

# The Editor & Publisher

## and The Journalist

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

Vol. 48, No. 5

NEW YORK, JULY 10, 1915

10 Cents a Copy

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OHIO STATE UNIVERSITY.

## Optimism

The man who makes the most friends looks on life with the eyes of an optimist.

So it is with a newspaper. The newspaper that sees the rainbow and not the rain is the newspaper that makes and keeps readers.

The Chicago Daily News is an optimist. It believes in American business, in American institutions. It believes in Chicago, in its bustling commercial activity and in its quiet home life. It believes Chicago's remarkable past is only a promise of a more remarkable future.

In short, The Daily News reflects the outlook of the healthy, successful Chicago business man and his healthy, contented wife.

Perhaps that is why The Daily News for thirty-eight years has had a larger circulation in Chicago than any other newspaper.

Perhaps that also is why The Daily News prints more dry goods and department store advertising six days a week than any other Chicago newspaper prints in seven days.

## The Chicago Daily News

Over 400,000 Daily

JOHN B. WOODWARD  
Eastern Representative  
710 Times Building, New York

# Significant A. B. C. Figures of Detroit Sunday Papers

The following figures are taken from the first quarterly reports for 1915 furnished by The Detroit News Tribune and its only Sunday competitor the Detroit Free Press, to the Audit Bureau of Circulations.

	Detroit (Sunday) News Tribune	Detroit (Sunday) Free Press	News Tribune's Lead
City Carrier Circulation . . . .	63,009	49,157	13,852
Newsdealers, street and counter sales . . . . .	15,150	16,157	
Total City Net Paid . . . . .	78,159	65,314	12,845
Suburban Net Paid . . . . .	16,231	13,506	2,725
Total of City and Suburban Net Paid . . . . .	94,390	78,820	15,570
Country Net Paid . . . . .	25,881	39,199	
Total Net Paid . . . . .	120,271	118,019	2,252

**City Carrier Circulation shows lead for News Tribune exceeding . . . . . 28%**

**Total City Circulation shows lead for News Tribune exceeding . . . . . 19%**

**Total City and Suburban Circulation shows lead for News Tribune exceeding 19%**

**The News Tribune's NET PAID average circulation every Sunday during May and June, 1915, was 130,062**

### HOME CIRCULATION BETTER THAN NATIONAL

It will be seen from the above figures that the News Tribune is the leading home Sunday medium of Detroit and vicinity. The News Tribune makes no claims to national circulation. Concentration in the home territory provides the advertiser with the most economical and resultful publicity service.

**Week Days its The Detroit News—over 170,000 net paid circulation.**

New York: I. A. Klein,  
Metropolitan Tower.

Chicago: John Glass,  
Peoples Gas Bldg.

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### WORLD PRESS CONGRESS

TWENTY-TWO COUNTRIES REPRESENTED AT THE OPENING SESSION IN SAN FRANCISCO

William Jennings Bryan Advocates Signed Editorials and Declaration of Personal Interest in Policies Recommended—Bronze Medals Presented to California and National Editorial Associations.

(By Telegraph.)

SAN FRANCISCO, July 7.—With hundreds of publishers, editors and newspaper men from every State in the Union and from twenty-two foreign countries present at the International Press Congress, in personnel and program the most important meeting of newspaper men and women in history, convened yesterday at festival hall on the Exposition ground under the auspices of the Panama-Pacific International Exposition.

Among the delegates to the congress, which will be in session daily until Saturday, July 10, are many of the world's foremost journalists who are on the program for addresses covering every phase of modern journalism and newspaper work. All have won distinction in their own countries—Canada, Japan, Guatemala, China, Great Britain, Philippine Islands, Australia, Cuba, Ireland, Germany, Portugal, Persia, New Zealand, Russia, Denmark, India, Switzerland, Greece and Mexico.

#### PRESIDENT MOORE'S ADDRESS.

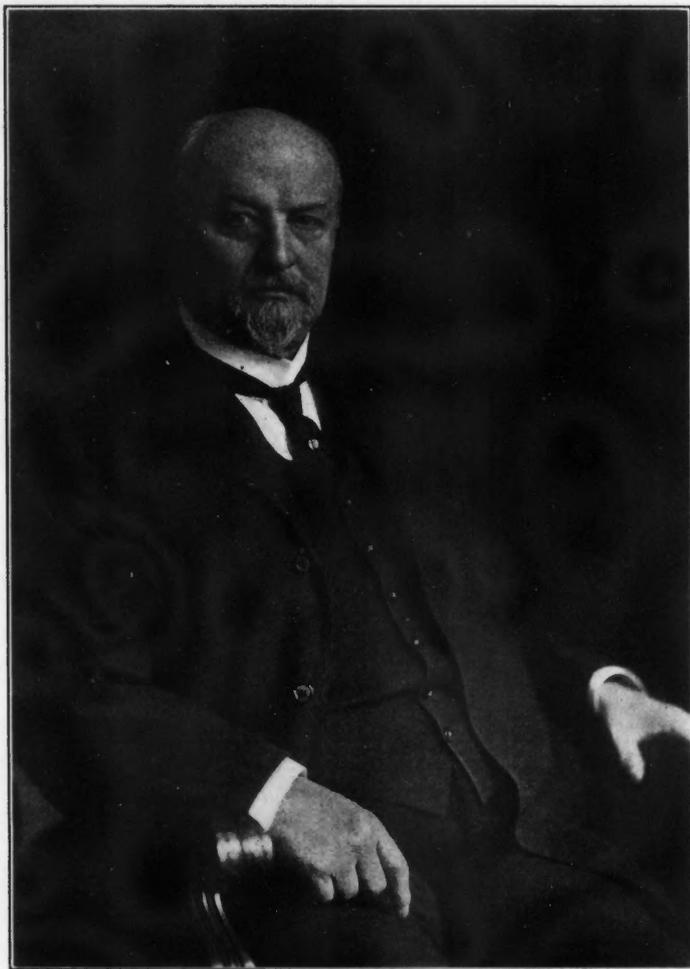
President Charles C. Moore, of the Exposition, formally opened the congress with a splendid address of welcome. He told the journalists that the success of the great world's fair was due in a large measure to the support of the newspapers. He praised their work in glowing terms, and declared that the "newspapers of the country are becoming daily a greater factor in civilization." Others who delivered addresses included Walter Williams, dean of the school of journalism of the University of Missouri, who is director of the congress, and Virgilio Rodriguez Beteta, of Guatemala, honorary chairman of the gathering.

William J. Bryan, former Secretary of State, was the principal speaker at the opening session, which was attended by several thousand delegates, visitors and friends. He spoke as an editor, not as a statesman, he was careful to explain.

"Journalism is not only a great profession, but it is a profession which has the largest opportunity and the widest influence of any pursuit," he said to the enthusiastic editors. He was proud to call himself a journalist, and for that remark he received an ovation.

#### MR. BRYAN'S CRITICISMS.

Using for his subject "Journalism in Its Relation to World Affairs," Mr. Bryan said in part: "Assuming that it is your desire to increase the usefulness of the press, and to see it conducted on the highest possible plan, I venture to suggest that there are three things which will give a wider influence to the journalist, and which will bring the press and the people into closer relationship: first that all editorials shall be signed by the writer; second that each publisher shall make known to the public any pecuniary interest which he has in the policy he recommends, and, third, that papers which claim to be non-partisan shall turn bi-partisan, so that both sides



CHARLES RANSOM MILLER,  
EDITOR OF THE NEW YORK TIMES, WHO THIS WEEK CELEBRATED HIS FORTIETH ANNIVERSARY WITH THAT NEWSPAPER.  
(See page 112)

of political questions may be given a hearing.

"It seems reasonable to suppose," he continued, "that the signing of editorials and news reports would contribute both to accuracy and to the reputation of writers. It is one of the injustices of the present system that the men who furnish the literary ability—the editorial writers and correspondents—often live in obscurity while the corporations from which they draw pay reap an unfair profit from their genius."

The tendency toward "independent" newspapers, Mr. Bryan deplored.

"The man who thinks he can write on public questions without bias," he said, "is more apt to deceive himself than those who read what he says."

In the afternoon a commemorative bronze scroll was presented to the International Press Congress by the Exposition, which also presented to the American Newspaper Publishers' Association a commemorative bronze medal.

Following this ceremony the representatives of the foreign countries made brief addresses on "Journalism as a World Calling." Among the speakers were J. C. Watson, of Sydney, Australia; J. F. Charlesson, of Belfast, Ireland; James Buchanan, of Havana, who con-

(Continued on page 116.)

### PRESIDENT COMMENDED

SOUTHERN NEWSPAPER MEN HOLD A NOTABLE CONVENTION AT MONTREAT

North Carolina Editors Pass Resolutions Endorsing Wilson's Stand on International Questions—James H. Cowan, of Wilmington, Elected President of Association—Santford Martin's Address.

(Special Correspondence.)

MONTREAT, N. C., July 2.—Featured by the largest attendance in the history of the association, the forty-third annual convention of the North Carolina Press Association closed a two days' session here last night, and today the members, accompanied by members of the South Carolina Press Association, who became their guests yesterday, enjoyed a trip on the scenic railway to Mount Mitchell, the highest point of land east of the Mississippi river.

The following officers for the ensuing year were elected: President, James H. Cowan, Wilmington; first vice-president, E. E. Britton, Raleigh; second vice-president, Santford Martin, Winston-Salem; third vice-president, W. B. Harter, Maxton; secretary-treasurer, W. B. Sherrill, Concord; historian, W. B. Thompson, Chapel Hill; executive committee, James H. Cowan, Wilmington, chairman; J. B. Sherrill, Concord, secretary; James H. Caine, Asheville, H. A. London, Pittsboro, R. N. Clark, Statesville, H. B. Varner, Lexington, T. J. Lassiter, Smithfield; orator, Isaac London, Siler City; poet, William Laurie Bill, of Raleigh.

#### THE PRESIDENT COMMENDED.

A resolution was passed endorsing President Wilson and his administration and commending his stand on international questions. The association unanimously adopted a resolution endorsing the movement to erect a monument at Statesville, his birthplace, to the late Joseph P. Caldwell, editor of the Charlotte Observer, and as a committee to further the movement the following members were named: R. R. Clark, Statesville; Wade H. Harris, Charlotte; H. B. Varner, Lexington; Archibald Johnson, Thomasville; James H. Caine, Asheville. The association formally endorsed the "moonlight school" plan for the instruction of adults proposed by State Superintendent of Education J. Y. Joyner who featured this in his address to the association.

The association met at the auditorium Wednesday night and was called to order by William C. Hammer, of Asheville, the president, who, incidentally, is U. S. District Attorney for the Western District of North Carolina. The members were welcomed by the Rev. R. C. Anderson, of Montreat, and the response was made by Archibald Johnson, editor of Charity and Children, who declared that the association is decidedly democratic because the small editor has the same place in the proceedings as his larger brother.

#### PRESIDENT HAMMER'S ADDRESS.

President Hammer, in his annual address, said that the local newspaper stands higher in the community and for higher ideals than at any other time in its history. It is going still higher and the editor must improve in order to meet higher responsibility.

"The school of journalism will be a necessity in the future," Mr. Hammer

### LAWRENCE OUT OF EXAMINER?

Rumor to That Effect Follows Mr. Hearst's Visit to Chicago.

William Randolph and Mrs. Hearst spent several days in Chicago last week en route to the California Exposition as hosts of a large party of personal friends, among whom are Mr. and Mrs. Arthur Brisbane and Judge and Mrs. Elbert Gary.

Co-incident with Mr. Hearst's visit to Chicago comes a story that many important changes are to be made on the Chicago Examiner. It is reported that Andrew M. Lawrence, for many years editor and publisher and in complete control of the property, retires from active management, and has been succeeded in the editorial end by C. S. Stanton, a Hearst editor of considerable reputation recently with the San Francisco Examiner.

It is understood other important changes are in contemplation, and that Arthur Clark, Fred B. Lawrence and Mr. Michelson of the editorial staff have already retired.

George Hough Perry, director of the promotion department of the Panama-Pacific Exposition, has resigned.

declared, "Newspapers, like other fields of labor, are demanding trained men, and the supply of trained men is limited."

He touched upon the necessity for thoroughness and veracity in handling news. Adherence to truth is the newspaper's most valuable asset. A newspaper worthy of the name has a tremendous power to influence the public, but an unscrupulous newspaper has no more influence than a witness of doubtful reputation on the witness stand. Liberty of the press should be strictly conserved, declared the president, but any abuse of it should be instantly condemned by fair minded editors.

A notable feature of Thursday's session was the annual oration by Sanford Martin, editor of the Winston-Salem Journal whose subject was "The New Fight." Referring to the European war he told of a Belgian woman who refused to take part in the Women's International Peace Congress because she said "There can be no peace without justice." "That is true in Europe and it is true in America," said Mr. Martin. "The time is at hand when we must wage a new fight—a fight for justice for the common man. They use bullets in Europe and we use ballots here."

#### THREE FUNDAMENTALS INVOLVED.

Three fundamentals are involved, he said; equal opportunity to attain education, to avoid disease, and to have property. Great progress he said had been made in education in North Carolina, but the task is only begun since there are yet 200,000 men and women who cannot read or write. Only 44 cents per capita was spent for schools last year. The best schools and the best teachers are in the city whereas they should be in the country since eight-tenths of the children are there. "We are trying to citify the country school; the purely academic has been to much emphasized."

The speaker emphasized the importance of educating the people to fight disease, and said that the country health officer is as much a missionary as any minister of the Gospel who ever crossed the seas to preach to the heathen. In the four years of Civil War North Carolina lost 41,000 men in the field while in the past four years, years of peace, the state lost 40,000 of her population by disease.

The land is being absorbed by the few, declared the orator, and the press must combat the influences which are bringing this condition. Forty-three per cent. of the farmers of the state are tenants. "Nearly half of our men who live on the farm have been robbed of that fine sense of proprietorship and independence which has characterized the farmer yeomanry that has given to our civilization its stability and strength." The big farm is the state's worst menace. He urged that a system of taxation which permits a minimum tax on unused land is largely responsible for withholding of land from the people.

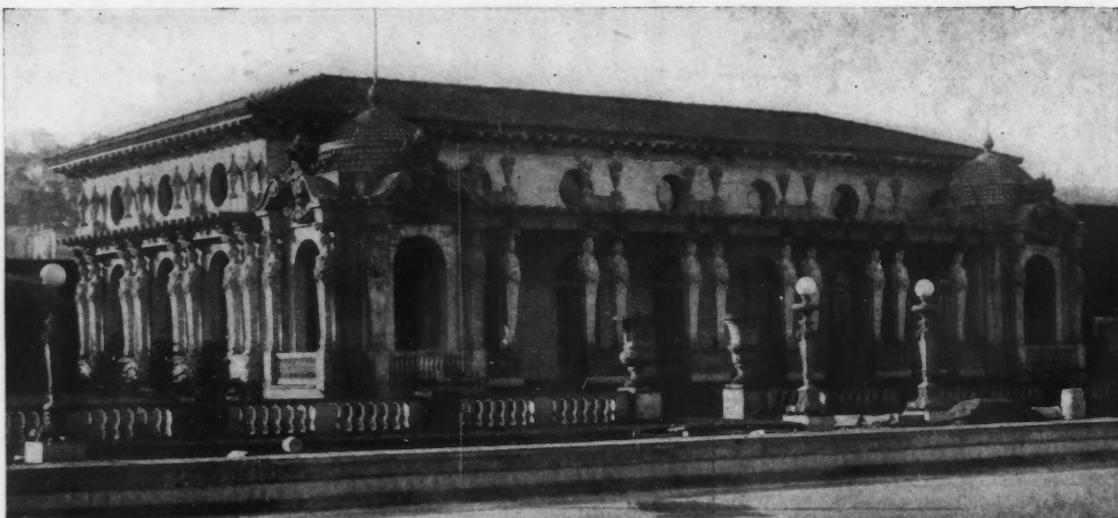
#### AMATEUR REFORMER A HANDICAP.

The "amateur reformer" was a handicap to true reform, the speaker said, this person trying to take a short cut to an end and mistaking a commotion for a movement. The newspaper's great power, Mr. Martin said, lies in its power of suggestion, and by its persistent use the newspaper can hasten the day of justice.

Thursday's programme included the reading of a paper, "Made in North Carolina," by Mae Lucille Smith, editor of Skyland. Miss Susan Iden, of the Raleigh Times, discussed "Woman's Place in Journalism." The annual poem was read by William Laurie Hill.

#### FREE ADVERTISING DENOUNCED.

State Superintendent of Education J. Y. Joyner spoke interestingly on "The Public Press and Public Education." In the historian's paper B. H. De-Priest, of Shelby, talked on "Veteran Personalities of North Carolina Journalism." J. V. Simms, of the Charlotte Observer, read a paper on "Free Publicity and Publicity Agents," in which he said that a paper which allowed its columns to be used for free advertising under the guise



THE PRESS BUILDING AT THE PANAMA-PACIFIC EXPOSITION.

of news had lost its own self respect and was not entitled to consideration by the public. Mr. Simms indicated that certain automobile concerns had "worked" many papers for free advertising.

J. A. Robinson, of Durham, read a memoir of Thad. R. Manning, Editor Hurley, of Salisbury, devoted his paper to a discussion of "The Relation of the Newspapers to Town Booming."

DONALD GILLIS.

### TEXAS HAPPENINGS

Advertising Clubs Not Affected by Hot Weather—Editors Leave for Los Angeles Convention—Chambers Advertising Agency to Establish Branch at Houston—Delegates to Convention.

(Special Correspondence.)

Dallas, Texas, July 3.—The stay-at-home members of the Dallas Advertising League heard an interesting discussion of the advertisements appearing in last Sunday's newspapers published in Dallas at their weekly meeting last week. The discussion was led by L. E. McGee, and the reasons for certain features of the ads and their appeal to readers were considered. The entire discussion consisted of an analysis of the merchantable value of advertising and what it should contain.

Lee J. Rountree, editor of the Georgetown (Texas) Commercial, vice-president of the National Editorial Association, Secretary Sam P. Harben of the Texas Press Association and editor of the Richardson (Texas) Echo; R. M. Thompson, editor of the Goldthwaite (Texas) Eagle; W. L. West, editor of the Polk County Enterprise, Livingston, Texas; T. B. Lusk, editor of the Italy (Texas) News-Herald, and several others left Dallas last Wednesday for Los Angeles via Kansas City and Chicago to attend the convention of the National Editorial Association.

#### AD CLUB ADOPTS CONSTITUTION.

The recently organized Brownwood (Texas) Ad Club held its first luncheon Thursday evening at which its constitution and by laws were adopted. Addresses were also made by officers of the club and several visitors. The Brownwood Ad Club, though but a few weeks old, was represented at the Chicago convention of the Associated Ad Clubs of the World by two delegates.

The Chambers Advertising Agency of New Orleans is preparing to establish a branch at Houston, Texas, for handling Texas Accounts. E. E. Edwards of the agency was in Houston recently investigating the field.

A very interesting and instructive discussion of the question "Does it Pay to Advertise?" was indulged in by the delegates attending the convention of the Texas Retail Merchants' Association at Austin. All who spoke indorsed the view that money invested in newspaper space is money well invested.

### FORTY YEARS WITH TIMES

Charles R. Miller's Long Service Leads Staff to Honor Their Chief by a Complimentary Dinner.

Forty years is a long time to be connected with one newspaper, and few men can lay claim to such a period of service. Therefore, when Charles R. Miller, editor of the New York Times, on Wednesday completed such a term of honorable and efficient service, his associates on the editorial staff gave a dinner in his honor in celebration of the event.

One hundred and eight members of the Times staff were present, together with a number of Mr. Miller's intimate friends and contrerers. Adolph S. Ochs, publisher and president of the Times Company, was toastmaster. In the course of his remarks Mr. Ochs said:

"It may interest you to know that there probably is more money expended in producing the New York Times than is expended on any other single newspaper in the world. We must earn over \$75,000 every week before there is a cent for the owners, and 40 per cent. of this amount goes for salaries and wages. We are consuming over 500 tons of white paper every week, and about a ton of printers' ink a day. Our Sunday circulation has reached 350,000 and our daily circulation this morning was 319,714. This all spells responsibility with a big R. A responsibility that would be overwhelming were it not for the enthusiastic, loyal, untiring co-operation generously given by those who are associated with me in guiding and directing the work."

#### OCH'S TRIBUTE TO MR. MILLER.

"I wish to make my grateful acknowledgment to one and all for the assistance they have rendered in making the New York Times the great institution it is today, a newspaper of world-wide fame and generally recognized as typifying the highest standards of decent, dignified journalism. And notable among those who have contributed most to this great achievement is Mr. Charles R. Miller, our editor in chief, in whose honor we are assembled today to celebrate the fortieth anniversary of his coming to the New York Times. For it was on July 7, 1875, he began service in the editorial department, and has been solely thus occupied since that day, having written for The New York Times during that time approximately what would make 1,000 volumes of 10,000 words each; and what he has written has stamped our work with character and permitted us to exercise power and influence among intelligent, thoughtful people throughout the world; distinguished our opinions as of the highest order of honest, sound reasoning, of the best literary style and of the loftiest patriotism. And never was his work better, more virile or more noteworthy than today, when he is generally accord-

ed the most eminent, most powerful, and most respected editorial writer in the United States.

"I have been in daily association with Mr. Miller for nineteen years, in full amity and accord. We never differed on a public question, and have worked together in mutual confidence and respect. Mr. Miller's kind and generous nature, his broad sympathies and lofty ideals, his scholarly attainments, facile pen, and withal his courtly graces have been a joy and an inspiration; and I esteem it one of the happiest privileges of my life so intimately to have enjoyed his friendship and companionship. With the toast that he may have many more years of usefulness, I ask you to rise and drink to the health of Mr. Charles R. Miller."

On behalf of the staff C. Van Anda, the managing editor, presented to Mr. Miller in a graceful address a gold watch bearing this inscription: "Charles Ransom Miller, with the affectionate regards of his associates on the New York Times, July 7, 1875-1915."

#### MR. MILLER REVIEWS HIS FORTY YEARS.

In response Mr. Miller said the forty years that had passed since he came to the Times had not seemed to him a long span of time, perhaps because he had been so very much interested in his work. In the daily tasks of a newspaper man there is no monotony. He deals always with subjects that are either fresh in themselves or present aspects that are every day new and interesting. In particular the work of an editorial writer is of such a nature that he finds in it a sustaining sense of interest, because he has to deal so largely with public affairs, with the life and activities of the community, the State and the nation.

#### BEGAN ON TELEGRAPH DESK.

Recalling a remark of Mr. Tilden, that all the good things seemed to come to him late in life, Mr. Miller said that the good things of life had come to him every day and every year of his long connection with the Times. He told the story of his coming from college to the Springfield Republican, something of his three years of service with that newspaper, and of how he came from that office to the Times, where he began work as an assistant at the telegraph desk, and of the position he held later. He paid a tribute to the generous nature, the stanch courage, and firm principle of Mr. George Jones, who with Mr. Raymond had founded the Times in 1851, and was its proprietor during the first sixteen years of Mr. Miller's connection with the paper. Chief among the joys and enduring satisfactions that have come from his relation to the Times he placed the friendship of the loyal men who had been his associates in all these years.

Jacob Vogel, an advertising agent at 220 Fifth avenue, has failed. His liabilities are placed at \$35,000 and his resources at about \$13,500.

# Choose Boston First

*Boston's pre-eminence as a field for effective and economical merchandising is founded on Four elements of strength.*

According to the United States census reports Boston is "first" among the cities of the United States in these three essentials:

**First** In Value of Property      **First** In Banking Power Per Capita      **First** In Municipal Assets

*This means high purchasing power—A quality market.*

Metropolitan Boston, composed of 39 cities and towns within a radius of 13 miles, has a population of over 1,500,000. Within a 25-mile limit there is a population of over 2,038,000, and within a 50-mile limit there are over 3,470,000 people.

