

THE EDITOR AND PUBLISHER AND JOURNALIST

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NEW YORK'S 1915 BUSINESS OUTLOOK.

What the Business Manager of the Leading Newspapers Have to Say About It—All Are Optimistic and Declare Their Belief That Good Times Are Coming in the New Year.

THE EDITOR AND PUBLISHER herewith presents the views of the business managers of New York's leading dailies on the outlook for business in 1915. A perusal of them shows that there is every indication that the New Year will witness a revival of trade and that the newspapers will get their share of the prosperity that will result. The interviews follow:

Don C. Seitz, business manager of the New York World—Our Chicago office assures us that the volume of advertising originating in the Middle West and coming East in 1915 will be very satisfactory. Of late local business has occasionally risen above the corresponding day of last year, and I believe those days are to become much more frequent in 1915. It is my impression that the losses we have sustained through the failure or going out of business of several large department stores will be more than made up next year by increases in advertising carried by present advertisers.

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

We have a right to believe that the newspapers are going to carry a much larger volume of advertising in 1915 than in 1914. Here in New York we need an increase of only 8.7 over last year to bring the amount up to normal.

Howard Davis, business manager of the American—The only way to get a line on 1915 is to study present tendencies and draw your own conclusions. For the last six or eight weeks conditions have rapidly improved.

By taking into consideration the loss of financial advertising on account of the closing of the Stock Exchange, the loss of steamship advertising on account of the war, and the loss in medical advertising formerly carried, but now refused by the American, our total advertising earnings last week, the week before Christmas were actually greater than the corresponding week of last year. And this splendid result was not aided by special editions or schemes of any kind.

We have closed more contracts with old and new advertisers during the last six months than we did last year during the same period. What we have lost in contracts with large space users

is being made up by the large number of small space users. This latter fact indicates a better feeling among the retail merchants of the city than has prevailed for a long time. Merchants are not going to spend money unless they are confident they are going to get it back. They will not advertise when conditions are uncertain or unfavorable.

I am not banking much upon the war as a stimulant to business here. In fact, I am inclined to believe that not until peace has been declared will we receive the real business benefits that must follow the prolonged conflict. When the nations get through fighting and the soldiers return to their homes and usual vocations then the United States will enter upon a period of great prosperity.

Another thing. If we can only induce our people to believe that we can produce goods here that are as satisfactory as those that have hitherto been imported, we will not only keep in America the money hitherto spent on imported goods, but we will give employment to thousands of men who are now idle.

John C. Cook, business manager of the Evening Mail—I am a constructive reactionist in regard to business. The outlook for 1915, from my viewpoint, is most promising. People have got over their war scare. They no longer fear that something dreadful is about to happen, and are talking more about business and less about the war. Confidence is returning. The opening of the Stock Exchange and the granting of a 5 per cent. increase in freight rates to the railroads will be helpful in restoring public confidence.

I look for a notable increase in advertising revenues all along the line. A number of advertisers who dropped out soon after the war started have returned to the fold. With our abundant crops, and the absence of any serious labor or other troubles 1915 ought to be the best year we have had in a long time.

G. Vernon Rogers, general manager of the Tribune—The business depression that has existed during the five months that have passed since the European war began has been about 50 per cent. due to general conditions and 50 per cent. to fear of what might happen. There is not the slightest doubt that general conditions are improving and that business men have about recovered from their fright and are paying more attention to their own affairs and less to the war.

The results already noticeable encourage me to believe that we are entering upon a period of prosperity. We cannot shut our eyes to the fact that the United States will profit by the war. Foreign nations must turn to us for many things that they have hitherto produced themselves.

With a more cheerful outlook ahead our manufacturers and producers must do more advertising in the daily newspapers.

Advertising costs have been steadily increasing due to the unproductivity of much of the advertising that has been done. The Tribune's recently adopted policy of guaranteeing its advertising is going to help correct this

tendency. Other newspapers will undoubtedly follow our lead so that after awhile the public will have greater confidence in the advertising printed in them and increased sales will naturally follow.

The drift of sentiment toward guaranteed advertising shows that the public is doing some serious thinking on the subject. Our experience with it has been most gratifying. Putting the new policy into operation has not proved so much of a job as we anticipated it might be.

We are building up here in the Tribune an organization that in efficiency will, I believe, equal if not excel that of any other newspaper in the city. We are prepared for big business in 1915 and we are certainly going to get it.

Jason Rogers, publisher of the Globe—Prophecy is not my forte and therefore I cannot tell with any degree of certainty what is going to happen in 1915 but from information that has come to me during the last two months I am confident that the new year is going to bring the Globe the largest volume of business in its history. If I am right in this contention the Globe is not going to be the only paper that is to enjoy prosperity in 1915.

We have at present more advertising contracts on our books than at any time since I have been connected with the Globe. That is one reason why I am so confident that the new year will bring us better business. Moreover we are in better shape to take care of it. While other newspapers cut down their staffs soon after the war started we kept on all our men in the several departments, and when a good man who had been fired from some other newspaper came along and who would strengthen our organization, we hired him and put him to work. The result is that we are in a position to do better work than heretofore and haven't got to spend time in reorganization when business in large volume presents itself.

During 1914 the Globe used more space in the trade papers to advertise itself than during any similar period in its history. This may or may not be responsible for the good condition in which we now find ourselves. I believe the important advertisers of the country are reading trade papers with more interest than ever before. I know from personal experience that THE EDITOR AND PUBLISHER is read with remarkable care by the advertising managers of the largest concerns in the country for they have told me so when I have had conferences with them.

Louis Wiley, business manager of the New York Times—If one may believe in signs, one may certainly expect a successful year during 1915 for all meritorious newspapers, as all signs point that way. There is no escaping the fact, unpleasant as it may seem to some persons, that the United States will eventually profit very greatly by and through the great war. Virtually the whole of Europe is engaged in work of destruction; production and construction have almost ceased, except for the manufacture of the munitions of war. It is not exaggerating to say that at least two hundred million people will be dependent upon American products for sustenance. American farms, mines, mills, railroads and business houses generally, will be overworked to meet this demand, which will be additional to the normal consumption of our own citizens.

This cannot help but mean better

times, for it necessarily means employment for those who are now out of work, and expansion in all lines of business. It means more money in circulation; a better market for all products subject to advertising. And who will profit by increased advertising to a greater extent than those newspapers which are known to yield profitable returns upon the money spent in them?

I take an optimistic view of the outlook. Financial and commercial activities will be accompanied by advertising activities, especially in newspapers. The great quantities of merchandise which will be manufactured must be sold, and the quickest, best and most economical way to sell it is through the agency of the newspapers.

During the past year the New York Times has risen to a circulation exceeding 300,000 copies a day; and this circulation has been obtained not as the result of the war but of many years' efforts to produce the best newspaper.

Emil Scholz, business manager of the Evening Post—I can see no reason why 1915 should not be a far better year for business than 1914 has been. In fact 1914 has not been such a bad year for the Evening Post. Circulation has increased 30 per cent., which you will admit is going some. In regard to advertising I need only state that the Evening Post is one of the only two newspapers in New York that shows an increase in number of lines carried during 1914. While the paper has long been regarded as the most popular with financial advertisers, as a matter of fact financial advertising aggregates only 27 per cent. of the entire volume. Department store advertising leads all other classifications, the amount carried being about 50 per cent.

Conditions are such that we confidently believe all the newspapers are to do a much larger business next year. Although our general export trade has suffered heavily because of the war our loss in that direction will, I believe, be much more than made up by purchases of food stuffs and other supplies for the armies now in the field and for the people left behind at home.

Thomas B. Spencer, business manager Sun—Few men outside of New York newspaper circles have any conception of advertising conditions here in New York during the past year, and especially during the last five months. The war closed the Stock Exchange, with the consequent curtailment of financial advertising. Large advertisers materially reduced their advertising space or stopped advertising altogether. Steamship and travel advertising has ceased almost entirely. In addition to these conditions it should be remembered that several of the large department stores have gone out of business.

But in spite of all these drawbacks the New York newspapers are not as badly off as might be expected. Take the Evening Sun as an illustration. In 1913 it gained 600,000 lines over 1912. This year it has gained 400,000 lines or a total of 1,000,000 lines for the two last years. I will admit that there is only one other paper in the city that shows a gain in advertising for the year just closing. The morning papers show a loss.

The encouraging thing about the situation is that a lot of new business has been developed during the last two months and when the old advertisers, who dropped out temporarily, return to the fold, as they are about to do, things will not be at all bad. There is a healthier, brighter tone in business

than there has been for some time. I don't believe the war is going to bring us any great amount of prosperity. At least for the present, but I feel certain that our consumption of home made goods is to be largely increased. The war has cut off the importation of hundreds of millions of dollars worth of goods that can be manufactured right here in America. I am confident that 1915 will develop a healthy volume of business and that the newspapers will get their share.

W. A. Thomson, director of the Bureau of Advertising, American Newspaper Publishers' Association, has just returned from a five weeks' trip throughout the Middle West and Northwest.

Mr. Thomson saw a large number of manufacturers and called upon publishers and advertising agencies. He says of the general business situation:

"I was glad to find an optimistic tone everywhere and, as a matter of fact, the general rule seems to be that business is good throughout the territory I visited.

"Plans for national advertising campaigns are going steadily forward, indicating that national advertisers expect normal or better conditions during 1915. Of course, there are some exceptions, but the general attitude appears to be one of confidence in the future.

"Incidentally, I am pleased to note a tremendous increase in the interest of manufacturers in newspaper advertising. As a result of the efforts of the newspapers, working with this bureau, there will be a number of new newspaper accounts in 1915.

"This increased interest is not confined to any particular line, as I saw firms making clothing, food stuffs, hardware specialties, auto accessories, toilet articles and miscellaneous products.

"It is also a fact that there is comparatively little to complain about local business in most of the middle western and northwestern cities."

W. E. Haskell, business manager of the Press—In my judgment the business of 1915 is going to be just what American business men are going to make it.

With foreign trade debits wiped out and foreign trade credits established, or about to be; with a demand for all of the products of these United States created by a war which has laid a paralyzing hand on the industries of most of the nations of Europe; with manufacturing stimulated by this demand in almost every State of the Union, 1915 should see the beginning of a period of prosperity never before equaled in the history of our business life. But will it?

If business only thinks that it will prosper, it will. But if pessimism holds sway, nobody will be able to recognize prosperity when it actually arrives.

Such is the psychology of the present situation.

Herbert F. Gunnison, Business Manager of the Brooklyn Daily Eagle—A friend of mine, a large exporter and importer in New York City, said to me recently, "In a short time business will be so good that all of us will be smoking 50-cent cigars." I don't think newspaper men ought to smoke 50 cent cigars. They are too expensive. This remark of my friend, however, indicates what one man who is in a position to know, thinks about business conditions in this country.

Indications from all directions point to the fact that we are soon to enter upon a period of prosperity. The European war is bound to make large demands upon this country for supplies. That means that the United States will benefit, temporarily at least, because of the misfortunes of other countries, but it is just as true that where there is so great loss of life and property that all nations of the world are bound to suffer. The United States must pay a part of this tremendous debt caused by the war.

I don't believe it wise for the newspapers to attempt to "accelerate" unduly the coming of prosperity to this country. When the prosperity circus

comes to town we will all know it and the newspaper men should be ready to get on the band wagon. But in times like these we are apt to make a great mistake if we unduly urge advertisers to spend a large amount of money in publicity unless we are pretty sure that they will have adequate returns.

There may be some advantage to the newspapers to continue for some months with "poor, pickings." These recent lean months have made us more economical, have taught us to study costs more carefully, and to run our establishments in a more business-like manner. We know that in a great many departments, the wages and salaries have been out of all proportion to the values received. There is a readjustment going on to day not only in our business but in every business and in the homes of the individuals, leading to saner living and more economical methods of housekeeping and of personal expenses.

These forced conditions all have economic value and in the end, the newspapers may be far better off by the experiences we have had the past year, than if our advertising returns had continued at the high water mark. I have little sympathy for these sporadic attempts made by boosters and promoters to try to hoodwink the public into believing that prosperity and good times are actually here, when in reality none of us know just what conditions are. We should, of course, do everything that we can to help along the business of the nation and to encourage our people to go into new lines of business and not to hoard their money; not to be despondent or discouraged, but all pull together to advance the interests of this nation to the fullest extent. The newspapers can help to do this in many ways but we must not deceive ourselves or deceive the public as to true conditions.

ASSOCIATED PRESS WINS.

Illinois Appellate Court Reverses a Judgment in Favor of Milwaukee News.

In Chicago on December 22 the Illinois Appellate Court reversed a judgment of \$23,025.90 against the Associated Press, granted by the Circuit Court in favor of the News Publishing Company of Milwaukee. The reviewing court held that the trial court should have directed a verdict for the defendant.

The case was based on the action of the Associated Press in requiring the plaintiff on March 31, 1897, before becoming a member, to turn over to it for the benefit of the Milwaukee newspapers which were already members of the Associated Press, and consented to the admission of the News as a member, any claims which the News might hold against the United Press under alleged breach of contract made March 6, 1894, and \$10,000 additional.

The opinion says that as the requirement was made at a meeting of the Board of Directors in New York the case should come under the New York law, and therefore no injury was done the plaintiff by the requirement.

A Good Law.

A new newspaper law has been passed in Canada, which, in a measure, protects the publishers of newspapers from being defrauded out of back subscriptions. Frequently cases come before the publisher where persons canceled their paper, but, incidentally "forgot to pay arrears" of subscription. Under the new law, however, the publisher can continue to send his paper (even if refused) until such time as said arrears have been paid.

The National Lumber Manufacturers' Association at a conference here has taken steps to establish a bureau to bring their product before the public in its proper light.

There is a prospect that President Wilson may attend the advertising convention here in June if he finds it convenient.

CHICAGO HAPPENINGS.

Newspaper Representatives Association Election—Examiner Annual Doll Pageant—National Lumber Manufacturers to Advertise—Personals.

(Special Correspondence.)

CHICAGO, ILL., Dec. 23.—The Newspaper Representatives' Association of Chicago, although not very large in membership, yet represents several hundred of the larger daily papers of the country. It includes 41 of the 54 publishers' representatives located here. It held its annual meeting last week and elected the following officers for the ensuing year: President, W. Y. Perry; vice-president, James E. Verree; secretary, Charles S. Fredericks; treasurer, Elmer Wilson; board of directors, chairman, Robert E. Ward; E. S. Wells, Jr., R. J. Virtue, W. Y. Perry, C. S. Fredericks; membership committee, A. W. Allen, W. H. Kentnor, A. E. Chamberlain. The society was organized in 1900 with the object of bringing these representatives closer together and aiding in their work by a mutual co-operation. It also aims to secure and disseminate among them information as to the financial standing of advertisers and agencies, and to consider the applications of advertising agencies seeking recognition and recommend action thereon. It aims to co-operate with advertising agencies in furthering the interests of general advertising in daily papers. There is a promotion committee provided for in its constitution to prepare and present plans for advertising. In his annual report the retiring president, Robert E. Ward, reviewed the work done by the society in the past year. Among the things accomplished was the issuing of a weekly bulletin regarding advertising affairs, a booklet with Mr. Chamberlain's speech at the Bull Ring of the A. A. A. last February, a list of advertising agencies and solicitors, which was such a success that it is to be corrected and issued every six months. A list of automobile manufacturers and their advertising agents was also gotten up. A list of medical preparation and blind ads was recently issued. They co-operated in the formation and launching of the Audit Bureau of Circulations. They took a hand in the Toronto convention of the A. A. C. of the W. and have striven to dignify and solidify the profession. They are working just now with the Bureau of Advertising of the American Newspaper Publishers' Association to develop more interest in newspaper advertising generally. They also participated in some charitable affairs, gave a dinner November 30 at the Advertising Association to their associates and assistants and are to take an active part in this year's convention here of the A. A. C. of the W.

The Herald's latest move is to sign Frank L. Chance, the popular ball player, as a member of its sporting staff as an aid to amateur ball players, especially the kids, who admire him so as Chicago's idol in this game.

The Examiner staged its annual doll pageant for its Christmas fund on Wednesday and Thursday of last week at the Hotel Sherman and realized a large sum. The fund was expended this week in supplying Christmas dinners for deserving poor families, a store building on Franklin street being used for several days preparing for the distribution which was a big undertaking.

C. A. Briggs, Tribune cartoonist, has illustrated a novel by Mrs. Charlotte Hay Meredith, of Peoria, which has just been published.

The resignation of Felton P. Kelsey as editor and vice-president of the Gas Record is announced. He will on January 1 become advertising manager of the Philadelphia Ledger.

The Advertising Association of Chicago gave a dancing party in the La Salle Hotel on Friday evening to raise a fund for its pet charity, the Off the Street Club. Professional dancers demonstrated some of the latest new steps.

GEORGE W. DUN DEAD.

Editor and Publisher of the Toledo (O.) Times Victim of Overwork.

George W. Dun, editor and publisher of the Toledo Times, died suddenly in his office December 19 from cerebral apoplexy, brought on, it is said, from overwork. Mr. Dun had been joking just a few minutes before he was stricken. Suddenly he complained of feeling ill and asked to be assisted to a place where he could recline. He collapsed while being carried to the mailing department.

He had been serving as treasurer of the relief committee for the city's needy poor and with his work, which kept him unusually busy of late, he was inclined to overlook his ailment which might have received more attention had he been less occupied with the welfare of others.

Mr. Dun's was an active life. Born on a farm near Dublin, O., July 27, 1861, not far from Columbus, he lived there with his parents until he left home to begin his studies in the Ohio State University, from which institution he graduated with honors.

His first newspaper experience was as business manager of the Columbus Press-Post. Later, he undertook the publication of the Columbus Citizen, which he afterwards sold to the Scripps-McRae League.

In 1907 Mr. Dun purchased the Toledo Press, a Toledo afternoon paper that had a short existence. He changed the name of the paper to the Citizen, but discontinued its publication when he took control of the Toledo Times, February 9, 1908.

Mr. Dun was identified with a number of fraternal organizations, having been a thirty-second degree Mason and a member of the Elks. At one time he was president of the Phi Kappa Psi fraternity. He was a member of the Toledo Commerce Club, and was actively interested in many movements for the advancement of Toledo.

Agricultural Publishers See Light.

