

THIRTY-SECOND YEAR

The Editor & Publisher

and The Journalist

32 PAGES

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

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\$2.00 a Year

NEW YORK, OCTOBER 23, 1915

\$2.00 a Year

10 Cents a Copy

Food Product Merchandising

—if you wish it to be done successfully and at a minimum of expense—must be done along the *lines of least resistance*.

It must be done in accordance with the lessons that experience has taught. The costly errors made by others must be avoided, and the plans that have proved brilliantly successful should be followed closely, adapted to suit your individual necessities.

The men in our Merchandising Service Department have had a very unique experience. They have marketed, here in Chicago, many different varieties of food products. They have studied every step in many campaigns. They have analyzed conditions and studied results. They have gone both to dealers and con-

sumers time after time for first-hand information.

They have studied sales plans and advertising plans. They have watched the effects, dollars-and-cents effects, of various methods of procedure.

As a result these men have gathered an experience that is simply invaluable to any Food Product Manufacturer who wishes to sell his product in Chicago territory.

The practical benefits of this experience are at your command, without cost or obligation, at any time you wish to place your product in this field. These men will consult with you, advise you, tell you frankly the results of their experience with varied lines, under varied conditions, and point out to you the lines of least resistance in the marketing of your goods.

The Chicago Tribune.

The World's Greatest Newspaper

(Trade Mark Registered)

Circulation over { 500,000 Sunday
300,000 Daily

Member Audit Bureau of Circulations

Eastern Advertising Office, 251 Fifth Avenue, New York City



Holds the Dominant Place in the New York Evening Field

In the evening field The New York Evening Post is in a class by itself.

Let us see what this means.

It means that The Evening Post, with its select clientele, which is not surpassed by any other clientele in the world, reaches readers that no other New York evening publication ever reaches, and carries a message from the advertiser to as many people with available money to spend, as does the circulation of all the other evening papers combined.

It means that every copy of The New York Evening Post goes into the homes of waiting buyers, who **will** buy, if the appeal you make in your advertisement is properly presented.

It means that there is no waste of circulation, and substantiates the recognized fact that mere **bulk of circulation, without quality**, is of no value to the advertiser whatever.

It means also that, paying for circulation which goes among promiscuous readers who have not the available cash to gratify their desires, is a profligate waste of time and money.

There are certain classes of advertising, it is true, in which other evening papers lead.

Then there are other classes which The Evening Post rejects.

The omission from The Evening Post columns of these special classes of advertising enhances the value of The Evening Post to all reputable advertisers who habitually use The Evening Post.

To every advertiser, the only valuable circulation is that which goes where there is money to spend.

The seasoned judgment of the advertisers who regularly use The Evening Post, and watch their results, favors The Evening Post by overwhelming odds.

The New York Evening Post, as an advertising medium, holds the dominant place in New York.

The New York Evening Post

More Than a Newspaper—A National Institution

Member A. B. C.

Publication Office
20 Vesey Street, NEW YORK

Eastern Foreign Office,
1103 World Building, NEW YORK CITY

Western Office
McCormick Building, CHICAGO

The Editor & Publisher

and The Journalist

Vol. 48, No. 20.

NEW YORK, OCTOBER 23, 1915.

10 Cents a Copy.

FIRE COMMISSIONER ADAMSON OF N. Y. COMMENDS "THE EDITOR AND PUBLISHER"

"The Way to Reach the People Is Through Publicity," Says He; "That Is the Greatest Arm of Our Service in Fighting to Prevent Fires"—
"Your Sample Advertisements Are Ideal; I Wish I Could Publish Them in Our Papers Daily for a Year."

Two weeks ago THE EDITOR AND PUBLISHER printed an article showing the importance of NEWSPAPER ADVERTISING to the full success of such work as Fire Commissioner Adamson of New York is undertaking to accomplish by way of reducing this city's tremendous fire loss.

Mr. Adamson now sends to this office the following strongly commendatory "authorized interview."

"THE EDITOR AND PUBLISHER is right. It would help me tremendously if I had a fund which I could use for systematic fire prevention publicity.

"Publicity—that is to say, education through publicity—is almost half of fire prevention. We can through our inspection force, and by the issuance of orders, make buildings more nearly fireproof; but what can a mere handful of inspectors accomplish in freeing the hundreds of thousands of buildings in New York City from the conditions that cause fire, and that, when the fire is once started, permit it to spread? Obviously we can cover only a small part of the field; and obviously, too, it is the work of years to cover the whole city.

"And even when the whole city is covered, have we accomplished the full task of fire prevention? Far from it. We shall have done a vast amount toward better fire protection—toward making the buildings safer and reducing the loss when fires occur; but there will still be something more to be done.

"Real fire prevention involves just as much the reform of the habits of the people as it does the fireproofing of buildings. Until our people—men, women and children—are taught that it is their carelessness that causes fires, and that this carelessness is avoidable, we are not going to get the proper reduction in the number of fires.

"We can make every building in New York City ideally fireproof, but so long as we fill these buildings with careless people who allow rubbish to accumulate, who throw away lighted matches, cigars and cigarettes, who are careless with stoves and furnaces and inflammable cleaning fluids, and who allow open gas-jets to be placed near light, inflammable curtains, we are still going to have fires. The loss will not be so great, but the numbers will be almost as great.

"We have reduced the loss per fire in New York by the gradual installation of fireproof walls, enclosure of stairways and the introduction of fire-retarding materials. We have reduced the number of fires only in so far as we have been able to reach the people by a fire-prevention propaganda, and cause them to take more care in their homes.

"Therefore it is clear that the way to reach the people is through PUBLICITY. That is the greatest arm of our service in fighting to prevent fires. THE EDITOR AND PUBLISHER has correctly analyzed the problem; and the sample advertisements that you suggested are ideal. I wish it were possible for me to publish them in the daily papers of New York once a week right through the year; but, unfortunately, we have no funds for the purpose, and in the present financial con-

(Continued on page 504.)