*This means great density of population—A quantity market.*

In Metropolitan Boston alone there are over 5,500 grocery and provision stores, 750 drug stores, 1,000 cigar and tobacco dealers and over 900 dry goods stores, in addition to the hundreds belonging to other classifications.

*This means a great help in obtaining speedy and thorough dealer-distribution at a minimum expense.*

The **Fourth** element of strength is the **Boston American**.

☐ Its pre-eminence as a salesman is founded on public faith.

☐ A quality-quantity circulation of the net-paid home-going variety.

☐ The Boston American will carry your message to 400,000 buyers daily and over 325,000 on Sunday.

☐ This net paid circulation is a guarantee of prestige and power.

☐ Why not ask us for further information about this territory and its possibilities?

☐ Let us help you analyze it. We will be glad to go into detail without obligation on your part.

**BOSTON AMERICAN**  
NEW ENGLAND'S GREATEST HOME NEWSPAPER

New York Office  
1789 Broadway

80 Summer Street, Boston

Chicago Office  
504 Hearst Building

*Circulation Greater Than All the Other Boston Evening Papers Combined*

**CHICAGO HAPPENINGS**

**James M. Thomson and His Bride Greeted By An Army of Reporters and Photographers—Chicago's Oldest Reporter Tells of His Work Covering Forty-eight Years of Service.**

*(Special Correspondence.)*

CHICAGO, July 7.—Those who have been associated with James M. Thomson, of the New Orleans Item, know him as a man whose trade is publicity, yet who shuns the great calcium which beats upon thrones and elsewhere himself. Such being the case there was some apprehension among Chicago city editors as to whether Mr. Thomson would "stand" for pictures when, with his bride, the former Miss Genevieve Clark, he came to Chicago on honeymoon travels last week.

Nevertheless, a phalanx of reporters and a battery of photographers entrenched themselves in the path of the pair when they stepped from the train. Mr. Thomson received the newspaper men in a manner that left nothing to be desired.

**HE STOOD FOR IT.**

He posed with his bride a score of times—in the station, out of it and along Michigan Boulevard. There were interviews, too. Mrs. Thomson was charming, the "lady reporters" were quick to note in their opening paragraphs.

"And now, gentlemen," said the Southern publisher, "if you have entirely concluded your several assignments, Mrs. Thomson and I would appreciate it if we are not disturbed again during our stay. I think we are of no more public interest."

The word was carried to city editors, who obeyed the wishes of Mr. and Mrs. Thomson to the letter. The reporters and camera men on the story have not forgotten their courteous reception, and probably they would appreciate it more if they knew Mr. Thomson's natural aversion to publicity.

Mrs. Jennie O. Shepard and her daughter, Mrs. Clara J. Shepard, principal owners of the capital stock in the Inland Printer and the Henry O. Shepard Company, have purchased for a reported consideration of \$90,000 a site at Washington boulevard and Elizabeth street, where will be erected a new home for the well-known typographical magazine and the other Shepard publications, including the Business Equipment Journal, the Dial and the Extension Magazine.

Floyd P. Gibbons, of the Tribune, whose recent stories from Mexico were republished the world over, was acquitted on charge of libel at Clinton, Ill., last week. The suit was based on a poem, signed by Mr. Gibbons' name, published a year ago in the Strike Bulletin, a labor paper. The prosecution failed to prove authorship.

**OLD PRINTERS ACTING.**

The Old Time Printers' Association an organization comprising some of the best known business and professional men and publishers in Chicago, who began their careers with the stick and rule, is taking a lively interest in the campaign of Mrs. Clara J. Shepard for membership on the Board of Education. Mrs. Shepard is the daughter of the late Henry O. Shepard, publisher and founder of the Inland Printer. Dr. L. P. Haskell, who set type on the Youth's Companion seventy-four years ago, is directing the fight of the printers to obtain the appointment of Mrs. Shepard.

James A. Durkin, the Tribune's world's greatest veteran office boy, reminds your correspondent that Herbert H. Houston, newly-elected president of the Associated Advertising Clubs of the World, held his last newspaper job in 1894 in Chicago, when he was a copyreader on the Tribune.

James Regan, an old-time newspaper man who has been confined to his home since his injury in a traffic accident last winter, is able to be about once more.

Michael L. Ahern, Chicago's oldest reporter, and the only living active newspaper man who covered the great fire of 1871, has written a story in the July 3

issue of the Scoop, the organ of the Chicago Press Club, that any old-time Chicago newspaper man, wherever he may be, would delight in reading. "Mike," though 67 years old, is still in the game and covers fires and police for the Tribune. His narrative, written in a style that would do credit to the best of them, covers the high spots of forty-eight years as a Chicago reporter.

Another Chicago veteran, though he shuns that word, is John Kelley, who went to work as a police reporter on the Tribune in 1893, and is still at it. John asked to change his day off the other week so he would not be on duty June 24. He gave no reason for his request, but some one around the office was in the know. A score of John's friends

newspaper readers are asked to select the most courteous motormen and conductors in Chicago. There is a series of cash prizes—aggregating \$750—for the winners. The Herald prints two columns a day of letters from subscribers citing examples of courtesy shown passengers by car men.

The Tribune brought home the bacon again in the "beat" line when it dug up the story which apparently has led to the identification of Frank Holt, who attempted to assassinate J. P. Morgan, was Prof. Erich Muentzer, wanted for the murder of his wife. The Tribune played the story the morning after the crime—a full day ahead of any other newspaper. And where they got it is one of Col. Perley Boone's state secrets. Col. Boone

They mayor has officially commended the scheme.

The Tribune also has started its annual fund to buy ice for tenement residents and has opened its summer camp at Algonquin, Ill., where it sends worn-down mothers and children on free outings. They have trained nurses, play directors and physicians in attendance.

The Herald hit upon a circulation getter when it commenced printing the eight-column comic strips of "Charlie Chaplin's Comic Capers," by Cartoonist Carothers. The pictures pleased the cinema comedian, who has volunteered to write for the Herald the story of his life, which will be run serially as a Sunday feature.

MARQUIS JAMES.

**WASHINGTON NEWS TOPICS**

**How Holt Was Identified as the Dynamiter of the Capitol Building.**

*(Special Correspondence.)*

WASHINGTON, D. C. July 7.—A striking example of the great assistance rendered by newspapers in the solving of mysteries was notably shown by the aid given by newspapers in unraveling the complicated case of the attempt to wreck the Capitol building by a crank who placed a bomb in the Senate Reception Room. The perpetrator of this outrage in wishing to call attention to what he called an "appeal for peace" wrote letters to the Washington papers which were mailed before the explosion took place. It was the similarity between one of these letters and the confession that he made after his attempt to assassinate J. Pierpont Morgan that gave the Washington police, under the direction of Major Raymond W. Pullman, a former newspaper man, the clue that the offender in both of these incidents were one and the same man. Not only the text of the letters made it possible to secure a confession from Holt that he was guilty of both offenses, but the similarity of handwriting upon the envelopes of the letters addressed to the local papers and a specimen of his handwriting, secured by Major Pullman, made the evidence conclusive.

The roof garden of the National Press Club Monday night was a great point of vantage to see the magnificent fire-works display which was provided by the city in the interest of a safe and sane Fourth of July. A record crowd was in attendance, and the popularity of the roof was greatly enhanced. Thursday night was Ladies Night and a double sextet sang to great advantage on the roof garden.

The offices of the Washington Bureau of the N. Y. Tribune have been moved from the Westory Building at 14th and F. streets to more spacious quarters in the Woodward Building at 15th and H.

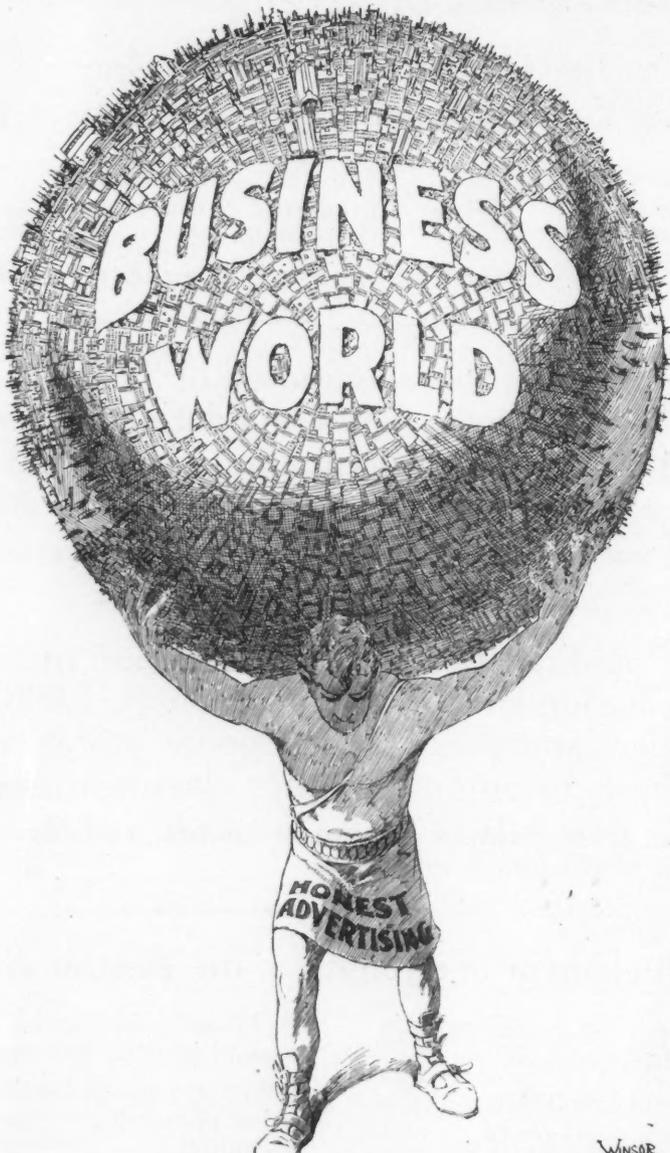
**THE WAR AND THE PAPER TRADE**

**Netherlands Paper Manufacturers Suffer from Lack of Markets.**

A dispatch from Hattam, Province of Guelderland, Netherlands, tells of the severe blow the paper making trade has suffered there, because of the European war. Not since the manufacture of paper became one of the established industries of the Netherlands, 330 years ago, has it known such a set back as it suffers by the European war.

"In the first place," says the head of one of the ancient paper houses of Guelderland, "many a skilled laborer has been called to don our queen's uniform, thus putting the Dutch mills shorthanded. In the second place, not to mention the many difficulties in the way of securing the necessary raw materials, their price has advanced to a figure unheard of, as have the prices of every kind of supplies and implements requisite in our work, such as combustibles, mechanics' wires, felts and similar articles.

"Shipping, of course, to many ports has been suspended, and to those ports which are still reached, only enormously enhanced freight rates will assure shipment. We have had in the past a large market in the Levant; that is now entirely closed."



MCCAY'S CONCEPTION OF THE MODERN ATLAS.

*(By courtesy of New York American.)*

called at his residence that night, and many others who could not get away sent presents. It was Mr. and Mrs. Kelley's twenty-fifth wedding anniversary, and John and his wife had planned on a quiet evening at home.

The Press Club of Chicago, which already occupies its own eight-story building at 26 North Dearborn street, is planning to move into more adaptable quarters. A committee has been named to promote the sale of the club's property, if a suitable purchaser can be found. Whereupon the club plans to establish itself in a newer building—perhaps it may take a couple of floors in one of the skytoppers on the boulevard Michigan.

The Herald has inaugurated a contest, which at this time of traction labor troubles and wage arbitration is of particular point and public interest. The

is acting city editor during the absence of Walter Howey, who is in San Francisco. "The beat was a national one," the Colonel reminds, "and that satisfies us."

The Tribune is likewise the originator of a plan of city advertising which is taking a hold on Chicago as no other like propaganda ever has heretofore. A series of "posterettes"—little stickers to adorn a letter, a grip or most anything—setting forth in picture and phrase the glories of Chicago as a summer resort, are being distributed by the million. William Wrigley, the spearmint chewing gum man, all the State street department stores, other big advertisers and civic enthusiasts have subscribed for the posterettes in batches of hundreds of thousands. They appear on every piece of mail sent out by many of the big firms.

# BOSTON GLOBE FIRST IN TOTAL ADVERTISING

**566,810 Lines More Than Post**  
**1,279,522 Lines More Than American**  
**2,117,632 Lines More Than Herald**

The total lines of advertising printed in the Boston papers (having Daily and Sunday Editions) for the six months ending June 30 was:

- 1. GLOBE . . . 4,322,632 Lines**
- 2. Post . . . . . 3,765,822 Lines**
- 3. American . 3,043,110 Lines**
- 4. Herald . . . 2,205,000 Lines**

(The above totals include all kinds of advertising)

**AUTOMOBILE**

Lines of Automobile Advertising printed Jan. 1 to June 30, inclusive; (display and classified):

<b>GLOBE</b> . . . . .	<b>432,400 Lines</b>
<b>Post</b> . . . . .	<b>232,791 Lines</b>
<b>American</b> . . . . .	<b>190,358 Lines</b>
<b>Herald</b> . . . . .	<b>100,400 Lines</b>

**CLASSIFIED**

Total number of Want and Classified advts. printed Jan. 1 to June 30, inclusive:

<b>GLOBE</b> . . . . .	<b>274,439 Advts</b>
<b>American</b> . . . . .	<b>130,493 Advts</b>
<b>Herald</b> . . . . .	<b>53,651 Advts</b>
<b>Post</b> . . . . .	<b>46,669 Advts</b>

The Globe, always a tremendous result producer for advertisers, offers today—Daily and Sunday—a better medium than ever before in its history. Want Advts—Classified Advts—Store Advts—General Advts—remember, the Globe offers the best medium in New England for all kinds of advertising.

**Net Circulation of Boston Daily and Sunday Globe Shows Substantial Increase Over One Year Ago**

**Daily Gain . . . 26,615 Copies**  
**Sunday Gain . 14,211 Copies**

BOSTON DAILY GLOBE		BOSTON SUNDAY GLOBE	
MAY, 1915	MAY, 1914	MAY, 1915	MAY, 1914
Net Paid . . . 227,815	Net Paid . . . 201,211	Net Paid . . . 290,283	Net Paid . . . 276,740
Unpaid . . . . 4,254	Unpaid . . . . 4,243	Unpaid . . . . 2,893	Unpaid . . . . 2,225
<b>Total Net . . 232,069</b>	<b>Total Net . . 205,454</b>	<b>Total Net . . 293,176</b>	<b>Total Net . . 278,965</b>

To get your share of the trade of Daily and Sunday Globe Readers (the best clientele in New England), use liberal space in its columns

## HOW NEWSPAPERS MAY HELP THEMSELVES

A Critical Examination of Newspaper Production Made by an Expert  
—Need of a Better Arrangement of Housing and Plants—  
Cost of Product Should Govern Advertising  
Rates—The Free Publicity Evil.

By Herbert L. Bridgman,

President of the American Newspaper Publishers' Association and Business Manager of the Brooklyn Standard-Union.

(Excerpts from a paper read at the International Press Congress, Pacific-Panama Exposition, June 6, at San Francisco.)

"Seems to me the New York papers are going to ———," observed the owner of one of them the other morning. It is unnecessary for the present purpose to do more than indicate in the conventional manner the destination named nor to report the specifications with which the exceptionally well-informed speaker supported his statement.

By an unusual but perfectly natural evolution, the newspaper business has reached a position which amounts to a complete reversal of the main function; the real reason for being has been supplanted by a by-product which furnishes life-blood for the entire organism and upon which the functioning, not to say existence, of the whole depends. Only in the newspaper market does the advertising tail wag the dog of news and opinion. It is painful to admit that this is so even if there are exceptions which prove the rule; which is but another way of saying that newspapers are essentially business enterprises and must be judged and managed as such.

Unfortunately the moment one thinks he has thus laid a foundation, it begins to crumble; for newspaper values are altogether superior to and out of the ordinary commercial standards and methods, and any attempt to apply them would be as futile as to incorporate influence or capitalize genius.

### NEWSPAPER EVOLUTION.

The evolution of newspapers to their present state and condition has been rather from outside and collateral forces than from within. Press builders, machine compositors, engravers and antoplatters have been the great newspaper accelerators of the last quarter century. These excellent and industrious gentlemen appear to have about reached the limit of their activity for the present, and the opportunity appears to be approaching, if not already here, for the newspapers to do something on their own account for their own advantage. It will be well to begin quietly and to make haste slowly. Rome was not built in a day. Besides, many a newspaper has done well by permitting its esteemed contemporary to make reforms and mistakes and pay for both. These suggestions are, therefore, put forth with reasonable faith that they are worth a fair trial which would not be expensive nor likely to cause serious complication.

### CHANGES MUST BE JUSTIFIED.

All these proposed changes must, however, justify themselves by their net cash results. Many a newspaper publisher discovered to his regret, long before the Bulgarian commander-in-chief informed his staff, that it is possible to organize too carefully.

Along the same line of reform, if the much overworked term be permitted, lies better arrangement of housing and plants. Time is money and both are recklessly wasted in many offices by badly arranged departments which do not articulate with each other, which are scattered, difficult of access and connection, hopelessly dilatory and wasteful to operate. The lost motion newspapers suffer by widely separated and badly planned, usually not planned at all, mechanical departments, would handicap, if it did not wreck, many another manufacturing business, and goes far to explain the fixed charges for unproductive labor and other unseen leakage—a perpetual denial of profit almost as bad as incompetence or dishonesty.

Construction and arrangement might well be a practical study in every newspaper office to attain, if not the ideal,

at least intelligent working conditions. After these, other things might be attempted. A central newspaper manufacturing plant, where the economics of any other well-managed business might be attempted, and the profligate criminal waste, over-production and duplication eliminated, is doubtless Utopian. But once begin to calculate what such a method and establishment would save and Dr. Johnson's "dreams of wealth beyond the potentiality of avarice" fill the imagination.

### POOR RICHARD'S MAXIM.

To come from the general to the particular, Poor Richard's maxim is as true now as when it was first uttered. "A penny saved is two earned," and the things which newspapers may do for themselves readily separate into the internal and the external, those which may be effected within one's own organization and jurisdiction and those which involve or introduce outside relations and commitments. Of the former class take the matter of supplies; wrapping paper, twine and paste, each possibly, in any one office, too small to be thought of, almost negligible, yet continuous and a ceaseless drain. Every office has its own source of supply, its own rate of consumption, its own standards or rather lack of standards.

What economies might be effected if a really competent and practical test were made of paper which should be exactly right in weight, strength, price and, in like manner, of minor supplies, and all were furnished by the fewest number of manufacturers who would maintain quality and service. Suppose one of these departments was thoroughly organized and tried out, how long would it be before not only the initial cost would be recovered, but the way blazed, if not broadly illuminated, to similar treatment and methods for the more expensive materials making up a large part of cost production, ink, metals and greatest of all, paper—which makes the average newspaper publisher resemble Atlas carrying on his back the world.

Standardization is a popular catchword just now, and many sins have been committed in its name, but its basic principle is sound, and that newspapers should be the last to avail themselves of its advantages does not argue favorably for the capacity or efficiency of their owners.

Along the same line of internal development or of reorganization, if the term be preferred, runs a complete overhauling of business methods and details of administration, a process which should be two-fold, affecting those inside who handle the business and those outside with whom it is done. Probably there is no business in the wide world managed with so little system, or, it may be said in neglect and defiance of all system, as the newspaper business. The reason is not far to seek. Its conditions, necessities and results are wholly unlike any other known form of human endeavor or value, and to attempt to apply too rigidly regulations fundamental in any other lines would prove suicidal.

### UNKNOWN FACTOR OF COST.

Doubtless no other business knows so little of the cost what it sells as the newspaper. Does anybody suppose that subscription or advertising rates are determined by a scientific and honest investigation of expense, depreciation and all the other factors which every competent, successful manufacturer knows to the last computable decimal? If there has been one such publisher, let Congress raise a statue to his memory or honor him as our latest Franklin.

Our methods are, of all others, most

empirical, and all the traffic will bear is a highly refined rule of reason compared to the actual result under which we try to grope along and justify ourselves and our prices. We base rates on the other fellow's, on tradition and guesswork and, particularly in advertising, defend them either by sheer power of will and eloquent persuasion, with more or less economy of truth, or leave them to perish by the way, a hissing and a byword among all discriminating and merciless purchasers.

### INTANGIBLE VALUES.

No values are so intangible, so evanescent, as those of the newspapers. The advertising space, unsold today, is lost forever, and that of tomorrow does not exist. On the other hand it is quite possible to sell today's space in such a manner and at such a price that it were far better unsold and the price of it never realized. Rate cutting, the deadliest sin in the whole newspaper code, is unfortunately also the temptation most easily and oftenest yielded to and its evil consequences are irremediable. When cost of advertising is the starting point, sale below it would be no more expected or tolerated by a newspaper than by the producer of any other staple commodity.

Higher business mathematics, practical application of the refined and inexorable science of accounting, is nowhere more imperatively needed than in newspaper offices. Many good newspapers and good men, in consequence of unseen currents and outside attractions or neglected first principles, are drifting towards a rude awakening which will come too late. Interest, taxes, depreciation, bad debts, selling cost, excessive commissions, all these are subject to mathematical analysis and should be the subject of the most conscientious study and careful administration. Eternal vigilance is no more the price of liberty than of solvency against these insidious, subtracting forces which, unseen and continuous, may take the heart and the vitality out of any business and turn an apparent profit and prosperity into loss and destruction.

Unfortunately, though, the remedy is not as simple and as easy as might appear. Assuming that paper, labor and overhead charges are fairly constant, circulation varies daily and frequently has long and steady upward swings. To change and regulate the selling price of subscription and advertising to correspond to these constantly varying factors would be absurd and impracticable. Advertisers insist on clauses allowing rebate for reduced circulation; they never urge advance for increase. Newspapers might greatly benefit themselves by the adoption of standard and uniform accounting systems and methods. No two subscription or advertising departments are managed alike, and each in most cases, safe to say, is but the inheritance of some earlier day or former regime which dealt in its own way with the problems of its time.

### STANDARD CONTRACT DESIRABLE.

A standard uniform advertising contract has long been the ambition of American publishers and agents. Canada has realized it, and if, imitating our northern neighbors, we address ourselves earnestly and in good faith, there is no reason to despair of an early and satisfactory result. Only when an intelligent, accurate method of registry, checking and billing shall be devised and put into effect in progressive offices will the advertising gain in dignity and its terms, conditions and measurements receive the respect which an able commercial or financial corporation deserves.

If it be objected that all this is mere matter of business detail, of routine, and does not rise to the far-reaching opportunity of the Fourth Estate, it will cheerfully be admitted. We are concerned with what the newspapers can now do for themselves. What they may do tomorrow, or others may do for them or to them, is not to the present purpose. Despise not the day of small things; and when internal economies are organized and operative, when some elemental co-operation of supply be-

## WORLD PRESS CONGRESS

(Continued from page 111.)

fining himself chiefly to a glowing appreciation of the work of George Hough Perry, director of the Exposition's publicity; Mark Cohen, of Dunedin, New Zealand; Alfred G. Anderson, of the Danish Press Council; Henry F. Urban, of Germany, and Mirza Ali Kuli Khan, of Teheran, Persia.

