

# The Editor & Publisher

## and The Journalist

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

Vol. 48, No. 9

NEW YORK, AUGUST 7, 1915

10 Cents a Copy



### This is Henrietta Chicago (nee Newyork), the sum of all the women readers of The Chicago Daily News, and Henry K. Chicago's Wife.

Since their marriage she has bought a hundred million dollars' worth of furniture and household goods, and she continues to buy each year at an increasing rate.

The kitchen, though, is Henrietta's special domain. This afternoon she bought a \$20,000 loaf of bread, a \$100,000 steak, \$20,000 worth of coffee, and other things in proportion.

Tillie, the highest-priced maid in America (five million dollars a year), will serve the simple \$400,000 dinner for the family.

The milk they will use this year, if turned into sea water, would float a battleship.

And as for clothes! Henrietta spends

over twelve million dollars a year in feminine adornment—and the dry goods and department stores have certainly made a science of getting that twelve.

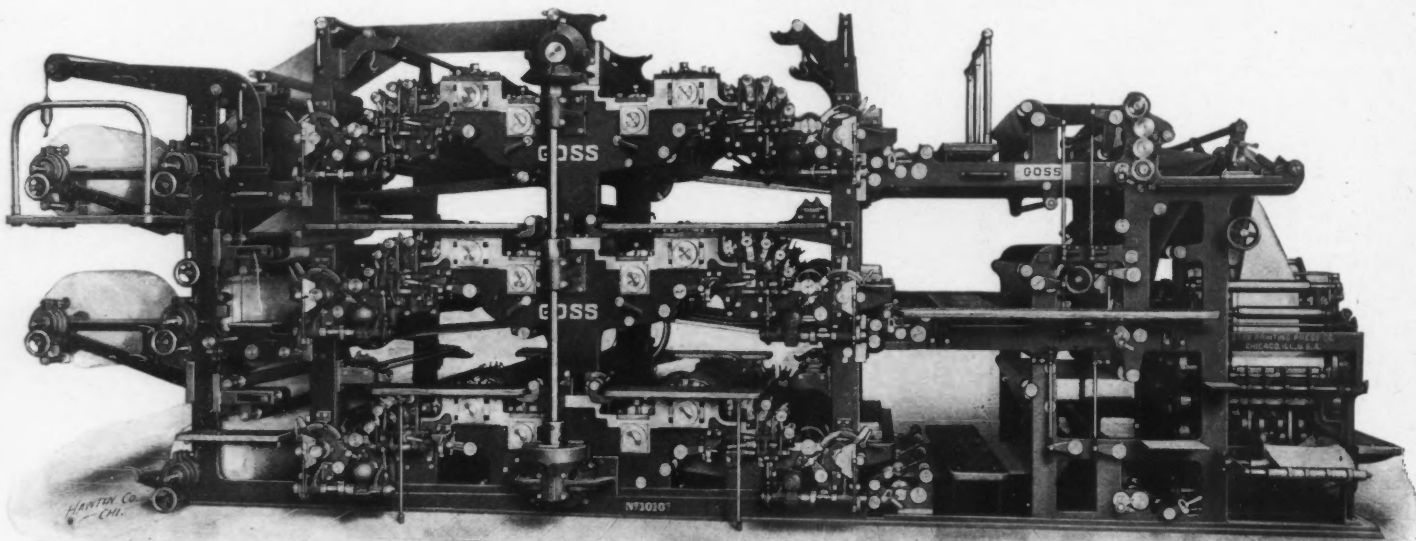
They buy more space in The Daily News six days a week (by over a million lines a year) than they buy in any other Chicago newspaper in seven days.

The makers of pianos and talking machines also know how to get their share of Henrietta's money. They buy more space in The Chicago Daily News six days a week than they buy in any other Chicago newspaper in seven days.

If a new firm wants Henrietta's trade, the way is easy: Follow the example of the firms that are getting it now.

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# THE FINAL DECISION



## The Chicago Herald

HAS RECENTLY ORDERED *FOUR*

**GOSS** HIGH-SPEED STRAIGHTLINE  
SEXTUPLE PRESSES

*"The Most Efficient Newspaper Press Built"*

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### THE GOSS PRINTING PRESS CO.

MAIN OFFICE and WORKS  
16th St. and Ashland Ave., CHICAGO, ILL.

NEW YORK OFFICE  
Metropolitan Building, No. 1 Madison Ave.



# The Editor & Publisher

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Vol. 48, No. 9.

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### WIRE RATES CUT IN TWO

**Postal Telegraph Company Reduces Night Press Tolls One-Half—May Presage General Rate War—Newspaper Readers Will Benefit Greatly—No W. U. Action Yet—But—**

Newspapers everywhere were naturally very decidedly interested in the notification issued on Sunday last by the Postal Telegraph Company that, beginning the following day (Monday, Aug. 2), that company would make a 50 per cent. reduction in the leased line rate to the press at night throughout the country.

This means a reduction from \$12 per mile per year (for press associations) to \$6, and from \$10 per mile per year (for individual newspapers) to \$5. Under this new rate a newspaper having a leased Postal wire between New York and Chicago would save approximately \$5,000 a year on the lease cost. The cut means, in a general way, tens of thousands of dollars' savings to newspapers and press associations of America. It is estimated that the reduction will affect upward of 75,000 miles of wire, although the exact figure is problematical because many wires used at night for press purposes are used for commercial messages in the daytime.

Vice-president Adams, of the Postal, is quoted by the New York Sun as stating that the company's purpose in making the cut was to enable morning newspapers outside of New York to publish a fuller telegraphic news service.

"We realize," he said, "that there are a great many excellent newspapers in cities of large population that would be glad to publish more telegraphic news if they could manage it.

"Now, instead of a 'pony service' of seldom more than 500 to 1,000 words on even a big story, they can use several thousand and they can publish a great many despatches that they could not have published at all before our reduction."

Simultaneously with the announced reduction—the first time in thirty-five years that the leased wire rate has been changed—the Postal company is extending considerably its telephone service, which has been in operation for three years between San Francisco, Salt Lake City and Los Angeles.

These telephone lines are now being connected with lines from Portland, Ore., to Spokane, Wash., from St. Louis to Cairo, Ill., and Memphis, Tenn., and are being extended widely through Alabama and Georgia and Ohio and Indiana. The Postal company has practically completed arrangements so that wherever its telegraph wires run its telephonic connections may follow. The Postal rate is based upon a five-minute conversation instead of three minutes.

It is believed in many quarters that the Postal's act marks a fundamental change in the company's policy—a sort of first step, as it were. In the last year the company has not been known as aggressive in obtaining leased wire business. In October of 1914 it was announced that the company would give up this variety of business with private concerns, referring specifically to brokers. Critics of the company charged at an Interstate Commerce Commission hearing in April at the Hotel Breslin that the company had not given up all of its business of leasing wires to business houses. It was commonly understood that officials of the



WELL, WELL! LOOK WHO'S HERE!"

Postal were willing to have the Interstate Commerce Commission make a ruling against leased wires to business houses. This, however, would not have affected the newspaper wires, it was said.

While the Western Union has a majority of the newspaper leased wire business of the United States, the Postal's new order means a benefit to scores of big newspapers. It is also taken to mean that the Postal has begun a rate war on the Western Union in an effort to win over a larger part of the press leased wire business.

The Associated Press has 28,000 miles of leased wires, of which 4,000 miles are leased from the Postal. The great gainers by the reduction will be the big morning newspapers which maintain leased wires from Washington and New York, from State capitals, and from other news centers.

The universal comment made by newspapers throughout the country is that the benefit will be greatest to newspaper readers. Quite evidently the newspapers mean to spend just as much money for telegraph tolls as before—if not slightly more, indeed; while in return for their outlay they will get a much greater volume of live news, at which the readers will rejoice.

Charles S. Diehl, editor of the San Antonio (Tex.) Light, says:

"It is only to be regretted that the new rates do not apply to day messages as well. The evening papers of America now largely exceed in number the total of morning newspapers and handle a very much larger total volume of press despatches. The disparity between the new night rates and the present day rates for press messages is too great."

Western Union officials have as yet taken no action regarding the Postal's cut, and have declined to make any comment. No doubt there will be "something doing" before long, however.

### LAWRENCE OUT OF EXAMINER

**William Randolph Hearst Elected President of the Chicago Examiner Company.**

At a meeting on Tuesday of the stockholders of the Illinois Publishing and Printing Company, publishers of the Chicago Examiner, Mr. W. R. Hearst was elected president in place of Andrew M. Lawrence. This means, as intimated in THE EDITOR AND PUBLISHER of July 10, that Mr. Lawrence is no longer manager of the Examiner.

### BIG "COMICS" IN COURT

"Mutt and Jeff," Alias "Bud" Fisher, Involved In a Legal Battle with the New York American—Latest from the Trenches, Illuminated by a Cartoon by Starrett.

It was brought out in the injunction proceedings this week before Mr. Justice Weeks, in Part 1 of the Supreme Court for New York County, that "Bud" Fisher, the creator of the comic characters "Mutt" and "Jeff," is under contract for the largest salary ever paid to a so-called "comic artist," namely, a minimum of \$1000 a week.

Bainbridge Colby, of counsel for the Star Company (publisher of the New York American) admitted that Fisher has been drawing a salary of \$300 per week for the newspaper rights exclusive of book and dramatic rights, and that the Star Company has realized \$1,679 gross weekly from the feature.

Mr. Colby pointed out to the court that the Star company had made the feature popular through the expenditure of a large sum of money for promotion and by placing back of it the great power and force and prestige of a nation-wide organization. He explained that Fisher had been coddled, pampered and spoiled; that the Star company created the "Mutt and Jeff" comic strips, and asked that the Star's rights be protected and that Fisher be enjoined. Fisher's contract with the Star company expires on Sunday, August 8—tomorrow.

Chas. E. Kelley, of counsel for Harry C. Fisher and the Wheeler syndicate, informed the court that Fisher had declined a salary of \$50,000 a year to accept the contract with the Wheeler company, which provides an interest of 75 per cent. in all sales of the feature to newspapers and a guarantee of \$1,000 per week.

Mr. Kelley emphasized the fact that the Wheeler syndicate had already sold the feature comic strip to over 80 papers, which are under contract to pay \$80,000 the first year; and many papers have contracted for the service for a term of years, so that the syndicate has bona fide contracts with newspapers for over \$300,000.

It was borne in upon the court that the New York World has agreed to pay \$300 per week, and a Boston paper will pay \$200 per week.

The litigation was somewhat involved. The Star company sought to restrain the Wheeler syndicate and Fisher as follows:

1. From in any way using the name "Mutt and Jeff."
2. From advertising or offering for sale or selling any comic strips, or sections, under the name and title "Mutt and Jeff," or embodying or depicting the figures "Mutt and Jeff" in comic strips or sections.
3. From conspiring or confederating with any of its employees or workmen with a view to the making and execution of any sketches or representations of the characters "Mutt and Jeff," or of comic strips so designated and embodying said characters.
4. From in any manner unlawfully interfering with plaintiff's business, or infringing plaintiff's trademark or trade name "Mutt and Jeff," as such, and as a designation or description of the comic characters or figures "Mutt and Jeff," constituting the subject matter of the comic strip or section known and described as "Mutt and Jeff."

Mr. Justice Weeks denied all these requests except that pending his final decision in the matter he issued a restraining order preventing the Wheeler

syndicate from using the title "Mutt and Jeff" as such.

On Thursday morning Mr. Fisher and the Wheeler syndicate sought to enjoin the Star company as follows:

1. From using the title "Mutt and Jeff" in any way.
2. From using the word "Mutt" or the word "Jeff" in any way.
3. From having any other artist draw cartoons in imitation of Mr. Fisher's "Mutt and Jeff" cartoons.

In the argument it was shown that the Star company had issued a comic for Sunday, August 8, that contained a page "Mutt and Jeff" comic in which the following title appeared:

"Mutt and Jeff: Mutt Wanted Something Handed to Him and He Got It."

The Judge was informed that the work had been done by another artist and that Fisher's characters had been reproduced without his permission.

The judge granted the relief sought and issued an order restraining the defendant from circulating the so-called "Mutt and Jeff" comic and continuing the injunction until midnight of Sunday, August 8.

At the time of going to press there was being held, in the judge's chambers, a conference of the parties in interest.

It is understood that counsel for Wheeler and Fisher are also seeking to enjoin the publishers of papers in Boston and Chicago from using the "Mutt and Jeff" comic.

To a reporter for THE EDITOR AND PUBLISHER Mr. Fisher said:

"I have not drawn anything as yet for Wheeler, but I have about decided that the title of Wheeler's first strip will be, 'Well, Well! Look Who's Here! "Mutt" himself and his side kick "Jeff." By Bud Fisher.'

"The first 'Mutt' comic appeared in the San Francisco Chronicle November 15, 1907. I copyrighted the first comics on December 10, 11 and 12, 1907, and entered the employ of the San Francisco Examiner on December 11, 1907. I came to New York in May, 1909, and made my contract in August, 1910. It provided a salary of \$200, \$250 and \$300 per week, scaling up."

It is thought that the litigation will be long drawn out and that an extended hearing will have to be had at the October term of court.

Counsel call attention to the fact that the points at issue are new and that they have not been adjudicated in either the Buster Brown suit of the New York Herald or the Dirks suit of the New York World.

## TWO "ERA" CHANGES

### McC Campbell Becomes Advertising Manager and Wright Editorial Manager

George M. McC Campbell, Jr., well known in the drug trade and in advertising circles, has been appointed advertising manager of The Era Publications, published by D. O. Haynes & Co., 3 Park Place, New York City—The Pharmaceutical Era, the Soda Fountain and Weekly Drug Markets.

Mr. McC Campbell was until a year ago general manager of Hall & Ruckel, best known as the manufacturers of "Sozodont." He started there after his graduation from Princeton in 1894, working, at the outset, behind the counter of the firm's downtown drug store, then one of the best known in this city. He was advanced through several departments, worked in the manufacturing end as perfumer and later had charge of the sales and advertising departments. For a number of years prior to his leaving Hall & Ruckel he was general manager and secretary of the company.

Last fall he became connected with El Comercio, an export publication, New York City, and was so successful as a business getter that he resolved to combine his drug trade experience with that of advertising, and his connection with D. O. Haynes & Co. is the result.

Mr. McC Campbell was for 11 years a member of the Board of Control and a moving factor in the Association of American Advertisers before it was succeeded by the Audit Bureau of Circulations. He was for three years treasurer



LEE J. ROUNTREE,  
NEW PRESIDENT OF THE NATIONAL EDITORIAL ASSOCIATION.

of the former organization. He is a member of the Princeton Club of New York and a former president of the Princeton Alumni Association of the Oranges, New Jersey.

Clarence E. Wright, formerly with Hardware Age for a number of years, and more recently with Hearst's Magazine, has been appointed editorial manager of the Era Publications.

### To Help Mexican Editor

Appeals have been made to President Wilson in behalf of Paul Hudson, the publisher of the Mexican Herald, placed under arrest in Mexico City by General Zapata. Friends and relatives of Hudson have asked the President to obtain his release. As a result, the case was taken up by the State Department, and steps were begun for making representations on behalf of Mr. Hudson. The President directed that everything possible be done in his behalf.

### Editor Benedix Now in Detroit

Dr. Victor Benedix, of the New Yorker Herald, has become managing editor of the Detroit Abend-Post, of Detroit, Mich., succeeding Dr. Maximilian Markus, who will hereafter be connected with the Koering Cyaniding Press Company.

Dr. Benedix has done work that has attracted attention on the St. Paul Volkszeitung and also on the Columbus Express-und-Westbote.

The Chicago Tribune has been carrying on a campaign to educate the public to an appreciation of established trade marks. Manufacturers and firms that believe in having the name or trade mark of the maker branded on a product have signed a series of editorials, pointing out the advantages of this policy to the consumer. Twelve pages have already been run devoted to the subject.

## FOR RAILROAD PUBLICITY

Several Big Eastern Lines to Unite in Establishing a Central Publicity Department—Twenty-One Roads Spent \$175,000 in Two Months This Year, But Failed to Kill "Full Crew" Laws.

*"The railroads should proceed in the open and depend upon frank publicity as their greatest protection. Fair and honest propositions thrive through publicity—unfair and dishonest propositions are destroyed by publicity."*

The Executive Committee representing the 21 associated railroads which conducted a publicity campaign last Winter to defeat the full crew laws in Pennsylvania and New Jersey has made a report on its work. The campaign, conducted vigorously in February and March, cost \$175,000. Expenses were divided on the basis of the saving which each of the railroads would have made if the full crew laws had been repealed in the two States. It cost the Pennsylvania System \$82,000, the Philadelphia & Reading \$16,000, the Lackawanna and the Lehigh Valley \$12,000 each, and the Erie and the Central Railroad of New Jersey \$10,000 each. The New York Central contributed about \$7,000.

It was the hope of the railroads that the full crew laws in Pennsylvania and New Jersey would be repealed and that laws placing the power to regulate the size of train crews in the hands of the Public Service Commissions would be substituted. The direct effect of the campaign was nil. In New Jersey the bills favored by the railroads were not even reported out of the committees. In Pennsylvania a bill favored by the railroads passed both houses of the Legislature but the Governor allowed it to die.

The report states, however, that the indirect effect of the publicity campaign was very beneficial to the railroads. Seventeen different advertisements were placed in 1,150 different papers. There were thousands of newspaper accounts setting forth the railroads' arguments. In addition, circulars were sent to thousands of persons and there were speeches and debates on the subject in all parts of the states.

### HALF A MILLION LETTERS.

According to the railroads there is a record of 504,903 letters sent to legislators by individuals. In Pennsylvania, 175 resolutions commending the railroads' point of view were passed by business associations, boards of trade, chambers of commerce, granges, and other civic bodies and eighty-four resolutions were passed in New Jersey.

"While the action of the Governor of Pennsylvania lessened considerably the concrete benefits derived from this campaign," says the report, "a great deal of good resulted therefrom, both in the protection of our interests from the enactment of other vicious laws and the molding of a strong public sentiment favorable to the railroads."

"The public activity of the railroads in the campaign to substitute commission authority over the manning of trains for the present arbitrary full crew laws brought the people and legislators on one hand, and railroad corporations and their employes on the other hand, in much closer relationship, with the result that a common feeling seemed to develop that the enactment of legislation adverse to the railroads was overdue and should be curtailed. This is more clearly illustrated by the fact that during the recent sessions of the Legislatures no destructive legislation was enacted."

In Pennsylvania, the report stated, 105 bills affecting railroads were introduced and only twelve of an unimportant nature passed. In New Jersey only fourteen out of eighty-four bills became laws, and they were also regarded as unimportant by the railroads.

The most important recommendation  
(Continued on page 212.)

## OPENS NEW EASTERN OFFICE

### Fuel Oil Journal of Houston, Tex., Sends D. J. McAuliffe Here

D. J. McAuliffe has joined the business staff of the Fuel Oil Journal, of Houston, Tex., and will establish a permanent eastern office for the paper, with headquarters in New York. He has had long experience in both editorial and advertising fields.

For a number of years he was managing editor of the St. Louis Republic, one of the big daily newspapers of the Middle West. He attained this position entirely through merit, working his way up from reporter. For a time he was connected with the business department of the Republic, successfully establishing one of the periodicals now published by that paper.

William D. Ward will continue to act as a special advertising representative of the Fuel Oil Journal in New York, and Leonard M. Fanning will remain as correspondent here.

The August number of the Fuel Oil Journal, just issued, consists of 100 pages and cover. Among other features it contains fifteen pages of new advertisements.

It is twelve pages larger than any previous edition.

It is not unusual in late years to see men who have risen to responsible places in daily journalism transfer their activities to class publication work. Trade newspapers conducted along modern lines demand the best talent obtainable. It is a tribute to their character that they attract such men.

Price-Hoffman, Inc., advertising agents at 140 West Forty-second street, New York City, has filed assignment schedules showing liabilities \$15,071, nominal assets \$9,711 and actual assets \$7,614.



# "The Real Boston Analyzed"

We have recently issued a booklet, "The Real Boston Analyzed," which gives desirable and useful information concerning Metropolitan Boston—the Gateway to New England.

Each of the 39 cities and towns comprising Metropolitan Boston is treated individually. The territory is well dissected—the business arteries are well exposed to view. It gives the number of dwellings, the number of families and the total valuation of assessed estate. It tells of the banking done, the wages and salaries received from manufacturing industry and of the buying power of the people in each locality.

The data is valuable—it is authentic and it should help you get to the action point when planning your New England campaigns.

We have mailed a few of the booklets to manufacturers and advertising agencies and, judging from their comments, the booklet has won their approval.

We want you to have a copy of "The Real Boston Analyzed"—it will interest you. If you haven't received a copy, write for it now. No charge for it.

"The Real Boston Analyzed" is a part of our plan to give fullest co-operation at all times. We believe that such co-operation is the basic principle of merchandising and advertising success.

We want you to know all the vitally important facts about Metropolitan Boston, topographically and commercially. We will supply data which will save you time and trouble in the planning of your campaign, and we will help route your salesmanager or salesman over this territory. We will help him so that he can work with greater speed and efficiency.

The Boston American will help you in another way, too. In this territory it is pre-eminent as a salesman. It has a quantity-quality circulation founded upon the faith of substantial people. According to the last United States Government report the net-paid circulation of the Boston Evening American is greater than that of all the other Boston Evening papers *combined*, and the circulation of the Boston Sunday American is over 20,000 greater than that of its nearest competitor.

When you think of Boston think of the Boston American.



80-82 Summer Street, Boston, Mass.

New York Office  
1789 Broadway

Chicago Office  
504 Hearst Building

## ADVERTISING GAINING

Six of the Best-Posted Men in New York Send Authorized Statements to "The Editor and Publisher," Full of the "Pep" of Advertising Advancement.

Within but a few hours of going to press with this issue of THE EDITOR AND PUBLISHER, the following self-explanatory letter was sent from this office to some leading newspaper publishers of New York City:

"The EDITOR AND PUBLISHER hears from various sources that not only is business quite unexpectedly good with newspapers but that prospects for Fall advertising are that there will be a decidedly marked advance.

"We do not want to misstate or to exaggerate. We want the facts—from men who know what the facts are, like yourself."