NEW ORLEANS AMERICAN

Now Owned by D. C. O'Malley, Who Is Classed as "Aggressive."

NEW ORLEANS, Oct. 20.—The biggest stir that has taken place in newspaper circles in New Orleans in a long time was caused by the purchase of the American by D. C. O'Malley, who took charge of the property on Monday. Mr. O'Malley

McKEE NOW AT THE HEAD

Messrs. Ray, Porter, William C. Houser and Douglas B. Houser Associated with Him On the Board of Control of the St. Louis Globe-Democrat—Summary of the Deceased Publisher's Will.

The new officers of the corporation publishing the St. Louis Globe-Democrat are: President, Charles H. McKee; vice-president, E. Lansing Ray; Douglas B. Houser succeeds his father on the board of directors, which is now composed of Charles H. McKee, E. Lansing Ray, John C. Porter, William C. Houser, Douglas B. Houser.

The death of Daniel M. Houser, former president of the Globe-Democrat, announced in last week's EDITOR AND PUBLISHER, will cause no change in the controlling ownership, management or policy of the paper, according to Charles H. McKee, trustee for the principal owners.

Though Mr. Houser for many years had been the executive head of the company, he never owned a controlling interest in its stock. At the time of his death his holdings amounted to \$145,000 of the \$500,000 capital stock.

For the last 10 years the controlling interest, amounting to \$290,000 of the stock, has been owned by the heirs of Miss Ellen J. McKee, who died in 1905. She inherited the stock from William McKee, one of the founders of the Globe-Democrat. Under her will the stock which she owned was left to about 30 collateral heirs, but was to be held in trust for 20 years, with Charles H. McKee as trustee.

Joseph B. McCullagh, for many years editor of the paper, who died in 1896, left stock holdings in the company valued at about \$38,000. These he willed to a sister, who has since sold the stock back to persons actively connected with the paper. None of this stock passed into Mr. Houser's hands. The remainder of the stock, about \$23,000 worth, is held by Henry McKee, Simeon Ray and a few other small holders identified with the McKee interests.

A statement filed by Mr. McKee in the Probate Court in 1906 showed that four dividends were paid on the McKee holdings of Globe-Democrat stock in 1905 and 1906. In 1905 there were dividends of \$26,000 and \$29,000 and in 1906 there were dividends of \$23,500 and \$43,500.

Mr. Houser's will provides that \$4,000 shall be distributed among thirteen St. Louis charities. The bulk of the estate is left in trust for his four children, Mrs. Lillian A. Aderton, Mrs. Sears Lehmann, Stephen Douglas Barlow Houser and Duncan T. Houser, and the children of his son, William Houser, who is dead.

The trust was to continue until the youngest child of Mr. Houser should become of age, when the estate was to be divided among the children and grandchildren. The will was made May 6, 1909, and was witnessed by Ashley C. Clover and H. C. Gontor.

In a codicil dated July 15, 1912, Mr. Houser provides that Stephen Douglas Barlow Houser and Duncan P. Houser are to be paid the equivalent of \$25,000 each, it being stated that Mr. Houser had given that amount to each of his other children.

The will provides that the executor and trustee shall vote the stock held by Mr. Houser in the Globe-Democrat according to the wishes of a majority of the children who have become of age. The St. Louis Union Trust Company is named as executor.



FRANCIS PATRICK WALSH.

WALSH IN KANSAS CITY

He Is Appointed New Publisher of the Post—No Change in Executive Heads.

Telegram to THE EDITOR AND PUBLISHER.

KANSAS CITY, Mo., Oct. 21.—The announcement that I have become the publisher of the Kansas City Post and have assumed full charge of its editorial and business departments tells the whole story. There is no change contemplated in any of the executive heads of the paper, and Boyd F. Gurley remains managing editor.

The paper will be absolutely independent in politics. It will be the free, outspoken, unharassed advocate of what is the right in government and business always.

FRANK P. WALSH.

In 1913 President Wilson appointed Mr. Walsh chairman of the Federal Commission on Industrial Relations.

has been in the newspaper business in the Crescent City before, and when he was "behind the gun" he made things "move."

He was once the owner of the Item, and had conducted another paper before that. He is certainly aggressive; and as a great many people in New Orleans have been howling for "an aggressive daily paper" for so long, it remains to be seen how strongly they will come across for Mr. O'Malley again. The American was started by the printers who were locked out of the other three daily papers some months ago, but it has had a rocky road to travel and was close to the jumping-off place when Mr. O'Malley took it over.

John Marshall, who was formerly editor of the Lake Charles American, is now secretary of the R. G. Pleasant gubernatorial campaign committee. Col. Pleasant is attorney general for the State and is setting a hot pace for the other candidates.

MR. McANENY, OF NEW YORK, DROPS POLITICS TO RE-ENTER JOURNALISM ON THE TIMES

Before He Became Prominent in Municipal Affairs He Had Served an Apprenticeship of Years as a Newspaper Man, and He Tells "The Editor and Publisher" an Absorbing Human Interest Story About His Experiences.

Very great interest was aroused on Wednesday, both in New York newspaper circles and among the politicians of the city, in these two announcements at the head of the editorial page of the New York Times:

I take pleasure in announcing that Mr. George McAneny has accepted my invitation to become associated with me in the general management of the New York Times, and will come to the Times as soon



ADOLPH S. OCHS,
Publisher New York Times.

as he can satisfactorily transfer to other hands his duties as President of the Board of Aldermen and member of the Board of Estimate and Apportionment of the City of New York, and devote himself wholly to the Times after Jan. 1 next.

ADOLPH S. OCHS,
Publisher The New York Times.
Oct. 19, 1915.

As the New York Times will announce tomorrow, I have accepted Mr. Ochs's invitation to enter the service of that paper as his associate in its management.

I shall not, however, resign my city office until after the end of the term of the present Board of Aldermen, in January, and not, of course, until proper disposition has been made in the Board of Estimate and Apportionment of the measures before the several committees of which I am Chairman.

