more than you are asking for it. The most successful retail businesses I know have been established through this principal. When the women of your city find by experience that the store tells the truth about its goods, makes no misrepresentations and endeavors to make the customer satisfied with her purchases even to the extent of returning money for goods that do not prove satisfactory, the fortune of that merchant is made."

Mr. Blanchard explained the use of auxiliary forms of advertising, had something to say about the use of card indexes and stated that most merchants did not appreciate the value of their store windows as advertising mediums.

After he had concluded his address his hearers kept him busy for more than half an hour answering questions.

LIVE AD CLUB NEWS.

At last week's luncheon of the Fort Worth Ad Men's Club a handsome belt bearing a gold "Truth" buckle was presented to J. Montgomery Brown, general manager of the Record, of that city, as emblematic of the work Mr. Brown has been doing in advocating truth in advertising. Mr. Brown, it will be remembered, was the originator of the "Truth" emblem adopted by the A. A. C. W. two years ago.

In an address on "Advertising a City" Prof. C. C. Gumm, of the Texas Christian University, proposed the establishing of a municipal newspaper by Fort Worth. He said: "This paper should be maintained by the city for the sole purpose of affording the citizens an opportunity to suggest city improvements and for receiving reports and information from our civic officers. It should be strictly non-partisan, an unhampered clearing house of information concerning municipal affairs. It should have for its prime object the education of the citizen in all municipal matters. Los Angeles has such a paper, New York another, and I presume that there are many other cities that have such a municipal paper. In these places that I have named the paper has proved to be a potent factor in municipal education of the citizenship. If you find it impossible to give a separate existence to this municipal paper, then I beg leave to suggest that it be instituted and operated by the Municipal Club."

President, J. Arthur Johnson; first vice-president, M. E. Holderness; second vice president, Henry Teitlebaum; secretary-treasurer, Miss F. W. Foulke.

Directors—Robt. Burch, J. H. Allison, Jno. Gray, D. M. Smith, Joe Morse, Olney Davies, Alfred Merritt, Walter Clark, Robt. Cheek, W. B. Hoffman, Vernon Tupper and Battle Clark.

At a meeting of the Houston, Tex., Ad Club, Jan. 19, several amendments to the constitution passed the second reading to be submitted for final adoption at the next meeting. Officers and directors were elected as follows: Herbert C. May, president; J. B. Westover, first vice-president; F. Happy Day, second vice-president; A. E. Clarkson, secretary-treasurer.

Directors: H. G. Bastian, Jos. H. Beek, A. E. Clarkson, S. A. Craig, F. Happy Day, Robt. C. Kerr, E. E. Letchworth, Herbert C. May, J. B. Westover.

Mayor Samuel Park was one of the speakers at the annual banquet of the Advertising Club of Salt Lake, which was held at the Hotel Utah Wednesday evening, January 27. Another big feature of the program was a stringed orchestra under the leadership of Prof. George E. Skelton, which rendered a number of selections during the banquet.

Advertising men of national reputation will be brought to Johnstown, Pa., by the Ad-Press Club to lecture on various phases of the subject for the benefit of local merchants. These lectures will be one part of an educational campaign on advertising which the Ad-Press Club will wage.

Merle Sedor of Indianapolis, Ind., chairman of the National Vigilance Committee of the A. A. C. W., was the principal speaker at the True Ad Club dinner at the Hotel Henry Waterson at Louisville, Ky., Jan. 27. Ben S. Washer was toastmaster and there was a very large attendance. Jas. Schermerhorn, of Detroit, Mich., also spoke.

Preliminary steps toward the formation of an Ad Club were taken at a record meeting of the merchant's bureau of the Chamber of Commerce of Reading, Pa. Its purpose will be to improve the tone of local advertisements. Theodore Davis, advertising manager of C. K. Whitner & Co., and

Sherrard Ewing, the chamber's secretary, are the committee to further arrangements.

The Ad Club, of New Orleans, elected new directors and new officers Jan. 12. The officers are all active members of selling firms interested in advertising from the advertisers' viewpoint. Gayle Aiken, in charge of publicity for the Maison Blanche, was elected president; H. E. Groffman, sales manager of Southern district for Cluett, Peabody & Co., vice-president, and Paul Renshaw, advertising manager for the D. H. Holmes Company, secretary and treasurer.

At the regular luncheon meeting of the Atlanta, Ga., Ad. Men's Club Jan. 14 at 1 o'clock in the auditorium of the Atlanta Chamber of Commerce, a handsome loving cup was presented, on behalf of the club, to L. D. Hicks, who was general chairman of the committee in charge of the recent hog and hominy carnival.

**Educate
Readers to
Read
Classified
Advertising**

I have some hundreds of original educational ads, specially prepared for the quick education of readers of newspapers to read classified advertising. I would like to make sale of these to a large newspaper desiring to inaugurate a year's campaign in the education of its readers along the classified line. Will forward sample copies of ads. Address 1465, Care The Editor and Publisher.

CHARLES SEESTED

DIRECT REPRESENTATIVE

41 Park Row

New York

Telephone 569 Cortlandt.

ANY NEWSPAPER looking for representation in the foreign field and wanting representation that really represents will do well to open negotiations with me.

For sixteen years, while representing the Kansas City Star in New York, I have been getting acquainted, learning where to go for business, how to get it when I got there, and the best way to keep that business once secured.

My experience and my acquaintance place me in a position where I can offer the right kind of representation to the right kind of paper.

A letter to me will start something.

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

COMMENTING upon the career of an old New York fire fighter who met death in the performance of his duty, some months ago, the newspaper of the city emphasized the fact that he never sent his men where he would not go himself. No branch of the work he was engaged in was beneath him, no hazard to great for him unless also, in his judgment, too great for his subordinates. The idea has a slightly changed application to newspaper circulation, but it is pertinent, nevertheless.

The circulation manager who makes good in the greatest degree is the one who can get the point of view of the men he directs. It is comparatively easy to prescribe "dope" for the other fellow. Being able to swallow the pill yourself is more convincing to him that it can be done. And if he's on your payroll and worth space his name occupies there, he only needs to be convinced that it can be done. Which means that your greatest service to him, and, through him, to yourself lies in your control of his mental attitude toward his work.

If you send him to do impossible things under impossible circumstances you spoil his attitude toward, and, therefore, his effort in, succeeding tasks. If you send him to do possible things and under possible circumstances, you must be prepared to demonstrate it to him when occasion requires. Merely to tell him it is possible won't do.