Six replies were hustled back to us in short order—six that show the trend as unmistakably as sixty could—if there were that many daily papers in this city.

Here they are—"right off the griddle." Read them:

**From William A. Thomson, Director of the Bureau of Advertising, American Newspaper Publishers' Association.**

"The outlook for general advertising this Fall is an excellent one. Publishers with whom we are in touch report steady increases in foreign business, and letters that we have received from national advertisers, in connection with National Newspaper Window Display Week, scheduled this year for October 11-16, tell of plans for liberal expenditures.

"Today's (Wednesday's) mail brings in the announcement of one chewing gum campaign in 800 cities in this country and Canada; another on chocolate to run through four states; still another on a line of food products to run in 400 newspapers.

"The enthusiasm shown over the forthcoming National Newspaper Window Display movement indicates that general newspaper advertisers are making a hard drive for business, and that they will do it through the most logical channel—newspaper advertising."

**From Louis Wiley, Business Manager, New York Times.**

"I think there has been a strong, healthy, vigorous growth in volume of business throughout the United States in recent weeks, and every general indication for the Fall is distinctly favorable.

"Crops are large, insuring prosperity of the great majority of the American people, and factories—not only those supplying war munitions, but in many other lines—are running full blast.

"Better business in New York is clearly reflected by the volume of advertising carried in the New York Times. During the month of July it gained in lineage over 1914, 1913 and 1912, notwithstanding increased advertising rates.

"I believe that publishers of newspapers, as well as business men in almost every line, can face the coming months with well-justified confidence that business will show a distinct gain, not only over last year, but over the previous year as well."

**From Herbert F. Gunnison, Business Manager, Brooklyn Eagle.**

"The outlook for newspaper advertising is encouraging. I believe there will be a gradual increase, but I do not look for large gains. The continuance of the war, the trouble in Mexico, the many uncertainties in business and politics prevent an immediate return to normal conditions. On the other hand, there is plenty of money for investment and for business when the proper time comes, and the crops are large, while the demands for certain articles of export are constantly increasing.

"There must of necessity come better business and trade conditions, and the newspapers are sure to receive their share of the prosperity. Meantime it is just as well to be economical and keep an eye on expenses."

**From Richard H. Waldo of the Tribune.**  
"The prospects for Fall advertising are

more than good—they are almost too big to be credited. It can hardly be that all the business which is in sight at the present writing will actually come through in the form of contracts.

"Nevertheless, it is safe to say that the period of depression in newspaper advertising is nearly, if not quite over. There is every reason to believe that this Fall and Winter will see an increase in the volume of newspaper advertising which will be equally edifying, though from different viewpoints, to the publisher whose property is on a service basis and to the one who still has nothing but white space to sell."

**From Ervin Wardman, Editor New York Press.**

"The volume of advertising business is now unmistakably larger and of greater value than it was a year ago. Undoubtedly this is partly due to the fact that all business was very much more demoralized just before and just after the outbreak of the war than it ever has been since; but, aside from the extreme war influences last Summer, the tide of improvement in general business all over the country has been running stronger for weeks.

"This paper has been writing new and increased business for the forthcoming season and year; and I believe this to be so true of the majority of papers that there can be no question about a marked advance all along the line."

**From William E. Lewis, Editor and Publisher Morning Telegraph.**

"The last year for the Morning Telegraph has been unusually successful, both in point of advertising and circulation, and the prospects for the coming season are much better than satisfactory.

"The circulation of the paper was never so high, and at no time in its history has it had so great an extent of advertising under contract as at present. The situation, in view of the business apprehensions caused by the war abroad, seems almost too good to be true."

## NEWARK EAGLE SPREADS WINGS

First Issue of the New Morning Daily Proves to Be "A Dandy."

Precisely "as advertised," the Newark (N. J.) Eagle made its appearance on Monday morning, August 2, and a most creditable showing it made. There were 16 pages filled with brightly written editorials and news features, as well as cartoons, correspondence, etc. Furthermore, there was a goodly showing of advertisements, and that's nothing against a paper, surely!

In its editorial salutatory the Eagle remarked:

"This morning the Newark Eagle salutes the reading public of Newark and the State and invites its criticism. The Eagle, with a thorough up-to-date equipment, editorial, reportorial and typographical, and with new policies, takes the place of the Morning Star, occupies its large field of circulation and hereafter will cater to its readers in ways to meet every need of the morning field, with especial attention to the local and suburban part of it.

"The Eagle will be entirely independent in politics, recognizing the fact that the American public today has been educated away from the partisanship that formerly divided the newspaper press, colored its political articles and editorial comments and made them unreliable and too often untruthful. This independence of statement and criticism will characterize the Eagle in all matters for publication. The paper will have absolute independence and a free hand.

"This much for policy. A new newspaper in its initial number usually makes announcement of the principle upon which it is to be conducted. Sometimes the pledges given to the public are insincere, sometimes they are not afterwards lived up to, or there are relapses according to circumstances. In the case of the Eagle the pledges given will be rigidly adhered to.

"The Eagle wants to make friends. It wants a place in every household and in every office, and it wants to be conspicu-

ous on all street cars and railroad trains. Therefore it will try to make a friend of the reading public. But this not at any sacrifice of the truth or of honest and truthful criticism, for that is the most essential quality of newspaper independence."

On the following day the Eagle printed the better part of a page of commendations, including felicitations from Joseph P. Tumulty, secretary to President Wilson, and from the Governor of New Jersey and scores of others prominent in political and civic circles.

The Eagle has a metropolitan "look." THE EDITOR AND PUBLISHER extends to it its cordial good wishes.

## THE FORD ADVERTISING

Interesting Facts as to How Newspapers Are Preferred and Why.

Speaking before the St. Louis Advertising Club recently, C. A. Brownell, who has been advertising manager of the Ford Motor Company for nine years, said:

"Our advertising department in buying advertising is absolutely devoid of sentiment as in the buying of vanadium steel or any other merchandise. We figure that it is as much a part of the cost of producing an automobile as is the steering wheel or the carburetor, and we buy our advertising in as cold blooded a way as we do the steering wheel. For our purpose we almost exclusively use the newspapers because we find that through them we reach the people along the lines of the least resistance.

"One of our reasons for selecting the newspapers is that we have learned to follow the local advertisers' lead. We have for a long time used the so-called national magazines, but I would rather, 10 to 1, insert a moderate-sized copy in the Post-Dispatch with its 400,000 readers than in any of the national magazines, because I know that there it will come face to face with the man who is going to buy a car alongside the intimate reading matter that is part of his daily reading. It is because of this possibility of getting close personal touch with them that we use newspapers, and I would rather be where the mass of advertising is, in the newspapers that carries the most, than not. Place it in the paper which is the most used."

## FOR THE "OPEN SHOP"

Interesting Special Edition Issued by the Detroit Saturday Night

Last Saturday's issue of the Detroit Saturday Night was made notable by an "open shop section." This consisted of 20 pages, on fine paper, beautifully printed and illustrated and containing a striking number of advertisements.

The first page of the publication was occupied by the following "Declaration of Principles of the Employers' Association of Detroit":

1. No discrimination shall be made against any man because of his membership in any society or organization.

2. Subject to any rights under contracts existing between them, it is the privilege of both the employer and the employe to terminate their relations whenever either see fit so to do.

3. Since the employer is responsible for the work turned out by his workmen, he must therefore have full discretion to designate the men he considers competent to perform the work and to determine the methods under which that work shall be performed; the question of the competency of the men, and the number of foremen, apprentices, helpers and handy-men, etc., to be employed will be determined solely by the employer.

4. Employes will be paid by the hourly rate, by premium system, piece-work, contract, or otherwise, as the employer may elect. No limitation by fellow employes, or any organization, of the quantity or value of work an employe may accomplish in a given time will be permitted or tolerated. Foremen shall be the agents of the employer.

In the operation of any system of hours or wages now in force or to be extended or established in the future, this Association will not countenance any conditions which are not just or which will not allow a workman to earn a wage proportionate to his productive capacity.

## Titusville Newspapermen at Odds

Discord appears to have broken out in journalistic circles of Titusville, Pa. Moreover it is not that sort of discord that confine itself to the editorial column. S. O. Kegley, business manager of the Erie Dispatch, has begun suit for criminal libel against F. S. Phelps, editor of the Erie Daily Times. Mr. Kegley alleges that he was slandered in an article published in the Daily Times on June 25, which contained a statement that he had violated a confidence which federal inspectors at Erie in connection with the drug crusade. Mr. Kegley's petition denies that any federal agents had ever approached him in regard to suppressing news about the drug crusade.

## "Get My Name In, Please"

The seeker after free advertisement is known afar off. He is not habitually grateful, nor is humility among his spiritual assets. He whines and wheedles and complains of injustice, if he sees he can win his point with the susceptible that way. With the weakly indulgent he may take another tack, and adopt the threatening tone a spoiled child sometimes takes toward his overfond mother. He drops persuasion and employs brute force. His theory is that we are the creators of our own destinies, and the world will not heed us unless we take it by its throat and force it on its knees. He has grown hard and embittered in the fulfillment of the theory that those are helped who help themselves. So he demands space and consideration as a right—he does not seek a concession at the hands of grace. Anyone who had dealt in politics knows what the man is like who thinks he must be rewarded because of the work he did to carry an election. The hunter after free advertisement is just as pertinacious.—Philadelphia Ledger.

## Grand Trip for Shriners

The Shriners of India Temple, of Oklahoma City, certainly had one grand trip to San Francisco and the Canadian Rockies between July 5 and 26, by all accounts. J. A. Mathews, circulation manager of the Daily Oklahoman, was "among those present," being in charge of the publicity. The papers all along the route had a unanimous good word for the Shriners, as was natural.

## More Automobile Advertising Coming

Frank M. Eldredge has been appointed advertising manager of the new Detroit Motor Car Company, Detroit, Mich. Mr. Eldredge is also manager of advertising for the Puritan Machine Co. of Detroit. He formerly conducted his own advertising agency in New York City, and later in Salt Lake City.

Mr. Eldredge announces his intention of launching an aggressive world-wide advertising campaign for the marketing of "Detroit" cars.

## May Reproduce Fair Awards

The Treasury Department has now decided that winners of medals at the Panama-Pacific International Exposition may reproduce the same for use on their letterheads or for the purpose of advertising the articles for which the medals were awarded.

## Teaching as to Trademarks

The Chicago Tribune is featuring a series entitled "Names and Trademarks You Should Know." The purpose is to educate the public to an appreciation of established trademarks. Several manufacturers and firms have signed a series of editorials pointing out the advantages to the public of established trademarks.





## EMBLEM OF BUSINESS HONOR

An Association representing many varied lines of industry, which avows its unalterable faith in sound principles of good business may well be termed the herald of a renaissance in business.

The well-known Emblem of the Rice Leaders of the World Association symbolizes a cohesive effort to standardize the principles of Honor, Quality, Strength and Service in commercial life. The business concerns forming the Membership of the Association have been invited to co-operate when they were known through their individual activities to represent those qualities in business.

The Rice Leaders of the World Association is essentially a business institution, and its propaganda has been arranged to the end that the worthy aspirations of its Members towards higher ideals in business also are attended by the material reward of worthy accomplishment, in the form of increased business.

The Association's object is twofold—ethical and practical. Since it operates on so high a plane, and its Emblem has come to be known widely as a mark representing high-grade quality products of its Members, the moral support of all is confidently relied upon to assist in precluding misuse of the Emblem.

The privilege of using the Emblem of the Rice Leaders of the World Association is accorded solely to its Members for use in any branch of their business or in editorial or advertising matters pertaining to their affairs, and also by Members' agents and dealers in connection with Members' products. In all cases cuts of the Emblem should be properly superscribed with the full name of the Association Member in whose interests it is used, with the words "By Invitation, Member of."

Editors, publishers and others have found the work of the Association an interesting theme upon which to write, and the Association is glad at all times to co-operate and to provide any additional information that may be required.

Copies of the book—"On Business Integrity," written by Mr. Elwood E. Rice, Founder and President of the Association, and copies of his address at a recent banquet to officials of Members at the Waldorf-Astoria Hotel, New York, will be sent, postage free, to all applicants.

## Rice Leaders of the World Association

Fifth Avenue at 34th Street

ELWOOD E. RICE, Founder and President

NEW YORK, U. S. A.

### By invitation the following are members

- Rifles—Shotguns and Ammunition  
**WINCHESTER REPEATING ARMS CO.**  
 New Haven, Conn.
- Typewriters  
**REMINGTON TYPEWRITER CO.**  
 New York
- "Yale" Locks, Builders' Hardware and Chain Hoists  
**THE YALE & TOWNE MFG. CO.**  
 New York
- Crane's Paper and Fine Stationery  
**EATON, CRANE & PIKE CO.**  
 Pittsfield, Mass.
- Sharpening Stones and Abrasive Materials  
**THE CARBORUNDUM CO.**  
 Niagara Falls, N. Y.
- Chalmers "Porosknit" Underwear  
**CHALMERS KNITTING CO.**  
 Amsterdam, N. Y.
- Revolvers and Automatic Pistols  
**SMITH & WESSON**  
 Springfield, Mass.
- Waterman's "Ideal" Fountain Pens and Ink  
**L. E. WATERMAN CO.**  
 New York
- Lawn Mowers  
**COLDWELL LAWN MOWER CO.**  
 Newburgh, N. Y.
- Watches  
**ELGIN NATIONAL WATCH CO.**  
 Chicago, Ill.
- "Y and E" Filing Devices and Office Systems  
**YAWMAN & ERBE MFG. CO.**  
 Rochester, N. Y.
- Hams, Bacon, Lard, Veribest Specialties, Grape Juice, Bouillon Cubes, Laundry and Fine Toilet Soaps  
**ARMOUR & CO.**  
 Pillsbury's Best Flour  
**PILLSBURY FLOUR MILLS CO.**  
 Minneapolis, Minn.
- Umbrellas  
**HULL BROTHERS UMBRELLA CO.**  
 Toledo, Ohio
- Bohn Syphon Refrigerators  
**WHITE ENAMEL REFRIGERATOR CO.**  
 St. Paul, Minn.
- Alabastine—Sanitary Wall Coating  
**ALABASTINE CO.**  
 Grand Rapids, Mich.
- Towle's Log Cabin Syrup  
**THE TOWLE MAPLE PRODUCTS CO.**  
 St. Paul, Minn.
- Holeproof Hosiery  
**HOLEPROOF HOSEIERY CO.**  
 Milwaukee, Wis.
- Women's Fine Shoes, "Queen Quality"  
**THOMAS G. PLANT CO.**  
 Boston, Mass.
- Small Motor and Fan Specialists  
**THE ROBBINS & MYERS CO.**  
 Springfield, Ohio
- Electric Pleasure & Com'l Autos, "Detroit Electric"  
**ANDERSON ELECTRIC CAR CO.**  
 Detroit, Mich.
- Clockmakers since 1817  
**THE NEW HAVEN CLOCK CO.**  
 New Haven, Conn.
- Fine Furniture  
**BERKEY & GAY FURNITURE CO.**  
 Grand Rapids, Mich.
- Rugs and Carpets  
**M. J. WHITTALL CARPET MILLS**  
 Worcester, Mass.
- "Indestructo" Trunks and Luggage  
**NATIONAL VENEER PRODUCTS CO.**  
 Mishawaka, Ind.
- Spectacles, Lenses, "Fit-U" and Other Optical Goods  
**AMERICAN OPTICAL CO.**  
 Southbridge, Mass.
- "I-P" Loose Leaf Books and Forms  
**IRVING-PITT MANUFACTURING CO.**  
 Kansas City, Mo.
- Lead Pencils, Pen Holders, Rubber Bands and Erasers  
**EBERHARD FABER**  
 New York
- Fruit Jars, Packers' and Druggists' Glassware  
**HAZEL-ATLAS GLASS CO.**  
 Wheeling, W. Va.
- Electric Heating Apparatus  
**SIMPLEX ELECTRIC HEATING CO.**  
 Cambridge, Mass.
- "Oildag," "Gredag," Acheson Graphite and Electrodes  
**INTERNATIONAL ACHESON GRAPHITE CO.**  
 Niagara Falls, N. Y.
- Linoleums and Oil Cloths  
**COOK'S LINOLEUM CO.**  
 Trenton, N. J.
- "Niagara Maid" Silk Gloves & Ladies' Silk Underwear  
**NIAGARA SILK MILLS**  
 North Tonawanda, N. Y.
- Fine Mechanical Tools  
**THE L. S. STARRETT CO.**  
 Athol, Mass.
- Varnishes, Japans, Enamels, Fillers, Stains, Shellacs  
**BERRY BROTHERS, Inc.**  
 Detroit, Mich.
- Fine California Canned Fruits  
**HUNT BROTHERS CO.**  
 San Francisco, Cal.
- Fine Brass Beds, Steel Beds and Springs  
**THE SIMMONS MANUFACTURING CO.**  
 Kenosha, Wis.
- Onyx Enamel Ware  
**COLUMBIAN ENAMELING AND STAMPING CO.**  
 Terre Haute, Ind.
- Automobiles  
**THE WILLYS-OVERLAND CO.**  
 Toledo, Ohio
- Magnets and Spark Plugs  
**SPLITDORF ELECTRICAL CO.**  
 Newark, N. J.
- Machinists' Tools, Drop Forgings and Forging Machinery  
**THE BILLINGS & SPENCER CO.**  
 Hartford, Conn.

**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  
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Denver Times  
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"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  
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Second Volume for 1915

**The New York Times Index  
Now Ready**

Of great service to Students, Educators, Lecturers, Librarians, Newspaper Men, Editors and Writers, Biographers and Research Workers.

Brief account of 100,000 news items annually, by means of subjects, dates and column notations to issues of The New York Times. A master-key to all newspapers.

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**THE NEW YORK TIMES INDEX  
TIMES SQUARE NEW YORK**

**Il Progresso Italo Americano**

has been so successful in the morning paper field that it has followed the requests of its subscribers and established an evening paper for the Italian field.

This paper will be known as **Il Progresso Italo Americano Della Sera** which latter phrase means "of the evening."

**IL PROGRESSO ITALO AMERICANO**  
42 Elm Street New York

**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 TOPICS**

Striking Poem by Managing Editor Beamish of the Press—Public Ledger Sends 50 Winners of Its Circulation Contest to San Francisco—Vacations, Etc.

PHILADELPHIA, August 4.—The Press and the Public Ledger devoted special sections last Sunday to various articles anent "One Year of War."

In the Press it was called "One Year of Hell," and there was a fine poster cover in orange, black and blue, depicting a Zeppelin dropping a bomb on a sleeping town. On the back page was an impressive poem from the pen of Richard J. Beamish, managing editor—"The Sentinel"—which is quite the best thing he has ever written. Here it is:

Who gave into your hand that bloody steel  
The self-same steel that ripped the side of Christ,  
When tortured, dying, He forgave His foes,  
Even your brother, he who thrust the spear?

Who garbed you in grim Murder's livery?  
Who lined the deadly rifle to your eye?  
Who shrilled the fife and rolled the boastful drum

While thronging thousands watched you march away?

And, last of all, who set you there alone,  
Grim sentinel upon that blasted hill,  
To look at Europe, blackened by a hate  
That passeth understanding? God, I know

Who did these things! 'Twas I, small, prideful man!

I lusted and I hated and I thought  
My little self all powerful. I fought  
Through you, grim soldier, for the Purple Day

When I, my children and theirs yet might rule

The destinies of this, God's poor foot-stool.

I, Human Nature, gave the word to kill.  
I, Selfish Pride, set you upon that hill.

I, Lust, did thrust that steel into your hand.

I, Ignorance, have ravished all the land.  
I, Hate Triumphant, stand by you and see  
What once your brother saw on Calvary.

Inside was a splendid article by Samuel Williams Meek, general manager of the Press, who was abroad at the time, on "How England Met the Crisis," written with that verve and snap which alone is possible to the trained observer on the field, full of word pictures and sympathetic insight. In a box on the same page was a pastel in prose by W. Baran Lewis, the "youngest city editor in Philadelphia," and one of the cleverest, entitled, "The Zeppelin." A two-page map was another feature, showing the results of the twelve months of fighting. There was a story, "How France Met the Crisis," by Oscar W. Underwood, Jr., of Alabama, who was in Paris last August, and other fitting articles, fiction and cartoons on war subjects. Altogether a very new and animated supplement.

The Ledger's first page feature was "The Mind of England at War," by Henry James, and the German side was represented by two reviews—the "Progress of the War," by Walter Ives, formerly lieutenant in the Prussian 13th Dragoons, and the "Policy of Imperialism and the Problems of Peace" by Edward Goldbeck, also an ex-officer in the Prussian Army. In the same issue Harvey M. Watts contributed an editorial of nearly a column on, "The Mind of Henry James," which was a masterly exploitation of the James style, and has since been the subject of many communications to the editor, both congratulatory and perplexed. One writer says: "Thank you for your one-sentence editorial. Taken with his article in the same number, it is the best cure for the blues that I have seen for some time." Another voices his admiration of the manner in which the editor "out-Jim-jams Henry James," while another is not sure whether the leader is satirical or the result of long-continued study of the works of the expatriate, and announces that the sentence of nearly 900 words—he counted counted 'em—is truly

a work of art that no student of good English should pass idly by, since its like can seldom be found even in the writings of Mr. James himself. Truly, the hot weather, even in Philadelphia, becomes bearable, with such contributions to the gayety of newspaper devotees.

Some weeks ago the Public Ledger started a circulation contest, whereof the winners were taken on special train to the Exposition, in the most approved fashion. There were 50 successful contestants and they are just back in town. They say that they saw everything there was to be seen enroute, in a tour of 24 days, under the chaperonage of A. R. Stanley, star reporter on the Ledger staff, who was given the stunt in recognition of his especially fine work while covering the Billy Sunday campaign, both here and in Paterson. Contestants who did not succeed in winning place in the finals were paid commissions for subscriptions turned in. One of the party was the "Boy Reporter" of the Ledger, Alexander A. Segal, who is only 14 and quite determined to be a newspaper man. He turns in his news stories of happenings around town every little while which are printed just as he writes them. While they have furnished much amusement, there is no doubt that the lad burns with true journalistic fire and will achieve his ambition some day—perhaps (who can tell?) even winning a place among the elect.