After six years of service at the City Hall, I shall leave it, naturally, with regret; but it is to be my good fortune to exchange one field of public service for another, and my opportunities for aiding the cause of good government will not be abridged.

I shall give up, too, with a feeling of real loss, my daily association with Mayor Mitchell and my other colleagues in the administration. Upon their rare ability and integrity a new order of city government has been building, and it has been a constant privilege to work with them.

GEORGE McANENY,
New York, Oct. 19, 1915.

In the course of a signed editorial, printed in connection with the foregoing, Mr. Ochs said:

When I acquired the control and management of the New York Times in 1896, its gross annual income was about \$500,000. It is now nearly \$5,000,000 and rapidly increasing. It has over 1,000 people on the weekly pay-roll. The circulation of the Times is now over 330,000 every day in the week, and we confidently expect 500,000 in a comparatively short time. And this increasing circulation is by no means confined to the great metropolitan district of New York City. The circulation of the Times is rapidly growing

throughout the United States. Thus the Times establishment is requiring more captains, or rather a sub-division of captain duties. As we sail many uncharted seas, I owe it to those who sail with me to get the best talent possible to officer the ship and compose the advisory board, and in every way possible strengthen the organization. The New York Times is a great newspaper, but not so great as it should be, can be, and will be.

AS VIEWED BY EDITORS.

Naturally there have been numberless editorial comments published all over the country in respect to an event of such importance. As representing effectively the New York local viewpoint, the following, from the World, headed "An Example of Public Stupidity," is characteristically "multum in parvo":

George McAneny, in our opinion, is the ablest administrative expert in the public life of New York City or New York State. Neither the city nor the State, however, is able to find a way to employ his exceptional talents for public service. The best that municipal stupidity goes with him is to



HON. GEORGE McANENY.

make him President of the Board of Aldermen at an annual salary of \$5,000.

Our neighbor, the Times, has therefore engaged Mr. McAneny, who was once a member of the World's staff, as assistant to Mr. Ochs. The Times may need Mr. McAneny very much, but New York City needs him a great deal more. The Times, however, has enough intelligence to take him, and the city is stupid enough to let him go. Yet New York is forever puzzled to understand why its public affairs are habitually mismanaged.

Mr. McAneny was elected President of the Borough of Manhattan in 1909 and President of the Board of Aldermen, his present position, in 1913. In the Summer of that year he was prominently mentioned as a candidate for Mayor on the Fusion ticket.

McANENY'S FIGHT FOR SUBWAY.

Two of the accomplishments during his service in the city governments that stood out perhaps more than the others were his long fight in the Board of Estimate for the adoption of the great dual subway system and his widening of Fifth avenue and other main thoroughfares of the city.

But THE EDITOR AND PUBLISHER readers will be chiefly interested, beyond doubt, in knowing something of Mr. Mc-

Aneny's youthful career as a newspaper man, for it is upon a sub-stratum of newspaper training that his later political success has been erected, and he now goes back to his "first love." To satisfy this unquestioned interest, a representative of this paper yesterday had a chat with him, in which he gave the following narrative of his newspaper days:

"My career in active newspaper work, which lasted altogether about seven years, began on the staff of the Jersey Journal—then the Jersey City Journal. I started work there in 1885 and stayed until July, 1886, when I went to the World.

HIS NEWSPAPER EXPERIENCES.

"In those days, the newspapers maintained railroad news departments. Some of them still do, I believe, but not many among the big papers. Well, I was assigned to the World's railroad bureau, and it became my duty to go around and pick up gossip about roads. I circulated among the general passenger agents, the traffic managers and other officials and frequented the gathering places of employees on the lookout for stray bits of news.

"It was not vastly exciting work, but I think it was a fortunate kind of initiation. I was enabled to learn what news value meant, and gradually to develop the ability to handle more important assignments. Of course, in the natural course of things, I made many acquaintances, and no newspaper man fails to realize how essential that is. Railroad men mingle with all varieties of people, and they are often prepared to give serviceable 'tips' on news that lies entirely outside of their own business. My acquaintanceship with them helped me to land many a story long after I left the railroad bureau.

COVERED JERSEY CITY.

"In 1887 the World established its New Jersey edition, under the direction of Managing Editor George Harvey. I believe it was at about that time that Mr. Harvey was appointed a member of Gov. Abbott's staff and came to be known as Colonel Harvey. Since I happened to be a native of Jersey City, knew the people there and was familiar with Jersey City affairs, it was natural enough that I should be assigned to the Jersey staff. Col. Harvey was a kindly enough boss, but he was primarily a capable editor, who wanted results. He did not let the grass grow under his feet, nor did those who were under him—not if they wanted to keep their jobs.

"As one of the staff of the Jersey edition, I did every sort of job known to the newspaper reporter. Thefts, murders, railroad wrecks, lawsuits, weddings, council meetings, elopements, financial and real estate projects—they all fell to my lot. Whatever event the day brought forth in my territory, I was supposed to be 'on the job' to see that the World knew all there was to know about it.

"It was mighty interesting work. The variety of a newspaper reporter's tasks is what keeps him going, it seems to me, in the face of long hours and intense nervous strain. If one had to expend the same amount of physical and nervous energy in some dreary round, where every hour is just like the one just gone, he could hardly stand it. The uncertainty as to what is going to turn up next is what keeps him well supplied with 'ginger.' As it was and is with countless other members of the fraternity, so it was with me. I kept my curiosity alive, and was eager on the trail of anything that looked like a good story.

WORKED ON EVENING WORLD.

"The next year, 1888, they launched the Evening World. I had thought I was working pretty hard before, but now I discovered that I must draw still more upon my store of energy. When I became the Evening World's Hudson County reporter, I continued to do the job for the morning paper just the same—a 'double trick.' The recollection of this period of my life carries with it

no disposition to complain, though. I did then only what dozens of newspaper men were doing, and what they are doing today. I cannot say that I can recall ever having considered myself, or ever having been considered, a 'star reporter' or the possessor of any unusual journalistic talent. In fact, I didn't have much time to think about that, one way or the other. I was simply a busy newspaper man working for a live newspaper—a cog in a really wonderful news-getting and news-giving machine.