In a town of 10,000 population, thirty subscribers to an out-of-town newspaper had to get along without it temporarily, because the newspaper's road man, a new employe, sent to transfer the agency, had talked with his chief before leaving the office about obtaining the list of subscribers' names from the old agent by means of a possessory warrant, bail trover, or other legal procedure. On interviewing the old agent, and finding that the subscribers' list would not be surrendered without a fight, the road man wired his office that information and asked instructions. While awaiting them, he proceeded to appoint a new agent, and, selecting a youngster who possessed the qualifications desired, canvassed the town with him. The new agent's brother was induced to help with the work of canvassing. In three days a total of 130 orders for the paper had been taken. Meantime, the road man's request for instructions regarding legal procedure had been misinterpreted by his chief, and replied to sarcastically. "You told me," wrote the boss, "that you were an experienced circulation man. A school boy would know that the thing for you to do is to canvass. get busy." The road man's reply to this was equally hot. It read: "I can see that what I don't know about newspaper circulation will never be learned under you. Before I left the office you impressed on me your intense desire to force your agent, by legal means, if necessary, to surrender his subscribers' list. I wanted to afford you that satisfaction if it would do you any good. Meantime, proceeding along right lines, 130 orders had been taken here before your letter was received. The new agent's bond is enclosed. Either retract the contents of your letter or get a man for my place. Wire your decision." The retraction came, by wire. He had taught his chief the necessity for getting the road man's point of view, and his instructions, from that date forward did not confine treatment of any situation to a narrow impossible line.

You can't depend upon preserving the subordinate's point of view because you have passed through his line of work on your way to the top. You must refresh your knowledge of the conditions he meets. You must be able to challenge him to bring the hard nuts to you to be cracked. If you can demonstrate to him that the things you want done can be done—that you can do them—his respect for you will increase, he will change his mental attitude toward the work required, and his efficiency will increase to a marked degree.

Not only is this true of routine matters. It is the same with the development of ideas that spring from a healthy interest in the paper's welfare. Employers of the advertising and circulation departments of one big city newspaper have frequent "get-together" luncheons. On these occasions there is general discussion of the newspaper's progress, plans for future, etc. Recently there was shown at one of these luncheons, the photograph of a wagon used in distributing a rival newspaper. The wagon had carried flaring announcements that the rival paper would soon begin publication of a course of lessons in home needlework. Every man present at the luncheon had seen the announcement borne through the streets, but it had no particular significance for them. When reminded, however, that the newspaper making the announcement had been talking "class" to its advertisers—pretending that it went into only the homes of well-to-do citizens and that this fact accounted for its very limited circulation—the effect of the home needlework announcement, photographed for use in combating this argument, was instantly apparent.

The man who displayed the photograph—himself an executive—woke up that group of lunchers with: "This idea originated with the boss himself. It's the third good one he has put over within a few weeks. We're on his payroll, and we're expected to deliver some of this sort of effort as well as the routine stuff. He couldn't be here today, so he told me to say to you that he doesn't want to do all of the thinking for this institution while he's paying others to do some of

it for him, and that he expects you to increase your batting averages without waiting for a broader hint."

Wasn't that line of talk strengthened by the publisher's demonstration of his own ability to think? It would have had mighty little effect without that demonstration. He wasn't asking them to "go anywhere that he wouldn't go himself"—to do anything he couldn't do himself. Men will follow that sort of leader, and do his bidding loyally, earnestly—and efficiently.

* * *

THE RACINE (WIS.) CALL inaugurated a new collection system January 1, by which the carriers make the collections.

All the boys have been carefully drilled in the work which they are to do and will be supplied with proper coupon receipts for each customer. The youngsters are taking hold of the new work with an enthusiasm that bodes great success.

As a stimulus for good work Mr. Williams, the Call's circulation manager, has offered a prize of \$2 to the boy making the highest percentage of collections and \$1 to the boy making the second highest percentage.

These prizes will not be predicated on the amount of money collected but upon the greatest percentage of the number of subscribers on each boy's route. Subscribers can therefore assist their carrier boy in his contest by paying him promptly.

* * *

FOR startling the population with the cry, "Wuxtry paper! All about America declaring war on England," two newsboys were fined \$5 by Magistrate Wallace Bolland, of Pittsburgh, Pa. The boys, Jacob Muffson, aged 19, of the Hotel Yoder, and Harry Slain, aged 17, of 16 Pride street, committed the alleged offense in Homewood avenue January 8.

* * *

THE EL PASO HERALD has established another automobile newspaper delivery service in the Rio Grande Valley of New Mexico which carries the Herald to subscribers between El Paso, Texas, and La Mesa, N. M. The round trip mileage on this route is 64 miles. The car leaves the Herald office at 3:30 p. m. each day, immediately after the city edition of the Herald is published. All ranches and small towns between El Paso and La Mesa will be supplied with the Herald.

This is the third auto delivery line which the Herald has established in the past two years, one going from El Paso to Las Cruces, N. M., the round trip distance of which is 88 miles, the other going from El Paso to Clint, Texas, the round trip distance of which is 42 miles. These three routes now give the Herald 194 miles of auto delivery service, which, no doubt, is the longest auto delivery route in the United States.

Passengers are carried on all of the El Paso Herald auto lines and packages and parcels are delivered to points along the route.

The Herald has no opposition from any other newspaper in this section, so far as auto lines are concerned, thus giving the Herald a clean sweep of all this outside territory. Any newspaper that desires full particulars as to the cost of maintaining this auto delivery service may receive them by writing to H. H. Fris, circulation manager of the El Paso Herald, El Paso, Texas.

* * *

LEANDER J. NEISS, formerly of the circulation staff of the Chicago American, was a New York visitor this week, making arrangements for the publication in Chicago of a new motion picture weekly. The new book will be known as Feature Movie Magazine, with headquarters at 1010 Advertising Building, Chicago.

* * *

HEARST'S Atlanta Georgian and Sunday American entertained one hundred and fifty out-of-town agents at a "get-together party" on January 14. The affair proved one of the best and most interesting of its kind ever staged in Dixie. The Georgian and American provided hotel accommodations and meals from the morning of January 14 to the following morning. Advantage was taken of the opportunity to dispense some efficiency hints in talks by Circulation Manager Albert E. Ellis, Country Circulation Manager Chas. Chandler, Magazine Circulator J. W. Lysterly and others of the staff.

The entertainment provided for the visitors included an automobile trip about the city in the afternoon, a banquet at the Kimball House in the early evening, followed by a theatre party.

The banquet program included reproductions of pages from the American. An "Agents' Extra," made up to follow the "dress" of a regular edition of the Georgian—red "fudge" and all—furnished another souvenir of the occasion.

It is reasonable to expect that the Georgian-American agents will long remember the gala day. Also that they will have a better view of the publication officers' side of their work. Whatever the expense, 'tis our belief that the Georgian-American enterprising promotion stunt will prove worth while and lasting in good results.

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

THE ROCKY MOUNTAIN NEWS
(Morning Daily and Sunday)

THE DENVER TIMES
(Evening Daily)

THE LOUISVILLE HERALD
(Morning Daily and Sunday)

The Shaffer Group

THE SEATTLE TIMES

"The Best That Money Can Buy"

Daily, 73,000
Sunday, 90,000
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 1914, the Times led the P. I. by 3,800,000 agate lines. The Times gained 33,000 lines and P. I. lost 650,000 lines.