The Agricultural Publishers' Association met in Chicago, December 2nd, and amongst other things adopted the following resolution:

"Whereas the purpose of this organization is the observance, as publishers, of the high ethics as set forth in the Standards of Practice as adopted by the agricultural department of the Associated Advertising Clubs of the World, and

"Whereas the important work of this association, as set forth in its constitution and by-laws is to conduct the work to secure fair understanding and mutually beneficial co-operation between this association and advertisers, advertising agencies, publishers in other fields and commercial organizations of retailers, wholesalers and manufacturers in various lines, therefore, be it

"Resolved—that it is the sense of the members of the Agricultural Publishers' Association that the farm papers of America do exclude from their columns copy attacking retail or wholesale dealers, assailing advertisers selling either direct or through dealers, or reflecting in any unfair manner upon a competitor in business."

This association comprises about 40 of the leading farm papers. They have all subscribed to the Standards of Practice adopted at the Toronto convention of the Association Advertising Clubs of the World and are members of the Audit Bureau of Circulations. They now have under way an affiliation with the A. A. C. of W. The association intends to go very thoroughly into trade relation work, as outlined in the above resolution.

Bishop Samuel Fallows and Col. Henry M. Turner, both veterans of two wars, addressed the meeting of the Chicago Press Club last week on "The Plan for Increasing the Efficiency of the Militia of the United States."

WASHINGTON TOPICS.

PROPOSAL TO CHANGE RATE OF NEWSPAPER POSTAGE WILL RAISE AN OLD TIME FIGHT.

Press Club Election Arouses Much Interest—Censorship of Civil War Days Recalled—Royal Decoration for Chicago Newspaper Man—A New Orleans Picayune Story—Correspondent's Play Produced.

(Special Correspondence.)

The recommendation of Postmaster General Burleson in his annual report that second-class mail be divided into two classes and a different rate charged for newspapers than for periodicals will again raise the old fight that had its climax in the middle of the last administration. At that time it was proposed to increase the rate of postage on the advertising sheets of the periodicals, leaving with the Postmaster General the decision as to what was a periodical and what a newspaper. The recommendation of the Postmaster General in his annual report this year is somewhat indefinite, but indicates that the rate should be increased upon all publications except newspapers which are published less frequently than once a week, and upon all publications that are not newspapers published once a week. The object of this proposition, it is said, is to increase the rate of postage on all of the so-called weekly periodical publications as well as the magazines, and to avoid an increase of rate upon newspapers.

SUNDAY SUPPLEMENT.

Of course, in this connection there will be a question as to how the magazine supplements of the Sunday papers shall be classed. The publications which would suffer most by having the rate of postage increased would be the farm, fraternal and trade publications. They are not newspapers and they would be subject to the increased rate.

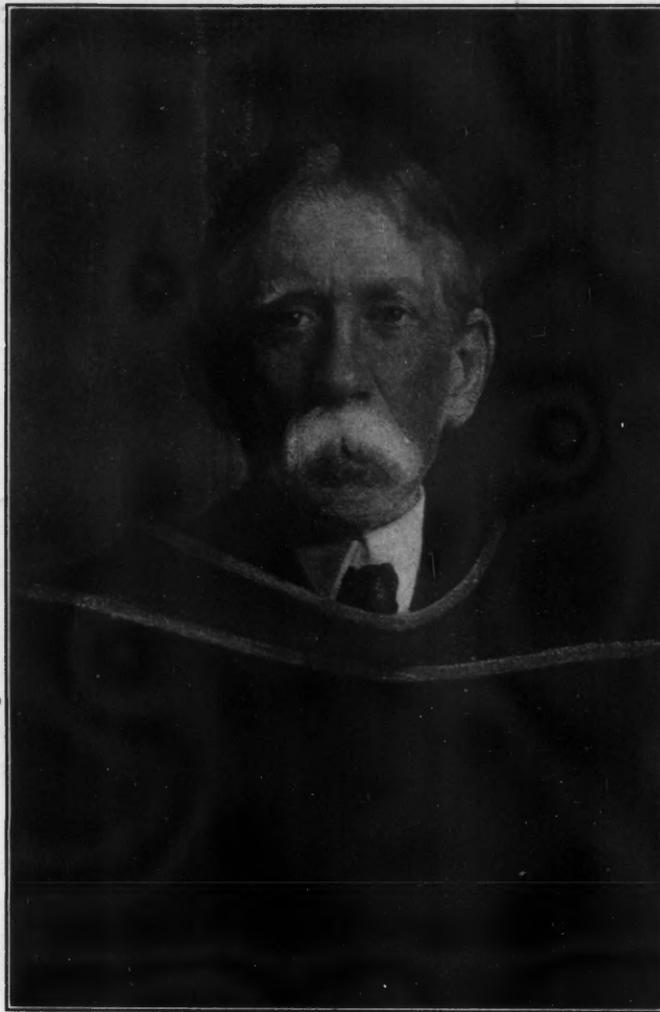
Another question is raised and one which will cause Congress to move with a great deal of care and circumspection: The proposition suggested by the Postmaster General will give that official the authority to determine what shall be classed as periodicals and what shall be newspapers. There is every indication that Congress will debate at length the proposition before consenting to give any department such a great authority, especially when there is no distinct line of demarcation. It would almost amount to a censorship. It would also mean that many publications now issued as periodicals could possibly add a few news features and become "newspapers" and escape the increase.

P. O. APPROPRIATION BILL.

The postoffice appropriations bill is now before Congress and the recommendations of the Postmaster General will be discussed shortly.

The center of interest among the Washington correspondents is the election of Press Club officials which will take place on December 28. Frank B. Lord of the Buffalo Times has no opposition for the presidency of the club and Grafton S. Wilcox of the Associated Press is unopposed for the vice-presidency. A lively but friendly fight for the secretaryship of the club is between Charles C. Hart of the Spokane Chronicle, present incumbent, and William A. von Benschoten of the Detroit Journal. John B. Smallwood, city editor of the Washington Star, and Morton M. Milford of the Indianapolis News are rival candidates for the treasurership of the club. New members for the board of directors of the club will be elected for which there are several candidates. The friends of all the candidates are very active in their behalf.

The strict censorship of the warring nations is not without precedent. Rigid and pitiless censorship of news has been known in the United States. In the days of the Civil War when the influence of sound and conscientious newspapers



TALCOTT WILLIAMS,

WHO WILL PRESIDE AT THE CONFERENCE OF THE TEACHERS OF JOURNALISM TO BE HELD IN NEW YORK NEXT WEEK.

was an important factor in the national life—as it is today—strict censorship existed. The time for censorship rigors was determined then by the military arm of the Government. There was no appeal. The order not to print would be sent out and it would be obeyed or uncomfortable consequences resulted to the editor who disobeyed.

As an example of Civil War suppression the following order sent out by Secretary of War Stanton will serve to illustrate:

"War Department, Washington, Feb. 25, 1862.

"Maj. Gen. Dix, Baltimore, Md.

"All newspaper editors and publishers have been forbidden to publish any intelligence received by telegraph or otherwise respecting military operations by United States forces. Please see this night that this order is observed. If violated by any paper issued tomorrow seize the whole edition and give notice to this department that arrests may be ordered. Order this to be delivered to-night.

"EDWIN M. STANTON,
"Secretary of War."

The same instructions were wired to the chief of police of New York, and to the military or police officials in all the important cities and towns of the United States within loyal territory or in territory under control of Union troops.

William J. McKiernan, Washington correspondent of the Newark Evening Star, who is a playwright of note, having some fifteen or twenty productions to his credit, had the satisfaction of having one of his plays, "Our Cinderella," produced by the Poli Stock Company here this week.

The Albany (N. Y.) Knickerbocker Press on Monday, Dec. 21, increased the width of its pages from seven to eight columns.

TRIBUNE STAFF HONORED ORR.

Newspaper Associates Gave Secretary to Governor-elect a Fine Dinner.

William A. Orr, secretary to Governor-elect Whitman and until recently city editor of the New York Tribune, was given a dinner by the Tribune staff a few days ago at the New York Press Club. Among the eighty present were a number of Mr. Orr's personal friends who represent other New York newspapers at the City Hall and at Albany. Ogden Mills Reid, editor of The Tribune, presided.

Short talks were made by W. C. McCloy, managing editor; Charles G. Hambidge, representing the City Hall reporters; P. T. Relehan, representing the Albany correspondents; Wallace Wheelless, formerly of the Tribune staff; R. E. MacAlarney, the new city editor, and W. L. Curtin, ship news editor. Mr. Curtin presented to Mr. Orr a traveling bag, the gift of the staff. Mr. Orr responded with a short speech.

During the evening parodies touching on Mr. Orr's career were sung, and there was a sketch, in which three members of the staff participated. W. M. Powers playing Orr, George S. Kaufman Governor Whitman and Arthur R. Ferguson A Reporter.

Vancouver Paper's Troubles.

By an order of the Chief Justice of British Columbia, made on December 18, there will be an inquiry into the affairs of the World Printing and Publishing Company of Vancouver, after which the property will be sold for the benefit of the debenture holders. The paper has been in the hands of a receiver for some time but has been running at such a loss that it was deemed advisable to petition for a sale.

NORTHCLIFFE IN PAPER WAR.

Bitter Fight Is on Between His Publications and the Liberal Organs.

A letter to the New York Tribune from its London correspondent, dated December 9 and published on December 23, says that as a result of the recent publication of a small, paperbound book, entitled "Scare-Mongering from the Daily Mail, 1896-1914—The Paper That Foretold the War," there has arisen a bitter fight between the Northcliffe newspapers and the Liberal organs, the Daily News and Leader and the Star, a fight with a political flavor which bids fair to pale the memory of other conflicts of Fleet street.

Lord Northcliffe, according to the Star, is the one man "who has been found willing to exploit the situation for the purposes of commercial advertisement or political advantage."

There has appeared in London a penny pamphlet, "The Daily Mail and the Liberal Press. A Reply to 'Scare-mongering' and an Open Letter to Lord Northcliffe." On the front page of this pamphlet appears the following quotation from Lord Northcliffe's London Evening News, dated October 17, 1913: "We all acknowledge the Kaiser as a very gallant gentleman, whose word is better than many another's bond."

The open letter referred to and reprinted in the pamphlet is by A. G. Gardiner, which appeared in the Daily News on December 5, and in which the writer says "there is something indecent at such a moment in inflicting the old battle cries on the public." While trying to make out the Northcliffe newspapers as "true prophets of the war" the writer declares the Daily News and other organs of Liberalism are represented "as the false prophets of peace."

In the pamphlet Lord Northcliffe is accused of having done more, next to the Kaiser, than any other living man to bring about the war.

President May Address A. A. C.

On December 18, by appointment, William Woodhead of San Francisco, president of the Associated Advertising Clubs, and Herbert S. Houston, of New York, of the A. A. C.'s executive committee, called on President Wilson in Washington and invited him to attend the convention of the Associated Advertising Clubs of the World in Chicago next June and address the great mass meeting at the Auditorium on the afternoon of Sunday, June 20. They pointed out to him that they believed it would offer a real opportunity for delivering a business message to the forward-looking business men of the country. He expressed a great deal of interest in the invitation and asked for a written memorandum so that it could have his very serious consideration. Both Mr. Woodhead and Mr. Houston have definite hopes that the President will go to Chicago.

A Tip for Investors.

Just before the European War broke out a syndicate of English, French and German capitalists had been organized to spend \$200,000,000 in Colombia, building a railroad and improving waterways. The terms were excellent, the municipality guaranteeing a return on the investment and to take over the whole property at the end of a certain number of years at a good interest on the original investment. This particular project was stopped when the war broke out, but it illustrates what American capital might do.

Johnstown's Christmas Paper.

The Christmas number of the Johnstown (Pa.) Leader is composed of four large sections with numerous colored pages and carries heavy advertising. Every page breathes prosperity and optimism. John E. Gable, the managing editor; Edward Gans, the business manager, and all others concerned are to be congratulated on the success of the Christmas Leader.

CLEAN JOURNALISM DISCUSSED

By Newspaper and Trade Journal Men at the Old Colony Shoe and Leather Advertising Club.

The "Guests Night" of the Old Colony Shoe and Leather Advertising Men's Association was recently held at the City Club, Boston. It was a record-breaking meeting in point of attendance and the best dinner and the best session of the season. This association of advertising men, most of whom are identified with shoe manufacturers in the South Shore district, has come rapidly to the front during the past year.

Among the guests present were H. T. Drake, president, C. O. Emerson, treasurer, and Fred E. Drake, superintendent of the Emerson Shoe Co., Rockland; John S. Kent, president of the New England Shoe and Leather Association and of the M. A. Packard Co., Brockton; Alfred W. Donovan, of E. T. Wright & Co., Inc., Rockland; W. Percy Arnold, M. N. Arnold Shoe Co., North Abington; Frederic F. Cutler, president of the Shoe Retailer; W. H. Thayer, of Lewis A. Crossett, Inc., North Abington; C. F. Richmond, of W. L. Douglas Shoe Co., Brockton; Myron L. Keith, of George E. Keith Co., Brockton; Elmer J. Bliss, of the Regal Shoe Co., Whitman; James H. Stone, editor of the Shoe Retailer; Everit B. Terhune, Boot & Shoe Recorder, and F. O. Clark of F. O. Clark Engraving Co., Boston.

President Frank L. Erskine presented C. E. Bosworth, of The Shoeman, as toastmaster. "Bos" proved to be the right man in the right place, and his introduction of Charles Perry Morris, of the editorial staff of the Christian Science Monitor, Boston, would have put Chauncey Depew among the "also rans."

Mr. Morris spoke on "Clean Journalism" and his scholarly and interesting message was one worthy of serious reflection and consideration. James H. Stone, editor of the Shoe Retailer, cited many instances of clean journalism as it exists today and has always existed with certain leading publications in various cities in this country, and incidentally referred to the same subjects as applied to shoe trade and other class publications.

John S. Kent, A. W. Donovan and Everit B. Terhune also spoke.

CANADIAN ADVERTISING NOTES.

Notable Advertisers Among the Business Men of the Dominion.

(Special Correspondence.)

TORONTO, Dec. 15.—Taking advantage of the Made-in-Canada sentiment, which is pretty strong just now, the white laundries of Toronto are spending \$5,000 in local dailies urging the public to patronize industries in which white labor is employed, rather than support Chinese laundries. The direct attack on oriental labor contained in these advertisements has been the subject of some unfavorable comment, and it has been suggested by experts that more would be gained had the laundries used positive arguments as to their own superiority rather than attack their opposition.

The Toronto Star advertising department has succeeded in uniting several of the city papers in a regular week-end co-operative advertising campaign. Large space is taken each Thursday evening, in which Friday and Saturday

bargains to be obtained at any of the co-operating stores are announced.

An epidemic of life insurance advertising is at present appearing in Canadian dailies, much of it of a very effective character. The Canada Life Insurance Company, one of the foremost Canadian companies, which is said never to have done any newspaper advertising before, is out with large space. The Sun, the Mutual, the Imperial and the London are other companies that are spending a lot of money just now in publicity.

The St. Thomas (Ont.) Journal has devised a special Saturday shopping page for the advantage of small retail advertisers, which is said to be bringing gratifying results. It appears in the Friday issue and quotes bargains, etc., for the next day.

Notable success is being achieved by Toronto furriers in newspaper publicity just now. War time conditions have hit the furriers hard, their lines being for the most part too expensive for times of stringency. To overcome this disadvantage, several of the large fur houses have been filling large space in the dailies with attractive offerings. The response to these ads has been gratifying.

An order has been granted by the court for the winding-up of Hutcharm, Ltd., advertising agents, Victoria, B. C. This company had a branch in Seattle up to recently. The provisional liquidator is F. H. Kidd, Victoria.

W. H. C.

PARIS CROWD BEGS FOR NEWS.

How Correspondents Are Besieged When Rushing Bulletins to Wire.

The Paris correspondent of the New York Sun says that in the French capital the issuing of the official bulletin at or about 3 o'clock every afternoon brings a crowd around 31 Boulevard des Invalides, the high school for girls now converted into the headquarters of General Gallieni, the Military Governor of Paris. A special room, much too small and inconvenient, is allotted to the newspaper men, who receive their copies typewritten and reproduced by some duplicating process.

A hasty glance shows the importance of the two, three or occasionally four sheets. The address "Sun, 170 Nassau street, New York," is written on top of one typed copy, as full addresses are exacted by the military authorities, registered addresses being barred. The sheet is signed with the correspondent's name, address and the number of his telegraph card, which allows him to cable without prepayment.

The sheet or sheets are then handed to an orderly outside a room just across the passage from the room where the bulletins are distributed. The orderly gets them stamped by the censors and returns them to the correspondents. Then each correspondent rushes down the three flights of stairs, across the road to his taxicab and goes as quickly as possible to the nearest telegraph office, in Grenelle street, where he files his message at urgent or triple rate. These messages, being already stamped by the censor, are sent straight away, at least in theory.

Canada conducted a Dominion-wide made-in-Canada advertising demonstration over a three weeks' period, just before Christmas. Page advertisements were inserted in 130 daily and 950 weekly newspapers. The campaign called for 3,500 pages of space.

MUSSELWHITE TO BE EDITOR.

Manistee (Mich.) News-Advocate Gets an Experienced Chief.

GRAND RAPIDS, MICH., Dec. 22.—Harry W. Musselwhite, one of the best known newspaper men in Michigan and for the past nine years a member of the staff of the Grand Rapids Herald, will on January 1, assume editorial direction of the Manistee News-Advocate. Mr. Musselwhite is a vivid and versatile writer, and has served the Herald in the capacity of reporter, special writer, dramatic critic, city editor and sporting editor. He formerly worked in Detroit, Chicago and St. Louis. His initiative in editorial work and the force of his writings have won him a host of friends throughout western Michigan, and when Manistee's two dailies, the News and the Advocate, were merged early in October, Publisher James S. Madison immediately entered into negotiations for his services.

Followers of bicycle and running races of twenty years ago will recall Musselwhite as one of the stars of the '90s along these lines. Of late years he perhaps is best known among sportsmen as an authority on light harness events, his stories of the Grand Circuit races in Grand Rapids having been used by many of the foremost dailies of the country.

Some Canadian Personals.

W. G. Jaffray has been elected president of the Toronto Globe Publishing Company in succession to his father, the late Senator Robert Jaffray.