Talking about Ledger circulation, there has been much gossip around town regarding the audit of the two Ledgers by the Audit Bureau of Circulation, of Chicago. The first was made by Messrs. Frank L. Clarke and Allen, employees of the Bureau, Mr. Clarke resigning from the Chicago concern at the same time that the audit was forwarded, and accepting a position with the business department of the Morning Ledger. The audit was refused and a new audit ordered. Rumors flew thick and fast, and the result of the second audit, which I am informed will be available in a week or so, is awaited with intense interest. Charles F. Tyler, who is in charge, in the absence of John C. Martin, general business manager, who is in Camden, Maine, refused to speak in detail in the absence of his chief, merely saying that when the figures of the two audits were compared they would speak for themselves, and that they will confute any possible detractors. Mr. Clarke is said to be an exceedingly likable fellow, who has many friends. His connection with the Ledger, however, was very brief, lasting, I am told, just one week.

Col. Elverson, owner of the Inquirer, is off on the cruise of the New York Yacht Club in his palatial vessel, the well-named Allegro. Joseph M. Rogers of the editorial staff, returned last week from a trip to the Exposition and Harry B. Nason, Sunday editor, with his daughter Helen, left with the same objective last Saturday. Harry B. Nason, Jr., has been in Atlantic City. Herbert E. Blackman, secretary to Col. Elverson, will spend two all-too-short-weeks at Point Au Baril, Georgian Bay, in northern Ontario. John Way Atkins, of the staff, had an attack of rheumatism just as he was setting forth on his holiday and spent his two weeks in bed. Paul McGahan, of unflagging vivacity, expects to camp with the K. K. Canoe Club at Belvedere on the upper Delaware. Harold T. MacFarland, City Hall man, is president of the club. There will be 21 couples in the party. Marshall Bainbridge, who handles real estate news, is in Atlantic. James E. Callahan, New Jersey editor, is now minus his appendix and 35 pounds. He was six weeks in the hospital. Warren F. Doane covered the National Guard Encampment at Mount Gretna. G. Von S. Theis, who was in Berlin studying stage management, is again on the Inquirer and is taking an active part in the work of the Stage Society, a newly formed organization, which has taken over the Little theatre.

Hugh J. Harley, political writer on the Press, was married recently to Eleanor Clancy, and the honeymoon was spent camping in Pike County.

CURTIS WAGER-SMITH.

**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  
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NEW YORK TIMES

742 Market Street  
SAN FRANCISCO

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Should include PITTSBURGH and the GAZETTE TIMES Morning and Sunday CHRONICLE TELEGRAPH Evening except Sunday

They are the TWO BIG NEWSPAPERS in a metropolitan district of 1,042,855 people.

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Urban E. Dice, Foreign Advertising Manager, Pittsburgh, Pennsylvania.  
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**THE  
ORANGE  
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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.

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THE LEADER PRINTING CO.  
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**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  
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**THE NEW HAVEN  
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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



## FROM FAR SPOKANE

Vacations Thin Out the Force of Workers on the Various Papers, but the Sheets Go to Press with Unfailing Regularity Just the Same—Various Briefs.

(Special Correspondence.)

SPOKANE, July 31.—Miss Olive Lender, formerly society editor of the Spokesman-Review and later holding a similar position with the Chronicle, has shown the value of newspaper training for other lines of work by stepping into the important position of passenger agent for the O. W. R. & N. Railway in Spokane. Railway officials state that this new and untried field for women requires unusual ability. Miss Lender has been conspicuously successful in her activities since she began to earn her living ten years ago on a big Chicago newspaper.

The demands of the vacation season have thinned out the serried ranks of the Spokesman-Review staff, vacations of various lengths having been granted depending on the number of years each employe has been on the paper. J. F. Young, business manager, F. J. Whaley, treasurer, and Charles Breed, circulation manager, are members of a fishing party in the wilds of northern Idaho, having struck the blazed trail on pack horses at a jumping off place called Avery.

A. O. Loomis, advertising manager of the Spokesman-Review, has just returned from a trip to San Francisco and other coast points, and F. O. Baker, assistant advertising manager, has come back wearing his old-time smile and a brand new coat of tan acquired on a remote trout stream in Montana.

B. F. Lacy, of the advertising staff, is rusticated at Medimont, Idaho. George Dodds, managing editor, is at Seaside, Ore.

Belle Colver, society editor, has just returned from a two weeks' vacation at Chelan Lake.

During the vacation period Howard Brownlee and C. L. Sheely are on the copy desk of the Spokesman-Review.

H. W. C. Jackson, an old-time newspaper man with experience in many cities and formerly mining editor of the Spokesman-Review, has rejoined the staff of this paper after a period spent in actual mining operations in Montana.

Rev. H. Rice, telegraph editor of the Spokesman-Review, has obtained a two weeks' leave of absence in order to arrange Mardi Gras features and other spectacular stunts for the Order of Eagles during its convention in Spokane. Rice is an experienced hand at this work, having distinguished himself for a number of seasons as manager of the National Apple Show in this city.

J. A. Ford, formerly political editor of the Spokesman-Review and now private secretary of Senator Miles Poin-dexter, is spending his vacation in Spokane.

A recent Spokane visitor who made his presence well known was Charles C. Hart, secretary of the National Press Club and Washington correspondent of the Spokesman-Review, of which he was formerly city editor. In interviews given out, the politically wise detected a strong though covert desire to boom the presidential candidacy of Senator Borah of Idaho.

While on his vacation in Seattle, W. W. Hindley, dramatic editor of the Spokesman-Review, prepared a review of D. W. Griffith's photoplay, "The Birth of a Nation," the exhibition of which in Spokane was opposed by the colored and ministerial associations. When the Spokane City council passed upon the question, this review was incorporated in the minutes of this body after it had been read and discussed. The council's decision was in line with the attitude of Mr. Hindley's article and the exhibition of the film was allowed.

R. G. Paullin, formerly of the Spokesman-Review's advertising staff, who gained prominence in Spokane as president of the Ad Club and candidate for city commissioner, has established a bi-weekly newspaper, the Post, at Bakersfield, California.

Fire of unknown origin swept through the plant of the Colfax (Wash.) Gazette, published by Bramwell Brothers, and caused damage of approximately \$1,000.

W. M. Hollenbaek, editor and lessee of the Review Publishing Company, publishing the Pend Oreille review, a weekly newspaper at Sand Point, Idaho, has filed an appeal against the recent action of the county commissioners rescinding the action of the board two months ago in awarding a printing contract to his firm for two years. This spring the Review was awarded the Bonner county printing for two years without the formality of asking for bids. When the political complexion of the board was changed from Republican to Democratic, the printing contract was rescinded on the ground that it had been let surreptitiously, and for two years instead of one, according to custom. The board then ordered a call for bids on the printing, and designated the Northern Idaho News as the official paper of the county.

An excursion to one of the beautiful mountain lakes near Spokane, with all expenses of the trip paid, is one of the popular premiums being offered by the Spokesman-Review for the boys and girls who are securing subscriptions. Sporting goods, fishing tackle, watches and similar items are also on the list of prizes. Every worker is a winner, the awards being given strictly on the basis of the number of subscribers enrolled and not on comparative scores.

RALPH E. DYAR.

## FROM SAN FRANCISCO

News Notes from the Big Fair—Staff Changes, Etc., Etc.

SAN FRANCISCO, July 29.—Things have been unusually lively in San Francisco newspaperdom during the past month, following the International Press Congress, with its varied activities and the big influx of visiting newspaper men. Many big events have taken place at the Exposition, including "Newspaper Men's Day," and the attendance has picked up wonderfully. All doubts have been dispelled as to the success of the Exposition in every way. The total attendance since the opening has reached the 9,000,000 mark and the Exposition management predicts a grand total of double that number before the gates close on December 4.

Theodore Roosevelt, W. J. Bryan and W. H. Taft have visited the Exposition during the past two weeks and have been royally entertained.

With the Liberty Bell resting safely in the Pennsylvania Building and several national conventions taking place every week, San Francisco is certainly in the eye of the world and is receiving the greatest advertisement that any city has ever had.

The second great international Eisteddfod held in this country is in session all this week at the Civic Auditorium. It is attended by many Eisteddfod Clubs from both sides of the Atlantic. Many renowned singers, musicians, bards and speakers from all parts of the world are in attendance.

## Flowers to Be Nationally Advertised

The National Floral Corporation of New York City is planning a national advertising campaign for florists. Its purpose is to select one florist in each city, and by general advertising get orders which will be distributed according to localities. The plan is expected to develop the mail order end of the business.

## German Paper Sprouts in Brussels

The first daily newspaper to be published in Brussels in the German language appeared on August 1. It is financed privately, although it is expected it will be supported officially through the advertising of official announcements.

The C. J. Anderson Special Agency, of Chicago, has just issued a very useful telephone list of Chicago publishers' representatives and general agencies.

**THE** population of New York City is 5,245,812.

The NEW YORK AMERICAN is backed by One-Fourth of this big crowd of people.

The NEW YORK AMERICAN is read by One-Fourth of all readers of New York newspapers.

The NEW YORK AMERICAN readers buy One-Fourth of everything that is bought in New York.

The NEW YORK AMERICAN readers invest One-Fourth of all the money that is invested.

The NEW YORK AMERICAN readers own One-Fourth of all of the money in the banks.

The NEW YORK AMERICAN readers own One-Fourth of all of the real estate.

The NEW YORK AMERICAN readers are One-Fourth of everything in this big community.

Advertisers who do not use space regularly in the NEW YORK AMERICAN miss doing business with a Fourth of New York.

**NEW YORK AMERICAN**  
DAILY AND SUNDAY

MEMBER AUDIT BUREAU OF CIRCULATIONS

## OUR TEXAS LETTER

An Egg-Marketing Association of Importance—Entertainments in Honor of Lieut.-Gov. Hobby and His Bride—Sherman Democrat Has a Birthday—Personals.

(Special Correspondence.)

DALLAS, TEXAS, August 4.—At the regular meeting of the Dallas Ad League at its weekly luncheon, J. E. Surratt spoke of the purpose of the "Daleo Select Eggs" organization, and urged the advertising men to help in the movement. He explained that the farmers and poultry raisers of Dallas had formed an association for marketing their product; that they had adopted a trade mark, "Daleo Select," which was stamped on all eggs of extra select quality offered for market. All members of the association, he explained, were furnished with stamps bearing this trade mark, and extra select quality eggs were stamped, which was equivalent to a guarantee of their quality.

A. G. Chaney read a paper on "Creative Retail Advertising." This was the paper read before the convention of the Associated Ad Clubs of the World at Chicago, and it had made such an impression that the convention voted to have it printed in pamphlet form for distribution.

The Sherman (Texas) Daily Democrat celebrated its 34th anniversary on July 27. The late Mrs. L. S. McPherson, together with her sons, G. O. Hunter, E. C. Hunter and Luke Hunter, established the paper in 1881. Mrs. McPherson was appointed postmistress at Sherman during Grover Cleveland's first administration and never returned to newspaper work. She and her son, Luke Hunter, have since died, and for a number of years E. C. Hunter and G. O. Hunter have been owners and publishers of the Democrat.

W. D. Outlaw, who has been principal of the public schools at Bedia, Texas, has purchased the plant of the Shiro (Texas) Advertiser, and will move the plant to Bedia and establish a paper about August 10. Mr. Outlaw has had considerable experience in the newspaper field.

Jack Glovstad, cartoonist on the San Angelo (Texas) Standard, married Miss Frances Boler of Ballinger, Texas, at the latter place on July 25. They will make their home at San Angelo.

H. A. Adair, a recent graduate of the University of Texas, who has had considerable experience in the newspaper field in various capacities, is preparing to establish two newspapers in Hill County, Texas—one at Brandon and the other at Bynum. Mr. Adair will conduct the two papers co-operatively, covering all events in the county. He is now purchasing machinery and material to equip the two plants.

Col. E. K. Rudolph, one of the best known newspaper men in North Texas, has purchased the Tioga (Texas) Herald. He has already added new equipment and has enlarged the publication.

N. E. Thatcher, recently telegraph editor of the Houston (Texas) Post, has become night editor of the Galveston (Texas) Daily News, succeeding Roy C. Carter who has gone to Dallas to join the editorial staff of the Associated Press there. Mr. Thatcher entered on his new duties on August 1.

Kate Richard O'Hara, editor of the National Rip Saw, was the guest of the Socialist organization at Cleburne, Texas on August 1, and delivered an address in that city on the principles of Socialism.

Walter Smoot, foreman of the press-room of the Lawton (Okla.) News, and Miss Eupha Akers, were married at Lawton on the evening of July 25. They will make their home in Lawton.

Will P. Hobby and his bride were guests of honor of Galveston business men during the Seventh Annual Cotton Carnival at Galveston. Mr. Hobby is lieutenant governor of Texas and is also publisher of the Beaumont Enterprise. A series of entertainments and social functions arranged for the lieutenant

governor and his wife closed with a boat ride on Galveston Bay on the launch of the State Quarantine Service.

The Fort Worth Ad Club, at its regular weekly luncheon at the Metropolitan Hotel, decided to postpone the regular meeting of the club to September 15, when a big open-air meeting will be held. Several directors' meetings will be held between now and that date to make arrangements for a membership campaign and to outline a program of special interest.

Following an address by R. O. McCormick, secretary of the Forth Worth Chamber of Commerce, it was decided to instruct the secretary of the Ad Club to write to all other ad clubs in the state, and to all commercial organizations maintaining advertising committees, asking them to take co-operative action toward stamping out fake advertising schemes. Mr. McCormick told of numerous letters he had received from merchants and others in all parts of the state telling how they had been made victims of fake advertising schemes. Most of the schemes, he said, had been perpetrated by women and had had the indorsements of women's clubs. It was said that fake advertisements had been scarce in Fort Worth since the organization of the Fort Worth Ad Club.

P. D. Rodgers, immigration agent for the Texas & Pacific Railroad was the chief speaker, discussing advertising methods of his road toward securing immigration. Every new settler who can cultivate 160 acres of land along a railroad is considered by the railroad, he said, to be worth \$400 a year to the company in freight revenues on the goods he will ship in or ship out. During the year, he said, the Texas and Pacific had placed nearly 1,500 families along its lines, who brought into the state 748 immigrant outfits and had built 807 new homes on farming lands.

### EIGHTY MEN OWN FREE PRESS

No Longer the Personal Property of One Man

A great change has taken place in the Milwaukee (Wis.) Free Press. The paper was launched in 1901 to advance the political interests of Robert M. La Follette, then governor of Wisconsin. Its principal backer is understood to have been Isaac Stephenson, a millionaire lumber man and capitalist of Marinette, Wis. After many vicissitudes—and losing, it is said, \$700,000—the company wound up its affairs on July 29.

On the same day the Free Press published this announcement prominently on the first page:

"The Free Press of today is radically different in its control from the old Free Press. Then it was dominated by one man. Now it is owned by eighty representative citizens—men who place Milwaukee's welfare ahead of financial gain.

"To dig out—not to whitewash—to try to improve conditions, to criticize constructively, to render real service, to keep faith with its readers by printing all the news—to be just and independent—to render a service to this community—that is the policy of the Free Press of today."

### Newspaper Men at the Fair

Among the editorial representatives who recently signed the register in the Press Building at the Panama-Pacific Exposition, San Francisco, are the following: Floyd Gillon's Tribune, Chicago; F. A. Ballantyne, Daily News, Chicago; H. T. Williams, Sportsmen's Review, Cincinnati; N. J. Weeks, Creamery & Milk Plant Monthly, Chicago; Arthur W. Crawford, Herald, Chicago; E. O. Phillips, Tribune, Chicago; Bruce C. Hopper, Star-Bulletin, Honolulu; Blanche McBride, Times, Denver; J. J. Bleadon, Produce News, Chicago; J. C. Le Beuf, La Presse, Montreal; D. T. Crabtree, News, Chattanooga, Tenn.; J. A. Mathews, Oklahoman, Oklahoma City, Okla.; J. O. Samami, Stone, New York; Louis B. Raycroft, Boston Press

Club, Boston; F. E. Allardt, Theatre Magazine, New York; I. B. Winn, Albany Democrat, Albany, Ore.; H. W. Johns, Sydney Daily Telegraph, Sydney, Australia; M. Bunge, Turnzeitung, Milwaukee; A. J. Parker, Morning Star, Wilmington, N. C.; Adolph Anderson, Herald-Republican, Salt Lake City.

### PULP CONDITIONS IN SWEDEN

Activity Somewhat Abated, and Prices Slightly Lower.

In a report on the Swedish woodpulp market credited to Kommerciella Meddelanden by Commerce Reports, and under date of Stockholm, May 15, it is noted that the activity that prevailed during March and April has somewhat abated, and the sales rather small. Quotations are unchanged, but owing to the exchange rates for the pound sterling and the franc the net amount in Swedish money is somewhat smaller. Thus moist pulp is quoted at \$9.92 to \$10.18 per metric ton (2,204.6 pounds), f. o. b. west coast, and at \$9.11 to \$9.65, f. o. b. the Gulf of Bothnia, while dry pulp is quoted at \$22.78 to \$23.32, f. o. b. west coast, and \$21.44 to \$21.98, f. o. b. the Gulf of Bothnia, including in each case the usual agent's commission.

The question of tonnage appears to be claiming the attention of the manufacturers of both mechanical and chemical pulp. Norwegian shipowners are unwilling to send their ships into the Baltic Sea, and the sawmills in Norrland are pressed to dispose of their stocks as soon as possible. For moist pulp the conditions are much more unfavorable, as it can hardly be kept in storage for any length of time during the summer without damage.

As far as chemical pulp is concerned, both sulphite and sulphate, it may be said that the demand from all the European countries is fairly good. England is a steady buyer of sulphite pulp for prompt delivery, as the stocks that were stored in English ports at the beginning of the year have been exhausted. According to the daily press, there is a dearth of all kinds of pulp in France, and the prices paid for such consignments, as the manufacturers succeed in sending to France are unusually good. Italy, which now finds its imports from Austria stopped, is likewise in great need of pulp. The Netherlands, too, where the paper industry seems to be working under high pressure, has been, and is, a steady buyer of pulp in quantities much larger than last year.

Prices of both sulphite and sulphate pulp are firm and unchanged, but the lack of tonnage prevents large sales, although the demand and the needs are large.

The woodpulp mills will have to contend with a shortage of coal, since most of Sweden's supply came from Great Britain. The winter stocks of the Norland factories are nearly exhausted, and new purchases of coal were to be negotiated when the British embargo on exports was declared.

### Pretty Tough, Indeed!

Thanks to that "Invisible Government" which rules newspapers, as well as states, there appeared on this page yesterday, in an article entitled "By Train to Fez," the following errors: Taza was translated as "Torza," Kairuan as "Kaernain," and the familiar French term for North Africa, Africa Minor, was "corrected" to "Asia Minor." This last, by placing Morocco in Asia, achieved a geographical change beyond the possibilities of war itself.—Editor in N. Y. Tribune, Aug. 4.

### New York Times Coast Representative

R. J. Bidwell, 742 Market street, San Francisco, Cal., has been appointed Pacific Coast representative of the New York Times. The Bidwell Company represents a strong list of newspapers including the Los Angeles Times, Chicago Tribune, Kansas City Star and Rocky Mountain News (Denver).

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

refuses to accept advertising that does not hold out honest value to the reader. We include in this generalization, beer, whiskey, cigarette and patent medicine. Also DISHONEST MERCHANDISE, no matter by whom it is offered for sale.

Foreign Advertising Representatives  
G. 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





## “Let There Be Light!”

**A**MONG the myriad notes of National interest struck by the Allied Advertising Clubs at the Chicago Convention, one seems to sound most clearly. If the Convention developed nothing else, it did produce proof positive that advertising organizations need and are seeking enlightenment regarding the real mission of Premium Advertising and the place it holds in modern merchandising practice.

President Woodhead sounded the keynote of this cry for light when he said: “There are a whole lot of advertising men who want to know just what relation the Premium Business has to the Advertising Business. I, for one, believe that it has very close application to the Advertising Business. Whether it is advertising or not is not material to me, but I do believe that it has a real Advertising Service; just as much as an intelligent advertisement, or as a beautiful cut, or anything else that makes advertising more beneficial. I believe that you are essentially a part of the advertising service.”

Many who attended the conference of the National Premium Advertising Association at the convention may have been surprised at the figures given by the President of The Sperry & Hutchinson Company and Hamilton Corporation. Illustrating the measure of the service offered by these companies, Mr. Caldwell said: “After fifteen years, from 1900 to the present, The Sperry & Hutchinson Company issued 21,691,757,424 tokens or stamps, and redeemed 18,089,451,158, or 84%, and it must be understood that the remaining 16 per cent constitutes a continuing liability against the company.”

“In 1914, our percentage of redemptions was over 90%. In the past month, they were over 93%. With these redemptions now 93%, we still face every probability that a still greater number will eventually be redeemed. What other method of advertising, today, can show an efficiency as high as ours?”

Undeniably the most biased among us must admit that these figures represent a service faithfully rendered to a following so tremendous as to demand a serious and courteous recognition from everyone who has the best interests of the great science of advertising and sales promotion honestly at heart.

*Read the new National Monthly—“The Sperry Magazine”—Watch for the August Number!*

**The Sperry & Hutchinson Co.  
The Hamilton Corporation**

GEO. B. CALDWELL, President

2 West 45th Street

NEW YORK CITY

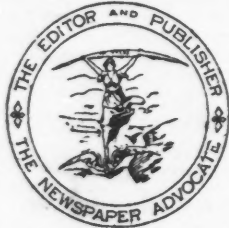
**BRANCHES EVERYWHERE IN THE UNITED STATES**

# 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, Beckman 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. Lefler, 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 adver-  
tising rates.

New York, Saturday, August 7, 1915

## A WAR OF PROSPERITY

Full of encouragement for newspaper publishers—  
as for all business men—are the signs of the times.  
One has no need to undertake to cover the complete  
industrial field in order to see how true this is.  
Abundant proof is furnished by facts taken almost  
at random.