LARGEST QUANTITY
BEST QUALITY CIRCULATION

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

Los Angeles Examiner

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

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

The only non-returnable newspaper in Los Angeles. Over 90% delivered by carrier into the homes. Reaches 78¼% of families listed in Blue Book of Los Angeles.

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

The Florida Metropolis

FLORIDA'S GREATEST NEWSPAPER
JACKSONVILLE, FLA.

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

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

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

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

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

In Pittsburgh The Post

First in Quality of Circulation for 70 Years is growing so rapidly in quantity that we predict it will be first in both quality and quantity within a short time. The combination of energy, experience, money and force now pushing the circulation is producing wonderful results.

CONE, LORENZEN & WOODMAN
Special Representatives
New York Detroit 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.

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

Permit us to show you "Why"!
KELLY-SMITH
220 Fifth Ave., New York Lytton Bldg., Chicago

The Peoria Journal

"Guarantees a larger bona fide circulation than any other Peoria newspaper and also guarant es as much city circulation, in Peoria an n, 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 & Varney, Peoples Gas Bldg., Chicago

A' TOP O' THE WORLD

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

B. F. SCHLESINGER, General Manager of the Emporium, San Francisco's largest department store, has been in New York for a few days, and we had the pleasure of meeting him.

It was a pleasure, too, for he is a mighty wholesome fellow. When a man travels over half way across the country to take charge of a department store doing one and three-quarters million dollars business on a four per cent. plus advertising expenses; turns things upside down, so to speak, and in eight years changes it to an eight million dollar business on a one and one-quarter per cent. advertising expense, he may be excused if he gets a trifle chesty and points with pardonable pride at what he has done.

Only Mr. Schlesinger has not grown chesty, neither does he "point with pride." To hear him talk it was not "me," but "we," that did things, and it was nothing much that "we" did, either.

Basing one's advertising on an entirely different viewpoint, utterly and absolutely ignoring what competitors said or did, eliminating superlatives and bombast was not "such a much," according to Mr. Schlesinger.

He told us many more things, too. For instance, the Emporium was the first store in San Francisco to close up at 6 p. m. Christmas week—the average wage of employees drawing less than one hundred dollars a month is over forty dollars, and this includes the cash girls and stock boys; there has not been a resignation or discharge among the department heads in that time through dissatisfaction, and in other ways the store is almost ideal.

And, without knowing it, we will lay a bet that the head porter of the Emporium is a great deal more self important than Mr. Schlesinger is.

He says they do things the way they do because it pays them in real dollars and cents.

* * *

A. J. HART, of Cammeyer's Shoe Store, writes to a Top o' The World, under date of January 20th, in protest against a comment recently made on one of the clearance sale ads run by his store.

Investigation brings out the point that the ad did not mean what it said, that it was ambiguous and misleading, not from any intent to mislead, but through careless construction.

Mr. Hart thinks an explanation is due, so here is the explanation.

* * *

IT WAS A FEW DAYS after Thanksgiving that a woman, who is thoughtful and considerate of others, and who, heeding the annual howl of "do your shopping early" saw a very pretty piece of neckwear at McCreery's and, knowing of a friend who had a weakness for such things, purchased it, intending, of course, to present it to this friend at Christmas.

The price was five dollars, and she felt well satisfied with her purchase. Like everyone else, this woman had to do some late shopping just before Christmas, and happened into McCreery's during the last week. It happened, too, that she was with the friend she was going to give the neck-piece to.

Imagine, if you can, her consternation when, upon reaching the neck-wear counter the friend stopped to admire some "special values" which was being displayed, and, sticking out like a sore thumb with a full dress suit was this identical article reduced to 98 cents.

Of course, the friend saw it, and, of course, if she received the gift, she would at once associate it with the 98-cent "bargains" she saw, and, of course, the five-dollar purchase was not given, and, of course, here is another woman who will not do her shopping early any more, and, of course, newspaper men will hear the same old wheeze that advertising is losing its pulling power.

* * *

Cincinnati, O., January, 1915.

With regard to advertising of The Neuroglyline Company. Our clients inform us that during the past three months their business has run at an actual loss, and further, instruct us that we are to discontinue their advertising in all publications where full position or better is not being given their copy at all times. Your publication is one included in the list that they have given to us, but we would like to be able to keep this advertising running.

We are, therefore, going to put the matter up to you frankly and believe that you will appreciate, under the conditions existing at the present time, that our clients could not possibly expect to make a profit even with the very best of service. However, they are willing to take a loss and continue their advertising in such publications and are willing to co-operate with them in every way possible, and at the same time give them the requested position at all times.

We have, therefore, withheld the cancellation order for your publication and hope it will not be necessary for us to send it on. We want you to feel that our efforts are mainly to have this advertising continued in all papers, and for this reason we are putting the matter squarely up to you and believe you will find it possible to meet our request at this time.

So, for the present at least, will you please instruct your foreman to give this advertising full position (top of column if possible) on a good local or telegraphic news page. We assure you that it is our intention to reciprocate with increased schedules as soon as business warrants it.

Yours very truly,
THE THOMPSON-KOCH CO.
(S) A. G. Koch.

The above letter which, it seems, is going the rounds of newspapers carrying this copy, has been brought to our attention.

We cannot see, for the life of us, why this letter was written, or why any such an extended apology should preface such a request, as newspaper publishers are always only too glad to place advertising in this position.

We assume, of course, that in requesting this position the agency is calculating on paying for it, and that all advertisements so billed will be passed without question.

However, if, by any peradventure this should be a request for preferred position, on a r o p rate, it is an awfully brazen attempt to hold a club over publishers and dangerously close to the graft class.

It is to be hoped that a philanthropic medicine concern, willing, as the letter says, to run copy, knowing it is a losing proposition, merely to pay newspapers for space, would not have business dealings with an agency that would try any questionable methods of getting out of paying for what they get.

IN WESTERN PENNSYLVANIA

You will make no mistake by using

The Johnstown Leader

The management of this newspaper believes in co-operating with national advertisers.

S. G. LINDENSTEIN, INC.
Special Representative

18 East 28th Street New York City

Sunday and Every Week Day

On Sunday as well as every week day The New York Times sells more copies in New York City than the combined city sale of The Herald, The Sun, and The Tribune.

All New York Sunday newspapers are five cents per copy.

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
1266 First National Bank Bldg., Chicago

Connecticut's Biggest and Best Daily Newspaper

The Hartford Times

Hartford, Conn.

THE TIMES' circulation is 3c. circulation Home circulation

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

KELLY-SMITH COMPANY
Representatives

220 Fifth Ave. Lytton Bldg.
New York Chicago

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

NEWSPAPER WOMEN OF AMERICA.

Miss Susan F. Iden, Social Editor of the Raleigh (N. C.) Times, Who Has Made Her Mark in the South.