Under the heading of "The Press; Its Purposes and Its Politics," the following delegates spoke at today's session H. C. Hotaling, Mapleton (Minn.) Enterprise; A. R. Gardner, Kennewick (Wash.) Courier-Reporter; A. L. Moreau, Freehold (N. J.) Transcript; W. M. Maupin, Omaha (Neb.) Midwest Magazine; H. N. Fitzgerald, Fort Worth (Tex.) Record; Peter C. Macfarlane, New York City; Harvey Ingham, Des Moines (Ia.) Register and Leader, and E. W. Howe, Howe's Monthly, Atchison, Kan.

Commemorative bronze medals were presented to the National Editorial Association and the California Press Association by the Exposition management.

The program for Thursday calls for speeches by John H. Perry, of Seattle; Fred J. Wilson, of the International News Service, San Francisco; James Schermerhorn, of Detroit; M. E. Stone, general manager of the Associated Press, New York; Homer Mooney, Reno (Nev.) State Journal; Jason Rogers, New York Globe, and Aaron Watson, London Times.

The journalists are being entertained with a great program of receptions, dances, banquets and sightseeing trips as guests of the Exposition and various California newspaper and editorial associations. GRANT WALLACE.

comes effective, larger activities may be attempted. A national purchasing agency or clearing house for newsprint should exactly balance production and consumption; should distribute, at a minimum freight charge, cutting out every useless mile of land or water freight; should wholly eliminate selling expense that is as unproductive and unnecessary as paying for the privilege of buying air or water.

After progress toward this ideal has been established, wisdom, experience and courage might find a way to deal with the greatest problem of all, the greatest incubus under which the newspapers live: that of organized labor. They should come back to first principles, where labor and capital might meet on fair and common ground, the unknown and the employer deal with each other as intelligent, self-respecting human beings, each to the satisfaction and profit of the other and without outside dictation or interference. Could the newspaper today be permitted to save the waste, the duplication, the unbusinesslike and arbitrary expenditures which a false and uneconomic labor system imposes upon them, millions would be saved or, what is better, divided among those creating them and entitled to them.

### ATTACKS PUBLICITY EVIL.

All this and more lies within the legitimate ambition of every real, sincere and honest newspaper, within its own right, sphere and jurisdiction. If it seeks other worlds to conquer, let it attack resolutely and fearlessly the free publicity evil, a scandal which spreads like wildfire and grows by what it feeds on; let it organize for mutual protection and defense against inquisitorial legislation which, a dead letter or political agency, becomes a hissing and a byword among all honest men; let it strive for equitable and enlightened interstate laws of libel, that this rich mine of graft and blackmail may be closed; let it attempt a more sane and just valuation of men and events, relegating the latest cheap sensations, personal and other, the local small talk, the baseball amateurs, socials and "among those present," which means a section of the city directory, to their proper limit and perspective. In other words, let it go forward and upward to the dignity and influence to which its functions and opportunity invite it.

# The Boston Post

EDWIN A. GROZIER, Editor and Publisher

Is the First Choice of Local and National Advertisers in Practically All Lines of

## DISPLAY ADVERTISING

Below are the totals in agate lines for the five leading Boston papers for the first half year of 1915, Daily and Sunday included, among the principal lines of business. Classified advertising not included. The Boston Post does not make a specialty of classified or small want advertising, because with its very large circulation it cannot carry such business profitably at prevailing Boston rates. It is proper to state that, including classified advertising, the Globe has the largest volume of total advertising. The Transcript, unlike the four other papers, has no Sunday edition.

In the Eighteen Groups of  
DISPLAY ADVERTISING  
for the First Six Months of 1915

The Boston Post Leads in Fourteen.  
The Boston Transcript leads in Three.  
The Boston American leads in One.  
The Boston Globe does not lead in any.  
The Boston Herald does not lead in any.

Here is the Evidence—Stars (★) Show the Leaders at a Glance

	BOSTON POST	BOSTON GLOBE	BOSTON AMERICAN	BOSTON HERALD	BOSTON TRANSCRIPT
Amusements.....	★ 177,026	148,377	142,446	144,059	74,792
Automobiles.....	★ 228,479	213,174	131,867	92,128	114,419
Boots and Shoes.....	★ 61,101	34,285	27,522	28,363	19,757
Books, Magazines, etc.....	25,469	15,532	661	33,510	★ 44,983
Department Stores.....	★ 1,248,861	1,030,053	897,688	529,662	385,664
Drug Stores, Proprietary Articles.	★ 232,154	223,014	225,110	80,209	24,328
Financial.....	69,054	55,597	20,039	76,215	★ 119,309
Florists.....	★ 18,824	9,132	4,049	5,494	5,987
Furniture and Household Articles.	★ 164,826	154,439	79,340	93,824	85,791
Grocers and Food Products.....	★ 205,054	134,935	90,158	60,328	59,351
Jewelry.....	★ 28,352	5,081	17,094	12,142	7,970
Men's Apparel.....	★ 284,468	116,763	178,024	150,003	23,172
Miscellaneous.....	★ 200,856	171,549	122,768	128,799	100,047
Musical Instruments.....	43,679	45,931	43,665	39,606	★ 51,361
Sunday Magazine Sections.....	★ 68,545	48,115	39,399	53,545	
Tobacco.....	62,458	39,713	★ 81,730	42,971	6,680
Transportation.....	★ 32,002	28,681	14,173	27,732	31,719
Women's Specialties.....	★ 188,724	124,335	78,614	130,823	82,600
<b>TOTAL Jan. 1 to June 30, 1915..</b>	<b>★ 3,339,932</b>	<b>2,598,706</b>	<b>2,194,347</b>	<b>1,729,413</b>	<b>1,237,930</b>
Local Display Advertising...	★ 2,245,496	1,641,565	1,522,526	1,129,305	734,383
Foreign Display Advertising.	★ 1,094,436	957,141	671,821	600,108	503,547

### The Post Is Going Up—Look at The Others—A Three-Year Comparison of Display Advertising Totals

POST	GLOBE	AMERICAN	HERALD	TRANSCRIPT
1912..... 5,894,529	1912..... 5,351,330	1912..... 4,986,569	1912..... 3,406,513	1912..... 2,829,054
1913..... 6,127,076	1913..... 4,873,437	1913..... 4,585,016	1913..... 3,538,098	1913..... 2,656,180
1914..... 6,619,380	1914..... 5,009,690	1914..... 4,226,726	1914..... 3,355,417	1914..... 2,452,457

### Remarkable Circulation Explains This Remarkable Advertising

The Boston Post, according to the sworn statements of Net Paid Circulation, made to the Postoffice Department and to the Audit Bureau of Circulation, and other records, possesses—

- 1—Largest Daily Morning Circulation in the United States
- 2—Largest Circulation in Boston and Vicinity of any Boston Daily Newspaper
- 3—Largest Total Circulation of any Boston Daily Newspaper, Morning or Evening or Morning and Evening Combined

The average Net Paid Circulation of the Boston Post for the six months ending April 1st, 1915, as stated under oath, was:

**Boston Daily Post 425,943**      **Boston Sunday Post 301,593**

For the Month of June, 1915, the average Net Paid Circulation of the Boston Daily Post was over **450,000**

# The Editor & Publisher and The Journalist

FOR NEWSPAPER MAKERS, ADVERTISERS  
AND ADVERTISING AGENTS

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

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



The Journalist, Established 1884; The Editor and Publisher, 1901; The Editor and Publisher and Journalist, 1907. James Wright Brown, Publisher; E. D. DeWitt, General Manager; Frank Leroy Blanchard, Editor; George P. Leffler, Business Manager.

Chicago Office: 332 South Michigan Avenue. Ryan & Inman, Managers. Telephone, Harrison 2161.

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

See Publisher's announcement for subscription and advertising rates.

New York, Saturday, July 10, 1915

*The real things in life cannot be bought. Health, honor, peace of mind, real friends—and the love of all things good and true—these are the birthright of rich and poor alike. They are beyond the power of gold. So is Business Integrity; it stands, a sign-post for all to read, indicating the path to permanent success.—Elwood E. Rice.*

## THE JOURNALISM OF TODAY

The assertion has been made and repeated many times that in some regards American journalism in these days has encountered a decadent period. The critics who love to hark back to other days and other times have rhetorically inquired, Where is there today a Greeley, a Raymond, a Curtis or a Dana? The volume of output from the presses has been increased perhaps a thousand fold in the last quarter of a century, but while the quality may not have decreased in an equal proportion it has been marked, so the critics say.

The answer to this has been that while the last decade may not have produced a man of equal standing with any of those named, the reason may be found in circumstances of the times, rather than in any change in the intellectual or moral fibre of those who write the editorial pages of present day publications. Personal writing has, to a great extent, been relegated to the past. Nowadays the paper speaks, not the editor; and when the paper speaks it reinforces its statements and arguments with all the accumulated force which its reputation and tradition, covering more than the span of a lifetime, has gathered and conserved.

But more than this it must be remembered that in the days of the personal journalism large moral issues were at the front for debate and decision. Tremendous issues of nationality and human rights were in the balance. Great truths virtually forced their way into print. With no disparagement of the great minds and hearts that so effectually expressed the vital fundamentals of humanity and morality, may we not assert that it was easy in such conditions to mix moving words of great portent with printer's ink?

Then followed a period of commercialism and industrialism and questions for discussion were of expediency and business economy—frankly, of dollars and cents. There was in this discussion nothing of high appeal to the mind or heart. Nothing so palls on a sensitive spirit as the sustained discussion of profit and loss—considerations of greed, envy and

selfishness. There is not a flash of high aspiration in all the discussion to relieve the gross dreariness. Is it any wonder that in such times, and in such circumstances, editorial writers failed to touch a chord of sympathy, awaken ennobling thoughts or quicken hearts to higher aims?

But now has come a time when larger issues than were dreamed of a year ago are pressing for decision and great nations embracing the major portion of Christendom are contending in a war which appalls the imagination. Now the editors have something to write about.

Suddenly confronted with this situation, the newspaper editors in this country have turned from the discussion of matters which, in other days, would have been deemed important, but now seem petty, to the large issues of civilization and human government. Those of us who are intimately connected with the business of newspaper publication have observed with deep gratification how nobly they have acquitted themselves in this task and with what honor to the profession. Questions arise daily which require accurate information and knowledge of law and history and these men who write the opinions which are certain to have a wide effect in the outcome have with conscientious pains and noble thought written with clarity that leads unerringly to conviction. Not alone have the great metropolitan newspapers with their marvelous equipment of brains and machinery been able to guide their readers to at least an approximate understanding of the great contest, but the smaller papers in the smaller cities and towns have shown an alert penetration in the various and intricate situations that have arisen. Day by day and week by week the readers of American newspapers have been informed not only of what is transpiring in these momentous times in all parts of the world, but their opinions have been guided and enforced by the clear and forceful writings of the editors. We of the profession are proud of them.

## FREE PUBLICITY THAT FAILED

The skill of the press agent is brought into full play these days in preparing matter that will get by the city or managing editor into the paper. These gentlemen of the nimble pen find themselves up against a stone wall of frigidity when they tackle the newspapers for free publicity. How to get over, or under, or through it, is the problem they are straining their galluses to solve.

John A. Park, publisher of the Raleigh (N. C.) Times, calls our attention to a recent attempt "to put one over" on him. A few days ago he received a letter from one Gridley Adams calling his attention to an article in Motor Age emphasizing the need of adequate horns or warning signals on motor trucks, and urging the Times to take up the matter with the proper legal authorities and see if something cannot be done to protect the public. Mr. Adams enclosed several clippings which he says he tore out of newspapers giving accounts of automobile accidents that had occurred at street crossings. The fact that the clippings were reproduced and not originals, and that Mr. Gridley Adams' letter was a process letter instead of a typewritten one, of course made no difference to the recipient.

Mr. Park at first wondered at the disinterested character of Mr. Adams' appeal to secure the co-operation of the Times in his effort to adequately equip automobiles with warning signals, but he finally sensed the African in the kindling wood and wrote this reply:

MR. GRIDLEY ADAMS, Chicago, Ill.

DEAR SIR: We are unable to tell from your letter of the 25th just which horn manufacturer you are an official press agent for, but we wish to assure you that the only way you could interest The Raleigh Times in a campaign such as you propose would be through its advertising columns.

Yours very truly,

The Raleigh Times,  
JOHN A. PARK, Publisher.

Must have been some shock to Mr. Adams.

The newspaper friends of W. A. Pidgin, for many years business manager of the Lewiston (Me.) Journal, regret to learn that he is ill. He has been connected with the Journal for forty years. His punctuality and fidelity have long served as examples for the younger men to follow. For years he has been the "watch dog" of the Journal's treasury and has guarded his trust more faithfully for his employers than he would have done for himself. Although he has passed the age when most men feel like giving up active work Mr. Pidgin sticks to his desk. It is devoutly hoped that he will soon recover from his present indisposition.

## AMONG THE NEW BOOKS

**BANKRUPTING A GREAT CITY** (The Story of New York), by Henry A. Klein; Published by the Author. Tribune Building, New York.

The author of this book was for many years a newspaper writer in this city. He worked for Albert Pulitzer on the New York Journal when it was first started. Subsequently he was for eight years on the World, seven years on the American and one year on the Brooklyn Daily Eagle. He organized the Klein News Service in 1911, and in 1913 he published Klein's Weekly News.

During his extended newspaper career Mr. Klein has given much attention to the study of municipal affairs, and some of the results of that study are presented in the volume he has just issued. His showing up of the city's finances is startling. He tells how three billion two hundred million dollars of taxpayers' money have been spent in eighteen years. He declares that New York's principal resources are in the hands of a few individuals and private corporations. The story is an interesting one and worthy of the consideration of serious-minded people.

## TOM W. JACKSON'S ALONG THE ROW

FROM THE SKINNERSVILLE SIGNAL

"We assure our readers that we do not intend to make any comment on the great war now raging in Europe. Our policy is to let the nations engaged in the scrap fight it out to a finish without any support from us. We are playing no favorite in this war game. A glance at our advertising columns will show that we are carrying announcements from Schneider's Real German Beer Brewers, Hapsburg's Vienna Rolls, Amalgamated French Soups, English Table Sauce, Genuine Italian Olive Oil, Irish Linen, Ala Borlah's Turkish Rugs, and Czar Brand Caviar. We are neutral, which should prove a great relief to our readers."

BASE CANARD

There is no truth in the rumor that The Commoner is to issue a supplement in German.

RECREATION

"Where's the Sporting Editor?"  
"On his vacation."  
"Where at?"  
"Rye."

NEEDED AT TIMES

Said the Fair Young Thing to the Managing Editor: "I should dearly love to enter the newspaper business. What would you advise?"

Said the Managing Editor to the Fair Young Thing: "Energy and perseverance when on an assignment, and ear muffs if you write your story in the office."

A CARD IN THE PRESS ROOM

Paper rolls feed the mind.

SUN RISE.

From the ground floor to the twenty-third story.

THE BUSY LIFE.

Richardson Webster, political writer of the Brooklyn Citizen, Editor of The Crescent Magazine, treasurer of the Theatrical Protective Association, Press Representative of The Majestic Theatre, Vice-President of the Brooklyn Press Club, and publicity man of several big organizations, is enjoying a vacation in Michigan. How he managed to spare the time to get away in, is puzzling his friends.

HOW OLD IS THE DEACON?

Alleged fortune teller haled to court, did not dare venture a guess at Deacon Henry Terry's age. The Deacon looks no older now than he did 30 years ago—but his age is one of the well guarded secrets of the Row.

BY THE POTOMAC.

The Tribune calls the Capitol at Washington "The Sanctuary of Humanity." A Western paper—we've forgotten its name—once called it the "National Gas Works."

## PERSONALS

Bruce Haldeman, president of the Times and the Courier-Journal Publishing companies, of Louisville, Ky., has been elected a director of the Louisville Board of Trade.

Lafayette Young, Jr., of Des Moines, Iowa, editor of The Des Moines Capital, has been invited to address the mid-winter meeting of the Kentucky Press Association, which is to be held in Lexington.

Arthur Howard, former mayor of Salem, Mass., is to be editor of the Advance, published in Burlington, Vt. He founded the Morning Dispatch at Salem and has been a member of the staffs of McClure's Magazine and The Boston Post. He was associated for many years with his father in the jewelry business in London.

Charles B. Nicolson, editor-in-chief of the Detroit Free Press, who has been passing his annual vacation at Peaks Island, Portland, Me., has returned home.

H. S. Bealle, circulation manager of the Winnipeg Tribune, has resigned to join the staff of the St. Louis Star.

Ryan Walker, the cartoonist, who has achieved unusual success as a lecturer on Socialism, has 115 engagements for the coming season.

George Pomeroy Goodale, dramatic editor of the Detroit Free Press, has received the honorary degree of Master of Arts from Michigan University at its recent commencement. In conferring the degree, H. B. Hutchins, the president, said of Dr. Goodale: "Distinguished as an editor and as a dramatic critic of the highest order, his knowledge of his chosen field is not exceeded by that of any other man."

Arthur Head, general news representative of H. H. Frazee, has been appointed to succeed John Flinn, as dramatic critic of the New York Herald.

R. F. Parkinson, who has been managing editor of the Ottawa Journal, is now Captain Parkinson of No. 1 Battalion, 38th Regiment, about to leave for oversea service.

Reuben Place, of the Topeka Capital, has been promoted to the place on the editorial staff left vacant by the resignation of Chauncey A. Weaver.

J. H. Jenkins, who has been in charge of the Associated Press bureau at Charlotte, N. C., since last October, has been transferred to the Atlanta bureau.

Frank G. Menke, sporting editor of the International News Service, and Edward Allenwer, manager of the New Haven office, were severely bruised in an automobile accident as they were returning from the Yale-Harvard boat race on June 25. While passing through New London the chauffeur lost control of his car, which plunged into a wall.

William Heebsh, former Tiffin newspaper man, who has been managing editor of the Fostoria (O.) Times, has resigned and will return to Toledo to enter the real estate business.

Cauncey A. Weaver, for many years editorial writer on the Des Moines Capital, has severed his relations with that paper.

C. Lyon, at one time connected with the New York Bureau of the Associated Press, is now connected with the bureau at Charlotte, N. C.

Julius Moritzen, editor of the Latin-American department of the Christian Science Monitor of Boston, has resigned and on August 1 will open in New York City a bureau for furnishing South and Central American news matter to newspapers in the United States and Canada.

J. G. Dubbs resigned June 29 as circulation manager of the St. Louis Star and is succeeded by J. J. Kenney, of Philadelphia and Boston.

Leonard Wood, Jr., of the World, son of General Leonard Wood, is enjoying a vacation.

David E. Lavigne, for years a prominent lawyer, newspaper man and politician of Woonsocket, has entered the monastery of the Preaching Friars, or Dominicans, at St. Hyacinthe, Canada. Mr. Lavigne has long been known throughout New England as an eloquent speaker in the French language.

## WASHINGTON PERSONALS

Herman Landon, of the Washington Herald staff, has been made news editor of that paper. Mr. Landon is well-known in New York and Chicago. In the latter city he was connected with the old Record-Herald for many years.

J. Lynn Yagle, formerly connected with local papers, but who has been absent from the city for some time, has returned to the city and is now connected with the Post.

Frank Morse, former dramatic editor of the Washington Post, is in Tampa, Fla., visiting his mother. He will have charge of one of the Henry Miller productions this coming season.

W. B. Bird has joined the New York Tribune Bureau, succeeding George L. Edmonds, who is now press representative of the Carranza agents, of this city. Mr. Bird has had considerable experience as a news writer in Paris.

J. Russell Young, well-known newspaper man of this city, is now living in Atlanta, Ga.

N. O. Messenger, chief of the Capitol staff of the Washington Star and a political writer of note, is traveling in New York and New Jersey, writing political forecasts for his paper.

George G. Hill, former chief of the New York Tribune Bureau, now has a prominent part in the preparation of the case of the Riggs National Bank against the Comptroller of the Currency.

Harvey Jester, a well-known newspaper man, and Mrs. Jester, are contemplating a tour of South America.

Robert Smith, press representative of the Villa agents, of this city, and Grafton Wilcox, of the Associated Press, engaged in a swimming contest a few days ago, for the championship of the Press Club. The contest was declared a dead heat and will be swum over again in a few days.

John La Gorce, managing editor of the National Geographic Magazine, has just returned from a visit to the Pacific coast.

John McNaught, a news writer of this city, has left to make his home on the Pacific coast. He gave to the National Press Club as a parting gift seventeen volumes of Burton's Arabian Nights.

Byron R. Newton, formerly of the New York Herald, now Assistant Secretary of the Treasury, has just made a trip to that part of Virginia known as the "Lost Empire," and contemplates writing some interesting articles on this part of the country.

H. B. F. McFarland, former Washington correspondent of the Boston Herald and other papers, now a prominent lawyer of this city, was the orator of the day at the Fourth of July ceremonies held here.

The funeral of Henry Beech Needham, prominent newspaper man and magazine writer, who was killed by a fall from a military aeroplane in France, was held here Thursday. Local correspondents acted as pall-bearers.

## BOSTON PERSONALS

When Thomas W. Greenall, advertising man of the Record, returned from New York Sunday he had many tales to tell his friends of his adventures in the metropolis. "Tom" says that over in Gotham the advertising men call themselves "space buyers," which is a new term for Boston.

Now that the banquet season is a thing of the past the famous debaters at the press table, John Weaver Sherman, of the Advertiser; Alexander Corbett, of the Globe, and Jim Walsh, of the Post, will have an opportunity to rest and recuperate for another arduous season. Before he left the Herald Haydon Jones, the well-known artist, was often a member of this group.

Howard Brock is vacationing at Naples, Me., where he went via his new automobile. After having followed trout for two seasons he has now changed to black bass.

James White, political editor of the Herald, is summing at Ipswich. He goes out at three o'clock in the morning and catches blue fish for breakfast.

William Fitzpatrick, of the American,

is spending much money, they say, on fine tools and machinery with which he has filled the garret of his home in Roxbury. Just what "Bill" is doing is a great mystery, but it is believed that he is trying to rival Edison with some new inventions.

Fred Clark, of the Post, is farming at Foxboro and commuting to Boston.

Frank Tanner, of the Post, and "Gyp the Blood," of the Journal, otherwise known as Leighton H. Blood, have been covering the battles of the fighting Eighth Regiment. Before Tanner took the field Paul Waitt waded through water with the fighters.

Edward Bethel, mechanical superintendent of the Boston Post, is planning for an extended trip along the Maine coast in his new motor boat.

## CHICAGO PERSONALS

Albert W. Chase, feature page editor for the Tribune, is in a hospital convalescing from an operation. William B. Foley is taking Chase's place during his illness.

Francis Marion Smith, Sr., father of a Tribune copy reader on the telegraph desk, died last week.

Walter A. Washburne, city editor of the Herald, and Stanley Mitchel, rewrite man, have returned from their vacation at Fox Lake, Ind.

R. W. Hinds, formerly with the Associated Press, is doing vacation relief work on the Tribune copy desk.

James Evans Crown, city editor of the New Orleans Item, who has held the same position on the Chicago Examiner and Inter Ocean, was in town Tuesday. He made the rounds of the papers, and the handshaking was general. Jim has been in Michigan on his vacation.

Linn Bonner, an old Chicago newspaper man, has returned from a year in the South. He is on the American.

## PILGRIMAGE TO BAILDON'S GRAVE

Associates of Late Editor Pay Tribute to His Memory at Marlborough.

It is not often that pilgrimages are made years after his death, to the grave of a journalist, no matter how distinguished he may have been in his lifetime. Only one such instance has come to our notice. In Brooklyn a number of the associates of the late George W. Baidon, formerly managing editor of the Brooklyn Daily Times, who died in March, 1911, journeyed to Marlborough, N. Y., last week, where his body is buried. It was the fourth annual pilgrimage of this character.