"I left the World in 1889 and became a free lance. My friend, Charles S. Stanton, who had been Col. Harvey's first lieutenant, and I formed a sort of literary partnership. Each of us wrote articles of his own and placed them, independently, but together we ran a syndicate which served a number of out-of-town newspapers. About this time, too, I did a good deal in the way of resort reporting, and this, of course, kept me out of the city for long periods. In the Summer I reported from Northern resorts, and in the Winter from the South.

"All this time I was writing for the Sunday newspapers, and I began to contribute to the weeklies, notably Harper's. In the course of this period I made the acquaintance of George William Curtis, then editor of Harper's Weekly and leader of the civil service reform movement. It was partly through this association that I came to accept the secretaryship of the Civil Service Reform Association as well as that of the National League, and it was not until then—1892—that I quit newspaper work altogether.

"But perhaps it is not accurate to say that I ever 'quit newspaper work altogether.' Continued intercourse with editors and reporters, even if one is not an editor or a reporter himself, necessarily involves what may be described as 'newspaper work.' One has to be in touch with the course of public opinion, and that can be done only through the press; and one has to know how to give the papers the right kind of information they want from him. A public official really shares with the reporter the distinction of being a cog in the newspaper machine.

"It has been my good fortune to know a great many journalists. There is no class of workers with whom contact has been more stimulating, and none from whom one gets more useful ideas about active public affairs. It is a pleasure to me to remember that I was one of them, and I have good reason to be grateful that I am ranked as a World alumnus."

Getting Ready for White House Wedding

WASHINGTON, Oct. 21.—Joseph P. Tumulty, secretary to the president, has under consideration press arrangements for the coming White House wedding. As it is to be the event of society this winter, with styles a predominating feature of the news, women writers are requesting recognition. It is expected that an announcement will be made in a short time as to just what representatives of the press, if any, are to be admitted to the White House on this important occasion. It has been suggested that the wedding may be treated as any other White House news, and that statements will be given to all the members of the press alike.

St. Louis Republic Accuracy Bureau

The St. Louis Republic has voted to establish a Bureau of Accuracy and Fair Play. Its purpose will be to investigate all complaints of inaccuracy and unfairness in news and editorial articles and report the result to the complainant, and to publish corrections and restrictions when deserved. Acknowledgment is made, by the Republic, to "the New York World, and especially to Ralph Pulitzer, for the idea and the groundwork of the plan. Such a bureau has been conducted by the World for the past two years and the results fill an important page in the records of contemporary journalism."

A. A. C. W. Perfecting Plans for the Big Advertising Campaign

Facts Concerning It Presented at a Meeting of the National Commission Held in New York—All Kinds of Mediums to Be Used in Advertising Advertising—No Preference to Be Shown—Aim Is to Increase Public Confidence in Advertising and to Benefit the Business—Other Topics Discussed—Applications of Several Advertising Organizations Acted Upon by the Commission

The outline of the most extensive advertising campaign ever undertaken in the world's history was submitted to the National Commission of the Associated Advertising Clubs of the World at a meeting held at the club house of the Advertising Men's League of New York, on Saturday by W. C. D'Arcy, of St. Louis, chairman of the committee on advertising advertising. All kinds of mediums are to be used—newspapers, farm papers, magazines, street cars, billboards, directories and booklets. The copy is to be written by some of America's foremost business men. It is expected that the campaign will be launched early in January.

Twenty-seven members of the commission, the largest number who have attended a commission session, were present when Secretary I. J. Schulte called the roll at the opening session on Saturday morning. As the commission consists of thirty-nine members, three from each of the thirteen departments of which the A. A. C. W. is composed, the attendance was unusual.

MEMBERS IN ATTENDANCE

Those present were: Advertising Agents, W. C. D'Arcy, of St. Louis, and W. H. Johns, of New York; Advertising Specialty Manufacturers, Henry D. Hardenburg, Brooklyn; Agricultural Publications, Thomas A. Barrett, New York; H. C. Klein, St. Paul, and E. T. Meredith, Des Moines; Business Press, A. A. Gray, Chicago; John Clyde Oswald, New York, and W. H. Ukers, New York; Directory Publishers, R. H. Donnelly, Chicago; Wilson H. Lee, New Haven, and G. D. W. Marcy, Boston; Graphic Arts, H. H. Cooke, New York, and H. A. Gatchell, Philadelphia; Magazines, A. C. G. Hammesfahr and Don M. Parker, New York; National Advertisers, W. H. Ingersoll, O. C. Harn and G. B. Sharpe, of New York; Newspapers, W. S. Jones, Minneapolis; Outdoor Advertising, S. Pratt, New York; Poster Advertising, E. Allen Frost, Chicago, and Kerwin H. Fulton, New York; Religious Press, Thomas A. Daly, Philadelphia; J. F. Jacobs, Clinton, S. C., and Walter J. McIndoe, New York; Retailers, Frank A. Black, Boston.

CHAIRMAN INGERSOLL'S VIEWS

The commission was called to order by W. H. Ingersoll, of New York, the chairman, who in speaking of the work of the commission, said:

"It is still difficult for the rank and file of the departmental membership to get a conception of the Commission. It is not clearly in the minds of most of us just what our connections and relations are and what we can do and how we are going to do it.

"Each division must recognize that we have made a federation of class interests and that we are out for each class of men to join hands and do something in a concrete, definite program to better the conditions in our field and to create greater opportunity in it.

"It has been my idea that our national convention is really going to be a convention of the organizations that are in as departments and that will meet the different classes in the advertising business, and, instead of having a great miscellaneous convention we will have business sessions of the different departments—business sessions that will thresh out problems that need to be threshed out.