AMONG the newspaper women of the South who have achieved more than local distinction, Miss Susan Franks Iden, of the Raleigh (N. C.) Times, is a prominent figure. Although Miss Iden is a young woman, she has been with the Times continuously for the past seven years. Her present position is that of social editor, but she has done practically every kind of work on the news staff.

In speaking of her work Miss Iden said: "What little success I have met



MISS SUSAN FRANKS IDEN.

with I attribute to the amount of tact that I have tried to use as much as anything else. I have endeavored to be 'all things to all men' or rather women, in my social work on the paper. This has necessitated a close study of human nature that has helped me more than anything else and the interest I have had to cultivate in every line of work has been very broadening.

"My success has come too easily, I

PHOTO AD PLAY CONTEST.

Prize of \$100 by Educational Committee of Advertising Clubs for Play on Advertising Subject.

The Educational Committee of the Associated Advertising Clubs of the World is offering a prize of \$100 to the person who submits before February 15, 1915, the most suitable scenario for a one reel humorous photoplay based upon some phase of advertising. Of course no single advertising medium and no individual firm or product can be exploited; the subject must be handled in a way that will be broad and general. The play must be of a humorous character to make it acceptable as a "joker," to be interpolated by the picture play houses between the serious dramas.

The first play of this kind was brought out last fall and met with instant popular favor. The theme and the clever handling of this first advertising movie led one of the great New York daily newspapers to devote a half page of illustrations and text to it a few weeks ago. This play, entitled "Mr. Noad's Adless Day," has already been described in these columns.

By offering a prize for a new scenario the Educational Committee hopes to have pictured in an interesting and convincing manner the question of how advertising lowers the cost of living; how advertising drives out inferior goods by

am afraid, and sometimes I feel the restless desire that every newspaper woman must have sooner or later, I imagine, to test my ability in the thick of the fight where only real merit can stand. I have always felt, however, that success must begin at home. The recognition there, after all, is sometimes slower coming."

Miss Iden's work has been by no means confined to the social side of the paper. She has handled everything except sports and the police court and would be willing to try her hand there if the necessity arose. She has now and then contributed to the editorial columns of the paper, and has made a specialty of reporting musicals, lectures, and concerts. On her second day on the Times Miss Iden was thrown into the ring to show what she was worth, being assigned to a big college celebration featuring an address by the Governor of the State. Few musical or theatrical celebrities who have passed through Raleigh have escaped an interview with Miss Iden. She has handled nearly all of her paper's dramatic criticisms.

The social page of the Times is one of the most interesting features of the paper to many readers. Its editor has shown care in selecting the daily poem for the social lead that has commended this feature to many scrapbook lovers. Lately a regular Saturday article by Miss Iden under a special head written in a personal, heart-to-heart sort of way has been introduced on that page.

Miss Iden's work has not been confined entirely to the columns of the Times. Through her special reporting of large religious gatherings and women's club federations for the papers of the State she has won a state-wide reputation. The president of one of the leading colleges of the South paid a high tribute to Miss Iden's work, according her a high place among the journalists of the State.

Miss Iden has a large family connection in Raleigh, where she was born on the very lot where her great grandfather, David Royster, brought home a bride and where he reared a family of ten children, the descendants of most of whom live in Raleigh. Since early childhood she has had no other desire except to write, and she drifted early into newspaper work where she has seemed to find her niche, the work best suited to her talents.

educating the public to better quality and service or any other of the advantages brought about through the help of modern advertising.

The jury of award will consist of Carl Laemmle, president of the Universal Film Manufacturing Company; C. L. Rothapel, managing director of the Strand Theater, of New York, and a member of the Educational Committee.

It is expected that the new play will be produced before the next annual convention of the advertising clubs, which will meet in Chicago from June 20 to 24.

Any one who desires to win fame and the prize may secure a sample scenario, together with the very simple conditions governing the contest by addressing Charles R. Stevenson, chairman of the Committee on Educating the Public, Mishawaka, Ind.

First Printing Press.

"May I print a kiss on your lips?" I said,

And she nodded her sweet permission;

So we went to press, and I rather guess,

We printed a full edition.

"But one edition is hardly enough," She said with a charming pout;

So again in the press the form was placed

And we got several "extras" out.
—Atlanta Saturday Night.

MISS RODMAN ON TRIBUNE.

Teacher Mother Now Writing Educational Column of Interest.

Miss Henrietta Rodman, who became famous as the storm center of the "teacher mother" controversy, has joined the staff of brilliant writers that the New York Tribune is gathering. Her daily column of school news and com-



MISS HENRIETTA RODMAN.

ment will reflect the intimate knowledge of educational conditions in the metropolis that Miss Rodman possesses.

Following her suspension by the School Board on account of a letter written to the Tribune, a purse was made up by the teachers to cover the year's salary forfeited. This tribute will of course not be necessary in view of Miss Rodman's immediate acceptance of the Tribune's offer.

Lancaster Ad Club's Food Show.

Next week the Lancaster (Pa.) Ad Club will pull off one of the most ambitious events undertaken in the State by any ad club. Beginning Monday it will hold a Pure Food Show in the Auditorium which will be attended by some of the leading food experts in the country, including Dr. Harvey W. Wiley, Mrs. Christine Frederick, Harry P. Cassidy of Pennsylvania State Food Department fame, Dr. Randal Rosenberger, chief bacteriologist of Jefferson Medical College; Dr. Fitz Randolph, Food Commissioner of New Jersey; Prof. Charles LaWall, chief chemist of the Pennsylvania State Food Department; Dr. Samuel G. Dixon, State Commissioner of Health of Pennsylvania.

Three hundred dollars' worth of souvenirs will be distributed during the week. Dr. Donald McCaskey, a prominent physician of Lancaster, is chairman of the committee of arrangements.

REGARDING THE WACO NEWS.

New York, Jan. 15, 1915.
The Editor and Publisher:
In your issue of December 26th you published an article headed "Waco News Receivership." This paper is not in the hands of a receiver. There is a suit now pending between W. P. Hobby of the News Publishing Co., former owners of the Waco News, and the present owners, the Southern Publishing Co.

When the Southern Publishing Co. bought the paper it did not assume any of the liabilities and it bought the paper with a definite agreement as to circulation and advertising, which upon investigation were not found to be in accordance with terms of the sale, which is the reason for the present suit.

You can rest assured that there is absolutely no reason to fear that the News will go into the hands of a receiver, and even if the present owners should lose the suit, which is very doubtful, they are fully able to pay the amount involved.
KNILL-CHAMBERLAIN-HUNTER, Inc.
John W. Hunter.

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

Confidence

of the readers of the New York Evening Post in its Financial News brings it thousands of subscriptions at \$10 a year (3c daily, 5c Saturday).

Syndicated news letters daily for simultaneous publication—also special Saturday financial letter supplied at reasonable rates. Address Syndicate Dept., The Evening Post, 20 Vesey St., New York, N. Y.