Rev. J. H. McDonald, editor of the Maritime Baptist, St. John, N. B., goes to the front with the second Canadian contingent, in the capacity of chaplain. He receives six months' leave of absence from the directors of the Maritime Publishing Company. Rev. R. J. Colpitts, associate editor, assumes his duties.

Henri Bourassa, editor of Le Devoir, Montreal, and leader of the Nationalist party in Canada, attempted to speak to a mass meeting in Ottawa last week but was hissed down. The following day P. D. Ross, editor of the Ottawa Journal, was made the victim of a whipping incident at the hands of the wife of one of the promoters of the Bourassa meeting, for the Journal's attitude in the matter.

W. M. Ryan, sporting editor of the Regina Leader, has undergone a successful operation for appendicitis at his parents' home in St. John, N. B.

Pulp Mill Destroyed.

Thorold, N. Y., pulp mill was completely destroyed by fire, December 15, at a loss of \$15,000. The origin of the blaze is most mysterious. A strong wind prevailing soon swept the flames through the entire structure. As the town water supply had been shut off during the day the fire gained such a start the firemen were obliged to devote their energies to saving neighboring structures, in which they were successful.

Often bad luck comes at the most unfortunate time. The editor of the Tribune at Rawson, N. D., accidentally disabled the thumb on his right hand just as the holiday advertising began to pick up, and is having trouble in setting the type for his advertisements. Editors out there have something to do besides looking wise and piloting a lead pencil.

ON NEWSPAPER MAKING

Every now and again some newspaper publisher, carried away with a zeal to do the fair thing by all his customers, decides to adopt the flat rate theory of advertising rates, under which all customers big or little pay one rate regardless of the amount of space they use or the frequency of insertions they employ.

In theory such a condition is simply ideal and many newspapers have made a go of it. It is obvious that a flat rate must encourage small users of advertising to seek increased trade through printed publicity, and that such a process greatly simplifies bookkeeping.

Experience on the part of many newspapers which have tried the flat rate is that it works well in good times and during sunshine and pleasant weather. Customers who are ever glad to have advertising rates provide as great flexibility as possible so as to enable them to blow strong or blow light at pleasure, heartily endorse the flat rate.

When two newspapers are in operation in the same city and one is operated on the flat rate theory and the other compels a certain volume every month to get its base rate, the latter wins nearly every time. On any sort of a pinch the flat-rate paper loses the business because the advertiser can cut him off without loss.

Without any question of doubt the flat-rate is the easiest and most desirable basis for doing business, and experience is showing newspaper men how to use it without danger to their steady income. With slight modifications, such as concessions for steady copy, volume of copy per week and perhaps for extraordinary volume, in the way of discounts it can be made effective.

For instance, a newspaper could have a flat rate of 10 cents per line, with a rate of 9 cents per line when the advertiser used as much copy as in any other newspaper, every other day for the year, or say 100,000 lines in the year, and another rate of 8 cents per line for say 300,000—all advertisers to pay 10 cents and be refunded the discount provided they earned it.

Under such a plan the advertiser would be given the advantage of the flat rate which all would pay, and yet any of them could earn a discount of 1 cent per line by treating the paper fairly on space, and no one can seriously object to the very largest users of space getting a cent a line better rate. All business men realize that there is a quantity or bulk price better than they buy in small lots.

No newspaper can prosper which manufactures advertising space every day in the year and can only sell it during short periods at rates based on all the year round use.

Experience has shown that the nearer a newspaper can produce a flat rate with small discounts for the continuous copy and another for a volume which can only be attained by a few of the larger concerns straining every resource, the more satisfactory are relations between the newspaper and all its customers. NORTHCOLE.

Doublemint chewing gum is being "sampled" by the William Wrigley Company, of Chicago, by sending out packages of gum through the mails to names on the list together with a letter of explanation. This is a new way of securing distribution.

INTERTYPE

THE ACME OF HIGH QUALITY

Does Your Newspaper Need a NEW DRESS?

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

Advertising That Pays



CHAIR OF 1809
MADE BY
JOHN K. COWPERTHWAIT
FOUNDER OF THE BUSINESS

ESTABLISHED 1807

COWPERTHWAIT & SONS

NEW HARLEM STORE:

3RD AVENUE AND
121ST STREET

NEW
YORK
CITY

DOWNTOWN STORE:

PARK ROW AND
CHATHAM SQ.

EVERYTHING FOR HOUSEKEEPING

3RD AVE. & 121ST STREET

NEW YORK... Dec. 22, 1914.

Publishers of the New York World,
Pulitzer Bldg.,
New York City.

Gentlemen:-

It may interest you to know that yesterday, December 21st, we sold more goods than on any other one day in our history.

This is one sign of returning prosperity, but we feel sure that the steady use of the columns of the Sunday and Evening World is largely responsible for this record day.

Very truly yours,

WBC.ACB

The New York World is Supreme

WANT INTEREST PAID. ENGLISH ADVERTISING.

Bondholders of Two Canadian Paper Mills Appoint Committee to Enter Protest.

About 25 bondholders of the Spanish River Pulp and Paper Mills and the Ontario Pulp and Paper Company, Ltd., attended a meeting held at Montreal, Que., December 17, to formulate a plan of protest against the proposal that payment of two years' bond interest by the respective companies be deferred until 1922.

About \$900,000 of bonds were represented at the meeting, \$600,000 of Spanish River and \$300,000 of Ontario Paper, and the result of the discussion that took place was the formation of a "protective" committee, composed of Messrs. N. B. Stark, Benjamin Tooke, E. A. McNutt, representing the Sun Life Insurance Company, and Mr. Leonard E. Schlemm. This committee was given power to act for the bondholders present in whatever way it may see fit and to advise all other bondholders of the steps they are taking.

The meeting, which was private, was described by one who attended as "pretty hot," and from information gleaned some harsh views as to the management were aired.

DIRECTOR EXPLAINS.

At the commencement of the meeting Mr. Wilson, a director of the Spanish River Company, addressed the bondholders and explained in detail why the management had found it necessary to request the suspension of bond interest for the period of two years. Mr. Wilson said that every means possible had been tried to secure money, but without avail. It was, therefore, impossible for the bond interest payments to be met. Several questions were fired at Mr. Wilson, one of the leading of which was whether or not the bond interest had been earned. To this Mr. Wilson replied that it had, but that the money had been used up in working expenses. If the bondholders did consent to agree to the suspension of interest payments until 1917 would the management guarantee that the payments would then be resumed? Mr. Wilson was asked. To this he replied that he could not say.

One bondholder went so far as to ask Mr. Wilson if he believed the management was efficient. Mr. Wilson replied that he would not discuss the efficiency of the management.

It was after Mr. Wilson withdrew from the meeting that the committee was formed. The object of this committee will be to make efforts to have the meetings of the two companies, one of which is to take place in London and the other in Montreal on the 23rd of this month, postponed.

One bondholder stated after the meeting that the companies had an overdraft of only about \$500,000 with the bank. Yet the bank was reported to be pressing the management for money. The inference drawn from this by the bondholders was that the bank did not have much confidence in the company or it would not take this stand, with the large amount of assets behind each concern.

Fraud Directory.

It looks like a cold winter and spring for financial and medical quacks who advertise.

The executive committee of the Associated Advertising Clubs of the World have announced the prospective issue of the first number of a publication to be known as "The Directory of Known Frauds."

This directory will be distributed to the public—the consumers—as well as to newspaper and periodical publishers and the advertising agencies. It is expected the first number will appear about March 1.

St. Louis.—Sentinel Publishing Company of Oregon; capital, \$10,000. Incorporators: David P. Dobyms, Tom Curry, Mina Curry and others.

Hard Hit Now by the War It Will Ultimately Profit Through Conditions Prevailing Today.

By DERMOT FITZ-GIBBON.

Advertising, like other trades in England, has been badly hit by the war; and although there has been a welcome recovery from the first shock, business cannot be expected to resume normal proportions until peace has been declared. As long as the public is doubtful about the future, and is prevented from launching into fresh ventures and holding back money, affairs must remain slack. Some fresh sources of advertising revenue have sprung up as, for instance, the Government advertising for



DERMOT FITZ-GIBBON.

recruits (much criticised, by the way, for its lack of imagination) and advertising of all sorts of materials, articles and appliances intended for the army; whilst efforts to replace goods hitherto supplied by "alien enemies," for example, Sanatogen, by English substitutes have led to vigorous campaigns. Waterman's fountain pens, part of the profits of the sales of which were alleged to flow into "enemy's" pockets, also came in for attack. But on the whole the falling off, particularly in financial advertising, is very pronounced. Display advertising of theaters and amusements, a comparatively new source of revenue, in the development of which I have been able to take a lead, has dropped away by quite 90 per cent. This is explained by the dark and dismal aspect of London by night (a precaution against Zeppelin raids) and to some extent by the countless number of families thrown into mourning through the war. Both these factors accentuate the disinclination of the people to part with money for purposes of entertainment.

CRISIS SHOWS WEAK SPOTS.

Taking a wide view I feel certain that the present crisis will have an excellent effect on English business in general and advertising in particular. The sudden and unexpected strain placed on the advertising machine, especially on the financial resources of some agents, has revealed weak spots and will bring about a long-needed overhauling of the relationship between agents and newspapers. If the business is placed on a sound and equitable basis giving equal treatment to all, the beneficial results will far outweigh the temporary losses caused by the derangement consequent upon the war.

Newspaper circulations have made wonderful increases and in spite of a certain reaction sure to follow the end of hostilities, a large number of new readers will retain the habit of buying papers. The Daily Chronicle, one of the papers which has greatly increased its circulation, is bringing out a new

evening paper. A few periodicals, unable to adapt themselves to the new conditions, have gone to the wall, while others exploited the fresh opportunity and greatly extended their range.

To my mind it is quite clear that the war is the finest thing that could have happened to English advertising, that the furious shake-up the latter has received has killed the weak and inefficient and has encouraged the strong and inventive, and that those fresh movements as the suppression of fraudulent advertising and the advertising club movement will burst forth with increased vigor resulting in greater efficiency all round and more business for all who deserve it.

LOUISIANA ORANGE DAY.

NEW ORLEANS, December 5.

EDITOR AND PUBLISHER:

For your information, permit me to give you a few facts in connection with the article on "Orange Day" in Louisiana which, in your issue of November 25th you say is an ad. for Louisiana land and should be paid for.

Louisiana has been forced by the Underwood tariff bill to change its economic basis. Its three chief industries—sugar, rice and lumber—have been seriously injured by that bill.

The passage of that bill was the act of the nation. Consequently the nation is, or should be interested in knowing what Louisiana is doing and intends doing to overcome the harm done it by the general government. I sent the article out voluntarily and at my own expense. Nobody paid me for doing it.

The article merely recited the fact that the sugar planters were returning to citrus fruit culture; that a single orange grove of 7,500 acres was being developed as a residential park in New Orleans; that Louisiana by constitutional amendment had removed all tax and restraint from business and investment capital.

Some 600 editors printed the article.

I am convinced that it is not your purpose to advise against the publication of legitimate and constructive news matter, and that is why I have taken the trouble to write you on the subject.

WALTER PARKER.

Memorial Tablet for O. Henry.

In Meredith College at Raleigh, N. C., a few days ago, at the annual session of the North Carolina Literary and Historical Association, an O. Henry memorial tablet, designed by Lorado Taft, was dedicated. The noted writer's wife, Mrs. William Sidney Porter, and his daughter, Miss Margaret Porter, were in the audience. Dr. Archibald Henderson presided and Dr. C. Alphonso Smith reviewed Mr. Porter's life from boyhood to death. The tablet, presented by the association to the State of North Carolina, was accepted by Governor Craig. The memorial is at the head of the steps in the new Supreme Court Building in Raleigh.

A Change of Dress.

The mechanical plant of the Cleveland Press was put out of commission for a time on December 16 and an edition of that paper was set up and run off in the plant of the Plain Dealer.

Accidents, happening unexpectedly, have a great value.

This gave the Plain Dealer management an opportunity to do a handsomely courteous thing for another paper and gave the Press management an object lesson in friendship.

Denver Paper Dies.

The municipal publication, City of Denver, was voted into the discard by the commissioners in the budget conference December 8 in spite of strenuous opposition from the property department head. Suspension of the city paper will save \$12,000 yearly to the taxpayers.

CHARLES SEESTED

DIRECT REPRESENTATIVE

41 Park Row

New York

Telephone 569 Cortlandt.

THE INDICATIONS ARE that 1915 is to be a splendid business year and it is good business on the part of newspaper publishers to have adequate representation in the foreign field.

I have such representation to offer and after sixteen years with the Kansas City Star in the foreign field I am now adding a few good papers to my list.

Conscientious, persistent, experienced representation on a mutually profitable financial basis.

Write now.

MISS TARBELL IN PHILADELPHIA

Tells the Poor Richards Some Plain Truths About Made-in-America Goods.

Miss Ida M. Tarbell, one of the ablest women writers of America, spoke at the luncheon of the Poor Richard Club in Philadelphia December 8. She made an excellent impression and as one of the members put it, "she doesn't look at all like a woman who had taken John D. Rockefeller's scalp in her book on the Standard Oil Company." She talked about Made-in-America goods.

"When articles are of equal worth, buy the goods made in America by all means," she declared. "Do not buy goods which are outclassed by those of foreign make simply because the former were 'made in America.' To do so would be to cheat yourself, your pocketbook and to hurt the American manufacturer. He must be made to feel the competition, to keep him alert to improve his product. If he is given such a serious handicap he may become slothful and his goods suffer.

"In business at present there is an enormous amount of pure cowardice. There are many who shut up their shops or laid off many people and then salved their consciences by giving to the sufferers on the other side. A young stenographer friend of mine was laid off on the plea of hard times and the next day she read that her employer had given a hundred dollars to relieve the distress abroad. She went to him with a copy of the paper announcing his contribution, and the lecture she read him showed him the light. He reinstated her.

"American manufacturers can make just as pretty and nice and fine goods as any in the world," she said. "But they will not do so in large quantities. Many are content to turn out shoddy stuff, 'loaded' silks, adulterated woolsens, loosely-woven cottons that are a cheat and a disgrace. Women should be educated to the point where they will refuse these worthless goods.

"We buy imitations where once we bought better things. My particular hobby-horse is that we demand quality in everything. The money spent abroad by our women was tremendous. This money should be spent at home on goods at least as good as those made abroad. It is ridiculous to say that our manufacturers are not so clever as those of Paris, of Brussels, of London. If they sense the demand they will fill it. When Mrs. E. H. Harriman decided that nothing but American-made things should go into her magnificent home in New York she found it necessary to create at least one industry that her wishes might be carried out."

Aged Editor's Makeup.

A Georgetown, Colo., dispatch says that A. J. Randall, ninety-two years old, editor and former professor in the Georgetown High School, and his former wife, eighty-five years, from whom he was divorced forty-seven years ago, has just been remarried in Kansas City. Randall recently fell heir to \$50,000. The remarriage is the reward of the couple's four children to effect a reconciliation that have continued since the divorce in 1867.



Young Man—read The New York Evening Post—if you desire a newspaper that will cultivate your judgment and give authority for your statements.

Member Audit Bureau of Circulations.

DEATH OF ROBERT JAFFRAY.

President of Toronto Globe Passes Away After a Brief Illness.

Senator Robert Jaffray, who has been the active president of the Globe Printing Company, publishers of the Toronto Globe, for many years, passed away at his residence in Toronto, on December 16, after a brief illness.

The Senator was in his eighty-third year but was still a man of great virility and energy. He had only just returned from a journey to Western Canada and within a week or two had succeeded to the presidency of the Imperial Bank, one of the large Canadian chartered institutions.

His association with the Globe, of which he was the largest shareholder, was of the closest kind. He had his office in the Globe building and devoted much of his time to the affairs of the paper, having much to say in its management and its editorial policy.

Born in Scotland in 1832, he came to Canada at the age of twenty and entered the wholesale grocery business, in which he engaged successfully for thirty years. He then devoted his attention to various industrial, commercial and financial undertakings, including the Globe Printing Company, which soon took a foremost place in his affections. His interests grew to large proportions and he became one of the big financiers of the Dominion. Eight years ago he was called to the Senate.

Notwithstanding his wealth and influence, Senator Jaffray always remained a simple-hearted kindly old gentleman. He knew the Globe staff individually from the managing editor down to the office boys and had a kind word for everyone connected with the paper. He spent several hours each day at the office and his absence from the familiar surroundings will be keenly felt.

ALFRED HENRY LEWIS DEAD.

Noted Writer and Political Prophet Passes Away at His New York Home.

Alfred Henry Lewis, writer and newspaper man, died on December 23 at the home of his brother, Irving, in New York City. Mr. Lewis, who was fifty-five years old, had been suffering for several weeks from general ill health, which began with a bronchial attack. He later developed intestinal trouble.

Mr. Lewis was born in Cuyahoga County, O. He was educated for the law and within a year after his admission to the bar became County Prosecutor. Ill health caused him to go to Senator Dorsey's ranch in New Mexico. For nearly eight years he roamed the Southwest among miners, cattlemen and the railroad pioneers, who were building the Santa Fe Railroad through the Raton Pass.

In Kansas City, at the end of this time, he was urged to write out the stories of the Southwest he told so brilliantly. The result was the "Wolfville" stories, which became popular at once and paid a large reward to the writer. He became Washington correspondent of the Kansas City Times and later for the Washington Times and the New York American. For several years he has been a special writer for the Hearst newspapers and magazines.

Mr. Lewis had a very wide acquaintance with national figures. A remarkable teller of tales, his greatest joy was to gather a group of congenial friends and entertain them with stories far into the morning. Many of the younger magazine writers of today owe much of their success to the voluntary encouragement and helpful criticism of Mr. Lewis.

Out in Good Season.

The Ithaca (N. Y.) Daily News issued its Christmas number on December 11, in order that its readers might have ample time to study its holiday advertising and to do shopping early and often.

OBITUARY NOTICES.

G. T. DONNELLY, editor of the Athens (Ont.) Reporter, died recently of Bright's disease, aged 55 years.

JOHN VON OELSINTZ, German editor of the Pittsburgh (Pa.) Leader, died December 11, after an illness of three months, from a complication of diseases, aged 52 years.

