

1916

THIRTY-SECOND YEAR

The Editor & Publisher

and The Journalist

36 PAGES

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

36 PAGES

\$2.00 a Year

Vol. 48

NEW YORK, JANUARY 1, 1916

No. 30

10 Cents a Copy

The End of a Year

This week The Chicago Tribune closed the most successful year in its history.

Its circulation and advertising have exceeded all previous records.

This enviable record is the result of rendering *exceptional service*.

The increase in circulation is the result of *service to readers*—the increase in advertising the result of *service to advertisers*.

And in the coming year The Chicago Tribune will render *greater service than ever before*. Plans for further gains in circulation, and more comprehensive merchandising and advertising service to advertisers, are already under way.

The Chicago Tribune *has only begun*. *The greatest year in its history is only a starting point*.

The Chicago Tribune.

The World's Greatest Newspaper

(Trade Mark Registered)

Circulation over { 500,000 Sunday
300,000 Daily

Member Audit Bureau of Circulations

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

A DIRECT RESULT FROM ADVERTISING ADVERTISING

A NEW YORK AMERICAN representative called on an advertiser who deals in an important automobile accessory.

Said the advertiser: "Well, what have you to offer? The old story of big circulation, carrying more advertising than other papers, printing a better newspaper than the other fellow?"

Said the NEW YORK AMERICAN representative:

"No, it is not necessary to talk about circulation. You know we have a big circulation. We do not boast about anything. We do not need to. We print a good newspaper that a quarter of the people of New York like—and buy regularly because they like it. We have something very definite to offer you, however, which should interest you."

"What definite thing have you to offer?" asked the advertiser.

"SERVICE"—answered the NEW YORK AMERICAN representative; whereupon he placed before the advertiser several NEW YORK AMERICAN advertisements which had been printed in the Trade Press—Breakfast Table Advertising Chats that appear daily, urging readers to read advertisements and to buy from advertisers; also several sample copies of the automobile section which appears every Sunday in the AMERICAN, and some special advertising

matter directly bearing on the Automobile Industry.

The advertiser carefully looked at the exhibit and said:

"Well, that *is* service. That *is* helping the advertisers. That *is* establishing the right sort of relationship between readers and advertisers. I will give you my advertising."

And he did give it. It was a big order.

The NEW YORK AMERICAN sells advertising space on the basis of helping to make it pay the advertiser. Why not? Why shouldn't we make every effort possible to get the readers interested in the advertisements printed? Would it be fair to take an advertiser's money and not care whether or not he got a return for it?

The NEW YORK AMERICAN *does care*. It believes in advertising its advertising. That is the reason it is a very profitable advertising medium.

NOTE: This advertiser had *just looked at* the advertisements of the NEW YORK AMERICAN. He had not read them because he thought they were of the usual boastful kind put out by so many publications. He knows now that they are advertisements intended to show advertisers how the NEW YORK AMERICAN co-operates with them, and what it is doing to advertise their advertising.

New York American
AN AMERICAN PAPER FOR THE AMERICAN PEOPLE

DAILY AND SUNDAY

Member Audit Bureau of Circulations

The Editor & Publisher

and The Journalist

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NEW YORK, JANUARY 1, 1916.

10 Cents a Copy.

F. W. H. CRANE HEADS HOE PRESS CONCERN

Ernest J. Smith, for Years in Charge of the Corporation's London Works, to Have Charge of Manufacturing and Selling Here, Having Been in This Country for Several Months.

F. W. H. Crane has been elected president of R. Hoe & Co., of New York, manufacturers of printing presses, etc., to succeed Frederick S. Blackall, resigned.

This action took place at a meeting of the stockholders in this city on Thursday afternoon.

Mr. Blackall—who moved the election of Mr. Crane—will remain on the board of directors.

There will probably be no other change in the officials of the company until the annual meeting in April, and the policy of the business will be changed in no respect in the immediate future.

Under Mr. Blackall's management the business has been brought to a high state of efficiency.

The new president, Mr. Crane, has been identified with the Hoe company since boyhood.

Following are the stockholders of the corporation:

Robert Hoe, eldest son of the late Robert Hoe; Arthur Ingersoll Hoe; Mrs. Olivia Hoe Slade; Mrs. Laura Hoe Carter; Mrs. Ruth Hoe Sterling, the foregoing being all the surviving children of the late Robert Hoe; Mrs. Thyrsa Benson Flagg; Ellen James Evans; Robert T. Evans; Samuel H. Evans, the four final names being those of Mr. Hoe's grandchildren.

Robert Hoe died in London, September 22, 1909, leaving seven children, who thereupon turned the business into a corporation. The first president of the new company was Robert Hoe, eldest son of the former head of the business. A voting trust was established, the trustees being Otto T. Barnard, Arthur Curtiss James and John Sherman Hoyt. Desiring to introduce into the management of the business, after a little time, the strongest possible element of manufacturing ability, a proposition was made to Frederick S. Blackall to ally himself with it. Mr. Blackall was then, as now, principal owner and general manager of the Taft-Peirce Manufacturing Company of Woonsocket, R. I., manufacturers of precision machinery. Mr. Blackall was at first made chairman of the executive committee of the Hoe Company. Upon the resignation from the presidency of Robert Hoe, Mr. Blackall was made president and general manager.

The voting trust expired last year, and at the request of the stockholders it was renewed for another year—once more expiring by limitation on December 31 (yesterday). This renewal went into effect with the distinct understanding on the part of the voting trustees and Mr. Blackall that there would be no further continuance. Thus the present situation is that the property is to be taken charge of by the stockholders—namely, the surviving children and grandchildren of the elder Robert Hoe as above enumerated.

Ernest J. Smith, who up to a few months ago had been in charge of the company's London works, has just been appointed general manager of the plant in this city, having full charge of all manufacturing and sales matters. He

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ADOLPH S. OCHS,

Publisher and Chief Owner of the New York Times

announced last week the appointment of Charles W. Knapp, president and general manager of the St. Louis Republic, as treasurer of the company. Following as it does the announcement made a few weeks ago that on January 1 George McAuey, president of the Board of Aldermen, would be associated with the management of the Times, it bears out the impression prevalent in newspaper circles that Mr. Ochs is determined to surround himself with a staff that shall be second to none of any newspaper in the world.

That the Times is fast outgrowing its physical limitations for the third time in twenty years was shown this week when it was announced that the company had acquired a plot of ground 100 feet square immediately adjoining the present Times Annex on West 43rd street, for \$200,000, upon which to erect an addition.

The Times is now swinging along at a pace that is bewildering to some of its esteemed contemporaries. Its income during 1915 was approximately \$5,000,000. It carries about 1,000 persons on its payroll, exclusive of correspondents, and its daily expenses foot up \$10,000. Its cir-

ulation is around 320,000 and its advertising income is probably not exceeded by that of any other newspaper in the country.

The man who, more than any other one individual, is responsible for the present status of this great newspaper is Adolph S. Ochs, for it is his hand that has shaped its course during the last twenty years. When he took hold of the property in 1896 it was at the lowest ebb of its fortunes. Through mismanagement and other causes it had lost the prestige it once enjoyed, the bulk of its advertising patronage had disappeared and its circulation was pitifully small when compared with what it once had been.

But Mr. Ochs was a man of vision. He believed that on the ruins of this once splendid property there could be erected a great newspaper. He was confident that there was room in New York for a newspaper of high ideals, of honest purpose—one that told the truth and could not be swerved from its adherence to principle. He was certain that the public would buy and read a journal that

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BOURNE LAW ATTACKED BY OHIO PUBLISHER

Protest Is Entered by Edward J. Hancock, of the Ashtabula Beacon, Calling Attention of Congressmen to the Inadequate Workings of the Publicity Statute—Reward Offer Backs His Figures.

(Special Correspondence.)

WASHINGTON, D. C., December 30.—Claiming that the present operation of the Bourne Publicity Law, which provides that every publisher shall twice annually file with the Post Office Department a statement showing the average circulation of the publication for the previous six months, works to the disadvantage of the honest publisher and to the decided advantage of the dishonest one, Edward J. Hancock, editor of the Ashtabula (Ohio) Beacon, has entered protest against the Bourne law as it now stands on the statute books.

Mr. Hancock has brought to the attention of Congressmen the faults of the Bourne law as he sees them, and has also written a letter to the Washington correspondent of THE EDITOR AND PUBLISHER outlining what he believes to be the inadequate workings of the law, stating in a forceful way the reasons why he thinks the law should either be amended or repealed.

Representative Barnhart is on record as saying that the Bourne law should be amended so as to provide a severe penalty for one who swears to a false statement of circulation. It is believed that the next Post Office Appropriation Bill will carry some amendment to the Bourne Law of 1912, making it more effective, or a provision repealing the law.

Mr. Hancock's letter is as follows:

"First, that if the law is to remain on the statute books, it ought to be amended so that the government would make such examinations and look after such misrepresentations and frauds, as it does in cases of banks and other institutions under government supervision.

"Second, that the government ought to enforce it, so that all papers would give the circulation, including all weeklies and magazines, not only making it apply to dailies.

"Third, if this is not to be amended it should be repealed, because in its present condition it aids the dishonest publisher by clothing his statement of circulation with an affidavit to the government, with all its appearances of authenticity and correctness, inasmuch as the people suppose that he dare not misstate the facts in this affidavit.

"But, as a matter of fact, the publishers have come to know that nothing is ever done, and make this statement under this affidavit, as required, just as freely as they made the false claim in the old days, all of which is to the disadvantage of the honest publisher and to the decided advantage of the dishonest one.

"This misrepresentation reaches out to the foreign fields, where directories go, and which directories aver they are correct because they are made up from government statements, and advertising is probably placed in many instances on this showing, so that the dishonest publisher reaps a benefit to which he is not entitled, and the honest publisher loses business which he might otherwise procure.

"I do not know of any law that was ever enacted that is so unfair and so

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CLEVELAND PRESS TRIES NEW EDITORIAL SCHEME

"Editing by Collective Intelligence" of Whole Staff Keeps All on Their Toes All the Time—Gratifying Freshness of Viewpoint—Polish Paper Celebrates Quarter Century of Success.

CLEVELAND, December 28.—"Editing by collective intelligence" is a brand new idea, locally at least, in daily journalism. How successfully it is working out is indicated by the progress made on the Press. Every morning each one of the 40 editors, artists and reporters is required to turn in to Victor Morgan, editor, a briefly outlined plan of what he would do that day if he were the editor of the paper. These suggestions are then gone over carefully by the editor, and the best hunches are selected for the plays of the day. The result has been that the Press, though never a routine newspaper, has been lifted farther and farther from the "slough of the commonplace."

"The result cannot be but improving to any newspaper," said Mr. Morgan, originator of the idea. Every member of the editorial department is potentially the editor of the paper, and the collective intelligence plan gives him his best opportunity to develop. The plan has given us a freshness of point of view that I would not have thought possible six months ago. And it has had a salutary effect on all heads of departments, because the younger men of the staff are up on their toes with enthusiasm and ambition, and so alive with hunches for their betterment that the editors are perforce kept up on their toes, too. If they don't keep up, the procession will pass them.

"Our experience shows that some of the best news judgment resides in some of the youngest and least experienced members of the staff. Under the collective intelligence plan an editor's job becomes largely one of directing that intelligence. Each day the plan yields him a great mass of editorial possibilities and he has but to see that nothing goes to waste."

Constructive journalism, which already has been exemplified many times by the Press, had a fresh impetus one day last week in a way that deserves mention. The instance was the epidemic of grip which was sweeping the city. The story run by the Press was not long, but the way it was handled was significant. "Thousands in Cleveland Are Victims of Grip," read a two-column head, and right under the head was a two-column box, telling just what to do when afflicted with grip.

The story told of the spread of the disease here, in Chicago, Milwaukee, New York, Philadelphia and elsewhere.

The following night the plan was carried out still further by a page-wide streamer at the bottom of the first page, in which the reader was told, "If you have (symptoms described), you probably have grip." "Do this (with instructions). Don't do this" (with instructions).

"Furnishing a remedy for an evil, as well as exploiting the failing, should be part of a newspaper's duty," says Editor Victor Morgan. "In the case of disease, it has been usual to confine comment to 'doctors' advice,' in a little squib on the editorial page. A newspaper can be of greatest value to its readers when it leaves the beaten path of tradition."

The twenty-fifth anniversary of the first publication of "Jutrzenka" (Morning Star), Polish newspaper, was celebrated last week by Alexander T. Wielowiejski, its publisher. For twenty-two years of its quarter of a century of success, Mr. Wielowiejski has been assisted by his wife, who is an expert compositor, and to her the publisher ascribes much of his success. Their two children also have worked in the plant, and it is only in the last few years that the publication has ceased to be a family affair and outsiders have been employed. Today the paper is recognized nationally as a factor for Polish betterment in this country.

SALE OF OKLAHOMA CITY TIMES

Believed Its Property Will Be Merged with the Daily Oklahoman.

DALLAS, Tex., December 24.—The property of the Oklahoma City Times, an afternoon daily newspaper that has been edited and published by T. A. Latta, will be sold by the trustee under the deed of trust on December 31, according to published notice here. In his issue of December 18, Mr. Latta announced that he was turning the property over to the bondholders as a result of failure to finance it properly. As the bonds under which the sale is to be made amount to a sum very much in excess of the probable value of the property, based upon its recent showing in earnings and expenses, it is the general belief here that the plant will be purchased by agents of the bondholders. Among the bondholders are the principal officers of the corporation that owns the Daily Oklahoman, the morning Democratic newspaper of Oklahoma City, and it is intimated that the two companies may be merged, and continue publication of a morning and an afternoon paper.

The Times has been under the management of Mr. Latta since November 25, when he took the property upon the retirement of John Fields and Frank D. Northrup. Fields and Northrup had assumed control of the paper about a year previously, taking the property from R. S. Graves and A. B. Weitz, receivers.

At a preliminary meeting of active newspaper men of Dallas, held at the call of President M. W. Florer, of the Dallas Press Club, which recently voted to disband, steps were taken looking to a reorganization of the club on lines more suited to the needs of the newspaper men. Arrangements were made for another meeting next Sunday afternoon, when it is expected that reorganization will be effected.

The Snyder (Tex.) Signal issued a 52-page special edition commemorating Christmas. The paper was literally overflowing with attractive advertising and interesting reading matter.

G. W. Bouldin, negro, editor of the San Antonio Inquirer, has been acquitted by a jury of the charge of murdering Tom Allen at Austin. The killing, it is said, grew out of an editorial in Bouldin's paper criticising the methods of the police force at Austin. J. E. KING.

MR. RIDDER'S ESTATE SUED

Bank Seeks to Reover Share of Policies on Life of Late German Publisher.

The Battery Park National Bank, of New York City, has begun suit in the Supreme Court against the estate of the late Herman Ridder, formerly of the Staats-Zeitung, for the collection of a judgment obtained against him in July last for \$18,902.40. The defendants are Victor F. Ridder, the son of Herman, and the latter's widow, Mary C. Ridder, the executrix of his will.

The complaint said that when Mr. Ridder died, on November 1, he had an interest in certain insurance policies on his life aggregating \$135,000. These policies were issued by the Mutual Life Insurance Company for \$100,000; the New York Life Insurance Company, \$20,000; the Equitable Life Assurance Society, \$10,000, and the Union Mutual and the Manhattan companies for \$2,500 each. These insurance moneys, the complaint said, were assigned to Victor F. Ridder, and it is alleged that the assignment was subject to a trust agreement which provided for the distribution of the money among creditors other than the plaintiff.

It is alleged on information and belief that Victor F. Ridder has collected from the insurance companies more than \$60,000, and that a request by the plaintiff, before the beginning of the present action, that Mrs. Ridder begin an action to compel the payment of this money over to the estate, was refused.

The plaintiff asks that the assignment of the policies be vacated; that Mr. Ridder be adjudged to hold the policies in trust for Mrs. Ridder as executrix, and that he be restrained from using the money he has collected.

GREAT OPTIMIST— GREAT TRAGEDY

Highly Effective Pen Picture of Frank Irvine, An Oregon Editor Who Is a Living Monument of What a Man May Do Without Eyes—He Makes Life a Beautiful Adventure.

It was at a banquet that I heard him speak. Instantly there was a pull at my heart-strings. The man who sat next me leaned forward that not a word of the deep, rich voice, so thrillingly earnest, should be lost. Others near by sat tense. A shock of graying hair brushed high from a thin, sensitive face, deep-lined, and hands that seemed to make pictures, so eloquent they were—the speaker was unusually impressive. He gathered you up and brought you close. And the more he talked, the nearer you got to him and to the big things he was talking about.

"Who is he?" I whispered to the man next me, as the audience broke into applause so prolonged that the speaker had to pause in his delivery.

"He might be a burden and a care to his family, isolate from the world of affairs; he might be selling newspapers on the corner, or standing with a monkey and a hand-organ to receive the pennies of the benevolent. But he isn't. You see what he is! But what you haven't noticed is that he is—blind!" "Blind!" I gasped. "Tell me who he is."

"He is Frank Irvine, editor of the Oregon Journal—a formidable fighter for clean government, good roads, open waterways and fine citizenship. He is a splendid writer but, no matter how splendid his editorial, it shrinks into very ordinary stuff beside the story that Frank Irvine could write about—himself."

That's the way his townsmen feel about him, writes Darra Moore in Sunset Magazine. He makes contemptible all the trifling troubles that so many of us parade as an excuse for failure. He is a rebuke to the "quitter." No gloom, no brooding, no impatience there! Just pluck and faith! A living monument of what a man may do without eyes!

"I don't like the morgue aspect," Frank Irvine says; "I can't endure the graveyard atmosphere. The joy of life is the most wonderful thing that one human being can bring another. When I am at home with nothing to do, I go out into my garden. Yes, I have a lovely garden that I tend myself. That's where the joy comes in having a garden."

He dances, too, does Frank Irvine. He is an adept at the fox trot, though he adds, "To my mind, a hesitation is the most interesting of the new dances. But I can dance the Peter Pan gavotte to a fare-you-well. There is no foot-work worth while that I cannot do. And I enjoy jumping rope at the beach."

With a tragedy as his perpetual background, Frank Irvine sits at his typewriter—the greatest optimist among us. To him life is a beautiful adventure. He makes it a beautiful adventure.

Fate tied a bandage round his eyes, but he was bigger than Fate. He found that the loveliest things of all are seen from the soul.

Compliment to Free Institutions

In "My Year of the War"—the recent book by War Correspondent Frederick Palmer—he remarks that his observations in Germany taught him that pessimism was not permitted in the German press. The British press demanded information from its government which the German press would never have dared to ask for. "I have known an American correspondent," adds Mr. Palmer, "fed out of hand in Germany and thankful for anything that the fearful German war-machine might vouchsafe, turning a belligerent when he was in London for privileges which he would never have thought of demanding in Berlin." As Mr. Palmer points out, that American correspondent was unconsciously paying a compliment to British free institutions.

VILLA SEIZES HEARST RANCH

Consists of 1,000,000 Acres of Land and 60,000 Cattle—Five Men Taken.

A telegram from El Paso, Texas, states that Gen. Villa has declared confiscated all the Mexican properties of William Randolph Hearst and his mother, including the famous Babicora ranch. J. P. Barker, an employe of the ranch, declares that Villa had killed or driven away a great many of the cattle. The ranch is located in the Guerrero district, west of Chihuahua City.

Villa, it appears, seized the place about ten days ago and looted it. Two of the employes escaped—one American, J. P. Barker, and a Mexican. They reached El Paso on horseback, after having been on the road for nine days.

The Babicora property consists of about one million acres of land and 60,000 cattle. About 500 Mexicans are employed on the place. The Mexicans were not molested by Villa as far as is known. Whether the five Americans and the one Englishman who were seized are being held for ransom is also not known, but Mr. Hearst's Washington correspondent has notified the State Department of the seizure and appealed for action looking toward the safety of the Americans.

ADOLPH S. OCHS' TIMES

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printed "all the news that's fit to print"; that avoided unhealthy sensationalism, morbid stories and spectacular methods, and kept its advertising columns clean.

And he was right! It was not an easy task that he had undertaken, and he knew it. The mechanical department had to be re-equipped throughout, the business department reorganized and the editorial department strengthened and enlarged. The new company which Mr. Ochs organized had a hard time of it in selling its \$500,000 of bonds. The investing public did not know this young publisher from the South and was afraid he might make a fizzle of the enterprise. But finally the necessary capital was secured and the rehabilitation of the Times began.

It is not necessary to recapitulate the history of the paper since then, for it is familiar to every New Yorker. Its growth has been steady and constant from year to year. It has resorted to no circulation or premium stunts to swell the volume of its output. It has offered no extraordinary inducements to advertisers to use its display columns. Just published a good, clean, honest, newsy paper. That's all! And today it stands a monument to the genius of Mr. Ochs.

Mr. Ochs will tell you that he is not responsible for the success of the Times but that the credit belongs to the members of his staff. Probably the three whose services next to those of Mr. Ochs, have most contributed to the upbuilding of the paper are Charles R. Miller, the editor, Louis Wiley, the business manager, and C. Van Anda, the managing editor.

Few newspaper publishers have had a greater hold upon their employes than Mr. Ochs. He selects the members of his staff with painstaking care, and then trusts them to the limit. That is the reason for the deep loyalty that pervades the entire Times establishment. Mr. Ochs once said, "I believe that the success of the Times is due in large part to the confidence in the integrity and honest purposes of the management that pervades the entire staff."

Personally Mr. Ochs is a little below the average height. His face is strong, and somewhat stern in expression, but when he smiles you forget all about that and want to smile too. He is quiet in his tastes, generous and thoughtful of the comfort of his employes, and a steadfast friend. He rarely speaks in public. Twenty-five years ago he delivered an address before the National Editorial Association in St. Paul, on "The Small City Newspaper." Next June he is to speak before the same body at its convention in this city on "The Metropolitan Newspaper."

**NEWSPAPER MEN WARMLY PRAISE
OUR FREE "SITUATIONS WANTED" PLAN**

All Declare That the Opening of Our Columns to Workers Out of Employment Will Prove a Most Valuable Aid to Editors and Publishers—Need of Just Such a Plan Has Long Been Felt—Will Obviate Present Delay in Bringing Job and Man Together.

The announcement made in these columns last week that beginning with our issue of January 8 THE EDITOR AND PUBLISHER would print situations wanted ads from persons out of employment free of charge has aroused much favorable comment among newspapers and advertising men all over the country. Here are some of the expressions of opinion we have received during Monday, Tuesday and Wednesday:

PAUL PATTERSON, business manager of the Baltimore Sun.—"It seems to me the policy being inaugurated by THE EDITOR AND PUBLISHER of publishing Situation advertisements for those out of employment free of charge should be of great value to the newspaper publishers throughout the country. There never has been any generally used medium of communication between good newspaper workers seeking employment and publishers who might be in need of such good newspaper workers. The newspaper men, as a matter of fact, have been the slowest to avail themselves of their own medicine—advertising. This move on the part of THE EDITOR AND PUBLISHER should help them to see the error of their ways. After the habit has been formed, however, I think it will be better for THE EDITOR AND PUBLISHER to make a reasonable charge for this advertising. It helps to maintain the self-respect of the persons seeking employment, and at the same time increase the respect of the employer for the advertisements."

LEE J. ROUNTREE, editor Georgetown (Tex.) Commercial, and president National Editorial Association.—"THE EDITOR AND PUBLISHER in printing free advertisements of newspaper men out of employment is doing great service for the unemployed, and is showing its customary magnanimous spirit. Publishers will be able to get competent men on short notice, and the unemployed will be put in touch with publishers needing men. There are not many unemployed newspaper men in Texas, but the generosity of THE EDITOR AND PUBLISHER is greatly appreciated just the same."

H. W. O. KINNARD, president Dallas Advertising League.—"Dallas advertising men generally appreciate the generosity shown by THE EDITOR AND PUBLISHER in publishing free want ads from unemployed advertising and newspaper men. While there are very few idle advertising men in Dallas, I am sure that any who take advantage of this offer will get quick results."

CHARLES H. FENTRESS, business manager Cleveland Press.—"I think the departure a good one. It will undoubtedly be the means of supplying publishers with names of desirable employees and enable good men to gain quicker attention from publishers who otherwise would not know of them."

VICTOR MORGAN, editor Cleveland Press.—"Any plan that puts the man who needs a job into touch with the man who has a job to give, without cost to the former, is commendable."

PHILIP GOODMAN, advertising agent, New York.—"I wonder whether you know what a handsome thing you have done by offering to publish free the ad of any man out of a job who wants one?"

"Have you not broken a record of twenty centuries?"

"When Pestalozzi wrote, 'I learned that no man in God's wide earth is willing to help any other man,' it was not the misanthrope that spoke, but one who had lived long and suffered much."

"All the great, big, unselfish acts that a man finds in a life time may be counted on his two hands—and this one of yours is surely one of them."

"As I write this to you—it is Christ-

mas Eve—every little kiddie in the land is dreaming of the visit of one whom we grown-ups long ago lost faith in. Sadly enough, many of them will awake to find their stockings no heavier than they left them."

"But somewhere there is a little one whose daddy you have helped, who is going to be made happier by you—someone to whom you have played Santa Claus. And it's for that very kiddie that I write to you tonight to thank you."

NEW YORK, December 28, 1915.
THE EDITOR AND PUBLISHER:

W. D. Showalter, Advertising Service, New York.—"I note with especial interest your plan to publish 'Situations Wanted' advertisements free of charge in THE EDITOR AND PUBLISHER, beginning with this week's issue. This will be in the line of public service for your clientele, indicating in still one more way the alertness of your trade newspaper in finding and following the lines of greatest usefulness in its field. In the course of my own work for newspapers I am often asked to recommend a capable and fit man for some position on a newspaper, usually in the advertising or business end of the paper. It frequently happens that I do not, at the moment, know of an available man. There is no reason why the classified columns of THE EDITOR AND PUBLISHER should not serve, in your great field, the same purposes served in their local fields by the classified columns of daily newspapers. All newspaper workers, being familiar with the services rendered by the classified columns of daily papers should be quick to see the possibilities for themselves in the use of your classified page."

This generous offer you are now making will do much good of itself, but I think I can foresee that through it THE EDITOR AND PUBLISHER will become, in time, a classified medium of peculiar value to all men and women identified with publishing and advertising interests in America.
W. D. SNOWALTER.

L. W. STRAYER, president of Gridiron Club, Washington, D. C.—"I heartily endorse THE EDITOR AND PUBLISHER's effort to help newspaper men who are out of employment."

H. B. NESBITT, of Kansas City Star, Washington, D. C.—"THE EDITOR AND PUBLISHER in establishing a clearing house in this way is doing a service to both the unemployed newspaper men and the proprietor of the paper."

E. S. EDMONDSON, advertising manager Philadelphia North American.—"This commendable move will add greatly to the already wide popularity of THE EDITOR AND PUBLISHER. Congratulations."

BARRON LEWIS, city editor Philadelphia Press.—"There are a great many more men out of work this year than in the history of the business. The new scheme of THE EDITOR AND PUBLISHER will trench that paper deep in the heart of every newspaper man in the country."

The newspaper men of Toronto very generally express hearty appreciation of THE EDITOR AND PUBLISHER's proposal to extend a helping hand through the medium of its advertising columns to newspaper workers out of employment.

J. F. MACKAY, business manager of the Globe, says that when he saw the announcement it struck him as a good idea as it will serve to get the jobless man into the manless job. Often it is just the matter of the few cents to pay for a want ad that prevents a man from getting a position. In establishing a clearing house of the sort proposed by THE EDITOR AND PUBLISHER a helpful step will be taken both for employer and employee.

EDWARD H. HURLBUT, of the San Francisco Call, stated that he thought it very liberal on the part of THE EDITOR AND PUBLISHER to throw its columns open to newspaper and advertising men who seek positions. "The Newspaper Men's Club of San Francisco," he said, "is anxious to learn of all positions open to newspaper writers in California and the West."

More Next Week.

REPORTERS WILL AID POLICE

Chicago's Detective Chief Asks for Co-operation of Local Newspapermen.

CHICAGO, December 27.—Nicholas Hunt, the famous Chicago detective of World's Fair times, has been placed in command of the Chicago detective bureau as one of the results of the police shake-up which has started several late dignitaries of the department on the way for a long look at the inside of Joliet prison. All of which means a lot for the police reporters.

Chief Hunt announces a new method of dealing with the newspaper men assigned to the police. He bespeaks their co-operation in the solution of crime mysteries, taking their pledges that they will not divulge by publication such police secrets as might prejudice the apprehending of wanted parties. He also has asked the reporters to submit privately any tips or suggestions they may have regarding a case.

John Kelly, the veteran of the Tribune, who was covering police hack in '93, avers that this system contributed largely to Hunt's great success in ridding the Columbian Exposition of crooks.

REPORTERS BEFORE GRAND JURY

District Attorney Takes Drastic Measures to Ascertain Source of "Leak."

SAN FRANCISCO, December 24. Sensation has followed sensation in the Federal Grand Jury's investigation which has been going on for several weeks, with the object of running down the leaders in the conspiracies against the neutrality of the United States, alleged to have involved prominent Germans and Englishmen in San Francisco. Among the Germans under fire here are German Consul Bopp and Baron von Brincken. Several of the clues followed up were found to be worthless and others are claimed to be of vital importance.

Day after day, the gist of the doings in the Grand Jury room, with a forecast of what was to be taken up the next day, appeared in the local papers. United States District Attorney Preston became annoyed and then extremely "peevish" at the evident "leak." It led him to subpoena several reporters who had been detailed on these cases, to appear before the Grand Jury and tell how they secured their inside information. The jurymen learned a few things about the methods employed in news gathering, but the District Attorney completely failed to ascertain the location of the "leak."

Will Keep Mr. Kane Busy

Charles P. Kane, former Pacific Coast correspondent for THE EDITOR AND PUBLISHER, is the editor of Homes and Grounds, a monthly publication, with numerous illustrations depicting California architecture and landscapes, which made its initial appearance in San Francisco this week. It is published under the same management as The Architect, the lending Western architectural periodical, which has a circulation in every State in the Union, and of which Mr. Kane is also the editor. Homes and Grounds will be a popular magazine, with newsstand sales, and will go after a national circulation.

Valuable "Verbatim Parallel"

The Minneapolis (Minn.) Tribune has issued a striking "verbatim parallel" of circulation audits of the Tribune, Journal and News of that city, compiled from the auditor's reports of the Audit Bureau of Circulations for the year closing March 31 last. It covers population, circulation (detailed), government reports, premiums, contests, etc., etc.

Six Point Luncheon Coming

The Six Point League of New York, at its luncheon in the Hotel Martinique, next Tuesday, will listen to a talk by Lee Anderson, advertising manager of the Hupp Motor Car Co., on "Newspapers as a Medium for Automobile Advertising."

BOURNE LAW ATTACKED

Continued from page 815.

detrimental to the promotion of honesty and truth and so productive of dishonesty and false representations, as this one.

"In my case here I have, I think, at least two thousand more subscribers than the other paper, but in the government affidavit the other paper shows to have two hundred more than I.

"We belong to the Audit Bureau of Circulations. We have offered to submit our lists, cash books, and invoice of paper and mail weights, and everything that tends to show circulation. The other paper has shown nothing; it simply made the affidavit, and it is just as forceful with the men in the foreign field as ours, and but for the Audit Bureau of Circulations we would be helpless.

"Thanking you for your interest in this matter, and assuring you of my co-operation to secure either the repeal of the law or its amendment, so as to make its compliance absolutely necessary. I remain, (Signed) "E. J. HANCOCK."

Mr. Hancock has filed protest regarding the claim of a rival publication which he states is a misrepresentation of its true circulation. He has offered a reward of \$200 if it can be proven that the Beacon has not the largest circulation of any paper in the county in which it is published, the money to go to charity.

The case of the Ashtabula Beacon is one of many. **E. A. H.**

GREELEY STATUE MUST GO

Impassioned Appeal of Great Editor's Daughter—Necessity Compels Removal

Mrs. Gabrielle Greeley Clendenin, daughter of Horace Greeley, has made a public protest against the removal of the statue of the famous editor of the New York Tribune from its pedestal in front of the Tribune Building, New York, to Battery Park. This is her appeal:

To the People and City of New York: I do appeal to you not to have my father's statue buried in an out-of-the-way obscure park. He who worked for and loved the American people with every fiber of his great loving heart—he who was the product of American ideals and who did so much to shape the lives of your fathers—let his statue rest somewhere in Printing House Square that his feet trod so often in his busy life. He desires no place in any Hall of Fame, but to be left among the people to say to the weary seekers for work: "I, too, sought like you and found work at last; do not despair." This statue is the work of one of the greatest of modern sculptors, J. Q. Ward, who spent hours studying my father as he worked in the office, who, after his death, took a mask of his face so that, combined with his strong virile genius he was in every way equipped to make a masterpiece in bronze depicting not the man only, but the very soul of Horace Greeley. Again, as the work of a great American sculptor, as a remarkable likeness of a characteristic American, let it not pass into obscurity. O People of this City and of his heart.
GABRIELLE GREELEY CLENDENIN.
December 24, 1915.

Regrettably as the removal of the statue from its present site may be, it seems unavoidable. The Tribune has no power to keep it where it is. Engineers surveying for the Broadway subway report that the five-ton weight of the statue is dangerous to the underground structure. At the instance of the Public Service Commission the Borough President has ordered the removal of the statue, and Battery Park has been selected as its abiding place. For some time complaints have been made to the city authorities that a part of the statue projects beyond the building line.

Santa Claus in Brooklyn

William Berri, of the Brooklyn Standard Union, enacted the part of Santa Claus last week, presenting gold pieces and cigars to the employees of the paper. The size of the gold pieces varied according to the length of service on the Standard Union of the recipients. This has been an annual custom of Mr. Berri for many years, and he enjoys it as much as the Standard Union staff appreciates it.

There is no possibility of your living in comfort through even a single day without in some way coming in contact with something which means advertising.

F. MATTHEWS UPHOLDS IDEALS IN JOURNALISM

Speaks in Newark on His Career as Reporter and Editor; Tells of Famous Men He Has Known, and Says Supreme Test Is Telling the Truth—Counts Friendship Measure of Success.

Speaking at a dinner of the Wednesday Night Club, of Newark, N. J., recently, on "Unpublished Tales of a Journalist," Franklin Matthews, formerly of the New York Sun and now the right-hand man of Dr. Talcott Williams at the Pulitzer School of Journalism of Columbia University, called generously from his experience as a newspaper man. He told of famous men whom he had known, speaking of Dewey at Manila Bay, of Henry Ward Beecher, whose secretary he had been when a young man just out of college, and of Charles A. Dana. He told of battlefields in Manchuria, of his trip with the United States fleet when it went around the globe under Roosevelt's administration, and of many strange adventures in strange lands.

Mr. Matthews emphasized the importance of ideals in the newspaper business, and asked his hearers to carry away with them one sentence at least—a sentence with which James O'Donnell Bennett, a war correspondent now in Russia, has concluded one of his articles. "I believe," Bennett had said, "that the one thing which raises a man of my calling above the mere scribbler is telling the truth."