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
G. LOGAN PAYNE CO.

748 Marquette Building, Chicago
200 Fifth Ave., New York City
Publicity Building, Boston

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

THINGS THAT ARE SO IN ADVERTISING.

By Bert Moses.

(From an address delivered before 23rd Street Y. M. C. A. Class in Advertising December 9.)

Probably the greatest mistake being made today is preaching the doctrine that advertising is an intricate, a complicated and many-sided thing. It isn't. Advertising is as simple as the machinery of a wheelbarrow or the architecture of a cigar box. In all advertising there are but five essential things the public wants to know and here they are:

What is the product or service good for? What is its name? What does it look like? Who sells it? What does it cost? You have got to get those things into your advertising if you want to get your money out of advertising.

Persistence is the cardinal virtue of advertising. The more times you say a thing; the more times you display the picture of a trademark or package; the more times you get your name, your business and your product before the public eye, by just that much do you add to the sum total of that elusive thing known as "Reputation." It is the repeated impressions created by advertising that establish a demand, and these impressions are seldom built up in a day, a week or a year.

PERSISTENCY FIRST OF AD VIRTUES.

Persistence stands at the head of all advertising virtues, and should easily be the first concern in all calculations. The advertiser, by the process of elimination, should throw aside every lesser issue, and get right down to the heart of the following problem:

How can I get my message, my trademark, my package and my name before the most people in the most desirable markets, and keep them there for the longest time at the least cost? Here at last is something about advertising that is so, something that is definite, something tangible, something clothed with substance, something that can be determined as absolutely as the length of a fence, or the height of a house, or the weight of a bar of iron.

For my own interests I have determined what the most desirable mediums are. They are the street cars and the newspapers. Other products may figure out on some other basis, and each advertiser has got to do it for himself.

Hugh Chalmers, one of the very big men of America, says:

THREE FUNDAMENTAL PRINCIPLES.

"To my mind there are only three fundamental principles in advertising, namely, be honest, be sensible, be persistent. I say be honest because every advertiser should remember that advertising doesn't create value—it merely tells of it. The value has to be in the article itself. I say be sensible because the majority of people who read copy are endowed with good common sense. I say be persistent because you have to keep everlastingly at it. People soon forget, and unless we keep persistently at advertising we had better not begin at all."

The men who have brought about the notion that advertising is anything more than the exercise of just plain, ordinary horse sense are not in the Chalmers class. They remind me of peashooters who look only for small game. They are in that class which believes that creasing the trousers and wearing pink socks make a gentleman. They lose their balance by creating problems that don't exist, and giving more importance to small things than to great ones.

PART PLAYED BY COMMON SENSE.

Right off the reel, I should say that "Common Sense" are the two most potent words in the English language, because they embrace every good thing and reject every bad thing. The first requirement of Common Sense is health. To be a good advertiser, you must be a good animal. Cut out the little highball, for it has a headache all its own.

Sidestep the lobster a la Newburg, the turkey tango, the pasteboards and do not allow the swish of petticoats to lure you away.

The next requirement of Common Sense is to fit yourself to fix values—to distinguish between the big things and the little. How can you do that? By using your own brains—that is what they are for. Listen to everything other folks say, including me; then use your own head to decide what seems to be so and what doesn't.

Most of the things men are taught are forgotten, while the things they know and the things that stick have been beaten into them by experience.

George Bernard Shaw says: "When you give a certain degree of education to everybody, it ceases to be education at all. A man who knows what everybody knows is an uneducated man. The educated man is a man who knows what other people do not know."

There is as much difference between an advertiser and an advertising man as there is between a sculptor and a stone mason, although it is the business of each to cut stone.

And here again I want to repeat that paying wages as an advertiser will put you to the front very much faster than drawing wages as an advertising man.

SOME FACTS ABOUT GRAMMAR.

Now take advertisement writing or any kind of writing. Grammar, rhetoric and syntax are presumed to be indispensable, and yet Abraham Lincoln, whose English is classic, never took a lesson in grammar in his life. Herbert Spencer did not study grammar until he was 60 years old, and did so then only because he wanted to find out what it was all about. Lord Macaulay said he could not perceive that the study of grammar makes the smallest difference in the speech of people who have always lived in good society.

Lincoln, Spencer and Macaulay learned to write by writing, just as all good swimmers learned to swim by jumping in and swimming when boys.

In my own humble case, I must testify that I could no more parse a sentence than you could run an automobile with moral suasion, and yet I am able to write understandingly and to make myself plain to you.

The purpose of language is to convey thought from one to another, and the man who is able to do that is competent to become a successful advertiser, whether he understands grammar or whether he doesn't.

Ingersoll could not have been any greater orator had he stopped to learn that in pronouncing the letter D the tongue must touch the teeth, or in pronouncing F the upper teeth must touch the lower lip.

Ty Cobb could not hit the ball harder or oftener if he knew the Latin name of every bone, muscle and ligament in his body.

Too much technical education tends to suppress individuality, and no one can become a great advertiser unless he is a distinct individual. I have selected grammar and syntax simply to try and show that while they are useful, they are not indispensable, and that, like the buttons on the sleeves of your coat, you can get along without them, even though you may not be quite so spectacular.

I have said that while every great advertiser is a distinct individual, with notions and peculiarities of his own, yet all great advertisers possess an uncommon degree of Common Sense.

They also possess a faith and an enthusiasm that leap hot from the heart—a something that seizes their souls with a passion so intense that it urges them on and on and on, as Christopher Columbus was urged when he headed his ships in the direction where the sun goes down, and sailed away on an uncharted sea.

They also believe in themselves abso-

lutely. They have an unbending will, an inexorable purpose and never doubt the outcome for an instant.

The great advertiser is also imbued with some one consuming idea, and upon that idea he concentrates every waking moment, and that idea is present in his dreams. He devotes his life to manipulating his idea into a material form that can be seen, heard, felt, tasted or smelled. Put all these five senses together and you get a sixth sense—which is Common Sense.

Absolutely no man can win by doing the thing as others have done it. And this is why: Success in advertising never came about because of the plan alone, but because of the plan and the man behind it indissolubly joined together. The imitator is a coward at heart, and advertising is not for such as he.

What Roosevelt has done, what Wanamaker has done, what Post has done, what Lipton has done, what Wrigley has done, what Carnegie, Rockefeller, Morgan, Strauss, Field and the other giants have done, is yours for the looking.

DO YOUR OWN GROWING.

Nobody can make you an advertiser but yourself, and you will never run up a high score until you gather courage to scorn precedent and to beat down paths of your own. Every man must do his own growing, no matter how tall his father was. The world is well supplied with Anybodies, and there is still little competition in the way of Somebodies.

Socrates said, "Know thyself," and thus told in two words what I am trying to tell in thousands.