J. W. LONG, of the San Antonio (Tex.) Light, died December 10, aged 50 years.

W. C. WHITEMAN, editor of a trade paper at San Diego, Cal., and former editor of the Ortonville (Minn.) Herald-Star, is dead at his home in San Diego.

EDWIN M. WIGHT, owner of the Somerset (N. J.) Messenger, died while attending church at Somerville, N. J., from heart failure December 13, aged 78 years.

EUGENE GEARY, Irish dialect poet and for the last three years editor of a trade journal, died at the Harlem Hospital, New York, in his fifty-third year. He was born in Ireland and became a newspaper man in Boston, where he was associated with John Boyle O'Reilly and James Jeffrey Roche. He was sent abroad by newspapers on several occasions to interview Tennyson, Swinburne, Rossetti and other famous men of letters. He was an authority on Shakespeare.

JOHN T. OLIVER, one of the editors and owners of the Reedsville (Me.) Review, died December 5 of Bright's disease, aged 39 years.

ALONZO M. RUSSELL, aged 43, editor of the Bowbells (N. D.) Bulletin, is dead in an Iowa City (Iowa) hospital whither he went, hopelessly ill December 10.

CHARLES R. LUSTER, who established the Howell County News, at West Plains, Mo., in 1885, and later consolidated it with the Journal, which he edited until his health failed in 1911, is dead at Springfield, Mo., aged 67 years.

JOSEPH H. REDMOND, a newspaper artist on several New York papers, died December 17, aged 48 years.

R. C. JOHNSON, editor of the Galveston (Tex.) Opera Glass, and a prominent Texas journalist, died December 8, aged 57 years.

EDWIN ATWELL, 54, a well-known newspaper man of Manhattan and Albany, died December 17 at his home. Mr. Atwell was as a young man prominently identified with the Albany Evening Journal and the Utica Observer, and later owned and edited the Albany Star.

FREDERICK M. SHELDON, proprietor of the Sheldon Press, of Burlington, Vt., died suddenly in Washington, D. C., while on his way South to spend the winter.

JOHN R. WARD, managing editor of the Greenville (Ala.) Ledger, committed suicide by drinking two ounces of carbolic acid December 16. Nothing has been learned as to why he committed the act. He was in seemingly good spirits all of the afternoon. He finished his work and went upstairs over his office, and when found about 30 minutes later life was extinct.

ROBERT GWYNNE, Mayor of Salem, N. J., and editor of the Salem Sunbeam, died December 8 from asthma.

MAJ. CHARLES G. GENTER, known as the "oldest reporter in St. Louis," died of heart disease December 18. He was 89 years old. He was an intimate friend of Mark Twain.

A. A. KOLP, editor of the Fort Recovery (Ohio) Journal, died suddenly December 15. He was more than 60 years of age.

LEWIS MARTIN, editor of the Walnut (Kan.) Eagle since 1887, died in a hospital at Girard December 12 after an operation.

HENRY CLAY CRAFT, 82, until his death December 20 at New York, probably the oldest living journalist in the United States. He had been a personal friend of Abraham Lincoln, Benjamin Harrison, John Sherman and many other famous men, and prior to two years ago he made his headquarters at Wash-

WEDDING BELLS.

Chas. G. Rogers, publisher and editor of the Barre (Mass.) Weekly, was married to Miss Elizabeth A. Ruddiman, of Dedham, November 28.

Ray Sayre, assistant manager of the Pueblo (Colo.) Star-Journal, was recently married to Miss Margaret Mueller, of Nevada, Mo.

Arthur R. Curnick, a Boston newspaper man, has married Miss Gladys A. Deward of Danvers, Mass. They will make their home in Cambridge.

W. B. Morton, editor of the Sykeston (N. D.) Tribune, was married at St. Joseph, Mo., to Miss Susie Miller, of that city.

Arian Endress, advertising manager of the Mendel, Drucker Co., of Cincinnati, O., recently married Miss Ethel Stafford, of Indianapolis, Ind.

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

Jay Phelps, of the Mason City (Ia.) Globe-Gazette, and Miss Amy L. Small, of that city, were married December 16.

M. B. McDonald, city editor of the Toronto (Ont.) Mail and Empire, and Miss Mabel Henderson of Toronto were married December 10.

William Z. Price, assistant editor of the Colliery Engineer, at Scranton, Pa., and Miss Gertrude A. Morgan, of Dunmore were married Dec. 5.

Austin P. Cristy, publisher and owner of the Worcester (Mass.) Telegram, and Miss Katherine V. Horan of that city are to be married in January.

Miss Ethel Noyes, daughter of Mr. and Mrs. Frank B. Noyes, of Washington, D. C., was married on December 19 in Washington to Thomas Blagden, Jr., of New York. Miss Frances Noyes, sister of the bride, was maid of honor and Augustus Blagden was best man.

Edward J. Doherty, of the Herald staff, was married last week to Miss Marie Ryan in Chicago.

Walter H. Wood, publisher of Child Betterment Magazine, Chicago, and Miss Amy Green eloped to Crown Point, Ind., the other day and were married.

NEW AD INCORPORATIONS.

CINCINNATI, O.—The Cullen, Smyser Company, commercial advertising, \$10,000. J. W. Cullen, D. J. Smyser, D. W. Smyser, Jas. P. Smyser, Peter P. Boli.

SEATTLE, WASH.—The Northwest Advertising Co., 501 Hoge Building, Seattle, Wash., has been organized with a capital of \$100,000 by I. W. Dudley and R. W. Nevin. It is stated that the company will establish an assembling plant at Seattle the chief article of manufacture being an electric device which is being installed on the municipal street car lines.

MASSENA, N. Y.—W. F. Brand, of Le Roy, has filed a certificate in the Genesee county clerk's office, authorizing him to do business under the name of the American Advertising Service.

FRESNO, CAL.—The Berg Advertising Agency Company, capital \$25,000; president, E. A. Berg; E. S. Wooster, vice-president, and Fred R. Wolford, secretary and treasurer.

Can It Be

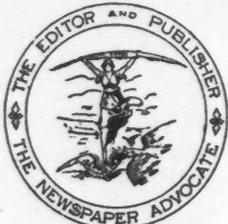
That the most prosperous local merchants of Washington, D. C., continue to use more space in THE EVENING STAR, time and again, than in the other three papers combined except for the fact that it pays them best to do so?

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

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

Issued every Saturday, forms closing one o'clock on Friday pre-
ceding date of publication, by The Editor and Publisher Co., Suite
1117 World Building, 63 Park Row New York City. Private
Branch Telephone Exchange, Beekman 4380 and 4381.



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

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

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

Telephone, Kearney 2121.

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

See Publisher's announcement for subscription and advertising rates

New York, Saturday, Dec. 26. 1914

Newspapers are bound, more or less, to reflect rather than to dictate the tastes, interests, views and emotions of a nation. The most that a paper can do in the direction of moral and social improvements is to keep just ahead of its readers and to uphold an ideal which its readers can sympathize with and understand. A paper must keep in touch with actual feelings and living ideals to have any effect at all. It cannot maintain an ideal of fifty years ahead. That is the work of the prophet and not of the leader of men.—A. C. BENSON.

EDITORIALS STILL HAVE INFLUENCE.

The notion that the power of the editorial page has waned since the days of Greely, Raymond and their contemporaries is not well founded. Striking proof is constantly given that the editor with a message, who can speak to a large following of readers, can still make his voice heard around the world. To cite a specific example, the New York Times, on December 15, printed an editorial written by Charles R. Miller and entitled, "For the German People, Peace With Freedom." This editorial elaborated the argument that Germany should end the European war by freeing itself of imperial rule and becoming a democracy and that Germans in this country should use their influence to help.

It is not the purpose of THE EDITOR AND PUBLISHER to deal with the pros and cons of this question. It is in the result that we are especially interested as proving the contention that editorial utterances do not go unheeded. Papers throughout the United States have quoted the Times' views as a matter of much interest and the cabling of the editorial abroad called instant response from the London Times, London Daily Mail, London Daily Express, London Sunday Chronicle and other newspapers of the British metropolis, praising the article. Robert Blatchford and Alexander M. Thompson, founders and editors of the London Socialist organ, the Clarion, writing respectively in the Dispatch and the Chronicle, quote the Times editorial to prove that Germany has no friends in the neutral world. A London cable to the Times said that all the London papers gave the editorial "prominence as the strongest indictment of Germany yet voiced in America." The German press, naturally, has scathingly rebuked the Times. In New York City, last Sunday, in a sermon on "Germany," the Rev. Dr. Newell Dwight Hillis, quoted the Times editorial in support of his views and aroused several of his German hearers to the extent of causing them to argue with him after the services.

The Times editorial was not exceptional in gaining such widespread recognition. The newspaper world and the reading public are quick to hear the voice of Henry Watterson, St. Clair McKelway, Arthur Brisbane and scores of other leaders of opinion from day to day. The war editorials of Frank Simonds in the New York Evening Sun have gone into book form and are selling fast. And Simonds is one of the younger fellows, a Harvard man of the 1900 class. When Herman Ridder writes from the German viewpoint of the war situation people read with avidity his arguments.

The power of the right sort of intelligent editorials, the well-written, lucid kind which challenge attention, is as great as ever. And such editorials are more needed today than they ever have been. We may not always agree with their sentiments, but any words which lead to a better understanding of vital problems serve the purpose of educating the public and of keeping readers mentally alert to all sides of important questions.

THREE MONTHS' RECORD.

Notwithstanding the business slump that followed the outbreak of the great European war THE EDITOR AND PUBLISHER has beaten its own advertising record during October, November and December. The circulation gains were also satisfactory.

Comparing the five issues of October, 1914, with the four issues of October, 1913, there was a 51 per cent. increase in advertising; or comparing an equal number of issues, a 27 per cent. increase. Four issues in November, 1914, as compared with five issues in 1913 show a gain of 14½ per cent. During the first three weeks of December the advertising revenues increased 72 per cent.

These figures are significant for they represent a vote of confidence in THE EDITOR AND PUBLISHER; they are an endorsement of its management and the policy under which it is conducted. We are proud of this record. It gives us new courage and a more eager determination to do all we can to make THE EDITOR AND PUBLISHER what it should be as the representative publication in its field.

Does advertising in THE EDITOR AND PUBLISHER pay? If it didn't do you suppose the Chicago Tribune, which used twenty-six pages during the year, would renew its contract for 1915? Do you believe the Mergenthaler Linotype Company would use quarter pages, half pages or whole pages in every issue if the advertising brought no returns? Such concerns are not spending their money for nothing. Look over the advertising columns and note the number of live newspapers, newspaper brokers, printing supply concerns, advertising agents and representatives, feature and news syndicates that take space in them fifty-two times in the year and see what they think about it.

THE EDITOR AND PUBLISHER has high journalistic and advertising ideals. It believes in honesty in the conduct of newspapers and all other publications. It aims to be and is helpful to its readers. It has no axes to grind. No isms to propagate, no "great mission" to fulfill. It gives the news of the field, prints articles on newspaper making and advertising that will put money into the pockets of its readers, and comments on people and events. When it does these things to the best of its ability it is accomplishing all that could be expected.

Nineteen-fifteen is going to be the best year we have ever had if our readers will co-operate with us as heartily and generously as they have during the past few years.

QUALIFIED EXPERT.

"Who is that new man you have put on the job of writing explanations of the war maps?" asked the managing editor.

"Like his work?" inquired the telegraph editor.
"I should say I did. He's a wonder. There's nothing too intricate for him to get away with. Where did you get him from?"

"He hails from Flatbush, and when I learned that he had mastered the transfer system of the Brooklyn Rapid Transit Company I grabbed him and gave him the war map job."

"Good—Boost him five per."

ALONG THE ROW.

GREETING.

A Happy New Year to the boys
Who work along the Row.
Likewise to those who toil up town
Where all the white lights glow.
May their assignments all be fat—
Their stories free from cuts—
May copy readers all be called
"Good Pals" instead of "Mutts."

SACRIFICE SALE.

Speaking about the movement for truthful advertising—here is a true little story to show the extremes some men will go to try and fool the public:

A clothing store in Brooklyn advertised "Great Bargain Sale;" "Goods Sacrificed Below Cost on Account of Removal."

A friend of the writer—an advertising man—thought he would investigate. So he went to the store, and said to the proprietor, "Is it true that you are selling goods below cost on account of removal?"

"Sure," he answered. "It will save me great expense."

"Even to sacrifice them below cost?"

"Sure."

"Where are you going to move to—San Francisco?"

"No—next door in the corner store."

SONG OF THE CORRESPONDENT.

It's a long way to Przemysl,
It's a long way to go.
It's a long way to Przemysl,
To chase up news, you know.
"Nitsky," says the Censor,
When copy we produce.
It's a long, long way to Przemysl,
And whatt'ell's the use?

MANY VERSIONS.

Said an Exchange Editor, "I'll bet I read three hundred different stories concerning the Kaiser's illness. They had him suffering from every known disease and ailment. One paper even got out an extra saying he was dead. The general run of the stories had him laid up with a cold in every part of him except his feet."

FROM THE SKINNERSVILLE SIGNAL.

"Judging by the returns so far received our Christmas number appears to have been 23."

THE NEW YEAR.

There is now on hand in every well regulated newspaper office an art layout picturing a young and tender infant with no clothes on chasing a poor old man with white whiskers off the earth. The kid is labeled "1915" and the ancient cuss "1914." This time last year the decrepit and all-in gent bore the 1914 brand and was pictured as a naked babe dancing merrily among snow flakes and defying chill blanes and frozen feet. He aged very rapidly in twelve months we must say. The aforesaid nude kid doing the beat it act with the poor old man will be published on January 1. The same layout has been used ever since New Year's was invented, and will probably continue until the end of time.

Sometimes the infant and the departing cadaverous looking has-been are mixed in with hour glasses and the thing that you cut glass with, but the facial expressions of the brazen young tinker, and the gent who is stepping off into a cloud are always the same. Every syndicate in the land has sent them forth in matrix and plate, and staff artists have turned them out in assorted sizes. They, of course, have the inscription "A Happy New Year," which seems to be out of place as far as the old fellow who is about to give up life is concerned. It would be real nice, and most refreshing to readers if some one could get up a new idea regarding New Years—something without a fat little slob serving a dispossession notice on a mouldy old chap, who undoubtedly did the best he could.

There was a newspaper man once who declared that the babe stunt was inappropriate. He said the new year should not be represented by a babe, as it was merely time grown one year older—and this sounds like pretty good sense.

FULL OF CUTTING ARTICLES.

The Medical Record.

BEST WISHES.

May early nineteen-fifteen see
The dawn of gentle peace.
May paper (print) be low in price,
And ads grow and increase.
May circulations all pick up,
And ev'ry one we know,
From publisher to office boy,
Have lots and lots of dough.

TOM W. JACKSON

PERSONALS.

John Callan O'Loughlin, an American newspaper man, who accompanied the Christmas ship Jason with gifts for children of the warring nations in Europe, has been decorated with the Grand Cross of the Order of Francis Joseph by the Austrian emperor.

W. T. Baines has been made business manager of the Tarentum, Ia., Evening Telegram. He was formerly with the Greenville Record.

Forest R. Tipton, editor of the Kenton News Republican, has been appointed private secretary to Governor Willis of Ohio.

Ira Cole, formerly editor of the Virginia City, Nev., Madisonian, has been made editor of the Conrad Independent.

William T. Hunt, editor of the Newark, N. J., Sunday Call, is rapidly recovering from a recent illness. He plans to go on a short trip before resuming his editorial work.

John L. Sullivan, former editor of the St. Marys, Ohio, Evening Leader, ex-grand master of Ohio Odd Fellows, has disposed of his interest in the East Liverpool Review. He likely will enter a larger field of newspaper work in northwestern Ohio.

Pope Y. White, who has been city editor of the St. Louis Times for several years has resigned and it is understood he will be succeeded by A. R. Holcomb.

Guy G. Michael, of Indianapolis, Ind., has been appointed managing editor of the Meadville Daily Messenger.

F. H. Hillyer has resigned as editor of the Huron, S. D., Daily Herald, to enter a larger field.

The Harris Automatic Press Co., of George H. Glynn, a newspaper man of Rochester, is said to have been slated for appointment as executive auditor at \$4,000 a year under Governor Whitman, of New York.

Charles H. Slack, associate editor of the Nashville Tennessean-American, has gone to Washington where he has secured a position with the Census Bureau.

Theodore Roosevelt has joined the staff of the Metropolitan Magazine, New York, to write on political and economic subjects.

Clyde L. Stanley, editor of the Keota (Colo.) News, has been appointed United States Land Commissioner for his district.

T. K. McCallum has been appointed general manager of the Phoenix (Sask.) Publishing Co., Ltd.

Ola M. Lerang, recently defeated candidate for Congress from the first Minnesota district, is to take editorial charge of a Lanesboro paper.

Miss Kate McDonald has been made business manager of the Des Moines (Iowa) Realty Review.

C. O. Broxon, managing editor of the Boise (Idaho) Capital-News, has been appointed private secretary by Governor-elect Alexander of that State.

George A. Murphy, formerly publisher of the Grand Rapids (Mich.) News, has been elected managing editor of the York Lodge Bulletin, published by York Lodge No. 140, F. & A. M., of that city.

Lieut. D. G. Maclean of the Army Service Corps, who will leave shortly for Quebec and thence to the front with Canada's second contingent, was presented with a pair of field glasses by the members of the Toronto, Ont., Globe staff. Lieutenant Maclean has been assistant commercial editor of The Globe during the past year.

Claude C. Waltermire, of Findlay, former editor of the Sidney Daily News, has taken charge of the Wyandot Republican, a daily newspaper published at Upper Sandusky, Ohio, by Sherman A. Cuneo.

John A. Cooper, founder and editor of the Toronto, Ont., Canadian Courier, is running for alderman in that city.

G. Franklyn Bailey, who has been with the New York Globe several years, has been appointed advertising manager of that publication.

Reginald Wright Kauffman, the special writer and novelist, some years ago on the Press, has been sending letters and despatches from Scarborough, one of the three towns recently shelled by the German fleet, to his brother, Bruner Kauffman, of the staff of the Public Ledger. Mr. Kaufman has a cottage near the North Sea, and though he intended to return to America in November has been staying on in anticipation of what finally happened.

James Bogle, Chicago office manager for the J. Walter Thompson Advertising Co., died last week at Bay St. Louis, Miss. The body was taken to Chicago for burial.