The ceremonies, in keeping with the late editor's habits of life, were simple in the extreme. After a large wreath of magnolia leaves, and a great bunch of American beauty roses, the latter a token from a very close friend who could not make the trip, had been placed on the mound, George H. Rowe, former president of the New York Press Club, who for over a quarter of a century was associated with Mr. Baidon on the Times, said a few heartfelt words in memory of the deceased. Those who made the journey besides Mr. Rowe, were William C. Stevenson, John F. Geis, William O'Donnell, William H. Mower, Clinton P. Hamilton and W. W. Richards.

## Wanted; a Great Pennsylvanian

The editors of Pennsylvania are in search of a citizen of that State who is especially distinguished in statesmanship, literature, art, science or invention. Governor Brumbaugh, of Pennsylvania, has addressed a letter to a number of Pennsylvania editors asking them to suggest such a man in order that the San Francisco Exposition may worthily honor him. Each editor has been asked to send the names of three men. The letter from the exposition authorities invited the governor to name a committee, but he has asked the editors to make nominations and from them the governor will name a man.

Charles S. Salomon, who covers state's courts for the Tribune, is spending his vacation with his family at Hurleyville, Sullivan county, N. Y.

## OBITUARY NOTES

WILLIAM HENRY DAVIDSON, well known as managing editor of the Burlington (Ia.) Hawk Eye, died on June 29, at his home in Muscatine, Ia. after a long illness, aged 53. He became connected with the Hawk Eye in 1889 and remained with it until his death. When the paper changed hands Mr. Davidson became a stockholder, then a director and finally vice-president.

HENRY PATRICK HETHERINGTON, managing editor of the Detroit Journal, died in Harper Hospital, Detroit, on June 30, aged 56. He was operated on for intestinal trouble on May 11 and never really recovered. Mr. Hetherington began his newspaper work at the age of 18 when he entered the composing room of the Detroit Post as a pupil. Thereafter he was proofreader on the Post and then on the evening News and then was promoted to be exchange editor. From there his rise was rapid.

JOHN A. ARNOLD, editorial writer on the Minneapolis Tribune died on June 27, of heart failure following an attack of ptomaine poisoning, aged 55. He had been in the newspaper business all of his life.

GOVERNOR MORRIS CARNOCHAN, publisher of the Nyack (N. Y.) Evening Star and other papers, died suddenly on June 30, at Nyack, aged 50 years.

WILLIAM WALLACE BLACKBURN, for several years traveling representative of the circulation department of the Atlanta Journal, died on June 25, at Atlanta, after an illness of several months, aged 55. Although he had been in ill health for a year, he insisted in keeping at his work until six weeks ago, when he suffered a stroke of paralysis.

A. M. HOWELLS, for a number of years editor and proprietor of the Greenville (S. C.) Daily News, died at his home in Dorchester, S. C., on June 19, after an illness of several weeks.

S. E. EICHELBERGER, for seven years attached to the staff of the Philadelphia Evening Telegraph, and also connected with the Evening Bulletin for a time, died on June 27, at St. Joseph's Hospital, Baltimore, aged 38 years.

MISS LAURA M. BRIGHAM, who was said to be the only blind woman reporter in the country, died at her home in East Lexington, Mass., July 1, at the age of 78 years. For thirty-six years she was correspondent for weekly papers and for two years wrote and edited by touch.

JOHN J. GORDON, for many years the Rockaways correspondent of almost all the newspapers of New York City, died June 28 at his home, 9 Brush Place, Rockaway Beach, from an ailment of the stomach. Mr. Gordon, who was thirty-nine years old, had been connected with newspapers from his seventeenth year.

OLIVER OTIS, editor and proprietor of the Rockland (Me.) Public Opinion, one of the best known weeklies of the State, died July 1, following an operation. He was 67 years of age. He was born in Leeds, Me., and went to work in a printing office at 14. In 1867 he became foreman of the Farmington Chronicle and afterwards served in a similar capacity for the Lewiston Gazette and Maine Standard, now the Augusta Age. His first editorial position was with the Auburn Clipper, and subsequently with the Bangor Commercial, which was then under the editorial management of Marcellus Emery, a notable figure in Maine journalism.

## Walker Again a Publisher

John Brisben Walker is once more editor. This week the founder of the Cosmopolitan Magazine, launched a new publication called Your Affairs. It contains eight pages of matter set in large, bold type. The articles by Mr. Walker are entitled: "Is England Now Fighting With Bows and Arrows?" "Who in America Wants War?" "Just Seven Hundred Years," "The Twelfth of August, 1915," "Who Is the Modern Soldier?" Mr. Walker is a vigorous writer and is always entertaining. His long experience and wide acquaintance enable him to express himself in a delightful manner.

## BOSTON NEWS BUDGET

**A New Writer Makes a Hit—Julian Hawthorne Writing for the American—The Holt Case—Frank Tanner Bursts Into Poetry—Post's Big Gain in Circulation.**

(Special Correspondent.)

BOSTON, July 6.—Managing Editor Edgar D. Shaw, of the Boston Journal, is making a big feature of Miss Hazel Canning's letters of "An Old-Time Mother and a Modern Daughter," which appear daily on the scrap-book page of that paper. During the spring Miss Canning contributed a very strong feature, "My Neighbor's Wife." While it was running many of the Journal's readers wrote in and inquired if Miss Canning was not really the sporting editor or his brother. They were absolutely certain that only a man could get the peculiar slant on life which she had. The feature was called one of the best ever run in this section. It also appeared in the Hartford Times and a Meriden, Conn., paper. The new feature which Miss Canning has introduced is said to be attracting even greater attention than the first. The authoress is a school teacher in Unionville, Conn., and has taken up writing as a pastime.

## AMERICAN'S FEATURE WRITER.

It is believed by the Boston American that the Red Sox will win the championship. Julian Hawthorne, descendant of the famous writer, has been engaged by the American to write a special series of articles on "A Sound Body, a Sound Mind." Mr. Hawthorne is well qualified for this task, for he not only has the gift of expression, but the practical knowledge that goes to make his articles of real value.

The Sunday Herald celebrated the Fourth by being once again the only Sunday newspaper in town to gain in advertising. While it was an off day as well as a holiday for all other papers the Sunday Herald gained 5,997 lines.

The Globe was the first afternoon paper that appeared on newspaper row with the bulletin of the attempt at suicide of Frank Holt, Tuesday morning.

Boston newspapers have been carrying columns of space on the attempted assassination of J. P. Morgan, the affair having a distinctly good local end through the attempt to identify Holt as Erich Muentner, the former Harvard instructor who disappeared after having been indicted for the death of his wife.

## PRESS CLUB OUTING.

The mid-summer outing of the Press Club will be held at the Blue Pigeon Tavern, Bass Point, this year, the boat leaving for the scene of festivities at 5:10 p. m. and returning at 9:40 p. m. A program has been planned by Manager Fred Jordan of the hotel and Jack Conolly of the Press Club that will make the members of that organization sit up and take notice.

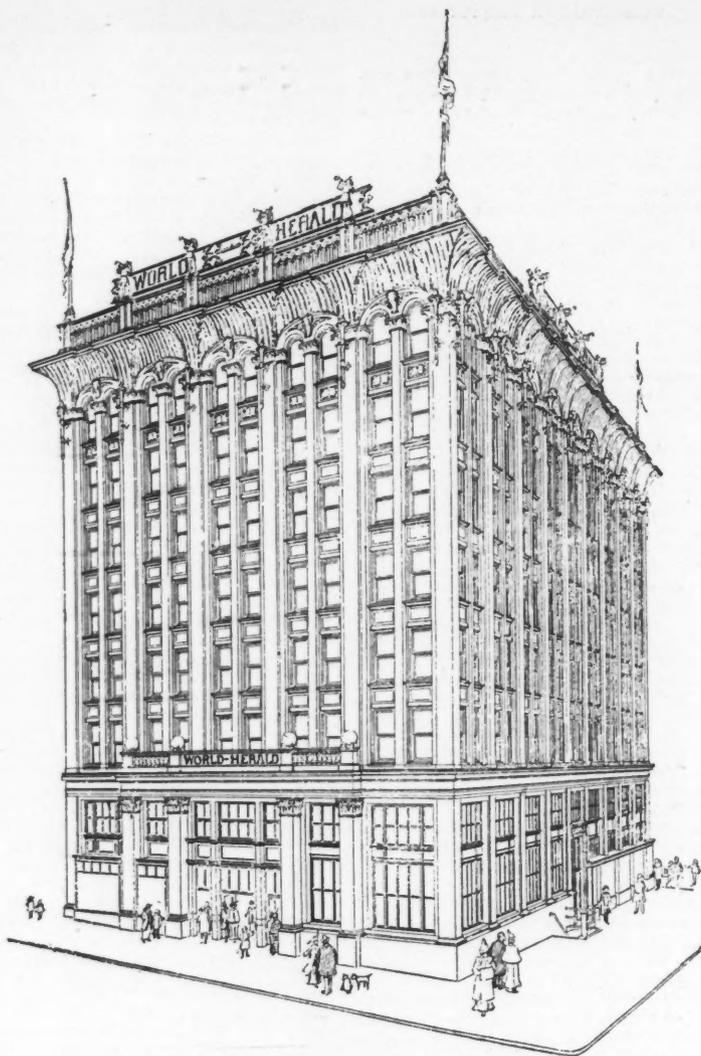
The Boston Herald will discontinue publishing its weekly war magazine with this week's issue.

Edward W. Edwards, president of the New York Pressmen's Union No. 25; Edward Gordon, president of the Boston Pressmen's Union, and Edward F. McGrady, also of Boston, are negotiating with William R. Hearst relative to the San Francisco trouble, and hope to arrive at an amicable settlement soon.

## PATENTS ON OFFSET BLANKETS.

Theodore Ellis, of the New England Newspaper Supply Company of Worcester, has just been granted four patents on new offset press blankets. Mr. Ellis also owns patents on an oilproof rubber and a repressed felt blanket for newspaper presses that is used on practically every modern newspaper press in the United States.

The mothers and children had such a good time at the recent outing given them by the Boston American that the American has decided to give another for their benefit. The American chartered a special steamboat of the Nantasket Line and took thousands of mothers and children to Nantasket, where they bathed and played on the



NEW HOME OF THE OMAHA WORLD-HERALD.

beach and enjoyed life generally. The Moxie Company distributed thousands of free glasses of their beverage.

The Post announces that its average circulation for June was 510,486 copies, a gain of 67,975 over June, 1914. This is considered a remarkable record.

## TANNER CULTIVATES THE MUSE.

Frank Tanner of the Post sat down to a typewriter in the city room one day and composed a little poem which he passed from one reporter to another until somebody suggested that it would look well in Ken Roberts' "All Around Boston" page in the Sunday Post. Here it is:

## THE REPORTER'S DREAM.

When the last assignment is finished, and the final rewrite is done,  
We shall sit at a new typewriter and tickle the keys for fun;  
And some shall turn out a feature, and some a great murder tale,  
And all shall work for pleasure, with never a thought of kale.

And orders shall never be thought of, nor shortage of coin in the klick;  
For all shall feed when they want it—shall gloat over lobster and chick;  
And the Boss will never be cruel; he'll sit on a dais of gold  
And hand out the star Space Stories to all the cubs in the fold;

And the gillicks who hogged full columns shall clip an indefinite string,  
But just for the joy of the clipping, and not for the Bones it will bring;  
And he who falls down on his stories shall sit in a red hot chair  
And varnish the blots on his 'scutcheon with brushes of comets' hair.

When the last assignment is finished, we shall rest from the creditor man;  
We shall lie on a couch of velvet, and sleep for an infinite span;  
We shall rest, and faith, we shall need it; there'll be hours and hours to spare—  
Peace and eternal quiet, with none of the editors there.

ROY ATKINSON.

## Omaha World-Herald's New Home

The Omaha World-Herald has begun work on its new 8-story home, and expects to move in on February 1. It is located at 15th and Farnam streets, one block from the heart of the retail center. The World-Herald will occupy the first three floors and the basement, except a few stores on the ground floor. The other floors will be offices. The World-Herald is owned by U. S. Senator G. M. Hitchcock. The Herald part of it is 50 years old, being the oldest living paper in Nebraska. The World part is 30 years old. The new home of the World-Herald will be steel and brick, topped with terra cotta. It will be modern throughout and will have greatly increased and improved facilities for the publication.

## JUDGE CENSURES NEWSPAPERS

Complains That Thaw Case Is Pre-Judged by the Press.

Judge Hendrick, who has been presiding at the Thaw trial in New York, took occasion on the opening day of the case to criticize sharply the conduct of the newspapers in their handling of the case and the evidence.

"The trial of this case by the newspapers, both as to how it should be conducted and what evidence should and should not be introduced must stop," said Judge Hendrick. "I want to warn the newspaper men covering this trial and their editors that this trial by the newspapers must stop or I will summon them before me for contempt of court."

It also became known that the court warned the attorneys on both sides to be more careful of their utterances to reporters.

A volume of jingles by Ring W. Lardner has just been published in Chicago. It is entitled "Bib Ballads."

## GIFTS FOR MRS. WOODHEAD

Friends in the A. A. C. W. Send Her Shopping with W. C. Freeman.

A number of the friends of Mrs. William Woodhead, wife of the retiring president of the A. A. C. W., made up a fund to purchase her a present as an expression of their high esteem, and commissioned William C. Freeman to take Mrs. Woodhead on a shopping tour and spend the money.

They first visited a silversmith's where she greatly admired a beautiful hammered silver coffee pot. Mr. Freeman ordered it sent to her home in San Francisco. She was much surprised to learn that Mr. Freeman had some money left and so they visited another shop where she and Mr. Woodhead selected a beautiful electric lamp.

"What else do you want, Mrs. Woodhead?" again Mr. Freeman asked. "I still have more money left."

"You do not mean to say that you still have more money to spend for me?" said she.

"I certainly do; so please tell me the next thing you would like to have?"

Mrs. Woodhead and her husband consulted, and thought a nice big leather arm chair for the library would be a fine thing. So Mr. Freeman took them to a furniture store, and bought the chair they wanted, and ordered it shipped to San Francisco.

"Well, now what do you want, Mrs. Woodhead?" again queried Mr. Freeman.

Her husband then said: "Is there no limit to the pile of money you have, Pop Freeman?"

"Yes, there is a limit, but I have enough left to buy one more handsome present," said Mr. Freeman.

It was finally agreed that the remaining present should be purchased in New York.

Both Mr. and Mrs. Woodhead expressed themselves as deeply grateful to their friends for the beautiful remembrances.

## BLOOMFIELD PAPERS MERGED

Independent Press Takes Over the Citizen, Owned by W. A. Ritscher, Jr.

Negotiations which have been pending for some time past were consummated on Tuesday when the Independent Press (Inc.) publishers of the Independent Press, of Bloomfield, N. J., purchased the Bloomfield (N. J.) Citizen from Wm. A. Ritscher, Jr. The two papers will now be merged and published as the Independent Press and Bloomfield Citizen.

The Citizen, the oldest paper, was established in 1880, and since 1892 has been continuously published by Mr. Ritscher, who took over the property when it was losing money and built it up into one of the substantial weeklies of the State.

The Independent Press was established two years ago by a group of citizens of the town, and has been managed by Chas. R. Blunt, who will continue as general manager and editor of the merged properties. Mr. Ritscher retires from newspaper work, and will devote all his attention to his personal business matters.

This transaction was effected through Harwell, Cannon & McCarthy, newspaper brokers, Times Building, New York City.

## Newspaper Suffers by Fire

Fire caused probably by a short circuit of one of the wires connected with a linotype machine did considerable damage to the plant of the Evening Recorder of Amsterdam (N. Y.) on June 29. In addition to the destruction wrought by the fire, a great deal of damage was done by the inopportune entrance of the sprinkling system which began to operate at about the time the fire was gotten under control. The water delugged the composing room, beneath the job printing department, but active work on the part of the Recorder staff made it possible for the paper to be published this afternoon.

# NEW ENGLAND—AMERICA'S VACATION LAND

Never Were Such Wonderful Opportunities Open to National Advertisers for Reaching with a Small Expenditure an Army of Vacationists from Every Part of the Country as by the Use of the Leading New England Dailies During the Summer Season of 1915

By HENRY B. HUMPHREY

A popular pastime with the small boys of Boston during the summer months is to look for the license plates on automobiles and to see how many states they can discover in a given time. The schoolboys do this with the same avidity with which they collect foreign postage stamps, tops or marbles. It is not an uncommon sight in summer to see near any one of the leading hotels in Boston a fleet of cars hailing from such widely scattered ports as Michigan, New York, Tennessee and Oklahoma.

Where else could the boys play this game except in New England, "The Vacation Land of America"? Not less than 2,000,000 summer visitors come to New England every year. In Boston converge the roads from hundreds of mountain and seashore resorts; and the motor cars here from distant states are filled with tourists who seek the historic, artistic and literary shrines in and around the city or who are hastening on their way to or from beauty spots nearby.

Transients increase the summer population of New England more than twenty-five per cent.; according to experts on the subject they spend more than \$75,000,000 in this section each normal year. This condition is of great importance to the national advertiser as well as to the local merchant.

Hotel men say that this summer promises to be the liveliest season ever known. Europe being virtually closed to tourists, this year additional thousands will yield to the lure of the delightful coolness and varied attractions of New England.

MAINE.			
	Circulation	2,500 1	10,000 1
Portland Argus (M).....	7,258	.0178	.0178
Portland Express (E).....	19,382	.0535	.0375
Waterville Sentinel (M).....	5,558	.02357	.01215
<b>Maine totals</b> .....	<b>32,198</b>	<b>.09487</b>	<b>.06745</b>
Population, 762,787.			
NEW HAMPSHIRE.			
Manchester Union & Leader (M&E) .....	26,593	.08	.05
Population, 438,662.			
VERMONT.			
Burlington Free Press (M)....	9,814	.0228	.0157
Population, 361,205.			
MASSACHUSETTS.			
Boston American (E).....	377,419	.35	.35
Boston Globe (ME).....	226,823	.30	.30
Boston Herald-Traveler (ME)...	164,808	.28	.25
Boston Journal (M).....	53,816	.16	.125
Boston Post (M).....	425,943	.40	.40
Boston Transcript (E).....	28,911	.15	.15
Fall River News (E).....	7,153	.02	.02
Fitchburg Sentinel (E).....	4,812	.0172	.0129
Haverhill Record (S).....	**15,000	.0285	.0285
Lawrence Telegram (E).....	8,986	.0286	.016
Lawrence Tribune-Eagle (M & E comb).....	11,613	.03	.02
Lowell Courier-Citizen .....	16,182	.03	.03
Lynn Item (E).....	13,004	.0536	.0357
Lynn News (E).....	8,694	.0357	.0207
New Bedford Standard and Mercury (ME).....	20,900	.03	.03
Springfield Daily News (E)...	14,159	.0357	.025
Springfield Union (MES).....	27,370	.07	.06
Taunton Gazette (E).....	*5,917	.0215	.015
Worcester Gazette (E).....	22,504	.045	0.35
Worcester Telegram (MS).....	26,299	.05	.05
<b>Massachusetts totals</b> .....	<b>1,480,313</b>	<b>2.1358</b>	<b>1.9738</b>
Population, 3,605,522.			
RHODE ISLAND.			
Pawtucket Times (E).....	21,367	.05	.0325
Providence Bulletin (E).....	49,248	.09	.09
Providence Journal (MS)*.....	21,850	.07*8	.07*8
Providence Tribune (E).....	18,044	.05	.05
<b>Rhode Island totals</b> .....	<b>110,509</b>	<b>.26</b>	<b>.2425</b>
Population, 591,215.			
CONNECTICUT.			
Bridgeport Post & Telegram (E & M) .....	***25,000	.065	.045
Bridgeport Standard (E).....	8,400	.035	.015
Danbury News (E).....	6,168	.0118	.0118
Hartford Courant (MS).....	15,984	.06	.035
Hartford Post (E).....	13,500	.025	.02
Hartford Times (E).....	23,901	.06	.04
Meriden Journal (E).....	4,722	.025	.0143
Meriden Record (M).....	5,963	.0357	.015
New Haven Journal-Courier (M)	12,020	.03	.025
New Haven Union (E).....	16,076	.05	.03
New London Day (E).....	7,793	.0285	.0171
New London Telegraph (M)...	3,550	.00857	.00714
Norwich Bulletin (M).....	9,210	.04	.018
<b>Connecticut totals</b> .....	<b>152,287</b>	<b>.47457</b>	<b>.29334</b>
Population, 1,114,756.			
<b>New England totals</b> .....	<b>1,811,714</b>	<b>3.06</b>	<b>2.64</b>

\*Government statements, October, 1914.  
 \*\*Publishers' Statement.  
 \*\*\*Government Statement and A. B. C.  
 Other ratings Government statements, April, 1915.  
 Population for New England, 6,874,147.

This means an unusual opportunity for every advertiser who has something that can be used by vacationists who are prepared and willing to spend money, or by hotel keepers and others who cater to the visitors. And this army of spenders can be reached by the daily papers of New England at no increase in cost over that of reaching the regular, all-the-year population.

These are the days of big news-stories and we want them while they are news. That applies with full force to the summer visitors, men, women, boys and girls.

At mail train time the country post-office is the busiest spot in town and the boy that opens the big rolls of newspapers is the most sought after citizen in the community. If you have never seen the motor cars in from miles around to meet the stage and get the papers from the nearest city you ought to add this sight to your memory pictures right away. The newspaper gives the ladies their new topics for conversation. It tells the big news of business to father. It carries the sporting news that the boy wants. It grows in importance as it becomes harder to obtain. It has more readers to the copy now than ordinarily and the readers have more time to devote to it.

Newspaper circulation hereabouts in the summer provides quantity, quality and intensity. When business is dull in other sections when everybody is out of town business is good in New England, and everybody's here.

**One Million Eight Hundred and Eleven Thousand Seven Hundred and Fourteen Circulations at \$2.64 Per Line.**

Assuming that it would be possible to buy exclusive New England circulation in twenty-one leading magazines on a pro rata basis, it would cost \$6.29 per line for a gross circulation of 1,339,006.

The 42 leading New England dailies listed on this page offer 1,811,714 circulation at \$2.64 a line, or over 400,000 more circulation at about one-third the cost per line.

General advertisers seeking further light in respect to marketing conditions and distribution facilities in the New England territory are requested to communicate with THE EDITOR AND PUBLISHER AND JOURNALIST, The Newspaper Advocate, Suite 1117 World Building, New York. Phones Beekman 4330, 4331.

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

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

### PROMOTION DEPT. SHAFFER GROUP

12 S. Market Street, Chicago

### THE SEATTLE TIMES

"The Best That Money Can Buy"  
Average Circulation for May, 1915  
Daily, 73,700  
Sunday, 87,300  
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.

In May, 1915, the Times led the other three Seattle papers COMBINED by 23,310 agate lines.

Largest Quantity Best Quality Circulation  
The S. C. Beckwith Special Agency  
Sole Foreign Representatives  
New York Chicago St. Louis

### Monday Morning Finance

On account of the Saturday half holiday and Sunday coming between, there is in many papers a dearth of financial news on Monday morning. Morning papers desiring to continue the business man's interest, should write for special financial feature. Address—Syndicate Department, The New York Evening Post, New York.

The phenomenal growth and success of **IL PROGRESSO ITALO AMERICANO** the foremost Italian newspaper in the United States, has created an insistent demand for an

### EVENING EDITION

The first issue of which will appear next week.

The evening edition will also be edited according to the standards of the best American metropolitan dailies.

**IL PROGRESSO ITALO AMERICANO**  
42 Elm Street, New York  
Member A. B. C.

### THE PROVIDENCE JOURNAL

use a Scott Multi Unit Double Quadruple Press. It suits their requirements and would suit yours also.

Let Us Figure It Out for You.

Walter Scott & Co.  
Plainfield, N. J.