Take customs figures, if you like. Our thirteen  
leading customs districts for the week ending July 31  
report a trade balance of \$23,975,871, which is \$1,000,-  
000 greater than the trade balance of the preceding  
week. Cotton exported for the week amounted to  
69,539 bales, making the total since August 1, 1914,  
approximately 8,510,567 bales. A feature is the large  
quantity of exports through the ports of Chicago,  
Buffalo and Detroit, indicating that great quantities  
of war munitions are being shipped into Canada for  
transportation to Europe. The exports of these three  
ports totaled for the week \$4,106,197.

Now consider foodstuffs. Great Britain and her  
allies in the European war purchased from the United  
States \$750,000,000 in food supplies during the fiscal  
year ended with June 30, 1915. The exportations of  
food products were the heaviest in any fiscal year in  
America's history. They constituted one-fourth of the  
grand total of exports and were 350 per cent., or  
\$468,800,000, larger than the foodstuffs exports dur-  
ing the previous fiscal year. Of the food articles,  
wheat leads with a value of \$332,868,498. The value  
of the exportation of food supplies, which includes  
breadstuffs, meat and dairy products and food animals,  
is placed at \$759,375,842 for the 1915 fiscal year,  
against \$290,573,323 or the previous fiscal year. In-  
cidentally, food products supplanted cotton as the  
leading item of American exports. Breadstuffs ex-  
ported this June were valued at \$28,822,676, against  
\$12,672,734 for June of 1914.

Next take a look at railroad earnings. The improve-  
ment here is the most encouraging development of the  
moment to the holders of American investment secu-  
rities. Traffic receipts in June on such roads as  
the Atchison, the Erie, the Baltimore & Ohio, the  
New York Central, the Pennsylvania, the Southern  
Pacific, and the Union Pacific, all representa-  
tives of traffic from widely diversified indus-  
tries, show substantial gains over June of  
the preceding year and, according to present indi-  
cations, July reports will be even better, with progres-  
sive expansion in the rest of 1915. Big earnings for

the railroads are going to be made by the iron, steel,  
coke and coal companies, by the promised large har-  
vests and by the general improvement now developing  
in the country's industrial activities. And in turn the  
railroads are going to increase the earnings of the  
equipment companies, which have been through a long  
period of lean income.

Coming down, now, to the newspaper publishing  
business itself, we commend to our readers' attention  
the striking collection of authorized statements, on  
another page of this issue of THE EDITOR AND PUB-  
LISHER, headed, "Advertising Gaining." Such men as  
Thomson, Wiley, Gunnison, Waldo, Wardman and  
Lewis come as near to knowing what conditions are  
and are likely to be, in the newspaper business of this  
country, as any six men who could be selected. Read  
what they say. Note the strength of the statements  
as to the present and the full-throated voice of opti-  
mism as to the Fall. There is inspiration in all  
of it.

## BEAM AND MOTE

We have received the following letter:

"Have just finished reading your excellent publica-  
tion and am prompted by an item I saw therein to  
send you the enclosed offering of a modest grafter  
of free publicity. If ever I get into a position to do  
so, I will gladly sign my name to a protest against  
such stuff as this. Sorry that for the present, at  
least, I must use that trite signature,

"A SUBSCRIBER."

We have just one remark to make about this, and  
that is that the fellow who hides behind an anony-  
mous signature, in an endeavor to "get after" some-  
body whom he doesn't like, is many degrees worse  
than the "modest grafter" whom he wishes us to  
pillory.

The "modest grafter" in question writes on his own  
letter-head and signs his name. He asks free pub-  
licity for certain matter that he encloses. It is for  
the recipient to "take it or leave it." Of course he  
ought to "leave" it, for it is advertising pure and  
simple, and should appear as paid matter and no-  
where else. But at least the "modest grafter" is  
frank and plain about it.

"A Subscriber," should think again.

## LETTING THE COUNTRY CATCH UP

An excellent point is made by the Times when it  
directs attention to the fact that the recovery in  
business in this country in the last twelve months  
has been due almost entirely to the receipt of orders  
from abroad. A year ago business was almost  
paralyzed, with a record number of unemployed at  
the principal industrial centres. For that reason  
some persons fear that the end of the war will bring  
a reaction, which will find plants which have been  
enlarging their capacity to handle munitions busi-  
ness unable to continue, even at a normal rate. This  
would obviously be the case if the close of the strug-  
gle were to put the United States back where it stood  
on the first of August, 1914, but most corporation  
executives are confident that when the war orders are  
all filled, the domestic consumption will have reached  
a point that will necessitate keeping the plants in  
full operation.

Ralph Pulitzer, one of the owners of the New York  
World, sent to his paper on Tuesday a long and highly  
interesting cable dispatch, dated "Field Headquarters  
of the French Army." As a narrative of personal  
experiences at the front it possessed all the charm  
of intense "human interest," expressed in clear-cut,  
forceful English.

Some newspaper advertising departments are very  
careless about their "lists." A man we know, who  
used to carry on an advertising agency, but has been  
out of business for fully ten years, still gets rate  
cards and all sorts of "follow up" matter nearly every  
day—and not from "little fellows," but from some of  
the biggest papers in the country.

## ALONG THE ROW BY JACKSON

AS SHERMAN SAID—

The hardships of war are not confined to corre-  
spondents on the European battlefields. Some of our  
home correspondents have also had to suffer. Now  
take the case of John Mahoney, war expert of the  
Brooklyn Citizen, sent to report the conflicts of the  
Brooklyn Regiments with each other at Camp Whit-  
man during the past week. The first night in camp  
John, because of lack of room, had to sleep in a big  
supply tent where flies and mosquitoes tangoed all  
night around sugar barrels. The second night he  
slept on picks and shovels, with no blanket. The  
third night he was promised a cot, but didn't get it,  
and was assigned to a "room" full of oats and hay.  
During the night a stray mule entered the "room"  
and began nibbling on John's ear in order to get at  
a bag of oats John was using for a pillow. John  
arose suddenly, startled at first by the vision of the  
long ears, but recovering himself, smote the mule and  
drove it forth into the night. When daylight came  
John made complaint to a high officer. "Necessities  
of war," said the officer. "Sorry but bear it like a  
patriot," and John did, with a piece of court plaster  
on his starboard ear.

## NEW ORGANIZATION.

There is some talk of city editors forming a union.  
If they do the reporters, as usual, will be the walking  
delegates.

## SHOULD PROVE SOOTHING.

It must be soothing to the editor of The Commoner  
to rest peacefully at home and read the kind words  
about himself in the N. Y. Staats Zeitung. German  
praise should compensate him somewhat for being  
in Dutch.

## ANOTHER CHANCE.

Here's another chance for war correspondents.  
Hayti, which is only a short distance from the Row,  
is now having its regular semi-annual revolution.  
Two armies, composed of about 75 men apiece, are  
now hiding from each other and killing Presidents as  
fast as they can be elected by sniping them when-  
ever they go outdoors. The aroma of Hayti is not  
particularly delightful at this season of the year, but  
newspapermen can stand anything. There ought to  
be some good stories in Hayti. Any land that can  
have two Presidents a week should furnish lots of  
excitement, to say nothing of the foot races to see  
which party can rob the custom house first.

## NEW MAGAZINE.

New York has a new magazine called National De-  
fence. Its object and mission in life is to have the  
country prepared to take care of itself, and to teach  
parents to sing, "I Did Not Raise My Boy to Be a  
Sissy."

## OFF TO THE FRONT

Stanley Wallace has left the Brooklyn Eagle to go  
to the war zone as a correspondent for a British  
news syndicate. It is said that he has been assigned  
to duty at the Dardanelles, which is almost as un-  
healthy a place at present as is the Gowanus Canal

## FROM THE SKINNERSVILLE SIGNAL.

The heavy hand of the war is at last being felt  
in this peaceful town. The supply of imported beer  
is exhausted, and Vincenzo Marrio, the champion well  
digger and excavator of this county, has gone home  
to fight for Italy. In addition to the above calamities  
the local Saengerbund has postponed its annual  
picnic until after the German army has entered Paris,  
and consequently has cancelled its contract for poster  
and ticket printing. We expect that our baby grand-  
son will have white whiskers when this order is re-  
newed. But we shall survive and flourish. Note new  
ads of the Pay-as-You-Enter Boarding House, Kelly  
the Undertaker, and the Gem Moving Picture Theatre,  
which is presenting Ten Nights in a Barroom in six  
reels.

TOM W. JACKSON.



## PERSONALS

Russell Whitman, general manager of the Audit Circulation Bureau, Chicago, was due in Toronto this week, to negotiate with some of the Toronto publishers.

Dr. David Salmon Skinner, who recently presented to the Brooklyn Press Club an interesting collection of old theatre programmes, has been made an honorary member of the club.

J. M. Reece, editor and owner of the Greensboro (N. C.) Record, is desperately ill at his home. He has been confined to the house for six weeks and is not expected to recover.

John Nevin, of the United Press, has been engaged by the International News Service to take charge of its Washington (D. C.) Bureau.

C. S. Jackson, publisher of the Portland (Ore.) Journal, is back at his desk after an extended eastern trip. He is enthusiastic over the scenic beauties of the route.

B. F. Schermerroen, well known in the advertising field at San Antonio, Tex., has acquired the business of Edward Wolff taking over his staff and will hereafter conduct it himself.

Will Hope, an Australian cartoonist, who recently arrived in New York, has been engaged by the Globe. He is drawing sporting cartoons at present, and has already made a hit with the Globe readers. He has an original, forceful style that places his work in a class of its own.

Percy G. McDonnell, managing editor of the Cablenews American, of Manila, left San Francisco for Manila a few days ago on the steamer Chiyo Maru. With him was his wife. They had been in Europe with the Philippine Red Cross contingent.

C. T. Pearce, formerly business manager of the Toronto News, has associated himself with A. McKim, Ltd., advertising agents, Montreal and Toronto. He becomes manager of the Toronto office in succession to C. B. Somerset, who has gone to Montreal as second vice-president of the McKim organization.

W. L. Shafer, formerly in newspaper work in Pittsburgh, Pa., and Roanoke, Va., for several years secretary of the Roanoke Chamber of Commerce and for the past two years doing special advertising work at Roanoke, has been elected secretary of the Chamber of Commerce of Bluefield, W. Va., which organization also includes the Pocahontas coal fields. Mr. Shafer succeeds C. T. Boykin, who resigned to accept service as a member of the staff of Town Development.

A. N. Barney, formerly associated with the advertising staff of the New York Times, is now with Harper's Bazaar.

C. J. Zaiser has just become business manager of the Milwaukee Free Press, succeeding H. R. Robinson. He was formerly business manager of the Houston Telegram. At one time he published the Citrus Fruit Grower, a trade magazine.

William R. Shannon has resumed work as Southwestern manager of the American Exporter, New York. He was previously connected with the Exporter for three years.

Edgar W. Jordan, of Chicago and Milwaukee, has joined the staff of Harvey Blodgett Company, specialists in financial advertising, St. Paul.

J. F. Gilmore, formerly connected with Horseless Age, now represents Motor West, of California, in Detroit.

W. C. Sutton has joined the Saturday Night Press of Detroit.

Louis Charles Rosenberg, at one time managing editor of Fashionable Women, has joined the Sterling Advertising Service of New York.

C. A. Livingston, formerly with Arts & Decorations, is now connected with the advertising department of Harper's Bazaar.

H. L. Hamilton, lately advertising manager of the Consolidated Gas, Electric Light and Power Co., of Baltimore, is now advertising manager of the Fair-

banks Company, with headquarters in New York City.

S. H. Ankerny, at one time publicity manager of the Greater Dayton Association, has been appointed advertising manager of the cycle department of the Davis Sewing Machine Co., of Dayton, Ohio.

Edwin M. Wilson, editor and publisher of the Daily Times at Tupelo, Miss., who disappeared from his home in Tupelo Monday evening, July 19, had not been heard of since.

W. W. Brown, managing editor of the Daily News, of Cumberland, Md., has returned to that city at the completion of a trip to the Panama Exposition at San Francisco, thence on the SS. "Finland" through the Panama Canal to New York City, the jaunt extending over six weeks.

George M. Roberts, secretary of former Congressman Horace W. Vaughan and one-time editor at Mt. Pleasant, Texas, has been named superintendent of playgrounds and bathing beaches at the national capital, at a salary of \$2,500 a year.

Sapper William J. Campbell, one of the Hamilton (Ont.) Times reporters who enlisted for Overseas service the moment the first call came, and who, as a member of the Canadian Engineers, went to the war with the first Canadian contingent, arrived back in Hamilton recently. He fought and was wounded at Ypres, and was also twice gassed, after which he was invalided to England, and has been in the hospital there.

Harold E. Somerville, for the past year and a half night editor of the Burlington Free Press, has gone to New Bedford, Mass., where he will take a position on the Evening Standard.

Frank Dougherty, an Associated Press telegraph operator attached to the Buffalo Times, was injured when the automobile in which he was riding turned turtle at Eggersville, N. Y., on July 30. The automobile was wrecked.

Miss Helen Herr, society editor of the South Bend (Ind.) Tribune, was taken to Epworth Hospital on July 28 for an operation. During her absence Miss Ruth Goevey will be in charge of the society department of the Tribune.

Mrs. Kate Masterson, the newspaper writer and author, who was sent to Bellevue Hospital, New York City, for examination as to her sanity, was on July 30 committed to Bloomingdale Asylum for treatment.

Edward H. Crosby, editorial writer of the Boston Post, accompanied by Mrs. Crosby, has been making a tour of California.

E. J. Lyman, business manager and part owner of the Anniston (Ala.) Hot Blast and News, has been visiting relatives in Tennessee.

Thomas Buckley, a member of the staff of the Atlanta (Ga.) Journal, has been visiting friends in Wilmington, Del., after covering the Leo Frank case.

Russell Gore, of the Chicago Daily News, is the author of the short story, "The Heritage of Curiosity," appearing in the August issue of the Green Book Magazine. The illustrations are by Kyohai Inukai, the Japanese artist.

Returning from Ossining, where he was one of the witnesses of the execution of Charles Becker, Charles H. Willoughby, editor of the Pittsfield (Mass.) Daily Eagle, was badly injured on July 30 at Wappingers Falls, seven miles north of Beacon, N. Y., when the auto in which he was riding crashed into the side of a runabout. Both cars were overturned and the four occupants were buried beneath. Willoughby was the worst hurt. Several bones were fractured and he has suffered a nervous collapse. Both cars were speeding and came together at a crossroad.

Edward Fitzpatrick, one of the most widely known newspaper men in Louisville, was stricken with apoplexy at noon on July 26 as he sat down to lunch at his home in New Albany. Dr. Easley was summoned, and after working over Fitzpatrick for a time, revived him. It is believed that he will recover. Fitzpatrick has been in ill-health for some time.

## WASHINGTON PERSONALS

W. F. Keohan, chief of the New York Tribune bureau, spent the week end at Belmar, N. J. In his absence Carter Field held down his desk.

J. E. Murphy, managing editor of the Washington Times, is enjoying his vacation by playing golf on Long Island.

W. D. Metcalf, who for several years was a member of the Washington bureau of the Baltimore Sun, and is now political writer on the Sioux City Tribune, is spending part of his vacation in Washington.

William J. Wheatly of the Washington Star is at Colouial Beach for his vacation.

Wingrove Bathon of the Star is at Atlantic City.

Flemming Newbold, business manager of the Star, is visiting in New York State.

Beale Howard, secretary of the Washington Star, is at Magnolia, Mass., for a short vacation.

Max Kauffmann, of the Washington Star, is with his father at Camp Percy, New Hampshire.

Frank B. Lord, correspondent of Norman E. Mack's National Democratic Monthly and president of the National Press Club, is spending a few days in New York.

Frank Morse, formerly dramatic editor of the Washington Post, and now with Henry E. Miller, theatrical producer, has returned from a visit to his mother in Florida, and will shortly leave as advance agent of one of Mr. Miller's productions.

John B. Smallwood, city editor of the Washington Star, is visiting his parents in Buffalo, N. Y. Daniel O'Connell is acting as city editor in his place.

David Lawrence, of the Associated Press, is spending his vacation in Buffalo, N. Y.

I. A. Fleming, veteran financial writer of the Star, has just returned from a month's vacation in Chicago and Michigan, where he visited newspaper friends. He also visited his brother at Lake Geneva, Wisconsin.

Samuel G. Blythe, of the Saturday Evening Post, who toured Europe in the interest of his paper, has returned to his home in this city.

Rudolph Kauffmann, managing editor of the Washington Star, is spending his vacation at his summer home in New Hampshire.

Mrs. N. O. Messeuger, wife of the popular chief of the Capitol staff of the Washington Star, is seriously ill.

Frank I. Whitehead, of the Washington Post, is spending several weeks' vacation on Long Island with his wife and daughter.

Ralph Graves, dramatic editor of the Washington Post, and acting chairman of the special Ladies' Night Committee, has arranged as a special feature of the next Ladies' Night entertainment a moving picture of many active members of the National Press Club, all of whom are newspaper men. The next Ladies' Night will be Thursday, August 12.

Mrs. Emery, mother of Fred A. Emery, of the Associated Press, died in this city recently.

## CHICAGO PERSONALS

Harry Parker of the Tribune, who was recently released from a hospital after an operation, has gone to his father's farm in Minnesota to recuperate.

Robert J. Casey of the Journal is spending two weeks with a camping outfit in the Black Hills of North Dakota.

Joseph G. Davis covered the golf tournament in Cleveland for the Tribune last week.

Jack Lait, who has been managing "Help Wanted," a play of his authorship, has joined the local staff of the Herald.

The Herald men claim their office to have been the most attractive place in town during the week of the Eastland story. Witness these by-line stars: Blanche Van Buren, Katherine Synon, Gretchen Krohn, Mary Synon and Bessie Rowland James.

Leon Stolz of the Tribune is on a vacation at Kennebunkport, Me.

The Rev. W. B. Norton, chaplain of the Press Club and religious editor of the

Tribune, is visiting in New York State. Mrs. Norton accompanies him.

Joseph Medill Patterson of the Tribune Company has gone to London.

L. W. Meridith, political man for the Post, is the father of a baby boy, born July 25.

Mrs. Frank M. Smith, wife of a copy-reader on the Tribune, chased a burglar from the Smith residence Sunday night, but not until he had bundled up apparel belonging to Mr. Smith worth \$40, which he took with him.

## OBITUARY NOTES

JOSEPH B. TAYLOR, a correspondent of the Times-Press of Middletown, N. Y., died on July 27, at the residence of his father in Marlboro, N. Y.

R. SETH MCCALLEN, a Socialist and newspaperman, widely known as "Col Dick Maple" died on July 24, at his home in Nashville, Tenn. aged 54. He was for many years the editor of the St. Louis Ripsaw.

EUGENE J. BERKO, vice-president and secretary of the American Hungarian Publishing Co., and an editor of the Amerika Magyar Napsava, died at his home in Audubon avenue, New York City, on July 26, in his fifty-fourth year.

SIR JAMES AUGUSTUS HENRY MURRAY, editor of the Oxford English Dictionary and author of many books on historical subjects is dead at London, Eng., aged 78 years. He was a member of learned societies in England, France, Germany, Holland, Belgium and the United States.

LOUIS F. WAGNER, a reporter of the Wilmington Morning News was instantly killed by a stroke of lightning at the annual encampment of the organized militia of Delaware near Newcastle on July 31, aged 31. Wagner who was a member of Company C. of Wilmington had taken shelter in a tent with three other soldiers to escape the rain.

DR. WILLIAM A. CROFFUT, editor and traveler, died at his home at Washington, D. C., on July 31, after a long illness, aged 80 years. He was field correspondent for the New York Tribune during the Civil War and thereafter he was employed by The Rochester Democrat, The St. Paul Times, The Minneapolis Tribune, The Chicago Evening Post, and The Graphic, Tribune, and World of New York. In the first Cleveland administration he was editor of The Washington Post.

LEWIS W. BREWSTER, a veteran printer and editor of New Hampshire, died suddenly at the Wentworth Home in Portsmouth, July 24, aged 85. He began his newspaper career as a printer and at the death of his father, who was editor of the then Portsmouth Journal, succeeded him as editor, in which position he remained until the Journal joined its publication with that of the New Hampshire Gazette. Recently he has been contributing articles on "The Good Old Times" to the Portsmouth Herald.

GEORGE MORROW, one of the oldest newspapermen of Baltimore is dead at his home there. For thirty-three years he was one of the editors of the Baltimore Sun.

COL. J. LINDSAY JOHNSON, editor of the Rome (Ga.) Tribune Herald is dead in the Philippines according to cable dispatches received last week, from Manila. He was 61 years old. Col. Johnson practised law in Georgia for a number of years, and subsequently became a newspaper man. He went to the Philippines a year ago to become assistant director of the census for the Philippine Islands.

## Good Newspaper Man, Good Citizen

The trustees of the Brooklyn Eagle, at a meeting on Monday, unanimously adopted an expression of regret on the death of St. Clair McKelway. The essence of this tribute is to be found in these two sentences:

"As an editorial writer, he created for himself a commanding position, and as a public speaker he was not less fortunate, having few equals. The high esteem in which he was held by his associates, who pay this tribute to his long and valuable service, was shared by the community at large."

It's all there!

## MOVIES FOR PAPERS NOW

The Journal and the Evening Post Install Equipments, Following the Lead of the New Orleans Item—Chicago Surface Lines' Novel Ad—Other News Items. (Special Correspondence.)

CHICAGO, August 3.—Two more Chicago newspapers—the Daily Journal and the Evening Post—have gone into the movies. Both newspapers have added complete motion picture outfits to their office equipment and will cover with cinema camera man all important local stories which lend themselves to pictorialization. Each week the films will be released in local theaters and syndicated throughout the United States. The Journal has made arrangements with the Pathe Freres film corporation and the Post with the World Film corporation for this purpose. The Tribune embarked in a similar enterprise several weeks ago and its "Tribune Animated Weekly" has been unprecedentedly successful.

The idea of a motion picture department for daily newspapers, while just now coming into its own, is not a new one. Three years ago, when the film industry was just beginning to feel conscious of its future, the New Orleans Item, with its "Item Animated Weekly," established the first enterprise on record. James E. Crown, now city editor of the Item, is credited with originating the idea. Mardi Gras views were the first pictures taken. The Item endeavored to syndicate its pictures with the co-operation of other Southern newspapers, but they regarded the innovation with suspicion and declined to participate. Some openly ridiculed it. The Item continued its weekly alone, however; and its popularity, being noticed elsewhere, resulted in a spread of the idea.