Louis Gilman, New York representative Philadelphia Press, secretary Six Point League, returned to New York today from a successful business trip to Boston, Albany, Binghamton, enthusiastic about advertising prospects for 1915.

In a talk with THE EDITOR AND PUBLISHER Mr. Gilman pointed out that the list of advertisers and advertising agents issued by the Six Point League sells to members at 25 cents per copy and to non-members at \$1.00.

The Kelly-Smith Co. has been appointed foreign advertising representatives of the Knoxville (Tenn.) Journal and Tribune in both the New York and Chicago territory.

Mrs. Murdock Ill.

Mrs. Victoria Murdock, owner of the Wichita (Kan.) Eagle, and mother of Congressman Victor Murdock, suffered a stroke of apoplexy December 18, while at the home of her son, M. M. Murdock, and is reported to be in a critical condition. Mrs. Murdock had been enjoying good health, and the news of her sickness was a great shock to her friends.

New Canadian Magazines.

The cadets of the Royal Naval College of Canada at Halifax, N. S., have started the publication of a magazine to be called Sea Breezes. F. L. Houghton, of Victoria, B. C., is editor.

Employees of the Canadian Government Railways have launched a magazine to be called the Government Railway Employees' Magazine. J. E. Long is editor.

Advertisers, Take Notice.

W. D. Sweet of the Siloam Springs (Ark.) Ice and Water Company has ordered a local prouce firm to supply one well-proportioned turkey to the editor of each country newspaper in that section with which he has transacted business this last summer.

Gundersen Returns to Northwest.

G. N. Gundersen, one of the most able newspaper men of the Northwest, who but a short time ago severed his connection as head of the advertising department of a group of papers in the Minnesota-North Dakota Red River Valley to become advertising manager of the Arkansas Democrat, of Little Rock, Ark., has resigned to accept the advertising managership of the Missoulian-Sentinel, Missoula, Mont., effective January 1. In his new connection, Mr. Gundersen will be associated with ex-United States Senator Dixon's newspaper enterprises, considered to be among the foremost medium sized dailies of the Northwest. The Missoulian is issued every morning including Sunday, the Sentinel every evening except Sunday.

BUSINESS OPPORTUNITIES

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

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

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

HELP WANTED

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

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

FOR SALE

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

PUBLIC SALE

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

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

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

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

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

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

SITUATIONS WANTED

Advertisements under this classification one cent per word each insertion.

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

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

Executive, experienced Treasurer, Secretary, Office Manager, known of by agencies from Coast to Coast, seeks new connection in advertising field. Newspaper, magazine, general agency or special. Full information by return mail or personal call. Address Treasurer, care The Editor and Publisher.

London Dramatic Critic (Lady), with wide experience of the English, American and Foreign stage, is open to accept an engagement on a New York paper. Address B., care The Editor and Publisher.

Capable young man (21) wants permanent job at advertising, preferably on newspaper of less than 25,000 circulation. Experience in agency, assistant to advertising manager and on special editions. Some retail experience. Can write ads on the spot. Understands art, engraving and printing. Will start anywhere—now—for \$15. Address D 1388, care The Editor and Publisher.

\$25,000 TO \$50,000

available with which to purchase one or more daily newspaper properties. Ohio, Michigan, Illinois and western Pennsylvania locations preferred. Proposition L. C.

C. M. PALMER

Newspaper Properties

225 Fifth Ave., New York

EXPERIENCED NEWSPAPER PUBLISHER

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

HARWELL, GANNON & MCCARTHY

Newspaper & Magazine Properties
Times Bldg., New York City

ADVERTISING MEDIA

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

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

WHERE THE GOLD COMES FROM!

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

MISCELLANEOUS

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

DAILY NEWS REPORTS.

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

PACIFIC COAST NEWS CORRESPONDENT

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

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

The Way to get Real Action in Moving a Community is to Advertise it in the Daily

Victrolas Moved in New York

NO POWER IS AS GREAT AS THAT OF THE PRESS

With so many calamity howlers abroad in the land, as there has been for a few months past, it is a wonder that the volume of advertising in newspapers was not affected more seriously than it has been.

The November reports of the total space printed in New York City newspapers showed a decrease of only ten per cent. When it is taken into consideration that steamship, railroad and financial advertising has amounted to very little space, this loss is not large.

Regular lines have been advertised just as fully as before the war started. Furthermore, there have been many signs to indicate a decided tendency toward newspaper advertising on the part of many general advertisers.

I believe this tendency will be more pronounced during 1915 than ever before. I also believe that the losses incurred during 1914 will be more than made up during 1915. I cannot see anywhere any signs of business depressions and it is my firm belief that newspapers are on the threshold of their greatest prosperity.

General advertisers are more favorably inclined toward newspapers. Specialty houses in all communities are tasting of the power of newspaper advertising for their business. They are not timid about the competition of big department stores as they once were.

The Victrola campaign of six full pages this month in New York City newspapers, backing up the efforts of their 151 dealers here, is looked upon by general advertisers as a masterly and effective business stroke.

Of course it is. The way to get real action in moving a product of a manufacturer in any community is to advertise it in the daily newspapers of that community. Victrolas moved in New York City this month. Dealers themselves advertised liberally, co-operating with the Victor Company. No single product that I know of was ever more liberally or more intelligently advertised.

I talked with Irwin Jordan Rose, the advertising agent, a few days ago. He tells me that Mr. Edward Schott, Advertising Manager for Knickerbocker Beer, and himself are planning a national campaign which will be confined to newspapers wholly. They have proven the value of newspaper advertising in the New York City community to the satisfaction of Colonel Ruppert, who has consented to conducting a newspaper campaign in various other communities.

NEW YORK STATE DAILY CIRCULATION

By WILLIAM C. ...

City	Paper	Circulation	2,500 l.	10,000 l.	C
Albany	Journal (E)	16,982	.05	.035	Ith
Albany	Times-Union (E)	39,915	.06	.06	Lo
Albany	Knickerbocker-Press (M)	38,511	.06	.05	M
Albany	Knickerbocker-Press (S)	31,140	.06	.05	Ne
Auburn	Citizen (E)	6,580	.0178	.0135	Ne
Binghamton	Press-Leader (E)	25,817	.05	.04	Ne
Brooklyn	Eagle (E&S) 3c	44,227	.16	.16	Ne
Brooklyn	Standard-Union (E)	61,970	.15	.15	Ne
Brooklyn	Standard-Union (S)	71,254	.15	.15	Ne
Brooklyn	Daily Times (E)	41,050	.11	.09	Ne
†Buffalo	{ Courier (M) } { Enquirer (E) }	{ 59,669 } { 50,323 }	.14	.12	Ne
†Buffalo	Courier (S)	83,357	.14	.12	Ro
Buffalo	News (E & S)	104,281	.15	.14	Sc
Buffalo	Times (E)	57,006	.09	.08	Tr
Buffalo	Times (S)	58,444	.09	.08	Tr
Elmira	Star-Gazette (E)	19,577	.035	.03	W
Gloversville	Herald (M)	7,060	.02	.015	W
Gloversville	Leader-Republican (E)	5,349	.0143	.0107	W

*Government Statement for October 1, 1914.—†Only Buffalo papers.
*Government statement for April, 1914.—**Average net paid A.A.A. Aud

New York Newspapers Serve Advertisers in Business Known Locally

Twenty-four (24) leading magazines, with circulation in Canada, have in the State of New York alone a combined circulation of over 10,000,000. In order to obtain this New York State circulation, the advertiser must pay the combined rate of these magazines, inasmuch as it is manifestly in his interest to do so by zones.

Therefore, the advertiser who wishes to buy the combined rate of these magazines in New York must pay the combined rate of these magazines.

Now, assuming that the national advertiser could obtain the combined rate of these magazines at a combined rate is \$79.56 per line, he will find that the 1,000,000 circulation in New York State from these magazines costs him a total of \$84.40.

Comparing the cost of this New York magazine circulation with the cost of concentrated newspaper circulation around which this advertiser can buy a newspaper circulation of 1,000,000 gets in newspapers a bonus of 1,005,503 circulation.

General advertisers, agents and space buyers seeking the best advertising conditions and distribution facilities in New York City and the dominant newspapers listed above will aid and assist in their advertising by communicating with THE EDITOR AND PUBLISHER AND JOURNALIST, Suite 1117 World Building, New York. Phones Bee

Selling a Product of a Manufacturer in Any Daily Newspapers of that Community. New York this Past Month.

WHAT OF THE DAILY NEWSPAPER.

DAILY NEWSPAPERS

M. C. FREEMAN

Mind you, this will not be an irregular, hit or miss campaign. Newspapers will be used, in communities where arrangements have been made for the sale of Knickerbocker Beer. They are not going to advertise to GET dealers; they are going to advertise FOR dealers whom they secure by showing them what they are going to do in their home newspapers in the way of advertising.

10,000 l.	City	Paper	Circulation	2,500 l.	10,000 l.
35	Ithaca	Journal (E)	°5,750	.025	.015
6	Lockport	Union-Sun (E)	°5,230	.0157	.012
5	Mount Vernon	Daily Argus	°5,279	.0214	.015
5	New York	Globe (E)	°185,471	.28	.28
135	New York	Herald (M&S)	°109,192	.50	.50
4	New York	Post (E)	°31,189	.18	.16
6	New York	Telegram (E)	°220,453	.30	.27
5	New York	Telegram (S)	°220,672	.20	.20
9	New York	Times (M&S)	°259,673	.45	.40
5	New York	Mail (E)	°157,044	.32	.29
2	New York	World (M&S)	°391,944	.40	.40
2	New York	World (E)	°386,505	.40	.40
4	Rochester	Union & Advertiser (E)	°38,715	.08	.055
8	Schenectady	Gazette (M)	°21,118	.06	.04
3	Troy	Record (M&E)	**22,106	.035	.035
8	Troy	Standard-Press (E)	*13,519	.0357	.02
15	Watertown	Standard (E)	°10,621	.021	.0142
107	Watertown	Times (E)	°13,700	.02	.02

Both Mr. Rose and Mr. Schott are convinced of the soundness of the plan, and are assured by their distributors of their most intense co-operation.

Every general advertiser using newspapers in a State or territory will get the co-operation of the local dealers in a way that cannot be linked up to a general publicity plan in national media.

This "ask your dealer" slogan must give way to the slogan—"here's your dealer right in your home town; this is his address; he sells our product; he believes in it; he has our co-operation in serving you well."

The general advertiser, by confining his efforts to national media very often loses out in getting big stores in communities to handle his product. There is a tendency in many stores not to handle trade-marked products, for the reason that a trade-marked article has a fixed selling price and a fixed percentage of profit for the dealer. The reader of an advertisement in a national medium does not know in which store in his home town the article advertised can be bought. And he will not chase around town after it.

If the general advertiser, on the other hand, conducts an advertising campaign in newspapers in a community, starting with a few dealers—even though no big stores may be among them, if he advertises regularly and convinces the public that his product is worth buying, he will create such a demand that every store, no matter how it feels on the subject of selling trade-marked goods, will have to keep it for their customers. Stores of every description must sell things that people want, if they want to succeed.

No power is as great as that of the daily newspaper.

Any advertiser using the newspapers named on this page with a regular campaign will get stores in their communities to sell his product.

State papers, publisher states, examined daily and Sunday by A.A.A.—A.A.A. Audit.—New York State population 9,113,279.

Advertisers in the Dual Capacity of Making Their Locally and Nationally

with circulation scattered all over the United States and a combined circulation of **1,787,119**.

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

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

er could use all the circulations of the magazines, whose at the **1,787,119** circulation which he gets in New York of **\$8.44** per line.

magazine circulation with the cost of the combined this advertisement is written, we find that for **\$4.9004** circulation of **2,792,622**. On this basis, the advertiser circulation at less than half the cost of the magazine

ers seeking further light in respect to marketing conditions in New York City and New York State and the degree to which the assist with local cooperation, are requested to contact M. C. FREEMAN, ADVERTISER AND JOURNALIST, The Newspaper Advocate, 100 West Beekman 4330 and 4331.

PROFITABLE NEWSPAPER ADVERTISING

JEAN DEAN BARNES AND "CRAVENETTE."

The Story of a Young Woman's Success in Switching a Good Magazine Account to Newspapers and Helping Newspapers Make Good With It—Another Illustration of How Good Advertising Backed by Good Merchandise Can Do Wonders When Given a Real Chance in Newspaper Space.

By Harry R. Drummond.



Priestley's Cloth

Jean Dean Barnes is a woman. She is an extraordinary young woman. She is a successful business woman and one of the two women advertising agents who have recognition from the A. N. P. A.

She was not always a business woman. A few years ago she was the pampered daughter of a millionaire, and was educated for society and all that sort of thing.

One morning, about six years ago, it was gently announced to her that the family had met with reverses.

That was the psychological moment for the young lady to faint, and to simply give up, but that is just what she did not do. She is not that kind of a girl, thank you.

She thought, at first, of pursuing a literary career, and, understanding that most of the real literary lights started in their careers in newspaper work, she applied to The New York Times for an opportunity to get her perfectly good name transferred from the society column to the pay roll, not because it would attract more attention, but because it would do more good.

Her literary aspirations were nipped in the bud, however, as she was placed in the advertising department, where literature is "nix."

Again her characteristic determination asserted itself and, although she confessed having no knowledge of business, although she did possess a keen distaste for anything commercial, she started into the work as if she loved it better than anything else, and before many hours she realized that she did have a sneaking admiration for it.

She was successful from the start, and later transferred her energies to The Tribune, where she was a "regular solicitor."

During her early days she was, of course given many "prospects" that were not worth a whole lot, and she took them all and worked them for all they were worth.

Once she was given a "tip" by an outsider that there might be a chance to get some business from the B. Priestley Co. or the Cravenette Co., U. S. A. She asked the office for permission to call on them and, inasmuch as neither the Priestley Co. or the Cravenette Co. were newspaper accounts, but used magazines exclusively, and as there was nothing to be lost, she was told to go as far as she liked.

Now an old timer would, perhaps, have investigated the lay of the land a bit before going after this business. He would have found that the Cravenette advertising was handled by the president of the company, Mr. George J. Geer, who had introduced the Priestley Cravenette goods into this country, who had been the selling agent for this English house and had handled the advertising which had made it a common article and introduced the word "Cravenette" into the dictionary. He would have found out that this same Geo. J. Geer stands very, very high in the wholesale textile business, and is an acknowledged master of advertising possibilities. He would have found out that Cravenette was a magazine account, that it was successful, and that, by and large, there was very little use in attempting to do anything in the way of getting copy from them for a newspaper.

Miss Barnes, however, was not as experienced in some things then as she is now, and she called and met Mr. Geer.

She had newspaper space to sell; it

was up to her to put up a selling talk, and she did her best. She believed in newspaper space, she had been studying up reasons why newspaper space was better than any other kind of space for advertising, and, principally she wanted that order.

She got the order. She went back after other orders and got them. And she kept on telling Mr. Geer things about newspaper advertising that were pretty good to listen to.

It may be that her argument was good, it may be that Mr. Geer saw that she was in earnest, and had brains; it may be, and probably is, that Mr. Geer is big enough to listen to other people (most big men are) but, after a while her talk sort of got on his nerves and he suggested to her one day that perhaps she might like to come over there and show them something about how to do the right kind of advertising for Cravenette. She would, and did.

Miss Barnes did not go at things in the usual way. She is not the usual kind of woman. She did not know much about newspapers in the foreign field, neither did she have a very full knowledge of merchandising, but she had the determination to learn a whole lot about these little things, and so she took trips over the territory, visiting the big cities, getting acquainted with the buyers of Cravenette goods; asking their opinions as to what they thought was the best way to advertise the goods, talking with the advertising managers of the stores handling goods that were Cravenette-proofed and finding out from them what were the best papers to use, and getting their co-operation in the work she proposed doing.

She found out that the majority of buyers preferred local paper advertising to that done in magazines, and that the information she received about the papers was the best kind.

Then she came back to New York and laid out her campaign. Since that time she has been handling the Cravenette and the Priestley accounts along her own ideas, and she is handling them now.

If she had not made good she would not have held the accounts because Mr. Geer knows just what he did with magazines; he knows what advertising should do, and he is not the kind of a man to switch from one good way of doing things to another simply because an enthusiastic young woman thinks it is the best thing to do. Neither is he the kind of a man to hold out against good argument, no matter how much it is against his own convictions.

When she took this account, about four years ago, it was a 90 per cent. magazine account. Now it is over 75 per cent. newspaper and it is a growing account at that.

Miss Barnes' success is due to a number of good reasons. First, like all good, growing advertising accounts, the Priestley account and the Cravenette account have real merit back of them. Then she keeps in touch with her friends in business. She writes to the buyers and advertising managers, keeps up to date as to trade conditions, does very little "nation wide" advertising, but manages to keep Cravenette before people who are in the market for that kind of merchandise when they are in the market.

For instance, when the rainy season hits the Pacific Coast Cravenette advertising arrives and is a fairly constant visitor. At that time there is little doing around Palm Beach. When the real hot time begins in the South

you will notice lots of advertising about Priestley Cravenette English mohair clothes for men. When the cold winter weather is doing things Cravenette overcoats and Cravenette fur-lined coats are advertised. Cravenette leather shoes for women are given the prominence in the cities where the shoes are carried. It is all practically local advertising placed just when and where it will do the most good and with as little waste and lost motion as possible.

This, Miss Barnes points out, could never be accomplished through magazine advertising, as there are certain parts of the country that would have to be waste circulation for her, and there are other parts where the copy can be run fairly regular with good results.

Then she gets her knowledge of newspapers first hand by traveling and meeting advertisers who are using papers in the field, who live with those papers, and who know what is the real puller. She doesn't take much for granted when the representatives call on her, she knows.

She is a woman of boundless energy, a determination to make good, a winning personality and a love for her work. She is always glad to see people, is willing to go out of her way to do favors and she simply makes people work for her because they want to.

There are few accounts now going out that serve as equally good illustrations of what good newspaper advertising can do than do the Priestley Cravenette and the Cravenette Co.

For years they have been a successful magazine account, and they have been switched almost entirely to newspapers. Not only switched, but have grown in size, although not in per cent. cost against sales. It is impossible to figure cost against sales, as the B. Priestley & Co. do not manufacture coats and do not directly reach the retail trade except through the dress goods counter. They sell to manufacturers of men's and women's wear, coats and suits, but the local merchants have spoken to the manufacturers when placing their orders.