"I look forward to the time when we will occupy some such position in the advertising field as the Trade Association of Germany, which is almost an official body—a legislative body. Those who best know the requirements of a field really legislate for that field. The only way Germany has competed against the world has been for all the people, the

government and all the industries to get together to create the best conditions and then pull together. They have competition but they have restricted it.

"The Commission can back the associations when we are joined sufficiently. "We must see for ourselves the big things that have to be done and then divide them into classes. Certain problems exist in the field; what can the magazines do, what can the retailers do, what can the religious press do to solve them? We must get ourselves properly interlocked and be able to pull a stroke that will make an impression.

TO INTEREST THE RANK AND FILE

"There is no body of interests in the country that ought to have anything like the ability to get its purposes accomplished, when you consider the immense avenues of publicity that are open to us. We have got to find a way of getting the rank and file of our individual bodies to realize that they are in this association; that we have some common aims, and that they can do this, that and the other thing for the different departments for the accomplishment of the purposes that are understood. I do not believe that we are going to amount to anything until we succeed in getting that over."

After a general discussion upon the character of the work the Commission should take up, Mr. Ingersoll read a paper which he had presented to the Executive Committee on "Some Problems of the Advertising Field Which the Commission May Cope."

Much of the efficiency of advertising is now lost, in Mr. Ingersoll's opinion, through the indifference or disinclination of the retailer to cooperate with the national advertiser. He claims, in some instances, that he would be much better off if the goods he handled were not advertised and the money thus saved was put into the value of the merchandise, or the goods were sold to him at a less price. He feels that if not so much money was spent in advertising he could make a greater profit.

THE RETAIL DEALER PROBLEM

"Perhaps we ourselves are to blame for this attitude on the part of the retailer," continued Mr. Ingersoll. "We have, in some cases at least, magnified our own rights and prerogatives and overlooked those of the distributor. Some national advertisers do not allow the retailer an adequate profit, or they make promises as to what they will do to move the goods, and then fail to live up to them.

"We are forgetful of the fact that he is constantly besieged by salesmen who urge him to stock up with their goods, and that if he yielded to half of them he would soon find himself beyond his depth.

"The question is, what can we do to enlist his support of advertised goods—those he is already handling? It seems to me that much can be accomplished by advertising advertising in the mediums that reach him. In this connection let us hear from Mr. D'Arcy, of St. Louis, chairman of the Committee on Advertising Advertising, appointed at the Chicago Convention."

In presenting his report on the committee's work and plans, Mr. D'Arcy said that arrangements had been perfected for carrying on the most important advertising campaign ever undertaken by any association or business enterprise. It is to be national in character, no preference being given to any one medium, and will cover the entire country.

The copy is to be written by Henry Esterbrook, whose address at Chicago created such a profound impression; Bishop Candler, of Atlanta; Joseph

Davies, who will tell what the Associated Clubs means to business and to advertising; W. R. Hotchkiss, who will have something to say on the retailers' problems; Frank A. Black, of Filenes', Joseph Appel, of Wanamaker's, and someone connected with Marshall Field & Co., of Chicago, and Arthur Brisbane, of New York. Continuing, Mr. D'Arcy said:

CAMPAIGN TO BE NEUTRAL

"The campaign will be absolutely neutral. It will merely clarify advertising; it does not need justification as to its power. It will present advertising as it has never been presented before.

"Two booklets will be prepared which will be sent to anyone who answers advertisements. One will be technical, telling what the Associated Club movement is and explaining some of the copy. The second will show definitely the copy itself, which an advertising seller may put in his pocket and when he encounters an advertiser who either doubts the efficiency of advertising or does not want to do as much as he should do, will be of use. The booklet explains what is being done to advertise advertising, and shows how any piece of copy can be made personal and applied to any particular line of business.

"None of the work is costing us a penny. No names will be mentioned, so that nobody can throw stones. Down in the corner will be a statement that copy is written by so and so, illustrated by so and so, and engraved by so and so. Then in the margin will be a significant statement that this is one of a series to advertise advertising put out by the Associated Advertising Clubs of the World. We have promises from fourteen big advertisers who have been approached on the matter that we can use their space, whether it is in agricultural papers, magazines, posters, or street cars, they paying for the space. One has come forward with a page in a publication of national circulation. Credit will be given at the bottom to the firm contributing the space.

"The copy will be put into a book, leather bound, with gold on the outside, with an introduction explaining the movement, which will be sent to those entitled to receive it. Each piece of copy will be accompanied by a terse paragraph explaining just what it is all about.

CHICAGO PAPERS OFFER SPACE

"Mr. Field of the Chicago Tribune, and Mr. Keeley of the Chicago Herald, have said that they want every line of copy that the committee will furnish. The Curtis Publishing Company has promised to give us any space necessary."

At the close of Mr. D'Arcy's remarks Mr. Ingersoll called upon the representatives of the several departments to state what they could do to assist in the campaign. Mr. Barrett, of the Agricultural Press, said that he would see that the advertising copy appeared in the agricultural papers which reach practically every farmer in the country. Representatives of the trade press, the magazines, the billboards and the directories pledged themselves to secure ample space for the advertisements. S. Pratt, of the Paint Association, said that that organization would gladly cooperate in the matter in some eighty odd cities of 50,000 population. Mr. Oswald declared that the National Editorial Association would be glad to help in any way it could. A moving picture slide concern has offered to furnish 1,500 slides free of charge.

FIRST DUTY TO CONSUMER

That Is the One Proper Attitude of the Retailer in Every Case.

When the commissioners assembled after luncheon, which was served in the

grill, the subject of advertised versus unadvertised goods was taken up. F. A. Black, of Filenes, Boston, alluded to the editorial in last week's issue of THE EDITOR AND PUBLISHER on the opposition of department stores to advertised goods. He affirmed that the views expressed therein were correct. Among other things Mr. Black said:

"All advertising cannot be spoken of as good. It is up to the retailer to be given the privilege of choosing between two or more brands. Such condition might arise between an advertised article and an unadvertised article. It is the first duty of the retailer to serve the consumer; and he should be given the privilege of making a selection.