### PHILADELPHIA BUDGET

H. M. Watts, of the Public Ledger, Receives Degree of Doctor of Letters From Lafayette College—Issues Second Book of Verse—Neely, of the Telegraph, Becomes a Fiction Producer. (Special Correspondence.)

PHILADELPHIA, July 8.—Newspapers throughout the state are giving high praise—as is most due—to Harvey Maitland Watts, associate editor of the Public Ledger, who has recently issued his second book of verse, a dramatic poem of great power, entitled, "The Faith of Princes." The slender volume in its red and gold cover bears on a shield the words, "Might Makes Right," with a mailed fist as a crest, and is dedicated to The War Lord, "Monstrum horrendum,



HARVEY MAITLAND WATTS

informe, ingens, cui lumen ademptum." With infinite subtlety and strength the theme is developed both directly and through the relation of the crime of Cesare Borgia, who, when he found it expedient for his own "place in the sun of sure success," callously ordered the execution of Ramiro d'Orco, his prime minister and tool. The analogy between the two periods is drawn in scholarly and impressive fashion, and is a tremendous arraignment of the sins of the mighty, whether in Italy centuries ago, or today. As fitting prelude are sonnets to Belgium, France, England, Italy, Germany, Before Constantinople and The Lusitania. Follows the devilishly clever and utterly heartless monologue of the Duke, with strophe and anti-strophe at start and finish, pointing the theme:

"The Hapsburg-Hohenzollern but repeat What Guelph and Ghibelline considered neat And treachery as order of the day Still keeps in statecraft its appointed way."

MARKED BY ERUDITION.

Not only is the poem a scathing denunciation of Germany's policy in the present war—one of the most distinguished which has yet appeared—but it is marked by its erudition, its lofty thought and phrasing and its originality of arrangement. The book will add materially to the author's rapidly increasing fame, and will undoubtedly make him persona non grata in the Fatherland for a long time to come.

Mr. Watts, who is a native Philadelphian, and has attained three-fold distinction in art, musical and literary fields, was given the degree of Doctor of Letters last week at Lafayette, his alma mater, at which time he also read the Phi Beta Kappa poem, "Lux Erat," a wonderfully fine expression of the development of man from the cell to the "final goal" of soul-merging with the infinite.

Curiously enough, since it was not written to such an end, the spirit of this poem is such that it has been rapturously approved by leading Christian Scientists. It is written in the old Anglo-Saxon rhythm, two feet to a line, with char-

acteristic frequent alliterations, and the various parts are set to musical phrases. In addition to his daily editorial duties, he outranks many of his fellows in the discernment and fearless vigor of his art criticisms and often finds time to lecture on art and music throughout the state. His last talk was given at Hazleton a month ago.

Lafayette also conferred the degree of Doctor of Letters on Alden March, '90 (the son of the late Dr. Francis A. March, the noted philologist), who was for some years Sunday editor of the Press until he accepted a similar position on the New York Times.

I have been wondering if there has been anywhere in the country a better editorial written on the marriage of James M. Thomson, publisher of the New Orleans Item and Genevieve Clark, than that which appeared also in the Public Ledger (apologies were needed for "still harping on my daughter"). It was headed "Romance; Romance;" was penned by Wm. C. Bullitt, a grandson of John C. Bullitt, father of the Bullitt law, under which Philadelphia derived its present charter; and was full of the spirit which in the north we have long since seen relentlessly crushed beneath the Juggernaut wheels of so-called progress.

NEELY NOW A FICTIONIST.

And at last, Henry M. Neely, one of the assistant city editors of the Evening Telegraph, has attained his heart's desire, and forever, he hopes, shaken the dust of newspaper offices from his feet. Accompanied by his faithful typewriter and his no less faithful wife, Agnes Thomson, a singer of excellent local repute, he has boarded his yacht and hereafter will produce fiction at the rate of heaven knows how many thousand words a day for the Blue Book, the Red Book and other publications. He sailed a month ago down the Chesapeake, and to date has sent each week to his old office a log of his voyaging which is duly and enviously read by his former fellow-laborers.

Mr. Neely has long been known as a picturesque and original personality of great enthusiasms, devoted to out-door life, and to adventure, and his friends are not only heartily glad that he has at last seen his way clear to follow his star, but prophesy for him no end of success and shekels in his chosen path. George Beers King, well-known for his sunny disposition, and one of the wits of the office, fills Neely's place on the desk. Fred Whitney, city editor and president of the Pen and Pencil Club, who since his purchase of a car a few months ago has been affectionately dubbed "Jitney Whitney," will leave for his two weeks vacation on the 12th. He will auto through New York State to Buffalo, coming back through Pennsylvania, accompanied by Mrs. Whitney and several friends, among whom is "Budge" Reinhardt, of the staff, who will not gladden the hearts of Ocean City dandies this year as formerly, in his role of Bold Life Guard. Joseph Costello, star reporter, has opened his summer cottage at Palmyra, N. J. Daniel Patton, of the copy desk, will leave about the middle of August for the Panama-Pacific Exposition, planning to be in San Francisco on Pennsylvania Day, September 7.

WHERE IS BEN RUMBF?

Ben Rumbf, for some years a political and religious convention writer on the paper, handed in his resignation some time ago, without any explanation and has disappeared entirely from the ken of his sorrowing colleagues. Mr. Rumbf, whose sobriquet of endearment was "Big Ben, the Office Alarm Clock," was highly popular among the local room men for his loquacious and cheerful demeanor. So sorely did his mysterious action affect them that a search committee was formed, which to date can only report the following possible causes for his act: He is on the way to Europe to enter the German secret service; he has been married; he is going into the oyster business in Maryland. All this on the veracious testimony of several of the office gossips.

Atlantic City has been the victim of a fake newspaper, bearing all the earmarks of those which have appeared in

## R. J. BIDWELL CO.

Pacific Coast Representative

of

Los Angeles Times  
Portland Oregonian  
Seattle Post-Intelligencer  
Spokane Spokesman-Review  
The Editor and 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

### Pittsburgh's Two BEST Big Newspapers

GAZETTE TIMES

Morning and Sunday

CHRONICLE TELEGRAPH

Evening except Sunday

Nearly all local and general advertisers use them. Flat combination rate 22½¢ per agate line per insertion.

For further information and co-operation write **Urban E. Dice**  
Foreign Advertising Manager

Pittsburgh, Pennsylvania.

J. C. Willberding The John M. Branham Co.  
225 Fifth Avenue Malters' Bldg., Chicago  
New York City Chemical Bldg., St. Louis

### THE ORANGE LEADER

Is the only Daily (Evening) and Weekly Paper published in

ORANGE, TEXAS

and Orange County, and the only paper that covers the richest section of Southeast Texas and Southwest Louisiana.

"Circulation books open to all"

THE LEADER PRINTING CO.

Orange, Texas

W. H. Stark, Owner. Hugh K. Taylor, Mgr.  
Foreign Representatives  
Robert W. Sykes, Jr. Walter U. Clark  
1 Madison Ave., Advertising Bldg.,  
New York. Chicago, Ill.

### THE NEW HAVEN Times-Leader

Is the leading one-cent daily newspaper of Connecticut and the only one-cent paper in the State which has the full Associated Press leased wire service.

The only evening paper in New Haven, member of Audit Bureau of Circulations.

Bryant, Griffiths and Fredericks  
225 Fifth Ave. 716 Peoples Gas Bldg.  
New York Chicago

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

Philadelphia on various occasions during the past year. "London in Flames, City Bombarded by 200 Zeppelins" was the scare head which caught many unwary buyers of the "Sunday Evening Times." **CURTIS WAGER-SMITH.**

The Berlin Vorwaerts, which was suspended as a result of its publication of the peace appeal of German Socialists, has been allowed to resume publication.

## ON NEWSPAPER MAKING

WHENEVER I read over the technical and scientific explanations of how other manufacturing businesses are conducted I almost feel sorry that fate has wished me into the newspaper business. Viewed from the outside in, with a knowledge of the true inside conditions, one almost shudders at the limitless amount of lost motion and neglected opportunities for greater power and profits.

Once in a long while there comes along a man who, like the chess master, sees combinations of the pieces beyond the obvious, and puts new life into a defunct or moribund property, but he is forced to work against the deadly wall of resistance maintained by benighted individuals opaque and obstinate in their adherence to foolish tradition.

Once in a long time one of these newspaper geniuses succeeds in surrounding himself with a group of live wires who can make his dreams come true to about 50 per cent. of his ambitions, and a "great" newspaper success is scored.

I am firmly convinced that increased competition and the necessity of eliminating waste in order to keep advertising profitable alike to customer and the newspaper, is going to give the highest reward to men thoroughly trained both regarding editorial and business office efficiencies in the different schools of journalism in connection with our universities.

Ability to write brilliantly or play up the news in dashing style or present more news in volume than the other fellow, just because a man thinks any of these are the way to newspaper success, will seldom be found to prove up under the trying test of public criticism and observation by which our product is being judged more severely than at any previous time.

Likewise, because a man has worked long years in every department of the business end of a newspaper does not prove that he has the imagination to conceive and carry on the business end of the property to its greatest possibilities for influence and profits.

Careful observation of men in connection with the different departments of newspapers all over the country, makes one wonder how so many of them continue to exist, handicapped as they are by gross stupidity and lack of ordinary business and newspaper sense.

I don't say this as a reflection or a knock, but simply for the purpose of indicating that men thoroughly trained in underlying principles and reasons why, plus every day experience such as our practical men of today have, would not only make the newspapers produced better, but make them more successful and powerful.

I believe that every editor should primarily be a trained business man, and every publisher or business manager, a trained editorial man able to write in a creditable way on almost any topic. We would thus be equipped to conduct our newspapers in a way and by better public service make them vastly more useful as mediums for influence and business possibilities.

Our schools of journalism of today are not equipped as they will be in the future to give the students practical business as well as editorial training. This is coming, and coming fast. The schools are now trying to give instruction in advertising, and before long will take up every phase of practical newspaper work.

The trained man may be a little late in getting started as compared to the product of the school of "hard knocks" and "hard work," but when he "arrives" he has so many advantages over the "practical" man in knowing the "reasons why" and the "how" of things, or being able to know where to get the information he seeks.

The practically limitless resources of possibilities of newspaper endeavor have not been touched, except in spots, in even our present day newspaper operations.

Here and there a newspaper has developed some unknown mine of possibility, but where is the newspaper that every day gets 100 per cent. efficiency from all the latent resources of its field?

Some newspapers possess one or two men of genuine ability, some others three or four, but real efficiency will not be attained until we can secure men for every position who, by training and natural inclination, can go out and do things without blundering and mistakes that make their lack of intelligence rise as a wall so high and hopeless of surmounting, as to make the effort of achievement seem almost an impossibility.

The day will come when we can call into our office almost any newspaper worker and give him instructions regarding what we want him to do, and send him forth with a reasonable confidence that he will perform the job as well, if not better, than we ourselves.

Until we can secure such trained service of interested and intelligent men, the newspapers, in most cases, are bound to be like mere imitations of what they should be and what we would like to make them. In these articles I have briefly touched upon a few of our possibilities. How few of us have men qualified to go out and put any of them across successfully.

NORTHCOTE.

## NEWSPAPER DAY AT THE FAIR

July 24 Has Been Set Apart as Special Day for Newspaper Folk.

"Newspapermen's Day," which has been set for Saturday, July 24, at the San Francisco Exposition, promises to be a very special occasion indeed. Active newspaper men in San Francisco, Oakland and throughout the State of California, as well as special writers representing papers in all parts of the world, will co-operate to make the day one of the most successful of any of the special days that have marked the exposition period.

An elaborate programme of events, including several unusual and startling departures, is being prepared, with the carnival spirit uppermost in the minds of those who are arranging the programme.

## ADVERTISING MEN PLAY GOLF

Association of Advertising Interests Holds Successful Tournament.

The summer tournament of the American Golf Association of Advertising Interests closed at Hot Springs, Va., on Saturday, July 3.

In the handicap for men in Class A "Don" M. Parker, of New York, runner up in the championship, won the prize for best gross; C. G. Hammesfahr, of New York, won the net prize in Class A. In Class B, R. C. Hoyt, New York, and I. A. Klein, New York, were the gross and net winners respectively.

Officers of the association elected at the annual meeting last night were: R. L. Whitton, Chicago, president; Walter B. Lashar, Bridgeport; A. G. Carter, Fort Worth, first and second vice-presidents, and Guy S. Osborne, Chicago, secretary and treasurer.

## The Nation Fifty Years Old

In celebrating its semi-centennial the Nation, published and owned by the New York Evening Post Co, issued yesterday a special edition of such a notable character that newspaper men everywhere will want to read it. Within a cover printed in colors may be found valuable articles by Lord Bryce, Henry James, W. C. Brownell, Henry Holt and others relating to the Nation's history and recollections of the editors who have been identified with it. George Haven Putnam writes of "Fifty Years of Books" and William Roscoe Thayer on "Historical Writing." The Nation has always been a journal of high ideals and patriotic purposes. Its literary tone has always been of the best. Its editors have always been men of courage and commanding ability. It holds a place in American journalism that is unique and it has no competitors.

## One Eighth

of all of the money invested in advertising in the New York territory should be allotted to the

## New York American

based purely on its merits as an advertising medium. Its circulation is both great in volume and in responsiveness.

Its volume represents ONE-QUARTER of all readers of newspapers in the New York section.

Its net paid circulation is ONE-FOURTH of the total net paid circulation of all of the New York morning newspapers.

Of course, the readers of morning newspapers are also readers of evening newspapers—so the NEW YORK AMERICAN will divide its ONE-QUARTER with the evening field, taking ONE-EIGHTH for itself and allowing ONE-EIGHTH to go to evening newspapers.

This is a sound, indisputable, mathematical deduction, in the first place, and, in the second place, since "Repetition is Reputation," advertisers will get a greater result and make a better impression by giving ONE-EIGHTH of their appropriation to the NEW YORK AMERICAN

The most sensible, most logical, most resultful method to employ in New York is for advertisers to divide their appropriations on the basis suggested.

All theories about advertising must be side-tracked for the practicalities of it. It is practical, not theoretical, to give to the NEW YORK AMERICAN one-eighth of your appropriation, Messrs. Advertisers, no matter in which line of business you are engaged.

Advertisers spending \$10,000, \$20,000, \$50,000, \$100,000 up to \$600,000 a year in the New York section are not giving themselves a real chance to succeed unless they spend \$1,250, \$2,500, \$6,500, \$12,500 or \$75,000 in the NEW YORK AMERICAN. Think it over!

NEW YORK AMERICAN  
DAILY AND SUNDAY

MEMBER AUDIT BUREAU OF CIRCULATIONS

## The Detroit Free Press

"Michigan's Greatest Newspaper"

The Largest  
2-Cent Morning Circulation  
In America

Rates and information  
direct, or from

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

## THE PITTSBURG PRESS

Has the LARGEST  
Daily and Sunday  
CIRCULATION  
IN PITTSBURG

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

## Get the Best Always

The  
**Pittsburg Dispatch**  
Greater Pittsburg's Greatest  
Newspaper

WALLACE G. BROOKE,  
Brunswick Building, New York

HORACE M. FORD,  
Peoples Gas Building, Chicago

H. C. ROOK,  
Real Estate Trust Building, Philadelphia

## DETROIT SATURDAY NIGHT

is in itself a guarantee of its advertised products. It is unnecessary for the advertiser to discuss the honesty or reliability of his goods. The fact that the advertising was accepted by DETROIT SATURDAY NIGHT is sufficient guarantee to its readers.

Foreign Advertising Representatives  
C. LOGAN PAYNE CO.

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

## 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

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

## LIVE TOPICS DISCUSSED BY READERS

[Under this caption we will print each week letters from our readers on subjects of interest connected with newspaper publishing and advertising. Any publisher who desires help in the solution of his problems, or who has pronounced views on any subject connected with the business, is invited to contribute to this column. We are confident that such a column can be made of great value through the co-operation of our readers.—Ed.]

### ABOUT SOME FOOLISH FADS

New York, July 5, 1915.

THE EDITOR AND PUBLISHER:

There are some foolish fads in sight in these days. And the joke is that able men (in other lines) are the very people to keep them alive.

For instance:

There is a banker—a man who knows all about the "who's who" as well as the "what's what" of finance. He isn't inclined to be frivolous—far from it. Yet when his bank gets big enough to put up a handsome building of its own, this really strong and clear-headed citizen (in respect to matters that he knows about) shyly permits some foolish stripling in an architect's office (where his job consists in his being a "good letterer") to blazon upon the face of the fine new structure some such inscription as this:

### UNITED TRVST BVILDING

The banker knows that his own son or daughter, in the high school, would get three black marks from the teacher for any such senseless spelling; but nevertheless he "guesses" the architect's clerk must know what is "the thing," so the "v" is substituted for the "u" in the inscription, is carefully carved in a big stone slab, and is hoisted up where even he who runs may quickly see its folly.

Then there is the fond parent whose daughter is to be married. Naturally, invitations are to be sent out to relatives and friends. Here again ordinary good sense stands aside at the behest of some shallow-pated engraver, and the "honour" of various people's company is therefore requested—the before-mentioned fond parent having a bazy idea that because people in England use a "u" in the quoted word, the plain American spelling, "honor," must be discarded for the great occasion impending, and that the use of the "u" will in some mysterious way add "tone" to the matrimonial event, and give a sort of British government sanction to the ceremony. Silly? Absolutely!

And once upon a time a gentleman who wished to be witty bethought himself that it might be well to laugh at prunes. He might have chosen any other fruit with equal impropriety, but he *did* choose prunes. And prunes being defenseless, and having no money interest to retain counsel to "get back" at the merry pulpster, the wonderful joke had the field all to itself, and has grown and grown to this very day. All the while the prune has continued to demonstrate its just importance as a toothsome and valuable food. But the Joeose gentlemen who "do funny stuff" for various publications still find the faithful prune a never-failing standby in time of need. "Prunes!" Ha, ha! And "the boarding-house landlady, Mrs. Prun!" Perfectly side-splitting! Greeted always with "prolonged laughter and applause," like the veteran politician's allusion, in his speech, to "our glorious Commonwealth" or "the grand old party."

Well, having achieved such success with prunes, the witty folks decided to get another round of applause by poking fun at correspondence schools. Whenever it was necessary to be very effective indeed in suggesting (for example) that somebody had lacked in courtesy and might well mend his ways, the point was made deliciously effective by calling upon the offender to "take a correspondence course" in good manners. "Correspondence course" was a fine bit of sarcasm that, of course, could be understood and appreciated by everybody. A hit fully equal to the *prune bon mot* was scored in this way; and since that happy discovery, everybody who gets so disposed has had no hesitation in "taking a whack" (speaking after the manner of men) at correspondence schools.

Thus it came about that so good a fellow as "J. George," finding himself short of material with which to fill his regular space; bethought himself of the correspondence school (this time, the advertising variety thereof) and promptly proceeded to blaze away.

Facts? Why bother with facts? Did the prune merry-maker go out in serious mood to his grocer and inquire about prunes? Did he ask whether they were good food? Did he ascertain whether they tasted agreeably? Certainly not! You didn't require facts on which to base a prune joke. Just get the line-up right in imagination and

the "uproarious applause" will follow, sure enough. And what more do you want?

Just so with "J. George." Facts about "ad schools?" Perish the thought! Here goes the merry gentleman, grasping his lance-like fountain pen and charging valiantly at the windmill that he thinks he sees! And if the windmill be non-existent—why, so much the easier to demolish it!

All this, Friend Blanchard, is by way of preface to a word of sincere commendation of the general tenor of your editorial of July 3, headed: "Are Ad Schools 'A Real Menace' to the Profession?" Your words are certainly "fitly spoken"—and must necessarily be, because you're not tilting at a windmill but know your facts.

As regards teaching advertising by correspondence, I was for quite a long time so situated as to know the good work done by one of these institutions, and most assuredly the voluntary letters from successful students were enough to gladden the hearts of everybody around the place.

No need for details here—though they could be furnished readily enough. The safe thing for the fun-making fraternity, however, seems to be to seize the present opportunity to send into oblivion the fads about "Unitd," "honour," "prunes" and "correspondence schools," along with the venerable and long-outworn mother-in-law joke.

Give us something new, please.

ARTHUR ELLIOTT SPROUL.

### How Circulation Carrier Plan Worked

The Daily Republican,  
Xenia, Ohio, June 28, 1915.

EDITOR AND PUBLISHER:

In pursuance to your request of the 9th I am sending enclosed clippings and the result total of our Carriers' Efficiency Campaign, which ended Saturday. I trust that you have received copies of our paper carrying the stories regarding the same.

The result gleaned from the final count is this: Average net gain of new subscribers made by carriers on respective routes 19 per cent. (this does not include gain made by carriers on routes other than their own); gain in new subscribers on city circulation 28 per cent.; gain made on new subscribers of total circulation 6 per cent. We are taking as our basis our April 1 statement of 3,737. Besides the new subscribers over 600 old subscribers in the city signed agreements from one to twenty weeks. Also we had something like 150 subscribers who had paid in advance subscription by carrier. Over 95 per cent. of these were taken over by getting from them the signed agreement to take the Republican after their subscriptions expire and to pay the carrier 10 cents each week. As you can readily see, we have accomplished several things.

The total cost of this campaign was a trifle over \$60, not counting the advertising used in our own medium. It seems to me that the plan could be worked out on a much larger scale and the results would be equally as good. It not only gives the paper unlimited advertising, but it does increase the efficiency of the carrier. I might add, however, that we have been over a year in getting the carrier force we have.

P. W. STILES,  
Manager of Circulation.

### The Record Stands Corrected

COLUMBUS, Ga., June 26, 1915.

EDITOR AND PUBLISHER,

In reading the brief history of the International Circulation Manager's Association, by Mr. D. B. G. Rose in THE EDITOR AND PUBLISHER, I beg to make the following correction:

Mr. Rose states that "none of the temporary officers elected at the first meeting in Detroit are now members of the association." Two of these directors are members of the association, and always have been—Wm. Boeshans, business manager of the St. Joseph Gazette, and myself.

I have been a member of the association ever since its origination. I was very closely allied with "Billy" Gillespie in forming the association.

This is merely a correction, so that the minutes may be kept more correctly.

J. L. BOESHANS,  
Business Manager.

### Publishers' Supplies Market

Antimony	36.25-36.75
Tin	38 5/8
Lead	5.75
Copper	19.50-19.75
News print	2.09-2.25
Craft paper	4.75-5.25

There's no time like the present for sending in your subscription.

## Fakers and Crooks

The Evening Star, Washington's great home newspaper and advertising medium, makes every effort to bar fakers and crooks from its advertising as well as news columns. Fakers are not helped to exploit their wares on an unsuspecting public.

## Times Sunday Gain in June

The Sunday edition of The New York Times contained 283,658 agate lines of advertising in June, 1915—representing a greater gain over the corresponding month in 1914 than any other New York Sunday newspaper.

## The New York Evening Mail

enjoys the confidence of its readers.

Its readers have a buying power, per capita, second to that of no other daily paper published in America.

Its average net paid circulation for April was in excess of

**156,000**

A desirable advertising medium.

## The New York Evening Post

announces the appointment of

## LOUIS GILMAN

as Eastern

Foreign Advertising Representative

with offices in the World Building

Western Office (Ryan & Inman)

McCormick Building, Chicago

## 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 112,056

six months ending March 31, 1915.

The Jewish Morning Journal enjoys the distinction of having the largest circulation of any Jewish paper among the Americanized Jews, which means among the best purchasing element of the Jewish people.

The Jewish Morning Journal prints more

HELP WANTED ADS.

than any paper in the city, excepting

the New York World.