I have spoken about the majesty of Common Sense, and I want to explain to you what it means. Common Sense tells us the one certain thing about advertising is its amazing uncertainty. This is so because advertising is not a thing in itself, but a combination of things. Advertising, in its generally accepted sense, is merely an act, while results depend almost entirely upon the man who performs the act.

THE THIRD FACTOR.

A third factor is the thing or the service that is being advertised.

If the advertising, the man and the article do not harmonize—if there is discord anywhere—the advertising falls down and gets the blame, when it isn't the fault of the advertising at all. As well might you condemn a fine automobile for not running if you fill the gas tank with water and put an Esquimaux at the wheel.

So, then, here is what Common Sense in advertising means: It means, first, plain honesty, without hobble skirts on. It means simplicity. It means work. It means persistence. It means faith and will and enthusiasm, and then still more faith and will and enthusiasm.

Common Sense prompts a man to promote something which is good and useful—something which the people are apt to buy when they hear about it, and which they will buy again because of its discovered goodness. Common Sense means the selection of a good name, the creation of a pleasing package—the adoption of a suitable price—the spreading of the advertising before as many people as possible at as low a cost as can be had.

REVIEWING CONDITIONS.

It means a careful review of market conditions, and the adoption of a plan of campaign to meet those conditions. It means sensible copy, with the breath of life in its lines. It means the proper use of a medium a hundred times more than it means the medium itself.

And it means most of all an unalterable purpose, a dominating enthusiasm, an overmastering determination that sweeps every obstacle aside and rushes on to the destination selected.

The noise of many voices should not be allowed to drown the one thing about advertising that is so. There is but one big attribute in advertising, and that big attribute is Common Sense.

THE CHICAGO CONVENTION.

New York Delegation Will Make Its Headquarters at the Auditorium Hotel.

John Sullivan, chairman of the On-to-Chicago Committee of the Advertising Men's League of New York, contributes to the League Bulletin for February the following announcement:

"The period of the 1915 convention will be from June 20th to 24th. The general meetings will be held in the Auditorium Theater, which is part of the Auditorium Hotel Building, and the departmental sessions, etc., in a number of rooms engaged in the Auditorium and Congress Hotels.

"For the New York delegation accommodations have been secured in the Auditorium Hotel. One hundred rooms, mostly on the Michigan avenue front, have been definitely arranged for. All the rooms have baths, and not more than two persons will be allotted to any room. A headquarters room has also been engaged for the exclusive use of the New York delegation, in which mail can be received, committee meetings held, delegation notices posted—in short, a room for general use and convenience.

"The Auditorium Hotel is located at the corner of Michigan avenue and Congress street, directly fronting on Lake Michigan. The situation is, therefore, an open one, and the unimpeded lake breezes will be fully enjoyed and appreciated in the June temperature.

"The Auditorium Hotel is also within easy reach of the railroad depots. It is probable that arrangements will be made for vehicles to convey the members of the delegation to the hotel on arrival.

"A special train will be arranged, equal, at the least, to the Toronto train of last year, and everything will be done that can be done for the convenience, the comfort, and the interest of the members of the party.

"As early as possible definite information as to total cost of the trip, day of departure, etc., will be issued.

"The On-to-Chicago Committee is confident that it will have the hearty support and co-operation of the members of the League; and that New York will have at the Chicago Convention, as at the Toronto Convention, the largest and most representative delegation."

ANSWERS TO CORRESPONDENTS

Philadelphia, Dec. 30.
Have the Scripps people started any new papers since the suspension of the News-Post of Philadelphia?
H. F. L.
No.

San Francisco, Dec. 12.
I am desirous of purchasing a good country newspaper in a promising field. Do you know where I can find one?
C. S. W.

C. M. Palmer, 225 Fifth avenue, and Harwell, Cannon & McCarthy, Times Building, New York, newspaper brokers, are in a position to submit the names of several such properties as you seek.

Chattanooga, Tenn.
Will you kindly define "Yellow Journalism?"
J. C. J.

Yellow journalism is the journalism of hysteria, exaggeration and sensationalism. It usually involves the use of big black headlines, cartoons and other illustrations of the "scream" variety. Newspapers that practice yellow journalism pander to the abnormal, the eccentric and the erotic among human kind.

Convention Boom Song.

Chicago Advertising in its last issue prints the following verse and suggests that it be sung at all ad club functions for the next four months.

TUNE—TIPPERARY.

It's a great old town, is old Chicago
A great town you know,
Where the ad-men are soon to gather
For their 1915 Show,
So long San Francisco,
Farewell Herald Square,
It's a long long way to Old Chicago,
But my heart's right there.

TIPS FOR THE AD MANAGER.

Albert Frank & Company, 26 Beaver street, New York City, are placing display copy with a selected list of newspapers for the International Mercantile Marine Company, "Panama-Pacific Line," 9 Broadway, New York City.

Van Benschoten & Countryman, Union Building, Syracuse, N. Y., are asking for rates in Pennsylvania newspapers.

Bayer-Stroud Corporation, 200 Fifth avenue, New York City, is making contracts with a selected list of newspapers in cities where representative will visit for the F. B. A. Biscuit Company, Woolworth Building, New York City.

J. B. Haines, Bailey Building, Philadelphia, Pa., is sending out classified orders generally for the Universal Standard Publishing Company, of Philadelphia, Pa.

The Metropolitan Advertising Company, 6 Wall street, New York City, is issuing orders to a few New England newspapers for Peace Dale Mfg. Co., 334 Fourth avenue, New York City, and Peace Dale, L. I.

J. Walter Thompson Company, 44 East 23d street, New York City, is forwarding orders to some weekly newspapers for E. A. Kemp.

The American Publishers' Advertising Agency, Boston, Mass., is placing orders with Pennsylvania papers for the American Proprietary Company, "Tonaline," Boston, Mass.

Roberts & MacAvinche, 30 North Dearborn street, Chicago, Ill., are handling the newspaper advertising of Geo. H. Mayr, "Mayr's Wonderful Stomach Treatment," 154 Whiting street, Chicago, Ill.

Blomfield & Field, 171 Madison avenue, New York City, are issuing 140 line one time orders with Illinois papers for the Schillo Motor Sales Company, Mercer automobile.

Wendell P. Colton, 165 Broadway, New York City, is sending out continuation orders to newspapers for Mallory Steamship Company, Agwi Lines, Pier 36, N. R., New York City.

Taylor Critchfield Company, Brooks Building, Chicago, Ill., is making 3,000 line contracts with some Western newspapers for Noyes Bros. & Cutler Company, Matt. J. Johnson, 396 Silbey street, St. Paul, Minn.

Picard & Company, Inc., 286 Fifth avenue, New York City, are asking for rates in newspapers.

Nelson Chesman & Company, 200 Fifth avenue, New York City, are placing orders with a selected list of newspapers for Winslow Lubricating Company, "Graphinoid," 1449 Niagara street, Buffalo, N. Y.