"There are some unadvertised goods which are quite as good and can be sold for less money than similar goods which are advertised. You cannot speak of all nationally advertised goods as the best that can be bought for the money. Retailers recognize their value and place in the scheme of things.

RETAILERS AND BRANDED GOODS

"All retailers are not opposed to branded goods. It is up to a national advertiser to make his place as it is up to a retailer to make his place in a community. Some retailers are able to sell unadvertised goods of a quality equal to advertised goods for less money. A retailer must give the consumer the best he can get for the money. Many small retailers are unintelligent. It is the burden of the national advertiser to educate those people. If national advertiser could find a way of eliminating the waste he would be doing something."

Mr. Meredith suggested that it would be a good plan for the Commission to prepare an official statement showing that advertising does not increase the price of goods, and give it wide publicity. It was decided that a committee be appointed to consider the matter and report at the next meeting.

Unfair practices was another topic that engaged the attention of the Commission. A number of complaints had been filed which required action. Mr. Gray contended that it would not be possible to discuss these complaints at this time. This view finally prevailed and the complaints were laid over until the next meeting.

The report of the Credentials Committee submitted by Mr. Oswald, recommended the admission to membership of the Financial Advertisers Association, the application of which had been duly considered by the committee. The admission was approved.

The application of the Direct Advertisers Association, which was also approved by the committee, was acted upon favorably, the only restriction being that the association change its name to Mail Advertising Service in order to avoid any confusion as to its character.

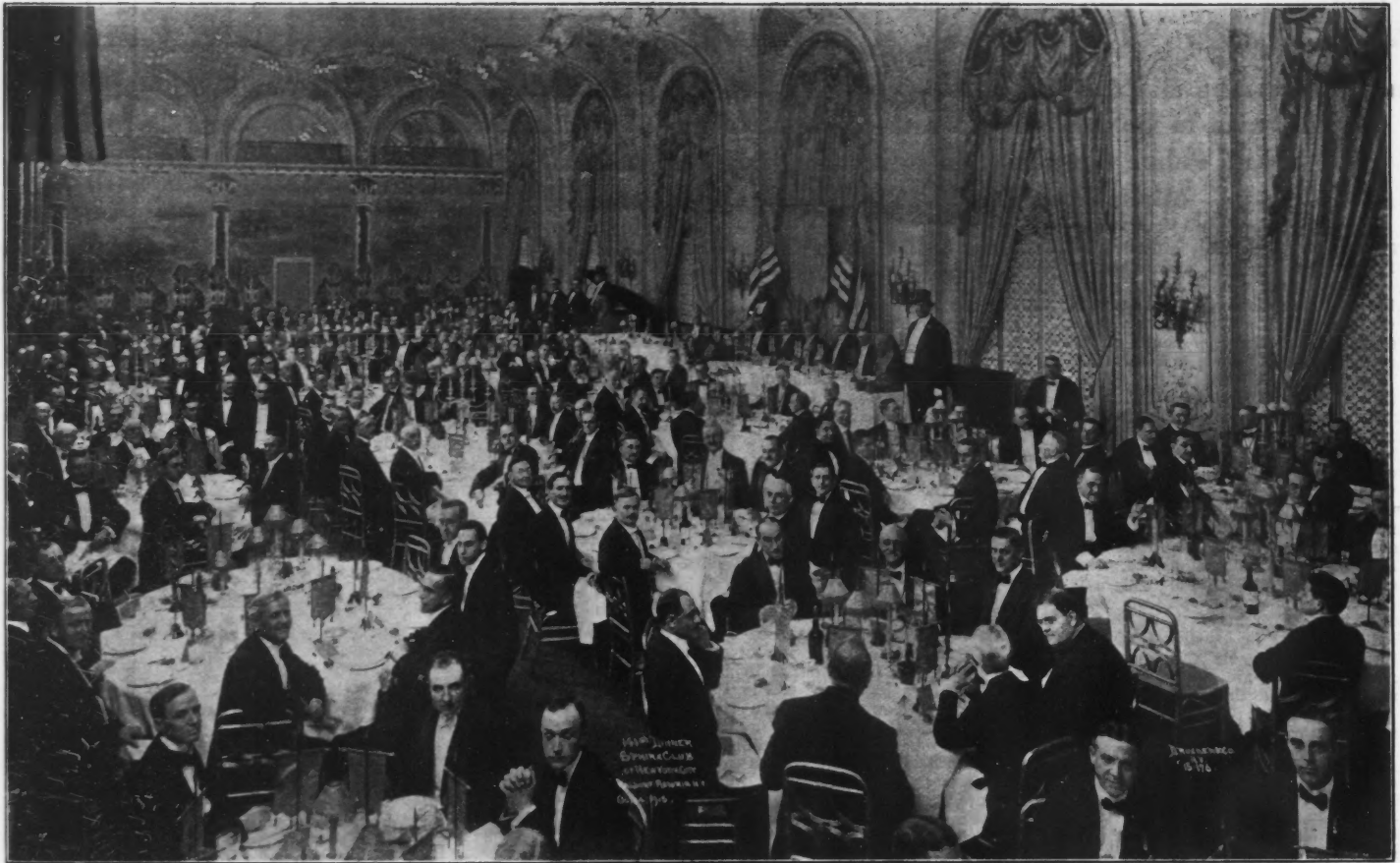
The House Organ Editors' application was denied admission as a department, but the members will be admitted to any of the existing departments with which they can properly become identified.

It was the opinion of the Commission that the Associated College Newspapers, whose application for membership as a department had been filed, should be given an opportunity for a hearing before final action be taken. Similar action was taken in regard to the Proprietary Advertising Association.

The resignation of the Business Press as a department was accepted, and the Federation of Trade Press Associations was substituted by agreement.

The Commission then adjourned until January, when a meeting will be held in New York at the call of the Chair.

(Continued on page 500.)