The journalist, Mr. Matthews asserted, should endeavor, first of all, to devote himself to the public service, and, as a necessary prerequisite in this, he should have a delicate sense of responsibility, half-told tales, because many bits of in-The newspaper man should realize that many of the stories he writes must be formation are given him which, if published, would have disastrous effects. Mr. Matthews spoke of the relations between the Washington correspondents and the President, in illustrating this point.

Success, if measured not in money or in fame, but in the accumulation of friendships, comes frequently to journalists, Mr. Matthews pointed out. Thrown with all kinds of men, often at the most dramatic and tense moments of their careers, the newspaper reporter has extraordinary opportunities of acquiring friends, he said.

In illustrating this point, he described briefly the scene at the funeral of Dana. It was held in a village on the north shore of Long Island. It was a bleak, dreary day, but more than 200 men of every description, each one a man who had made his mark, had gathered at the quaint little country church on the hillside. There were bankers, prize fighters, artists, writers, laborers, ministers and many other types present.

Mr. Matthews told of frequent gatherings of two score newspaper men about the President of the United States. "Not one of them has to be told the President is never quoted, except on rare occasions and never without notice being specially given. Before these men he can speak frankly and fully. Once a President spoke of the United States Senate to a newspaper man as 'those d—d jackasses up on the hill.' Imagine what would have happened if that had been repeated!"

"Once, in conversation with me, a defeated candidate for the presidency, who had stirred the nation with his oratory, said that when he was in Congress he used to tell the newspaper boys he didn't care what they printed about him so long as they kept his name in print, thereby showing himself up for the arrant demagogue he is.

"If I had printed that, think of the furore, and I'd have been made a member of the Ananias Club. It would have been the word of a prominent man against that of an obscure one. The man I refer to was not the founder of that club, of which, by the way, I am a member, on nomination of the founder's right-hand man and at the founder's own suggestion."

The speaker was glad of the passing

of the war correspondent. "They wrote mostly about themselves," he said.

"Sometimes, gentlemen," said Mr. Matthews, in conclusion, "they say that we who have a creed, and that creed public service, have little else. One of the greatest puzzles in the world is, 'What is success?' I believe it is the accumulation of friendships. The man with the greatest number of real friends is the successful man. Sometimes, then, newspaper men are successful. And yet sometimes we don't even get a decent funeral.

"Every man sows. We newspaper men sow on probably the largest good ground any profession has, on the printed page, and it goes far and wide. Other men reap sometimes what they sow. Newspaper men seldom do. I have been reaping tonight, in the field of memory. If I have succeeded in convincing you of the high ideals in the profession, and the seeking for public service, I have not failed in my mission."

SMALL GOING ABROAD

Able Associated Press Man to "Help Out" Across the Water.

WASHINGTON, D. C., December 28.—Robert T. Small, of the Associated Press—superintendent of the Southern Division—will leave here in a few weeks for London, Eng., to take care of A. P. in-



ROBERT T. SMALL.

terests wherever there may be special need in Great Britain or on the Continent.

His duties will be similar to those of Charles T. Thompson, who was superintendent of the A. P.'s Washington bureau and who went abroad last September.

Pallen's Chicago Scoop

ST. LOUIS, December 27.—The local newspaper scoop of the past week was the story of Gaty Pallen, staff correspondent of the St. Louis Republic, who slipped into Chicago and interviewed Charles F. Wencker, a former St. Louis millionaire candy manufacturer who has been missing since last March, and wired his paper an account of the poverty-stricken condition of the one-time popular business man, which story was played up for all it was worth—and it was worth a good deal. The city editor of the Chicago Tribune telegraphed Pallen a congratulatory telegram, and he has been the recipient, as well as his paper, of felicitations ever since. The story was not a sob effort but a gripping account of facts that appealed so strongly to the old-time friends of the deposed millionaire that they came to the relief of their friend with checks and encouragement. It was so good a beat that some of the other St. Louis newspapers belittled it. However, Chicago newspaper men, into whose lair Pallen went and unearthed the hidden treasure, followed up the cue and played the stunt up with "follows."

EWAN MACPHERSON, a journalist and magazine writer, died at his home in New York City on Tuesday evening, after a short illness. He was born in Kingston, Jamaica, and was 61 years old.

MARK L. GOODWIN'S RISE

Galveston News Correspondent Elected a Director of National Press Club.

The Washington correspondents are composed of the cream of the profession, and it is nothing unusual for a brilliant man to be sent to the National capital to represent some big daily. But few men have come to Washington who have



MARK L. GOODWIN

won popularity more rapidly than Mark London Goodwin, correspondent of the Galveston and Dallas (Texas) News.

Mr. Goodwin has only been in Washington a little over a year, but he has already endeared himself to his associates and men in public life. He is the son of J. West Goodwin, the veteran editor of the Sedalia (Mo.) Bazaar, and has been identified with Texas newspaperdom for twenty-three years. Mr. Goodwin is a native of Missouri, but twenty-three years ago he moved to Texas and became identified with the Denison Herald.

In 1896, when he was manager of the Austin Statesman, he was sent by the Dallas and Galveston News to Oklahoma City, Okla., to report the Constitutional Convention, where he remained until 1914 as the political and legislative reporter of these papers. On April the first, 1914, he was transferred to Washington. Mr. Goodwin is a veteran of the Spanish War, having served in the third Texas Infantry. He was a member of the Plattsburg, N. Y., Citizens Military Camp, and is a member of the cavalry platoon of newspaper men, recently organized at Fort Myer, Va. His articles on preparedness have received nation-wide attention. At the last election of the National Press Club he was elected a director of that body.

Dinner to Brand Whitlock

Brand Whitlock, minister to Belgium and former newspaper man, was given a dinner at the Lotos Club last week. The speakers included Chester S. Lord, who presided; George Ade and others. Perhaps as representative a tribute as was given was that of Melville E. Stone, general manager of the Associated Press, who said, in part:

A newspaper reporter, a lawyer with a small practice, the Mayor of Toledo—this does not measure his equipment. He had mixed with every nation in the melting pot of the United States, and he had that rarest of virtues, common sense. He also had an abiding solicitude for the welfare of his fellow men. We had no particular care for the Belgians. Neither do I suppose Mr. Whitlock had. We neither liked nor disliked them. But in an hour all was changed. And Minister Whitlock, burning with the larger love than love for a nation—love for men, women and children in distress—took hold.

He has earned the world's applause. He comes to us loaded with laurels. He carries the Bardsdale soil and the Paenonian waters to the stricken people of Brussels for the healing of their misery.

Men make business more often than business makes men.

SOME NEW FIBRES FOR PAPER MAKING

Likelihood That Misiones Pines Will Prove a Big New Source of Wealth for Argentina—India Develops a Plant of the Ginger Family—Germans Succeed Well With Hop Vines.

The success that attended the experiments undertaken some time ago by the Argentine Bureau of Forestry to produce a commercial pulp from the pines *Arucaria imbricata* of Neuquen territory directed attention to other pine-bearing areas of the republic, and announcement has just been made of the successful conclusion of similar experiments with cellulose from Misiones.

The Misiones pines, although possessing characteristics different from those of the trees of Neuquen, show practically identical results. The fiber of the former is longer, but, on the other hand, that of the Neuquen pine is more resistant, and in both cases one-half ton of pulp can be obtained from a ton of the wood. Another basic difference offered by the pine of Misiones is that it has its resin between the wood and the bark, thus obviating the necessity of extracting that product.

The experiments with Misiones trees were not made with white pine, but with a specimen whose wood had a reddish color, due to soil influences. In spite of this, the fiber when treated with bisulphite gave a pulp surpassing in whiteness that of the paper materials which are imported from Europe.

INDIAN WEED YIELDS A GOOD FIBER.

Whether *Hedyehium coronarium* will ever be used to any large extent in other countries is problematical, but it seems worth while for Indian paper makers to give it their attention. This plant of the ginger family is distributed from the Himalayas to Ceylon and Malakka, ascending to 4,000 feet in the Khasia Hills and 6,000 feet in Ceylon. It is also native in Central America, the West Indies, New Zealand, Mauritius, and West Africa (Corseio Bay). Many years ago it was introduced into Brazil, where it has been wild in many of the States. In India the plant appears to thrive best in swampy tracts, but here also it runs wild.

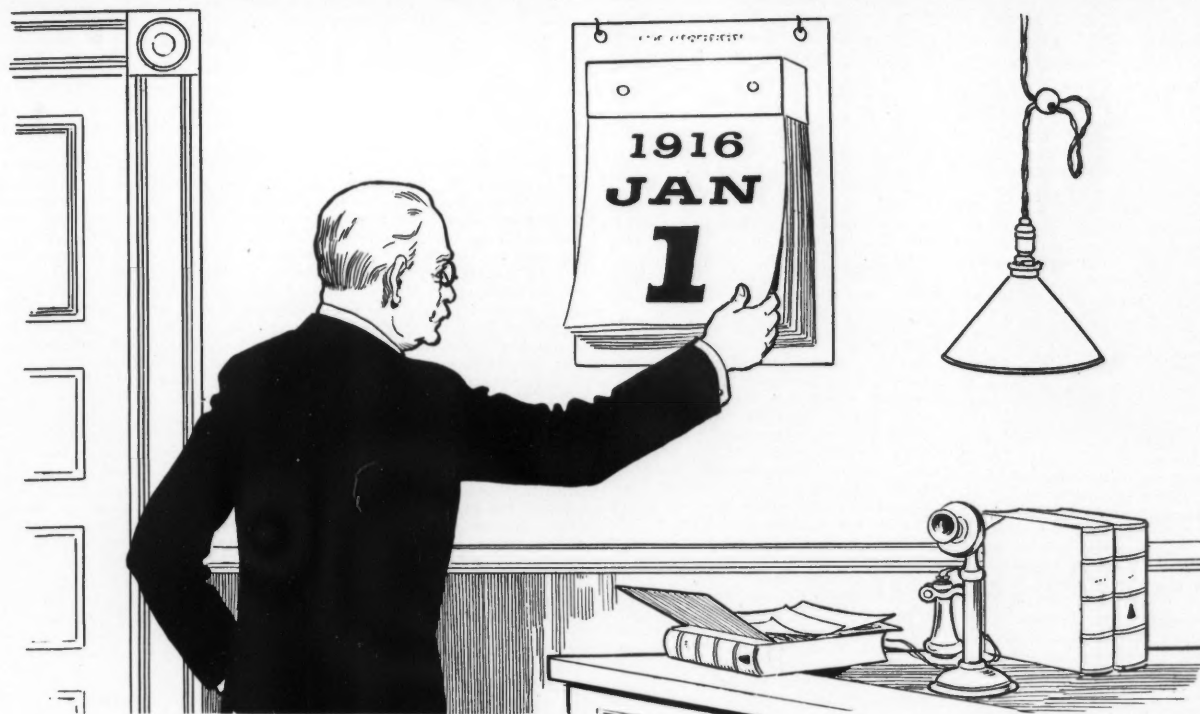
A VALUABLE SWAMP CROP.

In India hedyehium is a common wild plant in swamps and wet places, and on the edges of paddy fields. It is easily propagated. In one of the plantation districts in the south the estates are very much broken up with valleys and nullahs, the latter carrying off monsoon water, and consequently there are many swamps which can not be put under either tea or coffee. These are a source of trouble to the planter, since they grow weeds that seed into cultivated areas, and are apt also to be reserves of scales, grasshoppers, and various harmful insects, which escape to the coffee and tea.

GERMAN EXPERIMENTS WITH HOP VINES.

Announcement has been made of the results of experiments undertaken by the Institute of Chemical Technology of Brunswick, Germany, looking toward the discovery of new and cheaper methods of manufacturing paper from vegetable fibers. Willow-tree bark and broom fiber did not give satisfactory results. Experiments were then made with the fiber of hop vines, of which there is a plentiful supply in Germany.

It was found that when the fibers are treated with lye their separation is difficult. They are more easily separated by soaking in a 0.5 per cent solution of an inorganic acid. The same result can be obtained by a steam pressure of half an atmosphere. Separation of the fiber is easier when working wild hop vines that have stored for a long time in the open air. It follows that storage in the open air, or, better still, artificial storage in a warm, moist storehouse, is the best method of furthering separation. In this way a return of 20 per cent. of good fibers was obtained.



“A Bigger, Better Business for 1916”

Of course you're looking forward to bigger things for 1916—a better business.

That's going to head your list of New Year resolutions—isn't it?

While you are at it, make number two on that list read,—“I'm going to work New England thoroughly. Take Massachusetts, for instance. It's densely populated and mostly urban, the people are easily reached and they are worth a special effort because their buying power is high.

“I'm going into Metropolitan Boston—the Gateway to New England. From there I'll spread my sales-net. I'm going to get my share of the \$1,535,000,000 on deposit in New England banks (over \$899,000,000 of it being in Massachusetts banks).”

And make resolution number *three* read:—“I'm going to base my plans on cold-blooded facts. I'm going to cast prejudice and sentiment to one side. I'm going to know *all* the whys and

wherefores. I'm going to pin my faith to the **BOSTON AMERICAN**—New England's Greatest Home Newspaper.”

Write that down as an honest-to-goodness resolution—and stick to it!

Why? This space is too small to tell you why, but a simple request will bring you valuable information concerning the newspaper situation here in Boston, New England as a market, and detailed information covering the 39 cities and towns of Metropolitan Boston—the Gateway to New England.

If you are interested in the dealer-attitude toward certain phases of advertising and merchandising campaigns, and want such information for your files, we shall be glad to supply it.

We believe in co-operation. Furthermore, we believe it will pay you to find out just what this co-operation means to you.

BOSTON AMERICAN
NEW ENGLAND'S GREATEST HOME NEWSPAPER

80-82 Summer Street, Boston, Mass.

New York Office
1789 Broadway

Member Audit Bureau Circulations

Chicago Office,
504 Hearst Building

KENTUCKY PRESS ASSOCIATION

Many Topics of Interest Discussed at the Convention in Lexington.

LEXINGTON, Ky., December 27.—The Kentucky Press Association today heard a number of addresses on trade subjects of interest and visited the Lexington Public Library, where Miss Florence Dillard had on exhibit old newspapers of the latter part of the eighteenth century and the beginning of the nineteenth.

Ashland was chosen tonight as the place of meeting for the next midsummer meeting of the editors. The matter was taken up by the executive committee, but the date was not set. Col. R. J. McBryde, of Louisville, chairman of the committee, presided.

The speakers of the afternoon were Edwin L. Quarles, secretary of the Lexington Board of Commerce, who welcomed the visitors; President James B. Stears, of Nicholasville, who responded; R. W. Schoelch, of the Lexington Ad Club, whose subject was "The Whys of a Country Newspaper's Success"; D. O. Groff, of Oklahama, formerly of Kentucky, who spoke on conditions in his adopted state, and Dr. Joseph H. Kastle, director of the Kentucky Agricultural Experiment Station, who addressed the editors on "The Country Newspaper as a Factor in Our Agricultural Development."

Newspaper costs were discussed in a round table, by Ed. Shinnick, of Shelbyville; Shelton M. Saulley, of Stanford, and G. B. Senff, of Mt. Sterling.

J. A. Ey, of Cincinnati, manager of the American Press Association, discussed the "Chamber of Horrors" conducted by his organization and the varied attempts to get advertising for nothing—often successfully—from the country press.

The editors and their wives enjoyed a theater party at the Ben Ali theater tonight, and tomorrow, besides the routine program, will be guests of the Board of Commerce at a luncheon at the Phoenix Hotel.

Among those in attendance today, besides the speakers mentioned, were Mr. and Mrs. J. B. Stears, of Nicholasville; Louis Landrum, of Danville; Harry A. Sommers, of Elizabethtown; Capt. and Mrs. W. Vernon Richardson, of Danville and Washington City; F. M. Thomason, of Georgetown; Fred Schwenker, of Louisville; Mrs. S. M. Saulley, of Stanford; Woodson May, of Somerset; B. F. Forgey, of Ashland; Thomas M. Owsley, and Harry Giovannoli, of Lexington; Mr. and Mrs. John S. Lawrence, of Cadiz; A. E. Gullion, of New Castle; J. A. Hodges, of Louisville; Miss Anna M. Poage, of Ashland; J. R. Lemon, of Mayfield; Mr. and Mrs. A. S. Wathen, of Bardstown; O. L. Board, of Greenville; T. C. Stone, of Eddyville; Jack Sallee, Col. R. J. McBryde and Miss Miriam Gaines, of Louisville.

LEXINGTON, Ky., December 29.—The features of Tuesday's session of the Press Association convention were these: "Relation of the Pulpit to the Press," Rev. J. W. Porter, D.D., Lexington; "Diplomacy in Interviewing," Jack Sallee, Louisville Courier-Journal; "Revenue and Taxation in Kentucky," H. A. Sommers, Elizabethtown news; "Advertising," round table, led by Harry Giovannoli, Lexington Leader.

New York Advertising Club Dances

The Advertising Club of New York held its first dinner and dance of the year at its clubhouse, 47 East 25th street, on Wednesday night, and during the remainder of the week there was "open house." Following the dinner there was general dancing.

E. H. Clarke Co., Chicago, is placing 2,000-line contracts for one year for the Physicians' Cooperative Association.

Lyndon & Hanford, New York, are placing 105 lines one time with a list of mail order papers for C. L. Jones Co.

Redfield Agency, New York, is placing 50 lines four times with a few papers for the American Lead Pencil Co.

WOMEN AND ADVERTISING

Miss Martin Gives Her Views on the Subject Before Women's Press Club.

Miss J. J. Martin, advertising manager of the Sperry & Hutchinson Company, and president of the League of Advertising Women, addressed the Women's Press Club of New York City Monday afternoon, December 27, at the Waldorf-Astoria, on "Woman, and Her Relation to Advertising." She said, in part:

"Woman's relation to advertising is identical with her relation to everything else of importance in the world—vital, energizing, inspiring. Women are natural advertising agents and agencies—hence the expression 'Don't print it in a newspaper; tell it to a woman.'"

"The facts and figures upon which all advertising history is based prove beyond the possibility of a doubt that women are a dynamic force in the advertising world today. They are naturally better equipped to write better advertising copy because they are women and know what other women want and how to express that want in compelling words. Seventy-five per cent. of advertising is directed at women, written to interest women and published for the purpose of inducing women—who do 90 per cent. of the merchandise buying—to purchase some special, specific thing which the advertising exploits. Sixty-seven per cent. of the purchases of goods exclusively for men are made by women. Why then is it not perfectly logical for women to become the best and most forceful advertising writers?"

"Women have taken their place in the advertising world not by right of courtesy, not because men have tolerated them, but because they have proved to unbelieving and skeptical minds that they are best equipped to render that particular service which the advertising world demands and needs for its success. "If it is true, and it assuredly is, that women have elevated the press, it is equally true that they have elevated the advertising profession as they have elevated every other profession which they have entered.

"Every man way down in his heart has that ever present horror of being beaten by a woman and many a man in the advertising world has had to admit that a woman was his master. It is perhaps unfair, however, to sexualize advertising. In my opinion, it is far better to unsex it from every standpoint of the individual responsible for its production and to regard it as a finished product, the most vital and compelling in the business world today.

"Then we must take into consideration that peculiar quality of woman we usually call 'intuition.' It may be more rational and practical to attribute the intuitive quality to a very feminine courtesy and the habit of noting little things. Granted that there are phases of all kinds of advertising and various individual types and characters of advertising in which women are pre-eminently effective and easily lead, there are other features in which, in the very nature of things, even the most talented woman is seriously handicapped.

"But in an age when the glare of wood types and the fanfare of bombastic statement has given place to virile suggestion and the highest grade of art, when the pen and brush of masters in their lines lends their aid to selling soap, soap or player pianos, the keen human interest of the woman is an invaluable asset in writing copy that sells.

"In conclusion, advertising is publicity, plus salesmanship. And what is woman's relation to it? Well, as one of the members of the League said recently, 'We are equal to the demands of the times and it takes a clever man to keep pace with a clever woman.'"

Iowa Press Association

The first annual meeting of the Iowa Press Association will be held in Des Moines February 10 and 11. Gardner Cowles, Lafe Young, Jr., and Ralph Bolton have been appointed by the Greater Des Moines Committee as a special committee to make arrangements for the event.

PRESS CLUBS AND ASSOCIATIONS

The Philadelphia Pen and Pencil Club, which has for many years given an annual Christmas entertainment at its clubhouse for the children of the Fourth Estate, at which Ralph Bingham was invariably the perennial and wholly delightful Santa, this year enlarged its usual generous plan to include invitations to 1,500 poor kiddies who were asked to fill the Forrest Theatre on the afternoon of December 28, and enjoy the stunts provided in the Kris Kringle Kabaret, after which they were given toys, games and candy by the inimitable Ralph, who played the role of the patron saint for the 24th time. Harry Jordan, manager of the Keith interests in this city, was stage manager, and the program included top-liners from all the leading theatrical companies. The annual Night in Bohemia is scheduled for January 19, at the Bellevue-Stratford, and will be so elaborate that it will overflow into three rooms—the Ball Room, the Red Room and the Clover Room.

Opeu house will be kept by the Baltimore Press Club on January 1 in celebration of the New Year. In the earlier part of the night the entertainment will take the form of "Gridiron Club stunts," the merriment to be largely at the expense of officials of the State and city. Later leading members of the different theatrical companies playing in the city, as guests, will contribute to the entertainment. The next big function of the Baltimore Press Club will be given the last week in January. It has not yet been definitely decided whether it will be in one of the theatres or one of the big hotels. After refreshments there will be a high-class entertainment. The theatrical stars playing in the city that week will be invited to participate and with their companies contribute towards making the event memorable. The walls of the club rooms have been decorated with photographs of 125 members, all the pictures being handsomely framed. Among the pictures conspicuous are those of Cardinal Gibbons, Bishop Murray, William F. Stone and other nationally distinguished members of the club. Several hundred other photographs are being made to add to the collection on the walls.

The past week has been one of gaiety at the Press Club of St. Louis. One of the features was a Christmas tree, artistically decorated by Manager O. C. Boeger, which graced the interior of the cafe. The tree was a present from Charles Jones, one of the members, who owns a farm near the city, on which Christmas and other trees are abundant. August A. Busch, president of the Anheuser-Busch Brewing Association, presented a deer to the club from his private game preserve on the General U. S. Grant farm near St. Louis. Venison has been on the menu all week. The gift of a deer from Busch is an annual Yuletide event. On New Year's Eve a cabaret and dance party took place at the club, which was attended by members and friends and their families. It was a watch-in-watch-out affair and very enjoyable. Several of the members entertained guests from out of town during the holidays, among whom was Mitchell White, junior editor of the Mexico (Mo.) Ledger, who was the guest of President James L. Edwards. The first annual newspaper artists' exhibit, which was such a success, closed the day prior to Christmas. It will likely become an annual affair. In connection with the recent art exhibit, the official acceptance of the \$600 oil painting, "The Roundabout," presented by Artist Fred G. Gray, a member, was made by the officers of the club. Gray is the only St. Louis artist receiving a silver medal at the recent Panama-Pacific Exposition at San Francisco for work displayed.

The Pittsburgh Press Club held open house on December 23 for more than one hundred boys and girls through the courtesy of the Kindergarten Association. The Press Club was the first one to introduce the custom of Christmas treats for poor children, and has observed this day for nearly thirty years. Besides an elaborate feast and entertainment, each child was presented a gift.

FRISCO CLUB IN NEW HOME

Housewarming Brought Together Record Number of Local Newspaper Men.

SAN FRANCISCO, December 23.—The Newspaper Men's Club of San Francisco, whose membership comprises those actively engaged in the editorial departments of the local daily newspapers, had a housewarming at their headquarters, at 35 Grant avenue, last Saturday night. The function was a stag party with some jinks. Under the management of the entertainment committee, composed of William Jacobs, Walter Anthony, Bernie J. O'Donnell, H. L. Baggerly and Ernest Hopkins, a unique program entertainment made last Saturday night memorable. There was the greatest gathering of active editorial newspaper men ever brought together under one roof in this city. Secretary E. H. Hurlbut did much to make the affair a success.

"Art" Smith, the airboy, was there with his catching smile and his miniature automobile, with which he christened the comfortable clubrooms. Others who contributed to the entertainment were: G. Ormay, the pianist at the St. Francis; William Nelson, of the Olympic Club; Frank Thompson, of the Elks; Walter Rivers, and Earle Little, the basso.

Among those who participated in the housewarming were: Chas. Coleman, Robert Hiestand of the Call, Karl Anderson and W. H. Levings of the Chronicle, and Fremont Older of the Bulletin, and many other prominent men.

Getting Ready to Cover Conventions

CHICAGO, December 22.—Both national political conventions again fall in the territory of the central division of the Associated Press. Already Superintendent Paul Cowles and Auditor Joseph J. Jones are making plans for the handling of the big news from the respective coliseums of Chicago and St. Louis next summer. Mr. Jones caught the first train out of Chicago for St. Louis after the announcement came from Washington that the Missouri city had been chosen by the Democrats and quickly made hotel arrangements for the Associated Press men who will be there on the story.

Press Club Chair for Opie Reed

The appearance of an upholstered chair of extraordinary proportions in the library of the Press Club of Chicago recently proved a nine days' mystery. Who it was for was not known until Opie Reed returned from a trip down South. At once he inquired for "my chair." The remark was accepted as a ready and convenient solution of the problem. Now, to satisfy the curious, a silver plate bearing Mr. Reed's name has been attached to the piece of furniture.

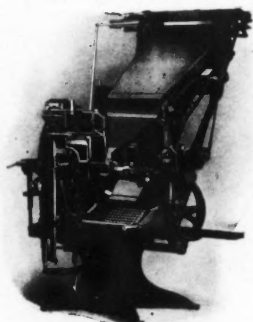
Quarantined, But Edits Just the Same

Paul B. Cousley, aged 37, is editing his paper, the Alton (Ill.) Evening Telegraph, from his home, where he is quarantined with his seven-year-old son, who has smallpox. None of his actual copy can be used on account of the quarantine, and after writing his editorials he gives them to a stenographer at the office over the telephone. Besides writing the entire editorial column, he also handles all news of importance.

Chinese Editors Raise War Funds

The editors and publishers of several of the Chinese daily papers in San Francisco are actively aiding the movement to finance another revolution in China with the avowed purpose of ousting Yuan Shi Kai who recently announced that the government would be turned into a monarchy. Money is being received in San Francisco from Chinese all over the United States for the big fund which is being raised by the revolutionary sympathizers, headed by Tong King Chung of that city, where Chinese editors had much to do with the success of the revolution which overthrew the Manchu dynasty and established the Republic of China. A petition has been sent to President Wilson asking that he refuse to recognize a monarchy in China.

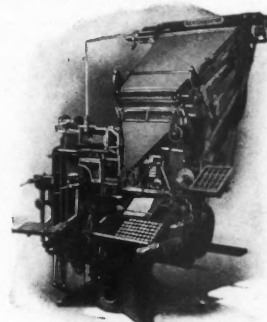
MODERNIZED COMPOSING ROOMS



MODEL K
Two Magazine Linotype

Among recent purchasers of *five or more* machines, the following 23 plants have installed a total of

251



MODEL 8
Three Magazine Linotype

Multiple Magazine Linotypes

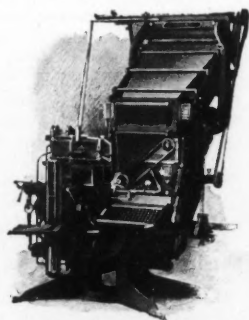
New York Sun
New York Journal and American
New York Tribune
Des Moines Register and Leader
Brooklyn Daily Eagle
Syracuse Journal
Boston American
Cincinnati Times-Star
Cleveland Press
Detroit Abend Post

Pittsburgh Press
Pittsburgh Gazette Times
Pittsburgh Volksblatt
Washington Post
Richmond News-Leader
Raleigh News & Observer
Denver Post
Deseret News, Salt Lake City
Philadelphia Public Ledger
Jersey City Printing Company

M. B. Brown Printing and Binding Co., New York
Dunlap Printing Company, Philadelphia
Carey Printing Company, New York

These 251 Multiple Magazine Linotypes—Models K, 8, 14 and 9—have replaced an equal number of earlier models of single magazine Linotypes, some of which had been in active service for nearly 25 years, as well as composing machines of other makes.

The Multiple Linotype Way Is the Modern Way



MODEL 9
Four Magazine Linotype

MERGENTHALER LINOTYPE COMPANY

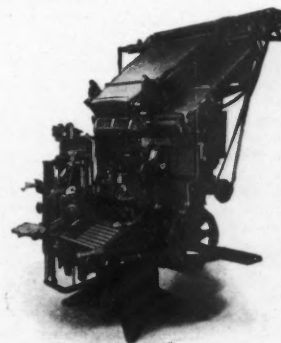
TRIBUNE BUILDING, NEW YORK

CHICAGO
1100 S. Wabash Ave.

SAN FRANCISCO
646 Sacramento St.

NEW ORLEANS
549 Baronne St.

TORONTO: CANADIAN LINOTYPE, LIMITED



MODEL 14
Three Magazine Linotype
With Auxiliary Magazine

HUMOR LURKS BENEATH SURFACE OF EUROPE'S GRIM-VISAGED WAR

Herbert Corey Sees Things That Under His Pen Are Provocative of Laughter—The "Calm" Correspondent Who Runs a Mile—
Sloane Gordon's Enforced Bath in a Swedish Hotel
—Wythe Williams' Predicament.

[Herbert Corey, the well-known war correspondent, who wrote the following for THE EDITOR AND PUBLISHER, was originally a newspaper man in Columbus and Cincinnati, O., and came to New York several years ago. At first, while here, he was a correspondent, but later joined the staff of the Associated Newspapers. The latter organization sent him to the war, where he has had wide experience in nearly all the countries taking part in the great struggle.]

BY HERBERT COREY.

NEW YORK CITY, December 30.—My friend, the editor of THE EDITOR AND PUBLISHER, has flattered me. He has asked me to write a story telling how the correspondents are covering the war. I hate to betray a lot of worthy young men, among whom I count myself not the least worthy, if no longer as young as some. But they are not covering it. The war is too big. One might as well ask a water bug in the basement of the Singer Building to discuss the strains and angles which make that structure possible. My friend the editor also suggests that I might make this story humorous. To which I am forced to reply that humor and war do not mix. Even when things do seem funny—and it is undeniable that they do at times—there is always some one to take a crab's eye view of them.

Take the case of Philip Simms, the Paris correspondent of the United Press, and Fred Pitney, who represents the New York Tribune in that locality. They were taken on one of the stereotyped trips to the front. It is true that things do happen on these trips now and then. The correspondents do see something. But that is because the most perfect arrangements go to smash in war time. The theory is that the correspondents shall not see anything really worth while. Messrs. Simms and Pitney fell into the humor of the situation after rebellion had failed them.

"Ah," Mr. Simms would say to Mr. Pitney, "the Boches pretty nearly got us there."

No doubt a little shrapnel had been spraying around, or a rifle bullet had whistled past. Those things will happen in war time. A shell or two broke within, say, 200 yards of them.

"That ought to make a good 10,000-word cable story," Mr. Pitney would reply, licking his lips in mock satisfaction.

With cable tolls at ten cents a word this humor was infantile, of course. It was so regarded by Pitney and Simms. They bargued the situation. But all of that humor leaked out when they read the story published by Mr. Robert Herrick, the novelist, who had accompanied them, in which he seriously recounted this conversation as occurring between a "Mr. P." and a "Mr. S." He breathed heavily as he moralized over the manner in which war news is written. The worst of it was that he published his failure to get the point of the joke in Pitney's own paper.

"My girlish laughter shall cease to reverberate until the war is over," announced Mr. Pitney, gritting his teeth.

War time humor depends entirely upon the viewpoint. Arthur Ruhl is one of the Collier fleet. He was sitting upon a boat tied to a bank in the Dardanelles, watching the somnolent activities of the Turks. Suddenly an English aeroplane came over, buzzing that hard, nerve-twisting, saw-millish buzz that hostile aeroplanes have. Mr. Ruhl's attitude is always that of the detached, the almost frigid, observer. He sat on the deck, smiling coldly, as that Turkish camp resolved itself into a careful imitation of an assaulted ant-hill. Turks flopped hurriedly in every direction. The home-bred Turks called on Allah in their own

language. Those who had been abroad used substitutes. The aeroplane let fly several bombs which killed several men and several horses. By and by it flew away. The camp settled back into the sand, panting heavily and mopping.

"Absurd!" said Mr. Ruhl. "It was not possible to escape the bombs. You can't outrun an aeroplane. You can't see to dodge. Why not do as I did, and remain cool and calm —?"

A nasty, growling, sputtering whine broke out overhead. The Allied aeroplane was coming back. While all that breathless camp obeyed Mr. Ruhl's precept and sat quiet, mopping its crowded brow, Mr. Ruhl leaped from the deck into the deep sand, and seized his hat in one hand, and started to break the intercollegiate loping record on the banks of the Dardanelles. No one else moved. In the midst of that glowing sand, upon which a white hot sun cut out his shadow black and stiff as sheet iron, Mr. Ruhl ran and waved his hat and yelled, in intricate and perplexing figures. By and by he fell exhausted and the plane flew away. The camp sat still.

"A canine performance," was Mr. Ruhl's bitter comment upon his own performance. Does he see the fun in it? He does not.

Or there was the adventure of Sloane Gordon in the Swedish bath. No doubt there was fun there, after a sort. But Gordon does not see it. The Swedish masseuse certainly did not see it. The hotel clerk did not see it. No friend of Gordon's dare see it, if he is in Gordon's neighborhood. What's the use of humor of that sort?

"Do you want a bath?" the hotel clerk asked Gordon when he reached Stockholm.

Certainly Gordon wanted a bath. The room looked all right when he retired that night. It had a fine, large bath tub over in one corner, and there were no indications that a felonious assault was to be made upon a newspaper man there the next day. But about dawn Mr. Gordon was aroused by movements in his boudoir. He closed his eyes to them for a time, but eventually conviction came to him. Some one was filling his bath tub. Then that some one turned on the light and took Mr. Gordon out of bed. The someone was a massive Swedish lady, attired for the purpose of bathing middle-sized American correspondents by force.

It must be conceded that Mr. Gordon resisted bravely. That Swedish lady earned her money. But she was used to the process, and knew all the best holds. Gordon thought that after she had soaped him well his slipperiness might enable him to evade her, but there was nothing doing. He was rubbed to a matt finish and then carefully dried and put to bed. Sometimes his friends express a slight doubt.

"Why didn't you yell?" they ask. "She gagged me," says Gordon, indignantly.

Sometimes an incident may be funny, although there is no clue to it at all. There is the case of Wythe Williams and his missing manuscript. Williams is the New York Times correspondent in Paris. Returning from Brittany he lost a suit case that contained the only carbon copy of a story that had gone down with the Arabic. As the suit case had been registered, Williams made a complaint to the authorities. A detective came around and questioned him about his own past until he became restive. Next he heard from "Jimmy" Hopper, who lives in that summer place in Brittany where the Wythe Williamses spend their spare time.