Dorland Advertising Agency, Atlantic City, N. J., and 366 Fifth avenue, New York City.

York City, will shortly start a campaign with New England newspapers for Bovril Company, London, England.

Holbrook & Schaefer, 286 Fifth avenue, New York City, are handling the advertising with New York City newspapers for D. Auerbach & Sons, "Auerbach Candies," 11th avenue and 46th street, New York City.

Rice Advertising Agency, Times Building, Troy, N. Y., is forwarding orders to a few selected large city newspapers for the Albany Commercial Company, "Albany Industrial Buildings," Albany, N. Y.

H. E. Lesan Advertising Agency, 440 Fourth avenue, New York City, recently secured the advertising account of J. Hungerford Smith Company, Flavoring Extracts, 410 North Goodman street, Rochester, N. Y.

Frank Seaman, 116 West 32nd street, New York City, will shortly place orders with farm papers for H. W. Johns Manville Company, Madison avenue and 31st street, New York City.

George L. Dyer Company, 42 Broadway, New York City, is again sending out orders to Pennsylvania newspapers for C. H. Keith, Dr. Marshall's Catarrh Snuff, Savings Building, Cleveland, O.

Mahin Advertising Company, 104 South Michigan avenue, Chicago, Ill., is placing orders with Western and Pacific Coast newspapers for the Central Roofing Company, "Certainteed Roofing," East St. Louis, Ill.

George L. Dyer Company, 42 Broadway, New York City, is again issuing orders to Pennsylvania newspapers for the Beechnut Packing Company of Canajoharie, N. Y.

Holbrook & Schaefer, 286 Fifth avenue, New York City, are forwarding 125 l. 5 t. orders to a selected list of newspapers for the New York Central & Hudson River R. R. Company, bondholders' notice, Grand Central Station, New York City.

Frank Presbrey Company, 456 Fourth avenue, New York City, is now placing orders with the same list of newspapers as last year for the Shredded Whole Wheat Company, Niagara Falls, N. Y.

J. W. Morton, Jr., 21 Irving Place, New York City, is again putting out one time orders with large city newspapers for Kops Brothers, "Nemo Corsets," 120 E. 16th street, New York City.

Street & Finney, 171 Madison avenue, New York City, will shortly forward newspaper orders to a selected list for Strouse, Adler & Company, C. B. a la Spirite Corsets, 45 E. 17th street, New York City.

AD FIELD PERSONALS.

E. R. Willcox is now service manager of a department of outdoor advertising for the Nichols-Finn Advertising Company, of New York and Chicago.

Miss Annie R. Edgerly, formerly secretary of Edwin W. Hazen, advertising director of the Curtis Publishing Company, and Miss Barber Walker, of the same office, have organized the Publishers' Information Bureau, Inc., and opened offices at 112 East 19th street, New York City.

C. R. Dickinson, formerly with the Cosmopolitan Magazine, is now eastern advertising manager of Puck.

Robert C. Doremus, formerly associated with Doremus & Morse, recently completed a four years' course at the Massachusetts Institute of Technology,

ABE "ABOVE BOARD CIRCULATIONS" ABE

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

Table listing newspapers by state: ARIZONA (GAZETTE), CALIFORNIA (Examiner, BULLETIN), GEORGIA (JOURNAL, CHRONICLE, LEDGER), ILLINOIS (HERALD, HERALD-TRANSCRIPT, JOURNAL, STAR), IOWA (REGISTER & LEADER), LOUISIANA (TIMES-PICAYUNE), MARYLAND (THE SUN), MICHIGAN (PATRIOT), MINNESOTA (TRIBUNE), MISSOURI (POST-DISPATCH), MONTANA (MINER), NEW JERSEY (PRESS, JOURNAL, PRESS-CHRONICLE, COURIER-NEWS), NEW YORK (EVENING MAIL), OHIO (PLAIN DEALER, VINDICATOR), PENNSYLVANIA (DAILY DEMOCRAT, TIMES-LEADER), SOUTH CAROLINA (DAILY MAIL, THE STATE), TENNESSEE (BANNER), TEXAS (STAR-TELEGRAM), WASHINGTON (POST-INTELLIGENCER), WISCONSIN (PRESS), WYOMING (LEADER), CANADA (WORLD), BRITISH COLUMBIA (FREE PRESS), ONTARIO (FREE PRESS), QUEBEC (LA PRESSE).

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, GAZETTE), QUEBEC (LA PRESSE).

and has been appointed assistant engineer in the Research Laboratory of the New York State Commission on Ventilation. Maylin Hamburger, formerly with the Curtis Publishing Company, is now with the Richard A. Foley Advertising Agency, Inc., Philadelphia.

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

AD FIELD PERSONALS.

William McK. Barbour, formerly manager of advertising of the Minneapolis Tribune, for several years in the same capacity on the Minneapolis Journal, and more recently vice-president of the Newitt Advertising Agency of Los Angeles, is now associated with the Los Angeles Evening Herald as special representative of the advertising department.

Thomas F. McElaney, advertising manager of the Bridgeport (Conn.) Farmer, has resigned to go over to the Post-Telegram combination.

James J. Alvarez, formerly of the advertising staff of the Mobile (Ala.) Item, has been appointed advertising manager of the Na-To-Na Remedy Co., of Mobile.

Paul Hale Bruske, formerly a newspaper man, of Detroit, Mich., and connected with the advertising department of the Studebaker Corporation for the last four years, has joined the advertising department of the Maxwell Motor Car Company and has left for the Pacific Coast, where he will have charge of the Maxwell Co. publicity during the Panama-Pacific exposition.

Augustus J. Furlong has resigned from the advertising staff of the Mobile (Ala.) Register to accept a similar position with a Baltimore paper.

C. T. Hancock, well known in advertising circles, has recently become associated with the Heller-Barham Agency, New York.

Harry J. Pierce, formerly advertising manager of the Bridgeport (Conn.) Telegram and Sunday Post, is now with the Times-Leader of that city.

R. M. Nicholson, formerly with the Kramer Crasselt Advertising Agency, Milwaukee, Wis., and later advertising manager of the Neenah Paper Company, Neenah, Wis., has been appointed advertising manager of the Berger Manufacturing Company, Canton, Ohio. Raymond L. Kreighbaum, who has been filling that position temporarily, has returned to his former position as promoter of sales.

Walter Beiling has been appointed sales and advertising manager of the reorganized Premier Motor Car Company.

J. S. Oliver has been appointed merchandise expert for the Lewis Seabrook Co., advertising agents of Atlanta, Ga.

Norman Lewis, associated in the advertising field in Cleveland and other cities for the past seven years, has taken the position of director of advertising sales campaigns for the house of Hubbell, Plain Dealer Building.

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.