The Tribune's moving picture department scored a remarkable motion picture beat of the Eastland disaster. With camera men on the scene when the boat cap-

sized, some remarkable pictures were taken. The Tribune offered the proceeds of their exhibition in Chicago to the Eastland sufferers' fund, but Mayor Thompson would not issue a permit for the exhibition of the films locally.

The Eastland story has resulted in bringing a former newspaper man, who considered himself retired for good, back into active work. The Journal announces the acquisition of Paul Crissey to its staff as financial editor. Mr. Crissey retires as assistant advertising manager of the Standard Oil Company. When news of the Eastland disaster spread, Crissey closed his desk in the Standard Oil offices and bolted down to the river on the story. The thrill of the old days was on him. It was a propitious time for the Journal to make its offer.

The Chicago Surface Lines have inaugurated a novel advertising campaign in local papers. The ads are addressed to Chicago's summer visitors and tell the city's places of interest and how to reach them on the trolleys.

## CLUBS AND PRESS ASSOCIATIONS

The Wilkes-Barre Press Club gave a reception on July 27 to Senator Boise Penrose, senior senator from Pennsylvania. Nearly two hundred members and guests were present for the "Night in Bohemia." Besides Senator Penrose the other guests were Burr Melutosh, lecturer, actor and publisher; Henry F. Walton, former speaker of the House at Harrisburg; David Pritchard, of Scranton, head of the United Sportsmen; Eugene B. Saenger, of New York City, one of the leading motion picture directors of the country, and others.

Major H. W. Patton, editor of the Hoquiam Washingtonian, was elected president of the Washington State Press Association in session at the county court house July 24. W. Jessup, of the Bremerton Searchlight, was chosen first vice-president; J. C. Kaynor, Ellensburg, second vice-president; Louis Jacobin, Concrete, secretary; Calvin Goss, of the North Bend Post, treasurer; Fred Ornes, Mount Vernon Argus, historian; Scott Bone, Seattle P.-I., orator.

Romulo S. Naon, ambassador from Argentina, will be the guest of honor at the annual banquet of the Indiana members of the Associated Press on the night of September 29. He will make the principal address at the banquet. The banquet this year will likely eclipse all previous affairs. Besides the Ambassador, Vice-President Marshal, Senator Shively and Kern, Gov. Ralston and former Vice-President Fairbanks are expected to attend. Besides these representatives men from all over Indiana will be guests of the editors.

A "Newspaper Week," when every publisher in Minnesota will get out a booster edition devoted to praises of the Gopher State, is planned by the Minnesota Editorial Association. The week of October 10 has been chosen. The plan is expected to give nation wide publicity to this State.

Members of the Connecticut Editors

Association were the guests of the Milford Business Men's Association on July 24. The afternoon was given up to sight seeing and informal reunions and in the evening dinner was served at the Pembroke Hotel at Woodmont.

The versatile members of the Denver Press Club are planning to utilize their energies in a new direction. Just by way of showing the number of different things which they understand they have made all plans for presenting a ladies' minstrel and vaudeville show in September. A score of Denver amateur and professional theatrical stars have already accepted an invitation from the Press Club to participate, and will rehearse daily until the show is presented on the night of September 12. The entertainment is under the general direction of a committee of Press Club members, which includes Col. Gideon B. McFall, chairman; Charles MacA. Wilcox, Charles Orpin, Robert Courtney, Harry Burhans, George Lewis and Russell Chellgard.

The annual "gabfest" of the Scranton and Allentown newswriters will be held Saturday at Allentown. On August 7 the Allentown scribes will be in Scranton playing a return engagement. About twenty-five newswriters and special guests will make the trip aboard a special car on the Jersey Central railroad, leaving Scranton Saturday shortly before 1 o'clock.

The Society of German Newspaper Publishers organized at Albany June 10 had a meeting in Utica, N. Y., July 24. The following officers were elected: President, Alexander C. Oberlaender, Syracuse Union; vice-president, Oswald E. Heck, Schenectady Herald; secretary and treasurer, Otto Poepele, Utica, Deutsche Zeitung; executive committee, Robert A. Patschke, Troy Freie Presse; G. Conrad Wartmann, Mohawk Valley Post, Schenectady; Dr. George W. W. Papen, Albany Herald; John Diehl, German Journal, Schenectady. A constitution was adopted.

## Erie (Pa.) Newspaper Offices Flooded

There was a big loss of life and property in a cloudburst at Erie, Pa., last Tuesday night.

Among the first plants to be put out of commission was the Erie County Electric Company, which supplied the city with light. Then The Erie Dispatch, a morning newspaper, whose building adjoins the electric light plant, was flooded, and all idea of getting out a morning paper was abandoned until midnight, when the staff moved to the plant of The Erie Times.

Meantime, the first bulletin of the flood was sent to the outside world by the Associated Press operator, who waded in water up to his armpits to the Western Union Telegraph office, a distance of five blocks, and there sent out the story of the flood.

All telephone wires were put out of commission by the flooding of conduits, and it was several hours before crippled telegraph communication could be partly restored.

## NEXT WEEK'S BIG FEATURE

In many respects the Constitutional Convention, now in session at Albany, is the most important gathering that has assembled in this state for a very long time.

To amend the Constitution of any state is no light thing—certainly not when that state is the state of New York.

Several newspaper men of prominence are members of the convention—Hon. William Barnes, Albany Evening Journal; Hon. William Berri, Brooklyn Standard-Union; Hon. Andrew McLean, Brooklyn Citizen; Hon. James L. Nixon, Buffalo Commercial; Hon. Edward N. Smith, Watertown Standard; Hon. Charles H. Betts, Lyons Republican; Hon. Peter Donovan, North Side News, Bronx, New York City.

Next week's EDITOR AND PUBLISHER will give prominence to an account of the work done by these newspaper men in shaping the acts of the convention, and there will also be a portrait of each of them—in order that our readers may, as it were, look them in the face.

**SPECIFY  
CLINE-WESTINGHOUSE**

**Motor and Control  
Equipments**

**FOR WEB PRESSES**

**SPECIAL MOTOR DRIVES FOR  
STEREOTYPE MACHINES**

**LINOTYPE MOTOR DRIVES**

**CLINE ELECTRIC MFG. CO.**

Fisher Bldg., Chicago

**Successful**

Men in every walk of life are all familiar with

**Romeike's Press Clippings**

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

**Romeike Clippings**

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

**HENRY ROMEIKE, INC.,**  
106-110 Seventh Ave., New York City.

**Canadian Press Clippings**

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

**The Dominion Press  
Clipping Agency**

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

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

74-76 CHURCH ST., TORONTO, CAN.

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

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.

We can increase your business—you want it increased.

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

**BURRELLE**

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

TAKE IT TO

**POWERS**

OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

ON TIME ALL THE TIME

**POWERS PHOTO ENGRAVING CO.**  
64 Nassau Street Tel. 4200-4 Beekman

## Over \$51,000 In New Subscriptions

Adding over 12,000 New Subscribers in our record on contest just closed on Courier Journal and Louisville Times, Louisville, Ky.

If Interested in More Circulation, Write or Wire

C. B. HOLLISTER, Mgr.

The North Eastern Circulation Co.  
DAVENPORT, IOWA

## PRESS TAPES

3/8", 37c.; 1/2", 48c.; 3/4", 72c.; 1", 96c.; 1 1/2", \$1.09; 1 3/4", \$1.44; 2", \$1.93 per roll.

Note these prices and compare them with what you are now paying. We can save you money on all your Press and Stereotype Room supplies. Quality guaranteed.

New England Newspaper Supply Co.  
Worcester, Mass.

## 460 Daily Newspapers are profiting by the use of WINTHROP COIN CARDS

Less trouble to collect small amounts due.

Remittances made more promptly. Loss 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



## BUILDING A RATE CARD

**"Northcote" Makes an Analysis That Will Interest All Publishers**

In submitting this formula for the consideration of newspaper publishers the writer does not pretend any greater knowledge or ability than his fellows, except as he by reason of peculiar experience has had unusual opportunity to familiarize himself with details of expense, etc., in many newspaper offices.

The publisher has two products to sell—circulation and advertising. In every case he is entitled to figure that if it were not for advertising the one cent newspaper would consist of four pages and the two cent paper, eight pages. They could not be larger if they were to exist.

Accepting these principles he is entitled to figure any profit he can on circulation, and to charge to the cost of advertising every expense that is involved in producing the minimum newspaper.

In many cases even with newspapers of large circulation a single press would turn out the entire product of four page papers and there would be no necessity for stereotyping and many other added frills of the modern plant.

We are selling advertising cheaper than ever before largely through careless figuring or none at all regarding the cost of producing it. We do not want to make our prices prohibitive, but we must get cost and a profit in order to live.

We should look upon the advertiser just the same as the dry goods merchant, the ordinary store keeper and the theatrical manager look upon the customers who make their enterprises possibilities. They all calculate on fixed ratios of overhead and selling costs before adding a margin for profit.

The man who buys advertising space in a newspaper continuously does so because he has found that it brings new customers to his store, or informs old customers regarding the new goods he has for sale. To him it is a business necessity, and no matter how much he may talk to the contrary, the purchase of advertising space is more largely a question of profitable results than the matter of rate per line.

We must get these principles firmly in mind and then decide that we will rigidly apply sane and rational principles to our business if we are ever going to succeed as well as our customers do.

Remember that it is the newspaper which at heavy expense has built up an audience, for a certain price or rate, and permits the advertiser to address that audience. Whether the show is a five-cent movie or a regular show at a dollar a head, it is up to the publisher to get his price.

Figure what you would spend for a year to get out and circulate a four-page paper if your price is one cent or an eight-page paper if your price is two cents.

If you can figure a profit on the circulation of such a newspaper, considering only circulation income, it is yours as a manufacturing return. If you figure a loss, it will be taken care of in the cost of the production of advertising in the next calculation.

Now take your gross operating expense for a full year, including rent, interest, depreciation, etc., and deduct from the total the amount ascertained as the cost of producing the smaller newspaper. Divide the result by the number of lines or inches of advertising you published during the year and you will know what it cost you per line or inch to manufacture it.

Now, as to figuring a fair return on your capital or enterprise. You are entitled to a profit of say one dollar per reader per year for every copy of net paid average circulation. You are entitled to a profit of ten or twenty per cent. on the cost of producing your advertising. If you make less you are foolish, and if you make more you are fortunate.

While the above standard may or may not be acceptable under all conditions the simple formula indicated if applied will automatically produce a condition of healthfulness and confidence not enjoyed

in most newspaper offices where advertising rates are too often a matter of guess work or imagined competitive conditions.

Having ascertained what rate you must get to produce a fair profit you must establish a rate card that will yield this rate or better under the varied conditions under which advertising must be sold.

First you must tack on fifteen, twenty or twenty-five per cent. to enable our friends, the advertising agents, to live and have their being, and then you should add a definite percentage to cover the cost of special representation and nearby trade paper advertising to help sell the product.

Supposing for the sake of the argument that the net average rate you must get to cover you is ten cents per line you must build up your rate card to yield that figure. This is easier said than done, but by taking your records for a year or two it is quite easy to ascertain the various rates you must ask.

You will probably have to give your large users of space a rate of say 8 or 9 cents per line and charge transients 12 cents, with small regular advertisers, both local and general, 10 or 11 cents to make the average yield 10 cents.

I would suggest as a model:

General and local.....	12 cents
2,500 lines or e. o. d.....	11½ "
10,000 lin. or 100 lin. every wk.....	11 "
20,000 lin. or 200 lin. every wk.....	10½ "
50,000 lin. or 500 lin. every wk.....	10 "
100,000 lin. or 1,000 lin. every wk.....	9 "

With a flat general discount of 1 cent a line for full copy.

In specifying the various quantities of space and other details I have simply set down arbitrary figures. Each newspaper must of necessity work out its own basis to meet local conditions.

This rate card or a modification of it meets all the desires of those advocating the simplicity of the flat rate basis, but compels the use of certain arbitrary space to earn the discounts.

NORTHCOTE.

**A Newspaper Man Who "Got There"**

Thomas Sammons, United States Consul General at Shanghai, China, lately arrived in San Francisco from the Orient, on a short visit to this country. Charles Denby, his predecessor in that position, arrived on the same steamer. Sammons is a fine type of a newspaper man who has worked up rapidly in official life. Some years ago, he was an Albany correspondent, doing the New York Legislature for the New York papers. He went to Puget Sound during the boom in the late eighties. He did editorial work for the Tacoma Ledger and the Seattle Post Intelligencer. When Senator Foster, of Tacoma, went to Washington, D. C., he took Sammons with him as his secretary. After the senator's term of office expired, Sammons secured an appointment at the bottom of the ladder in the United States Consulate at Seoul, Korea. He finally became consul to Korea. After spending several years in that position, he was appointed consul to Japan, where he did good service. After the administration changed, he was sent to China.

**Scientific Publications Consolidate**

The Popular Science Monthly, founded over 40 years ago by D. Appleton & Co., has been purchased by the Modern Publishing Company, 239 Fourth avenue, New York City, publishers of the World's Advance, formerly Popular Electricity. The two magazines will be merged with the October issue, and will gradually assume the single title of "Popular Science Monthly." These amalgamated publications will constitute a new business enterprise under the management of Henry J. Fisher, Robert Cade Wilson and Oliver B. Capen.

Mr. Wilson was at one time connected with the Scientific American, and at the time that Cyrus Curtis bought the Philadelphia Public Ledger Mr. Wilson went there as general manager. He now returns to the magazine field.

Waldemar Kaempffert, for many years managing editor of the Scientific American, will be the editor.

# JOB WANTED

**I am out of a job and I want to get one. Here are the facts:**

My original training was as a newspaper man in a large city. I went so thoroughly through the "upstairs" mill (suburban reporting, city reporting, special article writing, copy reading, editorial writing, etc.) that I should not hesitate to sit down in the chair of authority at 6 o'clock any night in any newspaper office in New York and be responsible for the morning paper of the next day.

While still in newspaper work I (accidentally) got into writing retail advertising "on the outside," and the natural result followed: I became an advertising man.

I have bought advertising, sold it, placed it, solicited it and written it—and with success. My experience as a writer has covered work for retail establishments in practically all lines, and has embraced not only newspaper and magazine work but catalogues, booklets, letters, etc. I have "made good," likewise, as a solicitor. I like to meet people; and the combination of solicitor and writer is a specially strong one.

I have done "service" work for the advertising departments of various daily newspapers—have done a lot of "free lance" copy writing for big New York advertisers and advertising agencies and have been advertising advisor for one of the greatest department stores in New York. While with the latter I wrote editorials, wrote and edited department copy, passed upon the final proofs, etc.

**Suggestions as to how I can fit usefully into your organization, Mr. Publisher:****ADVERTISING DEPT.—**

- As a Solicitor.**
- As a Writer**—developing new ideas for well-known and steady advertisers that will tend to keep big copy running.
- As a General "Service" Man**—writing copy for new advertisers and nursing along older yet small ones in such a way as to increase the space used.

**EDITORIAL DEPT.—**

- Writing Editorials**—I am contributing NOW to the editorial page of one of the greatest of New York's daily newspapers. Do you ask, "Why isn't that enough?" My answer is—It would be highly satisfactory if it were steady. But it is irregular. And I want a STEADY job.
- Preparing Special Articles** or serving as managing editor, department editor or city editor.

So here is a capability of good service, either "upstairs" or "downstairs"—with a natural preference for the latter, because it is the PRODUCING end.

Mr. Publisher, or Mr. Advertising Agent, or Mr. Advertiser, let me have a talk with you. I have something to sell you that YOU, the buyer, will profit by—and that is the only true basis for any sale.

Address NEW YORK, Care Editor and Publisher, New York.

## MR. HEEGSTRA'S SAY-SO

## Pungent Extracts from a Recent Address of His in Chicago.

You hear a lot of discussion about whether a piece of mail matter should bear a one-cent or a two-cent stamp—whether it should be in an envelope or clipped—whether it should be marked "personal" or sent to the firm—whether it should reach the recipient after the second boat lands on Friday or whether it should reach him Tuesday morning, providing Tuesday falls on the 21st.

Of course all these things should be considered in a general way, but the important point is, will your piece of mailing matter "start something" at first glance? And then, will it "close" what it has started?

Some time ago I had my secretary answer the advertisements of about a hundred advertisers in national magazines, many of them large advertisers.

She wrote only to concerns whose copy suggested an inquiry; she ignored "general publicity" advertisers. Only about 80 per cent. answered. And I wish you could see the kind of follow up—or lack of it. There were only three good ones in the entire mess.

The advertisements appeared in publications costing from \$2.50 to \$8 a line. Is it any wonder that we see such an erratic movement of insertions and non-insertions from advertisers?

National advertising is a powerful selling force. But in many cases it should not be called upon to carry the burden alone. Intelligent follow up frequently means the difference between failure and success.

## N. Y. MAIL GIVES MEDALS

## Receives the Thanks of Mayor Mitchell for Its Co-operation on "The Fourth"

Most of the winners among New York City's young athletes who helped to celebrate the Fourth of July in a new way this year attended the formal ceremonies at the city hall on Tuesday of this week, when the medals presented by the Evening Mail were distributed by Mayor Mitchell.

Filling every nook and corner of the aldermanic chamber, the boys and girls (for there were some girls, too, among the winners of the athletic events), listened enthusiastically to praise from the speakers, who included the Mayor, S. S. McClure, editor of the Evening Mail, Gutzon Borglum, who designed the medals, and George Gordon Battle.

Each of the Fourth of July victors carried a certificate, which was exchanged for a medal. In all, there were 1,350 winners of the athletic events held in the city's playgrounds and parks on the Fourth.

"It seems to me that the Fourth was well celebrated this year," the Mayor said. "The acknowledgement of the city is due to the Evening Mail for its co-operation."

## BIG PAPERS HELP AVIATION

## New York Herald, Times, Sun and Tribune Assist in Raising Money

Mindful of the fact that the French and German aeroplane fleets were built largely by public subscriptions and by public interest, the Aero Club of America, with the co-operation of the New York Times, Sun, Tribune and Herald, has instituted the National Aeroplane Fund, to which more than \$10,000, two aeroplanes, and the use of twelve others, with the services of pilots, have been contributed.

The purpose is to give the rank and file of the National Guard and Naval Militia the opportunity of familiarizing themselves with this invaluable adjunct of modern warfare.

Subscriptions to a very large amount have been received already, and they are coming in steadily.

## CANADIAN PRESS ASSOCIATION

## Important Topics Up for Discussion on Sept. 2 and 3 at Toronto

In Toronto, Ont., on Thursday and Friday, September 2 and 3, is to be held the 57th annual meeting of the Canadian Press Association. The programme shows fewer subjects than usual, thus making possible a thorough discussion on each. Drafts of a standard of practice in matters relating to advertising and a standard circulation and information statement will be submitted for discussion.

The subjects for which speakers have thus far been selected are these:

"How Publishers Can Co-operate in Developing Advertising"—W. A. Thomson, director, Bureau of Advertising of the American Newspaper Publishers' Association.

"The Press and the Public"—Dr. Talcott Williams, Director and Professor of Journalism, Columbia University, New York.

"The Desirability of Establishing a School of Journalism in Connection with One or More of Our Canadian Universities"—Introduced by President R. A. Falconer, University of Toronto, and participated in by Sir John Willison, Dr. J. A. MacDonald, P. D. Ross, J. E. Atkinson, E. Norman Smith and others.

"Demonstration of a Cost System for Daily Newspapers" (illustrated by charts)—Pierre C. Starr, Newspaper Cost and Efficiency Expert, Chicago.

"Selling the Daily Newspapers to Advertisers"—Wm. A. Thomson, director, Bureau of Advertising, American Newspaper Publishers' Association, New York.

"The Value of the Editorial Page"—Joseph T. Clark, Toronto Star.

"The Paper and the Party"—M. W. Rossie, Port Arthur Chronicle.

"A Page of Advertising"—Dr. Talcott Williams, Director and Professor of Journalism, Columbia University, New York.

"More Local and Foreign Advertising for Weeklies—Ways and Means of Getting It"—John C. Kirkwood.

"A Practical Cost System for the Weekly Newspaper"—E. K. Whiting, manager, Journal-Chronicle, Owatonna, Minn.

"Suggestions for Uniform Policy for Rates of Advertising for Matter Supplied by Agricultural Representatives"—D. A. Jones, Observer, Pembroke, Ont.

"Higher Advertising Rates"—Led by W. R. Davies, publisher, Herald, Thamesville, Ont.

"How the Weekly Publishers of Minnesota Raised Their Subscription Rates to \$1.50 a Year"—E. K. Whiting, manager, Journal-Chronicle, Owatonna, Minn.

Various other important topics will be dealt with by Publishers and other experts whose names are yet to be announced.

## TRADE PAPER MEN

## Will Meet Next Month in Philadelphia in a Big Convention

The Federation of Trade Press Associations of the United States will hold a convention at the Bellevue-Stratford Hotel, Philadelphia, on Sept. 7, 8 and 9. Speakers announced are these:

Col. J. B. Maclean, Toronto, Can., president of the Maclean Newspapers, publishing fifteen trade and technical papers, will speak on, "National Politics in the Trade and Technical Press."

Charles White Baker, New York, N. Y., editor of Engineering News, will speak on subject to be announced later.

E. T. Meredith, Des Moines, Ia., publisher of Successful Farming and noted man in the agricultural press, will speak on "The Relations of the Farm and Business Press."

Allen W. Clark, St. Louis, Mo., publisher of The American Paint and Oil Dealer, will speak on "Clean Up and Paint Up Campaign."

Elton J. Buckley, Philadelphia, Pa.,

editor Grocery World and Modern Merchant and authority on commercial law, will speak on "The Weak Spots in Trade Paper Efficiency."

S. S. Bixby, Chicago, Ill., of the Inland Storekeeper, will speak on "Circulation."

J. Horace Lytle, Dayton, Ohio, advertising manager of Better Roads and streets, will speak on "How Service Gets More Business."

J. J. McPhillips, Boston, Mass., editor of the Textile World Record, will speak on "How Business Papers Can Get More Business from Advertising Agencies."

Chas. W. Price, New York, N. Y., editor of the Electrical Review and the Western Electrician, will speak on "The Service of the Trade and Technical Press."