"Two detectives came here," wrote Hopper, "to inquire about Monsieur Veeliam's, a Boche-American spy. He tried

to straighten out their mental processes. It was no use.

"We are looking for the Boche-American," said the detectives. "He escaped from the Arabic with his papers."

To get to the coast of Brittany a survivor of the Arabic must have swam about 1,500 miles. That fact made no impression on the detectives. By and by some one mentioned the Williamses' baby. The detectives struck their foreheads dramatically.

"Mon Dieu," they said. "Le bebe! We have wasted our time."

So they went away. Mr. Williams has not heard anything since of his Boche-Americanism—or of his suit case. But he would like to know why his fatherhood is considered a complete defense against an accusation of espionage. Those having the clue please write.

This, of course, isn't telling how the correspondents are covering the war. Well, they're covering the war, so far as this war can be covered, about the same way they would cover anything on this side. They are telling all the truth they are permitted to tell. They are smelling out situations about the way that a good reporter smells them out here. They are getting to the front on both sides through the exercise of arts, pulls, cajoleries and logic. So far as I have been able to check them, their reports have been absolutely accurate. This is not intended as a bouquet for the reporters. This war is so big it cannot be exaggerated, and nothing is so incredible that it has not happened.

PROFESSOR SUES MONTREAL MAIL

Laval University Man Resents Published Story of a Meeting.

The Montreal Daily Mail, which declared last week in reporting a meeting addressed by Henri Bourassa, the nationalist leader, that the platform was filled with professors and students of Laval University, the great French-Canadian institution of higher learning in Montreal, has got itself into trouble.

Professor Robert Taschereau, of Laval, has entered action for \$199 damages against the Mail, asserting that the report of the meeting tended to give the impression that the professors of the university took part in a seditious assembly, which was alike false, malicious and deceitful. For himself, he denied attendance and said that in his opinion what was attributed to the speaker constituted an act of treason and as such merited the reprobation without reserve of all British subjects.

Last week the Canadian Observer, a paper published in Toronto in the interests of the colored population of the city, celebrated its first anniversary, and a public gathering was held in the B. M. E. Church to celebrate the occasion. Among those present who addressed the gathering were W. H. Moore, proprietor of the Canadian Courier, and Sir Edmund Walker, president of the Canadian Bank of Commerce, who referred in an interesting way to the "underground railway" by which the forefathers of many of those present first reached Canada.

GOOD FELLOWS IN DETROIT

Provide Christmas Cheer for More than 5,000 Poor Children.

DETROIT, December 27.—The Goodfellow movement of the Detroit News, backed by the Old Timer Newsboys led by Collector of Customs James J. Brady, has reached large proportions and has aroused tremendous interest throughout the city and State. On December 22, "Old Newsboys Day," nearly 200 of Detroit's former street merchants flocked out on the street, scrambled for their favorite corners and sold their papers in the interest of the Good Fellow movement, for which they raised thereby \$2,500.

The Old Timer Newsboys' band of fifty pieces organized this year from the ranks of the former Detroit News newsboys' band, was recruited especially for

the purpose of assisting in the sale of papers and to gather funds by giving a concert on one of the busiest corners of the business district at the most congested hour of the day, eleven to 1.

More than 5,000 children were taken care of by this fund, every case being thoroughly investigated. Christmas eve automobiles lent by individuals, and trucking firms not otherwise engaged, distributed good cheer and glad tidings to the thousands who would otherwise pass a cheerless Christmas.

HOW ONE PAPER SERVED PUBLIC

Richmond Times-Dispatch Engages Engineer to Solve Belt Line Trouble.

RICHMOND, Va., December 27.—Believing that the functions of a newspaper go beyond the serving of news to its patrons, the Richmond Times-Dispatch recently rendered a valuable service to the taxpayers of Richmond when it employed Wm. J. Wilgus, the noted New York engineer, who came here and made an exhaustive investigation of the "Belt Line" troubles, and submitted maps and a report which brought order out of chaos.

For more than five years the city council and the railroads using the "Belt Line" have endeavored to devise a scheme to do away with tracks crossing the Boulevard and other thoroughfares in the West End of the city. Various plans were submitted, but none met the approval of the city or the railroads. Harry Frazier, formerly in the engineer department of the Chesapeake & Ohio Railway Company, offered plans at a meeting of the city council several weeks ago. They were favorably received, and upon the heels of Frazier's report came the report and plans of Mr. Wilgus, whose drawings and outlines were almost identical with those of Mr. Frazier's.

The press of the city recognized the work the Times-Dispatch had done in calling into service the experience of Mr. Wilgus, and the "Belt Line" problem is nearer a solution now than ever before.

J. C. L.

MADE MAIL DELIVERY TEST

New York Times Kept Record of City and Suburban Letters.

According to a test of the mail delivery system of the New York Post Office, just made by the New York Times, a letter with a two-cent stamp, mailed in Manhattan to an address in that borough, takes one hour and fifty-seven minutes longer to be delivered than a special delivery letter, counting from the time the letter is mailed to the time it is delivered. A dozen letters mailed in Manhattan borough to different points on the island averaged four hours and thirty-eight minutes from the time of mailing to the time of delivery. A previous experiment with the mails already had shown that six special delivery letters mailed and delivered in Manhattan consumed an average of two hours and forty-one minutes.

Accompanying the Times' story of its tests is a table showing how seventeen letters mailed in Manhattan, and twenty-five letters mailed at suburban and other post offices to addresses in the greater city went through the regular mails. More than two-score of these letters were compared separately with special delivery letters, mailed at the same time and to the same addresses. In three instances the regular mails were faster than the special delivery, but in one of these this was due to a difference in the time of mailing.

St. Paul News Enterprise

The St. Paul (Minn.) Daily News will install a complete service and promotion department on January 1 with Theodore Broders in charge. The News has co-operated to a large extent with foreign advertisers for some years. The new department will gather statistics on marketing conditions in this trade territory, and other facts of interest to manufacturers and agencies who want to enter this field.

116—A Year of Growth—116

During 1915 the following

116 NEWSPAPERS

BEGAN using the news report

of

International News Service

Alliance, Ohio, Review,
Americus, Ga., South Georgia Progress,
Asbury Park, N. J., Press,
Atlantic City, N. J., Review.

Baltimore, Md., Evening Sun,
Baltimore, Md., Morning Sun,
Belleville, Ill., Advocate,
Bennington, Vt., Banner,
Boston, Mass., Advertiser,
Bridgeport, Conn., Herald,
Bridgeport, Conn., Standard,
Buffalo, N. Y., Polak W. Ameryce,
Buenos Aires, S. A., La Nacion.

Cairo, Ill., Herald,
Chambersburg, Pa., Franklin Repository,
Champaign, Ill., News,
Charleston, W. Va., Post,
Chicago, Ill., Abendpost,

Fayetteville, N. C., Index,
Fort Worth, Tex., Star-Telegram,
Fredericksburg, Va., Evening Journal.

Geneva, N. Y., Advertiser-Gazette,
Gloucester, Mass., Times,
Greenville, Miss., Times.

Hagerstown, Md., Herald,
Hagerstown, Md., Mail,
Hartford, Ind., Times-Gazette,
Havana, Cuba, Cuba,
Havana, Cuba, Diario Espanol,
Havana, Cuba, La Lucha,
Havana, Cuba, La Prensa,
Hinton, W. Va., Daily News,
Hopewell, Va., Daily Press.

Ironton, Ohio, Register.

Jacksonville, Fla., Metropolis.

Kansas City, Kan., Gazette-Globe.

Laredo, Tex., Record,
Lebanon, Pa., Report,
London, Ont., Free Press,
Lynn, Mass., News,
Lynn, Mass., Telegram.

Manchester, Mass., L'Avenir National,
Marion, Ind., Chronicle,
Maryville, Mo., Democrat Forum,
Middletown, N. Y., Times-Press,
Milford, Mass., News.

Newark, N. J., Evening News,
New Brunswick, N. J., Home News,
New Brunswick, N. J., Times,
Newburyport, Mass., News,
Newcastle, Ind., Times,
New York, N. Y., Amerikai Magyar,
New York, N. Y., Giornale Italiano,
Northbend, Ore., Daily Tide.

Omaha, Neb., Daily Tribune,
Ossining, N. Y., Citizen.

Palatka, Fla., Democrat,
Philadelphia, Pa., German Daily Democrat,
Philadelphia, Pa., Inquirer,
Philadelphia, Pa., Jewish World,
Philadelphia, Pa., L'Opinione,
Philadelphia, Pa., North American,
Philadelphia, Pa., Press,
Philadelphia, Pa., Public Ledger,

Philadelphia, Pa., Record,
Pittsburgh, Kan., Sun,
Providence, R. I., Tribune.

Rushville, Ind., Jacksonian.

Selma, Ala., Times,
St. Louis, Mo., Globe-Democrat,
Salamanca, N. Y., Republican Press,
Salem, Mass., Evening Mail,
Salem, Mass., Kuryer-Bostonski,
San Francisco, Cal., L'Italia,
San Francisco, Cal., Pacific News Service,
San Francisco, Cal., Sporting Times,
Santa Cruz, Cal., Sentinel,
Santa Monica, Cal., Bay District Sun,
Scranton, Pa., Daily News,
Shamokin, Pa., Dispatch,
Springfield, Mass., Republican,
Steubenville, Ohio, Tribune.

116
Newspapers
added in
1915

Chicago, Ill., Sonntagspost,
Cincinnati, O., Commercial-Tribune,
Cleveland, Ohio, Hlas Romanul,
Cleveland, Ohio, Szabadsag,
Columbus, Ind., Morning Ledger,
Columbus, Ga., Enquirer-Sun,
Columbus, Ga., Greater Columbus Bulletin,
Concordia, Kan., Blade,
Connersville, Ind., Examiner,
Corning, N. Y., Leader,
Coshocton, Ohio, Times-Age,
Covington, Va., Telegraph.

Daytona, Fla., Journal,
Du Bois, Pa., Courier,
Dubuque, Ia., Catholic Tribune.

East Liverpool, Ohio, Review,
Elizabeth, N. J., Times,
Eureka, Cal., Times.

116
Newspapers
added in
1915

Tonopah, Nev., Times,
Toledo, Ohio, Die Revue,
Tallahassee, Fla., Democrat,
Tarrytown, N. Y., Daily News,
Toronto, Ont., Telegram,
Tuscaloosa, Ala., News.

Vinita, Okla., Sun-Herald,
Vicksburg, Miss., Times-Democrat.

Warren, Ohio, Tribune,
Watsonville, Cal., Register,
Wichita, Kan., Examiner,
Wichita Falls, Tex., Tribune,
Wooster, Ohio, Republican,
Wilkes Barre, Pa., News.

Yonkers, N. Y., Herald,
Zanesville, Ohio, Signal.

INTERNATIONAL NEWS SERVICE

238 William Street, New York

FIGHT TELLING ON ALL MAIL SWINDLERS

Advertising Clubs, Publishers and Editorial Associations in Co-operation with Post Office Department Have Materially Curtailed Their Activities—Lotteries Assume New Disguises.

According to the annual report of the Solicitor of the Post Office Department filed this week in Washington the several campaigns being waged against fraudulent advertising have greatly reduced the number of mail order swindlers.

"It is clear," says W. H. Lamar, "that the strict enforcement of the law is having a deterrent effect upon many promoters who have hitherto relied for a livelihood on the conduct of schemes to defraud through the mails. The schemes now being brought to the attention of the office are generally speaking not so flagrantly fraudulent as those presented during the preceding years of this administration, and it is now the exception rather than the rule to find the promoter of a business against which a fraud order has been issued attempting to resume such business under another name."

The decay of this once thriving industry, the report continues, has been brought about not only by the Post Office Department but by the newspaper and magazine publishers, advertising organizations and other agencies which have co-operated with the Federal authorities and made the fraudulent schemes dangerous and unprofitable.

Lotteries, however, thrive still in new guises. "These," the report explains, "are of such infinite variety that their description would be an endless task. They range from the simple raffle for small sums to the most stupendous enterprises involving hundreds of thousands of dollars each, and aside from the lottery feature many of them abound in fraud. Included among the latter are so-called bond investment schemes, home purchasing plans, endless chain enterprises and other selling enterprises of great magnitude.

"One recent stock selling scheme involved the raising of \$13,000,000 and provided for the distribution of \$500,000 in prizes. In another the first grand prize was alleged to amount to \$102,400."

The Solicitor also calls attention to the fact that the law prohibits the mailing of dunning postcards. This time honored institution, the postcard dun, still thrives. "Perhaps the greatest amount of correspondence with reference to the last named law," prohibiting the mailing of scurrilous, defamatory or threatening matter—"has been upon the subject of dunning postal cards," says the Solicitor. "It is held that the law renders unmailable cards by which it appears that the addressee is being dunned for an amount that is past due. It would appear that a great many business men and collection agencies throughout the country are not aware that the law is applicable to such matters."

New Sunday Paper in New York

A brand new Sunday newspaper called Truth, edited by William Borsodi, is to make its debut in New York City Jan. 2. It is to be issued in two editions, morning and afternoon, the first edition containing "all the worth while news now published by the other Sunday papers and much that they suppress," and the afternoon edition giving "all the news that is contained in Monday morning's papers."

New Daily for Roanoke, Va.

The Roanoke (Va.) Herald, a new afternoon newspaper with a Sunday edition, is to make its appearance on or about January 15. The paper is to be under the managing editorship of W. O. Lipscomb, publisher of the Railroader, recently organized in Roanoke in the interest of railroad men. The new paper, according to its publishers, is to be thoroughly independent. It will be an eight-page daily, and will be sold for one cent.

NOVEL TRENCH NEWSPAPERS

How the Men at the Front Amuse Themselves in Leisure Moments.

TORONTO, December 16.—Copies of "trench newspapers" are coming over from France at fairly regular intervals just now. These are small publications produced by the men at the front, doubtless to while away the tedium of trench life. When so many journalists are to be found in the Canadian ranks it is not surprising that these young scribes should indulge their fondness for composition and should be instrumental in bringing out regimental papers.

One of the latest of these journals to appear is the Iodine Chronicle, the organ of No. 1 Canadian Field Ambulance. It contains a variety of contributions, grave and gay, but the pièce de résistance is "The Diary of a Canadian War Correspondent at the Front." It runs as follows:—

"Monday. Terribly exciting, this life at the front, today nearly run over by a taxi. Talked with chap on leave from the firing line, handsome young fellow, Hogan, Cogan, Logan or some name like that, belonged to a Canadian field ambulance; told me how he had two bullets through his cap and five through his haversack, whilst a Jack Johnson burst two feet above his head at second battle of Ypres. Remarkable escape. Wrote up two columns of his adventures for the Montreal Moonbeam and the Ottawa Owl.

"Tuesday. Hear today about ricochet bullets from soldier from the front. Very well set up Irish-Canadian Red Cross corporal, he told me how they were about four feet long and two inches across. Most remarkable projectiles. Cabled particulars of same to Canada.

"Wednesday. Talked today with a man who had been gassed. He was 25 miles back of the firing line at the time, but gas it appears travels this distance. Wrote particulars of this remarkable case to Ottawa and Montreal papers.

"Thursday. Talk with another Canadian soldier, a charming young fellow—borrowed ten dollars of me—his first name Austin, his second name I forget. "G" something or other. Had been at battle of St. Julien and saved life of fellow stretcher bearer by pushing him in ditch. Cable particulars home.

"Friday. Talk to twelve different returned soldiers today, each of whom ought to have had the D. C. M. Bound to be secret, as I have each individual soldier's statement of his own individual case. Wire strong article about it.

"Saturday. Receive two cable today firing me from my job as representative of Canadian papers. Say my statements too inaccurate. Really cannot understand it. Must enlist—or try and get position as London correspondent of the Iodine Chronicle."

MONTREAL GAZETTE DID IT

Canadian Daily Published a Double Truck Ad Without Interference.

Canadian publishers for some time past have refrained from accepting double truck ads, owing to a ruling of the Postal Department which these publishers understand prevents their publishing or accepting double truck ads.

Jos. J. Fischgrund, advertising manager of the Montreal Gazette, took a chance on pulling down the barriers by publishing a double truck advertisement for the Frontenac Breweries in his paper of Monday, December 20.

Mr. Fischgrund discovered that double truck ads in Canada are not prohibited by the postal authorities. It is only necessary, however, to advise the local postmaster in writing of the fact that the double truck appears in the issue, which notice must be delivered simultaneously with the delivery of the papers at the post office. It is also necessary to agree to pay an additional postage charge, which instead of being one-quarter of a cent per pound for delivery of papers, is two cents per pound.

Other Montreal publishers sought to evade the supposed restrictions on double truck ads by running this same advertisement for the Frontenac Breweries with the usual white space between the two pages, and by leaving out the advertisement entirely from their mail editions. They are still wondering how the Gazette got by.

Calkins & Holden, New York, are placing 10,000-line contracts for one year with a few papers for the Curtis Publishing Co.

C. W. KNAPP LEAVES THE REPUBLIC

Goes to New York Times After 48 Years of Service on St. Louis Paper

St. LOUIS, December 29.—The severing of connection with the St. Louis Republic after 48 years of service by Charles Welbourne Knapp, president of George Knapp & Co., publishers of the paper, was the event of Christmas week in newspaper circles. More particularly was it a subject for comment and speculation, because Mr. Knapp has left the publication which his family controlled for nearly three quarters of a century, not to retire from active work, but at the age of almost three score and ten to take on added burdens, if not cares, for he leaves to become treasurer of the New York Times.

Charles W. Knapp has been a well known figure in newspaper circles for a long time. The son of John Knapp, brother and partner of George Knapp, who acquired control of the Republic in the Forties, and incorporated it as George Knapp & Co., publishers, he practically grew up in the office, and on his emerging from college in 1867 began the career which ended Christmas eve. He served the paper as cub reporter and became its city editor, managing editor and editor-in-chief. He passed through all the stages of advertising and business management and attained to the office of president and publisher in 1887, which post he held continuously until his retirement. He was one of the organizers of the Associated Press as a national and international newsgathering body, and for more than a quarter of a century has sat on its directorate and been a member of its executive committee. He was one of the organizers of the American Newspaper Publishers' Association, and has served as its president.

When Mr. Knapp entered the service of the Republic, then the Republican (the name was changed in 1888), his family (father and uncle) controlled the majority interest in the paper, but this interest, except a small part, descending to Charles W. Knapp, has passed into other hands, and now his going breaks a long connection that reminds one of that of the Walter family, which through four generations controlled the London Times until its recent purchase by Lord Northcliffe. In going, Mr. Knapp takes with him the good wishes of all the employees of the Republic to whom he was universally kind and courteous and helpful. That he will add strength to the directing staff of the Times is the belief of all who know him. His place as president will not be filled until the end of the Republic's fiscal year, according to Former Governor David R. Francis, principal owner of the Republic. The duties of his office will be taken over by Edward B. Lilley, recently brought from Los Angeles by Mr. Francis and installed as general manager of the Republic.

FAVORS PROHIBITION NOW

Important Southern Daily Announces Change of View on Liquor Question.

ATLANTA, Ga., December 28.—Quite the most startling event in newspaper circles in the state of Georgia for many months was the change of editorial policy last week on the part of the Augusta Chronicle toward the prohibition question.

For many years the Chronicle has not only failed to support state-wide prohibition editorially, but has been regarded as a pretty comfortable and permanent berth for the other side of the question.

Last week, however, Editor Thomas W. Loyless devoted practically the entirety of his editorial page to an announcement of the paper's change in attitude, admitting that personally he has for many years been in theory and practice against state-wide prohibition. The Chronicle now takes a stand not only for state-wide prohibition but also for national prohibition.

In the same issue the Chronicle published a letter cancelling advertising contracts with some thirteen liquor concerns.

WANTS INVESTIGATION OF PROVIDENCE PAPER

The Fatherland, Pro-German, Bitterly Attacks J. R. Rathom, Editor of the Providence Journal, as a "Britisher"—Capt. Boy-Ed Also Utters a Blast as He Sails Away.

The prominence of the Providence Journal and its editor, John R. Rathom, in procuring important information regarding German activities in this country, has led the Fatherland (New York pro-German organ) to publish an article by Charles A. Collman strongly criticizing Mr. Rathom (who is stated to be of British birth) and calling upon Congress to investigate both him and his paper.

The article begins with the questions: "Why does President Wilson countenance the reprehensible acts of John Revelstoke Rathom? How comes it that this man, who holds no position of recognized consequence, enjoys the confidence of the Administration and of the members of the Cabinet?" Then in part it says:

"Rathom is the editor of a newspaper in a small New England city, the Providence Journal. But he is rarely in Providence. He makes his headquarters in New York City, at the Hotel Astor and the Hotel Manhattan. And we see this man hiring spies, investigators, secret agents, who dog the diplomatic representatives of countries with whom the United States is at peace, but England is at war. We see him handing out for publication private correspondence admittedly stolen from diplomats. We see him trying to inflame public opinion against the enemies of his native land.

"We see that this man, instead of being publicly rebuked for his impudent propaganda, is received in private audience by the President of our country, who confers with him, while leading Congressmen are kept waiting in the ante-room. We see this foreigner invited to attend the councils of the heads of the nation; of Secretary Daniels of the Navy; of Lansing, Secretary of State; of the members of the Neutrality Board. We see him consulted by the heads of the Department of Justice.

"We see him spread broadcast lies and libels, slanders, and pervasions of the truth; we see this Britisher with impunity flinging mud at American citizens, encouraged and welcomed, nevertheless, with open arms by members of the Washington Administration."

Mr. Collman closes by calling for a Congressional investigation, and ends thus: "How is it possible that the President of our country, born of an English mother, with English members in his Cabinet, is willing to use a foreign tool such as this in the prosecution of diplomatic representatives of countries with whom we are at peace? Mr. Wilson, elected by a minority vote, still represents the people of this country. And the American people refuse to be shamed and humiliated by proceedings such as these."

When Capt. Boy-Ed was preparing to sail for Germany from New York on Tuesday, he handed the newspaper men a "statement" in which he "went after" the Providence Journal energetically. In reply that paper sent him a wireless telegram containing these paragraphs:

Your farewell statement to the American people, in so far as it relates to the Providence Journal, is a willful and deliberate falsehood. Has the Providence Journal created a hysterical suspicion concerning the destruction of American factories, the murder of American workmen, or the daily plots against the peace and safety of this government and its citizens, almost all of which acts have been fathered and financed from your own office? Every word of what the Journal has published with regard to your personal connection with these plots has been true, and nobody knows it better than yourself.

You know well the reason why the United States government refused to permit you to remain any longer in this country. These reasons were not based on "hysterical rumors" printed by the Providence Journal. Your attempt this morning to make the American people believe such a ridiculous falsehood is your farewell insult to a government and a press that have treated you with unexampled patience in the face of evidence which, had it not been for the protection given you by your official standing, would have long ago placed you behind prison bars.

The Star League Reaches Indiana's Big Automobile Buying Population!

INDIANAPOLIS STAR

TERRE HAUTE STAR

MUNCIE STAR

The Star League enables you to quickly and effectively reach the big automobile buying public of Indiana. So thoroly do these papers cover the state that the use of additional mediums is unnecessary.

Few fields loom bigger in promise for automobile manufacturers the forthcoming season than Indiana. It is one of the greatest automobile buying populations in the Union!

You want to get your message before this population in the strongest fashion possible—that way is *The Star League, The Indianapolis Star, The Terre Haute Star* and *The Muncie Star*—the only morning newspapers in their respective fields, and all reaching the best class of citizens—with a combined rate of only 15c an agate line. These papers have a record for automobile advertising. The Indianapolis Star carried 132,000 lines more automobile advertising in 1915 than any other Indianapolis newspaper. Play safe for 1916! Play the Leaders!

KELLY-SMITH CO.

Eastern Representative

220 FIFTH AVENUE
NEW YORK

JOHN GLASS

Western Representative

PEOPLES GAS BUILDING
CHICAGO

R. J. BIDWELL & CO.

Coast Representative

742 MARKET STREET
SAN FRANCISCO

MUST BE AN END OF COUPON EVIL IF BUSINESS STABILITY IS TO BE PRESERVED

Such Is the Opinion of One Newspaper Publisher—Elimination of Coupons Would Mean an Immediate Increase in the Volume of Newspaper Advertising—Praise for "The Editor and Publisher's" Campaign.

CHARLES M. GREENWAY, *General Manager Flint (Mich.) Daily Journal*.—"We believe that the fight you have been making on this subject should be commended by not only every newspaper, but by every merchant in every town in the country. Fortunately, our city is free from this sort of thing, due to the eternal vigilance of the Board of Commerce and of this newspaper, and in consequence we have not a trading stamp scheme of this kind in the town, nor are premiums or coupons used enough to be noticeable. We appreciate the effort that you are making along this line, and any way in which we can co-operate with you we shall be pleased to do so."

FRED SULLENS, *Editor Jackson (Miss.) Daily News*.—"We have had some correspondence upon this subject with other southern papers, and beg to say that we are today addressing letters to members of the Mississippi Delegation in Congress urging them to support the Underwood Bill, which seeks to correct the evil you refer to. I feel reasonably sure that our State Delegation will support this measure. If you know of any respects wherein the Underwood Bill is deficient please advise us."

HERMAN PHILLIPSON, *Advertising Manager Dallas (Texas) Times Herald*.—"Permit us to express our views regarding the bad effects of the coupon evil. We do not know of anything that has so mitigated against the growth of newspaper advertising patronage as have the coupons. We do not doubt but that if the coupons are eliminated that the advertising patronage of newspapers in general would show a very decided increase. In the meantime, we have taken up the matter with Congressman Hutton W. Sumners, from this district of Texas, who promised to give it his due consideration. If we can be of further assistance in any way, do not hesitate to let us hear from you."

W. R. ASHFORD, *Cedar Rapids (Ia.) Republican*.—"We are in hearty accord with you in reference to the coupon business, and believe there must be an end to it sooner or later if the stability of business is to be preserved. The person giving something with the purchase of goods in the way of a premium must continue to increase the value of that premium from time to time if he expects to retain his trade, to say nothing of increasing it."

"And when competition continues to grow stronger in the value of the premium given, the time is not far distant when the customer is either paying more than the article is legitimately worth or else he must go to the scrap heap. The coupon is a fraud and a delusion, designed to disrupt and disorganize all business."

"The Republican and Times some time ago discontinued the use of premiums and contests as a factor in the getting of new subscribers, and while we are building up a solid and substantial list, the progress is slower than our efforts are entitled to—and for no other reason than competitors on all sides of us and in whatever direction we go, are offering premiums and holding contests. Too many buyers of newspapers buy the premiums rather than the newspapers. Merit and value in a newspaper counts for little in the minds of altogether too many people."

"And what is true of the newspaper business is true of all other business. The man who is attempting to build up a legitimate business and is giving honest values finds himself retarded in his progress by competitors who are using trading stamps, coupons and such other methods of hoodwinking and deceiving the people."

"We are inclined to believe that the giving of coupons, if strictly and honestly interpreted, would and could be shown to be a violation of the pure food and drug act of the federal statutes; and that the

practice should either be made illegal or those who give coupons be compelled to pay a heavy license."

W. B. POWELL, *Publisher Clearwater (Fla.) Evening Sun*.—"In Florida we are not bothered with the coupon stores. We put them out of business. In this town no one seems to be interested in the coupons in packages, because no one is buying up the coupons. I do know, for a fact, that certain people will not buy coupon goods because they do not care for the coupons and do not intend to pay for something they have no use for. You cannot get away from the fact that some one has to pay for the coupon and the presents offered. I trust you will be successful in driving this mild form of gambling from the United States. It only appeals to the poor who can least afford the extra burden."

HENRY K. MILWARD, *Advertising Manager Lexington (Ky.) Leader*.—"I must confess that while I have read what THE EDITOR AND PUBLISHER has had to say about the matter, yet I have read absolutely nothing on the other side, and until I do, I do not feel that I should express an opinion. The articles you have published have given me a great deal to think about in connection with coupons, and while I am influenced to your way of thinking, yet, as stated above, I would like to read something from the other side."

WARREN G. HARDING, *president and general manager Marion (O.) Star*.—"We beg to advise that the Star is permanently committed to the opposition of the coupon practice. We are practically doing nothing in that line whatever. The only exception we have ever made is an occasional campaign for the distribution of desirable books. We trust that your campaign will continue in an effective manner for the good of the newspaper business."

GEORGE W. BRONSON, JR., *editor Greenville (S. C.) News*.—"For heaven's sake keep up your fight on the coupon evil. It can't survive the kind of publicity attack which you are making. Your exposure of the colossal profit-sharing scheme is well timed, and the rank and file of the newspaper press of the country should and no doubt does applaud your efforts."

Salem (Mass.) News.—"The News has always opposed trading stamps, and the important stores of the city have sustained this attitude by refusing to use any of the various stamps now issued. Advertisers who use stamps are not allowed to mention them in their announcements in the News, even though the enforcement of the rule has lost a great amount of advertising."

N. A. HUSE, *Editor Norfolk (Neb.) Daily News*.—"The merchants of Norfolk, Neb., have for a number of years taken a united stand against the use of trading stamps and similar coupons because they have found the coupon proposition to be based upon an altogether false economic principle. They feel that the coupon plan misleads the consumer into thinking that he is getting something for nothing when, as a matter of fact, he is footing the entire bill."

"They feel that the plan works to the detriment of quality or quantity in merchandise because there can be no other legitimate result from this scheme than cutting down in the value of the merchandise in order to make up for the value of the coupon premium."

"It seems to me the Underwood Bill should pass because the coupon plan is a curse upon honest merchandising."

DANA JONES, *advertising manager Erie Dispatch*.—"Here's a little testimonial from Erie where trading stamps flourished for a time and then passed into oblivion. Years ago, 'tis said, the trading stamp had a firm hold on the city and

its merchants, but one day they rose up and in their wrath cut them out. Business went on as usual but the trading stamp is no more here. Recently the different merchants' organizations went on record as being opposed to the trading stamp principle. Several merchants, however, thought the stamps might be a good thing. But they didn't take them on when a movie stamp concern solicited their business. The movie stamp was used here last fall by the smaller merchants but seems to have dropped out as they are not in evidence. The movie stamp men, however, have an office here and have talked about big newspaper space which has never materialized."

"In general, trading stamps seem to have had their day here—to have been tired and found waiting. There has been a consistent effort made during the last six months through a mail campaign to interest women in the stamp proposition but no merchant reports a request for stamps. From what I have heard merchants say they will oppose any attempt to start the stamp game here again."

"Am pleased to see you present both sides of the question because some are 'for 'em' and others are 'agin 'em.' I suppose a fellow can pay his money and take his choice."

Oklahoma Merchants Oppose Stamps

The trading stamp system was bitterly arraigned by speakers before the annual convention of the Oklahoma Hardware and Implement Dealers' Association at Oklahoma City this week. The association went on record as being strongly opposed to the system of giving trading stamps and endorsed the Stevens Bill now pending in Congress. The Oklahoma delegation in Congress was urged to work for the passage of this bill. Speakers explained that this measure would "eliminate mail order business and price cutting department stores." In condemning the trading stamp system, speakers declared that it was of no benefit to anyone, not even to the merchant who employed it.

GREAT BRITAIN'S NEWSPAPERS

There Are 2,400 Of Them, the London Post and Times Being Among the Oldest.

In London there are three newspapers which came into existence in the latter part of the eighteenth century, the oldest of these being the Morning Post, which dates from 1772. The Times was established sixteen years later (1788), and next came the Observer, in 1791, and the Morning Advertiser in 1794. At the beginning of the next century the Weekly Dispatch appeared (1801), and in 1803 the Globe was first printed and still occupies an honorable place among its younger contemporaries.

Outside London the Sheffield Telegraph claims to be the oldest daily newspaper, but the Leeds Mercury, as a newspaper, can claim a longer record, for it was founded in 1718, and the Yorkshire Post came into existence as a weekly in 1754.

At the present time there are in the United Kingdom 2,400 newspapers, making allowance for recent additions which have succumbed in the struggle for existence—and supremacy. Within the postal radius of London there are 450, of which at least 27 are morning dailies and six evening dailies. In the English and Welsh provinces there are close on 1,500 newspapers, in Scotland 255, and in Ireland 130.

The many recent and almost meteoric changes that have taken place in London journalism show how precarious and chequered a career many newspapers, now defunct, must have had. The disappearance of the Echo and London Evening Chronicle, to give it its full title, was undoubtedly the most surprising. It had a run of six weeks, and it is believed that during that short time not less than Echo, which died on August 8, 1905, had £50,000 was spent upon it. It is now amalgamated with the Star. The old career of 37 years.

There are forty-two London daily papers today—though, of course, comparatively few are known to the public, many of them being purely business papers, and no fewer than five are Jewish dailies,

F. W. H. CRANE

Continued from page 815.

begins his duties today. He had been for many years in charge in London, but owing to war conditions the British Government found it necessary to take the works for the manufacture of munitions. Mr. Smith, since his arrival in New York, has been supervising the manufacture here of presses for European customers—it being the natural purpose of the Hoe company to permit as little as possible interruption in its important foreign business. Mr. Smith is regarded as a man of distinct ability and as a strong factor in the future of the company.

A representative of this paper asked Robert Hoe, on Thursday, whether there is any likelihood of a consolidation with the Duple Press Company, of which he is president, also whether Mr. James, of the recent board of voting trustees, was to continue his financial backing of the Hoe company. In reply he said that he must decline to make any statement as to these matters at this time.

HOLD PURE FOOD SHOW

Worcester Telegram and McClure Publications Co-operate in Educational Work.

WORCESTER, Mass., December 13.—The Worcester Telegram last week conducted a big pure food show in Mechanics' Hall. Over 2,000 persons, mostly women, attended the opening sessions, and by the end of the week not less than 20,000 people had visited the show.

The exposition was known as the "Telegram-Westfield," for it was really conducted jointly by the Telegram and the McClure publications with the sanction and indorsement of Prof. Lewis B. Allyn.

Early visitors to the hall where the show was in progress found that the somewhat sombre place had been transformed into a place of real beauty. The color plan was white and gold. The score of booths, so far as outward appearances were concerned, were similar. Each was illuminated with two arcs. On the big stage, where the musical festivals have been given in the past, was a modern white tiled kitchen.

Another feature of the show was the display of motion pictures, showing foods from "seeds to serving." There were many other attractions to draw the crowd, including free admission tickets to be clipped from the Telegram.

On the Toboggan

Put the coupon
In the coop;
Drop the stamp in—
To the soup.
"Profit sharing."
Ha! Ha! Ha!
Oh, what suckers
Some folks are!
"Goods for nothing."
So they state;
But the buyer
Pays the freight.
Game has got a
Black eye—see?
Since shown up in
"E. and P."

SLUG M.

New Washington (D. C.) Daily

WASHINGTON, December 28.—The convening of the Pan-American Scientific Congress has meant the birth of a new daily newspaper in Washington, D. C.—the Daily Official Bulletin of the Congress—which made its appearance Tuesday morning. The journal is printed in both English and Spanish and aims to furnish each day a resume of the proceedings of the day before and to outline the activities of the day on which the number appears. Social as well as official events are covered. John Vavasour Noel, trained in newspaper work in the United States, and in recent years one of the leading journalists in South America, is in charge of the paper.