E. E. Patton, for ten years advertising manager of the National Stockman and Farmer, of Pittsburgh, and for the past four years holding the same position with the Practical Farmer, of Philadelphia, has joined the staff of Cone, Lorenzen & Woodman, publishers' representatives, of New York, Chicago and other cities, and will have charge of its farm and weekly papers. Mr. Patton is regarded as one of the ablest men in the field of agricultural and mail order journalism.

Orland Thompson has been made general manager of the Sales Service Corporation, recently organized to handle local advertising in conjunction with national accounts, at Indianapolis, Ind.

H. C. Phelps has joined Joseph Lebensburger in the advertising business at Dayton, O., it now being the Lebensburger Phelps Advertising Service.

A. D. Schiek, of the Dubuque (Ia.) Advertising Company, has moved his office to Minneapolis, Minn., where he will devote his entire time to advertising for various lumber interests.

T. B. Van Alstyne has been appointed advertising manager of the Class Journal Co., publisher of Motor Age, with headquarters in New York City.

Don Fraser, of the Rochester (N. Y.) Democrat and Chronicle, has been appointed advertising manager of the Lisk Manufacturing Company.

Jackson D. Hoag, formerly Sunday editor of the Pittsburgh (Pa.) Post and Sun, has been appointed publicity agent of the Schenley Theater of that city.

O. H. Blackman, of the Blackman & Ross Agency, gave a talk on "The Functions of the Advertising Agent," before the class in advertising at the 23d Street Y. M. C. A. last week.

J. M. Tregellas has been secured to take charge of the advertising course at the Y. M. C. A., Sacramento, Cal.

Clarence M. Agard, of the Bridgeport (Conn.) Farmer, has been selected to handle the publicity for the Connecticut Conference of Charities and Correction, which has its annual several days' session at Stamford in April.

Henry E. Agnew, of the department of journalism, of the University of Washington, will, this season, conduct a course in advertising for the benefit of Seattle's business men.

Mr. Pratt's Southern Trip.

Lewellyn E. Pratt, chairman of the Educational Committee, Associated Advertising Clubs of the World, is in the South visiting the clubs in that section. On January 13 he addressed the Baltimore club; on the 14th he was in Charleston; the 15th in Clinton, S. C.; the 16th in Chattanooga; the 18th in Birmingham; the 21st in Atlanta. From Atlanta he visited New Orleans, Shreveport, La., and Nashville, Tenn., clubs, closing his tour at Norfolk, Va., on the 28th, and Richmond on the 29th. Mr. Pratt is explaining to the various clubs the educational and vigilance service and showing how the local clubs can cooperate more effectively in the work of the association. After his return from the South he is planning a trip to the Clubs

in the Middle West during the month of February.

ADS IN CLEAN PAPERS PULL.

Harry Tipper, advertising manager of the Texas Company, in a recent interview said:

"There is no question that the fraudulent advertising reduces to a very great extent the value of advertising to the legitimate user of it. On the other hand the paper that cuts out the frauds and cheats increases its business value.

"The big advertisers know fully how the value of their own space is cut down by the frauds; it is an actual money loss to them.

"Whenever I start an advertising campaign and have to take space in papers that accept any kind of advertising offered, I have to buy more space in that paper, and run the advertising longer, to accomplish the same results that I achieve in clean papers. I have checked results carefully, and can say that it costs me more money to advertise in the unclean than in the clean newspapers. Now, with the increasing number of clean newspapers, the advertisers will find themselves less dependent on those that lend their aid to frauds, so the publishers probably will soon be facing a situation where they will have to clean out their columns to protect themselves."

EXPOSITION ADVERTISING.

THE SHREVEPORT JOURNAL.

Shreveport, La., Jan. 21, 1915.

The Editor & Publisher: Several months ago I noticed quite a lengthy article in Editor & Publisher relative to the advertising of the Panama-Pacific Exposition. In that article it was stated that a committee having in charge the advertising of the exposition called on several prominent advertising men for suggestions as to how best to spend the money they had for publicity purposes.

According to this article, these advertising experts recommended almost exclusively daily newspapers as the medium through which to do this advertising, and I judged by the recommendations made undoubtedly the newspapers would get some of the advertising appropriation.

Now I have been searching our exchanges and different publications to see if I could find any paid advertising on the Panama-Pacific Exposition, but so far as the newspapers are concerned, I can only find free matter. The paid advertising, I notice, is placed in the magazines.

I am calling this matter to your attention for the reason that you have been making a heroic fight against this free stuff being put over the newspapers, and the paid advertising either given the magazines or withheld altogether, and I hope you will give this proposition your attention.

T. S. NEAL, Advertising Manager.

Zero in Appreciation.

"Newspapers ain't as keen for live sporting stories as they used to be," said a dejected-looking young man who hung around the portals of the office of a widely circulated Park Row publication.

"What makes you think so?" inquired an acquaintance who loitered near.

"I don't think so. I know it. I went into the office of the sporting editor upstairs a few minutes ago and said: 'Well, mister, I've walked a mile, run a mile, rowed a mile, swum a mile and cycled a mile, and I've just finished the whole thing in 1 hour and 6 minutes; and what do you suppose he said to that?'"

"I dunno; what?"

"He said: 'Sit down; you must be tired.'"

—Telegraph.

Publisher's Representatives

WARD, ROBERT E. 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 & WOODMAN Brunswick Bldg., N. Y.; Advtg. Bldg., Chic.; Gumbel Bldg., Kansas City.

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

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

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

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

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

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

Advertising Agents

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

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

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

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

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

GUENTHER-BRADFORD & CO. Chicago, Ill.

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

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

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 3564 Beekman

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|------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|
| <p>Distributing Specialists Daily Weekly Monthly Newspapers Periodicals</p> | <p>Circulation Builders Bill Posting Advertising Display Periodical Promotion</p> |
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To Food Manufacturers

A large and representative market in New York City is now ready made, waiting for your goods if your product is up to the standard of the New York Globe and can be recommended and endorsed by Alfred W. McCann.

A New and Unprecedented Service

1,000 Selected Grocers and Other Food Distributors in New York and vicinity have agreed to co-operate with The Globe in its work for better standards. These dealers offer a receptive market to produce receiving the endorsement of McCann and The Globe.

The Globe's army of 180,000 daily purchasers, representing 900,000 daily readers, which have effectively established unknown food products overnight as it were, are waiting to buy pure foods at present unknown in the New York market.

With the support of these pure food grocers covering all sections of the Metropolitan District, The Globe offers the food manufacturers, who have dependable products to sell, contact with the best element in the trade, which stands ready to co-operate in every legitimate way.

For a few hundred dollars, manufacturers of pure foods measuring up to The Globe's standard can make a quicker and more effective entrance on the New York market than by spending many thousands of dollars and months of labor by the old methods.

If interested, The Globe will be pleased to furnish additional information.

PROVED AND
GUARANTEED
CIRCULATION

The
New York
Globe

Jason Rogers, Publisher

PROVED RESULTS
TO ADVERTISERS
FURNISHED