There will also be a discussion of twelve important questions, led by noted men in the trade. The Curtis Publishing Co. will tender the members a luncheon and there will also be automobile trips to historic spots, a banquet, etc.

## AND THEN—!!

The editor said, as he jerked his head, "Go out and get this story—A guy's been croaked by a stick-up man, and you'll grab a little glory."

"What did you get?" the editor said. "When up to the desk he came. 'The guy was killed,' the cub replied, 'I forgot to get his name!'"

## FOR RAILROAD PUBLICITY

(Continued from page 200.)

that has grown out of the publicity campaign is one to establish a permanent inter-railroad publicity organization intended for the protection of the roads. It is proposed to have publicity organizations for each railroad and to have all of these units support the general organization. The Pennsylvania Lines and a few other railroads have publicity departments, but there has been no attempt to organize a central organization.

## PUBLICITY CAMPAIGN URGED.

"In the judgment of your Executive Committee," says the report to the railroad companies, "the results of this campaign prove conclusively that the railroads should take active measures to identify themselves, in a proper manner, with matters of public interest. They should not become active in political affairs, but they should organize to protect themselves against the enactment of vicious legislation and, at the same time, lead their aid and influence in the passage of proper laws. This will protect not only the railroads, but the public who suffer from the financial burdens imposed by ill-advised legislation.

"The railroads should press forward what is right and proper. They should do this courageously and without apology, for none is necessary. They should be equally careful not to ask for assistance in obtaining anything to which they are not fairly entitled. They should proceed in the open and depend upon frank publicity as their greatest protection. Fair and honest propositions thrive through publicity—unfair and dishonest propositions are destroyed by publicity.

"There should be created a permanent organization, which could be known as the Department of Public Policy and Relations, to represent the railroads in matters of public interest and in such other respects as may be deemed proper. The creation of this organization should be made known to the public at the start and the purposes for which it was established specified."

It is pointed out in the report that the railroads, in creating publicity departments and a central publicity agency, will only follow the lead of the railway employees who are well organized and who have what they call a joint national legislative board which represents the various labor organizations.

Those constituting the Executive Committee of the twenty-one associated railroads are R. L. O'Donnell of the Pennsylvania Railroad, Chairman; J. S. Fisher of the New York Central. C. H. Ewing of the Philadelphia & Reading. F. Hartenstein of the Lehigh Valley, and P. C. Allen of the Baltimore & Ohio.

## Bingville

"Believe us," when we say to you, good reader, that BINGVILLE BUGLE Full Page Sunday mat feature is the best fun producer year in and year out for young and old that you can find in a Sunday paper.

## WANT PROOFS?

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

## Editors Who Know



ARTHUR C. JOHNSON  
Columbus Dispatch

The Bain News service has the happiest of all faculties of value to any editor—that of anticipating the news with pictures, and furnishing material most suitable for the building up of a practical morgue. It is strictly a newspaper man's service in every sense of the expression.

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



## FROM "OLD VIRGINIA"

## Interesting Newspaper Movements in Roanoke and Richmond.

The Roanoke (Va.) Times and its afternoon adjunct, the Roanoke Evening News, were bought from their former owner in January, 1910, by the Roanoke Times Company, Inc. The new company had an authorized capital of \$200,000. The price paid for the two papers was \$100,000. Alfred B. Williams was put in charge of these properties as president, editor and manager. The papers prospered from the first, have paid promptly semi-annual dividends on their 7 per cent. preferred stock, and have grown steadily in circulation and business.

In 1913 the Times company bought the Evening World, the only other daily in Roanoke, paying for it \$60,000, and combined it with the News as the Roanoke World-News, under which name it is published. J. M. Miles, who was editor of the World, was continued in office and is editor of the World-News. One rather unusual fact is that the morning Times and the afternoon World-News, while owned by the same company and published from the same plant, are entirely independent of each other in editorial policy and frequently are in sharp opposition. Mr. Williams' policy is to give his co-editor entire liberty to express his own views.

In 1914 the united Times and World-News moved into a \$100,000 building, owned by their company and built especially for them. This edifice is one of the most complete in the country, not only handsome in appearance, but with the offices and departments equipped with every modern convenience and perfectly arranged for work and inter-communication. Seventy per cent. of the wall space is glass and the building is on a corner, with open space on all four sides. Both papers use Associated Press service.

On February 1, 1915, the Richmond Evening Journal was purchased by Mr. Williams and associates, who took all the stock of the Journal company, formerly owned by Charles B. Cooke and A. R. Holderby, Jr. The Journal and the Roanoke properties are affiliated, each of the two companies having two directors on the board of the other, but there is no organic union. Mr. Williams, however, is the editor-in-chief and general manager of both. He is vice-president of the Roanoke Times Company and president of the Journal Company. He was succeeded as president of the Times Company by Mr. J. B. Fishburne, who also is president of the National Exchange Bank and one of the wealthiest bankers and business men in Virginia. Mr. Williams divides his time between Richmond and Roanoke, directs the editorial policies of both the Times and the Journal and contributes personally to the editorial columns of both. The Journal uses the afternoon service of the United Press.

Mr. Williams was born in Hanover County, Virginia, in 1856. He is not a college man, but in 1905 was awarded the Phi Beta Kappa key by Alpha Chapter of William and Mary College, Virginia, in recognition of his literary work. He began his newspaper experience on an afternoon newspaper in Richmond in 1874, and two years later went to Charleston, S. C., where he was reporter and correspondent for the Journal of Commerce, then edited by the famous Col. Alfred Rhett (long since dead). He went from the Journal to the Charleston News and Courier. He reported the Hampton campaign of 1876, marking the conclusion of the reconstruction period in the South, and was in the thick of all the exciting incidents of that time. In 1878, as correspondent for the News and Courier, he won more than local reputation by going with a negro-directed expedition to Liberia, Africa. The trip was made in a crazy old sailing vessel, carrying some 450 negro emigrants, and was intended to be the beginning of a great exodus of negroes to the black republic. The enterprise was disastrous, many of the passengers dying on the way and the supplies of food and water becoming exhausted. Mr. Williams' story of the voy-

age was published all over the world and put an effectual end to the undertaking.

In 1880 he became part owner and editor of the Greenville (S. C.) daily and weekly News, which he conducted with success until 1896, when he went to New York. There he was on the old Advertiser and later on the Times. At the last meeting of the Times alumni he was elected vice-president. In 1900 he went to Richmond, Va., and took charge of the Evening News. This, later, became the News-Leader, the owners of the News acquiring the Leader by purchase and combining the two.

Mr. Williams remained editor and manager of the News-Leader until he went to Roanoke in 1910. He never has held or been a candidate for any public office. He was several times president of the Virginia Sons of the Revolution, and was for one term president of the Virginia State Press Association. His clubs are the Westmoreland in Richmond and the Shenandoah at Roanoke.

## BUDGET TO BE ADVERTISED

## New York Officials to Give Publicity to Various Branches of the City's Business.

The tax budget committee of the Board of Estimate and Apportionment, composed of Comptroller William A. Prendergast, chairman; George McAneny, President of the Board of Aldermen, and Borough Presidents Pounds and Mathewson, of the City of New York, have decided to continue the policy of publishing extracts from the departmental estimates showing needs of the various departments for the year 1916. These estimates are used as the basis for the preparation of the tax levy budget for 1916 and comparisons will be shown with the budget allowances for like purposes for the year 1915.

This publicity campaign, which will be conducted by the Bureau of Municipal Investigation and Statistics of the Department of Finance, will consist largely of the issue from time to time for the next few months of "Budget News Bulletins" in the same form as for the past four years. These bulletins will contain information necessary to present a brief summary of proposed allowances for the departments for the ensuing year with past allowances—the purpose being to acquaint the reader with all proposed increases or decreases so that constructive criticism or objections may be presented to the Board of Estimate and Apportionment prior to its adoption of the 1916 budget.

The bulletins will be issued to the various civic organizations and taxpayers' associations throughout the city. Those individuals or organizations not on the mailing list may obtain the bulletins by requesting them from William A. Prendergast, chairman tax budget committee.

## Cartoonists "Take the Air"

Carl Hoffman, cartoonist of the San Francisco Bulletin, and William B. Chase, music critic of the New York Evening Sun, who have been on a tour of the Far East, were the first foreigners to reach the summit of Fujiyama this year. Mr. Hoffman drew a very funny cartoon for the Japan Advertiser of Tokio. Mr. Chase is shown perched on the peak, with Mr. Hoffman just below him. The Evening Sun of Wednesday reproduced the drawing, with the caption, "Taking the Air on Fujiyama."

## Detroit Journal Reorganization

The death of Mr. H. P. Hetherington, late managing director of the Detroit Journal, necessitated the reorganization of the management. This has been effected without going outside of the Journal staff.

William B. Lowe, treasurer and business manager, becomes vice president and general manager. Thomas C. Greenwood has been appointed managing editor and William J. Black chief of editorials. Charles D. Kelley has been promoted from city editor to news editor and Charles A. Drummond from city hall reporter to the city editorship.

## The Multiple Linotype Way Is the Modern Way



The Hand That Keeps the World Informed

## MERGENTHALER LINOTYPE CO.

TRIBUNE BUILDING, NEW YORK

CHICAGO

SAN FRANCISCO

NEW ORLEANS

CANADIAN LINOTYPE, LIMITED, TORONTO

Circulation Prestige  
PROFIT

BEAUTY Columns and Beauty Books everywhere acknowledge the active, constant interest in the subject. Almost every publication in some way and at some time has tried to cater to this universal craving.

To cover the subject in a direct, forceful, authoritative, reader-satisfying, circulation-making, dignified and at the same time actually money making manner, nothing ever approached the simple offering, as a premium, of this Book,

## The Care of the Person

By Wm. A. Woodbury, Dermatologist

The name Woodbury means Beauty Culture to readers everywhere—It sells the book—The book itself is a gem. It makes good.

The author is not only a Master of the subject, he is the foremost exponent of the art. He has fully and frankly given to the World, in this book, a new insight into a highly interesting study. The importance of the information inspired **The Boston Herald** to describe it as a "moral obligation of men as well as women to follow some of the rules laid down."

Manly M. Gillam says—To me it seems that any newspaper that uses Premiums at all could hit on nothing that would carry an appeal so universal, so creditable, and so really beneficent as this Woodbury Book.

For terms, sample advertisements, copies of this book and the plan of presentation, address

## ELIOT LORD

110 W. 34th Street

New York City

The book will be confined to one paper in each city.

LIVE TOPICS DISCUSSED BY OUR 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.]

**"Complete and Interesting"**

THE EDITOR AND PUBLISHER:  
I certainly congratulate you on the very complete and interesting way in which your publication covered the convention of Associated Advertising Clubs of the World in Chicago.  
It has been a great source of satisfaction to me during the past two years to note the tremendous increase in interest exhibited by the press. I think the strongest feature of the Chicago convention was the splendid representation of newspaper men and the interest they took in all of the doings, resulting in the formation of a Departmental Organization, and then the grand co-operation given by the Chicago newspapers.

Yours very truly,  
W. WOODHEAD,  
General Manager Sunset Magazine,  
San Francisco, July 28.

**"Doing a Good Work"**

THE EDITOR AND PUBLISHER:  
We thank you for having brought to the attention of the public the account of our copyright litigation with the Golden Rule of St. Paul.  
We appreciate the fact that whenever the circumstances occur, you call attention, through your publication, to the efforts that we are making to sustain the integrity of our trade-mark, which, though individual, is of benefit to all advertisers and the public, and educates traders generally as to what others' rights are in matters of this kind. This clarifies the conception of what is proper.

You are doing a good work in behalf of fair advertising.

Yours very truly,  
THE B. V. D. COMPANY,  
New York, July 29.

**Addresses Wanted**

Of M. Emeric de Szelnar and Karl Hanauer. Communicate with James Waldo Fawcett, 30 Church street, or 441 Seventh avenue, New York City. Phone Cortland 1670 or Greeley 702.  
Of W. W. Deunslow, artist. Communicate with Julian S. Nolan, 331 Insurance Exchange, Chicago.  
Of George MacFarland, theatrical press agent. Communicate with Florence Ewing, 131 Manhattan avenue, New York City.

**A Correction**

The Hamilton (O.) member of the "Ohio Select List of Daily Newspapers" is the Evening Journal of that city, and not another paper, as stated by error last week.

**EVANSVILLE PRESS BOYCOTTED**

**It Alleges That a Combination of Merchants Is Against It.**

Out in Evansville, Indiana, the Press is declaring that it is being boycotted by leading merchants. It charges the latter with having formed a combination, which lately sent a delegation to call upon the Press manager. The delegates told him that the Press must not—"must not"—from that time forth admit into its columns any advertisement of any other merchant containing any offer of any coupon, prize or other gift to consumers which the merchants in combine did not approve of.

Any advertisements containing mention of trading stamps were declared to be particularly obnoxious and a boycott was openly and plainly threatened against any newspaper printing offers of any

merchant to give away coupons or stamps—without the approval of the combine.  
To the coterie of merchants who made these demands the Press explained that it is ready at all times to co-operate with them on any matter which does not call for sacrifice of principle; that it has no interest whatever in any coupon or gift scheme, and that such schemes are regarded as competitors of the newspaper advertising, but that it does stand unalterably by the principle that any merchant has the right to run his own business and to adopt any honest and legitimate selling plan that he thinks best.

**IN NEW YORK TOWN**

On Friday afternoon, July 30, which was the day of the execution of Charles Becker at Sing Sing, the reporters at the City Hall resolved themselves into a committee to pass upon the various news stories of the execution. With a unanimity rare among newspaper folk they agreed that the best story was that of Jack Barrett, re-write man on the Evening Journal. That was the more remarkable in that Mr. Barrett was not present at the execution, but took the story by telephone from the Evening Journal's man, Malone Baskerville, who was one of the witnesses. Of course it is not without the bounds of possibility that these City Hall reporters may remember their loyalty to their several papers and recant, but on Friday afternoon they were unanimous. Mr. Barrett was a student at the United States Naval Academy at Annapolis for two years and then was compelled to leave on account of his eyesight.

George F. Flannery, the dean of the reporters assigned to the Criminal Courts, suffered a nervous breakdown while on duty on August 4, and was removed to the Hudson Street Hospital.

The following New York newspapermen covered the Becker execution on Friday, July 30: Isaac Russell, Evening Mail; Martin Green, Evening World; Malone Baskerville, Evening Journal; Fred L. Cowen, Evening Telegram; Harry Carlisle, Evening Sun; W. Davenport, the American; Charles J. Post, the Globe; Carl Brandenberg, Associated Press; George R. Holmes, United Press; Frank C. O'Malley, the Sun; Joseph O'Neil, the World; Park Hanley, the Press; William Willis, the Herald; Lewis Wood, the Tribune, and Lee D. Brown, the Times.

Two of this year's graduates of the Pulitzer School of Journalism have now joined the World's staff. They are Glen I. Tucker and W. W. Wood.

Shepard Friedman is at present holding down the copy desk on the World.

E. K. Meade, of the World, has returned from a vacation at Tappahannock, Va.

Mrs. Josephine Ober, society editor of the World, has returned from the San Francisco Exposition.

**KNOCKED OUT.**

Alas for pills  
That "cure all ills"  
Of old age and of youth.  
It's "Twenty three"  
For them you see  
In this campaign of truth.

**The Boston Evening Transcript**

has a remarkable record for continuity of policy and ownership. It has been published with the same ideals, in fact by the same family, for three generations.

**EIGHTY-FIVE YEARS**

of high purpose and fair dealing has strongly entrenched the TRANSCRIPT in the hearts of its readers and advertisers.

The BOSTON TRANSCRIPT was eighty-five years young last Saturday and is still the most satisfying newspaper published in The Hub. By holding closely to the ideals and practices of sound journalism it has maintained its place and influence.

*Springfield Union*

No institution lives for nearly a century unless it meets the needs of its patrons with honesty and intelligence. The BOSTON TRANSCRIPT has survived and prospered because it has merited success.

*Kansas City Star*

The Transcript in June gained 20 columns of classified and 50 columns of display advertising—the biggest gain in Boston. July display gain, 41 columns—again the largest in Boston. The present circulation of the Transcript is the largest in its history.

CHARLES H. EDDY COMPANY, Foreign Representatives  
1011 Fifth Ave. Bldg., N. Y. City      1054 Peoples Gas Bldg., Chicago  
723 Old South Bldg., Boston

**The Dynamic Force of Success**

IT is often said that nothing succeeds like success. Success is dynamic. It is born of the heart and it stirs the hearts of all who come into contact with it.

Once a month the success of the on-rushing Associated Advertising Clubs of the World movement finds expression in ASSOCIATED ADVERTISING, the magazine of the A. A. C. of W.

It publishes the news and reflects the views of the alert, forceful, successful men who make up the individual Clubs. It is *essential* to the Clubs and to others who are interested in better advertising. Ask for a sample copy.

**ASSOCIATED ADVERTISING**

Published by the  
**ASSOCIATED ADVERTISING CLUBS OF THE WORLD**  
At Indianapolis, Ind.

P. S. Florea, Business Manager  
Indianapolis

Frank E. Morrison  
Advertising Manager  
1133 Broadway, New York

E.P.  
P. S. Florea,  
Indianapolis.  
Please let me  
see a sample copy of  
ASSOCIATED  
ADVERTISING.

Name.....  
Street.....  
City.....  
State.....



CIRCULATION IN N. Y.

Conclusion of the Interesting Article of the Assistant Circulation Manager of the Globe, Giving Data as to the Daily and Sunday Papers of the Metropolis and Their Circulation Problems.

In the first instalment of Mr. Stolz' article, published last week, he sketched graphically the difficulties for the circulation manager in distributing his papers in a big metropolitan center like New York. He showed the peculiar complications attending the marketing of newspapers in each borough and gave the number of dailies in various tongues which circulate in the metropolitan district. He also called attention to the special, peculiar problems which circulation managers of New York have to confront as compared with those of smaller cities. This is the second and last instalment.

By JULIUS STOLZ.

"Getting back to the delivery bundles locally, we now find the 'floor man' carrying papers to the wagons, automobiles, elevated and subway. A 'floor man,' who must belong to the Carriers' Union, under the orders of his foreman, may himself become a 'relayman' when he is sent out with a wagon, auto, elevated or subway run. In that case his duty is to deliver to the various routemen or carriers, agents, clerks. Mail drivers come under the same classification as 'floormen' or 'relaymen.'

"Union men fall into three classes in the nature of their work. First, there are what is known as 'night men,' who are paid \$18 a week. Then there are the 'floormen' or 'relaymen,' already mentioned. They get \$16 a week, and they deliver all bundles from the mailing room, and also the papers which are forwarded to the agents, clerks and carriers. Routemen or carriers are paid \$17 a week.

"The 'night men' have an eight-hour working day and 45 cents overtime, and the day men a ten-hour day and 35 cents overtime.

THEIR CLERKS AND ASSISTANTS.

"On the afternoon papers, routemen, also known as carriers, are allowed assistants or 'clerks.' 'Clerks' are frequently admitted into the Union and thus become full-fledged routemen or carriers. There is no set wage scale for 'clerks' or agents. According to the Union by-laws, newspapers are allowed one apprentice for every 25 union men. These apprentices are in reality 'clerks,' and differ only from 'clerks' in that they are granted a full union card after five years' service, while the 'clerks' must take their chances on being admitted."

"Do the 'apprentices' and 'clerks' make the best carriers?"

"Invariably they do, as the delivery pay-rolls of afternoon papers will show. Of the many Union carriers drawing salaries in excess of the set wage scale the majority are ex-'clerks' and ex-'apprentices.'

"How does an office determine whether a carrier is entitled to a bonus?"

"By net sales and news-stands displays."

"Who recommends the bonus or salary increase?"

"In most cases the inspector who is in charge of the territory. If he fancies the work of the carrier, he will recommend to his office that the carrier be granted a bonus or salary increase. Inspectors on afternoon New York papers are placed in charge of certain territories and are held responsible for sales therein. They are not required to belong to the union.

A Typical Evening Newspaper

Of the daily output of the New York Evening Post, 88% is bought between 3:30 and 5:30. It is taken home and read. No one ever saw anyone throw away a copy of The Evening Post. It is not discarded in the cars or station platforms.

Over all other publications it comes first in the substantial homes of New York. The high estimate placed upon the paper by its readers, aside from its price per copy, reflects the character of its subscribers.

If you judge its advertising value by the character and purchasing ability of its paid circulation you will include the New York Evening Post in your list.

Member Audit Bureau of Circulations  
 Publication Office Western Office  
 20 Vesey Street McCormick Bldg.  
 New York Chicago

NUMBER OF WAGONS EMPLOYED.

"Now for the matter of delivery: On some papers the wagons and autos used for this purpose are the property of the paper. On others they are owned by contractors who supply them. A paper, say, of 150,000 to 200,000 circulation, will have seven or eight wagons for its mail service and its downtown 'relay work,' covering the territory perhaps below Twenty-third street. Then it may have eight to eleven wagons on routes which lie, for the most part, south of Ninety-sixth street.

"The bulk of the afternoon papers of New York are delivered either by subway, elevated or auto, but the tendency is, as before remarked, to shut out the railroads as an avenue of newspaper delivery. Publishers are beginning to realize, more and more, that the subway and 'L' as a means of delivery are very expensive. Let us look into it.

"An auto, capacity one ton, can carry 25,000 to 30,000 16-page papers a day, making three-round trips to the Bronx. For this only two men are required—a chauffeur and a 'relayman,' or it may be a union chauffeur only. The cost of operation of auto and two men would be \$20.67. These two men, with the auto, can do the work of ten men under the old system. Under that system the salary of ten men amounted to \$26.70, adding carfare, \$6.50. Figuring five cents for each 300 bundles and also the return trip of the men, the total would be \$33.20. To this the expense of hauling papers from the office to the subway and 'L' stations must be added. It is safe to say that papers can be delivered by auto for 7 to 7½ cents per hundred copies, while the subway and 'L' cost is from 14½ to 15½ cents per hundred.

MORNING PAPER DELIVERY.