It is a splendid illustration of the opportunities open in the advertising field, this success this girl has made; it is a splendid illustration of what newspapers can do, when given a chance, what she has done with these accounts and others that her agency handles.

There are other big, national accounts waiting for a Jean Dean Barnes to come along and take them out of the magazine class and put them where they can do more work, better work and less expensive work.

There are, however, few people who can do things like this girl. She seems to be perfectly willing to work twenty hours a day to do what she wants to do, and she certainly has "put it over" for the newspapers in this particular instance.

If there were more George J. Geer's and more Jean Dean Barnes' there would be more good newspaper advertising.

Miss Barnes has not permitted business to change her from a regular girl into a business woman enough to hurt. She is decidedly feminine, and keeps in close touch with women outside of business, which is another way of saying that she is thoroughly in touch with the customer's views on matters pertaining to her work.

In her business there is none of the "high brow stuff" but lots and lots of human interest in things feminine, and perhaps this is why she wins.



Priestley's Cloth

For Foreign Language Publications throughout United States and Canada consult

MODELL
ADVERTISING AGENCY

150 Nassau Street
New York City
Telephone Beekman 1142

FOR SALE

Babcock Two-Revolution Press

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

Walter Scott & Co.

Plainfield, New Jersey
NEW YORK: One Madison Avenue

We can increase your business—
you want it increased.

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

BURRELLE

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

Most Far Reaching Newspaper
Reading Concern in Existence

**ATLAS PRESS
CLIPPING BUREAU**

CHARLES HEMSTREET, Manager

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

Our Motto—RESULTS COUNT

218 East 42nd Street New York

Canadian Press Clippings

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

**The Dominion Press
Clipping Agency**

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

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

74-76 CHURCH ST., TORONTO, CAN.

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

TAKE IT TO

POWERS

OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

ON TIME ALL THE TIME

POWERS PHOTO ENGRAVING CO.
624 Nassau St. N.Y. Tel. 4800-4 Beekman

HOW SMALL TOWN AD CLUBS HELP.

Floyd N. Price Describes the Work of the Neosho (Mo.) Ad Club—It Lines Up the Local Merchants in a Combination Double Page Ad and Revises Their Copy—Result—More Trade Than They Could Take Care Of.

THE importance of the service small town ad clubs can render to the cause of advertising, a question still asked by some doubting Thomases, has been demonstrated convincingly in Neosho, Mo. The story is set forth in a report Floyd N. Price, of the Neosho Ad Club, and member of the Committee on Small Town Club Work, has made to Lewellyn Pratt, of New York, chairman of the Educational Committee of the Associated Advertising Clubs of the World. Extracts from Mr. Price's letter are as follows:

"The greatest problem in advertising we merchants in the 'small town' have to contend with is the distribution of our ads.

"This town is the county seat of Newton County and is therefore situated nearly in the center of the county and should draw trade from every direction, north, east, south and west.

"The mediums we have at our disposal for reaching the public are two weekly newspapers and a complete live mailing list of every family in the county.

ONE PROBLEM PRESENTED.

"The whole county is, by the way, Neosho trade territory, and for any one merchant or business to cover the county as he should he must mail an advertisement direct to the mailing list we have, and for him to do this requires a greater expense than he can realize in returns.

"Through the newspapers, both combined, we reach only about one-third of the people in our trade territory.

"All these problems were discussed pro and con at the meetings of our little Ad Club and the co-operative plan was the result.

"We depend on the farming trade for most of our business, and we knew that the more different lines of merchandise we could advertise the greater would be our chance to bring them from a distance to Neosho to trade.

"We took a double-page ad in both of the county papers and the space was blocked off in squares of about three and one-half inches each. These spaces

were sold to the advertiser at \$2 each. Some merchants took one some two and some three spaces.

ALL LINES REPRESENTED.

"Almost every line of business in the town was represented and each one was not allowed to advertise the same 'bargain' his fellow merchant was advertising.

"The result—every merchant represented in the space had more trade on 'bargain day' than he could wait on and at an advertising expense of not one-tenth the amount he would have been compelled to spend to get the same amount of business.

"Bear in mind, a copy of the paper with the big ad was mailed to everybody in the county that was not on the regular subscription list.

"Of course, you understand when the customer came for the 'special item' he bought many other goods at the regular retail price.

"At the last meeting of our Ad Club it was agreed to have a special sale day every month and that the club secure the signature of each advertiser to take the space for six months."

An illustration of the first of the double-page advertisements appears herewith.

The plan is to be commended from several points of view.

In the first place, it is constructive. If followed in all communities with the same thoroughness which characterized it in Neosho, it is bound to add to the volume of advertising and at the same time contribute to the efficiency of advertising. Merchants who are not regular advertisers may get the habit and, finding that it pays, adhere to it. The plan does not and should not in any way promote cutting of prices on advertised goods.

In the second place, honesty in advertising is promoted. Censorship of the ads by a committee representing the club makes certain that promises made will be lived up to. Increased interest and confidence in advertising and advertised goods are built up in the minds of consumers.

All accounts agree that the farming part of the community is at the present time the most prosperous. With the volume of advertising curtailed in all other directions a chance is afforded to develop it where prosperity reigns and the opportunity should not be lost sight of. The Neosho Miner and Mechanic, one of the newspapers in which the advertisement appeared, in an editorial reference to it, said that farmers from as far as twenty-five and thirty miles were attracted to town by the bargains advertised.

One feature of the situation seems to have escaped the attention of the particular club in question, the opportunity offered to the national advertiser. "Dealer co-operation" is a term heard nowadays frequently in advertising circles, and this plan seems to offer a chance to develop it. Chains of small town ad clubs in addition to the many live ones already in existence may be established covering particular sections and the co-operation of national advertisers secured in a way that would be advantageous to all.

NAMES OF COMMITTEE.

The personnel of the Committee on Small Town Club Work of the Associated Advertising Clubs of the World is as follows:

John Clyde Oswald, chairman, care of Oswald Publishing Co., 25 City Hall place, New York; J. R. Cougill, principal high school, Nevada, Iowa; N. B. Edrington, care of Monarch Grocery, Hillsboro, Texas; George H. Ellis, care of Jacobs Company, Clinton, S. C.; Floyd N. Price, care of Golden Eagle Department Store, Neosho, Mo.; A. N. Cornwell, Mutual Saving & Loan Association, Fargo, N. D.; James E. Rose, manager M. T. Garvin Co.'s Department Store, 3137 East King street, Lancaster, Pa.; G. W. Gate, Republican, Phoenix, Ariz.; A. J. Allen, care of M. M. Cohn Co., Little Rock, Ark.; C. A. Alm, Ames, Iowa; E. M. Eicholtz, care of Street-Eicholtz Fur Co., Muskogee, Okla.; George B. Irick, cashier Boone National Bank, Boone, Iowa.

A booklet giving a proposed constitution and by-laws and full particulars in regard to the formation of small town ad clubs has been prepared and may be secured on application to the chairman of the committee, John Clyde Oswald, 25 City Hall place, New York. Correspondence in regard to the work will receive prompt attention.

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

Buffalo News EDWARD H. BUTLER Editor and Publisher "The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why." Foreign Advertising Representatives KELLY-SMITH COMPANY 220 Fifth Avenue NEW YORK Lytton Building CHICAGO

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

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

R. J. BIDWELL CO. Pacific Coast Representative of Los Angeles Times Portland Oregonian Seattle Post-Intelligencer Spokane Spokesman-Review The Editor & Publisher (N. Y.) Portland Telegram Chicago Tribune St. Louis Globe-Democrat Kansas City Star Omaha Bee Denver News Salt Lake Herald-Republican 742 Market Street SAN FRANCISCO

Special Bargain Day, NEOSHO, SATURDAY, NOV. 7th. This day has been set apart by all the leading Merchants of Neosho as a BIG DAY OF SPECIAL BARGAINS. No matter if you live many miles from Neosho, it will be worth your while to come to Neosho on Saturday, November 7th, the first Saturday in November. The previous Bargain days, held in the spring, were so successful, giving such general satisfaction to patrons and merchant alike, that the proposition has been again taken up, with more enthusiasm than ever, and we are looking for one of the greatest crowds of eager buyers that ever came to Neosho to be their trading. Each Merchant Offers at Least One Special Bargain on a Staple Article and without exception you will find many more when you visit their various stores on this special Bargain day. Practically every line is represented here, the dry goods, clothing and shoe man, the grocer, the butcher, the baker, the milliner, the druggist, the furniture man, the hardware and lumber dealer, the jewelry and variety store, the picture theatre, all making special prices to show their appreciation of your trade and, to encourage you to be sure and come to Neosho Saturday, Nov. 7th. You will be the loser if you fail to come. The date is Saturday, Nov. 7 ONE DAY ONLY. Includes various ad sections for different merchants like 'The Golden Eagle', 'The Golden Ea...', 'Wall Paper Special', 'Real Soap Bargains', etc.

Double-page spread of the merchants of Neosho, Mo., arranged by the Neosho Ad. Club

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

Writing for the November Official Bulletin of the I. C. M. A., A. E. Crawford, circulation manager of the San Francisco Call, describes a "Carriers' Gold Contest" which netted 7,000 subscriptions in seven weeks, with a total outlay in prizes of \$295. And he adds that this was accomplished during the dulllest season of the year.

Mr. Crawford's experience proves, we think, that the best possible kind of contest is that which places a newspaper's own employes in competition for prizes or bonus offers. Newspaper contests have recently had their full share of the limelight. Discussion pro and con—in commendation and criticism—has been indulged in by all interested. We regard Mr. Crawford's contribution as among the most illuminating that has come before us. Possibly its appeal is the stronger because it coincides with our own long established and frequently expressed views. Our desire, however, is to be fair, and we confess we have known newspapers who obtained tangible results by sending Tom, Dick and Harry into their various circles of friends to obtain subscriptions, that they might prove themselves the "most popular" of their kind and win automobiles, diamonds, and trips to everywhere but Heaven. Despite our proclaimed desire to keep an open mind on the subject, the number of instances where lasting good resulted from such contests have been far outnumbered by cases in our observation where the opposite condition resulted.

Never have we experienced, or had pointed out to us, an instance where intelligently directed competition for supremacy among a newspaper's own employes resulted disastrously. And this is not limited to short-time contests like that of the Call. It includes every form of competitive effort encouraged by special award. We have known wholesale newsdealers—agents for out-of-town newspapers—uncover latent possibilities for success in carrier boys with theater tickets, boat rides and similar hire. And we have seen big city circulation men develop rough and ready drivers into wagon salesmen by the same method, changing only the form of the award.

One of the most successful exponents of continuous competitive promotion effort is the circulation manager of an afternoon newspaper in one of this country's largest cities. His route men are organized and their union has a fixed minimum wage. This minimum wage is the maximum paid to route men in the offices of his competitors. But his men are told, when they start work for him, that if they can earn only the minimum wage they belong in one of the other offices, and that if they would work for him they must climb into membership in his "efficiency squad" often enough to be noticeable. The efficiency squad draw weekly bonuses of from \$2 to \$5 each. He pays thousands of dollars yearly in bonuses, but he has the best route men in his field and they "deliver" for him. His success, covering a long period of years, amply demonstrates the efficiency of his kind of "contest." He will take an ordinary route man, put him in charge of certain territory, and say to him: "When you have increased our sale at that point two hundred copies per day, your earnings will be increased two dollars per week for six months if you maintain the increase that length of time. If you can't put it over, I'll have to send another fellow there to try for the bonus." His standards are high. He demands more than average ability and effort. When it is given him he pays for it. And as a result his route men are old timers who haven't gone to seed. They "stick," knowing that they have to keep climbing with him to new heights. It's "heads up" all of the time in his office. His is the winning kind of contest.

J. P. Jones, circulation manager of the Macon (Ga.) News, makes a noteworthy contribution to the Bulletin. What he says about the substitution of cotton twine for jute is well worth reading. The keen analysis of the respective strength, yardage, and cost of jute and cotton, evidenced by his letter, are characteristic of Jones. His faculty for "percentage" has our own Hester Street switched onto a siding. This without intent to embarrass him with flattery, but, rather, by way of vouching for his figures, which are interesting, not alone to the fellows in cotton mill towns, but to circulation men everywhere.

The possibilities of cotton twine are being investigated right now by the circulation managers of several New York newspapers, and twine houses are encouraging the idea. We are all creatures of habit and jute has been so universally used and for so long a time that the change will be made slowly. The writer believes, however, that it will eventually be made, and that cotton twine will supplant jute unless some way is found to prevent the constant upward trend of the jute market.

Twine cost has been materially reduced in some of the New York offices during the past three years by the use of cotton web and leather straps, which are used for binding bundles of papers for city delivery and for mail bundles delivered to local terminals. The straps are obtainable in various lengths and are equipped with serviceable buckles. They are returned to the office and used, over and again,

saving their cost many times over. Circulators in other large cities have tried out the plan, but have, in many instances, abandoned it after a trial. The reason is not clear to us unless it is that their use necessarily involves the adoption of a plan for checking outgoing and incoming straps, and this extra labor is not welcomed. We know of a number of offices where it has effected a very considerable saving. Its advantages are equally applicable to large or small circulations.

About fifty old-time newsies of Detroit, Mich., who, having reached the age limit, have been backed off the boards and forced to eke out a miserable existence with such piffling jobs as Collector of Customs, Aldermen, presidents of big corporations and similar work, broke out, so to speak, on December 21 and tried to show the kids of today how regular newsboys did things.

It was a sin and a shame the way they did. They pushed the poor little boys from their regular places and literally held people up, forcing them to buy papers absolutely refusing to give any change, and resorting to regular strong arm methods.

They made good, however, and, notwithstanding their having been out of training for a long time, they came back and rolled up a sales sheet of \$2,400 for one day. It is said that Newsie James J. Brady, erstwhile Collector of Customs, held David E. Brown up for one hundred dollars for a penny paper and Newsie Jacob Guthard, some times Alderman, trimmed the Mayor for twenty bucks for a paper absolutely refusing to give any change. The swag went to the Good Fellows Christmas fund and nobody kicked. The papers were worth the price anyway.

The big men of Columbus, Ohio, who, when they were kids, were newsies, got out on the streets on Saturday, December 17, and spent the day selling papers, devoting the proceeds of their efforts to a Christmas charity fund.

The Ohio State Journal furnished the papers and printed a series of extra editions, keeping up to the very minute, and furnishing the "kids" with plenty of new merchandise to sell.

If one had a paper an hour old that was no excuse for not buying another one and the sales, so it is reported, were very large, indeed.

This is an annual stunt in Columbus and is entered into with zest by everyone.

The newly elected officers of Boston Newsboys' Protective Union No. 9077, A. F. of L., were installed December 13. The installation took place at 30 Hanover street, in the presence of several hundred newsboys and friends. The officers are: President, Hyman J. Cohen; first vice-president, Louis Orenberg; second vice-president, Isaac Isenberg; treasurer, Thomas J. Mulken; financial secretary, Harry Weinberg; recording secretary, Benjamin H. Robish; sergeant-at-arms, Kervy Kreutch; auditing committee, George Hornstein, Harry Stromberg, Myer J. Reiser; executive board, Charles Frasca, Samuel Rosen, Charles Brickel, Meyer Dunay and Michael Davis.

Lee Shubert has given 25 per cent. of the receipts of "The Lilac Domino" at 44th Street Theater, New York, for the first four days of this week for the Newsboys' Club. Since the organization of the club there has been a decided improvement in the tone of the New York newsboy.

The circulation managers of the afternoon papers in St. Louis, Mo., have outlined a plan for the establishment of a permit system for the street sales of newspapers in the district bounded by Franklin avenue, Elm street, the river and 12th street.

They contend that permits should be issued to the newsboys, and that the sales of papers by boys without permits should be prohibited. They say that under the plan the behavior of the boys will be regulated, accidents prevented, confusion avoided and unnecessary noise eliminated.

A. G. Lincoln, circulation manager of the Post-Dispatch, said that there was no desire to exclude newsboys, and that there probably was no need for the system outside of the congested district. He said the newspapers were willing to abide by any regulations the board saw fit to make. One member suggested the boys should not be permitted to carry the papers under his arm, but should be required to keep them in a box. Lincoln said that would not be objectionable to the newspapers.

Secretary Finley suggested that a distributing agency should be organized to be held responsible for accidents. Lincoln and J. B. Watts, circulation manager of the Star, and Robert J. Corrigan, circulation manager of the Times, said they would confer on that matter and discuss it with the board at a future meeting.

Director Talbert suggested that the boys should be uniformed. The circulation managers expressed the opinion that that would be an unnecessary expense and would not be of benefit.

The board took the application under advisement

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

THE CHICAGO EVENING POST
(Evening Daily)

INDIANAPOLIS STAR
(Morning Daily and Sunday)
TERRE HAUTE STAR
(Morning Daily and Sunday)
MUNCIE STAR
(Morning Daily and Sunday)

THE ROCKY MOUNTAIN NEWS
(Morning Daily and Sunday)

THE DENVER TIMES
(Evening Daily)

THE LOUISVILLE HERALD
(Morning Daily and Sunday)

The Shaffer Group

THE SEATTLE TIMES

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

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

A copy to every family.

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

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

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

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

Chicago Examiner

DAILY—Has the largest Chicago City circulation in the morning field. Strongest market reports. Best sporting pages. Woman's Forum. Club Notes. Society News.

SUNDAY—Has the largest circulation west of New York City. Reaches 2 out of every 3 homes in Chicago and 4,100 smaller cities and towns of Middle West. Leads in special features.

M. D. HUNTON E. C. BODE
220 Fifth Ave., Hearst Bldg.,
New York Chicago

The Florida Metropolis

FLORIDA'S GREATEST NEWSPAPER
JACKSONVILLE, FLA.