I. S. WALLIS & SON, West'n Representatives  
1246 First National Bank Bldg., Chicago.

## THE NEW ORLEANS ITEM

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

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

## BRILL DROPS STAMPS

**Big New York Clothing House, With Seven Stores, Finds United Profit Sharing Coupons a Useless Expense—So Does R. W. Bennett & Co., a Large Brooklyn Firm of Haberdashers.**

When a house as big as Brill Bros.—established 27 years and with seven clothing stores in Greater New York—tries out "trading stamps" carefully and then gives them up, you may be sure that it means something to merchants everywhere in the country.

And it does.

Here are the facts, as given to THE EDITOR AND PUBLISHER by J. Weiss, the sales and advertising manager for Brill Bros.:

"The one big reason for our looking with favor on the use of the coupons issued by the United Profit-Sharing Company was the well-known conspicuous success of the United Cigar Stores, where similar stamps are a prominent feature. My feeling was that the progress of these stores was due more to management than to merchandise; and under the head of 'management' the stamps (or coupons) occupy a conspicuous place.

"The idea was natural, therefore, on our part, that since our goods and our methods were already successful, there should be a very decided increase in our volume of business by the use of these coupons and by thus making an alliance, in a way, not only with a leading principle in the success of United Cigars but also with the thousands of men who are customers of these stores and who (as we thought) would at once begin to trade with us as soon as our stand relative to coupons became known to them."

"Was it your idea to decrease your advertising in metropolitan and suburban newspapers?"

**BUSINESS INCREASE DIDN'T FOLLOW.**

"By no means. We have too strong an appreciation of the value to us of newspaper advertising to do that. Our expectation was that the use of the coupons would be quickly followed by such an increase in our business as would much more than take care of the extra cost and show a satisfactory profit. So we made a contract covering a substantial period, and our test extended through the months of February, March, April, May and about half of June. So you see we gave the idea a thorough try-out."

"And the results?"

"Absolutely unsatisfactory! In the first place, we found that a large amount of publicity was needed to acquaint the public with the fact that Brill Bros. were giving out the coupons. Thus not only were we under the quite considerable added expense of the coupons themselves, but were compelled either to increase our advertising appropriation in order to give suitable publicity to the coupon plan or to divert part of our regular appropriation thereto and away from our merchandise. Naturally, we didn't wish to do either of these things."

"How soon did you reach the conclusion that the coupons were not to be a success with you?"

**HOW THE CAMPAIGN WAS WORKED.**

"Oh, it wasn't more than two months, if that long. We could see plainly enough that there was no unusual increase in our business that was at all traceable to the coupons. To all appearance, such growth as came to us during this period was wholly normal and such as was to be expected, after 20 years' experience in newspaper advertising in this city. Under these circumstances, the United Profit-Sharing Company instituted a campaign of publicity in order to familiarize the public with the fact that Brill Bros. and some other merchants were using its coupons and that these latter were redeemable just as United Cigar Stores coupons are. Our firm backed up this campaign by inserting in its merchandise advertisements the prominent statement that we gave coupons; but all to no purpose. The results were so meagre and unsatisfactory that it was plain to us that the profits to be derived by Brill Bros. by the coupon

method were by no means commensurate with the cost."

"What was the attitude of your customers, Mr. Weiss?"

"We found, strangely enough, that so far from welcoming the coupons, our old customers, as well as certain new patrons objected strenuously to the distribution of coupons for various reasons. The strongest of these seemed to be that the issue of coupons had a cheapening effect on a store; and I take pride in saying that a great many of our old customers felt so well disposed toward Brill Bros. that they didn't like to feel that their favorite outfitting shop had cheapened itself in any way. In this connection, we had a great number of decidedly 'human interest' experiences. At our Forty-ninth street store, for example, a man came in and bought a four-dollar hat. Apparently the sale was closed.

The customer had the new hat on and was going to wear it away. His old hat had been sent to be wrapped, preparatory to being forwarded to his house. The salesman had the money in his hand. At that point the salesman, in a perfectly natural and proper way, said to the customer: 'We give profit-sharing coupons now, you know. I suppose you'd like yours?' With a quick change of manner the customer replied: 'You do give stamps? Then keep your hat and give me back my money'; and of course we complied, upon so positive a request, and the sale was lost. On the other hand, we had instances where we knew that people came into our stores regardless of our merchandise and our prices but simply because we did give coupons. One instance was that of a man who came into our Union Square store to buy an overcoat. His wife was with him. It quickly became apparent that he didn't really want to buy of us—that he had another store in mind for which he had a preference; but his wife was the chief factor, and her leaning was toward us because she wanted the coupons. The sale of the overcoat was made, but the man was so obviously indifferent that I doubt whether he knew, when he went out, whether he'd bought a black or a brown one. Numerous other incidents took place that showed us clearly the decidedly small value to us of coupons in influencing sales. It became apparent to us that the future success of Brill Bros. must be built like its past growth—namely, upon Brill advertising, Brill merchandise and Brill values."

"How about the cost?"

"Well, that's an interesting point, too. It must be kept in mind that coupons, as far as expense is concerned, differ from most business-getting propositions, in that the firm distributing coupons pays not only for new business but for all its business, including the trade it already had as well as the natural increase that would come anyhow, coupons or no coupons."

"Was your contract a favorable one—did it hamper you in any way?"

"It was decidedly favorable. We had, under it, the exclusive clothing-store rights in Manhattan; and, furthermore, as far as men's furnishings were concerned, we had the benefit of a substantial restricted area surrounding each one of our seven stores, within which area no dealer in men's furnishings could get United coupons."

"And so the firm of Brill Bros. is through with coupons for good and all, is it, Mr. Weiss?"

"Absolutely! It's newspaper advertising for us, after this."

#### Large Brooklyn Firm Also Cancels Its Coupon Contract

Everybody in Brooklyn knows the four up-to-date men's furnishings stores of R. W. Bennett & Co. Said the head of this house yesterday:

"Well, our experience was just like that of Brill Bros. I went into the coupon scheme enthusiastically. I didn't mean to cut down my advertising in the Eagle, Times and Standard, but I saw what the United Cigar Stores had accomplished through coupons and it seemed plain to me that, as our stores cater to men, equally satisfactory results would follow in our case."

"Did you push the coupon idea good and hard?"

"Indeed I did! Why shouldn't I? I wanted it to succeed. I had every object to help it along; and, to be frank about it, the United people, when they found I was dissatisfied with the results, came over here to Brooklyn with some of their own publicity and tried to help me. But it was 'no go.' I used newspaper publicity and my fine big mail list of my past customers, and my clerks were 'on the job' to the limit; but the results were far from satisfactory.

"As I look at it, the coupons may be all right with United Cigar Stores trade, but not so with stores like ours, that handle standard goods and cater to the better class of buyers. The coupons create adverse criticism from many customers. They have little or no drawing power and are an added expense. I'm through with them."

#### CLUBS AND PRESS ASSOCIATIONS

The campaign of the Birmingham (Ala.) Newspaper Club for new members is progressing well. Thus far, one hundred men have made application to join the club and it is expected that fifty more will be added to the list in a short time.

One of the many new features to be launched by the Baltimore Press Club during the present fiscal year will be the formation of a glee club. The annual outing of the Club is scheduled to take place on the Latrobe, July 27, for which elaborate preparations are being made by a committee of newspaper men. Franklin G. Wisner of the Baltimore News is president of the Press Club.

At a recent meeting of the New Jersey Coast Newspapermen's Association, held at Asbury Park, N. J. Sigmund Eisman, of the New York World was named president, Harry Wolsieffer of the Philadelphia Record, vice-president, Van Dorn Townsend of the New York World, secretary and Frank Headley of the Philadelphia Ledger, treasurer.

The Northern Indiana Editorial Association will hold its 1915 convention in Kokomo August 23 and 24. The president of the association, Chester McCormick, editor of the North Judson News, has been in conference with Will H. Arnett, secretary of the Chamber of Commerce, and preliminary plans for the entertainment of the visitors have been made.

The Alabama Press Association has been called to meet in Montgomery, Ala., July 20, during the session of the legislature.

Miss Kate White, of Knoxville, was elected second vice-president by the Tennessee Press and Authors' Club at Cookeville, on June 18. Mrs. Helen T. Miller, of Morristown, was chosen first vice-president. Committee chairmen elected were: Constitution, Mrs. Selina M. Holman, of Fayetteville; legislation, Mrs. S. M. Morgan, of Cleveland; library, Miss Elizabeth Payne, of Asheville; house, Mrs. Rutledge Smith, of Cookeville.

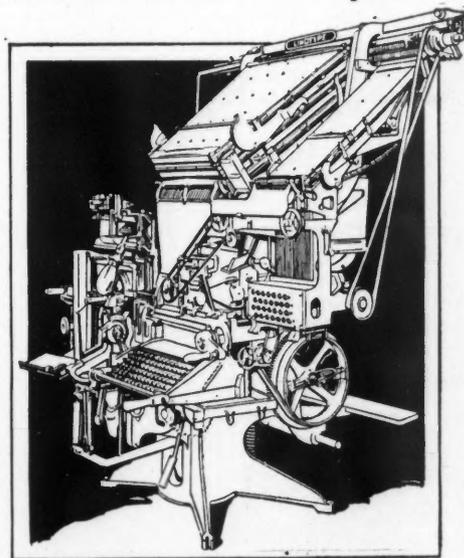
The Northern New York Press Association will hold its semi-annual meeting at the Thousand Island House, Alexandria Bay, July 16 and 17.

#### Published in Mountains of Oregon

Prof. Eric W. Allen, of the Department of Journalism in the University of Oregon has forwarded to THE EDITOR AND PUBLISHER a copy of the Mountaineer, a big weekly edited by one of the former students of the university, who is principal of a consolidated school at Alsea in the mountains of western Oregon.

Although the publication is written by students it is not a school but a community paper covering a territory 40 to 50 miles across. H. H. Matthews, the editor, says that the Mountaineer has furnished the best kind of training for his students and has kept the community interested in the school. Moreover it has stimulated business and created a community spirit that augurs well for the future.

## The Multiple Linotype Way Is the Modern Way



Model 14 with Auxiliary Magazine

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TRIBUNE BUILDING, NEW YORK

CHICAGO

SAN FRANCISCO

NEW ORLEANS

CANADIAN LINOTYPE, LIMITED, TORONTO

## 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

## E. C. WHITE MOVES UP

He Becomes President of the Texas Circulation Managers' Association.

E. C. White, circulation manager of the Houston Chronicle, became president of the Texas Circulation Managers' Association July 1, following the retirement of A. P. Goodman, of the Houston Post, whose resignation as president of the



E. C. WHITE.

Texas Circulation Managers' organization took effect on that date.

Mr. White was elected vice-president of the Texas Circulation Managers' Association at their annual meeting held in Houston last fall. His advancement came on the first anniversary of his coming to the Houston Chronicle.

Mr. Goodman, the retiring president, says: "The new president of the Texas Circulation Managers has been for the

past twenty years in charge of the circulation of important newspapers in the West and South, and among the membership of the International Circulation Managers' Association as well as the Texas organization, is considered one of the circulation heavyweights of the country. He is not as much of a noise maker as some of the rest of us, but his plans and methods are most effective. In making the Chronicle the foremost Texas evening newspaper in circulation, he has repeated his performance in Memphis and New Orleans in the way of building permanent worth while circulation of substantial proportions for the publication he was connected with. Mr. White, as president of the Texas Circulation Managers' Association has my heartiest congratulations and sincere good wishes and I know that the interests of the order will be materially advanced during his administration."

The retiring president, A. P. Goodman, has been in charge of the Post's circulation for the past two years. He was one of the organizers of the Texas Circula-



A. P. GOODMAN.

tion Managers' Association in Fort Worth two years ago. His retirement from the organization is due to his removal to New York City, where he joins the staff of the Syndicate Publishing Co.

## ON CIRCULATION REPORTS

Valuable Suggestions Submitted By An Experienced Newspaper Man

By W. M. Inman, Circulation Manager of the Chicago Daily News, at the I. C. M. A. Convention at Murray Bay.

After being called upon for many years by numerous advertisers and advertising agents to fill out hundreds of reports of various kinds of forms, circulation men generally agree that a standard form of circulation report is a most desirable thing.

In working toward such a standardized form it is important that circulation managers realize the exact function of a circulation statement as it applies to advertisers—the function of informing advertisers and advertising agencies of the quantity and kind of circulation; and when, where and how it reaches the public—to give them a measure of space buying value for the purpose of enabling them to secure better results from their advertising appropriations.

When we take into consideration the great number of daily newspapers published in the United States (approximately 1,900 evening and 700 morning), to-

gether with the fact that most general advertisers use a combination of many of them, we come to appreciate how great an obstruction to the use of newspapers is the old manner of furnishing advertisers with statements no more standard than the styles in women's bonnets. Then do we realize that a standard circulation report form is not only desirable but is also necessary to the best interests of the dailies.

A circulation statement should not be, in itself, an advertising solicitor, but rather an index to that which the advertising representative has to sell—a statement of facts only—facts which will enable their advertiser to properly figure the value of the circulation to him from its quantity and quality.

With these points in mind the drawing up of a blank that will meet all requirements is a much more simple proposition.

In order that the form be standard, in my opinion the adoption of a single form whereon space is provided for evening, morning and Sunday editions is most satisfactory to all concerned.

The Audit Bureau of Circulation report is a good illustration of a comprehensive statement. It covers practically all points in which advertisers are interested, is simple and easily analyzed and is subject to change as improvements are figured out. Their work is a big step in the right direction, and their form is already so generally accepted that it should receive our support as long as the Bureau is willing to receive suggestions from those of us who are its largest supporters. They have shown this willingness in the past and undoubtedly will continue to do so in the future, and it is probably better that we endeavor to improve their form than to try to establish an entirely new form, putting a second blank in the field, and thereby tending to overthrow the principle for which we are striving—that of Standardization.

I shall not, therefore, further discuss the exact style of report but suggest that a committee of circulation managers be appointed to confer with representatives of advertisers and advertising agencies or with the Audit Bureau of Circulation to devise a form that will be mutually acceptable or to improve upon the present form of the Bureau.

## A "GOLD SHOWER, CONTEST"

The Knoxville (Tenn.) Sentinel has been conducting a "Gold Shower Contest" among its carriers and newsboys, making a particular appeal not only to the general public in the routes of the boys but also to the parents of the boys. It was arranged that \$147 should be given away in prizes to the winners. The first prize was \$25 in gold. In addition there were trips to Nashville, Tenn., as rewards.

The note which was sent generally to the parents of the boys, urging their cooperation, contained the following paragraph:

"As the mother and father of your son, did you ever stop to consider the very valuable training your boy is getting in his daily work with the Sentinel? It is really a wonderful and helpful experience for him, and is helping toward equipping him for bigger positions in the future. There is no greater asset to a businessman than an ability to understand human nature. The direct contact your boy gets each day with people in carrying his Sentinel will prove invaluable to him when he enters business later on."

The following was arranged for the boys to leave in houses along their route: "A Card from the Sentinel Carrier on Your Route.

"Dear Madam: "I am the carrier who delivers the Sentinel on this route, and as you are not now taking the Sentinel from me, would appreciate your giving me your order. The Sentinel is conducting for its carrier boys a Gold Shower Contest for the ones securing the largest number of new subscribers be-

tween June 1 and 15. One hundred and forty-seven dollars in gold and in addition three trips to Nashville, Tenn., and return are offered by the paper. I am very anxious to win one of these prizes, and your subscription I will appreciate very much as it may help me to win the capital prize of \$25.00 in gold." Along the side of this card ran the line: "I will call and see you within the next few days and hope to secure your signed order. Thanks."

## Movie

Strip, seven or eight columns, 1" deep. NEW, INTERESTING AND CLEVER. Price, especially low.

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World Color Printing Co.

R. S. Grable, Mgr.

Established 1900. St. Louis, Mo.

## NEWSPAPER

prosperity is based on circulation.

## FEATURE

elements of the right kind make and hold circulation.

## SERVICE

by experts means material and methods that have been PROVED.

Let us send you samples of our colored comics, daily and Sunday pages in black and colors.

Newspaper Feature Service

M. Koenigsberg, Manager-

41 PARK ROW NEW YORK

## Sport Service

Everything for Your Sport Page

News Pictures  
Letters Box Scores

DEMAREE CARTOONS

Write or Wire for Samples and Prices

International News Service

238 William St., New York City

USE

UNITED PRESS

FOR

Afternoon Papers

General Offices, World Bldg., New York

## CIRCULATION CAMPAIGNS CONDUCTED

Newspapers desiring BIG CASH PAID NEW SUBS should secure our organization. For years we have pleased the best newspapers. Ask the Los Angeles Times, the world's largest newspaper, about us.

Now conducting Big Success on The Courier Journal and Times, Louisville, Ky.

Wire or Write for Details

The North Eastern Circulation Co.,

C. B. Hollister, Gen. Mgr.

DAVENPORT, IOWA

## Editors Who Know



JOSEPH GARRETSON  
Cincinnati Times Star

BAIN SERVICE MOTTO IS "ILLUSTRATE TODAY'S NEWS TODAY." Try it. BAIN NEWS SERVICE 32 Union Sq., E., N. Y. City

The George Grantham Bain Service occupies the same relation to newspapers, in an illustrated way, that the Associated Press does in a news sense. I regard the service as invaluable.

460 Daily Newspapers

are profiting by the use of WINTHROP COIN CARDS

Less trouble to collect small amounts due.

Remittances made more promptly. Less through failure to collect reduced to a minimum.

A letter will bring prices and details.

THE WINTHROP PRESS  
141 East 25th Street New York City

## TWO PAPERS, ONE PLANT

How the Lansing State Journal and the Lansing Press Have Combined to Reduce the Expense of Production—A Plan That Might Be Followed by Other Publishers with Marked Success.

The consolidation of the plants of the Lansing (Mich.) State Journal and the Lansing Press, whereby the two publications, though keeping their identities separate, are using the same building and the same mechanical equipment, is a newspaper innovation that apparently is being closely observed by publishers all over the United States. When C. N. Halsted, the general manager of the State Journal, acquired controlling interest in the State Journal, in February, 1914, Lansing had two evening papers—the State Journal and the Press—both published from rented buildings.

The State Journal purchased a large, centrally located building formerly used for the postoffice, and after extensive remodeling operations had been completed moved into it last February. On the first of May the Press publishing company was sold to a company of which Ard E. Richardson, formerly mayor of Saginaw, Mich., is chief stockholder and general manager.

## THE READJUSTMENT

The State Journal had a Duplex quadruple press and the other paper a Potter. The State Journal had six linotypes and the Press had three. The State Journal had a modern, complete stereotyping foundry and the Press a fair one. The State Journal had more office room than it needed and the Press didn't have enough.

Mr. Halsted and Mr. Richardson "got together." Instead of spending many hundreds of dollars for new equipment, the Press company moved part of what it had into the State Journal building and offered what was left for sale.

Then the Press was turned into a morning paper, creating a new field for itself and leaving the evening field entirely to the State Journal. Both papers have the Associated Press service.

To simplify bookkeeping, the State Journal bought all the Press' equipment, and the Press pays its share of expenses at a flat rental rate.

The result, after several weeks' trial, seems to be that the experiment is a success. The papers have eight linotypes at their disposal. They have a Duplex press which works three hours a day instead of two presses, which together would be running about the same length of time. They have a thoroughly complete stereotype foundry.

## RIVALRY IS STILL KEEN

Where everybody looked for the rub—the human equation—there has been no rub. Readers seem to be delighted, for they now get news service twice every twenty-four hours, instead of once a day. Advertisers are pleased because duplication is practically eliminated.

The two editorial departments have separate offices, as have the circulation, accounting and advertising departments. Everywhere around the plant, except in the mechanical departments, the rivalry that gives newspaper making its charm—and the rivalry that is the chief element in the making of successful newspapers—is as keen as before; keener if anything. The men in the mechanical departments

have adapted themselves to the new order of things so well that hardly a hitch has occurred.

"It is my opinion," said Mr. Halsted to an EDITOR AND PUBLISHER representative, "that newspapers all over the country will some day come to just such an arrangement as has been perfected here. It's the sensible, logical thing to do—and it works out to the advantage of everybody."

"Newspapers in this day and age are in the nature of public service organizations, and it is possible for them to follow public utilities' efficient methods in eliminating duplication and waste. Towns can support one street car company, one lighting company, one gas company, or one telephone company for much less money than they can support two companies duplicating each other's work. Likewise, towns can support one newspaper plant—even if two or three or four newspapers are published from it—much cheaper than two or three or four plants."

## THE SUN GOES SOUTH

Takes Up New Quarters in the Sun Building at Corner of Nassau and Spruce Streets.

A line of young men marching lock-step in single file issued from the old Sun building about two a. m., on Sunday, July 4, and proceeded toward the new Sun building at 150 Nassau street.

These merry young gentlemen who did the snake dance before blase Park Row who were the first to leave the old building were the members of the reportorial and editorial staffs, headed by W. H. Harris, the managing editor. They had held a wake in their own offices, and then falling into line had marched up through the composing room, and then down through that sepulchral cavern where the great presses roared at them and so out through Frankfort street and Park Row to their new hive.

In the forty-seven years that the Sun had occupied that dingy red brick building at the corner of Frankfort street and Park Row, the World, Times, Herald, Press, Globe, Evening Mail and Evening Post had all built themselves fitting homes, but the Sun had never got any further than to have plans prepared for a sky scraper that never "came off."

The Sun had already moved three times since Benjamin H. Day started the paper in September, 1833, at 222 William street, a little way north of where is now the great archway under the approach to the Brooklyn Bridge.

In August, 1835, just eighty years ago, the establishment was removed by Mr. Day from William street to 156 Nassau street, the site of which is now occupied by a part of the Tribune Building. In the summer of 1842 Moses Y. Beach sold the building between Spruce and Frankfort and moved to the southwest corner of Nassau and Fulton streets, where the newspaper was published until it was bought in 1867 by Charles A. Dana and his associates.

Mr. Dana's company purchased and occupied at the beginning of the year 1868 the ancient Tammany Hall building which the Sun now quits for quarters more commodious.

At eight o'clock the real moving began in earnest. To those who saw it the wonder grew as the day wore on that one small building could have held so much. Nevertheless six p. m. saw the exodus completed, and the Monday morning Sun was gotten out in the new home, almost as if nothing had happened. The building at 150 Nassau street which has heretofore been known as the American Tract Society Building is hereafter to be called the Sun Building.

The morning Sun occupies the entire fifth floor except the space taken by the Sunday Sun, and the Sun's news service. The Evening Sun is housed on the fourth floor and it is there also that W. C. Reick, publisher, and E. P. Mitchell, the editor, have their offices.

The composing room on the third floor is a marvel of convenience, and contains every device that modern efficiency can

suggest. All copy reaches the composing room through a carrier. The make up tables and galley racks and tables are new. Forms are lowered to the press room by a specially designed machine which rolls them along to just where they are wanted.

Down in the press rooms the Sun will have, when everything is arranged, five sextuple Hoe presses. They were originally quadruple but advantage was taken of the opportunity and they have all been rebuilt. The business department has commodious quarters on the second floor. All the arrangements pertaining to the moving and the fitting up of the new quarters fell upon the shoulders of Joseph Clapham, superintendent of mechanical equipment.

## HAVE POLITICAL ASPIRATIONS

Kentucky Editors Seek Public Office—Death of Capt. T. A. Davis.

(Special Correspondence.)

Louisville, Ky., July 5.—The political bee has been buzzing rather industriously about the bonnets of Kentucky editors if the filing of nominating petitions for various state offices may be taken as a criterion.

In the race for the Democratic nomination for Lieutenant Governor Col. Loving B. Gains, of Trenton, editor of the Todd County Progress has announced himself a candidate and is depending on the "press gang" to put him over. Late reports from Trenton state that the colonel has a good chance to win in the August primary.