"As regards the delivery of morning papers in New York, it is a matter of common knowledge that the distribution is made by the American News Company and a number of so-called independents. All these have a rate which nets them a commission of 10 cents per hundred copies on daily papers and 25 cents per hundred on Sunday papers. In addition to their commissions the American News Company is paid a bonus of about \$6,000 yearly by the publishers of morning newspapers. The independents do not share in a bonus from the publishers. In addition to their commission, the news companies make a 'service charge' to the local newsdealer of from 75 cents to \$1.25 a week. The morning papers, it will be seen, have a very inexpensive delivery service as compared with that of the evening issues."

OWNERSHIP OF AUTOS AND WAGONS.

"How about the ownership of autos and wagons?"

"Many circulation men believe that a newspaper, by having its own automobiles and wagons, can do the work at a lower price than a contractor employed in the delivery of papers. I disagree with this idea. The contractor has the advantage through being able to use his equipment on morning, afternoon and Sunday delivery, magazine and other outside work."

"As to collections, now—do they bother the papers much?"

"It is not a 'burning' question, as the phrase expresses it. The newspapers have a system which guarantees them close to 100 per cent. on collections, if properly supervised by the offices. That system is simply this: Their carriers are required to come into the office every day and pay for all papers drawn. The carriers are not expected to extend credit to any newsdealer served by them. They have positive instructions to collect daily. Each one of them must 'cash in' the same evening or following morning for all papers drawn. But in practice this rule is not enforced inflexibly. His office may allow a shortage for the week to the extent of, say \$8; but this shortage must be made good out of his salary. To make doubly sure against such losses, the office holds back about \$1 a week from carriers and 50 cents a week from clerks until such time as the carrier has \$25 de-

posited and clerks and agents \$10.

"One paper in particular I have in mind in this regard. It can boast of 100 per cent. in collections during the past four years. Pretty fair that, isn't it? Can you beat it?"

"As to delivery outside the great central wedge of Manhattan and the Bronx, in the other boroughs constituting the metropolis along with these, and in the outer ring of suburban settlement that unbrokenly adjoins the city, the facts are these: Brooklyn, while it has union carriers at certain prominent or busy points, is covered largely by agents, 'Combination Agencies,' so-called, are those which operate at certain particular points and wholesale more than one newspaper to newsdealers within a close radius. Then there are direct office agents who 'cash in' daily and work for only one paper. They serve routes similar to those served by union carriers and clerks. Agents differ from carriers and clerks in that they work on a salary and commission.

OUTSIDE OR COMBINATION AGENCIES.

"Staten Island is covered wholly by combination agencies. In Jersey City and Hoboken and Newark the newspapers of largest circulation, as the 'World' and the 'Journal,' utilize for the most part the system of union carriers. Papers of smaller circulation have both union 'direct' and combination agents. Yonkers, Mt. Vernon and New Rochelle are considered suburban. In these all the newspapers have agents."

"What is the situation as regards 'returns'?"

"Every New York evening paper allows for returns. Papers like the 'World' or the 'Journal,' the best sellers, allow 4 and 5 per cent.—the others from 10 to 12 per cent. This limitation, it should be understood, is on the carrier rather than on the dealer. Some small dealers are allowed as much as 15 per cent."

"Have you time to say a word as to New York's carrier system?"

AS TO CARRIER SYSTEMS.

"Certainly; but the fact is that what are generally called carriers in other cities are here commonly known as newsdealers. A survey of the facts that I have previously stated pertaining to New York City makes it obvious that an official carrier system such as exists in Philadelphia, Chicago and smaller cities would be impossible here. Newspapers in New York sell to any newsdealer, and recognize no dealer in the capacity of official carrier for any territory. Furthermore, they have no record of individual subscribers served by dealers—in fact, the morning papers have no route sheets or lists showing their daily drawings. If a morning paper wishes to ascertain the daily drawings of any particular newsdealer it must secure such information from the news company delivering to such dealer. In this the evening papers fare better, owing to their own direct delivery service.

"You may ask me how the papers place orders from city subscribers. The answer is simply this: The nearest newsdealer to the subscriber's residence gets the order provided he will accept it."

The Assistant Circulation Manager seemed a bit out of breath at this point. I thought he had a right to be. So I said:

"It is more like running a battleship than a motor boat, for a fact."

"Sure!—Have you got another cigar like that last one?"

I had it, and so he had it.

As to Italian Papers

THE EDITOR AND PUBLISHER:

In reviewing the circulation of the New York dailies, Mr. Stolz places the aggregate circulation of the Italian morning papers of Manhattan at 25,000 copies daily, while the circulation of "Il Progresso Italo-Americano" alone, which is a morning newspaper, averages 140,000 copies net paid.

WILLIAM HIRSCH.

New York, July 31.

Rotogravure Section The Chicago Herald

THE best in the world. As good or better than anything printed in the United States. Published every Sunday as part of the Chicago Herald. Circulation exceeding 250,000 paid.

Copy must be furnished ten days prior to date of publication.

Rates as follows:

ROTOGRAVURE SECTION 7 Columns to the Page

1 insertion, per line.....\$ .50  
 4 insertions, per line..... .45  
 13 insertions, per line..... .40  
 Full Page, 2100 lines.....\$900  
 Half Page, 1050 lines..... 450  
 Minimum space, 14 lines.  
 N. B. Copy must be furnished 10 days prior to date of publication.

Put the Rotogravure Section of the Chicago Herald on your list for all advertisements intended for the people of the middle and better classes.

N. B.—The Chicago Herald previously ran as part of their Sunday paper the Associated Sunday Magazine. Every advertiser using the Sunday Magazine should include the Rotogravure Section of the Chicago Herald to get the circulation he previously had in Chicago while the Chicago Herald ran the Magazine.

CONE, LORENZEN & WOODMAN

American Bldg. Candler Bldg.  
 Detroit Atlanta  
 225 Fifth Ave., New York

The New York Evening Mail

engenders 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.

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.

Where Do I Live?

An absent-minded piano tuner registered at a Chicago hotel, forgot the names of both hotel and street, and had to put an "ad" in the paper, asking where a man by his name had registered.

## ABOVE ALL, A PUBLIC SERVANT

Such Is the High Aim of the Audit Bureau of Circulations.

According to A. B. C. bulletin, No. 13, dated July 24, the executive committee of the Audit Bureau of Circulations, now consists of the following: Louis Bruch (chairman), Stanley Clague, Burrige D. Butler, Curtis P. Brady, William Wrigley, Jr. and Hopewell L. Rogers. The Standard Forms and Audits committee is as follows: Stanley Clague (chairman), L. B. Jones, Hopewell L. Rogers, F. C. Hoyt, M. C. Robbins and Burrige D. Butler. New members are: General Advertisers: Maxwell Motor Company; Goodyear Tire and Rubber Company, Akron, O.; Swift Specific Company. Newspapers: Charleston (W. Va.) Mail; Erie (Pa.) Herald; Bangor (Me.) Commercial; Asheville (N. C.) Gazette-News.

The following newspapers have made application for membership and will become members when audited in accordance with the new by-laws governing admission: Parkersburg (W. Va.) Sentinel, Dixon (Ill.) Leader, Zanesville (O.) Signal, New York City (N. Y.) Jewish Daily News.

Suspensions from membership follow: For failure to pay dues—Northwestern Agriculturist, Minneapolis, Minn.

For non-payment of dues and failure to render required circulation—The Day, New York City, and the Home News, New Brunswick, N. J.

For failure to render required circulation service—Illinois Staats Zeitung, Chicago, Ill.; Vogue, New York City; Sun, Muskogee, Okla.; Chieftain, Pueblo, Colo.

For failure to submit to an audit—Western Architect, Minneapolis, Minn.

Hereafter newspapers will report on periods running from October 1 to April 1, and from April 1 to October 1. Magazines, periodicals, class, trade and technical publications and farm papers will report on periods running from January 1 to June 30, and from July 1 to January 1.

The Bureau has completed audits for 370 publisher members. There are at present 45 audits under way. The Bureau has 40 auditors in the field—one in every section of the United States and Canada.

The combined net paid circulation of all A. B. C. publications now totals 61,432,003. This is distributed among various classes of publications as follows: Newspapers, 30,722,177; magazine, 20,001,672; agricultural publications, 9,726,644; trade and technical publications, 981,510.

President Louis Bruch is quoted as follows:

"After a year of organization and nine months of actual auditing work we can say to the manufacturers and the merchants of the United States and Canada that today no other business is as well standardized, analyzed and audited as is that of the circulation of advertising mediums.

"Under the co-operative work of the Audit Bureau of Circulations advertising or circulation is now being proved and sold as a commodity, whereas but a few years since it was sold largely on the basis of a publication's estimated influence with its readers.

"The Audit Bureau of Circulations is, above all, a public servant doing a well-earned work in educating all to know accurate values and how to secure them."

## New Manager for Fashion Camera

Harland J. Wright has become manager of the Fashion Camera, which is affiliated with the Dry Goods Economist. He lately resigned as sales manager of the Schuylkill Silk Mills, New York and Reading, Pa. He was formerly connected with the Dry Goods Economist and affiliated papers as their representative in the Central West, with headquarters in Cleveland. He subsequently became sales and advertising manager for the John Annisfield Company, manufacturers of "La Vogue Cloaks and Suits," Cleveland, and was later advertising manager of the Arlington Mills, with headquarters in New York.

## PROSPERITY PREDICTED

San Francisco Publisher Sees Good Times Coming After the Exposition.

M. H. DeYoung, publisher of the San Francisco Chronicle, addressed the Oakland Commercial Club on June 27, on the subject of "What Is to Come After the Panama-Pacific Exposition and What Will the Effect Be to Oakland?" He was introduced by W. W. Cribbins, president of the advertising bureau of the club, at the luncheon which was given in honor of the newspaper proprietor.

In the course of his remarks, Mr. DeYoung alluded to the periods of depression that have come in the wake of other great expositions, and went on to show that there was little danger of anything of the kind occurring in California, at the close of the Panama-Pacific International Exposition. He gave as his reason for this prediction, the fact that there has been no overbuilding or real estate "hooming" accompanying the Exposition.

## ANNUAL ASSOCIATION MEETING

St. Clair Press Association's Annual Meeting—Agreement Upon Printers' Scale.

(Special Correspondence.)

TORONTO, August 3.—The annual meeting of the St. Clair Press Association, one of the district divisions of the Canadian Press Association, was held at Petrolia, Ont., last Friday. Matters of local interest came up for consideration and there was the customary election of officers. H. J. Pettypeice, Forest Free Press, was re-elected president and G. McIntosh, Forest Standard, secretary. The visiting press men, of whom there was a large attendance, were guests of the Board of Trade at lunch and afterwards were shown over the oilfields.

The award of the board of arbitration in the dispute between Typographical Union No. 91 and the daily newspaper publishers of Toronto, has been made public. A one-year agreement was made, without increase of pay or change in working hours. The men wanted a one-year agreement with an increase of \$3 a week and a half-hour a day off. The publishers asked for a five-year agreement. The result was accordingly a compromise. There was a slight change for apprentices. They will now receive \$7 a week after they have put in three years service and after that an advance of 50 cents a week every six months till their time is up.

Town and Country Field in Canada, the little publication which is to be issued from time to time in the interests of the publishers of weekly newspapers, has just made its first appearance. It will be circulated among those agencies and advertisers whose interest in the media could with advantage be quickened. The scheme is part of the general campaign in the interests of weekly newspapers launched by the Canadian Press Association.

Newspaper men continue to enlist. One of the latest to cast aside the pen and take up the sword is Charlie Cavers, at one time editor of the Toronto Sunday World and later editor of the Montreal Sunday Herald and the Montreal Standard, successively. He has joined the 60th Battalion, now being raised in Montreal. Another recruit is J. H. Mackay of the Toronto Globe staff, who has joined the Third University Overseas Company. He is a university man who received his newspaper training at the School of Journalism, Columbia University, New York.

## George W. Coleman, Sociologist

George W. Coleman of Boston, formerly president for two terms of the Associated Advertising Clubs of the World, and advertising manager of the W. H. McElwain Company, manufacturers of shoes, Boston, has retired from business in order to give his time to public service. He is president of the Bos-

ton City Council and has been acting mayor for several weeks. He will take up the work of Ford Hall and of the Sagamore Sociological Conference.

## One Ad Produces \$1,200,000 in Sales

The Chevrolet Motor Company sprung a surprise on the motor world, Sunday, June 6, in the San Francisco Examiner. A new car was announced in a double-page spread. The distributors pinned all their faith to the Examiner. Here is what happened:

In less than six days orders were booked for more than 2,000 automobiles. The distributors were astounded. The manufacturers were astounded. This one advertisement in the San Francisco Examiner sold in six days more automobiles than many of the largest distributors sell in an entire season. It yielded sales to the amazing total of \$1,200,000.

## NEW PUBLICATIONS

WEST UNION, W. VA.—C. O. Fluharty, former publisher of the Exponent-American which is now in the hands of a trustee, has purchased a printing plant and will continue the publication of the Clarksburg American which he started a few days ago. The Clarksburg American when issued from the new plant will be a regular size, eight page daily morning newspaper and in politics will be Democratic.

ATLANTA, GA.—Atlanta is to have a new daily paper—the Commonwealth, published by the Anti-Saloon league, edited by G. W. Eichelberger and devoted primarily to the prohibition propaganda. It will appear daily every afternoon, except Sundays. Dr. Eichelberger, who is state superintendent of the Anti-Saloon league, announced the probable issuance of the Commonwealth as an afternoon daily.

## NEW INCORPORATIONS

LOS ANGELES.—Antelope Publishing Company. Incorporators, Charles E. Jones, Jessie B. Jones and Joseph Musgrove. Capital stock, \$10,000, subscribed stock, \$10,000.

FORT PLAIN, N. Y.—Mohawk Valley Register, Fort Plain, newspapers, Job printing, \$5,000; C. R. Waters, E. Weiskotten, D. G. Hackney, Fort Plain.

NEW YORK CITY.—U. S. Federated Press, Manhattan, \$25,000. Julius Goldman, Natalie Weinberg, Harry A. Rosenberg, New York City.

## CHANGES IN INTEREST

LACKAWANNA, N. Y.—The Ellis-Joslyn Publishing firm has been incorporated with a capital stock of \$15,000. John R. Joslyn, junior member of the firm is a former Elmiran, having been at one time editor of the Advertiser.

Mr. Ellis is editor of the Lackawanna Journal and Mr. Joslyn has been with the Buffalo Evening News for more than 14 years. He was managing editor of it for many years. He now becomes the managing editor of the Journal of which Mr. Ellis is the editor.

They will erect a fire-proof building with all modern equipment for their paper which they plan to put on a firm basis. They also are going to publish a daily paper in the near future.

JOHNSTOWN, PA.—There is a great deal of discussion here as to whether or not, Mayor Joseph Cauffiel has hought the afternoon Leader, which has long been attacking him bitterly. It was observed that the Leader's attacks upon the Mayor had ceased. Shortly thereafter, the Mayor gave out a statement that he had bought a controlling interest in the Leader, which that paper promptly denied. The Mayor gave out the information and coupled with it was the assertion that within five years the Leader would be the best afternoon paper in the territory. He refused to state whether he had bought the newspaper outright, had secured control through the purchase of the majority of stock or whether, as had been reported, he had an optional agreement with the stockholders to take over the publication October 1.

Therefore there is great interest in Johnstown as to the final outcome.

ALLIANCE, O.—The Alliance Leader,

## \$10,000 TO \$20,000 CASH

available for first payment on attractive newspaper property. Must be in city of at least 15,000 and preferably in middle west, Oklahoma or Texas. Proposition M. P.

CHAS. M. PALMER

Newspaper Properties

225 Fifth Ave., New York City

## \$25,000 CASH

Available as first payment for the purchase of a Daily Newspaper property in a Middle West City.

Customer is an experienced and successful publisher.

HARWELL, CANNON

& McCARTHY,

Newspaper & Magazine Properties,

Times Bldg., New York.

## SITUATION WANTED

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

SITUATION WANTED—Change in ownership has left an energetic business manager of 30 without a position. Experienced in office management and soliciting of advertising. Want place where ability and resourcefulness would be appreciated; city of 50,000 to 100,000 preferred. Address "Energy," care THE EDITOR AND PUBLISHER.

## 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.

Monthly farm paper, 100,000 circulation, located Middle West. Price \$25,000. Good opportunity. Harris-Dibble Company, New York.

FOR SALE—Family weekly newspaper and job printing business in suburb of large city. Established more than forty years. Price \$10,000. Terms: \$5,000 cash, balance in easy payments. Address Suburban Weekly, care Editor and Publisher.

## MISCELLANEOUS

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

WANTED—Photo-engraving equipment, second hand, New York. M. E. P., Box 1509, care THE EDITOR AND PUBLISHER.

What have you to offer in second hand linotype machine? Must be in perfect mechanical condition. State model, factory number and lowest cash price. Address "Typesetting," care THE EDITOR AND PUBLISHER.

an independent Democratic daily newspaper, suspended publication on July 31, when it merged with the Alliance Review. It was established in 1875 and was published for the last four years by a corporation of which Louis H. Brush of Salem owned the controlling interest. He becomes vice-president of the merged company. The merged newspapers will be known as the Alliance Review.

PASADENA, CAL.—Editor F. C. Roberts of the Long Beach Telegram has sold his interest in the Pasadena News to his partner, Judge J. H. Pryor.

BRAZIL, IND.—Herbert A. Potts, former manager of the Adams Express Company at Terre Haute, has purchased the interests of Roy Shattuck, of Brazil; Lee T. Waterman, of Indianapolis, and Lovell E. Waterman, of Terre Haute, in the Brazil Daily Times. He is associated with James A. Raper, advertising manager and general manager, and George H. James, managing editor. The paper had been Progressive and no change in policy was announced.



**TIPS FOR THE AD MANAGER**

Calkins & Holden, 250 Fifth avenue, New York, are making new contracts for H. J. Heinz Company, Pittsburgh.

The Frank Presbrey Company, 456 Fourth avenue, New York, is placing orders for 420 lines four times in Southern papers for the American Tobacco Company, Bull Durham, 111 Fifth avenue, New York.

Louis V. Urmy, 41 Park Row, New York, is placing orders in Middle West papers for the advertising of the De Laval Separator Company.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, are sending out orders for the R. J. Reynolds Company, Camel Cigarettes and Prince Albert, Winston-Salem, N. C.

The W. S. Hill Company, Pittsburgh, is sending out orders for the Christian Moerlein Brewing Company, Cincinnati.

Frank Seaman, Inc., 120 West Thirty-second street, New York, is making renewal contracts for Liggett & Myers, St. Louis.

H. Levey, Marbridge Building, New York, is making renewal contracts on a trade basis for the Hotel Martinique, New York.

The Morse International Agency, 449 Fourth avenue, New York, is making renewal contracts in Southern papers for the Beecham Pills advertising.

The M. C. Weil Agency, 38 Park Row, New York, is making contracts for forty-two lines twenty-six times in Middle West papers for the E. C. D. Chemical Company, Montreal, Can. This agency is also placing orders in Sunday papers for the Daylight Camera Company, 26 Delancey street, New York.

Scott & Bowne, Bloomfield, N. J., is making up the list for the Scott Emulsion advertising.

J. Walter Thompson Company, 44 East Twenty-third street, New York, is placing orders in Canadian papers for Gerhard Mennen & Co., Newark, N. J., Mennen's Toilet Preparations.

The International Film Company, 238 William street, New York, is placing orders for 10,000 lines in the larger city dailies.

L. A. Sandlass, Baltimore, is placing renewal contracts for the Resinol Chemical Company, same city.

The Kelly-Smith Company, publishers' representatives, New York and Chicago, have been appointed the foreign advertising representatives of the Springfield (Mass.) Republican and the Harrisburg (Pa.) Patriot.

Albert H. Ross, manager of the United States Radiator Company, is spending his vacation in New York.

W. E. Thomas, business manager of the Roanoke (Va.) Times and World News, was a New York visitor last week.

**PLAIN, FRANK, "STRAIGHT"**

A New York Department Store Defines Its Position as to "Trade Terms."

Assuredly a new day has dawned in respect to truthful advertising. Here in New York, one of the oldest and best known department stores ("Bloomingdales") lately used a lot of costly space, in the middle of an ad, announcing an important sale of furniture, to express its disapproval of the phrase "commercial honesty." Said the advertisement: "The question of honesty in advertising is not open to quibbling. There is only one kind of honesty; and any honesty supplied with a prefix or suffix of any kind is not honesty, but dishonesty."

"At the beginning of our August sale of furniture we make this explanation of certain trade terms, which are used practically everywhere and by every store handling furniture: 'Mahogany,' when used in describing furniture, means that the furniture is finished with a mahogany veneer, which is used to beautify and to prevent warping; 'mahogany finish' means that the wood is stained and polished to resemble mahogany; 'all mahogany' means that the entire construction is mahogany; 'solid mahogany' means that the furniture is constructed of solid pieces of mahogany."

**LONG DISTANCE EDITING—SURE!**

Cincinnati Post Issues Extra from San Francisco News Office.

The San Francisco Daily News, on July 22, participated in the publication of one of the most remarkable editions of a newspaper ever printed in America. A four-page "extra" of the Cincinnati Post was issued from the Daily News office, in order that the throng of Cincinnati folks taking part in Cincinnati Day exercises at the Panama-Pacific Exposition might be served with news direct from home.

It was considerable of an undertaking. Cincinnati is 2,300 miles away. The Cincinnati Post could not send its staff to San Francisco; consequently, this special edition of the Post was edited by telegraph, over the Western Union wires. Editors of the Post, sitting in their office on Longworth street, Cincinnati, directed the publication of their extra edition in the Daily News office in San Francisco. This is said to be the biggest job of long-distance editing ever done in the United States. Thousands of copies were printed, for distribution at the Ohio Building on the Exposition grounds and among the Cincinnatians at the hotels.

**On the Right Track**

The Queens County News, a bright weekly published at Springfield, L. I., takes this commendably high ground in its current issue:

"The News has gained so rapidly in circulation and in subscribers that an effort is about to be made to secure a real volume of advertising. Much of what has been published may be traced to the efforts of friends and readers."

"Some advertising was offered which we declined to permit to have a place in our columns. The News goes into the homes, and we want our advertising columns to reflect as much credit upon the communities which the newspaper seeks to represent as do the news items which are published every week."