BACHELLER SUGGESTS TWAIN

His Sphinx Club Speech Amusing and Serious by Turns.

Irving Bacheller, in addressing the Sphinx Club at its dinner on the 14th—illustrated above—reminded one very much of Mark Twain. He is a taller man than Mr. Clemens was, but he has much the same drawly way of speaking, the same dry humor and the same serious way of delivery.

He does not pass it out like a shot from a big gun. Rather he eases it along and slips it over onto his audience so carefully and so smoothly that he must needs wait for some time to have it get the point. He jumps from apparent semi-seriousness to the most ludicrous climaxes in a perfectly nonchalant manner, and does so with the rapidity and ease generally attributed to the well-known and popular Rocky Mountain goat who is supposed to perform the same gyrations in regard to the mountains that it inhabits.

While there were many good laughs in his speech, he put a splendid reverse English on Eugene Field's style, finishing with a remark that didn't have a smile or even a grin in it.

Evidently Mr. Bacheller is not over-enthusiastic in his adoration and veneration of kings, princes and potentates. Neither does he lose much sleep kowtowing to great military commanders or political Pooh Bahs who are inclined to disseminate loose conversation regarding the noble hero who goes into battle to die for his country while said politician stays at home to guide the destinies of the country so beautifully protected by the poor simp who goes out and gives up his life.

Mr. Bacheller directed attention to the fact that throughout history there were only two or three instances where the directors of the great wars had taken their own medicine and had gone to the front to stop bullets themselves. He attributed all progress in the world to the result of advertising. He said that he liked to imagine Time as being a great newspaper, of which the world is the press that prints it and God is the editor.

An ad to which Mr. Bacheller would direct attention reads:

"Wanted: By all the people, a servant born of those who serve and aspire—who

has known want and trouble and all that passes in the little house of the poor—who has felt in his heart the weakness and strength of his brothers and knows all the divinity that dwells in them," etc.

It was a clever idea on the part of President Lynn to have Mr. Bacheller's address followed by a stump speech of a political nature—a sharp contrast.

SYRACUSE (N. Y.) JEWELERS

Start an Interesting Combination Advertising Campaign in Local Papers.

Something has been said about an attempt to advance the interests of jewelers through free publicity. This is not true, apparently with the Syracuse (N. Y.) jewelers, however. They are paying regular space rates for their campaign, and have contracted to continue the copy for one year. The campaign is a novel one, and while originating as a newspaper proposition, has been extended to cover all modes of publicity used by the jewelers.

While the effect is general, the use of the seal of the Central New York Jewelers' Association narrows the cumulative value down to the few comprising the organization. This seal is to be more and more projected into the foreground of the advertising of the association, and of the individual members as well. It is also to be used as a transfer sign on the windows, and on all boxes, cards, etc.

At present ten representative stores are in the association. It is proposed to extend the membership as new jewelers make application and are accepted by the charter members. The advertising copy is being written by an experienced newspaper man and deals generally with the advantages of possessing and wearing jewelry of every kind and type. The advertisements carry the names of the several stores in the association.

Plans for an advertising campaign to cost more than \$1,000,000, in which the trade of the retail jeweler will be brought more prominently before the public, were discussed at a dinner of the Chicago Jewelers' Association this week. Bartley J. Doyle, of Philadelphia, said: "It is the purpose of this campaign to bring to the public and the home what jewelry is, what to wear and when to wear it."

NEW CIRCULATION BUILDER

How "Every Week" Is Being Used by Publishers to Increase Sales.

The success of Every Week, an outgrowth of the Associated Sunday Magazine, is regarded as remarkable in view of the business depression that followed the outbreak of the European war last year. It has secured a surprising distribution and its circulation is rising in a way that opens the eyes of experienced publishers.

The weekly is clean cut; its articles have snap and go to them; the stories catch and hold the reader's attention; and the illustrations in photo-gravure are among the best to be found in the expensive publications.

One of the original schemes employed by J. F. Bresnahan, the business manager, to enhance its popularity is its plan for securing the co-operation of newspapers in enlarging its circle of readers. The plan is as follows:

Publishers of newspapers are invited to distribute Every Week with their own newspapers as a circulation builder. The weekly magazine is furnished in quantities at one cent each. The publisher in turn adds one cent to the weekly charge for his own paper. The scheme appeals to newspaper subscribers because for an extra penny they secure a live, attractive and worth while magazine. It appeals to publishers because the distribution of the weekly sends up circulation at no cost whatever.

Thus far the Every Week Corporation has secured the co-operation of 102 newspapers. The list includes such papers as the New Orleans Daily States, the Richmond (Ind.) Item, the Pensacola (Fla.) Journal, the Atlantic City (N. J.) Review, the Newark (N. J.) Star, the Trenton (N. J.) State-Gazette, the Paterson (N. J.) Press Chronicle, the Johnston Morning Herald, the Reading (Pa.) Herald, the Stroudsburg (Pa.) Daily Record, the El Paso (Tex.) Times, Fort Worth (Tex.) Record, the Milwaukee Free Press, the Madison (Wis.) Democrat, the Tacoma (Wash.) Daily News.

The Every Week Corporation, publishers of the weekly magazine, is not a new corporation. It is a soundly financed corporation built on a solid, successful publishing property, and has

been a big factor in the Sunday newspaper field for a dozen years.

John H. Hawley, the president, has been general manager of the Associated Sunday Magazine for nine years. Mr. Bresnahan, the business manager, was business manager of the Boston Herald, his connection with that paper covering eight years, and for the last five years was general manager of the Butterick and Ridgway Company magazine properties.

Bruce Barton, the editor, was formerly with Colliers, the Woman's Home Companion, and the American Magazine.

Barrett Andrews, the advertising manager, was formerly with the Butterick Company, but more recently with Vogue, where he made a great record in securing new business.

Back of these men is Joseph P. Knapp, the largest stockholder, a man of great business ability and force of character, who gives them inspiration and support in whatever they do.