J. L. McCoy, editor of the Jackson, Ky., Times, has announced his candidacy for the Republican nomination as Clerk of the Court of Appeals.

Col. George A. Lewis, of Frankfort, Ky., one of the state's ablest journalists, is in the contest for railroad commissioner from the second district. Under the last Republican administration Col. Lewis was custodian at the state capital and at one time held the office of state printing commissioner.

S. J. Duncan-Clark, editorial writer for the Chicago Evening Post, with Mrs. Duncan-Clark, is spending a few days in Louisville.

Capt. Thomas A. Davis, seventy-five years old, dropped dead of apoplexy at his home at Maysville, Ky., last week. Capt. Davis was the oldest Republican newspaper man in Kentucky. He retired several years ago after forty years' active service. He was a member of the Philadelphia Typographical Union. In 1867 he started the Maysville Republican, which later was made the Daily Ledger, both being conducted as Republican newspapers.

The building occupied by the Spencer Courier, Taylorsville, Ky., burned to the ground Wednesday morning. It was a total loss. This is the second fire the Spencer Courier has had in the last three years.

## FULL COPY CLUB OUTING

Members Have a Jolly Time at Colonial Inn, City Island.

About 50 members and friends of the Full Copy Club attended the first annual outing held Saturday, June 26, at Colonial Inn, City Island. Much excitement was caused during the baseball game played between the men on the evening newspapers against the men on the morning papers when H. Winter, of the Evening Journal, hit a three bagger, bringing two men home and winning the game for the evening newspapers. The field events, managed by Frank Pascal, of the Deutches Journal, were a big success, the prizes being won as follows:

Two hundred-yard dash—William Haskell, N. Y. Herald; hurdle race—Walter Munver, O'Flaherty's List; shot put—Frank Pascal, Das Deutches Journal; fat man's race—Benjamin Butterworth, N. Y. Herald; relay race—team composed of Francis Lawton, Jr., formerly of the N. Y. Tribune, Einar Petersen, O'Flaherty's List, H. S. Tibbs, Globe, James Watson, Riker-Hegeman Company; broad jump—C. A. Kracht, Globe.

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STEREOTYPE MACHINES

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CLINE ELECTRIC MFG. CO.

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Among our patrons are professional and business men and women, public personages and the leading Banks, Trust Companies and Corporations.

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are an indispensable adjunct in every business, if you have never used them, write for information and terms today.

HENRY ROMEIKE, INC.,

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

The Dominion Press  
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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.

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

ELBERT HUBBARD made a little journey to the Atlas press clipping community. If you want to read of something new and original, send 10c. for this Journey, to Charles Hemstreet, 218 East 42nd Street, New York City.

Most Far Reaching Newspaper  
Reading Concern in Existence

ATLAS PRESS  
CLIPPING BUREAU

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

Our Motto—RESULTS COUNT

218 East 42nd Street New York

## COTTON CLOTH

A fine, heavy cloth for tympan use as supplied by us to N. Y. Herald, World, Sun, Boston Post, Herald, etc.

36"—67/8c.; 38"—71/8c.; 40"—73/8c.  
Other widths to 60".

"Quality Goods Only"

New England Newspaper  
Supply Co.,  
Worcester, Mass.

TAKE IT TO  
**POWERS**  
OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH  
ON TIME ALL THE TIME  
POWERS PHOTO ENGRAVING CO.  
154 Nassau Street Tel. 4200-4 Bookman

## EDITORS AT LOS ANGELES

National Editorial Association Holds Annual Session There—Many Interesting Papers Presented—Kind Words for Medical Ads—Women in Journalism Discussed—Wilson Indorsed.

(Special Correspondent.)

LOS ANGELES, July 5.—Hospitable Los Angeles that a short time ago made welcome the Pacific Coast Advertising Men's Convention, threw open its gates again, this time to the National Editorial Association, which opened its session here on Tuesday, June 29.

The National Editorial Association is composed of editors and publishers of newspapers in towns and cities of 50,000 population or less. Some four hundred of them gathered at Los Angeles from practically every State in the Union. This was really the opening of half the convention, the other half of which was held at San Francisco later on.

The convention was called to order at 9:30. It opened auspiciously with addresses of welcome by Lieut.-Gov. Eshleman, the Mayor, Capt. H. Z. Osborne, representing President Bulla of the Chamber of Commerce; President Friend W. Richardson, of the California Press Association; Dean Bruce O. Bliven, of the College of Journalism of the University of Southern California, and J. P. Baumgartner, of the Santa Ana Register.

Vice-president Lee J. Rountree, editor of the Georgetown (Tex.) Commercial and leading candidate for the presidency, responded in behalf of the association.

This, like other conventions in Los Angeles and elsewhere, put itself squarely on record as approving the course taken by President Wilson in the recent crises. The editors rather hurried through the opening session because there was a barbecue in prospect, and it really seemed a pity to keep it waiting.

The delegates boarded special Pacific electric cars at the Hill street station, Inceville, for the big motion picture city, where they were guests of Thomas H. Ince. While the pressmen were partaking of beef off the shoulder the women visitors were guests of the Southern California Women's Press Club. At 5:30 o'clock they boarded the trolley cars for Venice, where they met the men.

In the evening the entire party visited the Mission Play. Special cars took them from the Pacific Electric station to San Gabriel, where they were guests of John S. McGroarty.

Four excellent papers were read at the next morning's session of the convention. One of the most interesting was that of Mrs. Mary O'Conner Newell, editor of the women's section of the Chicago Herald, on "Editing Women."

Alva A. Swain, Denver representative of the Pueblo Chieftain and secretary of the Colorado Editorial Association, told of "A State Editorial Association That Declares Cash Dividends to Its Members."

"Building Up and Pushing a State Association," by Sam P. Harben, the able secretary of the Texas Press Association, followed, after which there was a general discussion on the subject of State associations.

The advertising discussion was started by Fred E. Hadley, editor of the Winnebago, Minn., Enterprise, who read a paper on "How to Get and Hold Advertising."

The afternoon was largely devoted to discussions with the reading of three papers on the program. Miss Fae Stanley, editor of the Keota (Colo.) News, whose topic on the program had excited considerable advance interest, told how she was making a weekly newspaper pay in a town of twenty inhabitants.

Keota, as explained by Miss Stanley, has only a score of inhabitants, but tributary to the town is a population of about 400, and the twenty act as a distributing center for the 400. All are homesteaders, including the twenty, of which Miss Stanley is one, and her story indicated that the 400 found time to read the News while they were busily engaged in reclaiming the plans from the prairie dozes and coyotes.

The third paper of the afternoon was devoted to "Standard Advertised Reme-

dies" as exemplified by Ervin F. Kemp, of Chicago, an expert in that branch of advertising.

From Los Angeles the editors went to San Diego to have a look at the fair, and then left for San Francisco, where they reconvered on the Exposition grounds July 7.

A telegram from San Francisco says that the following officers were elected: President, Lee J. Rountree, Georgetown (Tex.) Commercial; vice-president, E. H. Tomlinson, Morristoryn (N. J.) Herald; secretary, George D. Schlosser, Sioux Falls Press; treasurer, W. R. Hodges, Sleepy Eye (Minn.) News.

## McCANN ON COCA COLA

New York Globe Crusader Discusses the Effect of Caffeine on Children.

Coca Cola is the latest nationally advertised product to feel the weight of the high displeasure of Alfred W. McCann, of the New York Globe. In some way a Jekyll and Hyde situation of an interesting character had revealed itself to him. Therefore, in the Globe for June 29, he went at it with his accustomed vigor.

"Some people have the idea," wrote Mr. McCann, "that the Kaffee Hag concern, which extracts the caffeine from its coffee because it looks upon caffeine as a poison and is engaged in the production of a coffee free from such poison, turns around and sells the Coca Cola concern this extracted caffeine, so that it may be put back into the popular soda fountain beverage so largely consumed by women, children and temperance advocates.

"When I first heard gossip to the effect that the Kaffee Hag people were pulling off such a hypocritical stunt I made an investigation for the purpose of exploding the Dr. Jekyll and Mr. Hyde situation."

It didn't take long for Mr. McCann to give the Kaffee Hag people a clean bill of health, which he did ungrudgingly. With Coca Cola, however, he would have his pound of flesh.

He began by going back to 1909, to the attack of the government at Chattanooga, at which time the Coca Cola company admitted the use of a certain quantity of caffeine. He then dealt with insanitary conditions which were alleged to exist in Coca Cola factories. His strongest point, however, appeared to be the amount of caffeine in Coca Cola which he claimed was highly injurious, especially for children.

## Scranton I. C. S. in Trouble

The financial skies seem to be darkening instead of lifting over the head of T. J. Foster, head of the International Correspondence Schools, or rather over that curious cluster of corporations that are so interwoven as to be difficult of understanding. The International Correspondence Schools are controlled and owned by the International Text Book Company and also affiliated are the International Educational Publishing Company and the Victor Typewriting Company. Even since 1910 the International Text Book Company, which is a \$10,000,000 corporation, has been having, it is said, a decrease in gross income, and an increase in its operating expenses. Nevertheless dividends have been raised. Recently an attempt was made to arrange a loan of \$500,000 to tide the companies over the summer, but this has not yet been accomplished.

## Bridgeport Standard Sold

F. W. Bolande, managing editor of the Bridgeport Post, Archibald McNeil, Jr., and Kenneth McNeil, both of this city, have acquired a controlling interest in the Bridgeport Standard. The purchase price, it is said, was \$110,000. The McNeils now control three of Bridgeport's four daily newspapers. Archibald McNeil, Jr., is a Democratic leader in Connecticut. He conducts the Telegram and Post on independent lines. It is announced that the Standard will be continued as a Republican organ.

The Gazette-Times and the Chronicle Telegraph, both of Pittsburgh, have opened a new branch office at 328 Fifth avenue, that city.

## SITUATIONS WANTED

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

Washington correspondent of recognized ability desires to make new connection. Can furnish finest references. Close touch with officials. X. Y. Z., care of National Press Club, Washington, D. C.

Editor, 17 years' experience in newspaper work, Metropolitan and small city, desires engagement as publisher, editor in chief, managing editor or editorial writer. Now near New York City; will go anywhere on satisfactory terms. Knows business end and how to make all departments work harmoniously and efficiently. Clean record and highest recommendations. No small job wanted, but salary need not be put up to size of job until I have made good. D. 1502, care Editor and Publisher.

## Business

or

## Advertising Manager

High grade, capable, experienced man, constructive business builder will be open for position with newspaper in city of fifty or seventy-five thousand about September first. Give full particulars. J. L. Peden, 29 West 127th Street, New York City.

An experienced Newspaper Accountant and Office Manager, now with leading Southern paper, wants connection with larger paper. Thoroughly familiar with advanced methods and cost systems. Accustomed to handling large part of usual duties of Business Manager. A Publisher whose office system does not give as much information as he wishes would do well to communicate with the undersigned. Address D 1505, care Editor and Publisher.

## MISCELLANEOUS

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

REAL EDITORIAL SERVICE. Not doped out printed stuff, but original Miss. on any subject you wish by many different authors. Exclusive territorial rights. Make your paper a power editorially. Address Literary Bureau, EP2, Hannibal, Mo.

## SITUATION WANTED

## \$2500 BUYS

only daily newspaper property in county seat of 4,000 population. Doing \$4,000 gross annually now at a profit. Owner desires to be relieved by August 1. Proposition M. K.

## CHAS. M. PALMER

Newspaper Properties

225 Fifth Ave., New York

## \$15,000 CASH

will buy a controlling interest in a New York State Morning Daily Newspaper in a good city. Property has only a small indebtedness and the physical equipment, including perfecting press and battery of linotypes, is worth over twice the amount of the purchase price of the stock. Fine development opportunity for an active newspaper man.

## HARWELL, CANNON

& McCARTHY,

Newspaper & Magazine Properties,

Times Bldg., New York.

## FOR SALE

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

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

Exceptional Trade Monthly, doing nearly \$25,000 gross business, in growing field—\$15,000 for quick sale. Harris-Dibble Company, 171 Madison Avenue, New York.

## SITUATION WANTED

## Where?

There's no more sense in my being out of a job than there is in a condition that causes farmers to use grain for fuel or to let their apples rot under the trees.

I know the advertising business—management, placing, writing, soliciting, department store work, and all the rest. I also have a good acquaintance with the "upstairs" end of daily newspaper publication. And that helps some.

I live in New York and would like to stay here. Nevertheless, I'll go anywhere and begin "making good" the day I get to work.

Now, then—

Where's that job?

Address BUSY, care The Editor and Publisher.

**TIPS FOR THE AD MANAGER**

Nelson Chesman & Co., Times Building, Chattanooga, Tenn., are asking for rates in Texas newspapers.

Turner Advertising Company, 30 North Dearborn street, Chicago, Ill., is making 4,500 l. contracts with some New England newspapers for the American Trust Company, St. Louis, Mo.

Atlas Advertising Agency, 450 Fourth avenue, New York City, is placing orders with some large Eastern newspapers for the Empire Tours Association, Empire Automobile Tours, Newburgh, N. Y.

Brackett-Parker Company, 77 Franklin street, Boston, Mass., is asking for statistics from newspapers generally.

Philo Hay Specialties Company, "Liver Health," Verona and Clifton avenues, Newark, N. J., is issuing readers direct to Southern newspapers. Walter Houghton Advertising Agency, 381 Fourth avenue, New York City, places some of its advertising when this company cannot get commission direct.

Scott & Bowne, "Scott's Emulsion," Watessing Station, Bloomfield, N. J., generally make appointments in July for the renewal of their contracts.

Thompson-Koch Company, 32 West 6th street, Cincinnati, Ohio, is renewing contracts where they have expired for the Neuralgyline Company, Medical Preparations, Wheeling, W. Va.

Carney & Kerr Advertising Service, 33 West 42nd street, New York City, is placing classified orders with a selected list of newspapers for the present for the Sanitary Cork Company, 220 Fifth avenue, New York City.

J. H. Cross Company, 1524 Chestnut street, Philadelphia, Pa., is forwarding orders generally to the Botanical Mfg. Company, Rat and Roach Food, 255 South Fourth street, Philadelphia, Pa.

Rudolph Guenther, 25 Broad street, New York City, is making 3,000 l. contracts with a selected list of large city newspapers for Slattery & Company, brokers, 40 Exchange Place, New York City.

W. D. Lamar, of Swift Specific Company, Atlanta, Ga., announces the proposed formation of a corporation to place the advertising of the Swift Specific Company, Bradford Regulator Co., Lamar Drug Co. and other accounts.

Picard & Company, 286 Fifth avenue, New York City, are gathering information and will later place orders with newspapers for the Pathe Freres, Photo Films, 115 East 23rd street, New York City.

J. C. McMichael, 97 1/2 Peachtree street, Atlanta, Ga., it is reported, has secured the account of the Standard Oil Company of Kentucky, "Crown Gasoline."

John O. Powers Company, 11 West 25th street, New York City, is placing orders with some Western newspapers

for A. P. Babcock Company, Perfumes, etc., 116 West 14th street, New York City. This agency is also placing 12 l. 8 t. classified orders with newspapers in the Southwest for the Moore Drop Forging Company, Springfield, Mass.

The Southern Advertising Agency, Candler Annex, Atlanta, Ga., is making 7,000 l. contracts with newspapers in selected sections for the Hessig-Ellis Drug Company, "Q-Ban" Hair Restorer, South Front street and McCall avenue, Memphis, Tenn.

Taylor-Critchfield-Clague Co., Brooks Building, Chicago, Ill., is making 3,850 l. contracts with newspapers in the Western Zone for the Tropical Fruit Juice Co., "Grape Smash," Chicago, Ill.

Richard A. Foley Advertising Agency, Bulletin Building, Philadelphia, Pa., will shortly place new schedules for Liggett & Myers Tobacco Co., Velvet Joe Smoking Tobacco, St. Louis, Mo.

Young, Henri & Hurst, People's Gas Building, Chicago, Ill., are forwarding 2,400 l. contracts to Western newspapers for the De Vine Safety Razor Co., and 4,000 l. contracts for Tildesley Company, "Yacht Club Dressing," 180 North Market street, Chicago, Ill.

Ernest J. Goulston Advertising Agency, 18 Tremont street, Boston, Mass., is placing orders with some newspapers in large cities for La Corona Havana Cigars.

Nelson Chesman & Co., 1127 Pine street, St. Louis, Mo., are sending out 160 l. 6 t. orders to Texas newspapers for the Baltimore & Ohio, Southern Railroad.

H. W. Kastor & Sons Advertising Co., Lytton Building, Chicago, Ill., and St. Louis, Mo., is forwarding 100 l. 6 t. orders to Middle West papers for the American Supply Co., Whiskies, 2018 Market street, St. Louis, Mo.

George Batten Co., Fourth avenue Building, New York City, is making contracts with some Mississippi newspapers for the Pompeian Co., "Pompeian Olive Oil," Coca Cola Building, Baltimore, Md.

Doremus & Co., 44 Broad street, New York City, are placing 1 time orders with a selected list of large city newspapers for Eugene Meyer, Jr. & Co., Brokers, 14 Wall street, New York City.

Charles H. Fuller Company, Inc., 623 South Wabash avenue, Chicago, Ill., is placing 4 in. 6 time orders with a few papers for the Frontier Asthma Company.

J. Walter Thompson Company, Lytton Building, Chicago, Ill., is sending out 250 l. 1 time orders to a selected list for Libby, McNeil & Libby.

Taylor - Critchfield - Clague Company, Brooks building, Chicago, Ill., is renewing contracts for H. S. Peterson.

H. H. Levey, Marbridge building, New York City, is putting out trade contracts for the Hotel Raleigh, Washington, D. C.

The Snitzler Advertising Company, Inc., Hearst building, Chicago, Ill., is making 5,000 l. 1 yr. contracts with a selected list of papers for the Dearborn Supply Company.

**Home Rule Daily Now a Weekly**

A dispatch from Cork (Ireland) says that William O'Brien, leader of the Independent Irish Nationalists, has announced that the Free Press no longer would be published daily. Mr. O'Brien, who is opposed to the Home Rule plan as adopted, stated that the objects for which the newspaper was started had been achieved, declaring Home Rule was dead. The followers of John Redmond, he said, were powerless under the coalition government. The Free Press hereafter will be published weekly.



**"ABOVE BOARD CIRCULATIONS"**



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

<b>ALABAMA.</b> NEWS ..... Birmingham Average circulation for 1914: Daily, 36,235; Sunday, 37,782. Printed 2,207,884 lines more advertising than its nearest competitor in 1914.	<b>NEW YORK.</b> COURIER & ENQUIRER.....Buffalo IL. PROGRESSO ITALO AMERICANO.....New York DAY.....New York The National Jewish Daily that, no general advertiser should overlook.
<b>CALIFORNIA.</b> EXAMINER.....Los Angeles A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery. BULLETIN.....San Francisco	<b>OHIO.</b> PLAIN DEALER.....Cleveland Circulation for June, 1915: Daily ..... 132,441 Sunday ..... 165,702 REGISTER.....Sandusky The most widely read daily published in Northern Ohio between Cleveland and Toledo. VINDICATOR.....Youngstown
<b>GEORGIA.</b> JOURNAL (Cir. 57,531).....Atlanta CHRONICLE.....Augusta LEDGER.....Columbus	<b>PENNSYLVANIA.</b> TIMES.....Erie DAILY DEMOCRAT.....Johnstown TIMES-LEADER.....Wilkes-Barre
<b>ILLINOIS.</b> HERALD.....Joliet STAR (Circulation 21,589).....Peoria	<b>SOUTH CAROLINA.</b> DAILY MAIL.....Audersson
<b>IOWA.</b> REGISTER & LEADER.....Des Moines EVENING TRIBUNE.....Des Moines Essential to covering Des Moines and vicinity. THE TIMES-JOURNAL.....Dubuque SUCCESSFUL FARMING.....Des Moines 700,000 circulation guaranteed or no pay. Reaches more farmers in the North Central States than are reached by any other publication.	<b>SOUTH DAKOTA.</b> The Sioux Falls Daily Press is the medium that reaches the people in the town and in the country. Largest Sunday paper of any town its size anywhere. G. Logan Payne Company, New York and Chicago.
<b>KENTUCKY.</b> MASONIC HOME JOURNAL.....Louisville, Ky. (Semi-Monthly, 32 to 64 pages.) Guaranteed largest circulation of any Masonic publication in the world. In excess of 90,000 copies monthly.	<b>TENNESSEE.</b> BANNER.....Nashville
<b>LOUISIANA.</b> TIMES PICAYUNE.....New Orleans	<b>TEXAS.</b> AMERICAN.....Austin "The Twentieth Century Paper of Texas" is absolutely independent, printing all the news all the time and printing it first. Seventy per cent. city circulation by carrier. ENTERPRISE.....Beaumont Covers East Texas and West Louisiana STAR-TELEGRAM.....Fort Worth Net Paid Circulation, 35,000 daily. Over 5,000 more net paid city circulation and over 5,000 more net paid Sunday circulation than any other paper in Fort Worth. CHRONICLE.....Houston The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday. POST.....Houston Over 80% city circulation to regular subscribers by carrier. The "Home Paper" of South Texas, 30,000 guaranteed. TELEGRAM.....Temple Net paid circulation over 6,000.
<b>MARYLAND.</b> THE SUN.....Baltimore Daily net paid, 148,451; Sunday net paid, 88,161. Over 110,000 copies of The Sun go into homes in Baltimore cities and suburbs.	<b>UTAH.</b> HERALD-REPUBLICAN.....Salt Lake City
<b>MICHIGAN.</b> PATRIOT (No Monday Issue).....Jackson Average three months ending March 31, 1915: Daily, 11,349; Sunday, 13,104. Member "American Newspaper Pub. Ass'n." "Gilt Edge Newspapers," and A. B. C. THE STATE JOURNAL.....Lansing Leading afternoon daily of Central Michigan; three editions two cents. Guaranteed net circulation, 15,000.	<b>VIRGINIA.</b> DAILY NEWS-RECORD.....Harrisonburg In the famous Valley of Va. only paper in the richest Agricultural County in United States.
<b>MINNESOTA.</b> TRIBUNE, Morning and Evening.....Minneapolis	<b>WASHINGTON.</b> POST-INTELLIGENCER.....Seattle
<b>MISSOURI.</b> POST-DISPATCH.....St. Louis Is the only newspaper in its territory with the beautiful Photogravure Picture Section. Circulation first six months, 1915: Sunday average ..... 350,066 Daily and Sunday ..... 204,497	<b>CANADA.</b> <b>ONTARIO.</b> FREE PRESS.....London <b>SASKATCHEWAN.</b> PHOENIX.....Saskatoon
<b>MONTANA.</b> MINER.....Butte Average daily, 11,684; Sunday, 17,971, for 3 months ending March 31st, 1915.	
<b>NEW JERSEY.</b> PRESS (Circulation 7,945).....Asbury Park JOURNAL.....Elizabeth PRESS-CHRONICLE.....Paterson COURIER-NEWS.....Plainfield	

**ROLL OF HONOR**

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

<b>ILLINOIS.</b> SKANDINAVEN.....Chicago <b>INDIANA.</b> THE AVE MARIA.....Notre Dame <b>NEBRASKA.</b> FREE PRESSE (Cir. 128,384).....Lincoln	<b>NEW YORK.</b> BOLLETTINO DELLA SERA.....New York <b>PENNSYLVANIA.</b> TIMES.....Chester <b>QUEBEC.</b> LA PRESSE (Cir. 1912, 114,371; '13, 127,722; '14, 140,342
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**New Orleans States**

Sworn Net Paid Circulation for 6 Months Ending March 31, 1915

**33,796 Daily**

Gain over October 1, 1914..... 525 copies  
Morning paper LOST.....7,045 copies  
Other evening paper LOST.....7,873 copies

We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans.