**A "Round-Up Day" for Detroit**

The Detroit News and the Detroit Sunday News-Tribune are kicking up a big stir with preparations for their "Round-Up Day"—Wednesday, September 1.

A thousand boys are working to get eight new three-month subscribers each, the contest being open to every agent and carrier within 150 miles of Detroit. The "prize" is a trip to that city for every successful boy on "Round-up Day"—all expenses paid.

**New Offices**

The Reciprocal Exchange announces its occupancy of new offices at 28th and Wyandotte street, Kansas City, Mo.



**"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.

<p><b>ALABAMA.</b></p> <p>NEWS ..... Birmingham Average circulation for 1914: Daily, 36,235; Sunday, 37,762. Printed 2,207,884 lines more advertising than its nearest competitor in 1914.</p> <p><b>CALIFORNIA.</b></p> <p>EXAMINER ..... Los Angeles A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.</p> <p>BULLETIN ..... San Francisco</p> <p>THE PROGRESS ..... Pomona</p> <p><b>GEORGIA.</b></p> <p>JOURNAL (Cir. 57,531) ..... Atlanta</p> <p>CHRONICLE ..... Augusta</p> <p>LEDGER ..... Columbus</p> <p><b>ILLINOIS.</b></p> <p>HERALD ..... Joliet</p> <p>STAR (Circulation 21,589) ..... Peoria</p> <p><b>IOWA.</b></p> <p>REGISTER &amp; LEADER ..... Des Moines EVENING TRIBUNE ..... Des Moines Essential to covering Des Moines and vicinity.</p> <p>THE TIMES JOURNAL ..... Dubuque</p> <p>SUCCESSFUL FARMING ..... Des Moines More than 700,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations.</p> <p><b>KENTUCKY.</b></p> <p>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.</p> <p><b>LOUISIANA.</b></p> <p>TIMES PICAYUNE ..... New Orleans</p> <p><b>MICHIGAN.</b></p> <p>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.</p> <p><b>MINNESOTA.</b></p> <p>TRIBUNE, Morning and Evening ..... Minneapolis</p> <p><b>MISSOURI.</b></p> <p>POST-DISPATCH ..... St. Louis Is the only newspaper in its territory with the beautiful Rotogravure Picture Section. Circulation first six months, 1915: Sunday average ..... 350,066 Daily and Sunday ..... 204,497</p> <p><b>MONTANA.</b></p> <p>MINER ..... Butte Average daily, 11,684; Sunday, 17,971, for 3 months ending March 31st, 1915.</p> <p><b>NORTH CAROLINA.</b></p> <p>SENTINEL ..... Winston-Salem April Gov't report, 5,055. Winston-Salem second largest city in North Carolina.</p> <p><b>NEW JERSEY.</b></p> <p>PRESS (Circulation 7,945) ..... Asbury Park</p> <p>JOURNAL ..... Elizabeth</p> <p>PRESS-CHRONICLE ..... Paterson</p> <p>COURIER-NEWS ..... Plainfield</p>	<p><b>NEW YORK.</b></p> <p>COURIER &amp; ENQUIRER ..... Buffalo</p> <p>IL PROGRESSO ITALO AMERICANO ..... New York</p> <p>DAY ..... New York The National Jewish Daily that no general advertiser should overlook.</p> <p><b>NEBRASKA.</b></p> <p>TRIBUNE ..... Hastings Circulation A. B. C. report, 5,640. Full leased wire report United Press.</p> <p><b>OHIO.</b></p> <p>PLAIN DEALER ..... Cleveland Circulation for July, 1915: Daily ..... 132,003 Sunday ..... 103,901</p> <p>REGISTER ..... Sandusky The most widely read daily published in Northern Ohio between Cleveland and Toledo.</p> <p>VINDICATOR ..... Youngstown</p> <p><b>PENNSYLVANIA.</b></p> <p>TIMES ..... Erie</p> <p>DAILY DEMOCRAT ..... Johnstown</p> <p>TIMES-LEADER ..... Wilkes-Barre</p> <p><b>SOUTH CAROLINA.</b></p> <p>DAILY MAIL ..... Anderson</p> <p><b>SOUTH DAKOTA.</b></p> <p>The Sioux Falls Daily Press is the medium that reaches the people in the towns and in the country. Largest Sunday paper of any town its size anywhere. G. Logan Payne Company, New York and Chicago.</p> <p><b>TENNESSEE.</b></p> <p>BANNER ..... Nashville</p> <p><b>TEXAS.</b></p> <p>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.</p> <p>ENTERPRISE ..... Beaumont Covers East Texas and West Louisiana</p> <p>STAR-TELEGRAM ..... Fort Worth Net Paid Circulation, 38,000 daily. Over 50% more net paid city circulation and over 5,000 more net paid Sunday circulation than any other paper in Fort Worth.</p> <p>CHRONICLE ..... Houston The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sundays.</p> <p>POST ..... Houston Over 80% city circulation to regular subscribers by carrier. The "Home Paper" of South Texas, 30,000 guaranteed.</p> <p>TELEGRAM ..... Temple Net paid circulation over 6,000.</p> <p><b>UTAH.</b></p> <p>HERALD-REPUBLICAN ..... Salt Lake City</p> <p><b>VIRGINIA.</b></p> <p>DAILY NEWS-RECORD ..... Harrisonburg In the famous Valley of Va. only paper in the richest Agricultural County in United States.</p> <p><b>WASHINGTON.</b></p> <p>POST-INTELLIGENCER ..... Seattle</p> <p><b>CANADA.</b></p> <p><b>ONTARIO.</b></p> <p>FREE PRESS ..... London</p> <p>DAILY HERALD ..... Stratford Largest circulation in Perth County. The paper that Perth County people want to read.</p> <p><b>SASKATCHEWAN.</b></p> <p>COURIER-NEWS ..... Saskatoon</p>
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**ROLL OF HONOR**

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

<p><b>ILLINOIS.</b></p> <p>SKANDINAVEN ..... Chicago</p> <p><b>INDIANA.</b></p> <p>THE AVE MARIA ..... Notre Dame</p> <p><b>NEBRASKA.</b></p> <p>FREE PRESS (Cir. 128,384) ..... Lincoln</p>	<p><b>NEW YORK.</b></p> <p>BOLLETTINO DELLA SERA ..... New York</p> <p><b>PENNSYLVANIA.</b></p> <p>TIMES ..... Chester</p> <p><b>QUEBEC.</b></p> <p>LA PRESSE (Cir. 1912, 114,371; '13, 127,722; '14, 140,342)</p>
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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 ..... 7,673 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

## AD FIELD PERSONALS

P. P. Willis, formerly automobile editor of the Indianapolis (Ind.) Star, has been chosen vice-president of the Thompson Carroll Advertising Agency, of Cleveland, Ohio.

C. A. Chandler, manager of the Amsterdam Advertising Agency, of Boston, has been exploring Vermont by automobile.

A. W. Bertmann has succeeded C. C. McManus as advertising representative for the St. Louis branch of the Firestone Tire and Rubber Co.

D. W. Riddle, for several years connected with a St. Louis automobile factory, has joined the sales force of the Weber Motor Car Co., local dealers for the Studebaker line.

P. J. Flannery has become a member of the publicity department of the V-L-S-E. For the past five years he has been connected with the New York Review and previous to that was with the Brooklyn Daily Eagle.

Kenneth R. Teft will assume charge of the advertising and sales department of the PalPro plant, of Lowville, N. Y., August 1. Mr. Teft has been connected with the Vogue the past six years, acting as representative of the Vogue and Vanity Fair of the Vogue Company, of New York City.

T. E. Jarrard, vice-president of the Apperson Bros. Automobile Company, Kokomo, Ind., is in charge of the sales department. Assisting him will be J. H. Newmark, who also continues in full charge of the advertising department.

A. Foster George has joined the advertising staff of the New York Globe.

Gordon Mory, formerly manager of the Niagara Chocolate Company, has been appointed advertising manager of the New England Mercantile Company, of Boston.

G. G. Rooker, advertising manager of the Fort William (Ont.) Times-Journal, has resigned in order to join the Canadian expeditionary force.

## IN THE AD FIELD

Clicquot Club Ginger Ale has received the unqualified endorsement of Alfred W. McCann, the pure food expert of the New York Globe. He finds that the materials are of the highest quality, manufactured in a cleanly fashion and that the washing of the bottles is most thorough.

The campaign to advertise Detroit which is being engineered by the local board of trade, is progressing well. T. C. Ray, secretary of the Windsor Board of Trade, has been given the promise of \$640 toward the advertising campaign. This amount represents the subscriptions of only a few of the large manufacturing concerns in the city. It is the object to collect \$2,000, which will be spent in advertising the city, and its advantages to manufacturers in the hope of inducing many to locate in the border city during the coming year.

The following changes are announced in the A. McKim Advertising Agency of Canada: W. B. Somerset, who for thirteen years has been manager of the Toronto branch, now comes to Montreal as second vice-president to superintend the business of the branches and assist Mr. McKim, whose time will more than ever be devoted to the clients of the firm. Chas. T. Pearce, until a few weeks ago general manager of the Toronto Daily News, and a very popular Toronto man, succeeds Mr. Somerset as manager of the Toronto branch.

## Departing Editor Feted

A farewell party was given July 24 at Lowville, N. Y., in honor of Harold C. Stephenson of Syracuse, who for the last year has been the manager and editor of the Lowville Herald and who will go to Montreal August 1 to assume his duties in the advertising department of the Montreal Daily Mail and Evening News. The out of town guests were: Ambrose Durkin, Leonard Spencer, Reginald Newton, Richard Buck, Henry Kimball, Lott Peck, Robert Eager, Howard Caldwell, John Purcell, Floyd Reeves of Watertown and Blye Dodds of Gouverneur.

## WILY ADVERTISER PUNISHED

## An Advertisement of a Horse in the Boston Papers Makes Trouble.

For the second time this year a "truth in advertising" case has been brought before the courts of Attleboro, Mass. William E. Haley, of 53 Beacon street, Somerville, Mass., was arrested last week by State Agent H. A. Perry of Mansfield on a charge of fake advertising and appeared in the Attleboro District Court. On June 27 Haley advertised a horse for sale in a Boston newspaper and George Gorman, an Attleboro milk dealer, went to Somerville and made a bargain for \$100. On the road to Attleboro the horse went lame and according to a veterinary, who was called, one of its feet was ready to drop off. Agent Perry killed the animal.

Agent Perry alleges that the same ad from Haley appeared each Sunday since. On being arraigned, Haley pleaded nolo and received a \$25 fine. Restitution of \$100 to Mr. Gorman was ordered. This is the second "truthful advertising" case to be brought in the Attleboro court this year.

## NOVEL ADVERTISING SERVICE

## Feature Page Ideas Supplied to Advertising Departments.

Edward Payson Critcher, of 163 West Washington street, Chicago, is offering to newspaper publishers a novel advertising service. He says:

"There are hundreds of excellent advertising features or special pages that appear in the different newspapers throughout the country every year, but no one sees them but the exchange editor—and what does he know about advertising? So into the waste basket they go, and the paper loses thousands of dollars yearly.

"I furnish any advertising department with live, up-to-date and seasonable feature-page advertising ideas (months in advance), with full instructions to the advertising manager, so that his advertising solicitors are prepared to go out and sign new business at regular advertising rates."

## LIVE AD CLUB NOTES

The publishers of Detroit are taking steps to organize a department of the local Adcraft Club for themselves, which shall be known as the publishers' division. The branch will be a part of the reorganization plan recently perfected by Walter C. Cole, assistant secretary of the board. Matters of particular interest to publishers as well as general activities along these lines will be referred to this department, which will also act as an advisory board to the directors of the club.

R. L. Polk, Jr., of R. L. Polk & Co., was elected chairman at the meeting, and the organization will be perfected at a session which will be held during the first week in September.

Tucked away snugly in twenty-five automobiles the members of the Milwaukee Advertisers Club went rolling over to their first outing on the afternoon of July 24, at Siever's Grove on the Milwaukee river. The picnic which was most successful, will be made an annual feature.

The Omaha Ad Club intends to encourage Omaha women who are active in the advertising business to join the club. At present but four women are members, and it is hoped that before many more meetings are held that this number will be considerably increased. The subject came up at a recent meeting at the Commercial Club, when Charles Docherty, Tom Devaney, Charles Ayres, Victor White and T. L. Combs, who were Omaha delegates to the national convention, gave short talks on ideas they had picked up at the Chicago meeting.

A campaign to increase the population of St. Louis by taking in near-by suburbs in the county will be started

by the Advertising Club of St. Louis. The principal speakers will be Mayor Kiel, Francis M. Curlee and George S. Johns. A committee probably will be appointed to confer and work with the Business Men's League. Walter S. Donaldson, president of the club, will preside and outline plans for the campaign. Announcements have been sent out by John S. Harris, chairman of the arrangement committee, of the steamboat excursion of the club, telling of some of the "stunts" that will be given on the night of the excursion, August 9, on the Steamer Belle of the Bends.

At a recent meeting of the Joliet Advertising Club a resolution providing for the following features was unanimously adopted. The development of advertising research work in Joliet. The appointment of a special committee for extension work in towns adjacent to Joliet. A campaign to have a distinctive name selected for the new penitentiary site. These prospective activities and other suggestions were brought out in what members said was one of the most instructive programs the club has enjoyed this year.

"Ship Channel Happenings" is the title of a little booklet being printed by the Houston Ad Club for circulation among all advertising clubs west of the Mississippi river and east of the Rocky Mountains, inviting them to send representatives to the celebration on August 19 of the arrival of the first ship from New York.

C. S. Clark, former Second Vice President of the Cincinnati Ad Club, was elected President of the Organization at the annual meeting recently at the Zoo. Mr. Clark headed both the Red and the Blue tickets. The others selected were L. K. Oppenheimer, First Vice President; Joseph Schmidt, Second Vice President; J. D. Williams, Recording Secretary; W. F. Chambers, Treasurer; Joseph R. Tomlin, Financial Secretary; A. deMontluzin, Retiring President and Clarence W. Payne, for Directors. Seventy-six votes were cast.

## NEW AD INCORPORATIONS

NEW YORK CITY.—A. G. Bushnell Co., advertising, publishing, printers, \$10,000; James K. Reidy, James E. Wilkinson, Albert G. Bushnell, 5 Beekman street.

CINCINNATI, OHIO.—United States Depot Advertising Company, Cincinnati, \$2,500; by George W. Barnes, James Gayle and Albert H. Morrill.

WILMINGTON, DEL.—Co-operative Advertising Co., \$1,500,000; to acquire advertising space and all plans and devices pertaining thereto; Herbert E. Latter, Norman P. Coffin, Clemen Megner, all of Wilmington, Del.

NEW YORK CITY.—A. G. Bushnell Co., advertising, publishing, printers, \$10,000; James K. Reidy, James E. Wilkinson, Albert G. Bushnell, 5 Beekman street.

## Two Agency Mergers

The Honig Advertising Company and the Cooper Advertising Company, of San Francisco, have been incorporated under the name of the Honig-Cooper Company, with Louis Honig as president and Frank Cooper as vice-president. The Ralph A. Sweet Advertising Agency, of Binghamton, N. Y., has been merged with the Wylie B. Jones Advertising Agency of the same city.

## PUBLISHER'S NOTICE.

Subscription: Two Dollars a year in the United States and Colonial Possessions, \$2.50 a year in Canada and \$3.00 foreign.

It is suggested that the publication should be mailed to the home address to insure prompt delivery.

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

The columns are 13 picas. Advertising 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.

## Publishers' Representatives

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.

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

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 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. Ran, 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.



# NEW ENGLAND LEADS IN DOZENS OF LINES OF MANUFACTURE

Advertising Campaigns in New England Can Be Made Intensive in the Truest Sense of the Word and Can Be Carried Through with the Highest Efficiency and a Minimum of Expense.

By HENRY B. HUMPHREY

For the manufacturer of goods on sale in the shops the most satisfactory territory in which to advertise is the manufacturing community with its population concentrated around the shopping centres.

When the activities of the manufacturing community are diversified another advantage develops in addition to the concentration of buyers. And that is insurance against general business depression.

New England is really an ideal field for general publicity advertising. Its people are grouped as the advertisers would have them placed with relation to the most economical methods of trading. They are readers of advertising. They receive large incomes.

It is worth while looking into the diversity of manufacturing that serves to protect the community from such widespread and long continuing periods of depressions as come occasionally to other sections of the country, and that completely upset advertising campaigns in those sections.

Hard times in no one line of manufacture will ever cripple New England! She leads not in two lines, but in dozens of lines of manufacture.

To be specific, New England is first in the production of

Textiles	Textile Machinery
Boots and shoes	Shoe Machinery
Leather	Rubber Goods
Jewelry	Fine Watches
Silverware	Hosiery
Plated ware	Silk Goods
Firearms	Brass Goods
Ammunition	(½ of output of U. S.)
Cutlery	Bronze Goods
Confectionery	Wire Goods
Chocolate	Clocks
Fine Paper	Foundry and Machine Shop Products.
(½ of output of U. S.)	

She has extensive plants that are famous for the quality and the quantity of their

Pianos	Machinery
Organs	Varnish
Furniture	Carriages
Typewriters	Glue
Sewing Machines	Locomotives
Scales	Cigars
Pottery	Clothing
Wagons	Hats
Toilet Preparations	Shirts
Automobiles	Collars
Lamps	Corsets
Stoves	Buttons

MASSACHUSETTS.		2,500 1	10,000 1
	Circulation		
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).....	25,188	.045	0.35
Worcester Telegram (MS).....	26,299	.05	.05
Massachusetts totals.....	1,480,313	2.1358	1.9738
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*08	.07*08
Providence Tribune (E).....	18,044	.05	.05
Rhode Island totals.....	110,509	.26	.2425
Population, 591,215.			

MAINE.			
Portland Argus (M).....	7,258	.0178	.0178
Portland Express (E).....	19,382	.0535	.0375
Waterville Sentinel (M).....	5,558	.02357	.01215
Maine totals.....	32,198	.09487	.06745
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.			

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
Connecticut totals.....	152,287	.47457	.29334
Population, 1,114,756.			
New England totals.....	1,811,714	3.06	2.64

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

Hardware	Combs
Tools	Soap
Locks	Printing Presses

Turning our attention to the states that make up the New England group we find that

Maine, according to the industrial census of 1909, operated 3,546 manufacturing establishments with an annual production worth \$176,029,000.

Massachusetts, in seventh place as regards population, stands fourth among the states in the total value of manufactures. She produces about \$400,000,000 worth of boots, shoes and cotton goods every year. In 1909 her woolen goods output sold for \$141,966,000.

Connecticut produces nearly half of all the brass goods made in the United States, and over two-thirds of all the firearms, ammunition, silver plated ware and other lines. This state ranks 12th in the value of manufactured products. Its 4,251 factories in 1909 transformed material costing \$257,259,000 into finished product worth \$490,272,000. Connecticut factories are creating greater wealth today than ever before.

Rhode Island has the densest population of any state in the Union. It leads all the states in the production of jewelry, is second to Massachusetts in the cotton goods industry, and is third in the production of woolen fabrics. Its factories, like those of Massachusetts and Connecticut, specialize on a great variety of lines.

Vermont and New Hampshire are by no means entirely devoted to agriculture and summer boarders. In 1909, Vermont carried on 1,958 factories with a total output worth \$68,310,000. New Hampshire in the same year turned out \$42,879,000 worth of cotton goods, \$5,498,000 worth of woolen goods, \$11,212,000 worth of paper and pulp, and \$10,202,000 worth of lumber. The state has many other lines of importance.

No other territory of equal size is so well protected against general depression; no other section has its distributing points for nationally advertised goods of equal character and number, and no other section has so many first class newspapers covering it so thoroughly.

Advertising campaigns in New England can be made intensive in the truest sense of the word and can be carried through with the highest efficiency. Study the field, the papers and the rates, Mr. Advertiser, and see what New England papers will do for you.

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.

# New York Advertising Situation

**The Globe**  
AND *Commercial Advertiser*. ESTD.  
NEW YORK'S OLDEST NEWSPAPER.

leads all competitors in gains during July—an off month

These are the figures compiled by the Statistical Department of the *New York Evening Post*  
DAILY AND SUNDAY (In Agate Lines)

	Percentage of total space	1915	1914	Gain	Loss
American - - - -	8.6	574,792	642,249	.....	67,457
Brooklyn Eagle - -	9.3	621,458	658,213	.....	36,755
Evening Journal - -	6.1	405,664	467,013	.....	61,349
Evening Mail - - -	3.9	263,573	270,443	.....	6,870
Evening Post - - -	3.5	237,128	228,485	8,643	.....
Evening Sun - - - -	4.3	287,754	267,109	20,645	.....
Evening Telegram -	6.8	452,438	480,583	.....	28,145
Evening World - - -	4.4	292,219	343,217	.....	50,998
Globe (Evening) - -	5.3	355,001	259,395	95,606	.....
Herald - - - - -	7.8	515,963	591,704	.....	75,768
Press - - - - -	2.4	162,459	245,869	.....	83,410
Staats Zeitung - - -	4.3	287,456	301,461	.....	14,005
Standard Union - - -	5.4	364,870	434,059	.....	69,189
Sun - - - - -	3.8	255,986	247,862	8,124	.....
Times - - - - -	9.7	650,225	639,211	11,014	.....
Tribune - - - - -	3.3	223,271	170,721	52,550	.....
World - - - - -	11.1	742,906	778,412	.....	35,506
Totals - - - - -		6,693,136	7,026,006	.....	332,870 Decrease

Total *Globe* gains for seven months ending July 31st

## 590,945 Agate Lines

which is more than three times the total gains of the other New York evening newspapers for the same period

Total losses morning papers for the last seven months -	3,394,757
“ gains “ “ “ “ “ “ “ - -	230,589
net loss morning papers “ “ “ “ “ “ “ “ - -	3,164,168
Total losses evening papers for the last seven months -	1,446,490
“ gains “ “ “ “ “ “ “ “ - -	960,713
net loss evening papers “ “ “ “ “ “ “ “ - -	485,777

*Plain figures show the growing tendency to use Evening Newspapers*

### O'MARA & ORMSBEE, Inc.

Special Representatives

CHICAGO  
Tribune Bldg.

Member Audit Bureau of Circulations

NEW YORK  
Brunswick Bldg.