Your name in large letters will do much good unless it is equally large in the confidence of the buying public.

BARGAINS IN REBUILT NEWSPAPER PRESSES

**We Have the Following Stock of Used
Perfecting Newspaper Presses for Sale**

ROTARY STEREOTYPE PRESSES

- Goss Standard 64-Page Octuple Press, Four Plates Wide, with One Color Attachment.
- Hoe Sextuple 48-Page Press, Four Plates Wide.
- Hoe Right Angle 32-Page Quadruple Press, Four Plates Wide.
- Goss Four-Decker 32-Page Straightline Press, Two Plates Wide, Black Printing.
- Goss Four-Decker, 32-Page Straightline, Two Plates Wide, with Three Color Combination Top Deck.
- Hoe Three-Roll 24-Page Press with Observer Style Folder.
- Hoe Three-Deck 24-Page Straightline Press, Two Plates Wide, with One Extra Color.
- Hoe Double Supplement 24-Page Press.
- Potter Three Deck 24-Page Press, Two Plates Wide.
- Scott Three-Decker, 24-Page Press.
- Goss Two-Deck, 20-Page Press, Lower Deck Three Plates Wide.
- Goss Three-Deck, 28-Page Press, Lower Deck Three Plates Wide.
- Goss Three-Decker 24-Page Straightline Press, Two Plates Wide, with Three Color Combination Top Deck.
- Goss Supplement Clipper Press, 4 to 16 Pages.
- Campbell New Model Press, 4 to 8 Pages.

FLAT BED PRESSES

- Goss Semi-Rotary Press, 4 to 14 Pages.
- Twelve-Page Duplex Angle-Bar Press.
- Cox Duplex QQ Press, 4, 6, 8-Pages.
- Cox Duplex Double Drive Angle-Bar Press, 4-6-8-Pages.

THESE MACHINES ARE OFFERED THOROUGHLY OVER-
HAULED, REBUILT AND TESTED IN OUR FACTORY.

Kindly let us know your requirements as to size of printed page, number of pages and capacity, and we will cheerfully furnish prices and terms.

THE GOSS PRINTING PRESS CO.

Main Office and Works
Chicago, Ill

New York Office
No. 1 Madison Ave

THE GOSS PRINTING PRESS CO. OF ENGLAND, LTD., HAYES, MIDDLESEX

Changes in Representation

The Davenport (Ia.) Democrat and Leader has appointed the Charles H. Eddy Company, New York-Boston-Chicago, as its representative in the foreign advertising field, effective today.

The Hartford (Conn.) Courant changes from Charles H. Eddy to Louis Gilman and Ryan and Inman.

The W. F. Long Company, Inc., Canadian publishers' representatives, has been appointed the Eastern United States representatives of the Grain Growers' Guide of Winnipeg, one of the leading farm papers in the Northwest.

New Haven (Conn.) Times-Leader changes from Bryant, Griffith & Fredericks, Inc., to the S. C. Beckwith Special Agency.

MENCKEN OF BALTIMORE

Journalist and Author of Books on Philosophy Much Admired by Readers.

BALTIMORE, December 23.—When the Evening Sun appeared first some six years ago a feature of its editorial page was "The Free Lance" column conducted by Henry Mencken. This column did more to attract attention than any other feature. Mr. Mencken, though a young man, is one of the acknowledgedly best newspaper writers in this country, with an individuality sui generis. The Free Lance was essentially a column of criticism of local men and affairs. Mr. Mencken enjoyed the widest latitude, and while his matter was largely in the nature of persiflage, exceedingly caustic at times, there was always a hard-headed, practical philosophy pervasive that compelled serious attention.

Mr. Mencken also conducted the Open Forum, in addition to other duties, on the same page, and made it a superlatively interesting department. Mr. Mencken is one of the owners and editors of the Smart Set, New York, and a writer for various magazines. Recently, owing to the pressure of his interests and duties exclusive of his work on the Evening Sun, the Free Lance column has been discontinued, much to the regret of the readers of the paper, although Mr. Mencken continues to write special editorials which appear signed from time to time. Mr. Mencken has written and had published half a dozen or more books on divers subjects, sociological and otherwise. One of his earlier books was a volume of verse. His works on the Nietzschean philosophy have had a world-wide distribution.

Mr. Mencken is somewhere about forty years old, with the countenance of a seventeen-year-old boy. Some twenty odd years ago he was very well known to the news-giving public, as a reporter. Since then his studies and editorial work have served to keep him in practical seclusion so that today comparatively few of Baltimore's citizens would recognize the youthful-looking philosopher meeting him on the street. Much wonder has been expressed as to what "Mencken, the Free Lance," looks like. About a year ago the Sun in a Sunday edition printed one of Mr. Mencken's special articles, and boxed in was a "portrait" of "Henry L. Mencken," showing the picture of an old man, hairy as to face, with gray locks, rugged of countenance and with a bulbous nose, about as unlike a vision of Mr. Mencken as could be conceived. The picture was put in as a joke, but today tens of thousands when they see Mr. Mencken's name think of him as the original of that "portrait."

Farm Editors Inspect Pine Lands

Twenty editors of farm publications from the North and East, have been making inspections of the cut-over pine lands in East Texas and Western Louisiana during the last week. The editors are guests of the Long Bell Lumber Company, which has extensive holdings of cut-over lands in Beauregard and Vernon Parishes in Louisiana. The Long Bell Company is planning to colonize this land. The party visited Beaumont and Port Arthur as guests of newspaper men of those two cities while in Texas. Thirty-six farm publications were represented by the party.

Puzzled by Jacob's Ladder

Wm. E. Kreidler is the superintendent of one of the Sunday schools in Evanston. One Sunday Mr. Kreidler, after conducting a lesson on the story of Jacob's Ladder, concluded by saying, "Now, is there any little boy or girl who would like to ask a question about the lesson?"

Little Susie looked puzzled for a moment, and then raised her hand.

"A question, Susie?" asked Mr. Kreidler.

"I would like to know," said Susie, "if the angels have wings, why did they have to climb up the ladder?"

Mr. Kreidler thought for a few moments, and then looking about the class, asked:

"Is there any little boy who would like to answer Susie's question?"

RULINGS AS TO LABELS

Patent Office Decisions Which Are of Interest to Advertisers

WASHINGTON, D. C., December 28.—G. E. Garrett, Assistant Examiner of Trade-Marks and Designs at the U. S. Patent Office, recently made some statements relative to the copyrighting of labels that are likely to prove of interest to many advertisers. Speaking of the fact that a label may not be descriptive, he said: "Its descriptiveness may be either by words or by pictorial illustration. The word 'Regina' was held not to render a label descriptive of music boxes while the presentation of a keg such as is commonly used for beer was held sufficiently descriptive of malt liquors. In a recent case the words 'Irish Embroidered Style' were held to be sufficiently descriptive of sheets, pillow cases, etc. The name of the proprietor of a label was held not to render the label sufficiently descriptive."

Dr. Carl L. Alsberg, Chief of the Bureau of Chemistry, U. S. Department of Agriculture, will in his forthcoming report of the operations of the year comment as follows: "Special attention was given to medicines and mineral waters bearing false and fraudulent labels. Fifty-six cases based upon such violations of the act have been disposed of in the courts favorably to the Government. Many cases of this type are pending. Newspaper men are much interested in following the trial of these suits."

MR. TOWNSEND'S SONNET

Andrew Carnegie Approves of the Sentiment of "Brotherhood."

Lilburn Harwood Townsend, of New York, a warm friend of THE EDITOR AND PUBLISHER, whose poetic muse leads him to write occasional verse for the delectation of his intimates, a few days ago indited a sonnet entitled "Brotherhood" and dedicated to Andrew Carnegie. Mr. Townsend sent a copy of the sonnet to Mr. Carnegie and, a day or two later, received through the latter's secretary, this acknowledgement:

"Mr. Carnegie thanks you for your kind thought in sending him copy of a sonnet dedicated to him. He approves and appreciates the offertory and you have his sanction of the sentiment expressed."

The sonnet which is here published for the first time is as follows:

BROTHERHOOD.

O Lord, while empires bleed in Alpine cold,
Look down upon the shrieking land and
sea,

And touch some chord of hidden harmony,
That shall arouse the ringing songs of old
Restore the ruined homes in reeking mold,
Where once contented men, august and
free,

Worshipped at morn and eve on bended
knee,

And dwelt complacently within their fold,
Subdue the sword that maketh friend a foe,
And let there dawn a peace-enduring day,
When sovereign and serf shall smiling go
O'er paths where brotherhood attends the
way,

And leads from war's interminable woe,
To happy hills where laughing children
play.

—LILBURN HARWOOD TOWNSEND.

Foreign News Print Trade

Frank L. Moore, president of the American Paper and Pulp Association, has told the Federal Trade Commission that for ten years the news print manufacturers of the United States have had a foreign trade of \$2,500,000 per year. Sales of American paper abroad has also been made the subject of an extended presentation before the commission by Marselis C. Parsons, of the Parsons Trading Company. Mr. Parsons is keen for an extension of the foreign trade because he believes that it would render it possible to keep manufacturing plants in the United States running full time.

Woodward & Tiernan, St. Louis, are placing 1,000-line contracts for one year with a few papers.

READY DECEMBER 31

25c ON NEWS STANDS (West of Buffalo 30c) BY MAIL 35c

"The Indispensable Book"

THE WORLD ALMANAC

AND ENCYCLOPEDIA FOR 1916

1,000 pages of Facts and Figures on all Important Current Subjects.

Finance, Literature,
Sports, Music, Arts,
Politics, Mines,
Farm Products,
Churches, Societies,

Wars of the World.
All the particulars
thereof and facts
worth knowing that
go to make history.

Everything Pertaining to the Government, Pages of Information of the Army and Navy, Aviation and Aeronautic Records. College Athletics.

"A necessary member of the editorial staff of every newspaper."

—THE FOURTH ESTATE.

The advertising man writes his best ads from World Almanac facts and figures.

GREATEST EDITION EVER KNOWN!

210,000 COPIES (and still growing.)

THE HARTFORD COURANT

HARTFORD, CONN.

announces the appointment of

Louis Gilman

World Building, New York

as exclusive Eastern Advertising Representative and

Ryan & Inman

McCornick Building, Chicago

as exclusive Western Advertising Representatives

EFFECTIVE JANUARY 1st, 1916.

The Hartford Courant Co.

NEW YORK'S REPORTERS, THEIR WORK AND THEIR NOTEWORTHY NAMES

A Thousand of Them Employed in the Metropolitan District—Salaries Range from \$15 to \$100 a Week—The Necessary Qualifications—Importance of Having "A Nose for News"—The Newspaper Instinct.

By MARTIN GREEN.

Star Man on the New York World.

The writer estimates, offhand, from a general knowledge of newspapers in this city that there are about 1,000 reporters employed in and about New York on the daily papers printed in English and by the press associations. Upon these 1,000 devolves the task of gathering the news of the so-called metropolitan district, not only for the local papers but for the world at large. The important newspapers of the United States have corre-



MARTIN GREEN.

spondents in New York, who get their news from different dailies. London, Paris, Berlin and South American papers also have correspondents here and in Washington.

The reporters of New York, collectively, are the ablest in the country, largely because New York has its pick of the country's best. A majority of the "star" reporters of New York came here from other cities. New York, with its opportunities and its comparatively high salary scale, is the goal of all ambitious reporters, and scores of them make their way here every year. Once they are here it is a case of the survival of the fittest. Many find the game too exacting and return to the interior.

It will doubtless be surprising information to the average newspaper reader that the newspaper reporter is paid a fair stipend. Salaries range from \$15 to \$20 a week for beginners up to \$75, 80 and even \$100 a week for competent, experienced men. Reporters working on the space system, which involves the payment by the newspapers of from \$5 to \$8 a column for news printed, average more than \$100 a week the year round, and often in busy news times go along for weeks on a basis of from \$7,500 to \$10,000 a year.

Up to the time of the adoption of the School of Journalism idea, fathered by the late Joseph Pulitzer, newspaper reporters obtained all their training in newspaper offices, and numerous experienced editors and reporters maintain that this is and always will be the best system. At this time journalism school graduates start in with no material advantage over young men who have had no theoretical training whatever. And one class is as likely to succeed as another.

A successful newspaper reporter must have more than mere ambition. A young man who can write simple, descriptive

English has a great fundamental advantage. But a good writer may be a total failure as a newsgatherer, and, on the other hand, some of the best newsgatherers in the local field are unable to write satisfactory stories. Generally speaking, a good newsgatherer is more valuable to a newspaper than a good writer who is not a newsgatherer.

THE REPORTER NEEDS NOSE FOR NEWS.

The ideal reporter is the man with what is called a "nose for news." This is actually a sixth sense, an inner something which tells its fortunate possessor just how to go about getting news, often leading him to the exact spot where something is going to happen. Men endowed with this psychical asset instinctively adopt the newspaper profession. The real "nose for news" is valuable not only to reporters but to all editors engaged in the direction of men or the gathering of news.

The unwritten annuals of Park Row bristle with almost innumerable instances of the aid the reportorial sixth sense has rendered newspaper men. Reginald Foster, of the World staff, in his active reportorial days was known as the "Fire Fiend" because of his extraordinary luck in being present in the early stages of big fires.

He was in a telephone booth in the Windsor Hotel, talking to his city editor, when the fire started which destroyed that hostelry, with great loss of life. He was passing the 71st Regiment Armory when the fire started which destroyed that building and spread to the Park Avenue Hotel, across the street. These are but two instances of many in which Foster beat the engines to great and disastrous fires.

Bill Sheppard, of the United Press, now in Europe as a war correspondent, obeyed the newspaper instinct when he went out of his way one spring Saturday afternoon to take a walk in Washington Square and stumbled onto the Triangle shirtwaist factory fire just as the girls were beginning to jump from the windows. He has never been able to tell what pulled him in the direction of Washington Square that day and enabled him to score a great "beat" for his organization.

TWO EXAMPLES OF NEWSPAPER SENSE.

The writer was in St. Louis in 1896, and his newspaper sixth sense fairly dragged him to the weather observatory in the Federal Building Tower, from which he viewed, a few minutes after his arrival, the passage through the city of the most terrific tornado that ever wrought destruction in the Mississippi River Valley. Again, in 1903, the writer, obeying an impulse, changed his plans for a hot summer evening and went to Madison Square Roof Garden, where he saw Harry Thaw shoot Stanford White.

It is probable that the reporters of ten years ago had wider acquaintanceships than the average reporter of today, but New York has grown so rapidly that it is impossible in these times to know and reach, for information purposes, so many men as in the days when the news cenefew blocks. Nevertheless, it is safe to say that Frank O'Malley, Ed. Hill and Tom Hanly, of the Sun; Sam Fisher of the Tribune; Gus Roeder, Louis Seibold, Joe O'Neill and Herbert Swope of the World; Willie Willis and Hamilton Peltz of the Herald; "Deacon" Terry, Louis Lang and Jim McBride, of the American; "Baron" Warne and Charlie Hambridge, of the Times; Sam Williams, George Fife, Harry Stowe, Jack Rainer, Max Fischel, Lindsay Denison and Bill Inglis, of the Evening World; Tom Thorpe and Markowitz, of the Evening Journal; Tommy Kenny and Fred O'Connor, of the

Telegram; Billy Cramer, of the Globe, and "Doc" Adams, of the City News Association, know about everybody in town that figures in the ordinary run of news.

What becomes of the reporters? Well, they do pretty well, as a general thing. Many go to the copy desk or to editorial positions. Many more forsake the business in answer to insistent calls for their services in the business or political world. There is something about a newspaper training, with its varied angles and its all embracing activities, that makes newspaper men of value in other spheres of life.

THEY WERE ALL REPORTERS ONCE.

Fire Chief Adamson and Joe Johnson, of the Public Service Board, were good reporters. Magistrate Paul Krotel was a crackerjack reporter on the Herald ten years ago. Theodore Rousseau, Mayor Mitchell's secretary, and William A. Orr, Governor Whitman's secretary, were reporters a short time back.

The theatrical business calls many away from Park Row. Augustus Thomas, our foremost playwright and now executive manager of the Frohman Company, was a newspaper reporter. So was Charles Dillingham, the most enterprising and adventurous of present day managers.

Literature, naturally, attracts the reporter who is specially gifted as a writer. Richard Harding Davis, Will Irwin, Irvin Cobb, Charles E. Van Loan, Samuel G. Blythe, Frederick Irving Anderson, Barton Currie, John A. Moroso, Robert Wells Ritchie and Raymond G. Carroll are only a few current successful authors and special writers who have taken assignments from Park Row city editors.

Reporters make good business men, too. Frank A. Vanderlip, president of the National City Bank, was a reporter in his newspaper days. John Hetrick left the World to practice law. John O'Brien, one of the best reporters that ever put a witty story in the Sun, is in business.

BALTIMORE SUN PROSPERITY

Gains a Million and a Half Lines in Advertising in 1915.

BALTIMORE, December 22.—The Baltimore Sun, and Evening Sun, under the business management of Paul Patterson, has been making some wonderful forward strides, especially during the year just closing. It has worked out and put in effect an efficiency plan that has resulted in an increase in circulation of 15,000, in round numbers, of the daily and 7,000 of the Sunday editions over 1914.

The circulation department was reorganized about two years ago by Henry Edward Warner, formerly one of the stars of the Sun's reportorial staff. Mr. Warner has demonstrated that as a resourceful organizer of the subscription end he is equally capable as a business man.

The groundwork of the present prestige of the Sun along all lines was laid by Charles H. Grasty six years ago, when president of the A. S. Abel Company, pub-

lishers of the Sun. Mr. Grasty believed that by giving the reading public thirteen papers a week, morning, evening and Sunday, for ten cents, and obtaining subscriptions for delivery of the papers at the homes, the circulation would be largely augmented, and that the prestige of large and growing circulation of papers delivered by carriers at the doors of subscribers, would eventually be reflected in an increase of advertising.

Meanwhile the news and feature contents of the paper was maintained at a high standard. The feature matter was confined almost exclusively to things local. It cost the publishing company large sums to carry out Mr. Grasty's plans, but the management put it across. Results began to be apparent when Mr. Grasty relinquished the presidency of the company. In the past twelve months the Sun has printed in round figures 1,500,000 more lines of advertising than in 1914; more than 1,750,000 more lines than in 1913. A large part of this augmented advertising space has been used since August of this year.

"Intent" Difficult to Prove

ATLANTA, Ga., December 28.—The Atlantian, a monthly publication of local affairs, in its current issue approves the intentions of Congressman Adamson, of Georgia, in the "honest advertising" bill which he has introduced in Congress, but takes issue with him upon the ground that he should not have added to his bill the clause, "with intention to cheat and defraud." This loophole, thinks The Atlantian, is where many of the bills directed at fraudulent advertising fail in their purpose. Of Congressman Adamson and his bill, The Atlantian says:

He will have the approval of all honest people, but one notices that he felt obliged, as has everybody else who undertook the same task, to recognize the fact that an advertisement may be unintentionally inaccurate and deceptive, and therefore be added to his bill the saving clause, "with intention to cheat and defraud."

Probably that addition was justifiable, or even necessary, to avoid inflicting cruel hardships, but its effect will be to leave the advertising situation just about where it is now. The proving of intention, always a difficult task, is often an impossible one, and a law thus qualified has never terrified any except the most timid of deluders.

Until every advertiser can be held responsible for all his statements, regardless of his motives and his knowledge, only the ordinary legal processes can be applied to the business of advertising. Theoretically that ought to be done, but practically the seller will be allowed for some time to come a certain twilight zone in which his natural enthusiasm can operate.

Toledo Blade Carrier Contest

Leslie E. Neafie, manager of circulation of the Toledo (O.) Blade, has just closed a contest that differed from the usual contests in that it was open only to bona fide Blade carriers. Four hundred dollars' worth of useful prizes were awarded the successful contestants. Several hundred boys were active during the contest and nearly 2,800 new "subs" were secured.

L. P. Darrell, for many years associated with the advertising department of the Washington (D. C.) Star, has joined the advertising staff of the New Orleans Item.

Stuart G. Gibboney

Counsel for Federal Reserve Bank Board

HAS WRITTEN FOR

THE ENGINEERING MAGAZINE

A STRONG ARTICLE

"The Pressing Need for a Merchant Marine"

Released to Newspapers Jan. 1st, 1916.

GREATEST GROWTH IN PRESS

203-ADDITIONAL

join

THE UNITED

Developments during seventeen months of Great European War
clientele greater than total morning and

Here is the list of papers. Those given in italics

Aspen (Colo.) Democrat Times
 Alton (Ill.) Telegraph
 Ashland (Pa.) Telegram
 Atchison (Kan.) Champion
 Aberdeen (S. D.) Freie Presse
 Ballinger (Texas) Ledger
 Bisbee (Ariz.) Ore
 Belton (Texas) News
 Bemidji (Minn.) Pioneer
 Brawley (Cal.) News
 Beardstown (Ill.) Illinolan Star
 Berkeley (Cal.) Gazette
 Brazil (Ind.) News
 Blackwell (Okla.) Tribune
 Bismarck (N. D.) Staats Anzeiger
 Bonham (Tex.) Favorite
 Brainerd (Minn.) Dispatch
 Chicago (Ill.) Zgoda
 Connersville (Ind.) News
 Clearfield (Pa.) Progress
 Clinton (Ia.) Advertiser
 Cumberland (Md.) Press
 Centralia (Ill.) Review
 Calgary (Alta.) Herald
 Clinton (Ill.) Public
 Chicago (Ill.) Tribune
 Coleman (Texas) Democrat Voice
 Canton (Ill.) Register
 Columbus (Neb.) Journal
 Chicago (Ill.) Svornost

Carlinville (Ill.) Inquirer
 Chicago (Ill.) Freie Presse
 Chicago (Ill.) Herald
 Chillicothe (Mo.) Constitution
 Cushing (Okla.) Independent
 Calgary (Alta.) Western Standard
 Chicago (Ill.) Journal
 Cohoes (N. Y.) Dispatch
 Clinton (Mass.) Item
 Carson City (Nev.) Appeal
 Cheboygan (Mich.) Tribune
 Detroit (Mich.) News
 Durant (Okla.) Democrat
 Detroit (Mich.) Free Press
 Du Quoin (Ill.) Call
 Durham (N. C.) Sun
 Detroit (Mich.) Polish Record

Elkhart (Ind.) Truth
 Elwood (Ind.) Record
 El Reno (Okla.) Democrat
 Escanaba (Mich.) Mirror
 Edwardsville (Ill.) Intelligencer
 East Chicago (Ind.) Daily Press
 Elgin (Ill.) Courier

Fort Smith (Ark.) Times Record
 Farrell (Pa.) News
 Fergus Falls (Minn.) Journal
 Fort Wayne (Ind.) News
 Fayetteville (Ark.) Daily
 Fort Worth (Texas) Star-Telegram

Fort Madison (Iowa) Democrat
 Frederickton (N. B.) Glenor
 Fort Scott (Kan.) Republican

Gonzales (Texas) Inquirer
 Grand Rapids (Mich.) Press
 Great Bend (Kan.) Democrat
 Greensburg (Ind.) Times
 Glendale (Cal.) News
 Galesburg (Ill.) Mail
 Goshen (Ind.) News Times
 Galt (Ont.) Reporter
 Guelph (Ont.) Mercury

Hartford City (Ind.) News
 Hanover (Pa.) Sun
 Harrisburg (Ill.) Register
 Hoopeson (Ill.) Herald
 Harrisburg (Pa.) Patriot
 Halifax (N. S.) Chronicle

Indianapolis (Ind.) Times
 Ionia (Mich.) Sentinel
 Indianapolis (Ind.) Forum
 Independence (Kan.) Star
 Imperial (Cal.) Enterprise
 Jersey City (N. J.) Journal
 Jefferson City (Mo.) Democrat Tribune
 Jacksonville (Ill.) Courier

Kansas City (Mo.) Drayer's Telegram
 Kalamazoo (Mich.) Telegraph Press

Kearney (Neb.) Hub
 Kendallville (Ind.) News Sun
 Kingston (Ont.) White
 Kingston (Ont.) Standard
 Kewanee (Ill.) Star Courier
 Kirksville (Mo.) Express

Lawrence (Kan.) Gazette
 Lawton (Okla.) Constitution
 Ludington (Mich.) News
 Los Angeles (Cal.) Tribune
 Lebanon (Pa.) News
 Little Falls (Minn.) Transcript
 Lock Haven (Pa.) Dispatch
 Lorain (Ohio) Times Herald
 London (Ont.) Free Press
 Litchfield (Ill.) News Herald
 Lima (Ohio) News
 Lexington (Mo.) News

Miles City (Mont.) Journal
 Manhattan (Kan.) Minion
 Milwaukee (Wis.) Kayer Post
 Monmouth (Ill.) Atlas
 Mt. Vernon (Ill.) News
 Macomb (Ill.) Journal
 Milton (Pa.) Standard
 Minneapolis (Minn.) Tribune
 Maryville (Mo.) Tribune
 Mt. Carmel (Ill.) Register
 Madison (S. D.) Sentinel

UNITED PRESS TOTAL EVENING CLIENTELE

With the largest afternoon service in the world, even before the war, the United Press announces growth overshadowing all previous records.

TODAY'S NEWS TODAY BY AMERICAN PRESS

by

THE UNITED

PRESS ASSOCIATION HISTORY

NEWSPAPERS-203

UNITED PRESS

European War show increase in United Press afternoon
and evening growth of all competitors

in italics receive the complete leased wire report

- | | | | |
|--|---|--|--|
| <p>Hob
nd.) News Sun
) Whig
) Standard
Star Courier
) Express

n.) Gazette
) Constitution
ch.) News
al.) Tribune
News
lin.) Transcript
Pa.) Dispatch
Times Herald
Free Press
) News Herald
News
) News

ont.) Journal
an.) Nationalist
Ts.) Kuryer Polski
l.) Atlas
ll.) News
Journal
Standard
Min.) Tribune
) Tribune
ll.) Register
D.) South</p> | <p>Milford (Mass.) Journal
Milton (Pa.) Standard
<i>Mobile (Ala.) Item</i>
Monroe (Mich.) News Courier
Mankato (Minn.) Free Press
Mankato (Minn.) Review
<i>Montgomery (Ala.) Journal</i>
Morristown (N. J.) Record
Millwaukee (Wis.) Germania Herald
Marshall (Mich.) News Statesman
Mattoon (Ill.) Herald
Missoula (Mont.) Northwest
Mexico (Mo.) Intelligencer
Moberly (Mo.) Democrat

Nyack (N. Y.) Star
<i>New Orleans (La.) States</i>
<i>New York (N. Y.) Forecast</i>
Nowata (Okla.) Star
New York (N. Y.) Athletis
<i>New York (N. Y.) Mail</i>

<i>Ottawa (Iowa) Review</i>
Ottawa (Ill.) Republican Times
Ogdensburg (N. Y.) News
Olney (Ill.) Mail
Ottawa (Kan.) Journal
Ottawa (Ont.) Journal
Oelwein (Ia.) Register
Oelwein (Ia.) Independent
Oxnard (Cal.) Courier</p> | <p>Paris (Tex.) Dinner Horn
<i>Pittsburgh (Pa.) Sun</i>
<i>Philadelphia (Pa.) Evening Ledger</i>
<i>Philadelphia (Pa.) Democrat</i>
<i>Portland (Ore.) Deutsche Zeitung</i>
Parkersburg (W. Va.) State Journal
Port Arthur (Texas) Record
Port Arthur (Texas) News
Piqua (Ohio) Press
Portland (Ind.) Commercial Review
<i>Fittsfield (Mass.) Daily News</i>
Petersboro (Ont.) Examiner
Pekin (Ill.) Times
Paragonid (Ark.) Press
Plymouth (Ind.) Republican

Quincy (Mass.) Ledger

Richmond (Cal.) Independent
Roseland (B. C.) Miner
Red Wing (Minn.) Republican
<i>Richmond (Va.) Journal</i>
Roswell (N. M.) Record
<i>Racine (Wis.) Times Call</i>

Sterling (Ill.) Gazette
<i>Salt Lake City (Utah) Telegram</i>
<i>San Francisco (Cal.) Bulletin</i>
St. John (N. F.) Star
Seward (Alaska) Gateway
Sallnas (Cal.) Index
St. Catharines (Ont.) Standard</p> | <p>Stratford (Ont.) Beacon
Sedulla (Mo.) Capital
<i>Schenectady (N. Y.) Union-Star</i>
South Chicago (Ill.) Calumet
Sheboygen (Wis.) Press
Salina (Kan.) Union
San Angelo (Tex.) Standard
San Bernardino (Cal.) News
<i>South Bend (Ind.) News Times</i>
Topeka (Kan.) State Journal
Taylorville (Ill.) Breeze
Toledo (Ohio) Sunday Revue
Trinidad (Colo.) Picket Wire
Urbana (Ill.) Courier Herald

Victoria (Texas) Advocate
Visalia (Cal.) Times

Warren (Pa.) Mirror
Watertown (Wis.) Times
Woodstock (Ont.) Sentinel Review
Waynesboro (Pa.) Record
Wilow (Cal.) Journal
Windsor (Ont.) Record
Woburn (Mass.) Times
Webster City (Ia.) Freeman Tribune
<i>Washington (D. C.) Post</i>
Winnipeg (Man.) Telegram

Yankton (S. D.) Press-Dakotan
Ypsilanti (Mich.) Press</p> |
|--|---|--|--|

TELETYPE NOW WELL ABOVE 600 PAPERS

American men and methods outclass competitors allied with obsolete "official agencies" or depending upon second-hand European news.

REPORTERS FOR AMERICAN READERS

by
UNITED PRESS

WHY ALL DAILY NEWSPAPERS SHOULD "TAKE THEIR OWN MEDICINE"

Some Observations, by a Man Well Situated to See What Is Going on, Anent the Fact That Daily Papers Are More and More Showing a Willingness to "Sell" Themselves to Readers and to Advertisers by Themselves Doing Effective Publicity Work.

By W. LIVINGSTON LARNED.

Vice-President the Ethridge Company, New York.

Once every so often, the average progressive newspaper awakes to the fact that it is an exceedingly wise procedure to take some of its own advertising medicine, giving proper publicity to its various commercial merits.

The inspiration never acquires the proportions of an epidemic. Strangely enough, with everything in its favor, including first-hand talent right under the roof, our successful national dailies experience sad and desolate difficulties in creating just the right sort of personal "copy."

Not long ago Mr. Hearst issued a sweeping edict which took in all of his newspapers. In brief, Mr. Hearst told his branch managers and editors and circulation experts that he believed every newspaper should itself advertise, if it expected a nation of advertisers to believe in the magic doctrine.

It was made a matter of departmental pride, incidentally.

One managing editor vied with another in turning out brilliant and original publicity matter. There has been good-natured rivalry, resulting in some mighty fine advertising of advertising.

For example, Mr. Hearst's paper in Atlanta, Ga., has recently produced 12 full-page illustrated ads, so brilliantly conceived and executed that they have been recommended for use as far as the Coast. It was found possible to hit upon



a bunch of entirely unconventional ideas. The illustrations have been remarkable for their novelty and sales force. An interesting point is that these illustrations and their accompanying copy were schemed out through the medium of the paper's own advertising and business departments. "Headquarters" was not asked for assistance, although the New York office is running over with expert writers and high-salaried artists.

The country has watched with abiding interest the growth of a large Chicago newspaper's pet and individual campaign of publicity. A family was created—father and mother and sister and brother and all the rest of 'em. These humanized characters represent the aggregate readers of the newspaper. So many thousand little boys, for instance, are embodied in one fine strapping lad, who is visualized and pictured. The advertiser himself is told that it is no insignificant commercial possibility, this supplying little Willie Chicago with so many million pairs of stockings and so many hundreds of thousands of slate pencils and hankies and pairs of shoes and goodness knows what.

This is constructive advertising.

A big idea is set spinning. People must read and weigh the merits of the



case. For we have discovered of recent years that a newspaper can advertise its own virtues as profitably and as cleverly as one may advertise a cream separator, or a brand of soap, or any other article of merchandise.

When you stop to think about it, our fine modern daily papers bristle with almost romantic interest. There is no end to the material for advertisements. How handsomely legitimate it is for a newspaper to exploit its numerous big and little exclusive features! The local public fails to concentrate upon the value of these features unless reminded of them. Facts must be driven home. Mr. Average Reader and Mr. Shrewd Advertiser too easily accept expensive features without questioning the source or recognizing the progressive spirit that

is responsible for their existence. Take a page in which to tell and to picture how a well-known writer is supplying an exclusive series of daily articles, and the community awakes to a proper appreciation of the enterprise.

INTERESTING TO FARMERS.

A large Southern newspaper manages to secure the fine, helpful articles of a man high in authority connected with the Government's experimental station. These little chats appear in no other publication of any sort, yet it is to be doubted whether a hundred thousand readers fully and significantly appreciate these articles in the very subtle and very commercially valuable way essential to business-office success, until a series of advertisements gave a brief history of the author, his work, and the fact that the feature is in every sense exclusive.

It was found that a small army of prosperous farmers subscribed to the paper because of these very stories. Regardless of what they thought of the newspaper or its policies, they were perfectly willing to subscribe in order to read the stories.

In turn, a large number of advertisers began to use the medium because the farmers of the better sort were reading it. The right sort of audience was being reached.

And of such vital, tangible elements are circulations made!

Another progressive Southern newspaper is making capital out of the periodical reports of the Audit Bureau of Circulations. It finds that both the public and the advertiser are interested in these reports. The indelible stamp of legitimacy is placed upon circulation figures. Here are real figures with a real meaning, vouched for by "headquarters."

For many years it has been too easy to juggle cold, manner-of-fact truths. Without really telling more than a plausible "white lie" some publications had fallen into the habit of picturesque exaggerations. And it was not good for the profession in general.

A B C reports are above suspicion.

Moreover, it is really surprising how

many entertaining, normal, and altogether attention-compelling advertisements can be built up from this foundation. No Pandora box of publicity wonders ever contained more vividly engrossing material than may be found in these same small, two-leaf statements.

There is a strong forward movement in the right direction. Newspapers are "taking their own medicine." They are buying space in their own pages for exploiting their own sales arguments. They are awaking to the confidence inspired by this step.

The moral effect of this—the psychology of it—is not to be questioned for a moment.

CIRCULATION FIGURES NOW STAND HIGH.

Misguided gentlemen, with fat advertising appropriations, who have scoffed and questioned and doubted, and even made fun, have faced the other way, won over by incontrovertible fact. The dignity of the newspaper counting room has been raised—that grand old line of history. "Circulation figures" have shaken off any bad odor they may have attained. When readers of a newspaper are asked to give careful consideration to figures in large type, A B C lends absolute conviction.

Trade papers and magazines, given over to messages to advertising managers and advertising agencies, now carry very fine newspaper publicity indeed—instructive, entertaining and well illustrated material. As much care is being taken in their preparation as would be true of magazine layouts.