To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium.

Circulation data sent on request.

**THE S. C. BECKWITH SPECIAL AGENCY**  
Sole Foreign Representatives

New York Chicago St. Louis

## LYING ADS DO NOT PAY

## Carl Hunt Tells the Indiana Furniture Dealers Some Significant Facts About Their Own Business.

It is not often that the Indiana Retail Furniture Dealers' Association has a man talk to its members as did Carl Hunt, editor of Associated Advertising, on the occasion of its banquet in Indianapolis. He spoke of dishonest advertising in the furniture business and showed how it is hurting every manufacturer and retailer. Here are some of the things Mr. Hunt said:

"I offer a toast this evening to American Quartered Oak—conceived in sin and born of deceit. I am here particularly to talk to you about sham walnut and fake oak and printed mahogany and leather that grows in a cotton field.

"In other words, I am here to talk to you upon the subject of truthful advertising and to show you that every time some furniture dealer in some place advertises untruthfully, it hurts you, and you, and you.

"There are three laws against fraudulent advertising: 1st. The law of self-respect, of pride, of character. 2nd. The law of self-preservation. And in that connection will any one imagine that he can keep on fooling the public and get away with it indefinitely? And will any merchant in any line suppose that he can continue to fake the public and also continue to have much respect from his banker and from other business men who must extend credit to him? 3rd. The law on the statute books of the State of Indiana, which penalizes the man who publishes a fraudulent or misleading advertisement.

## TRUTHFUL ADVERTISING BEST.

"Truthful advertising pays better. Let us, just for the sake of the argument, suppose that a furniture dealer is advertising American quartered oak, without a further description than that. Let us suppose that he feels content from the fact that it is a trade term, and that his conscience doesn't bother him even though he does realize that the public really does not know that it is a trade term.

"And let us suppose that he sells some of it, and that sooner or later the customer who buys it discovers that it is neither American in spirit nor oak in fact. Hasn't he lost the friendship of that customer and the friendship of that customer's friends? It costs too much to get customers into your store for you to think you can follow any other course than a course which will bring them back time and time again.

"But let us suppose that instead of lying about it—and I call it a lie, pure and simple—the furniture dealer should say that the article was made of American quartered oak, which is a trade term describing hard wood upon which is printed a grain so similar to real quartered oak that it takes an expert to tell it. And suppose he should say that while this furniture is durable and beautiful and well finished, it costs less because it is not the real thing.

"Don't you believe that as many people would buy that article so described?

## PUBLIC HARD TO BE FOOLED.

"I believe such an advertisement would bring more sales of the particular article itself, because people are shrewd enough so that it is getting harder and harder to fool them, and when you make a special price and offer something for considerably less than your competitors ask, you have got to give a mighty good reason for it or many people will believe you are a liar right on the face of the thing.

"And there is another thought, too. After the reader had noted your perfect frankness relative to American quartered oak, couldn't you depend upon him or her—and most of them are 'hers'—to believe everything else in that advertisement?

"I mention American quartered oak particularly because I so deeply and thoroughly resent such a sinful and un-sentimental use of the word 'American,' but the same is true in relation to every other untruthful description and every

untruthful statement as to former value or former price.

"Now, gentlemen, you don't have to lie to make advertising pay. As a matter of fact the truth pays better—it pays as well temporarily—and it pays better in the long run.

"Nor can you afford to let the other fellow lie. This is a form of unfair competition which you don't have to stand for and which you are foolish to permit. Whenever a man in the furniture business publishes an untruthful statement he not only produces an impression which is hard for you to meet unless you lie about your goods also, but he goes further and does worse; he adds just that much to the public impression that all advertising is untruthful and unreliable, and he robs your advertising of a definite amount of pulling power.

"You wouldn't stock a pond with fish and allow some other fellow to come along and poison them, would you—or to stock the pond with an undesirable creature that would destroy your fish? Then why should you allow your competitors to destroy confidence in your statements with their untruthful statements? Deceit is a mark of incompetence. Competent people don't have to lie to get along in this world and make money. No gentlemen, it does not pay.

## PROPOSED REMEDY.

"Now as to a remedy: One man can do little. Many can do much. It gets back to the necessity for close and thorough organization of the furniture trade in Indiana. With such an organization you can educate the public to understand what the value of real furniture is. You can make it hard for such nasty deceits as American quartered oak. You can make the dealers of Indiana understand the advantages of truth in advertising—just as most of them now do understand it. You can depend upon the co-operation of the trade press to help educate the dealers.

"So much for education. Organization will also bring you increased power. If with a thorough organization such as I have in mind, you should go to the newspapers of Indiana and inform them of your belief that the publication of untruthful advertisements of furniture hurts the furniture business and every other line of merchandise, you would have the newspapers sitting up and paying a lot of attention to you.

"There is the law, too. With a proper organization you can enforce the Indiana law against fraudulent and misleading advertising, and I invite you whenever it is practical, to communicate with and use the Vigilance Committee of the Advertisers' Club of Indianapolis—but you ought to have your own lawyer and you ought to pay him real money to see that this law is enforced, for in the long run nothing will bring you more returns for the dollars you invest than such a campaign as I have just described to you."

## NOVEL BANK ADVERTISING

## Vice-President of Harriman National Bank Trying Out a New Idea.

The Harriman National Bank of New York City is printing in the New York Evening Post some unusual bank advertisements. They are so different from others that they are attracting much attention. One recently published was headed "A Land of Milk and Honey," and was devoted almost entirely to the resources and wealth of Iowa, which is a long way from Broadway. The last paragraph reads as follows:

"The Harriman National Bank believes that these facts are particularly worthy of the attention of the brick-bound business men of this seaboard community. They may suggest something of value, not only in business matters, but also as to who and what the modern tiller of the soil is, and his real place among the foremost citizens of the land."

Aside from the name plate at the top of the ad not a line refers to the bank itself. There is no appeal or offer, and yet this and other advertisements are producing inquiries. Frederick Phillips, vice-president of the bank, is the originator of the idea behind the ads.

## NEW INCORPORATIONS

LITTLE SILVER, N. J.—Monmouth Publishing Co., Little Silver, to own, conduct, and carry on a general newspaper publishing business, \$50,000; A. C. Baker, Little Silver; P. D. Baker, Jersey City; S. M. Baker, Little Silver.

CHICAGO, ILL.—North Shore News Publishing Company. Capital, \$5,000; Incorporators, Henry W. Drucker, Edward J. Stevens, Arthur J. McGur.

NEW YORK CITY.—Stovenski Narod Publishing Company, newspaper, printers, booksellers, \$10,000; Steven Brozovich, Christine Kolstad, Felix Dolinar, 45 Vesey street.

PITTSBURGH, PA.—The Co-Operative Publishing Company, \$100,000. To publish, print and distribute magazines, books, papers. Incorporators, William McMahon, W. I. Chapman, W. A. Stewart, all of Pittsburgh, Pa.

LOGANSPOUT, IND.—Logansport Times Printing Company. Capital, \$10,000; printing; directors, J. H. Logan, S. V. Fenton, B. F. Sharts.

SALEM, VA.—Inter-County Publishing Company, inc. Maximum, \$15,000; minimum, \$5,000; per value, \$25 per share. Printing business. C. E. Shelor, president; R. B. Shelor, vice-president; V. Yonce, secretary and treasurer of Salem, Va.

SEATTLE, WASH.—The Pacific Coast Association of German-American Newspapers, \$100,000. Dr. Carl Weiss, Dr. Walter J. Briggs, Sam P. Bessman. Filed by Dr. Walter J. Briggs, 1422 Sixth avenue, Seattle.

INDIANAPOLIS, IND.—Enquirer Publishing Company. Capital, \$25,000; to publish the National Enquirer; directors, J. Frank Hanly, Oliver Wayne Stewart, William M. Conrad, Hallie McNeil and Edward E. Mittman.

BROOKLYN, N. Y.—Hygrade Printing Company, Brooklyn, printing, publishing, advertising, \$10,000; E. W. and A. R. Winans, A. D. Ver Nooy, 11 St. Mark's Place, Brooklyn.

## NEW PUBLICATIONS

OTTUMWA, IA.—There is a prospect of Ottumwa having a new daily paper started soon that will enter the field as a morning newspaper. The promoters, Messrs. Jack and Rosenfield of Columbia, Mo., presented their proposition before a meeting of the democratic county central committee at a called meeting recently. There are at present two dailies in the field here, the Courier and the Review, both published in the evening.

STUTTGART, ARK.—It has been announced that R. P. Robbins, who was formerly manager of the Arkansaswyer plant, will start a daily newspaper in Stuttgart early in July.

HARRISBURG, ILL.—The first copy of the daily Register was issued here June 29, with J. J. Pickett as managing editor and Gustav Oehm as city editor. The evening Republican will also appear on July 10, with H. B. Andrews as managing editor and Mark Smith as city editor. This will give Harrisburg three daily newspapers.

LEAVENWORTH, IND.—The Star, a six column quarto will make its appearance here July 16. Stuart & Austin, owners of the English News, will be the editor and publisher. Leavenworth is the site of the government dam, the construction of which will begin next year.

## CHANGES IN INTEREST

OKLAHOMA CITY, OKLA.—Tom Latta of Bartlesville, Okla., has purchased one-third interest in the Oklahoma City Times, which was recently sold at a receiver's sale to John Fields and F. D. Northrup. Mr. Latta was editor of the Tulsa (Okla) World for several years and has been owner and editor of the Bartlesville (Okla) Examiner for the last two years. Mr. Latta will become connected with the editorial department of the paper on July 1. The Times is a Republican afternoon paper.

NEW BRUNSWICK, N. J.—Frederick Gowen has taken over the interest held by Charles W. Trueman in the Times and is now its general manager.

## WILL TRAIN EACH OTHER'S SONS

## Two Chums Made a Novel Agreement When Their Boys Were Born.

Twenty years ago T. D. Taylor, now advertising manager for the New York Times, was business manager of the Appeal-Avalanche of Memphis, Tenn. A good friend of his was H. S. Jewell, business manager of the Springfield (Mo.) Democrat. In the same month a son was born to both of them. One day Father Taylor said to Father Jewell:

"That's a fine boy of yours. When he gets through college, send him to me and I'll teach him to be a newspaper man." "I'll do it," said Mr. Jewell. "We'll just make a trade of it. Send me your boy and I'll teach him."

The years went on.

Last summer at a publishers' convention in New York, the advertising manager of the Times clasped hands with the owner of the Springfield Leader, of Springfield, Mo.

"How's that boy of yours?" asked Mr. Taylor.

"Fine. How's yours?" asked Mr. Jewell.

"Well, it's about time we traded, isn't it?"

Mr. Jewell's memory was jogged a little and he remembered the agreement of almost two decades before. The fathers were mutually pleased to find that their sons had followed the fathers' footsteps. W. D. Taylor was advertising manager of the Daily Spectator of Columbia University, and John B. Jewell was manager of The Missourian of the University of Missouri.

W. D. Taylor reached Springfield last week to become the apprentice of his father's ehum, and young Jewell is expected soon in New York to learn what Mr. Taylor can teach him of the newspaper business here.

Mr. Taylor said last night that neither father had decided just how long the trade was to last.

## HATRED OF ENGLAND

## German Second-Hand Clothing Dealer Puts It In His Ad

The following advertisement from the Frankfurter Volksstimme (the People's Voice of Frankfurt) shows how German hatred of England creeps into Teutonic advertising:

I sell slightly worn suits made to measure.

## GOD

only knows how cheap. New suits, overcoats, dining jackets, dress coats, frock coats, mackintoshes and trousers are also to be had so much reduced in price that some one almost ought to

## PUNISH

me. But during the war I am selling at altogether exceptionally low prices. All these articles are genuinely German, for we will have nothing to do with

## ENGLAND.

KAUFHAUS FUR HERREN-GARDEROBE, Schnurgasse 2, II., Wurzburger Eck, 234.

## An Enterprising Section of Dayton

The Dayton (O.) News is justly proud of a 32-page section of its Sunday edition devoted exclusively to the West Side district of the city, which it recently published. The section had a colored cover and was packed full of advertisements of firms located in a single district of the city. Such a hearty response from the merchants is a good indication of the high regard in which the News is held in that section.

## A Suspension

SCRANTON, PA.—The Daily News has had another blow. On an execution issued at the instance of Charles B. Adamson and George B. Markle, Jr., executors of the estate of George B. Markle of Hazleton, deceased, Sheriff Ben. S. Phillips, of Lackawanna county, has levied on the goods of the Daily News Publishing Co., Scranton. The sheriff has also advertised the sale of the equipment and furniture of the company.

## AD FIELD PERSONALS

James S. Vance, until its suspension, business manager of the New Age, New York, a monthly Masonic publication, has joined the advertising staff of the Birmingham (Ala.) News. This is Mr. Vance's second connection with the latter newspaper, having been connected with it from 1889 to 1910. When he left to go to New York he was superintendent of the mechanical department of the News and secretary and treasurer of the News Publishing Co.

C. H. Van Kirk has recently been appointed advertising manager of the Milwaukee Free Press.

Mrs. J. W. Thon, advertising manager of the Crew Beggs Dry Goods Company, of Pueblo, Col., is making an extensive trip in the East.

Lewis C. Randolph, who has had a wide experience in the advertising field, has become advertising and circulation manager of the Charlottesville (Va.) Daily Progress.

Ray Taylor, a well-known advertising man of Atlanta, Ga., has started in business for himself with offices in the empire building, that city.

Joseph Welmar, until recently press representative of the Vailsburg Amusement Park, near Newark, N. J., has sailed for the war zone to write stories for a New York daily. His place has been taken by Jack Rielley, Jr., a local newspaperman.

C. E. Brett, until recently vice-president and general manager of the William Hengerer Store, of Buffalo, has become president and treasurer of the Stewart Dry Goods Company, of Louisville, Ky.

Herbert P. Ward, advertising manager of the Springfield (Mass.) Brewing Company, and lieutenant of the 2nd Regiment, of that city, has applied for retirement from the regiment.

## Copper Ad Staffs in Conference

The advertising men of the Copper Publications were in session in Topeka, Kan., June 24, 25 and 26. This is an annual down-to-brass-tacks conference on the matters that bear on the efficiency of the organization. Marco Morrow, director of advertising, presided. Besides the advertising men who took part, J. E. Griest, business manager of the Copper Publications, addressed the meeting; H. B. Clark, director of circulation, also made one of the talks, and Charles Dillon, A. L. Nichols, and Miss Mabel Graves, of the editorial department, discussed the subject of editorial co-operation. Large graphic charts had been prepared showing a comparison of the amount of advertising of various commodities carried in each of the Copper papers, these furnishing a good index to the things in which the people who read these papers are most interested, and a suggestion accordingly to the editors. Trade investigation, data, and dealer co-operation were among the other subjects discussed. The meeting merged Saturday afternoon and evening in the annual reunion of all Copper employees, celebrated by 1,200 people, with a barbecue and other festivities at Gage's Park, near Topeka.

## LIVE AD CLUB NEWS

The Texas Poster Advertising Association, in annual convention at Galveston, selected Fort Worth as the next convention city, ad elected officers as follows: J. J. Adams, Dallas, president; W. Mitchell Greenwall, Fort Worth, vice-president; J. O. Bell, Denton, secretary (re-elected); J. E. Howard, Galveston, treasurer (re-elected). Directors elected are: James D. Coe, Port Arthur; Harold Kayton, San Antonio, and W. E. Holland, Beaumont. The association voted its indorsement of the resolution adopted by the National Poster Advertisers' Association to accept no whiskey advertisements for posting after January 1, 1916.

A. W. Thomson, third vice-president of the Baltimore & Ohio Railroad, addressed the members of the Baltimore Ad

Club at a recent meeting, taking as his subject "Railroad Efficiency."

Rockford, Ill. is to have a new ad club. The cause behind it all is that A. A. Martin, vice-president of the Burd High Compression Ring Company of that city, went to the A. A. C. W. convention at Chicago. There he was caught up in the enthusiasm of the thing, and before he returned he took out a charter for a new club at Rockford. There is no disposition in Rockford to reanimate the old Rockford Advertising Club, that died of a pronounced case of old fashioned ideas, and it is deemed best it should sleep on.

Real co-operation between all the interests of Paterson (N. J.) represented in its Chamber of Commerce, and its advertising club is in sight. For the purpose of establishing a publicity bureau in connection with the affairs of the Chamber of Commerce, there is under consideration a plan to invite all the advertising men, representing newspapers and mercantile houses, to enjoy the privileges of the Chamber of Commerce and co-operate to boost Paterson in a publicity and advertising way. There is at present an Ad Men's club, which is composed of advertising men from Passaic and Paterson. President W. B. Bryant and Secretary John J. Fitzgerald conferred with A. W. Allen, the new credit manager, who had several valuable suggestions to make along this line.

For the purpose of affiliating Detroit advertising men with the Associated Advertising Clubs of America, the Detroit Advertising association was formed at the recent Chicago convention of the former organization. Harold P. Breitenbach, of the J. Walter Thompson company, was chosen president, and F. V. Martin, of the Banker-Martin company, vice-president.

At the noon lunch on June 25, at the Lewiston (Me.) Chamber of Commerce rooms the Lewiston Advertising Club perfected its organization by electing Willis M. Abbott president, E. P. Washburn, Charles Lugin and C. E. Cronin first, second and third vice-presidents, respectively. The committee on by-laws is Frank Jordan, George R. King and James Curran. It was voted to have noon day lunches the last Friday of each month. The lunch committee is E. H. Perry and James Curran.

## NOTES OF THE AD FIELD

The M. K. Powers Advertising company, located at 724-725 Illuminating Building, Cleveland, Ohio, and handling the advertising accounts of manufacturers and firms located throughout Northern Ohio, announces a change of name to The Powers-House Co., Advertising, at the same address.

Roy McDaniels, manager of the Independent Advertising System, 20 North Meridian street, and Robert Hamilton, manager of the Hamilton Sales Company, 2023 Park avenue, Indianapolis, were fined \$300 and costs each in police court June 26, by Judge Greery on a charge of conducting a gift enterprise.

The recent "rose week" of Spokane, (Wash.) engineered by the City beautiful Committee of the Spokane Ad Club has attracted a great deal of attention. Spokane roses were given to every passenger entering or departing from Spokane on transcontinental trains.

"We gave roses to all passengers entering or leaving the gates of the different railway stations," said C. Herbert Moore, chairman of the City Beautiful Committee. "After the gate traffic had been cared for we entrusted enough blooms with each Pullman conductor to provide every passenger with roses. The thanks the ad club has received for this work and the expressions of gratitude uttered to me showed conclusively that Spokane has fallen upon a plan that will spread its fame for hospitality afar.

"Our experiment has paved the way for a big annual feature. From expressions I have received I am convinced that whereas we gave thousands of roses this year we may be able to give many thousands more next year to visitors, restaurants, residents of lodging houses and hotels."

## GILMAN AND EVENING POST

Adds New York Paper to His List and Increases His Staff.

Louis Gilman, of New York, has been appointed Eastern representative of the New York Evening Post.

Mr. Gilman started in the advertising business about sixteen years ago. After serving an apprenticeship of five years in the advertising agency business he decided to enter into the special representative field, and for the last five years has represented the Philadelphia Press exclusively in the Eastern territory.



LOUIS GILMAN.

Mr. Gilman has decided to branch out. He not only represents the Philadelphia Press and the New York Evening Post in the Eastern territory, but in addition has the Eastern representation of Farm Life of Spener, Ind., an agricultural monthly of national reputation. Mr. Gilman states it is not his aim to build up a large list of papers, but will rather content himself with a small list of good substantial newspapers.

Chas. G. Scholz has joined Mr. Gilman's staff, and will cover New York City for him. Mr. Scholz has had a wide and varied experience with various newspapers throughout the country, and will make a valuable addition to his staff. S. Frenndlich, who for the past five years has been manager of Mr. Gilman's office, will henceforth devote his time to soliciting.

## 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 ungate lines, 168 on four.

The columns are 13 pleas. 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, twenty-five cents a line, and Situations Wanted, ten cents a line, count six words to the line.

The Editor and Publisher can be found on sale each week at the following news-stands:

New York—World Building, Tribune Building, Park Row Building, 140 Nassau street, Manning's (opposite the World Building), 33 Park Row; The Woolworth Building, Times Building, Forty-second Street and Broadway, at basement entrance to Subway; Brentano's Book Store, Twenty-sixth Street and Fifth Avenue and Mack's, opposite Macy's on Thirty-fourth Street.

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—Post Office News Co., Monroe Street.

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

Detroit—Solomon News Co., 69 Larned Street, W.

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

## Publisher's Representative

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

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

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.

GLASS, JOHN, 1156-1164 Peoples Gas Bldg., Chicago.

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

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

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

PAYNE, G. LOGAN, CO., 747-748 Marquette Bldg., Chicago, Ill.; 200 Fifth Ave., New York, N. Y.; 8 Winter St., Boston, Mass.; Kresge Bldg., Detroit, Mich.

VERREE & CONKLIN, INC., 225 Fifth Ave., New York. Tel. Madison Sq. 962.

WARD, ROBERT E., Brunswick Bldg., New York. Advertising Bldg., Chicago.

## Advertising Agents

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

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

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

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

HOWLAND, H. S., ADV. AGENCY, INC., 20 Broad St., New York. Tel. Rector 2573.

LEVEY, H. H., Marbridge Bldg., Tel. Greeley 1677-78.

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

The American Printer has moved to new quarters in the Hill Publishing Building, 334 West 38th street, New York.

# New York Advertising Situation

For first six months of 1915 compared with the  
same period in 1914

Figures Compiled by the Statistical Department  
of The New York Evening Post

## January 1st to June 30th, Inclusive

DAILY AND SUNDAY (In Agate Lines)

	1915	1914	Gain	Loss
American - - -	4,256,538	4,743,347	.....	486,809
Brooklyn Eagle - -	4,573,980	4,923,091	.....	349,111
Evening Journal - -	3,608,318	3,666,315	.....	57,997
Evening Mail - -	2,277,705	2,314,353	.....	36,648
Globe (Evening) -	2,635,777	2,140,438	495,339	.....
Evening Post - -	1,711,203	1,869,958	.....	158,755
Evening Sun - -	2,474,346	2,155,645	318,701	.....
Sun - - -	1,863,235	2,064,308	.....	201,073
Evening Telegram -	3,389,181	3,367,402	21,779	.....
Herald - - -	4,082,780	4,897,411	.....	814,631
Evening World - -	2,818,786	3,082,950	.....	264,164
World - - -	5,096,873	5,840,348	.....	743,475
Press - - -	1,015,168	1,657,828	.....	642,660
Staats Zeitung - -	2,179,672	2,157,223	22,449	.....
Standard Union - -	2,731,479	3,057,988	.....	326,509
Times - - -	4,656,772	4,886,735	.....	229,963
Tribune - - -	1,506,910	1,370,458	136,452	.....
<b>Totals - - -</b>	<b>50,878,723</b>	<b>54,195,578</b>	<b>.....</b>	<b>3,317,075</b>
				Decrease
Total losses morning papers - - -	-	-	-	3,118,115
“ gains “ “ - - -	-	-	-	158,901
net loss morning papers - - -	-	-	-	2,959,214
Total losses evening papers - - -	-	-	-	1,193,184
“ gains “ “ - - -	-	-	-	835,819
net loss evening papers - - -	-	-	-	357,365

Straws show how the current is going

## The New York Globe

with a gain of 495,339 led them all

### O'MARA & ORMSBEE, Inc.

Special Representatives

CHICAGO  
Tribune Bldg.

Member Audit Bureau of Circulations

NEW YORK  
Brunswick Bldg.