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

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

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

THE PITTSBURG PRESS
Has the Largest
 Daily and Sunday
CIRCULATION
IN PITTSBURG
 Foreign Advertising Representatives
I. A. KLEIN, Metropolitan Tower, N. Y.
JOHN GLASS, Peoples Gas Bldg., Chicago

There is no Duplication or Substitution in
Pittsburg Leader
Circulation
 Ask us about the Pittsburgh Territory and in what way the Leader is the important paper.
VERREE & CONKLIN
 Foreign Representatives
Steger Building, Chicago
Brunswick Bldg., New York

One priceless aid to advertisers is given by this paper. It is the FAITH of its readers.
THE PITTSBURGH SUN
 CONE, LORENZEN & WOODMAN
 Foreign Representatives
 New York, Kansas City, Chicago

Get the Best Always
The Pittsburg Dispatch
Greater Pittsburg's Greatest Newspaper
WALLACE G. BROOKE,
 Brunswick Building, New York
HORACE M. FORD,
 People's Gas Building, Chicago
H. C. ROOK,
 Real Estate Trust Building, Philadelphia

Do You Wonder Why?
 The leading Pure Food Medium of New Jersey is the
Trenton Times
 The only New Jersey paper selected for the \$5,000 line Armour contract.
 The largest New Jersey paper selected for the new Westfield campaign.
 Quality of circulation—
 Quantity of circulation—and cooperation of the result-producing kind are important factors.
 Permit us to show you "Why!"
KELLY-SMITH
 226 Fifth Ave., New York
 Lytton Bldg., Chicago

The Peoria Journal
 "Guarantees a larger bona fide circulation than any other Peoria newspaper and also guarant es as much city circulation, in Peoria as in St. Louis, as both other Peoria newspapers combined."
H. M. Pindell, Proprietor
 Chas. H. Eddy, Fifth Ave. Bldg., New York
 Chas. H. Eddy, Old South Bldg., Boston
 Eddy & Virtue, People's Gas Bldg., Chicago

A' TOP O' THE WORLD
 Being observations, pertinent and impertinent, principally about newspaper advertising and advertisers.

FORT WAYNE, INDIANA, MERCHANTS, or that part of them belonging to The Retail Merchants' Association, at their monthly meeting, held December 7th, went on record with a protest against the law passed by the last state legislature, against fake advertising, characterizing it as a poor weapon against dishonest dealers.

They contend that there is no way of proving that a merchant is not giving the full value that he advertises, there being no uniformity in price for the average article.

It is funny what a difference it makes whose ox is gored—very funny—not to say peculiar.

Mark well their contention "there being no uniformity in price for the average article."

When the Pure Food and Drug Law was passed it was a veritable God-send to humanity, because it automatically eliminated much advertising which was awfully wrong—quack doctors and fake cures were thrown out, and it was a mighty step forward in advertising. Retailers who were advertisers welcomed this law, and gave unstinted praise to those wise law makers who had performed this great work for the betterment of mankind.

When the sworn circulation law was passed the wise law makers advanced the cause of truth and righteousness another long way forward, and the retail merchant knew just exactly what he was buying in the way of circulation.

Before the law was passed circulation was an unknown quantity—there being no uniformity in basic compilation of circulation.

Some publishers based their statement on press run; others made gross distribution the standard and a few got down to net paid as the basis. The law made net paid the basis, and publishers had to stand for it.

It is a good law, and has done much to put advertising on a better basis.

But, when it came to passing a law compelling retailers to get in the same truth class that national advertisers and publishers stood, that, as Mawriss would say to Abe, "is different again, y' understand."

By going on record with the statement that there is no uniformity in price for the average article, the Retail Merchants' Association, in so many words, says that no merchant has any basis for claiming any "value" on articles he offers for sale.

Newspapers have done a great deal of house cleaning, and made their columns much cleaner than they formerly were; they have brought their space to an absolutely commercial footing, and there is no reason why retailers should not be compelled to readjust themselves to the new order of things and be compelled to live up to the law.

ONE OF THE JOKES in metropolitan advertising is the "removal sale" now being conducted by Arnold Constable & Co., a "sale" which has been going on for some time. They are going to move uptown—in about a year. It has been reported that a new building, now in course of erection on Fifth avenue, is to be occupied by them when it is completed, and in a legitimate way, it would take perhaps two weeks to close out their present stock.

For years after their more progressive neighbors modernized their advertising this staid, conservative old firm marked time in an advertising way, but finally they apparently woke up.

The awakening, however, was not in the nature of a quiet, peaceful awakening from a gentle sleep; it was accomplished with a roar, so to speak, and when they started to do things they did things that, with a mighty rip, tore their reputation to shreds and turned their quiet, conservative old store into a "bargain bazaar" that made Sixth avenue gasp in astonishment and give up the ghost in despair.

It is a shame that some real advertising man can't get that account and make it into something worthy of the name.

AFTER DUE THOUGHT on the subject we are wondering just how department stores are going to handle the Annual January Linen Sales this year.

Practically all the linens used in this country are made-from flax grown in Russia, Ireland and Scotland.

They are manufactured in Ireland, Scotland, England, France, Belgium, Austria and Germany, and since last August there has been a restricted importation and a gradual rising market.

Next year's crop of flax will amount to practically nothing, and what psychological fairy story for "reduced prices" can they use without looking a bit awkward?

DID YOU EVER REALIZE how much it means to an advertising man to "stand in" with the boss of a composing room, and what a lot of help you can get from him? Notwithstanding reports to the contrary, we want to go on record with the statement that printers are almost human.

Take Louie Loenberg, of the Chicago Tribune; Jenkins, of the New York Times; McSkimming, of the St. Louis Post-Dispatch; Van Pelt, of the Louisville Herald; Leigh, of the Chicago American; Irwin, of the Detroit News, and hundreds of others, if you give them half a chance they can and will help you so that your work will be much easier; will show up better and be more satisfactory in every way.

Don't buck 'em! It don't pay. Don't try to TELL them what to do. ASK them to do things for you. Don't issue ORDERS, but make REQUESTS. One of the best stunts any advertising man can learn is to start every bit of instructions to the printer with the word "please." If time is too precious to do this, abbreviate it to "pls."

If you are not sure that you know it all you can't afford to ignore this help. If you are sure that you know it all you can afford to do this for courtesy's sake.

ASHUMAN AND CO., of Boston, Mass., dealers in men's clothing, are running a new kind of copy and, looking at it from A-Top O' The World, it is a big improvement.

Strange as it may seem, Boston does not seem to enthuse over advertising with any class attached to it. Perhaps the natives resent any attempt of any one "in trade" to try anything except the use of the stud gothic type and the ordinary ballyhoo of trading—but they are apparently waking up to better things.

IN WESTERN PENNSYLVANIA
 You will make no mistake by using
The Johnstown Leader
 The only newspaper between Philadelphia and Pittsburg printing an eight-page two color Saturday Feature Magazine Section.
S. G. LINDENSTEIN, INC.
 Special Representative
 18 East 28th Street New York City

In 1914
The New York Times
 achieved the greatest circulation in its history—over 300,000 copies a day—and carried more display advertisements than any other New York newspaper, morning or evening.

The Jewish Morning Journal
 NEW YORK CITY
 (The Only Jewish Morning Paper)
 The sworn net paid average daily circulation of
The Jewish Morning Journal for 110,520
 six months ending Sept. 30, 1914.
 The Jewish Morning Journal enjoys the distinction of having the largest circulation of any Jewish paper among the Americanized Jews, which means among the best purchasing element of the Jewish people.
 The Jewish Morning Journal prints more
HELP WANTED ADS.
 than any paper in the city, excepting the New York World.
I. S. WALLIS & SON, West'n Representatives
 1266 First National Bank Bldg., Chicago

The Globe
 AND GLOBE ADVERTISER
 reaches more of the better class people in Greater New York than any other Evening paper.
 Net paid circulation for year ending Nov. 30, 1914
172,400
 Net paid circulation for November, 1914
187,786

Growth of
THE EVENING MAIL
 The average net paid circulation of The Evening Mail for the six months ending September 31, 1914, was
157,044
 This is an increase of
26,738
 over the corresponding period of 1913.

THE NEW ORLEANS ITEM
 Accepts advertising on the absolute guarantee of the largest net paid circulation of any New Orleans newspaper or no pay.
THE JOHN BUDD COMPANY
 Advertising Representatives
 New York Chicago St. Louis

NEW PUBLICATIONS.

ST. LOUIS, Mo.—A new publication to be known as the Daily Jewish Press will make its first appearance in St. Louis January 15, published from 1507 Franklin avenue, with Mark Plotnick as business manager.

LEWISTON, IDAHO.—A company is organizing to publish a newspaper. It will begin as a weekly with at least 1,000 of prepaid, honest circulation, and the aim is to develop the paper into a daily.

WAYNESVILLE, N. C.—The Carolina Mountaineer is a new weekly paper being issued here.

WAUSAU, WIS.—Adelbert Schmidt, formerly interested with his father in the publication of Der Northwestern, at Manitowoc, and for the past year secretary of the Advancement Association, is making arrangements to start a new daily here January 1.

SCOTTSBURG, ILL.—The first issue of the Courier made its appearance December 9. It is under the management of George L. Hall, owner and editor, and will be issued daily and weekly. The new paper will be the only daily in Scottsburg.

ANSELMO, NEB.—C. M. Anderson has purchased the Enterprise.

GERING, NEB.—The Courier, A. B. Wood, editor, last week absorbed the Twin City Times.

PENDER, NEB.—C. A. Redding, who purchased the Republic from Rev. C. S. Hughes a few months ago, has sold the paper to B. L. Walden of Sioux City.

CROFTON, NEB.—R. B. Cooley of Otis, Colo., will take charge of the Journal early in the year. Mr. Cooley is a brother of H. M. Cooley, late proprietor of the Journal, who was drowned in the Missouri River near Yankton election night.

CREIGHTON, NEB.—P. D. Crew and T. J. Ryan have purchased the News from Kirk & Nolan. The new proprietors began their careers as printers in the office they now own.

FARRELL, PA.—Another newspaper is to be started in Farrell. It will be known as the Roumanian weekly and be financed by P. J. Costea, a Broadway business man. The first copy will make its appearance about January 1.

BLAIR, NEB.—W. K. Strode, who has been the managing editor of the Blair Tribune for several years, has bought the plant and building and lot which was formerly owned by W. R. Williams.

HALSPORT, N. S.—A new weekly made its appearance last week from Hantsport. It is called the Hantsport Review and is under the management of Miss Jean U. Fielding.

SPENCER, PA.—A company has been organized to purchase the Bulletin and turn it into a party paper under the

name of the Roane County Democrat. C. O. Fluharty is to be editor. New equipment is to be bought to perfect its mechanical efficiency.

MEMPHIS, TENN.—The Southern Architect and Building News, one of the largest publications devoted to building trades in the South, is to move to this city. A new plant is to be installed.

PARKERSBURG, W. VA.—The Roane County Printing Company has been organized to publish a new Democratic weekly in that county, probably at Spencer. A number of prominent citizens are backing the enterprise.

SCOTTSBURG, IND.—The Courier, daily and weekly, has made its appearance. George L. Hall is owner and editor.

PRINCE GEORGE, B. C.—The Post is the name of a new paper which has recently made its appearance here.

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

FULTON, N. Y.—The Evening Times is the name of a new daily edited by G. W. Braun, editor of the Weekly Times, and is an expansion of that paper.

LOGAN, IA.—An effort is being made to raise capital to purchase the Gazette and start a Democratic paper here, which will be called the Harrison County Democrat.

VICTORIA HARBOUR, ONT.—The New Era, published by Athol McQuarrie, is a new paper, succeeding the Era.

DAKOTA, MINN.—J. T. Wheaton is preparing to start a paper here.

MERTON, WIS.—The Dairy Belt Review is a new paper here. It is published by Lewis Mahoney.

CHANGES IN INTEREST

PLENTYWOOD, S. D.—The Sheridan County News has been purchased by C. W. Tilton, former editor of the Center Republican.

NASHVILLE, TENN.—The Commercial News and Legal Reporter has been taken over by Finch Clark. It is a daily reporting court, commercial and real estate news.

BELMONT, N. Y.—The Dispatch has been sold by W. L. Thornton to Russell E. Pierson.

VEBLEN, S. D.—Guy A. Farrington, who has been conducting the Veblen Advance for nearly two years, has purchased the good will, business, plant and building and is now the owner of the property.

EASTON, ILL.—Mrs. Edythe Adkins and Charles Hayden, who recently purchased the Enterprise, have leased the plant to J. S. Odell, of Abingdon.

GODLEY, TEX.—The Herald has been purchased from C. R. Raifsnider by Nugent Hoffman.

DURHAM, N. C.—The Sun has been sold to a Mr. Bachelior, of Cincinnati, by S. J. Fleckenger.

PALESTINE, ILL.—E. J. Reed, of Obolong, has purchased the Monitor and the Wabash Pearl and combined the two papers.

SPIRIT LAKE, IA.—The Herald has been purchased by Thomas Hogan, formerly editor of the Galva Tribune.

BROCKTON, MASS.—The newspaper and job printing plant of the Enterprise has been sold to Ernest Harmon, son of G. C. Harmon, former editor and founder of the Enterprise, who sold the property to Carl F. Johnson about a year ago.

LONDSBURG, N. M.—Faris V. Bush has purchased the Western Liberal from Don Kedzie, who has moved to California.

HONDO, TEXAS.—Fletcher Davis, publisher of the Anvil Herald and the D'Harris Star, has purchased the Times from E. J. Brucks. Brucks will move the plant to Boorne, where he will start another paper.

ABBOTSFORD, WIS.—The Clarion has been purchased by William Mannes, formerly of the Dorchester Herald, from Herman Kronschnabl.

GETTYSBURG, S. D.—C. E. Backlund, the former editor, has repurchased the Herald from J. E. Dillon.

BILLINGS, MONT.—Campbell's Scientific Farmer, now published at Lincoln,

Neb., together with the various auxiliary interests, such as the Campbell Soil Culture Manuals and the Campbell Correspondence School of Soil Culture, have been purchased by P. B. Moss and associates of this city and a new company organized to take over the properties and to remove them at once from Lincoln to Billings. The editorial management will remain in the hands of Richard A. Haste, who has been editor of the Campbell publications for some years.

BELMONT, PA.—Russell E. Pierson has purchased the Dispatch from L. H. Thornton.

BOLIVAR, N. Y.—Russell E. Pierson of Fillmore has purchased and taken possession of the Belmont Dispatch, a weekly paper owned for the past 16 years by Lewis O. Thornton.

ALTURAS, CAL.—Fred H. Shaffer, of Fairport, has taken over the Modoc Republican from A. F. Shartel, and Rose Anderson, of Roseville, with his uncle, R. L. Sloss, will take over the New Era. Settlements are under way between William Thompson and Mr. and Mrs. R. A. French, owners of the Plaindealer, by which one of the two owners will retire in favor of the other. The first of the year will see all three papers in different hands.

DEXTER, N. Y.—T. H. Gee, editor of the Dexter Press, has sold out to E. C. Smith, of Fair Haven, N. Y.

GOSHEN, IND.—Frank Drake, editor and publisher of the Goshen Independent Republican, has sold that paper to George L. Jackson, former postmaster at Goshen, and Mr. Jackson has placed an order for some new machinery in connection with the plant.

EASTON, IA.—The Enterprise, which has been published by Hayden and Adkins for the past month, has changed hands and will for the present be published by J. C. Odel of Abingdon.

UPPER SANDUSKY, O.—Claude C. Waltermire, former managing editor of the Piqua (O.) Daily Journal, has taken charge of the Wyandot (O.) Republican, a daily paper.

LEAD, S. D.—John Stanley, of Hot Springs, has purchased the Call from Mr. and Mrs. George H. Grace.

SEATTLE, WASH.—Samuel P. Weston, business manager of the Evening Sun, has been appointed receiver for the Sun Publishing Company on the suit of a creditor.

HE KNOWS BETTER NOW.

Experiences of a Clergyman Who Thought He Could Run a Newspaper.

The other man's job always looks easy. Ministers believe they could run the newspapers far more successfully than they are conducted at present. Once in a while one of them tries it. A Pasadena clergyman who was given an opportunity to put his ideas into practice and worked at the task a week on the last day wrote:

"My time is almost up as I pen this last line; my hand is almost paralyzed; my brain is befuddled and I am free to confess that I am right glad to vacate the holy spot. Such rush and riot and disarray! Such a jumble of pot-pouri; it strikes me as the effort to bring order out of chaos, and to do it lightning quick.

"I am reminded of the memorable words, 'The earth was without form and void, and darkness was upon the face of the waters.' Never shall I criticize newspaper men more. I shall pray for them. They will have my heart's forbearance henceforth and forever. They are the hardest worked, shortest lived, poorest paid brain workers on this weary old world of ours."

EDITORS AND PUBLISHERS

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

CENTRAL NEWS, New York, N. Y.

ATTENTION

Publishers and Business Managers

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

Address

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

WAR NEWS
and
PICTURES

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

INTERNATIONAL NEWS SERVICE
238 William St. New York City

USE

UNITED
PRESS

FOR

Afternoon Papers

General Offices, World Bldg., New York

THE TEST

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

NEWSPAPER FEATURE SERVICE

M. Koenigsberg, Manager.
41 PARK ROW, NEW YORK

Newspaper
Correspondents

Increase your list of papers by registering in the forthcoming edition of the Newspaper Correspondents Directory. A stamp will bring you information which should be of material help to you.

National Association Newspaper
Correspondents

Germania Savings Bank Building
PITTSBURGH, PA.

Don't Talk War

TALK BUSINESS!

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

BRUCE W. ULSH COMPANY
Prestige Builders Wabash, Indiana

You Would Enthuse Too

as many publishers do, over the increased business and efficiency of your

Classified Ad Department

if you were using the

Winthrop Coin Card Method

of collecting and soliciting.

Prices, samples and full details of how other papers are using our coin cards successfully will be mailed on request. Or better still, send us your trial order now.

When you write us, mention this ad.

THE WINTHROP PRESS
111 East 25th Street New York City

These war times

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

JOHN B. GALLAGHER & CO.

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

PRESS ASSOCIATIONS.

The new officers of the Butte (Mont.) Newswriters' Association are: President, J. H. McIntosh; vice-president, James Cummins; recording secretary, W. A. Wells; treasurer, James A. Berry; sergeant-at-arms, T. L. Greenfield; executive committee, Harry Sultzer and W. L. Browne, who will serve with the three holdovers, E. G. Leipheimer, Col. Sam Roberts and E. C. MacLaughlin.

The executive committee of the Second Minnesota District Editorial Association held a meeting at Mankato December 11 to arrange a program for the session of the association that will be held in Mapleton in January.