Once upon a time no one seemed to take any great pride in this business of making advertising of advertising attractive. A column or box rule or two, a bunch of indiscriminately selected type and copy written haphazard, on the spur of the moment, summed up the endeavors of yesterday.

One really feels encouraged to say that the age of careless newspaper self-publicity is over and that big things, as yet undreamed of, are "in the works."

Many remember well the "circulation ad" of the Jesup Daily Banner, as it was penned by our mutual friend, the country editor, within our own time:

THE BANNER'S WEEKLY CIRCULATION IS NOW NEARLY THREE THOUSAND.

You ought to advertise in the Banner. It's a good newspaper and everybody in Jesup reads it.

And then, up in one corner, there would be a pathetic little sad, gray half-tone of the Banner building, on Main street—the same "cut" they used the day the structure was finished and the new linotype machine was set in motion.

Raises Money for Poor Families

RICHMOND, Va., December 27.—Despite the fact that the citizens of Richmond responded liberally to the call for financial aid from the fire-stricken city of Hopewell; made the usual contributions to the Salvation Army and other charitable institutions incident to the winter demands to care for the poor of the city, and the urgent demands of war relief societies, they responded promptly to a call issued by the Richmond Times-Dispatch for \$944 to meet the demands for one year of needy people represented in "five opportunities." Each case for which aid was asked had been investigated by the Associated Charities and pronounced worthy. Within ten days the amount needed was more than subscribed, and the day before Christmas a check was mailed the Associated Charities for proper distribution among the five needy families.

New Washington Star Diary

Dan A. Carroll, special representative of the Washington (D. C.) Evening Star, was busy the day before Christmas in distributing among advertisers and space buyers copies of the Evening Star Diary, issued annually by that newspaper. It finds great favor among busy men as its pages are large, and quality of the paper is first class.

What Price Maintenance Means

1. Higher prices for standard merchandise.
2. Greater monopoly for manufacturers.
3. More difficulty securing distribution.
4. Slavery for the retailer.
5. Restriction of credit by banks.
6. Increase in substitution.
7. Reduced volume of trade.
8. Dealer's refusal to handle standard goods.
9. Bitter feeling between the retail dealer and manufacturer.
10. Demoralization where standardization is pretended.

To all our Customers:

**We wish you
A Happy and Prosperous
New Year**

**Powers Photo Engraving Co.
New York City**



"DO I REMEMBER? VERY WELL, INDEED!"

An Old Timer Sits Back In His Chair and Tells of Earlier Days in New York, When Stewart, Tappan, Jay Cooke, Robert Bonner and Henry Ward Beecher Were Names to Conjure With.

By HENRY E. BOWEN.

[Mr. Bowen wrote for THE EDITOR and PUBLISHER, last summer, a series of "Confessions" that attracted general attention. Three additional articles were prepared at the same time and are now to be printed. The following is the first.]

Previous to the Civil War the newspapers of New York carried very little dry goods advertising. In those days the majority of advertisements measured but a few lines resembling the classified advertising pages in the papers of today. The Sunday newspaper had not come into existence, although there were in the field a few papers like the Sunday Mercury and New York Clipper, of limited circulation. Saturday was the busiest shopping day of the week, all retail stores keeping open up to midnight. The retail trade up to 1850 was chiefly confined to lower Greenwich street just off Battery Park until A. T. Stewart, the pioneer of what now is known as the "department store," established himself in a block building on Broadway, corner of Chambers street. Stewart's credit was only once questioned, and Lewis Tappan, the old dry goods merchant who was the founder of the first commercial agency in this country, was asked to make a

thorough examination of the business. After three days' work Mr. Tappan reported that Stewart was worth above all indebtedness the large sum of \$50,000. Later Mr. Tappan and Mr. Stewart were pall-bearers at the funeral of John Rankin, a leading capitalist, and while riding to Greenwood Cemetery Mr. Tappan said: "Mr. Stewart, I have a grudge against you." Mr. Stewart expressed surprise, and Mr. Tappan added: "I once was called by you to examine your books, finally reporting you were worth \$50,000 clear above all your debts, and I never received any pay or thanks!"

WHEN STEWART ADVERTISED

A. T. Stewart's rule was only to advertise at times when he believed his customers desired to make certain purchases.

His occasional advertisements seldom measured more than four to six inches, and were always written by himself. The leading papers of that day had a struggle for existence, and papers like the Herald required cash in advance with no commission or discounts. Advertising agents therefore had hard work to make a living, and with insurance men found life a terrible battle. It was the least attractive business for the men of those days to embark in.

The first big advertising campaign that revolutionized the advertising field that I remember was inaugurated by Jay Cooke, backed by the government, to sell its bonds to the people to carry along the Civil War. The "wildcat" money of the time, thanks to President Lincoln and Secretary of the Treasury Salmon P. Chase, with the aid of Congress, had been replaced by the "greenback."

JAY COOKE'S BIG ORDER

Jay Cooke's order to his advertising agent, William B. Shattuck, was "advertise in every paper in the country. If any paper is overlooked and asks for it give it promptly; it may do us no good, but it will do the paper no harm! E. N. Erickson was a clerk in Shattuck's employ and later succeeded to his business which is now being successfully conducted by a son, J. E. Erickson.

Among the few using big space was the Louisiana Lottery Company of New Orleans. Bates and Pettigill were the advertising agents, and they used for many years all the leading papers in the country. The concern was good pay, and the newspapers were glad to get the business notwithstanding the protest of church people and others who were enemies to all lottery schemes.

Among the great patent medicine advertisers there was no bolder or more prominent than H. T. Helmbold, of New York and Philadelphia drug fame. Whole page advertisements in the newspapers were printed to advertise the value of Helmbold's Buchu to poor humanity! Helmbold made a great dash, and his handsome four-horse team on Broadway kept him constantly before an admiring public.

BONNER AND THE LEDGER

One other large advertiser was Robert Bonner, who owned the New York Ledger, the first story paper that carried no advertising whatsoever, and his first big campaign was the advertising of "The Gummaker of Moscow," by Sylvanus Cobb. The first chapter of this wonderful tale appeared in all the newspapers set up as pure reading matter, and at the end in small type was added "For continuation of this story see the New York Weekly Ledger."

Edward Everett was engaged as a writer, and Henry Ward Beecher was featured in a novel written by this popular clergyman of those times.

After Stewart was well established the dry goods center moved up-town to Canal and Grand street. Even Catherine street did a large dry goods trade in those days. Among the old firms, some of whom are still doing business, were Arnold Constable & Co., Lord & Taylor, Ridley & Co., Brooks Bros., Sloan, Tiffany, Ball & Black and Cowperthwait.

When 14th street became the shopping center later on larger sized advertisements began to appear in the newspapers. The Sunday papers had come into being. Advertising men were beginning to stimulate their customers. New firms like Macy, Hearn, Erich, O'Neil, Rothschild, Bedell, Alfred Pents, were moving to the front, adding to their wealth and influence by more extensive advertising. Altman, Hearn and McCreevy were in their infancy. The field in New York for newspapers began to widen. Competition built up the business world and a new era was inaugurated. The changes that took place during the next few years were revolutionary in character.

Continued next week.

NEW PUBLICATIONS

MUNCIE, Ind.—The Muncie Post is a new Democratic weekly that is being issued under the guiding hand of George R. Dale. Dale was the publisher of the Blackford County Journal, and is known among his journalistic brethren as a man of unusual courage of utterance.

NEW INCORPORATIONS

HOPEWELL, Va.—Hopewell Daily Press, Inc.; capital \$50,000. Publish a newspaper. Incorporators: J. L. Vaughan, president, Shawsville, Va.; G. W. Dagwell, vice-president, Hopewell, Va.; J. B. Withers, secretary and treasurer, Petersburg, Va.

DES MOINES, Ia.—McAndrews Printing and Publishing Company. The capital stock is given as \$25,000. The object of the business is to print newspapers and do a general job printing business. The officers of the company are as follows: J. P. McAndrews, president; F. B. Scott, vice-president, and D. H. Scott, secretary and treasurer.

WEDDING BELLS

William L. Dougherty, of the night desk of the Boston Globe, was married to Miss A. Alice Anderson, daughter of Mrs. Thora J. Anderson, of Somerville, at St. Joseph's Church, Roxbury, on Christmas day by the Right Rev. Mgr. M. J. Splaine. Many friends and relatives of the couple attended the wedding.

Walter L. Talcott, western advertising agent for the Curtis Publishing Company of Philadelphia, was married on Christmas day in Chicago to Miss Andrey Conklin, settlement worker, and who has been an associate of Miss Jane Addams at Hull House.

Clyde A. Wellman, of the Cleveland News, and formerly with the Huntington (W. Va.) Advertiser, was married to Miss Virginia Werth, of Ceredo, W. Va., on December 25. Mr. and Mrs. Wellman will live in Cleveland.

Max Aley, son of Pres. R. J. Aley, of the University of Maine, and up to a short time ago engaged in newspaper work in Bangor, and Miss Ruth W. Parkhurst, of San Francisco, were recently married in New York City.

Mabel G. Crawford, for several years associated with the Findlay (Ohio) Courier, and Nicholas G. Petry, of Cheyenne, Wyo., were married on December 19 by Judge John K. Prindiville, at Mayor Thompson's office in Chicago.

OBITUARY NOTES

CLIFFORD HOXIE SMITH, for 47 years connected with the old Brooklyn Union and Standard Union, in various capacities in the composing room, died in St. Mary's Hospital on Sunday. For 44 years he had been a member of the Brooklyn Typographical Union, No. 98, and "Big Six" Typographical Union. He was born in Winsted, Conn., in 1851, and went to Brooklyn when seventeen years of age.

J. T. FOSTER, for many years correspondent for the Dallas (Tex.) Morning News, died at his home in McLean, Tex., on December 23. Mr. Foster was mayor of McLean at the time of his death.


C. R. WOOD, for many years a Texas newspaper man, having been associated with the Austin Current Issue and the Fort Worth Star-Telegram, died at Burnet, Tex., on December 23, as a result of tuberculosis. He was fifty-five years old.

MRS. NETTIE M. JENKINS, widow of the late Donelson C. Jenkins, for twenty-five years editor of the Galveston-Dallas News, died on December 23 at Los Angeles, Cal., aged 67.

ALONZO BOUGHTON EVERETT, for nearly thirty years city collection agent for the Cedar Rapids (Ia.) Evening Gazette, died at his home on December 22 in his 69th year. He had been in failing health for the past three years but did not relinquish his duties until recently.

ROBERT W. DENNY, sixty-one years old, literally died in the harness when he expired while working at his desk the night of December 23 in the local rooms of the St. Louis Republic, of which newspaper he was real estate and insurance editor for ten years. His death was due to heart disease. Denny was probably dean of St. Louis reporters, having been employed on St. Louis morning newspapers for twenty-seven years, besides several years' work on afternoon papers before that. For seventeen years he was with the Globe-Democrat, leaving that paper in 1905 to go to the Republic. In all the years of his service on morning newspapers he was not known to have missed a single day on account of sickness, and was in apparently good health up to the moment he was stricken.

"Doc" Wells, a former member of the Vancouver Province staff, who enlisted with the first contingent, was wounded in the battle of St. Julien and taken prisoner by the Germans, is back in Canada. In order to secure his release from the prison camp in Germany and his exchange, he faked insanity. His papers were made out as "mentally deficient." The Germans were easily convinced that he was insane, but he had a hard time later on to prove to the English doctors that he was mentally sound. He is now engaged in recruiting work.



Where —
should it roll ?

A.B.C. Service


Guides Your Expenditure

It goes into rock-bottom facts about mediums, tells you just how much circulation they have, where it is and what kind of readers its subscribers comprise.

Having such information right at his finger tips enables the advertiser to choose those mediums which are best suited to his proposition and which will yield the greatest returns.

The advertiser who spends his money through information which "A.B.C." reports place before him is eliminating guess work and putting his publicity plans on an efficiency basis.

The cost is small—out of all proportion to the returns!



The Audit Bureau of Circulations is a co-operative organization—not for profit—its membership includes over one thousand Advertisers, Advertising Agents and Publishers, in the United States and Canada, who believe in standardized circulation information. Complete information regarding the service and membership may be obtained by addressing—Russell R. Whitman, Managing Director.

AUDIT BUREAU OF CIRCULATIONS

15 East Washington Street, Chicago

START THE NEW YEAR WHERE THE MONEY IS!

TEN MILLION POCKET BOOKS READY TO OPEN FOR SOMEBODY IN 1916

That's What the New York State Market Will Mean to Manufacturers During the Coming Year

By GEORGE F. BRIGHT, New York Advertising Specialist.

Yes, for even the babies have to have Clothing, Toys, Baby Carriages, Pure Foods, and a hundred other things, and there are two hundred thousand New Little Ones coming into the buying class in New York State every year.

How people do buy for the Family!

Does your product appeal to the better class of purchasers? Is it a "high class" article intended for discriminating people who will pay a good price?

NEW YORK IS THE STATE TO SELL IT IN.

One-Sixth of all the manufacturing establishments of the United States are in New York.

New York has the largest number of prosperous employers and of wealthy Farmers and other individuals of competence.

They want good things—are accustomed to them—are willing enough to pay good prices for them and have the money.

Do you manufacture a product for Popular Consumption—Do you want to reach the Great Buying Public?

NEW YORK'S TEN MILLIONS ARE A BUYING PUBLIC.

DO YOU KNOW that New York State has practically as MANY PEOPLE ENGAGED IN MANUFACTURING INDUSTRIES as all the New England States combined?

That there are over 1,200,000, or about one-sixth of the total thus engaged in the United States?

That while the New England States pay in Salaries and Wages to those engaged in Manufacturing Industries over six hundred and sixty-nine millions of dollars yearly, that the Annual sum thus paid in **New York State Alone is over SEVEN HUNDRED AND FORTY-THREE MILLIONS OF DOLLARS**, or one-sixth of the entire sum thus paid in the United States, and that this vast sum of money is being spent, most of it, for the food products and the Manufactured Articles, both necessities and luxuries, which make life livable?

ARE YOU GETTING YOUR SHARE OF THIS?

Do you know that New York State Stands first in the production of Apples, Vegetables, Potatoes and Hay, the latter crop alone amounting in 1913 to over five million tons, valued at over **Eighty-one millions of Dollars?**

IS ANY OF THIS MONEY FINDING ITS WAY BACK TO YOU?

Do you know that New York State People have the money to buy what they want?

That their savings bank deposits amount to over **ONE BILLION SEVEN HUNDRED MILLIONS OF DOLLARS?**

Which is more than all the New England states combined, and over one-third of all savings bank deposits in the United States!

ISN'T THIS A MARKET THAT IS WORTH WHILE CONCENTRATING ON, MR. MANUFACTURER?

What the Newspapers Do to Help

The Newspapers of New York State are ready to help you enter this market and obtain proper results from it.

They work with the Manufacturers and Advertisers to secure the Co-operation and support of the Dealers in introducing their goods throughout this territory and in pushing sales after the goods are on the shelves.

By the most careful and painstaking methods they are continually increasing their own prestige with their readers; building up confidence in the Advertising Columns; work that doubles the value of those Columns to the Manufacturer.

The Newspapers in New York State have great influence with both Dealers and the Public. They have earned that confidence by a long history of creditable performance.

If you want to secure the maximum result in sales with the minimum of advertising and sales expense concentrate on New York State.

Arrange for your Newspaper Advertising with the Newspapers on this list. Ask for their hearty co-operation in getting your goods established in with the Dealers—you'll get it.

Start now to get your share of the hundreds of millions of dollars which will be spent in New York State in 1916.

General Advertisers seeking further light in respect to marketing conditions and distribution facilities in New York State are requested to communicate with THE EDITOR AND PUBLISHER, Suite 1117, World Building, New York. Phones, Beekman 4330, 4331.

The Newspapers listed on this page offer 3,935,096 average Circulation at a total combined cost of \$6.33 per line, or an average of one and one-half tenths of a cent per line per thousand. This is less than thirty-four cents per thousand Circulation for an advertisement occupying a magazine page of 224 lines.

Make your own deduction as to whether that is not Low Cost advertising, bearing in mind that the territory is covered most intensively, and that it covers fourteen of the principal Cities of New York State, and their suburbs, and covers them well, with Newspapers of High Standing and Reputation.

Suppose you had this tremendous Publicity Force working for you; don't you think you would soon feel the Benefit?

	Paid	2,500	10,000
	Circ.	Lines	Lines
Albany Knickerbocker Press (M) ..	41,229	.05	.05
Albany Knickerbocker Press (S) ...	33,836	.05	.05
Brooklyn Eagle (E) 3c.....	44,096	.16	.16
Brooklyn Eagle (S) 3c.....			
Brooklyn Standard Union (E).....	61,259	.15	.15
Brooklyn Standard Union (S).....	68,030	.15	.15
Buffalo Courier-Enquirer (M&E) ..	110,274	.14	.12
Corning Evening Leader (E)	8,275	.0179	.0129
Elmira Star-Gazette (E)	20,057	.035	.03
Gloversville Leader-Republican (E)	5,512	.0143	.0108
Gloversville Herald (M)	6,489	.02	.015
Ithaca Journal (E)	6,335	.035	.015
Newburgh Daily News (E).....	8,386	.0358	.0214
Mt. Vernon Daily Argus (E).....	5,907	.0214	.015
New York American (M).....	293,784	.40	.38
New York American (S).....	690,889	.60	.57
New York Globe (E).....	187,429	.28	.27
New York Herald (M).....	98,651	.40	.50
New York Herald (S).....			
N. Y. Journal of Commerce (M)...	17,926	.18	.15
New York Evening Mail (E).....	159,520	.32	.29
New York Evening Post (E).....	20,598	.18	.16
New York Press (M).....	110,869	.27	.225
New York Press (S).....			
New York Sun (M&S).....	71,749	.40	.36
New York Sun (E).....	155,009	.30	.27
New York Times (M).....	318,274	.50	.425
New York Times (S).....			
New York Tribune (M&S).....	82,674	.25	.21
New York Telegram (E).....	223,848	.285	.27
New York Telegram (S).....	232,640	.20	.18
New York World (M).....	391,158	.40	.40
New York World (S).....			
New York World (E).....	403,787	.40	.40
Oneonta Star (M)	6,484	.0114	.0085
Poughkeepsie Star (E).....	6,260	.0215	.0115
Schenectady Gazette (M).....	20,632	.06	.04
Troy Record (M&E)	*23,230	.035	.035

3,935,096 6.8753 6.3551

*A. B. C. Ratings Government Statements, Oct., 1915.

The Editor & Publisher and The Journalist

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

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

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



The Journalist, established 1884; The Editor and Publisher,
1901; The Editor and Publisher and The Journalist, 1907.
James Wright Brown, Publisher; E. D. DeWitt, General Man-
ager; Frank Le Roy Blanchard, Editor; Arthur Elliot Sproul,
Managing Editor; George P. Leffler, Business Manager.

For advertising rates see publisher's notice on classified page.

New York, Saturday, January 1, 1916

PRICE MAINTENANCE.

From the newspaper standpoint the enactment of the so-called Stevens-Ayres bill introduced in Congress last year would prove calamitous because among other things it would cripple local trade, tend to increase the cost of living, discourage or stop much of the present day price inducement which establishes a wholesome check upon those who through cupidity would grossly inflate prices for their own profit.

The praiseworthy seeming pretense of the little group of magazine advertisers and non-advertisers that through the erection of a high and wide Chinese wall to protect them from the competition of the dreadful price-cutter and the man who can make similar goods which can be sold at smaller price is monopolistic effort more worthy of Congressional prohibition than protection.

Such effort is always the desire of the rich and powerful to stamp out competition which might result in their being forced to bring their prices to a reasonable basis. Such a law would make it increasingly more difficult for the price-maintaining manufacturers to secure distribution, because dealers generally would refuse to handle their goods under conditions which the law would enable them to inflict on the traffic.

There is already sufficient law to prevent fraudulent substitution of trade-marked goods. It seems unwise to give further monopolistic powers to those already given mighty rights by statute and common law practices. Price regulation, both regarding the price to the ultimate consumer, and margins to jobber and retailer, are repulsive to the whole theory of economies.

Aside from a limited number of low grade stores which handle but a small part of modern retail trade, violent price-cutting is not as serious an element to those who hate to see their goods sacrificed (?) below the fancy price they set on them as it used to be. Our stores have learned that reputations as price-cutters did not help build up reputations.

To prevent retailers from buying in job lots, the proceeds of receivers sales, dead stock and offering it to customers at reductions, which the price maintainers seek, would be to prevent banks granting accommodations to the retailers, and against the best interests of the people, who should be given every opportunity to make their dollar go as far as it possibly can.

Capt. Boy-Ed, before sailing for Germany, spoke of the Providence Journal as "an irresponsible press." Not so. The Providence Journal is an old-established newspaper—prosperous, respected, and fully up to the best traditions of New England journalism. "Irresponsible" doesn't fit it.

ALARM IN THE COUPON CAMP

We are pleased to note that the Sperry & Hutchinson Co. and the Hamilton Corporation have sent to newspaper publishers a copy of their reply to articles printed in THE EDITOR AND PUBLISHER against the coupon evil, which appeared in these columns on December 18.

The letter accompanying the article contained this significant paragraph:

It has occurred to us that the violent opposition which THE EDITOR AND PUBLISHER is conducting ostensibly in the interest of newspaper advertising may possibly have a reaction against the newspapers if this trade journal persists in making invidious comparisons between other forms of advertising and newspaper advertising; and particularly in the fact that already a discussion has been excited with Mr. Kirby of the National Retail Dry Goods Association on the very question of newspaper advertising. It seems to us that the papers which profess to represent the newspaper industry could better represent it by advocating newspaper advertising without at the same time attacking other forms.

"The invidious comparisons between other forms of advertising and newspaper advertising," refers, of course, to coupon and trading stamps, as they are the only "forms of advertising" THE EDITOR AND PUBLISHER has attacked. Proof of this is shown by the fact that not a letter or an article of protest has been received at this office from the representative of a single one of the recognized forms or mediums of advertising.

The evident concern of these corporations that our "violent opposition" may have a reaction against the newspapers, if we persist "in making invidious comparisons," is wholly selfish. As a matter of fact the campaign against coupons and trading stamps which we have been conducting the past nine months has had the effect not only of arousing the newspaper publishers to action against these so-called "mediums," but also has opened the eyes of manufacturers and retailers as to their final baneful effect upon the businesses they conduct.

In what is characterized by our readers as an exceedingly able article in last week's EDITOR AND PUBLISHER we showed conclusively that coupons and trading stamps cannot by any stretch of the imagination be considered advertising mediums. Any one who has not seen the article and is, perhaps, still in doubt as to which side of the question he can support should get a copy of the paper and read it. That you will then agree with us in our contentions is certain.

We sympathize with these corporations in their effort to stem the tide of opposition rising against them on all sides. They are straining every nerve to overcome it. Their business, amounting to \$6,000,000 a year, is imperilled. They have got to do something to prevent it from going to smash. But in seeking support from the newspaper publishers they are wasting their time and ammunition. Anyone who has read the pages of letters we have printed from the publishers in every part of the United States expressing their opposition to coupons and trading stamps cannot fail to be convinced that any effort made to change their attitude would result in absolute failure.

THE GOVERNMENT AS A SPACE GRAFTER

A few weeks ago THE EDITOR AND PUBLISHER called attention to the attempts being made by the United States Government to secure free publicity for matters that should be paid for as advertisements. Since then several instances of a similar nature have been brought to our attention. Among them is a list of available positions for farm laborers, common laborers, domestics, trade positions, settlers and miscellaneous, which have been sent to newspapers for publication.

Most newspapers conduct classified departments in which a nominal charge is made to persons seeking employment, and a reasonable rate to those who have positions to fill. This being true, why should the newspapers print, free of charge, advertisements from employers, such as the Government prints in its bulletins?

Moreover, if, as asserted, the Government has no appropriation to cover this advertising, then it is high time that it had one. Let us hope that the present Congress will make such an appropriation as will take Uncle Sam out of the free publicity grafting class.

LET US UNDERSTAND EACH OTHER!

THE EDITOR AND PUBLISHER does not solicit advertising "to help the paper along."

THE EDITOR AND PUBLISHER regrets that this principle does not prevail generally in this field of trade journalism.

THE EDITOR AND PUBLISHER does not wait for a contemporary to develop an advertising account, and then proceed to make life miserable for that advertiser until he has also agreed to give to it "its full share" of his expenditure for publicity.

And we regret that this principle does not prevail generally in this field of trade journalism.

No advertiser runs the slightest risk of incurring adverse criticism of his proposition because of his failure to advertise in THE EDITOR AND PUBLISHER; and no advertiser secures the slightest immunity from criticism, if criticism of his methods or purposes should serve the trade interests and ethics, because of the fact that he advertises in the columns of THE EDITOR AND PUBLISHER.

THE EDITOR AND PUBLISHER believes that to serve the public worthily it must adhere, always, to the same high standards of uninfluenced independence that make the great daily newspaper a power for public good in its field.

THE EDITOR AND PUBLISHER prints the news of the great industry that it serves—but it does not believe that its purpose is best served by going no further than that. It aspires to serve, also, as a forum for discussion of all plans, policies and methods that are influencing the making of newspapers, and their value to advertisers. Its crusade against the invidious coupon evil is merely a case in point. There are more fights ahead—and some of them are taking shape now.

Considering the extent and importance of the field, THE EDITOR AND PUBLISHER should carry a great deal more advertising than it does carry. It should not be far behind the Iron Age, the Boot and Shoe Recorder and other trade publications of great importance. It is confidently believed by the management of THE EDITOR AND PUBLISHER that the time is not far away when it will carry as large a volume of advertising as either of the trade papers named.

But not a line of this advertising shall ever be secured through the argument that any advertiser in this field "owes" his "support" to the paper—that he should "help it along."

Advertising, in THE EDITOR AND PUBLISHER, is for the purpose of "helping along" the advertiser. It represents his effort to utilize, for the advancement of his business interests, the channel of communication opened to him, through our columns, by which he can reach his logical patron—by which he can sell his goods, his commodity, his proposition.

If he happen to be the publisher of a newspaper, the commodity which he has for sale is advertising space; and as this trade newspaper is read, with that closeness of interest which only a good trade newspaper ever commands, by practically every man who has anything to do with placing so-called "national advertising," it follows that his use of space in THE EDITOR AND PUBLISHER is just as much in his own interest as is the use of space in his newspaper by a local department store in the interest of that store.

If he happen to have anything to sell to publishers and editors of newspapers, his use of space in the columns of THE EDITOR AND PUBLISHER gains the same close attention from these men; and again he is serving his own business, in advertising in THE EDITOR AND PUBLISHER—and serving THE EDITOR AND PUBLISHER only incidentally.

The publisher who has anything to say to a national advertiser—and the manufacturer, agent, distributor, syndicator or other business man, who has anything to say to the maker of newspapers—all find, to their profit, that THE EDITOR AND PUBLISHER can serve them.

We are selling service, and delivering it when we sell it.

We do not want to carry a line of advertising in THE EDITOR AND PUBLISHER that does not pay the advertiser. We do not solicit the business of any man unless we believe that we can serve him.

PERSONALS

Leigh H. Irvine, a prominent Western newspaper man who is now secretary of the Chamber of Commerce of San Luis Obispo, Cal., has been spending a few days in San Francisco. Just now he is doing good work in the interest of the good roads movement.

Arthur Hooker, of Fresno, an ex-newspaper man, who is heavily interested in irrigation projects, is in San Francisco for the holidays. He was formerly with his father on the Spokane (Wash.) Chronicle.

Herbert S. Houston, president of the Associated Advertising Clubs of the World, last week spoke at Charleston, S. C., before the Southern Commercial Congress on "Commerce and the World Peace."

John Cullen, one of the star members of the editorial staff of the Baltimore Sun, has joined the staff of the New York Evening Mail.

Harold Z. Nye, for several years past telegraph editor of the Lewiston (Me.) Journal, has been appointed to a position in the Boston office of the Associated Press. Previous to his departure for his new field of labor Mr. Nye was presented a handsome pipe and cigar case by his associates on the Journal.

George Kivel, a newspaper writer of Brooklyn, has been appointed a special investigator for the Fire Department of that borough of New York.

Miss Gertrude Mallette, city editor of the Daily Empire at Juneau, Alaska, is in Spokane, Wash., visiting her parents. Miss Mallette has a rare collection of Kodak prints, many of them taken from perilous angles of mountains over which she has tramped.

M. O. Tuttle, a Spokane newspaper man, has broken into the magazines with several fiction stories dealing with Western miners, prospectors, gamblers, and quick-gun-men. Three of them will appear in Adventure.

Frank F. Swan, formerly of the sports department of the St. Paul (Minn.) Pioneer-Press, is again on the staff of the Moline (Ill.) Daily Dispatch.

Augustus E. McNally has resigned as a copy reader on the World and Ervin B. Hawkins, a veteran of the night staff, has taken Mr. McNally's place.

Miss Mazie E. Clemens, of the World Almanac, sailed on Tuesday for a rest at Old Point Comfort, Va.

Otto H. Nelson, for the past ten years on the city staff of the Bangor (Me.) Daily Commercial, has taken a position as bond salesman with the Merrill Trust Company of Bangor.

Editor Geo. E. Graff, of the Williamsport (Pa.) Sun, entertained all the workers on that paper at a social gathering at the Country Club in Williamsport on Wednesday.

F. J. O'Brien, who was secretary of the Panama-Pacific International Exposition Commission of the State of California, has returned to Chico, Cal., and has resumed his connection with the Chico Enterprise.

George Arthur Wood, associated with the Brooklyn Eagle for forty-five years, gave up his work on that paper on Christmas Eve to manage the estates of his three daughters, who have just inherited \$100,000 each. In appreciation of his good work, Mr. Wood was fittingly presented with a book containing the names of all his Eagle friends together with excellent sentiments suitable for the occasion.

Thomas T. Hoyne, a newspaper man of Chicago, has written "In Cold Type," a drama of newspaper life, which will be produced in New York about the middle of this month and then taken to Chicago a few weeks later.

A. F. Welles, city editor of the Rapid City (La.) Daily Journal, has severed his connections with that publication and together with his family left for Duluth, Minn.

A. Hayes Jordan, city editor of the Easton (Pa.) Argus, has resigned after a service of twenty years on the staff of that publication. Mr. Jordan has bought the Guide, a weekly paper in Germantown, Pa.

W. W. Jermane, Washington corre-

spondent of the Seattle Times, has been elected Grand Exalted Master of the Masons of the District of Columbia.

CLEVELAND PERSONALS

Miss Esther Hoffman, of the Newspaper Enterprise Association editorial staff, is visiting relatives in Chicago over the holidays.

Merill C. Blosser, artist of the Newspaper Enterprise Association, and originator of "Freekeles," and Miss Hayde Apel, a Chicago girl, were married in Sandusky last week.

Charles H. Gatchell, Press artist, and father of "Col. Ali Bi," is said to be responsible for "Wampus Cat" also. "Wampus Cat" made his appearance on the sport pages several weeks ago, as the outcome of some one in the office remarking "Gatch" was a "Wampus Cat" at doing this or that. The funny part of it is some one wrote in a letter the other day telling just what a wampus cat is, which was news to the members.

Miss Mabel G. Crawford, for several years employed on the Findlay (O.) Courier, was married to Nicholas G. Petrie, contractor, of Cheyenne, Wyo., at Chicago, last week.

CHICAGO PERSONALS

Alfred Houser has resigned as motion picture editor of the Examiner and is advance agent for a concert company now on tour.

H. Elliot Stuekel, of the Journal, and Mrs. Stuekel spent Christmas with Mr. Stuekel's parents in Racine, Wis.

Kent Hunter has resigned from the Examiner staff to accept a position with the United States Department of Justice.

Jack Little, of the American copy desk, is visiting his old home in Memphis, Tenn.

Edwin F. Clipson, former manager of the Press Club, is in El Paso, Tex.

Fred B. Ellsworth and Mrs. Ellsworth are traveling in the tropics. Just now they are at Kingston, Jamaica.

H. R. Johnson, moving picture camera man for the Journal, has returned from a trip to Montana.

Virgil Smith, of the Herald, and Mrs. Smith and daughter, Barbara, are spending the holidays with Mrs. Smith's parents in Tennessee.

Ray Leak has left the Examiner rewrite battery and taken a similar position on the New York Tribune.

Gaty Pallen, authority and author on things political for the St. Louis Republic, was in Chicago last week. He says the St. Louis Press Club already is making plans to take care of the newspaper boys who go to St. Louis to cover the Democratic national convention next June.

BOSTON PERSONALS

James Hurley, who has been a member of the city staff of the Post for some time, is leaving to become sporting editor of a newspaper "somewhere this side of Suez."

Jack Connolly, secretary to Congressman Carter and former day city editor of the Herald, remembered many of his Boston newspaper friends with Christmas cards. He also wired good wishes to the members of the staffs of the Herald and Traveler.

Robert Lincoln O'Brien, editor of the Herald, has been suffering from an attack of tonsillitis.

Boston friends of Colonel Charles O. Powers, former political editor of the American, are pleased to learn that he has been appointed to a good position by Mayor Curley in connection with work on the new city budget. Colonel Powers has just returned from the Frisco exposition, where he was in charge of the Massachusetts building.

James White, political editor of the Herald, has been in New York sizing up the real situation in regard to the Judge Gary dinner.

William Alcott, night city editor of the Globe, is ill. His place is taken by Larry Sweeney, a newspaper man of much experience.

Charles Archer, who has been connected with several Massachusetts news-

papers, as legislative correspondent, has been appointed a member of the State Board of Economy and Efficiency. This carries a salary, it is said, of \$4,500 a year.

W. D. Nugent, who has been with the Journal for some time, is now a member of the staff of the Christian Science Monitor.

J. H. Jones, Jr., a rewrite man of the Post, is being congratulated on his Christmas poem, which appeared on page one of the Post Christmas morning, set in three column measure.

Fred Proctor, of the Journal district staff, is no longer a movie magnate, owing to the fact that he has sold his theater.

Thomas Killian, of the Post, who has been ill, has returned to work. His first assignment was the Peasley murder trial at Concord, N. H.

William Sheridan, telegraph operator on the Journal, is spending a few days in New York.

ST. LOUIS PERSONALS

F. G. Condit, for several years assistant city editor of the St. Louis Globe-Democrat, is now Sunday editor of that paper. James E. Darst, formerly Sunday editor, has returned to his old love, the sport room, and is writing that "dope," which had so endeared him to the fans before he took up the other duties.

James L. Edwards, city editor of the St. Louis Globe-Democrat, spent the week before Christmas with his mother in Mexico, Mo., his former home, where he started in the newspaper game, when a mere stripling, on R. M. White's paper, the Evening Ledger.

F. E. Anfenger, head of the copy desk of the St. Louis Times, has resigned and is taking it easy in the quarters of the Press Club for awhile before renewing work either on another local newspaper or in some kindred business. Anfenger had been with the Times several years, having been for a while its managing editor.

Joseph Fining, who has been employed in various capacities on St. Louis newspapers, is the new real estate editor of the St. Louis Republic, succeeding the late Robert W. Denny, who died last week. Fining's best work recently was in the nature of some St. Louis boosting matter, which was run by a local paper under the head of "Forward St. Louis."

W. A. McElroy, of the St. Louis Republic's engraving department, is in Birmingham, Ala., visiting his mother and other relatives. McElroy takes this trip every Christmas.

MINNEAPOLIS PERSONALS

Kenneth Dunean, who came to the Journal from Brooklyn to be Sunday editor, now has on the Sunday staff as assistants Philip Welch and Milton Davis.

D. W. Kittredge, who came from the New York Times to the Journal as an editorial writer has resigned.

Pay Tineher, who has been an artist on the Journal, goes to the Tribune January 1.

W. C. Robertson, managing editor of the Daily News, has returned from a hunting trip near Gheen, in the deer country of northern Minnesota. His host was Charles L. Gilman, former Minneapolis newspaper man who, with his wife, Wilma Anderson Gilman, the pianist, is now living in the north woods and doing magazine work. Robertson reports that even the rabbits declined to bite. So host and guest gave their time mostly to musical criticism.

Mrs. Grace Harris Hayward, society editor of the Daily News, is on a month's vacation trip to her old home in Boston. Mrs. Norma Kruger Libbey is back in newspaper work for a while, taking Mrs. Hayward's place.

H. V. Jones, editor of the Journal, is in Honolulu.

H. B. W.

CANADIAN PERSONALS

Lieut. J. M. Dobie, who has been associate editor of the Owen Sound (Ont.) Sun for the past three years, has re-

signed, in order to take a commission in the 147th Grey County Battalion, now being organized.

Maj. S. D. Armour, formerly on the staff of the Vancouver Province, is now attached to the 67th Battalion at Victoria and is editor of the regimental paper, the Western Scout. Major Armour went overseas with the first contingent, but was wounded and returned to Canada to convalesce. He expects to return to the front with the 67th.

"Ned" Shepperd, recently editor of the Vancouver Sun, has been granted a commission in the 72nd Overseas Battalion in training in Vancouver. Mr. Shepperd got his journalistic training on the Toronto Star and later spent some time on New York papers. He is a son of E. E. Shepperd, who, as "Don" of Toronto Saturday Night, was one of Canada's most famous newspapermen.

The Nelson (B. C.) Daily News has contributed no fewer than fourteen employees to the Canadian army. Garland Foster, the managing editor, is a captain in the 54th Battalion, and another well-known newspaperman in the News detachment is W. A. Curran, formerly of the Toronto Star.

W. N. Minihniuk, formerly of the reportorial staff of the London (Ont.) Advertiser, who went overseas with No. 3 Stationary Hospital, has been invalided to England. The Hospital was stationed on the Island of Lemnos.

Lieut.-Col. J. A. Aiken, formerly editor of the Saskatoon Phoenix, and for many years a member of the Toronto Globe staff, has been appointed to command the 96th Overseas Battalion, now being raised at Saskatoon.

Vincent Basevi, who came to Canada from England four years ago and, after working on the editorial staffs of the Toronto World, Mail and Empire and News, was appointed chief of staff of the Toronto Bureau of Municipal Research, has enlisted as a chauffeur with the Imperial Army Service Corps.

L. D. Taylor, mayor of Vancouver, B. C., and formerly editor of the World, in that city, will not run again for mayor, but will contest a seat for the provincial legislature. Meantime he is said to be making arrangements to start another evening paper to be issued from the old World building.

H. W. Trowsdale, formerly of the staff of the Saturday Press, Saskatoon, is editor of the Dead Horse Corner Gazette, published within the firing line in France by the 4th Battalion of the First Canadian Contingent.

Hector B. McKinnon, who was agricultural editor of the Toronto Globe up to last summer and who took a commission in the 71st Battalion, has been transferred to the new 110th Battalion, with the rank of captain. Promotion has come rapidly to this bright young officer.

C. W. Cavers, editor successively of the Toronto Sunday World, the Montreal Sunday Herald and the Montreal Standard, has been given a provisional lieutenantancy in the 104th Battalion, and is now qualifying at the camp in Sussex, N. B.

Visitors to New York

Stephen J. Richardson, general manager Eastern Argus, Portland, Me.

H. H. Conland, business manager the Hartford Courant.

Samuel W. Meek, publisher Philadelphia Press.

In Town for Automobile Show

A large number of newspaper men will be in town next week to attend the big Automobile Show at the Grand Central Palace. Edward F. Korbel, the press representative for the Automobile Associations, says that the following out-of-town writers are already here:

F. E. Grunagle, Pittsburgh Gazette-Times; B. Anderson, Worcester Telegram; Horace Belcher, Providence Tribune; Howard Fisk, Washington Star; F. E. Spooner, Detroit Free Press; J. Stenburgh, Car of London (England); E. G. Westlake, Chicago Post; J. C. Kerrison, Boston American; J. T. Sullivan, Boston Globe; E. W. Preston, Boston Herald.

ON NEWSPAPER MAKING

The matter of increasing advertising rates by newspapers to compensate them for increased circulation or service demanded by advertisers or advertising agents is not as difficult of accomplishment as it would seem to those weak souls who imagine that because a few advertisers set up a howl they are going to lose all their business.

That fear of criticism and lack of courage to meet a situation which if not faced now must be more seriously taken in hand a little later, is a fatal weakness on the part of many small town newspaper publishers. They know in their hearts that they are not getting enough for their space, and daily place a premium on those who help keep them working for nothing.

At an important meeting a few days ago an expert on business and commercial matters said that 1916 was going to be the banner year in American business and advised his listeners to make hay when the sun was shining by taking profits rather than seeking volume regardless of profits which is too prevalent in our affairs.

This speaker indicated that the great European war might run on for one, two or three years, during which things would continue to boom with us, then would come a period of negotiation of peace conditions which would be coincident to a re-adjustment of business, and then after peace treaties had been signed he could make no prediction.

There was a heap of sound business sense in what this expert put over the table that should be taken close to heart by newspaper makers. Now is the time to take a bit of the profit out of commerce if we are ever going to get any of the white meat. Slight advances in rates are justified and warranted, and if we don't take them it may be years before we get as favorable an opportunity.

On a train in New England recently I heard two manufacturers talking about the business outlook, and they hit off on the same note. The first said "Now is the time to make money if you are ever going to," to which the other replied, "Yes, I have cut out the quest for volume for volume's sake and am going to get all the traffic will stand."

The average newspaper, thanks to the war, finds its circulation at a higher point than ever before in its history. It finds itself compelled to print more news to properly present the news of the war than any previous time, and nine chances in ten the merchants of its town are using more space than usual because they know they are buying it cheaper than formerly.

With all business booming and the demand for advertising space growing from day to day is the time to gradually get a slightly higher figure from the traffic. A few cents an inch will be felt by no one, and would mean new dresses for the wife and kids, and perhaps some other added comforts for the newspaper workers.

As long as newspaper rates are within reason advertisers as a matter of fact want to buy our space just as much as we want to have them do so. No general

advertiser can come to your town to get as good results in any other way than by using space in your newspaper.

It would obviously be foolish to make your rates prohibitive, but aside from a mere quibble and perhaps a few grumbles the few added dollars per year that you should have will be forthcoming just as readily as the lower rate he now pays. With slightly advanced rates you can render better service to your advertisers, improve your newspaper and perhaps do a thousand and one things that you would like to do today, including using space in THE EDITOR AND PUBLISHER to put your paper more prominently on the map.

"Only a few weeks ago a small-town publisher came up to me and said, '—, old man, I am glad to meet you. After what you told me a few months ago, I went home and increased my rates 50 per cent. without any trouble. We small town publishers just simply lack the necessary nerve to do things we should do.'"

NORTHGATE.

GIFT TO C. L. LLOYD

Advertising Director of New York Evening Mail Gets a Gold Watch.

As a mark of appreciation—first for the esteem in which he is held as a man and secondly because of his excellent work as advertising director of the New York Evening Mail—the advertising staff of that newspaper presented Charles L. Lloyd, the day before Christmas, with a solid gold Waltham watch, thin model style, full-jeweled. The back inside case contained the inscription: "Presented to Charles L. Lloyd by the advertising staff of the Evening Mail, Christmas, 1915."

The presentation speech was delivered by the dean of the staff, Artemas Bissell, who reviewed the history of the Evening Mail for a period of many years, and dwelt particularly upon the strides made by the paper since the beginning of Mr. Lloyd's administration.

The career of Mr. Lloyd has been of unusual scope, embracing a complete editorial and business training, both here and abroad. Backing and supplementing this training is the broad experience that he has enjoyed as a merchandising expert in both retail and national distribution.

When the late William T. Stead left London for South Africa in search of health, Mr. Lloyd assumed full charge of his business affairs, including the management of the former's publication, the "London Daily Paper." In addition, he ran a large advertising agency in London for ten years, handling some of the largest accounts in Great Britain and the continent. His work as an advertising expert became international in character, placing him in close touch with men of large affairs.

His promotional work with large institutions such as Swan & Edgar, Devenham & Freebody, Tecla Pearls, and scores of others is now advertising history.

His advertising experience in New York consists of successful endeavor on the Sun, Telegraph, Telegram; publisher of the Wall Street Summary; business manager of the Daily America, manager of the Leslie Syndicate. This record, for so young a man, is unusual.

To Speak in Cincinnati

Cincinnati advertising men are to listen to the following well-known men shortly: January 12, George E. Helm, president Knoxville (Tenn.) Advertisers' Club; January 27, Cyrus H. K. Curtis and James Cattell, Philadelphia; February 16, O. C. Harn, advertising manager National Lead Company, New York.

The Williamsport (Pa.) Gazette and Bulletin, in rejecting a \$500 liquor advertisement, announces editorially that in the future it will refuse all advertising of a similar nature.

The Washington Star invites its readers to call its attention to any dishonest advertisement which may appear in its columns.

GREY SULLIVAN MOVES

Now With C. George Krogness, the Well-Known Chicago "Special."

Grey Sullivan, who has joined the organization of C. Geo. Krogness, Chicago, in the representation of the Boston Post, Philadelphia Press, Baltimore American, Baltimore Star and Minneapolis Tribune, is a Chicago product and has had a wide experience in the Middle West advertising field. He is well and favorably known to advertisers and advertising agents both locally and nationally. Mr. Sullivan was for some years in charge of the automobile advertising on the Chicago Daily News and later represented the Chicago Herald in the Western field, on which paper he made a notable success.



GREY SULLIVAN.

charge of the automobile advertising on the Chicago Daily News and later represented the Chicago Herald in the Western field, on which paper he made a notable success.

SWEATER FOR SMALLWOOD

Sweet Singers of Star Staff Surprised Chief Whose Duds Were Stolen.

WASHINGTON, D. C., December 28.—John B. Smallwood, city editor of the Washington Star, who recently had his flat burglarized, is in receipt of a Christmas present of which he is very proud, as the whole reportorial staff contributed to the fund for the purchase of the gift. Mr. Smallwood was presented on Christmas Day with a handsome gray sweater. The presentation "speech" was made in song. A quartette of the best singers on the Star staff, in presenting the sweater, sang the following words to the tune of the "Old Gray Bonnet":

Shed your old gray sweater
For you're gold' to get a
Softer one as gray, but new,
Since your room was burgled,
Friendly funds has gurgled,
For we're awfully strong for you,
Long we've watched you easy
In your old wrap greasy
"Till it made our poor eyes sore:
Now you've got to shake it,
Here's a new one, take it,
And be known, John, once more.

Mr. Smallwood's apartment, which he shares with Ralph Graves, dramatic editor of the Post, was recently entered by burglars, who stole many pieces of wearing apparel and several valuable stick-pins, all of which have been recovered through the efforts of the Washington police, under Major Raymond W. Pullman, a former Washington correspondent.

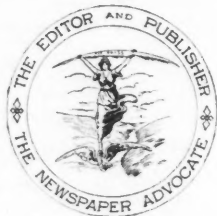
E. A. H.

Printing Machine Patents

The Mergenthaler Linotype Company of New York will, by assignment of the inventor, control a typographical machine upon which a patent has just been issued to Francis H. Campbell, of Flushing, N. Y. William M. Kelly, of New York, is another inventor who has lately been allowed a patent on a typesetting and distributing machine. The Autopress Company, of New York, will have the use of a delivery mechanism lately patented by Rufus A. Freeman, of Flushing, N. Y. Carl A. Kellogg has been given a patent on a new folding mechanism for printing machines, and James Ihrie Leary has gained sanction at the Patent Office for his printing apparatus for printing roll paper. A web-printing press invented by Frederick M. Turck, of Rosebank, N. Y., has been assigned to the Carter-Crume Company, Ltd., of Toronto, Canada.

The Tipton (Ind.) Times, J. A. Behymer, owner, put out a 24-page special edition for holiday advertisers which contained an immense fund of information for the holiday shopper.

Subscription
Price
\$2.00 a year



Advertising
Rate
25c. a line

HAVE YOU ANYTHING TO SELL TO THE MAKERS OF NEWSPAPERS?

A good many things are used in the making of a modern newspaper. Not all of a daily newspaper's money is spent for white paper, ink, presses, general mechanical equipment, press services and office appliances.

The publisher of a modern newspaper is always alert. The man who offers him something which will improve his paper, or lessen the cost of production, or increase his revenues in any way, is able to get an immediate hearing for his proposition.

Practically all publishers of newspapers BELIEVE IN NEWSPAPER ADVERTISING—not many of them give any consideration at all to propositions that come to them in the form of circulars.

THE EDITOR & PUBLISHER is the TRADE NEWSPAPER of the publishing interests on this continent. The publisher of a daily newspaper READS THE EDITOR & PUBLISHER as carefully as he reads his own paper—and he expects to find, in its advertising columns, all propositions which are intended to appeal to the maker of a newspaper.

Talking to a publisher through the columns of his trade newspaper, you find him in a mood to consider your proposition—you approach him at the justly-celebrated "psychological moment."

HOW THE NEWSPAPERS HELPED ON CHRISTMAS

In Many Cities They Fed the Poor, Gave Presents to Children, and Brought Good Cheer to Thousands—What the Hearst Dailies Did—Chicago Tribune's Beneficencies.

The newspapers throughout the country did more to make Christmas a merry festival last week than ever before. Publishers in all parts of the country caught the Christmas spirit and made unusual efforts to relieve the pressing needs of the poor, to brighten the lives of the children with gifts and to make everybody glad they were alive. It is not possible within the space limits of this issue of THE EDITOR AND PUBLISHER to even mention all of the accomplishments in this direction. The few given below are only sample instances.

Two Sundays before Christmas the New York Times printed 100 of the neediest cases to be found in the city as objects of Christmas beneficence. Such was the hearty response of the public to this annual effort of the Times to assist in relieving the poor and deserving that on December 25 \$29,844 had been contributed and turned over to Director Bailey Burrett, of the Association for Improving the Condition of the Poor. This amount exceeded by \$10,000 the estimated sum required to take care of the 100 neediest cases, so that many others, not entered in the list, received aid. Adolph S. Ochs, the publisher of the Times, who originated the idea and put it into effect several years ago, is said to be more than pleased with the generous response of the public in providing for these most pressing and needy cases.

NEW YORK AMERICAN.

The New York American, with its usual generosity, provided great Christmas trees in City Hall Park and Columbus Circle. Thousands of persons gathered around these towers of greenery illuminated with hundreds of tiny colored electric lamps and decorated with gleaming strands of tinsel, on Christmas Eve and listened to band music and carol singing until after midnight. Moving pictures were a welcome addition to the entertainment offered. Late in the evening wagons loaded with sandwiches and hot coffee appeared and every man, woman and child who wanted refreshment had it for the asking. It was a great night for the needy as well as for the prosperous.

It is estimated that the Hearst newspapers provided dinners for one hundred thousand children and Christmas toys for seventy-eight thousand.

CHICAGO FESTIVITIES.

CHICAGO, December 28.—The Examiner and the Evening American made a Friendship Village of Chicago on Christmas Eve. They gave Chicago its greatest municipal Christmas tree and made the occasion one that every man, woman and child knew about and talked about and is talking about yet. The Examiner and the American's Christmas tree was just like the war, or the weather or William Hale Thompson when it came to matters for conversation. It had everybody talking.

And judging from the throngs which filled Grant Park and overflowed into Michigan avenue quite a percentage of Chicagoans turned out to see the goings on. Those present have been estimated variously in numbers running from 25,000 to 100,000. And that in a blinding, lake-front snowstorm!

All of which makes the event a triumph, it being that Chicago is quite a sizeable and extensive pueblo to stir all up even by an observance of the Natal Day.

And right here it comes in good form to relate that despite the labor, time and money expended by the agents for Mr. Hearst to make the affair the memorable success it was, had it not been for the other newspapers of Chicago the celebration would have lacked its universal, city-wide attributes.

Let long red marks of credit repose

opposite the names of the Chicago newspapers which Mr. Hearst chances not to own. When the Examiner and American made apparent the motives of their enterprise; that they intended to knit closer the bond of yuletide goodfellowship, and revive the old custom of the town Christmas celebration by giving all Chicago a tree and an entertainment of Christmas carols, the other newspapers pitched right in and helped boost the big idea along and make it a go.

It all was done in a magnanimous spirit, everybody extending to the Hearst newspapers the credit due them in originating the scheme. Ancient and acute journalistic rivalries fell away and all papers carried to their readers intelligence of the great and good things to hear and see in Grant Park on the night of the Examiner and American's municipal Christmas tree.

BETTER THAN EVER.

Old Chicago newspaper men say there never has been anything like it in Chicago, and some hold there never has been anything like it any place else, either. It was the era of good feeling revived.

Brilliant and sparkling with luminants from the Tower of Jewels at the Panama-Pacific exposition at San Francisco, the Hearst Christmas tree flashed forth its message of good cheer when Mayor Thompson pressed the button at 4:45 p. m. One hundred feet of Michigan fire were aglow where Congress street's further progress is discouraged by Grant Park. Two huge searchlights from the Auditorium Hotel and two more from the Congress Hotel played on the park, while two score of projectors from beneath the tree added to the colorful illumination of the scene.

The lighting was in charge of Walter D'Arcy Ryan, who planned and carried through the wonderful electrical effects at the San Francisco exposition. A huge, animated "Star of Bethlehem" surmounted the tree and four hundred jewels glistened from its bows.

Mayor Thompson and official party were escorted from the City Hall by the First Regiment of Cavalry, I. N. G. In the procession were a committee of city officials and aldermen and C. S. Stanton, managing editor of the Examiner, and George Young, business manager of the Examiner. The party passed down Randolph street to Michigan avenue, and up that thoroughfare to Congress street, between lanes of national guardsmen.

The musical program was furnished by the Chicago Grand Opera company, Chicago band association and other of the city's foremost organizations. Twenty searchlights played on it as the Paulist chorists sang the Chadwick-Noel "Alleluiah Chorus" from the Auditorium Hotel balcony. The vast throng took up the words of Gounod's "Peace on Earth" and fifty thousand throats carried it up and down the avenue.

TRIBUNE'S GOODFELLOW CAMPAIGN.

While Chicago watched this spectacle the Examiner and the Tribune were busy with other activities of good Christmas cheer. Their motor trucks were empty of bundles of papers and filled with Christmas dinners and warm clothes and presents, touring the district "back o' the yards" and other poor sections of the city. Both these newspapers raised Christmas funds—the Examiner's started personally by Mr. Hearst who sent his check for \$1,000—and distributed joy among the poor.

The Tribune's annual Goodfellow campaign proved a means of helping more than 11,000 families this year. It was in charge of Sheppard Butler, detailed from the rewrite staff. The Tribune's organization of Goodfellows, not only cares for families on Christmas, but looks to the needs of the poor throughout the year.

CLEVELAND, Ohio, December 28.—The Plain Dealer's movement to aid ten worthy families at Christmas time brought receipts in money far beyond expectations. The movement was planned as a series of "opportunities," in which each individual case was outlined by O. C. Dougherty on information furnished by Dr. Frederick A. Blossom, business manager of the Associated Charities. The money had to be in be-

fore the morning of December 24, in order to make the Christmas worth while to those being assisted. In all \$3,014 was needed, but by the time tabulations had been completed, \$3,330 had been sent in. By Christmas Eve more than \$4,000 was received. The surplus money was turned over to Dr. Blossom, who saw to it that other worthy families were aided in time for Christmas to be less of a mockery than otherwise might have been the case.

CHRISTMAS IN BOSTON.

BOSTON, December 28.—While his reindeer team is resting after the most strenuous season in its history, the Boston Post Santa Claus is looking with satisfaction at the history of a campaign which shows that thousands of poor children had a liberal taste of Christmas joy. The Boston Post used its great circulation to the utmost, giving columns of space to the daily story of the growth of the Santa Claus fund. From all over New England the money poured in from readers of the Post, the total accounting showing nearly \$7,000 contributed for gifts for the needy children of this and other cities. Every penny of expense of distribution of the tons and tons of gifts was borne by the Post. Thousands of pounds of wrapping paper and twine were used, a huge store of three stories being used as a workshop. There many of the staff men of the Post, as well as volunteers from all walks of life, tied up bundles and made up packages day and night for days.

This year, as formerly, the Post Santa Claus was Joseph D. Hurley. He was assisted by Paul Waitt, Ernest Jackson, George Lanen, Joseph Brooks, Edward Maguire and C. P. Haven. These men were assigned to the work regularly. Many other staff men, as well as workers in the business office, composing rooms, press rooms, mailing rooms and other departments of the paper contributed work for the sake of the poor kiddies.

FED POOR FAMILIES.

The Boston American achieved another great success with its Christmas basket fund. Thousands of poor people in Boston and vicinity had Christmas dinners through the generosity of the readers of the American. The baskets which were sent out contained a roasting chicken and all the fixings for a dinner. To raise the funds necessary for the successful carrying out of the plan the American domted columns of valuable space and arranged benefits without number. Prominent people, actors and others helped to forward the cause of the basket fund. Mayor Curley and Governor Walsh being among those who worked for the good of the cause. The Christmas tree erected by the American on Boston Common has been a source of joy to the residents of Boston, who loved to pause in their daily walk across the mall to gaze at the twinkling lights. The great wind storm of Sunday broke the top off the tree, much to the sorrow of many children who have gazed at it from all angles.

For many years it has been the custom of the management of the Post to present all the employees with gifts at Christmas. This year proved no exception to the rule, the remembrances consisting of walking sticks made of the bark of a Sequoia tree in Mariposa Grove, California. It is said that these trees are the oldest living things on earth, and that some of them are believed to be from 3,000 to 8,000 years old. The bark is 30 inches thick in some instances. These canes were presented in handsome Christmas boxes, with the greetings and best wishes of Mr. Grozier on the label.

Christmas day was also one of extreme interest in the Journal office, the powers that be presenting the members of the staff with two and one-half dollar gold pieces.

Cleveland Press' New Editor

JOHN E. GORSE, 54 years old, for more than 25 years a member of the editorial staff of the St. Louis Post-Dispatch and a writer of unusual ability, died at his home in St. Louis on December 15, after a long illness.

\$32,000,000
Is the
PAYROLL IN PITTSBURGH, PA.
Per Month.

Gazette Times
Morning and Sunday
"Pittsburgh's One Big Newspaper."

Chronicle Telegraph
Evening Except Sunday
"The Paper That Goes Home."
Are the two biggest and best buys in Pittsburgh because they reach the people who read advertisements. They can be bought at a

FLAT COMBINATION RATE
Of 22½c. Per Agate Line.
And give you the largest net circulation.
For further information and co-operation, write


URBAN E. DICE
Foreign Advertising Manager
Pittsburgh, Pennsylvania.
J. C. Wilberding, 225 Fifth Avenue, New York City.
The John M. Branham Company
Mallers' Bldg., Chicago. Chemical Bldg., St. Louis.

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

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

PROMOTION DEPT.
SHAFFER GROUP
12 S. Market Street, Chicago

Editors Who Know




I think the man who said the editorial was the soul of the newspaper was mistaken. It's the picture instead. But it must be a good picture if it is to be a good soul. The Statesman has used the Bain service and it is a good one. We have never been offered anything we regard as being better or more up-to-date.

GUY FLENNER, Managing Editor, Idaho Daily Statesman.

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

Wm. A. Woodbury's Book



Attracts Women and Girl Readers. The Subject and the Author Combine to make it a Happy Premium.

ELIOT LORD
116 W. 34
New York

NEWS OF THE SCHOOLS OF JOURNALISM

THAT "LAZY DOLLAR"
It is tied up in merchandise that does not move. It is not "on the job." Its favorite resort is the warehouse of the manufacturer. How to put it to work is the problem of the day, solved in that wonderful book just issued from the press entitled.

"KEEPING A DOLLAR AT WORK"
written by TRUMAN A. DeWEESE, an advertising expert of national reputation. A book for the manufacturer and merchant, the banker, the business man. It is published by *The New York Evening Post*, printed by The Nation Press, and will be sent to any address upon receipt of the price, One Dollar.

The New York Evening Post
More Than a Newspaper—A National Institution.
Member A. B. C.
Publication Office, 20 Vesey Street, New York.
Eastern Foreign Office, 1103 World Bldg., New York.
Western Office, McCormick Bldg., Chicago.

IL PROGRESSO ITALO-AMERICANO

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

Il Progresso Italo-Americano enjoys the distinction of being the largest and most successful Italian paper among the Italians in the United States, which means among a responsive and responsible class with purchasing power to buy advertised goods.

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

THE PITTSBURG PRESS

Has the LARGEST

Daily and Sunday
CIRCULATION
IN PITTSBURG

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

Deutsches Journal

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

R. J. BIDWELL CO.

Pacific Coast Representative of
LOS ANGELES TIMES
PORTLAND OREGONIAN
SEATTLE POST-INTELLIGENCER
SPOKANE SPOKESMAN-REVIEW
THE EDITOR AND PUBLISHER
PORTLAND TELEGRAM
CHICAGO TRIBUNE
ST. LOUIS GLOBE-DEMOCRAT
KANSAS CITY STAR
OMAHA BEE
DENVER NEWS
SALT LAKE HERALD REPUBLICAN
NEW YORK TIMES

742 Market Street
SAN FRANCISCO

THE NEW ORLEANS ITEM

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

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

[In this department will be presented each week news items from the Colleges and Universities in which journalism is taught. Occasional contributions are invited from such institutions, the only restriction being that the matter sent in shall be brief, important, and of general interest.—Ed.]

University of Wisconsin

R. G. Lee, who has been appointed field man to assist Wisconsin printers and publishers to study and install cost accounting systems and to aid newspaper publishers in studying merchandising conditions as a basis for securing advertising, was until recently editor of the Tomahawk (Wis.) Leader. He has been engaged in the printing and newspaper business for twenty-five years.

He began as a printer's devil in Attica, Ind., and continued as a printer at De Pere and Green Bay, Wis. He graduated from the mechanical into the editorial



ROBERT G. LEE

department on the Green Bay Gazette, where he was a reporter and then telegraph editor. Later he was on the telegraph desk of the Mining Gazette at Houghton, Mich., and went to Milwaukee as state editor on the Milwaukee Free Press. Eleven years ago he purchased the Tomahawk Leader, a weekly paper, which he continued to edit until last spring.

The movement to bring about closer cooperation between the University of Wisconsin and the printers and publishers of the state culminated at the first State Conference on Printing and Newspaper Publishing held at Madison last May by the Wisconsin Press Association, the State Franklin Club, and the Wisconsin Daily League, in cooperation with the Department of Journalism. At that meeting these three organizations decided to form the Wisconsin Federated Printing and Press Associations, and passed resolutions in favor of cooperation with the state university with a view to putting a cost accounting man into the field to assist printers and newspaper publishers.

Putting It Up to Congress

It is believed by many in Washington that if Congress will not pass a national "pure advertising" law, a certain moral effect will be produced if the national legislature will enact a statute prohibiting dishonest advertising in the Territories. A movement is now energetically under way to induce Congress to pass an advertising law that will apply to the District of Columbia, if not to all Territories. The Washington Vigilance Committee is leading the movement backed by the Retail Merchants' Association and other civic bodies and Washington is being treated to the liveliest campaign on record in behalf of truthful advertising.

University of Missouri

Waichi Midzune, a representative of the Osaka Mainichi (Daily News) of Kobe, Japan, will enter the School of Journalism of the University of Missouri February 2 at the beginning of the second semester. The Kobe paper each year sends some member of its staff to foreign countries to study conditions of newspaper work there and to get suggestions for improvement of that paper. In former years representatives of the paper have studied conditions of newspapers in Great Britain, France, Germany and China. This is the first time a representative has been sent to the United States.

"Not Sex But Brains," was the way Today's Magazine headed an article in the December issue about Mrs. Bessie Freedman Breuer, who, at the age of 24, holds one of the "big" newspaper jobs in New York. Mrs. Breuer was a student in the School of Journalism at Missouri in 1910. She is now editor of the Sunday magazine section of the New York Tribune and of the daily women's page of that paper. The article stated that she is probably the only woman editor of a Sunday magazine of any size and also probably the youngest person at such a job, man or woman.

"Sex has nothing to do with jobs," says Mrs. Breuer. "The truth is that the power that does things is a worker with an idea, not a man or a woman."

Dean Walter Williams, of the School of Journalism, will address the Associated Ohio Daily Newspapers at Columbus, January 25.

J. B. Powell, instructor in advertising in the School of Journalism, will speak before the Southwestern Lumbermen's Association in Kansas City, January 26, on "Better Advertising and the Country Newspaper as an Advertising Medium."

The traveling advertising exhibit arranged by the educational committee of the Associated Advertising Clubs of the World will be shown here the week of May 1 to 6. The exhibit will also be shown in St. Louis and Kansas City while in the State.

Charles W. Collier, a special student in the School of Journalism last year, has been appointed assistant secretary-treasurer of the Advertising Club of St. Louis.

Russell Monroe, a student in the School of Journalism in 1900, has been appointed assistant publisher of the University of Missouri. Since leaving school Mr. Monroe has been head of the proof-reading department of the Stephens Advertising Company of Columbia.

Emmett Moore, a former student in the University of Missouri, has left his position as director of the editorial page of the Chicago Daily News to become night editor of the New York Tribune. His brother, Hugh Moore, also a former Missouri student and until recently owner of the Monett (Mo.) Record, has sold his paper and accepted a position on the Columbia (Mo.) Tribune.

Ralph Pryne, of the class of 1913, and for the last year engaged in advertising work in Chicago, is now publisher of the Clark Pilot Review at Clark, S. D.

Jasper C. Hutto, of the class of 1911, is now teaching courses in journalism in Howard College, Birmingham, Ala. He is also editor of the Howard Crimson, the weekly newspaper published by the students in his classes.

The engagement of Miss Catharine Amory Palmer, of New York, to Oscar Edwin Riley, real estate editor of the St. Louis Globe Democrat, has been announced. The wedding will take place in June. Mr. Riley was graduated from the School of Journalism in 1911.

"The Deskbook of the School of Journalism" recently issued by Prof. C. G. Ross, has been adopted as a textbook in journalism at Howard College, Ala.

Leo R. Sack, a student in the School of Journalism in 1908 and 1909, who since leaving school has been engaged in newspaper work in Texas, has been chosen to spend the next two years in Washington, D. C., as representative of the International Exposition that will be held in San Antonio, Texas, in 1918.

Topeka Daily Capital

Average net paid circulation for the six months, ending September 30, 1915, as sworn to in Government report

32,430

And as confirmed by report of The Audit Bureau of Circulations.

Arthur Capper
Publisher,
TOPEKA, KANS.

There are 9,976 Savings Accounts in Colorado Springs banks.

THE TELEGRAPH

Member A. B. C.
J. P. MCKINNEY & SON
New York Chicago

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

USE
UNITED PRESS
FOR
Afternoon Papers

General Offices, World Bldg., New York

The Detroit Free Press

"Michigan's Greatest Newspaper"
Member A. B. C.
The Largest
2-Cent Morning Circulation
in America

Rates and information direct, or from

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

What Do You Know About This?

The Times-Leader is the only one of the three New Haven, Conn., evening newspapers which opened its books to the recent audit of the Audit Bureau of Circulations.

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

SPECIFY CLINE-WESTINGHOUSE

Motor and Control Equipments

FOR WEB PRESSES
SPECIAL MOTOR DRIVES FOR STEREOTYPE MACHINES

LINOTYPE MOTOR DRIVES
CLINE ELECTRIC MFG. CO.
Fisher Bldg., Chicago

**POOR RICHARD CLUBS'
THOUSAND HELPERS**

Now Being Organized to Participate in A. A. C. W. Convention—New Child Labor Law—Inquirer Editor a Playwright—Ida Greeley Smith Married.

PHILADELPHIA, December 28.—With the first of the year the new child labor law becomes operative in Pennsylvania, and thereafter no boy less than 12 years old, and no girl minor, will be permitted to sell papers, magazines or merchandise in the streets or public places. Instructions have been sent to principals of all public and parochial schools, and similar notices will reach the parents shortly. Violations of the ordinance will be reported to the bureau of compulsory education and will be promptly acted upon by its officers. School authorities have tried for many years to break up the juvenile street trade, and the new edict will give them the legal backing needed.

An organization known as the Associates of Poor Richard, with a membership limited to 1,000, has been started by the older club, to give the business men of Philadelphia an opportunity to actively participate in the coming convention of the Associated Advertising Clubs of the World, which will be held in this city next June. Those elected as associates will be entitled to all of the privileges which accrue to delegates. Their names will be officially registered, they will have entrance to all meetings and to the special entertainments, and will be given the official badges of delegates and forthcoming issues of the weekly, Poor Richard's Almanac, and the monthly, Associated Advertising. The fee is \$10, and the first member to be enrolled was the mayor-elect, Thomas B. Smith. Business men who desire to join are requested to write Theodore B. Ash, secretary of the Poor Richard Club, 239 South Camac street. Final details are being arranged for the large banquet which is to be given by the club at the Bellevue-Stratford on January 17.

It is expected that 600 persons will attend, and it is said that the unusual features planned will make the dinner a rival of the famous gridiron functions in Washington. The special scenery being made for the stunts will cost several hundred dollars. George W. Perkins, of New York, will be the principal speaker, and President Herbert Houston, of the A. A. C. W., and other officers of the national body, will be present.

The "Cinderella Man," by Edward Childs Carpenter, financial editor of the Inquirer, had its premiere at the Belasco Theatre in Washington on the 23d. This is Mr. Carpenter's first play, though he is the author of several popular novels. He is a member of the Franklin Inn, the society of literary men of this city, which has its headquarters on Camac street, almost next door to the Poor Richards.

The Germantown Guide, an excellent community paper, established by the late Walter H. Bonsall in 1871, and published by him continuously until the time of his death in 1914, since when it has been published and edited by his wife and daughter, has been sold to A. Hayes Jordan, of Easton, who will continue the paper along the old lines. Mr. Jordan is a graduate of Lafayette and was for some time an editor of the Easton Daily Argus.