The editors of the seventeen newspapers in Colfax, Union and Taos Counties met at Raton, N. M., on Saturday, December 19, in a convention to consider their mutual interests and to get together socially.

At the regular monthly meeting of the members of the Dallas (Tex.) Press Club held December 7 the draft of the amended constitution and bylaws was read and adopted. The most important feature of the new code provides that the affairs of the club's operation shall be controlled by a board of governors composed of active and associate members, the former being in the majority, which means that the club's affairs will in future be in the hands of active newspaper men. The following were elected to active membership: J. D. Murray, Dallas Dispatch; E. L. Moore, Dallas Dispatch; C. A. Taber, Times Herald; B. F. Selva, Times Herald; W. S. McKaig, Times Herald; D. M. Crowley, Times Herald; I. L. Stanley, Times Herald; G. McBlair, Home and State; W. F. Laybourn, district manager David C. Cook Publishing Company; M. M. Carrick, Holland's Magazine; Frank Wozencraft, Southwestern Telegraph and Telephone Company.

Officers and directors of the Buffalo (N. Y.) Press Club entertained the newspaper men of Buffalo at the new clubrooms of the organization in the Hotel Statler December 9. Luncheon was served from 4 until 6 o'clock and the evening was given over to merry-making. It was the first big gathering the club has had since the newspaper men took over the rooms on the twelfth floor of the hotel, and in every detail it was a success.

Plans for the merger of the Press Club of Des Moines, Iowa, with the Chamber of Commerce were approved at a meeting of the club December 14. The Press Club will maintain its identity so far as officers and organization are concerned, but it will be known as the Press Club Bureau of the chamber. The club rooms at Fourth and Locust streets will be vacated the first of the year.

The executive committee of the Nebraska Press Association has decided upon February 15 to 17 as the dates for holding the annual convention in Omaha.

Sioux Falls was selected as the place for holding the midwinter meeting of the South Dakota Press Association and the dates were fixed for February 4 and 5.

Notice has been sent to the executive committee of the Florida Press Association to meet in Sanford on January 8 to make arrangements for the meeting of the association to be held in Miami in March. The South Florida Press Association and the Lake Region Press Association will also meet in Sanford on that date.

Important steps toward entertainments under auspices of the Little Rock

Press Club and tentative plans for a permanent home were taken up at the December 13 meeting of the club, held at the Hotel Marion. The presentation of "The Arkatta," a historical sketch of Arkansas's progress from its savage state before the immigration of white people until today, and a Christmas dinner with the customary Christmas tree, were entertainments planned.

The meeting of the Iowa Associated Dailies at Cedar Rapids has been postponed until Monday, January 4, at which time it is expected every daily newspaper man in the state will be represented.

WACO NEWS RECEIVERSHIP.

Suit asking for \$20,000 and the appointment of a receiver was filed in the Fifty-fourth district court at Waco, Texas, December 10, by the News Publishing Company against the Southern Publishing Company, publishers of the Morning News. The suit is based on a note given the News Publishing Company by the Southern Publishing Company at the time the paper changed hands, January 1, 1914, and as part payment for the plant. The note was due November 1 and at that time the Southern Publishing Company made a tender of \$5,258.04, which was refused. The Southern Publishing Company enters a counter claim against the News Publishing Company for \$14,741.96, contending that this is the amount due on account of liabilities of the News Publishing Company, which the purchasers did not agree to assume, and that there is a discrepancy in the number of subscribers guaranteed the Southern Publishing Company at the time it took over the property of the News Publishing Company.

Daniels Compromises.

Though he sued for \$75,000 as damages resulting from the destruction of his newspaper plant last year, Josephus Daniels, editor of the Raleigh (N. C.) News, has accepted a promise of \$12,500. The Secretary of the Navy alleges that his life accumulations were swept away by fire that could have been controlled had water pressure been sufficient, but he agreed to the judgment after a long delay in a decision from the Supreme Court that substantially determines the case.

Sound Logic.

Every man's vision is as broad as that of the newspaper he reads. The country newspaper, if he lives in the country, is indispensable to give him a clear view of his immediate surroundings; but the city newspaper is its equally indispensable complement. No man can be well posted nowadays unless he keeps an eye on what the whole world is doing. Therefore he needs bi-focal newspaper glasses—the home newspaper for the little world around him, the city newspaper for the big world beyond its sphere of service.

Michigan Daily Changes Hands.

With its issue of December 16 the Hillsdale (Mich.) Daily, now in its sixty-eighth year of publication, passed into the hands of Harvey J. Burgess as editor and publisher. D. W. Grandon retires after more than forty years of active newspaper work. As editor of the Daily he has done much for Hillsdale. Howard H. Fitzgerald will be part owner of the Daily with Mr. Burgess. The present editorial, business and mechanical staff will be retained.

Fire last week destroyed the plant of the Goshen (Ind.) News-Times. The loss is estimated at \$35,000, with insurance of \$32,000.

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



The New Model 14
Three Standard
Magazine
and an auxiliary

A Real Record

The performance record of the Linotype can never be approached. For almost a quarter century these machines have been serving the printers of the world. It is this assurance of reliability and endurance that goes so far toward creating the confidence that the Linotype purchaser experiences. And the modern Multi-Magazine Linotypes are adding features of versatility and flexibility never before attained.

**MERGENTHALER
LINOTYPE COMPANY**

Tribune Building, New York

1100 So. Wabash Ave. 549 Baronne Street
CHICAGO NEW ORLEANS

638-646 Sacramento Street
SAN FRANCISCO

Toronto: Canadian Linotype, Limited
35 Lombard Street

MERE WOMAN

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

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

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

MERE WOMAN

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

\$2.00 PER WEEK

NO COMPOSITION—Composition figures up about \$1.00 per column—6 mats of "Mere Woman" is the equivalent of 6½ columns of composition and only costs \$2.00—An equal space in composition would cost you about \$6.50.

Here It Is In a Nutshell

6½ Columns Composition Per Week..... \$6.50
Six 7-Column Strips, "Mere Woman," Per Week..... 2.00

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

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

World Color Printing Co.

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

TIPS FOR THE AD MANAGER.

Nelson Chesman & Company, 1127 Pine street, St. Louis, Mo., are placing 96 lines Sunday t. f. orders with middle west papers for the Ovelmo Company, Fort Wayne, Ind.

Gardner Advertising Company, Inc., Kinloch Building, St. Louis, Mo., is issuing 112 lines 9 t. to weekly and farm papers for the Sure Hatch Incubator.

Frank Presbrey Company, 456 Fourth avenue, New York City, is forwarding 300 l. 4 t. to Mississippi papers for the Southern Railway Company.

Roberts & MacAvinche, 30 North Dearborn street, Chicago, Ill., are placing 16 l. 21 times with farm and weekly papers for Brown Fence & Wire Company.

The E. H. Clarke Advertising Agency, Steger Building, Chicago, Ill., is sending out orders for the Weed Chain Tire Grip Co. to selected list of Pacific Coast papers.

J. P. Storm, Marbridge Building, New York City, is placing orders with a selected list of eastern newspapers for Park & Tilford, grocers, 529 West 42d street, New York City.

M. Wineburgh & Company, 576 Fifth avenue, New York City, are resuming copy with large copy newspapers for the Omega Chemical Company, "Omega Oil," 576 Fifth avenue, New York City.

Mallory, Mitchell & Faust, Security Building, Chicago, Ill., are issuing 130 line four time orders to some western weekly newspapers for Manson-Campbell Company.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., are reported to be making up a list of newspapers for the National Biscuit Company of Philadelphia, Pa.

Hanser Agency, Kinney Building, Newark, N. J., is handling the newspaper advertising of the Auclco Company, "Auclco Furnace Clock," 828 Broad street, Newark, N. J.

The Imperial Novelty Company, Waterbury, Conn., is sending out orders direct to a few large eastern newspapers.

James Zobian, 225 Fifth avenue, New York City, it is reported, will shortly place orders with a selected list of newspapers for Philip Morris Cigarette Company, 402 West Broadway, New York City.

Oak Tree Laboratory, Cleveland, O., is forwarding direct 48 line one time a week three time orders to some western weekly newspapers.

H. B. Humphrey Company, 44 Federal street, Boston, Mass., is issuing 174 line one time special holiday copy to some large city newspapers for George Frost & Company, "Boston Garter," 551 Tremont street, Boston, Mass.

The Morse International Agency, Fourth avenue and 30th street, New York City, is making renewals where they have expired for B. F. Allen & Co., "Beecham's Pills," 417 Canal street, New York City.

Frank Presbrey Company, 456 Fourth avenue, New York City, is placing orders with some western newspapers in cities where representatives will call for the Permutit Company, "Permutit Water Softener," 30 East 42d street, New York City.

J. Walter Thompson Company, 44 East 23rd street, New York City, it is reported will place the newspaper advertising of Julius Kayser & Company, "Kayser's Gloves," 45 East 17th street, New York City.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., are issuing orders to some large city newspapers for the Sprague Publishing Company, American Boy Magazine, American Building, Detroit, Mich.

The Religious News Advertising Agency, Fulton and Hicks streets, Brooklyn, New York, is putting out orders with a selected list of newspapers for the Pastor Russell Sermons, 124 Columbia Heights, Brooklyn, N. Y.

A. M. Sweyd Company, 286 Fifth avenue, New York City, is placing orders with New York City newspapers for E. Regensburg & Sons, "Regensburg American," and "Admiration" cigars, 202 East 29th street, New York City.

N. W. Ayre & Son, 300 Chestnut street, Philadelphia, Pa., are reported to have asked for rates for Tone Brothers, Spices, Des Moines, Ia., as stated in last week's "C" Bulletin of the A. N. P. A.

Tracy-Parry Co., Lafayette Building, Philadelphia, Pa., is now handling the advertising of C. E. Conkey, Cleveland, O.

Stewart-Davis Advertising Agency, Chicago, Ill., is placing some advertising in weekly and farm papers for the Santa Fe Company.

E. M. McMullen, Cambridge Building, New York City, is sending out orders generally for Lea & Perrins, New York.

Frank Seaman, 116 West 32d street, New York City, is resuming the advertising of Fatima Cigarettes.

To Censor Advertisements.

After the first of the year the Advertising Men's League will put into operation a plan designed to eliminate extravagant claims made in advertising. The league has been successful in a number of instances in preventing the practice of fraud by unscrupulous advertisers, but the difficulty has always been one of obtaining expert advice on values. To maintain a censorship of advertising matter in the most efficient manner possible, the members of the league in the future will take up the task of criticising objectionable publicity. Where an extraordinary value is offered, the buyer or executive for a competing house will be asked to investigate the claims of the advertiser and pass judgment on the question of whether the merchandise backs up such claims.

A broken electric wire started a fire in the printing plant of Vickery & Hill, at Augusta, Me., recently. The greatest damage was from water. One hundred and fifty thousand stencils used in the mailing room were made useless.

The office and plant of the Branch (Ark.) Weekly Argus was destroyed by fire recently.

ABE "ABOVE BOARD CIRCULATIONS" ABE

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

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

ROLL OF HONOR

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

Table listing newspapers: ILLINOIS (POLISH DAILY ZGODA), NEW YORK (EVENING NEWS), PENNSYLVANIA (TIMES), QUEBEC (LA PATRIE), NEBRASKA (FREIE PRESSE).

Fire entirely destroyed the building occupied by the Marion County Herald, at Jasper, Pa., on December 8. R. H. McKinney, editor and owner, suffered a total loss, as he carried no insurance. The Montreal Star has raised its minimum subscription rate to out-of-town subscribers to \$2 per annum. The Star previously took some subscriptions at \$1.

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

AD FIELD PERSONALS.

The Carpenter Sheerer Sullivan Agency has been re-incorporated under the laws of Illinois as the Carpenter Scheerer Company, publishers' representatives, with a Chicago office in the People's Gas Building and the New York office in the Fifth Avenue Building.

The Harris Automatic Press Co., of Niles, Ohio, has appointed A. F. Mackay as general manager of the company beginning January 2.

For the past nine years Mr. Mackay has been with the Lanston Monotype Co., of Philadelphia, as head of its typographic department, which broadly covered the practical and technical questions of machine composition, designing of faces, etc.

P. F. Irish, advertising manager of the J. L. Hudson Co., Detroit, will on January 1 assume the direction of the retail division of Thorsen Seelye Agency.

B. Lee Smith, of the Advertising Department of the Atlanta Georgian, has been made manager of the Strand Motion Picture Theatre.

W. H. Corbett has been placed in charge of the advertising and publicity department of the Motz Tire and Rubber Company, Pittsburgh, Pa. He was formerly in the traffic department of the Pennsylvania Railroad Company.

Fenton P. Kelsey, former Milwaukee newspaper man and recently vice-president and editor of the Gas Record, will join the advertising staff of the Philadelphia Ledger January 1.

Walton Back With Burroughs.

Edwin A. Walton has been appointed advertising manager of the Burroughs Adding Machine Company. This is a "return engagement" for Mr. Walton, and it means all that the term implies. About three years ago, Mr. Walton resigned as assistant advertising manager of the Burroughs Company to become advertising manager of the Timken Companies. In these few years he has built up an efficient advertising department for Timken, and has directed one of the most successful advertising campaigns in the history of the motor car industry. Frank N. Sim and Myron Townsend, Mr. Walton's present associates, will continue the Timken advertising work, including the publication of the Timken Magazine.

PUBLISHER'S NOTICE.

Subscription: Two Dollars a year in the United States and Colonial Possessions, \$2.50 a year in Canada and \$3.00 foreign. It is suggested that the publication should be mailed to the home address to insure prompt delivery.

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

The columns are 13 picas. Advertising will not be accepted for the first three pages of the paper.

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

Liberal discounts are allowed on either time or space contracts.

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

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

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

Pittsburgh—Davis Book Shop, 416 Wood street.

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

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

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

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

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

LIVE AD CLUBS.

The Advertising Club of Baltimore has issued a formal report showing the receipts and expenditures for the Baltimore Convention of the Associated Advertising Clubs of America held June 8-13, 1913. The report shows that the local business men contributed \$34,256.73 to promote the convention, and that the Advertising Club was obliged to pay a deficit of \$2,153.31.

The Ad Club, of Portland, Ore., held its annual election of officers December 9. George L. Baker was unanimously elected president. Other officers elected were: Harvey O'Bryan, first vice-president; G. A. Benedict, second vice-president; W. D. Whitcomb, secretary-treasurer; directors, R. W. Edwards, James L. Duffy, George D. Lee, Nelson G. Pike, M. A. Reed, Frederic H. Whitfield, Marshall N. Dana.

Harry F. Brown of the Portland Oregonian was elected an active member of the club. The new officers will

be installed at the February 13 dinner which will be the thirtieth anniversary of the organization of the club.

The Wheeling (W. Va.) Ad Club at their meeting December 10 elected the following officers for 1915: H. F. Gordon, president; C. H. Henderson, first vice-president; W. B. Elliott, second vice-president; Harold A. Moore, secretary; Clem D. Sinural, treasurer.

The Worcester (Mass.) Publicity Association is to have its Christmas tree celebration in the ballroom of the Bancroft Hotel, Friday night, instead of at the Bay State House, as announced.

The new officers of the Los Angeles (Cal.) Ad Club are: President, J. Harry Pieper; first vice-president, A. H. Wilkins; second vice-president, H. S. Carroll; third vice-president, O. W. Leonard; secretary-treasurer, F. J. Wadley; directors, R. B. Armstrong, C. E. Bireley, A. L. Fenton, C. E. Rosenberg H. B. Tuttle and Jack Wilson.

ON THE SIDE OF FAIR PLAY.

Wylie B. Jones Advertising Agency.

Binghamton, N. Y., December 8, 1914.

The Editor & Publisher:

As a man who likes to see fair play and also one who is familiar with the good and evil of the so-called patent medicine business, I want to compliment you on the editorial in your issue of December 5th, "Why Exclude All Patent Medicines?"

The pendulum that swings too far one way will also return and in the end will establish a happy medium, and I think that the agitation against patent medicine advertising is finally settling down to a sane basis.

There have been evil and dangerous patent medicines, but there have also been evil ministers of the gospel and sometimes bank presidents have been sent to the penitentiary, but in spite of that, I still believe that there are honorable bankers, self sacrificing and conscientious ministers and patent medicines that do a world of good. The one or two black sheep in any flock should not give their reputation to the whole.

Your editorial is simply another instance added to the many where you come out fearlessly for what you believe to be right and stand on the side of fair play.

WYLLIE B. JONES.

BUILD YOUR CLASSIFIED MEDIUM RIGHT

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

THE BASIL L. SMITH SYSTEM

will build for you a perfect and profitable classified medium.

Cost of our service dependent on increased business.

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

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

Established 1892

DUHAN BROTHERS

WHOLESALE DEALERS IN

NEWSPAPERS AND PERIODICALS

TRIBUNE BUILDING NEW YORK CITY

Telephone 3584 Beekman

Distributing Specialists Daily Weekly Monthly Newspapers Periodicals

Circulation Builders Bill Posting Advertising Display Periodical Promotion

Publisher's Representatives

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

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

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

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

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

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

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

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

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

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

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

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

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

Advertising Agents

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

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

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

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

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

GUENTHER-BRADFORD & CO.,
Chicago, Ill.

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

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

When a Vessel Goes To Sea

her captain has before him a chart that shows the location of every reef and rock and shoal he may encounter, and the shortest routes to the ports he wants to make. Without that chart his voyage would be slow, much valuable time would be lost and the safety of his cargo imperilled.

The manufacturer who seeks more business is just as eager to avoid the rocks and shoals as any mariner, and just as eager to find the *shortest route to new trade fields*.

To aid those manufacturers who want Chicago's tremendously rich trade—to help them *get it* without wasting time or wasting men or wasting money—*The Chicago Tribune's Advertising Promotion Department* has prepared a *business chart* of *Chicago* that will show any manufacturer, in any line of trade, just what he needs to do and what he doesn't need to do, to get Chicago's business.

This chart is available to any manufacturer who contemplates entering the Chicago field. In writing, please state the name and character of your product.

The Chicago Tribune.

The World's Greatest Newspaper

(Trade Mark Registered)

Member Audit Bureau of Circulations

Eastern Advertising Office: 1216 Croisic Bldg., 220 Fifth Avenue, New York City.
Pacific Coast Advertising Office: 742 Market Street, San Francisco.

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