Ida Greeley-Smith, grand-daughter of Horace Greeley, was married on the day before Christmas to Louis Frederick Geissler, of this city, at the home of her sister in Orange, N. J. The bride's mother was the eldest and favorite daughter of the noted editor and acted as hostess for him at the famous farm at Chappaqua during the Greeley presidential campaign. Mrs. Geissler is said to have remarkable beauty and is a successful artist, her drawings having appeared in magazines and newspapers, and her work in sculpture being well received at exhibitions. Her husband is general manager of the Victor Talking Machine Company and is a member of the well-known Bohemian Club of San Francisco, where he formerly lived. The couple will make

their home at the Ritz-Carlton for the winter.

Levin C. Tees, who was well known in the old days of Taggart's Times for his humorous writings, published under the name of "Jonathan Jinks," died suddenly on Christmas afternoon while delivering a gift at the home of his daughter. Since 1899, when the Times ceased publication, Mr. Tees had been identified with the Sunday Despatch, at first continuing his special articles, but for the past ten years serving as city editor of that sheet. Hundreds of Philadelphians remember with relish the bigly spiced personal stories told by "Jonathan Jinks" of city officials and other prominent men, and their doings. He also wrote several plays, the most notable being "The Senator," in which William H. Crane starred.

CURTIS WAGER-SMITH.

Buffalo Honors an Ad Man

C. J. Balliett, head of the E. P. Remington Agency, of Buffalo, has been nominated for director of the new Chamber of Commerce of Buffalo. This is the first time an advertising manager has been selected for this big honor, and Mr. Balliett is the youngest man ever nomi-



C. J. BALLIETT.

nated. The Chamber has 3,000 members, and its annual campaign is as strenuous as a city election. Mr. Balliett entered journalism in 1898. In 1900, before he could vote, he became city editor of the Buffalo Review. The next year he jumped to the city editor's desk of the Buffalo Times. In 1903 he joined the advertising staff of the Foster-Milburn Company, which was merged in 1913 with the concern he now manages.

KANSAS CITY AD MAN KILLED

Perry Kennedy Fatally Shot Himself While Out Hunting.

KANSAS CITY, Mo., December 23.—The Kansas City Advertising Club mourns the loss of Perry Kennedy, one of its most steadfast and influential members, who accidentally shot himself while out hunting last Sunday. Mr. Kennedy was the advertising manager of the Duff & Repp Furniture Company, and wrote the Vigilance Committee advertisements which have been appearing in the various Kansas City papers, and which have done more to put clean advertising on the map in Kansas City than any other one thing.

T. A. Butler, advertising manager of the Butler Manufacturing Company, of this city, is the proud parent of a son, born last Sunday.

Ad Club boys enjoyed one of Arthur Killick's (Fatty Lewis) humorous talks last Tuesday. He is the originator of the Sunshine Bank idea for children, which is gaining much headway in this part of the country. The boys and girls each turn in a deposit slip of the good deeds as well as the bad ones that they have done during the day.

Be honest with yourself. What are you doing to deserve more business?

BIG SAVING IN KNOXVILLE

Merchants Stay Out of Publications Not Endorsed by Vigilance Committee.

J. L. Bowles, the efficient secretary of the Knoxville (Tenn.) Advertising Club, sends to THE EDITOR AND PUBLISHER the following:

"I am sending you a list of the propositions turned down by our Protection Committee during the past year or more, which will show a saving to the members of the club of \$38,126.

"Our members agree to abide by the rule of the club which is that no scheme will be participated in by members until it has received the approval of our committee. In this way a lot of useless so-called advertising is dispensed with, with a corresponding saving to our members."

PROPOSITIONS SUBMITTED TO VIGILANCE COMMITTEE OF KNOXVILLE (TENN.) ADVERTISING CLUB AND SAVING TO MERCHANTS ON EACH SCHEME BECAUSE OF FAILURE TO GET ENDORSEMENT OF COMMITTEE.

Summer School News.....	\$1,000
The Bride.....	4,000
Scenic Film Co.....	3,000
Special Edition Knoxville Independent.....	500
The Collegian.....	200
Appalachian Fair Assn. Catalogue.....	100
Anderson County Fair Catalogue.....	100
Union Label Bulletin.....	100
Prospectus People's Tabernacle.....	75
Orange & White (favorable).....	1,500
Shiner's Minstrel Show.....	500
Advertising & Coupon Scheme.....	200
University of Tennessee Farmer.....	33
Y. M. C. A. Annual.....	800
City High School Monthly Publication.....	200
Miner's Field Day Program.....	200
Maryville College Publication (monthly).....	200
Special Edition Knoxville Independent.....	500
Todd-Armstead Programme (Empson-Tenn. Football Game).....	400
Commerce of Greater Knoxville.....	500
The Volunteer.....	300
Maryville College Annual.....	300
Forest and Farm (favorable).....	300
Central High School Annual.....	300
Queen News.....	100
Cap and Gown.....	100
Letter-head Advertising Scheme.....	1,000
The Collegian.....	10,000
Kirmess Program.....	300
Coupon Auction Scheme.....	100
The Calendar.....	100
Knoxville College School Publication.....	100
Jumbo Calendar.....	200
L. & N. Map.....	200
Directory Fraternal Organizations.....	200
Woman's Minstrel Program.....	500
Rex Theatre Coupon Advertising Scheme.....	216
Austin High School Annual.....	100
Joint Advertising Voting Scheme Giving Trips to San Francisco Exposition.....	10,000
Total.....	\$38,126

Of thirty-nine propositions submitted for endorsement, only two received favorable consideration of club.

Amount saved to merchants by work of Vigilance Committee..... \$38,126
The estimated saving is based largely on figures which persons presenting propositions furnished the secretary.

Good Advertising Stunt

A full-page advertisement, printed on news paper and bearing the headline and the exact appearance of a first page of the North American, has been posted around town in Philadelphia. The left-hand column carries a story which appeared in the North American regarding the gripe epidemic and several columns to the right display the announcement of a certain medicated water as a sure cure for the disease.

Boston Women Hear Talks on Advertising

BOSTON, December 27.—At the monthly luncheon of the Boston Women's Publicity Club, at Hotel Thorndike, Tuesday, December 14, the speakers were advertising managers from three of the representative department stores of Boston. I. Cassatt, advertising manager of Shepherd Norwell, opened the discussion. He was followed by J. A. Davis of MacGrave-Honston Co. and chairman of the Retail Division of the Pilgrim Publicity Association. The subject of advertising was dealt with as seen from the advertising manager's point of view. The entertainment was furnished by Charles Crawford Gorst, of Cambridge, who gave a bird talk, illustrated by bird calls.

Movie Strip

7-Column or 8-Column wide, 1" deep. More action, more laughs than you will find in a full page.

Such papers as the Chicago Daily News, Pittsburg Press, St. Louis Globe-Democrat, Detroit Journal, and many papers of like character use the MOVIE STRIP.

Do you want proofs?

World Color Printing Company,

R. S. Grable, Mgr.

Established 1900. St. Louis, Mo.

THE SEATTLE TIMES

"The Best That Money Can Buy"
A. B. C. Audit for period ending March 31, 1915

Daily, net paid, 68,678
Sunday, net paid, 77,988
Over 55,000 in Seattle

A copy to every family each week day
Largest circulation by many thousands of any daily or Sunday paper on the North Pacific Coast.

Largest Quantity Best Quality Circulation

The S. C. Beckwith Special Agency

Sole Foreign Representatives
New York Chicago St. Louis

In PITTSBURGH

Our Competitors are amazed at the growth in Circulation and Advertising being made by

The Post ^A/_D The Sun
WHY?

Because The Pittsburgh Post and The Pittsburgh Sun are today the best newspapers in Pittsburgh. The most wide-awake, up-to-date Daily papers ever published in that city, and the great public is realizing the fact more and more every day.

CONE, LORENZEN & WOODMAN,
Special Representatives
New York. Detroit. Kansas City. Chicago.

The Evening Star

covers Washington, D. C., more thoroughly with one edition than any other paper in the United States covers the city in which it is published.

Member of the A. B. C.

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."

MEMBER A. B. C.
Foreign Advertising Representatives
KELLY-SMITH COMPANY
220 Fifth Avenue Lytton Building
NEW YORK CHICAGO

Having the confidence of its readers

DETROIT SATURDAY NIGHT
produces sure results.

G. LOGAN PAYNE CO.
New York Chicago Boston Detroit

Ten Million Lines

In 1915 The New York Times carried nearly 10,000,000 agate lines of advertising—the greatest volume in its history—representing a gain of over 600,000 lines compared with 1914 and exceeding that of any other New York newspaper by many thousand lines.

PITTSBURG THE HOME OF THE LEADER

You deal in certainties when you use space in the Leader

Write to W. E. Moffett, Advertising Manager, Pittsburg, or to Verree & Conklin, Brunswick Building, N. Y., Steger Building, Chicago, for any information desired.

The Jewish Morning Journal
The Only Jewish Morning Paper
New York City

CIRCULATION IN NEW YORK CITY LARGEST OF ALL FOREIGN LANGUAGE PAPERS.

Next to the "World" in Want Ads.

**The
Pittsburg Dispatch**
Possesses a clientele all its own, representing incomes above the average. It reaches the actual buying power, therefore best for advertisers.

WALLACE G. BROOKE,
Brunswick Building, New York
THE FORD-PARSONS CO.,
Peoples Gas Building, Chicago
H. C. ROOK,
Real Estate Trust Building, Philadelphia

Good News Service
Is that which reaches you FIRST
Is WELL WRITTEN, Is ACCURATE

This is the Specialty of

International News Service
238 William St. New York City

The New York Evening Mail

enjoys the confidence of its readers.

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

Its average net paid circulation for August was in excess of

158,000

A desirable advertising medium.

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

"BOYS WILL BE BOYS"

Yes, and Boys Will Be Men—Circulation Managers Feel Responsibility.

The two big features in accomplishment for the International Circulation Managers' Association for 1915 have been the growth in membership and the acceptance by the circulators of a new responsibility. The membership, now at 400, already includes every important daily in the United States and Canada, but the second matter promises to be the outstanding feature of 1916 as well. This is the problem of the newsboy—regarded not merely as a part of the machinery that passes the newspaper from the press to the customer, but considering the real boy himself.

It has dawned upon the circulators, with something of a shock, that together they have in charge more boys than all the Y. M. C. A.'s in the country, and that this means a lot of responsibility which they feel they cannot ignore or evade, and would not if they could. It is all a part of the new spirit of welfare work in business and the trades, but the circulation manager has come to realize that his is a rather direct and unusual responsibility, because his youngsters, having been forced to become earners at an early age, are at the most impressionable stage and have faced so many of the street's hard facts that a little influence for good or ill may mean a great deal to them.

Therefore, the circulators are going about it energetically to see what they can do for the boy—not only to make him more valuable to the paper, but more valuable to himself and the nation. The main work outlined for the association for 1916 will be to take him apart, study his works and put him together again, so that they may learn how, with due allowances for differences in local conditions, to best direct that dynamo of humming energy that makes it possible for the daily newspaper to make a delivery of its wares once every twenty-four hours in every city in our land.

At the convention of 1915, held at Murray Bay, Canada, a national committee was appointed, known as the Newsboy Welfare Committee, and composed of the following gentlemen: J. R. Taylor (chairman), John M. Schmid, Sidney D. Long and D. B. G. Rose.

Already a number of papers have established club rooms and have rearranged their boys' department. In all new buildings in course of construction a newsboy department is considered to be as essentially important as the business office, and is being arranged and treated accordingly.

Gold Watch to Samuel Sklar

The newsboys of Boston, who have the reputation of doing things in pretty good style, lived well up to their name the past week, in observance of the first anniversary of the appointment of one of their number, Samuel Sklar, as circulation manager of the Boston Evening Record. The rooms of the Boston Newsboys' Reading Association, the largest newsboy quarters in the city, were jammed with "newsies" from all over Greater Boston. After a recitation of a poem by Joe Schneider, the Thirteen-year-old newsboy, and the official orator of the Newsboys' Welfare Association, Alexander Bruin, the well-known writer and formerly a newsboy himself, presented Mr. Sklar with a handsome solid gold Howard watch on behalf of the newsboys. Mr. Sklar thanked his former fellow newsboys and promised to do his best to help lift the standard of the Boston newsboy above the high level that it already occupies. He paid a tribute to Chas. Sumner Bird and his son, the owners of the Evening Record.

NEW PAPER FOR CARRIERS

It Is Issued in Spokane and Contains Interesting Matter

Spokane, Wash., December 24.—The Spokane Spokesman-Review has begun the publication of the S.-R. Scout, the mission of which is to carry helpful information and encouragement to the carriers and agents of that newspaper. It contains four pages 7¼ x 11 inches in size. Here are some paragraphs from the first number:

No. 58, Walter Wick, puts every paper on the porch near the door, and otherwise measures up as a carrier pretty well, but he is a little bit backward about asking people who live on his route to sign a contract to take the Spokesman-Review.

George McIntosh, No. 77. In promptness and delivery George is "Johnny-on-the-spot," but the mere whisper of the word contest causes him to be stricken with an acute attack of cold-feetitis.

Lavelle Finkelson, No. 20, is bothered somewhat with the same disease, but is gradually overcoming this, and is beginning to let his Sunday smile break through. He can also be credited for never sleeping in.

Probably the most important feature of your work as a successful carrier is tied up in the word "delivery." A person will not take a paper that they do not get. They cannot be expected to pay for something that has not "value received" tacked on it. It does not make any difference to the customer or to the office if some one happens to so far forget themselves as to walk off with a paper that does not belong to them. The only thing that counts is that every person is to get their paper every day, regardless of fires, earthquakes, paper thieves and the like. What do the people care as to the reason their paper is not there when they go out to get it in the morning and fail to find it? The only thing they are interested in is to get their paper when they should; that is, the first thing in the morning.

Left Out the Knocks and Hustled

The Pasadena (Cal.) News completed with the year a circulation campaign which probably was unique. In about three months it doubled its circulation. Not once in that campaign did it "knock" its rival, the Pasadena Star. It was a campaign of straight talk in which appeal was made to the public spirit of Pasadena and in which steady improvement in the News was relied on to do the business. It did.

Some months ago the News, which had passed through vicissitudes in the hands of various owners, was acquired by Judge J. H. Pryor, with whom was associated Lon F. Chapin, the former being editor and the latter manager. The circulation of the News was low. It was decided it should be higher. The people of Pasadena were appealed to with the slogan that the city should have TWO good newspapers. The idea took. The absence of knocking was liked. The News circulation began to grow. Bargain days followed. New features were introduced in the paper. The anti-knock angle of the effort was insisted on and finally at Christmas the circulation of the paper had practically doubled.

Beginning January 15 both papers will have complete leased wire report of the Pacific News Service.

Silver Tray to Mr. Beddow

Again the Florida Metropolis (Jacksonville) carrier boys have remembered their "chief mogul" with a token of their esteem and appreciation of him in the shape of a handsome and costly silver tray, which on Christmas was added to the collection of silverware that the boys have from year to year built up for the Beddow apartments. The fine Christmas remembrance from the boys to their circulation manager, Franklin Pierce Beddow, represents a good wish from a hundred or more boys and men under his direction.

NEWSBOYS ENTERTAINED

The Press Provides Seats at City's Best Vandeville Shows for 3,500 Boys.

CLEVELAND, December 28.—One of the "big times" in newsboy circles in Cleveland that occur about every three months took place today, when West Side newsies of the Press were treated to the vaudeville show at Gordon Square Theatre. It ought to be said that this is only part of the program, for tomorrow East Side "Uxtree" hustlers will have a show all to themselves at the Liberty Theatre. The success of these entertainments is indicated by the fact that 1,200 newsies attended the show at Gordon Square this morning, and a great many of the braver spirits rode the elephants.

In all, 3,500 little fellows will be entertained by the Press this time. "I don't know of anything that helps to keep the lads in good humor, makes them hustle to get more business, and just naturally keeps the name of the Press before the people all the time, like these shows, picnics and other amusements," said Jack Lynch, circulation manager. "The boys look forward to the events and the constant association of the name of the paper with the affairs just naturally makes circulation increase. And what little gentlemen these lads are! You'd think this fun was part of their education. Of course at each gathering I usually get up and give them a speech, telling them we know they will behave, and act just like grown up people at a regular show. And they do. One time we had difficulty in obtaining the use of one theatre here, because the management feared some damage would be done. I told them the Press would stand for all damage. We held the show, and after it was over we were complimented. We were told there never was such an orderly gathering of boys."

BALTIMORE NEWSIES FEASTED

Three Hours of Good Things for Body and Mind Given to 700 Youngsters.

BALTIMORE, December 27.—Probably no newsboy in Baltimore failed to enjoy an excellent Christmas dinner. Seven hundred of the youngsters who vend newspapers on the streets of Baltimore were feasted and entertained at Lehman's Hall. There was music and there were speeches by Judge T. J. C. Williams, of the Juvenile Court, long an editor of the Sun, pastors of several churches, Henry Edward Warner, head of the Sun's circulation department, and others. The dinner was given by the Baltimore Newsboys' Association.

The boys sang Christmas carols, and two of their number, George O'Brien and James Taylor, sang solos. Near the end of the program Judge Williams presented suits of clothes to Phillip Maurer and Earl Bishop and hats to five other boys who have been ushers for the association for several years. The boys then sprang a surprise in turn by presenting to Miss Ellen H. Perot, president of the association, a silver handled umbrella.

R. W. Hazeltine, superintendent of the Newsboys' Club, acted as master of ceremonies. The festivities lasted more than three hours and ended with the stripping of the two Christmas trees and the presentation to the boys of the bags of goodies.

A Little Late But Just as Welcome

"Everybody at our house wishes everybody at your house a Merry Christmas," was the happy way in which Harold Hough, circulation manager of the Fort Worth (Tex.) Star-Telegram, sent out greetings.

LIVE WIRES AMONG THE CIRCULATIONISTS

New Members of the I. C. M. A. Who Keep Things Moving in the Distribution End of the Newspaper Business—Some Ideas That Are Worth Trying Out in Your Own Territory.

George L. Williams, circulation manager of the Iola (Kan.) Daily Register, writes thus:



GEORGE L. WILLIAMS

"We believe that the circulation of the Iola Daily Register is handled more satisfactorily than that of many papers in Kansas—the system being different from that in the average town. The carrier boys sell their papers to the subscriber at 10 cents per week. They buy the papers from the circulation manager at different rates, according to their route. The circulation manager buys the papers outright from the publisher, for which he pays a certain price agreed upon between him and the publisher. Payment is made each week by the carriers to the circulation manager for all the papers they use on Saturday of each week, and the circulation manager pays the publisher in full each week for all papers used during the week. We have twenty-four carriers delivering the town routes and small suburban towns. The boys are more careful with their delivering on account of their being directly responsible to the subscriber. The subscribers pay the boys more freely on account of their knowing that each boy is transacting a business of his own. The Register has a circulation of 4,500 daily.

"The manager of circulation pays for all premiums and expenses, thus doing away with any annoyance or bookkeeping at the office. He also has charge of the county circulation, but does not purchase these papers. He makes a drive over the county once a year to collect, take renewals and get new subscribers. This work is done on a percent.

"In our annual fall canvass of the county we tried a new plan which has worked with good results. We gave a coupon book. Our object in doing this was to induce the country patrons to pay up their subscription, and, second, to get them acquainted with the merits of using classified ads."

George J. Desmond—who it will be remembered, was for a number of years located with the Boston Herald as city and country circulation manager—has been connected for the past eighteen months with the Shaffer group of papers in Denver, as director of circulation for the Rocky Mountain News and the Denver Times.



G. J. DESMOND

Practically all of Mr. Desmond's business career was spent in the circulation department of the well-known eastern newspaper mentioned above. In a recent letter he expresses himself as being sanguine of a greatly increased volume of circulation for the publications with which he is connected during the coming year.

P. W. Stiles has been in circulation work for two years. He was circulation manager of the Xenia (O.) Republican up to its consolidation with the Gazette this Fall. He tripled the circulation of the Republican in 18 months. Perhaps his best work was with the "carriers' efficiency campaign," which he conducted. With it he made a net gain of 29 per cent. in city circulation and a net gain of 7 per cent. in total circulation in three weeks. The total cost was less than \$60. Mr. Stiles is now engaged in settling up the old accounts of the Republican for the Xenia Publishing Co., and he expects to get lack into active circulation work after January 1.



P. W. STILES

D. R. Thistle, business manager of the St. John's (Nfld.) Daily Star, while a newcomer to the field of journalism, has decidedly "made good" during his brief experience.



D. R. THISTLE

Although still a very young man, he has had much experience in commercial affairs, having been for five years business manager of the Fishermen's Union Trading Co.—a concern operating forty branches in St. John's City and various Newfoundland.

great success that has attended this concern is in very large measure due to his outstanding abilities. On the Daily Star he has given further evidence of his capacity for hustling. Unfortunately the situation of St. John's makes it virtually impossible for this Newfoundland member to attend the sessions of the International Circulation Managers' Association, but he tells us that he keeps in touch with the proceedings through THE EDITOR AND PUBLISHER, and other American publications, and is eager to grasp up-to-date journalistic ideas therefrom and adapt them to the special circumstances of the Newfoundland field.

Noisy, But What of It?

Several days ago Recorder Johnson, of Atlanta, Ga., dismissed the case against a newsboy arrested for being disorderly on the streets, the charges being based on the stentorian manner in which the youngster was disposing of his papers. Later the recorder received the following testimonial of approval from the Atlanta Newsboys' Committee:

On behalf of the Atlanta newsboys, we want to write you and tell you how much we appreciate your kindness and protection. We are young business men trying to make a living selling papers on the streets of Atlanta, and we believe we are a part of the business life of the city.

We are glad to know that we have a man like yourself to protect us against the people who want to interfere with our means of making a living, and to champion our cause. All that we ask for is a fair chance and we know that we will get this from you. Thanking you for what you have done for us, we are,

ATLANTA NEWSBOYS' COMMITTEE.
 MOSES MAXES,
 ALEX. HOROWITZ,
 JIM McMICHAEL.

Albert G. Schwartz—formerly Puck's circulation man, but for nearly a year in business for himself as a circulation expert—announces the opening of branches in Chicago and in Boston, and also the removal of his New York headquarters to 341-347 Fifth avenue.

New Bedford Newsies Made Happy

NEW BEDFORD, Mass., December 27.—Usually it's reserved for kings and queens to have theatre programs planned for their especial pleasure, but a few days ago at the New Bedford Theatre, Standard carriers and newsboys and their friends to the number of 1,000 gathered to witness the distribution of prizes among the hustling little army that makes the sales force of the Standard, together with a program of a sort designed particularly to appeal to them. No trouble was spared by the management of the theatre to make it the right sort of a program, and judging from the cheers and whistling that came from a thousand seats as each new picture was announced, it wasn't exactly a disappointed audience.

Dinners for New York Newsboys

In New York on Christmas Day thousands of newsboys and poor children were made glad by Christmas dinners provided by various charitable organizations. The annual dinner given by the late William M. Fliess for newsboys at the Brace Memorial Lodging House, 14 New Chambers street, was continued by his son, William M. Fliess, Jr., in his memory. The dinner took place at 5 o'clock and more than 300 boys were fed. Christmas entertainments for the boys were given at many places, including the Newsboys' Lodging House, the Harlem Boys' Home, 153 East 127th street, and the Brace Farm School at Valhalla, N. Y.

Houston Newsboys to Have a New Home

HOUSTON, Tex., December 24.—Newsboys are to have a new home according to plans announced Wednesday morning at the City Hall for the tearing down of the old Dow School Building on Washington Avenue, which has served for more than a year as the Emma R. Newsboys' Home. The building will be demolished, and part of the lumber used to build wings to the old Dow School Annex. The structure thus built will be the Newsboys' Home.

Newsboys Under 12 Barred in R. I.

PROVIDENCE, R. I., December 28.—Triant Officer James R. Cannon is preparing to enforce, in so far as it applies to newsboys, the Youthful Vendors' act, passed by the General Assembly at its last session, which becomes effective Jan. 1. The effect of the act in this city, Mr. Cannon says will be to remove from the streets all newsboys under 12 years old, of whom there are scores at the present time. In addition, boys who are more than 12, but less than 16, will be prohibited from selling after 9 o'clock in the evening.

Good Christmas Work in St. Louis

The St. Louis Post-Dispatch had quite an active Christmas. It held an elaborate children's festival at the Coliseum and also gave more than 2,500 baskets, filled with materials for a Christmas dinner, to needy families. Furthermore, on the day before Christmas, in accordance with an old custom, every newsboy and carrier regularly selling the Post-Dispatch got his papers free.

New Association for Buffalo Boys

BUFFALO, December 27.—Announcement is made that the Newsboys' Benevolent and Athletic Association will be dissolved after January 14, the date set for the annual ball by the newsboys, and that a new organization, the Buffalo Newsboys' Association, will be formed. Judge Thomas Murphy has been appointed counsel by the board of directors of the association, to incorporate the new association.

Last week the Spokesman-Review of Spokane, Wash., distributed Christmas remembrances to each of something over 700 employees. This is a custom that has been followed for several years. The plumpest, tenderest turkeys produced on nearby ranches—two tons of them—and several other articles calculated to add to the Christmas cheer of loyal workers were passed around.

1916

In planning for the new year you will make no mistake in favoring with at least a share of your patronage the concern which for sixteen years has catered to the very best publications of the country.

THE INTERNATIONAL SYNDICATE

Features for Newspapers
 Established 1899 BALTIMORE, MD.

HOLLISTER'S CONTESTS PRODUCE RESULTS

Below is shown our records on six campaigns in different parts of the United States. Receipts:
 Los Angeles Times, Los Angeles, Cal. . . . \$67,970.00
 Courier-Journal, Louisville, Ky. 60,000.00
 The Express, San Antonio, First Contest 50,000.00
 The Express, San Antonio, Second Contest 78,000.00
 Desert News, Salt Lake City, Utah. . . . 33,000.00
 Capital-News, Boise, Idaho. 22,000.00
 News-Courier, Charleston, S. C. 25,000.00
 The above papers are members of the A.B.C.

50,000 new subscribers were secured for the above papers. If you want more circulation call upon our old established dependable organization.

THE NORTH EASTERN CIRCULATION CO.
 C. B. HOLLISTER, Gen. Mgr.
 DAVENPORT, IOWA.

LIVE PAPERS

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

Greatest circulation builder brought out in a long time.

The Vitagraph Company of America

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

You can now lease

for small monthly rental
National Electric Bulletins

Publishers everywhere should investigate. Write or wire for particulars.

National Electric Bulletin Corp.
 New York City

The Automatic Press Blanket

Is everything the name implies. Eliminates all tympan cloth. Saves paper, time and increases press efficiency. Write for sample and descriptive matter. We are the sole manufacturers.

"Quality Goods Only"

New England Newspaper Supply Co.,
 Worcester, Mass.

NEWSPAPER

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

SERVICE

by experts means material and methods that have been PROVED.

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

Newspaper Feature Service
 M. Koenigsberg, Manager
 41 PARK ROW NEW YORK

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

ATLAS
PRESS CLIPPING
Agency
42d Street New York

TAKE IT TO
POWERS
OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH
ON TIME ALL THE TIME
POWERS PHOTO ENGRAVING CO.
24 Nassau St. N.Y. Tel. 4880-4 Downtown

For Sale
DUPLEX FLAT-BED NEWSPAPER PRESS
Prints from type, 4-6-8-10-12-page papers, length of page 22 1/2", 7 columns to page, folds to half or quarter page size. Speed up to 4,500 per hour. Press is in good condition and was replaced by a Scott Three-Tiered Stereotype Newspaper Press. Write for price.
Walter Scott & Co.
Plainfield, N. J.

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.

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

LIVE TOPICS DISCUSSED BY OUR READERS

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

Demands Lower Rates on "Day Press"
THE ANDERSON DAILY MAIL
Anderson, S. C., December 11, 1915.

THE EDITOR AND PUBLISHER:
Some weeks I wrote a communication to your journal in reference to high day press rates in comparison to rates paid by morning papers, and up to this time have not been able to get any other afternoon publishers to take the matter up. Only one man has even apparently considered the matter, and he is waiting for "some really important and prominent afternoon newspaper publishers to take the matter up," as he expresses it. If that fellow is going to sit down and wait until the big publishers take the matter up he will wait a long time. The big papers, with all their system and red tape, have probably never given the matter a thought whether day press rates are high or low, and probably don't know. It takes the small publishers, who keep their own business well in hand in all departments, who have their hand on the pulse of their business to know when they are paying too much for a thing.

What I contend is that the telegraph companies should make a press rate the same for all the 24 hours, and I have not heard any real argument why it should not be done. There is no argument that can explain why you should pay twice as much for a message received at 4 o'clock in the afternoon as for the same message after 6 o'clock, and I can't see why the afternoon publishers are content to sit still and continue to pay such rates and not open their mouths. What are you afraid of?
I am trying to do is to help in my small way to get an equitable adjustment of rates, but I cannot do it all by myself, and if some more publishers will wake up, we can make ourselves heard, and by a long and hard pull eventually get better rates. Two-thirds of the papers of the country are afternoon papers, and if we join in and go after a thing within reason, we will get it or know the reason why. I have talked with a number of publishers in different parts of the country, both big and little, and they all agree that our rates are too high, but none of them seem to be willing to devote a little of their time and energy to help get a reduction.

Wake up. G. P. BROWNE, Publisher.

Mr. Hannah Discusses Henry Ford
New York, December 11, 1915.

THE EDITOR AND PUBLISHER:
I have just read in this week's EDITOR AND PUBLISHER about Henry Ford, and the lack of seriousness with which his "Peace Argosy" has been treated by the newspapers, and by the American people generally.
One reason why Mr. Ford gets this disrespectful treatment is from the fact that he, along with Mr. Edison and certain other notable men, have nauseated us with the frequency with which they get into the news of the day by their opinions on all kinds of subjects. The "millionaire" is now interviewed or "press agented," and listened to with open-eyed wonder upon any subject from Greek roots to the best way to cook cabbage. History is rewritten, theology corrected, art appraised, sociological experiments formulated by men who do not know enough of such subjects to give them any ground for setting themselves up as authorities. The main trouble with such business success is that it destroys the grace of humility when the successful business man faces subjects inevitably outside his realm. Success in business is a commendable thing. Mr. Ford deserves credit. Mr. Edison is a great inventor and a hard worker. But they have only themselves to blame if the American people are tired of their egotism.
Again, right impulses are commendable, but its no final justification of some foolish thing to say that the man who did it "meant well." Somebody has said: "Hell is paved with good intentions," and if that be true, then there must be a lot of pavers working on those hot streets. And to keep out of that old-fashioned limbo we need to transmute good feelings into sane judgments and well-directed action.
It is no real justification of the Children's Crusade, led by Peter the Hermit in the Middle Ages to rescue the Holy Sepulcher from the Turks, to say that it was based on a beautiful ideal. Judged by a standard which demands of men that they temper and direct their emotions by a clear brain and a sound will, the Children's Crusade was an inexcusable act of emotional insanity.

Mr. Ford's enterprise will fortunately have no evil consequence for those who have gone with him, even if some of them are seasick. It will demand of Mr. Ford no real sacrifice of any kind. It is the harmless and futile outlet for a pent-up reservoir of overheated sentimentality, which is based on unsound judgments of the inherent wickedness of war, a misreading of history and an ignorance of human nature.
HENRY KING HANNAH.

READ AND LIKED

Lists of Subscribers to "Editor and Publisher" by Various Papers' Staffs.

More and more are daily newspapers subscribing to THE EDITOR AND PUBLISHER in the form of "lists," including numerous members of editorial, advertising or reportorial staffs.

Here are two sample letters as to this, just at hand:

THE SPOKESMAN-REVIEW.
Spokane, Wash., December 21, 1915.
THE EDITOR AND PUBLISHER:

Through an oversight we have failed to give attention to the matter of renewing a list of subscriptions that we authorized you to send to our employes last year. Accordingly, you may accept this as authority to continue the subscriptions to the following and send us a bill, when we will promptly remit for the entire list:

- A. O. Loomis, c/o The Spokesman-Review, Spokane, Wash.
- F. J. Whaley, c/o The Spokesman-Review, Spokane, Wash.
- H. M. Grosse, c/o The Spokesman-Review, Spokane, Wash.
- L. E. Dyer, c/o The Spokesman-Review, Spokane, Wash.
- C. H. Breed, c/o The Spokesman-Review, Spokane, Wash.
- F. O. Baker, c/o The Spokesman-Review, Spokane, Wash.
- Henry Jeklin, c/o The Spokesman-Review, Spokane, Wash.
- George Dodds, c/o The Spokesman-Review, Spokane, Wash.
- Robt. Glenn, c/o The Spokesman-Review, Spokane, Wash.
- J. F. Young, c/o The Spokesman-Review, Spokane, Wash.

Yours very truly,
THE SPOKESMAN-REVIEW,
J. F. Young, Bus. Mgr.

THE CLEVELAND LEADER.
THE CLEVELAND NEWS.
Cleveland, O., December 27, 1915.
THE EDITOR AND PUBLISHER:

Attached herewith please find blank signed as per your request. There are 15 in our organization who buy THE EDITOR AND PUBLISHER, and I have been a constant reader of your publication for years. It comes to my desk each week, but I am only too pleased to have it sent to my home.

Wishing you and all your associates a prosperous 1916, I remain,
Very truly yours,
GEORGE F. MORAN,
Assistant General Manager Cleveland Leader and Cleveland News.

"It gives me great pleasure," says E. W. Barrett, editor of the Birmingham (Ala.) Age Herald, in a letter to this office, "to commend the splendid work THE EDITOR AND PUBLISHER is doing."

Good Wishes from California

In forwarding his check for a year's subscription, W. F. Prisk, editor of the Long Beach Press, California, writes THE EDITOR AND PUBLISHER: "Reciprocating your kindly greetings, and hoping that the Christmas season will bring you nothing but unalloyed enjoyment and that 1916 may prove to be the banner year in the history of your splendid publication."

The Denver Times Printed It

Denver, Col., December 20, 1915.
THE EDITOR AND PUBLISHER:

In your issue of December 4 you printed the following item concerning Frank L. Dingley, of Lewiston, Maine:
Frank L. Dingley, editor of the Lewiston (Me.) Journal, is just back from a two-month trip to the Pacific Coast. He writes to THE EDITOR AND PUBLISHER as follows regarding the article pertaining to himself that was lately published in these columns:

"On the very day on which I reached Denver there was thrust under my eyes a copy of a Denver paper reproducing in full the article in THE EDITOR AND PUBLISHER, and the photograph. I have heard from the article from various sources. Evidently, it is not necessary to be great in order to get into the limelight."

The item referred to was printed in the Denver Times. It was in type for several days, but was held, following the announcement of his visit to Denver that it might be of more local interest as a result of his visit to Denver.

Thanking you, I remain,
Yours very truly,
ARTHUR MACLENNAN,
Managing Editor Denver Times.

Ryan Walker, of Great Notch, N. J., cartoonist and lecturer, has just returned from a successful trip through the West and South, where he has interested many an audience with "Henry Dubb."

ALONG THE ROW

FOR 1916

Here's to the Press
Throughout the land!
Prosperity

To beat the band
We hope will come
To ev'ry one
And all of them
Make lots of mon!

May ev'ry ad
The Truth proclaim,
And not a Fake
Get in the Game!
An honest brand
At honest price
Depends not on
A skin device.

From Golden Gate
Unto Manhat.,
May contracts big
And plump and fat
Pour in on all
From ev'rywhere
And make each man
A millionaire!

TABOO

"Horse and"—will never be heard on the Row while there is a sinker plant remaining in business.

FROM THE SKINNERSVILLE SIGNAL

"We shall try and make the new year a happy one for our readers, by cutting down war news to half a column a day, and publishing no more pictures of trenches, and members of royal families who have received decorations for having their left ears scraped by bullets of the foe. Our advertising columns will be free of liver regulators, hair restorers, and bungalow sites for two dollars down—balance during your natural life. We intend to devote less space to economic and highbrow propositions, and more to social affairs, murders, robberies, elopements, divorces and other local matters of human interest. We shall devote much space to clean sports, but will confine baseball to a couple of sticks as far as the big leagues are concerned. If they want a better show let them pay for advertising space. There will be no free write-ups in the Signal during 1916. The Panama Fair played us for a good thing, but our Sucker Department has been eliminated. Come and get one of our new subscription blanks, printed in the highest style of art, with a union label all dolled up in the corner."

THE DATE LINE

Pull out the 5. Insert the 6, but don't get the latter upside down.

FATAL ERROR

First Scribe—"How did Jones lose his job?"
Second Scribe—"His wife gave him a box of cigars Christmas, and Jones gave them to his City Editor."

CHANGES

The statue of Horace Greeley is to be removed from the Row to the Battery. Guttenburg, who once stood on the Row, is now in the Swamp. Ben Franklin is still holding forth in the same old spot, and it is to be hoped that he will remain. Great are the changes on the Row, and about it flit the ghosts of dozens of old newspapers, and the memories of men who made it famous.

REGRETS

"Too bad he's gone," the desk said,
Referring to one Carl Boy-Ed—
"A cinch name that for any head."

WOULD BELIEVE STRAIN

With F. P. A. we'd happy be
If with some jokes he gave a key.
TOM W. JACKSON.

H. L. Everest, manager of the Chicago office of the Harris Automatic Press Company, addressed the members of the Advertising Club of St. Louis at the Tuesday luncheon in the quarters of the club at the Majestic hotel.

ATLANTA "NEWSIES" CHRISTMAS

Both White and Colored Boys Given Dinners and Otherwise Entertained

ATLANTA, Ga., December 25.—Atlanta's more than 300 newsboys will not soon forget the Christmas season of 1915 for it was by far the most enjoyable that they have ever experienced. They were feted and dined during the holidays, and all of Atlanta tried to make the juvenile paper merchants feel that they are by no means friendless. The climax of a number of events arranged for the newsies was the big Christmas dinner given at the Ansley hotel by more than 50 Atlanta business and professional men who are interested in the newsboys. P. C. McDuffie, known here as the "friend of the newsies," made preparations for the event, and he secured the willing and generous co-operation of others, firms and individuals contributing to the fund for the spread.

Attending the banquet with the 200 white newsboys were a number of Atlanta business and professional men who spoke to the boys on various topics and urged that the youngsters continue to give evidence of that plucky spirit which they must possess to be successful on the curbstones.

The banquet followed an evening of entertainment Friday night at which the newsies were the guests of the Clayrack class of the First Methodist Sunday school. Moving pictures amused and instructed the guests from 8 until 9 o'clock, at which hour the boys were invited to partake of a bountiful spread. A candy pulling was an interesting feature of the evening.

While the white boys were being made to feel the spirit of good cheer, the colored newsies were not neglected. More than 100 of them gathered at Big Bethel Church this afternoon for the most beautiful banquet served to them during the 12 years that Alice Carey, of the faculty of Morris Brown University, has been looking after their wants at Christmas. A number of the members of her race and not a few white people aided her in the purchase of provisions for the colored newsies' spread. It was one always to be remembered.

South Carolina to Fall in Line

ATLANTA, Ga., December 28.—Another southern state is to be added to the roster of those with laws against the publication of liquor and beer advertisements. Georgia and Alabama already have such laws, and at the next session of the general assembly of South Carolina, which meets in January, a bill, which is a duplicate of the Georgia and Alabama laws, will be introduced. The other South Carolina prohibition laws are not greatly dissimilar to the Georgia and Alabama laws, which are very drastic. The same individuals are largely behind the proposed South Carolina anti-advertising law who were behind the Georgia and Alabama laws. Ex-Justice Samuel D. Weekly, of Alabama, is author of all three. Prospects are considered excellent for its passage in South Carolina. These laws prohibit the publication, in the state, of liquor or beer advertisements, and prohibit the sale or offering for sale in the state of any publication, no matter where published, containing liquor or beer advertisements.

Staff Entertains Stuart Oliver

BALTIMORE, December 22.—Stuart Oliver, owner and publisher of the Baltimore News, was the guest of his employees at a dinner given recently at the Hotel Emerson. Every department of that newspaper was represented among the 200 persons present. The diners enjoyed a huge evening. It was thoroughly democratic. Titles were absolutely unrecognized. There were a great many stunts that were frivolous, and there were some earnest talks made. The speech of Mr. Oliver is said to have been one well worth listening to. A feature was a special number of the News filled with comicallies at the expense of the individual members of the News force.

SITUATIONS WANTED

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

Literary—Business Woman—Young woman of education and refinement (28), possessing business as well as literary ability and experience, offers services in an editorial, publicity or secretarial capacity to high grade corporation or law firm. Accustomed to meeting and interviewing prominent and distinguished people. Thoroughly versed in office methods and routine. All correspondence and typist (no shorthand), editor, proof-reader, advertising and publicity writer. Understands make up and layouts. Reading knowledge of French, German and Latin. Skilled in editorial research. Highest credentials. Address Secretary, E 1590, c/o Editor and Publisher.

Creator of advertising ideas, writer of advertising with ability to sketch up advertising matter, possessing a thorough knowledge of photo engraving and executive ability to manage art department. Twenty years' experience on leading New York dailies. Versatile, c/o Morrissey, 3 Lawrence St., Yonkers, N. Y. E 1596.

CIRCULATION OR BUSINESS MANAGER. Mr. Publisher: "Any paper which is not steadily increasing its circulation is going backwards." My ten years' successful experience as circulation manager in large cities, and general knowledge of the business, make me the valuable assistant you need. Write "Enthusiast," G 1664, c/o Editor and Publisher.

MISCELLANEOUS

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

WE WILL BUY SECOND HAND LINOTYPE MACHINES FOR CASH.

We know a number of concerns in the market for the above machines. We prefer to deal with offices at present over-equipped. Furnish full particulars. No dealers. Newman & Company, 39 Vanderveer Ave., Woodhaven, New York.

Model 3 Linotype, serial number above 8,000, wanted. State lowest price and when delivery can be made, f. o. b. shipping point. Plainfield Daily Press, Plainfield, N. J.

FARMER SMITH,
The Children's Friend,
Cedar Grove, N. J.

PUBLISHER'S NOTICE

The Editor and Publisher and the Journalist maintain an efficient corps of paid correspondents at the following important trade centers: Boston, Philadelphia, Toronto, Cleveland, Chicago, Atlanta, New Orleans, Dallas, Indian apolis, Washington, Baltimore, and San Francisco. Other correspondents will be added from time to time. Advertisers and newspaper men will find a ready market for stories of advertising achievements, news beats, etc., by addressing the main office, 1117 World Building, New York City.

Branch offices are located as follows: Chicago, 332 S. Michigan Ave., Ryan & Inman, mgrs., 'phone Harrison 2161; San Francisco, 742 Market St., R. J. Bidwell, manager, 'phone Kearney 2121

The Editor and Publisher page contains 672 agate lines, 168 on four. Columns are 13 pleas wide and twelve inches deep.

Advertising Rate is 25c. an agate line, \$100 a page, \$75 a half page and \$42 a quarter page. Position extra. Time, space and cash discounts are allowed on contracts.

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

Readers are urged to have the paper mailed to the home address. This will insure prompt delivery.

The Editor and Publisher sells regularly at 10c. a copy, \$2.00 per year in the United States and Colonial Possessions, \$2.50 in Canada and \$3.00 foreign, and is on sale each week at the following news-stands:

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

Baltimore—B. K. Edwards, American Building. Philadelphia—L. G. Ran, 7th and Chestnut Streets; Wm. Sobel, Bulletin Building News Stand.

Boston—Parker House News Stand. Pittsburgh—Davis Book Shop, 416 Wood Street.

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

Chicago—Fornbus Book Store, 37 N. Clark Street; Post Office News Co., Monroe Street; Chas. Levy Circ. Co., 27 N. Fifth Avenue.

Cleveland—Schroeder's News Store, Superior Street, opposite Post Office; Solomon News Co., 1111 Walnut Street.

Detroit—Solomon News Co., 89 Larned St., W. San Francisco—R. J. Bidwell Co., 742 Market.

SITUATIONS WANTED

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

Advertising Solicitor desires position on live paper to do selling. Has had experience in getting out special editions for newspapers and can furnish references. Address G 1601, c/o The Editor and Publisher.

Circulation manager, thoroughly competent, resourceful, always secure results that pay. Have made circulation work a study for years. Contest, premiums or straight promotion, etc. I follow the best system of management. Cur-tailing of expense a hobby, however, not detrimental. Employers' references I. C. M. A. member. Prefer Southern location. Teetotaler and a progressive citizen. Address G 1602, c/o Editor and Publisher.

To represent a few reliable papers as Washington correspondent, I could give a good daily an exclusive service or supply a few small papers with a daily or weekly letter of 1,000 or 2,000 words at \$1 or \$2 a week. G 1603, Raymond Leecraw, Washington, D. C.

Editorial Executive, experienced in the result-ful efficient management of large news depart-ments; skilled in dressing a paper modernly; thoroughly practical in developing features; hard and conscientious worker who can get efficiency on minimum expense; energetic and resourceful; above-the-average ability, coupled with thirteen years' metropolitan and country experience—strictly high class young man who has just sold his own paper wants position as managing editor or city editor of Eastern daily. Address Editorial Executive, E 1599, c/o The Editor and Publisher.

Successful young publisher who has just sold his own paper, which he turned into a money maker in less than a year, wants position as editor, manager or both of eastern daily. Four-teen years' practical experience on dailies and weeklies in towns varying from 5,000 to 100,000. Always made good, as indorsements will show. Good organizer with executive ability and sound judgment, familiar with every department. Can make and hold friends for the paper. Address Editor-Manager, E 1600, c/o The Editor and Publisher.

Capable and energetic young man full of ambi-tion wants to fill position in the following de-partments, such as advertising, circulation and subscription departments, or to assist circulation manager, various outdoor advertising work or any position in the newspaper field, where ad-vancement is promised. Address P. Greensburg, 38 W. Kinney St., Newark, N. J.

Young American Negro, formerly associated with Colored Newspapers in N. Y. C., desires position on white daily or weekly. Will accept anything to start. Address William Kelley, 139 West 155th St., N. Y.

A man with ability, energy and experience wants to connect with paper, preferably in south, as business of advertising manager. No question as to character and references. Address "Newsum," E 1594, c/o Editor and Pub-lisher.

Circulation managership desired by young man of ability and experience with good live daily paper. Can organize and produce results. A No 1 references. Immediate engagement desired. Address E 1595, care Editor and Publisher.

Comic artist and cartoonist who has drawn one of the leading Sunday comic features and other successful comic matter for leading New York dailies, is open to any good proposition from a newspaper or syndicate. Cartoonist, c/o Curran, 1160 Bryant Ave., Bronx, N. Y. City.

Editor of 12 years' experience in news, trade paper and magazine works desires position, preferably (but not essentially) outside of New York City. Have a complete knowledge of every branch of the business; a keen nose for news; an fluent writer and an able executive. J. A. Hall, 322 East 32nd St., Brooklyn, N. Y.

Young man with over ten years' experience in advertising, Business and Circulation depart-ments, now in position as Circulation Manager, desires to make change. Address Box E1589, c/o Editor and Publisher.

Department Managers—I want a job in either circulation, editorial or art dept's, preferably the latter. Am anxious to get in. Young, will-ing, easy to please in both hours and salary. All I ask is a Job. References, Z. X., "210."

Rotary Pressman-Stereotyper on Goss or Hoe presses, thoroughly practical in both branches, strictly temperate, experienced, A-1 reference, guarantee entire satisfaction, want to connect with a reliable publishing concern that will appreciate efficiency in every particular, whose business is in such shape to enable a competent Pressman-Stereotyper to command \$30.00 per week. Two weeks' notice. Particulars in first letter. Address Rotary Pressman-Stereotyper, c/o Editor and Publisher Co., New York City.

FOR SALE

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

For Sale at Rare Bargain—Cash or part in bankable paper, two daily newspaper flatted presses. Immediate action essential. One eight page Duplex perfecting, one Campbell, suitable seven column paper with moderate circulation. Both giving satisfaction when dailies con-sulted. "Auditor," c/o Editor and Publisher.

Prosperous Northern Daily capable of pro-ducing larger revenue can be had by competent publisher for about \$5,000 with \$2,500 down. Immediate possession. Address Banker, care Editor and Publisher, New York.

\$25,000 Cash

available as first payment on at-tractive eastern, northern or west-ern daily newspaper property. Might use more cash if proposition sufficiently attractive. Proposi-tion M. Z.

CHAS. M. PALMER

Newspaper Properties
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SOUTHERN WEEKLY

Leading paper in most desirable County Seat town of 5,000 popula-tion. Good business possibilities and efficient plant including No. 8 Linotype. Price \$8,500; one-half cash, balance arranged.

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Bustling, modern city of 25,000. Only morning paper, acknowl-edged leader, official city and county paper; one evening com-petitor. \$16,681.82 profit last two years. Opportunity for large business and valuable property. Price \$65,000. Proposition 928x.

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Newspaper man with twelve years' experience as pub-lisher, general manager and all around executive wishes to buy substantial interest in daily in growing city of 50,000 to 100,000.

Or will entertain offer from owner to become general manager on straight salary or salary and bonus for in-crease in profits.

What have you to offer? All negotiations in strict confi-dence.

Address, "Experienced Pub-lisher," Box 380, care of Edi-tor and Publisher.

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

A plan telling in detail, "HOW TO GET A SATISFACTORY 'SITUATION,'" mailed post-paid for \$1.00. Some say it's worth a hundred. Your copy is ready. HARRIS-DIBBLE COM-PANY, 171 Madison Avenue, New York.

TIPS FOR THE AD MANAGER

N. W. Ayer & Son, Philadelphia, are reported to be making up a list of newspapers for a spring campaign for Ruecheim Bros. & Eckstein, "Cracker Jack" Pop Corn, Chicago and Brooklyn, N. Y.

D'Arcy Adv. Company, St. Louis, is placing 1,800 l. 1 yr. contracts with some city newspapers for the Business Men's League, Hot Springs, Ark.

Geo. L. Dyer Company, New York City, is placing orders with a few newspapers in the South and Southwest for the Kellogg Toasted Corn Flake Co., "Krumbels," Battle Creek, Mich.

Erwin & Wasey Co., Chicago, is making 10,000 l. contracts with a selected list of newspapers for the Goodyear Tire & Rubber Company, "Goodyear Tires," Akron, Ohio.

Hoyt's Service, New York City, is placing 7 in. d. c. t. a. w. orders with newspapers in New England, New York, Pennsylvania and some in the Middle West for Lash's Bitters Company, "Lash Bitters," New York City and San Francisco.

Wyle B. Jones Adv. Agency, Binghamton, N. Y., is reported as having the account of the Pleasant Valley Wine Company, Great Western Champagne, Rheims, N. Y.

Bloomington-Weiler Adv. Agency, Philadelphia, is beginning to place 340

Advertising Agents

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

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

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

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

Publishers' Representatives

ARKENBERG SPECIAL AGENCY,
Newspaper Publishers Representatives
702A World Bldg., New York
406A Madison Ave., Toledo, O.

M. L. KATZ,
Peoples Gas Building, Chicago, Ill.

CONE, LORENZEN & WOOD-
MAN,
Brunswick Bldg., N. Y.; Advtg. Bldg.,
Chic.; Gumbel Bldg., Kansas City.

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

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

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

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

to 500 l. orders to run t. a. w. for one year with Pennsylvania newspapers for the Pennsylvania State Brewers' Association, "Facts vs. Fallacies" copy, Philadelphia.

H. H. Levey, New York City, is making trade deals with newspapers for the Hotel Seville, New York City.

Lord & Thomas, Chicago, are placing copy to run 11 times with a few selected newspapers for Dr. R. Schiffman "Schiffman's" Asthma Remedy St. Paul, Minn.

J. W. Morgan Adv. Agency, New York City, is again placing orders with newspapers in selected sections for Chas. Cluthe & Sons, Trusses, New York City.

Frank Presbrey Company, New York City and Philadelphia, are making contracts with Pennsylvania newspapers for Shaue Bros. & Wilson Company, "King Midas Flour," Philadelphia. This agency is also placing 4 in. 156 t. orders with newspapers for Shredded Whole Wheat Company, "Shredded Whole Wheat," Niagara Falls, N. Y. For the American Tobacco Company, "Sovereign Cigarettes," New York City, this agency is placing 40 in. 26 t. and 20 in. 52 t. orders with a selected list of newspapers on contracts.

Religious News Adv. Agency, Brooklyn, N. Y., is again placing orders with newspapers in selected sections for Pastor Russell Sermons, Brooklyn, N. Y.

Frank Seaman, New York City, is placing 4,000 l. new schedules with newspapers generally for Liggett & Myers Tobacco Company, "Fatima Cigarettes," St. Louis and New York City.

J. P. Storm, New York City, is again placing a few orders with some Eastern newspapers for Park & Tilford, Grocers, New York City.

Thomas Adv. Service, Jacksonville, Fla., is making 2,250 l. contracts with a few Middle West newspapers for the Florida First Commission, Florida Board of Trade.

The Beers Adv. Agency, Havana and New York, is arranging for renewals for the D D D Company, to start right after the New Year and to run in Cuba and Porto Rico papers through 1916, with 15 changes of copy.

The Government of Cuba is placing development advertising in several important Eastern dailies, among them the Philadelphia Public Ledger and the New York Evening Post.

H. K. McCann Co., New York, now handles the advertising of Citrus Cream, manufactured by the Laughlin Fruit Refining Co., Los Angeles, Cal.

The P. F. O'Keefe Adv. Agency, Boston, now handles the advertising of the Colt's Patent Firearms Mfg. Co., Hartford, Conn.

The Ireland Adv. Agency, Philadelphia, now handles the advertising of I. S. Tyroce, manufacturer of antiseptic powder, Washington, D. C.

The Mahin Adv. Co. and the Johnson Adv. Co., Chicago, now handle the advertising of the Chicago, Milwaukee & St. Paul Railway.

Roy R. Bailey is now advertising manager of the Elgin National Watch Co., Chicago. The business is placed by the Ayer Agency, Philadelphia.

Williams & Cunningham, of Chicago, now place the advertising of the Kalo Corset Co., of that city. C. S. Netzorg is adv. mgr.

A. F. Martin is now advertising manager of Martin & Martin, shoes, Chicago. The business is placed by Lord & Thomas, Chicago.

The Stack Adv. Co., Chicago, now places the advertising of the Standard Oil Co. of Indiana.

The Erwin & Wasey Co., Chicago, now places the advertising of Spaulding & Co., jewelers, Chicago.

Lord & Thomas, Chicago, now place the advertising of the Sulzberger & Sons Co., packers, Chicago.

The Dunlap-Ward Adv. Co., Chicago, now places the advertising of the Cole Motor Car Co., Indianapolis.

The Mahin Adv. Co., Chicago, is putting out business for the Geiger-Fishback Co., teas and coffees, Indianapolis.

Dudley-Walker & Co., Chicago, now places the advertising of the Louisville & Nashville R. R., Louisville, Ky.

H. W. Kastor & Sons, Chicago, are putting out contracts for the Mentholatum Co., toilet preparations, Wichita, Kan.

F. P. Shumway Co., Boston, now places the advertising of the Wm. G. Bell Co., spices, Boston.

Wood, Putnam & Wood, Boston, now place the advertising of Houghton, Mifflin & Co., publishers, Boston.

J. T. Wetherald Agency, Boston, now places the advertising of the Old Colony Trust Co., Boston.

E. J. Ganston Agency, Boston, places the advertising of J. F. Howard, condiments, Haverhill, Mass.

The Carl M. Green Co., Detroit, now places the advertising of the Detroit Stove Works.

Erwin & Wasey Co., Detroit, places the advertising of Dodge Bros., motor cars. A. I. Philips is sales manager and George H. Philips, adv. mgr.

The Murphy Agency, Detroit, now places the advertising of the Denby Motor Truck Co., Detroit.

The G. M. Savage Agency, Detroit, is placing advertising for the Peninsular Stove Co., Detroit.

The J. Walter Thompson Co., Detroit, is placing advertising for Fred'k Stearns & Co., chemists, Detroit.

Buick Motor Co., advertising, Flint, Mich., is being put out by Taylor-Critchfield-Clague, Chicago.

Lord & Thomas, Chicago, are now placing the advertising of the Jackson Corset Co., Chicago.

W. P. Jackson is now sales and adv. mgr. of the Kalamazoo Corset Co., American Beauty Corsets, Kalamazoo, Mich. The advertising is put out by the Fuller & Smith Agency, Cleveland.

Mac Martin Adv. Agency, Minneapolis, is putting out advertising for Mothers' Macaroni Co., Minneapolis.

Clarkson A. Collins, Jr., New York, now places the advertising of Moller & Schumann Co., Hylo varnishes, Brooklyn.

Mac Martin Adv. Agency, Minneapolis, is putting out advertising for Sims Cereal Co., Minneapolis.

The Fletcher Adv. Agency, Philadelphia, is placing advertising for the Sullivan Mfg. Co., Duck's White Shoe Dressing, Camden, N. J.

Geo. Batten Co., New York, now places the advertising of H. T. Dewey & Sons Co., wines, New York.

Irwin Jordan Rose, New York, now places the advertising of George H. Doran & Co., publishers, New York.

Blackman-Ross Co., New York, now places the advertising of Earl & Wilson, collars, New York.

Street & Finney, New York, are now placing the advertising of the Beech Nut Packing Co., Canajoharie, N. Y.

Nelson Chesman & Co., New York, are now placing advertising for Dr. J. H. Dye Medical Co., Buffalo, N. Y.

Russell Law Adv. Agency, New York, now places the advertising of the Engineering Sec's Corp., financial, New York.

Lord & Thomas, Chicago, now place the advertising of the General Acoustic Co., hearing devices, New York.

J. H. Cross Co., Philadelphia, is sending out advertising for the Genuine Haarm Oil Mfg. Co., prop. med., New York.

Sherman & Bryan, New York, are sending out advertising for A. S. Haight & Co., Lackawanna Underwear, New York.

Clarkson A. Collins, Jr., New York, is now placing the advertising of the Lehigh Valley Coal Sales Co., anthracite coal, New York.

Carney & Kerr, New York, are placing advertising for Mathews Bros., Inc., Merak Cigarettes.

F. C. Green is now adv. mgr. of the O'Sullivan Rubber Co., rubber heels, New York. The advertising is placed by the J. Walter Thompson Agency.

Nelson Chesman & Co., New York, are now placing the advertising of Reckitt's, Ltd., blueing, New York.

I. J. Rose, New York, is now placing the advertising of Jacob Ruppert, brewer, New York.

Morse International Agency, New York, is sending out advertising for M. Tecl & Co., jewelry, New York.

Clarkson A. Collins, Jr., New York, is now placing the advertising of the Texas Co., petroleum, New York.

SAW MAKERS TO USE NEWSPAPERS

Big Indianapolis Concern Will Conduct Supplementary Campaign in Dailies.

INDIANAPOLIS, December 27.—After careful investigation of the field, E. C. Atkins & Company, of this city, the largest organization in the world devoted exclusively to the manufacture of saws, will use newspapers to extend their campaign to the public in some twenty cities of the country. The company has always been extensive users of space in trade publications, particularly in the lumber and hardware field, and will continue to use these mediums as heretofore.

The newspaper campaign is a supplementary campaign, the primary purpose of which is to quicken the consumer demand and strengthen the co-operation between the dealers in the cities to be touched and the Atkins Company. Inasmuch as the consumer demand for saws has never been sought through the newspapers before, the proposed campaign for 1916 is significant.

Red Flag Waves in Texas

Following an editorial in the Ada (Okla.) Evening News stating that "it was high time that the law-abiding element put a stop to such barbarism and anarchy," referring to the burning of the barns of County Commissioners Gilmore and Malone, the newspaper has received a letter containing the following threat:

"Editor Evening Paper: Your paper accuses the Socialists of burning up those barns. We did and we will blow up your office by January 1. You watch. Our plans are complete. You may think this a joke, watch and O." The letter was signed "Red Flag."

AD FIELD PERSONALS

D. L. Watson is general sales manager and R. T. Gray advertising manager of the Haynes Automobile Company, Kokomo, Ind.

W. R. Harmon is now advertising manager for Alfred Peats Company, wall paper, Chicago.

H. B. Williams is now advertising manager for the Williams Piano and Organ Company, Chicago.

E. Y. Crossmore is now advertising manager of the American Sugar Refining Company, New York. The placing is done by N. W. Ayer & Son, Philadelphia.

S. B. Knox is now advertising manager of Rockwood & Co., Gold Lion Chocolate, Brooklyn.

Harry Stoddard is now sales manager of the Art Metal Construction Company, Jamestown, N. Y., office furniture. Bloch & Herzberg, New York, place the advertising.

W. H. Stewart is now advertising manager for the World's Dispensary Medical Association, Buffalo, N. Y.

W. A. Smith is now advertising manager of the Mercer Auto Company, Trenton, N. J. Bromfield & Field, New York City, place the business.

C. T. Lee is now sales manager for Kellogg's Toasted Corn Flakes, Battle Creek, Mich. The advertising is placed by Geo. L. Dyer Company, New York.

Paul Smith is sales manager and Gail Murphy advertising manager of the Chalmers Motor Company, Detroit. The advertising goes out through the Cheltenham Agency, New York.

Willard N. Record, for nearly ten years Western representative, has been appointed general manager of Albert Frank & Company of Chicago. Louis E. Delson has been placed in charge of the new business department, under title of assistant general manager. Mr. Delson has carried on this work with marked success since the retirement of T. J. Swanson from this agency some months ago.

Rhey McCord, Jr., advertising manager for the Skinner & Kennedy Printing Company, St. Louis, has returned from a hunting trip in Osage county, Mo.

Richard Haughton, an advertising man, has recently been made secretary of the Dallas Chamber of Commerce and Manufacturers' Association. Mr. Haughton is well known as an advertising man, having been president of the Dallas Ad League during his former residence in Dallas.

Harold A. Thurlow, of the H. B. Humphrey Advertising Agency of Boston, won the first prize of \$50 in the Hampton Institute poster competition. Mr. Thurlow's poster prominently displays the familiar Hampton photograph of the young Negro student reading to his proud parents.

S. Keith Evans, for several years vice-president of the Crowell Publishing Company, has been appointed advertising manager of the New York Times Magazine.

C. N. Cook, long connected with the advertising department of the New York Times, has been made advertising manager of the Philadelphia Evening Telegraph.

TRUCK BUYERS READ DAILIES

Therefore Big Detroit Motor Concern Will Use Space Liberally

CHICAGO, December 27.—The J. C. Wilson Company, motor truck manufacturers of Detroit, Mich., has given the newspapers first consideration in its advertising budget for 1916, recently completed, according to Stanley C. Wilson, secretary of the company, who was in Chicago in that connection last week.

"Our advertising department," said Mr. Wilson, "in arranging for its next year's advertising, decided to buy space in just the same manner as we buy material. We have figured that the cost of producing a motor truck includes just so much advertising, and from a careful analysis of the situation we have come to the decision that the daily papers will serve us best. We believe that our best results will come from that source.

"It is the user that we care to reach directly, and we believe that through the medium of the daily press we will find the best means of attaining that end. Few realize, in my opinion, the immense good which the daily publications of America have accomplished for the automobile business in general and for the truck business in late years. The public must be advertised to the motor truck and its possibilities, and I believe it can be best educated through a liberal support of the daily newspapers."

The Wilson Company now is placing agencies for its trucks in cities throughout the country, and extensive advertising is being purchased in the columns of papers in those cities.

ADVERTISING IS INCREASING

Research Report of A. A. C. W. Will Show Improved Business Conditions

INDIANAPOLIS, December 26.—The merchandising research report of the Associated Advertising Clubs of the World, prepared under the direction of "Mac" Martin, of Minneapolis, will be published as January issue of Associated Advertising. It shows a general improvement of business conditions. With the issue will go a story about business, touching the particular locality the magazine reaches. All New York subscribers, for instance, will receive the story about New York conditions. Accompanying the story will be maps and other data to aid in putting the information of the report in graphic form.

The report will show that local advertising and local sales increased in cities all over the country. It will also give detailed information about the clothing, hardware, drug, grocery, jewelry and department store business in every community touched, and give the figures for the increase or decrease shown.

AMONG TEXAS AD CLUBS

"A great big gabfest, joyfest and cabaret, with a lot of entertainers, and turkey meat, and all the trimmings that go with this sort of eating," is the way an advance notice from the entertainment committee of the Dallas Advertising League announced the Christmas entertainment planned by the members of the league, and the meeting itself on Tuesday was all that the committee had said it would be. Business was not mentioned, but a regular Christmas program was carried out, the Dallas-reared girls that are now starring in vaudeville and three members of the league appearing in the numbers.

Chef Tony Bazar, who directed the preparation of the luncheon, was called from the kitchen and the ad men exacted a promise from him that he would be with them next Christmas to have charge of the preparation of their luncheon. This was the sixth Christmas luncheon for the advertising men that Chef Tony had prepared.

The Fort Worth Ad Club at its last regular meeting devoted its discussions to criticisms of the advertisements appearing in last Sunday's Fort Worth newspapers. The discussions were under the leadership of H. C. Burke, Jr.

The Following Newspapers are Members of

THE AUDIT BUREAU OF CIRCULATIONS

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

ALABAMA. NEWS Birmingham Average circulation for October: Daily, 37,393; Sunday, 35,750. Printed 2,507,884 lines more advertising than its nearest competitor in 1914.	NEW YORK. COURIER & ENQUIRER.....Buffalo IL PROGRESSO ITALO AMERICANO.....New York DAY.....New York The National Jewish Daily that no general advertiser should overlook.
CALIFORNIA. EXAMINER Los Angeles A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.	NEBRASKA. TRIBUNE Hastings Circulation A. B. C. report, 7,100. Full leased wire report United Press.
GEORGIA. JOURNAL (Cir. 57,531).....Atlanta CHRONICLE Augusta LEDGER Columbus	OHIO. PLAIN DEALER.....Cleveland Circulation for November, 1915: Daily 134,848 Sunday 167,599 VINDICATOR Youngstown
ILLINOIS. HERALD Joliet STAR (Circulation 21,589).....Peoria	PENNSYLVANIA. TIMES Erie DAILY DEMOCRAT Johnstown TIMES-LEADER Wilkes-Barre
IOWA. REGISTER & LEADER.....Des Moines EVENING TRIBUNE.....Des Moines Essential to covering Des Moines and vicinity.	TENNESSEE. BANNER Nashville
KENTUCKY. MASONIC HOME JOURNAL.....Louisville, Ky. (Semi-Monthly, 32 to 64 pages) Guaranteed largest circulation of any Masonic publication in the world. In excess of 90,000 copies monthly.	TEXAS. AMERICAN Austin "The Twentieth Century Paper of Texas" is absolutely independent, printing all the news all the time and printing it first. Seventy per cent. city circulation by carrier. CHRONICLE Houston The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday. POST Houston Over 90% of carrier circulation stays in the homes. Proof on request. Government Report, 28,810 net. TELEGRAM Temple Net paid circulation over 6,000.
LOUISIANA. TIMES PICAYUNE.....New Orleans	UTAH. HERALD-REPUBLICAN.....Salt Lake City
MICHIGAN. PATRIOT (No Monday Issue).....Jackson Gov. Statement Oct. 1, 1915—Daily, 11,403; Sunday, 12,568. Member A. B. C. and A. N. P. Assn. Flat rates, 28 cents. Guaranteed position, 35 cents.	VIRGINIA. DAILY NEWS-RECORD.....Harrisonburg In the famous Valley of Va. only paper in the richest Agricultural County in United States.
MINNESOTA. TRIBUNE, Morning and Evening.....Minneapolis	WASHINGTON. POST-INTELLIGENCERSeattle
MISSOURI. POST-DISPATCH.....St. Louis Is the only newspaper in its territory with the beautiful Rotogravure Picture Section. Circulation first six months, 1915: Sunday average 350,066 Daily and Sunday 204,497	CANADA. ONTARIO. FREE PRESS London DAILY HERALD.....Stratford Largest circulation in Perth County. The paper that Perth County people want to read.
MONTANA. MINER Butte Average daily, 11,684; Sunday, 17,971, for 3 months ending March 31st, 1915.	
NORTH CAROLINA. SENTINEL Winston-Salem October gov't report 5,343, net gain October, 1915, over October, 1914, 1,028 copies.	
NEW JERSEY. PRESS (Circulation 7,945).....Ashbury Park JOURNAL Elizabeth PRESS-CHRONICLE Paterson COURIER-NEWS Plainfield	

ROLL OF HONOR

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

ILLINOIS. SKANDINAVEN Chicago	NEW YORK. BOLLETTINO DELLA SERA.....New York
INDIANA. THE AVE MARIA.....Notre Dame	PENNSYLVANIA. TIMES Chester
NEBRASKA. FREE PRESS (Cir. 128,364).....Lincoln	

New Orleans States

Member Audit Bureau of Circulation.
Sworn Net Paid Circulation for 6 Months
Ending Sept. 30, 1915

33,142 Daily

We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans.

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

Circulation data sent on request.

The S. C. BECKWITH SPECIAL AGENCY
Sole Foreign Representatives

New York Chicago St. Louis

THE NEW YORK GLOBE

Sells Advertising Space in the full confidence
that those buying it will get

SATISFACTORY RESULTS

180,000 net paid circulation, meaning probably 900,000
daily readers intensely interested in their
newspaper.

The Globe has been continuously "doing things" for its
readers and advertisers, and represents a con-
stituency more closely related regarding
confidence than can be found
anywhere else.

Over 100,000 people are vitally interested in the
Globe's Pure Food campaign.

Over 30,000 New York school teachers consider the
Globe their unofficial organ.

Over 80,000 children are members of its Bed Time
Story Club and cry for it every evening.

Other thousands upon thousands like its presentation
of the news, its editorials, its financial articles,
its fashion news and its many exclusive de-
partments.

And They All Have Absolute Confidence Regard-
ing The Integrity Of The Advertising It Prints.

O'MARA & ORMSBEE, Inc.

CHICAGO
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Special Representatives
Member of the A. B. C.

NEW YORK
Brunswick Bldg.