SPOKANE AD CLUB ELECTS

Hot Contest for Various Offices—Various Local Notes of Interest.

SPOKANE, Wash., October 16.—The Spokane Ad Club this week chose a new set of officers at the most closely contested election in its history. W. K. Shissler, manager of the Business Service Association, was elected president by a slight margin, though the candidate himself was at the time absent on a business trip to Alaska. Other officers elected were R. C. Steple, first vice-president; W. H. Miller, second vice-president; Carl W. Art, treasurer, with an executive committee consisting of Dr. H. S. Clemmer, R. P. Kelley, F. H. Lloyd and S. R. Stern.

A newspaper advertising campaign for pasteurized milk is being conducted by three of the leading Spokane dairies. The copy is being run in the Spokesman-Review and has embraced a number of full-page advertisements.

This was dress-up week and nationally advertised in newspapers week throughout the city, the event being duly emphasized in the retail advertisements and in attractive displays in the store windows.



Boston's Banking Power

Over one-ninth of the savings of the people of the United States is represented in Metropolitan Boston Savings Banks, Co-operative Banks and Credit Union.

That indicates high earning power and high buying power for Bostonians.

The 62 Savings Banks in Metropolitan Boston have on deposit over \$445,000,000.

The 1914 withdrawals from these 62 banks amounted to almost \$75,000,000—which shows a willingness to buy. The withdrawals from 10 Savings Banks in Municipal Boston amounted to \$28,000,000 and the withdrawals from banks in the other Metropolitan cities and towns were correspondingly high.

This represents expenditures from bank savings only.

If you wish, we will give you information covering bank deposits and withdrawals in each of the 39 cities and towns of Metropolitan Boston.

We will give you information covering the wage-earners in each locality—the number of men employed, the number of women employed, and the average wage received. This information will show you why Boston leads other cities of the United States in banking power per capita.

The Boston American—evening and Sunday—will help you sell your goods in this territory at low cost. The net paid evening circulation is now almost 400,000. The Sunday American has the largest net paid Sunday circulation in New England. The Boston American advertising rate is the lowest per line per thousand circulation in this territory. Remember that fact.

BOSTON AMERICAN
NEW ENGLAND'S GREATEST HOME NEWSPAPER

80-82 Summer Street, Boston, Mass.

New York Office
1789 Broadway

Chicago Office
504 Hearst Building

Readers of a Newspaper Who Follow the Advice of the Newspaper to Buy from Advertisers Make That Newspaper the Most Valuable Kind of a Newspaper for Advertisers to Use

READERS of the NEW YORK AMERICAN, Daily and Sunday, read advertisements carefully and spend their money with advertisers, because the New York American, Daily and Sunday, advises them to do so. They believe in the paper so thoroughly that they follow the advice.

They have learned by experience that buying from advertisers assures them of uniform price for uniform quality and that advertisers invariably give them greater service and greater satisfaction.

The NEW YORK AMERICAN believes that one big duty of a newspaper is to help in every way possible to make business successful. Therefore, the NEW YORK AMERICAN co-operates with its advertisers by giving their business news the prominence it deserves.

This policy secures a great volume of advertising for the paper and also assures advertisers of immensely profitable returns.

As an illustration:

The NEW YORK AMERICAN has printed several times a week a list of the books on Finance issued by New York Financial Houses, offering to send them to readers who write in for them. The Financial Houses are glad to supply these books when they receive the names of readers.

The thousands of requests received from readers surprised the Financial Houses. They sent out books and have received from readers, as a result of the American's co-operation, hundreds of thousands of dollars to invest for them. They have secured hundreds of new clients.

Furthermore, the NEW YORK AMERICAN is recognized in the Wall Street District as a powerful advertising medium.

Its financial advertising has grown tremendously during the past year—grown faster than in any other New York newspaper.

It has been proven that NEW YORK AMERICAN readers have plenty of money to invest—that they respond quickly to financial advertisements because they know that the paper investigates carefully every statement of financial advertisers before printing their advertisements.



Daily and Sunday

Member Audit Bureau of Circulations

AN IOWA REORGANIZATION

Davenport Democrat Now Headed by J. J. Richardson.

The Davenport (Ia.) Democrat announced on Sunday last a reorganization of the Democrat company which will make it possible for the publisher, J. J. Richardson, after 57 years of active management, to turn over the burden of the business to other and younger hands. The change also includes an increase of the capital stock to \$100,000 and the addition of several new stockholders, among whom is Charles H. May of Chicago, an experienced newspaper man, formerly publisher of the Peoria Herald-Transcript. Frank D. Throop, of Muscatine, another new stockholder, has been selected to be business manager. Mr. Richardson will remain with the new organization as president of the company and chairman of the board of directors, and will continue to direct the editorial policy of the Democrat.

The new officers of the Democrat Publishing Company are: President, J. J. Richardson; vice-president, Charles H. May; secretary and treasurer, Frank D. Throop; board of directors, J. J. Richardson, chairman; Frank D. Throop, Charles H. May, P. T. Walsh, Max E. Ochs. Other stockholders in the reorganization are Nathaniel French, M. N. Richardson and J. B. Richardson.

It is interesting to note that throughout the several changes that the Democrat has undergone since October 15, 1855, when the Democrat made its how as a daily in Davenport, it has been directed, and now will continue to be directed, by a member of the Richardson family. It was D. N. Richardson, a brother of J. J. Richardson, who, on arriving from Peoria, discovered the field of opportunity in Davenport, and, with Messrs. Hildreth and West as partners, launched the first Democratic daily newspaper west of the Mississippi river.

Frank D. Throop, the new business manager of the Democrat, has been for 14 years connected with the Muscatine Journal and for the last nine years has been the publisher of that paper. He goes to the Democrat thoroughly trained in the newspaper business, as he is not only a practical printer himself, but he is the third generation of newspaper publishers in his family, his grandfather having conducted a newspaper beginning in 1868.

Palmer Gets \$4,000 Job

Eric H. Palmer, a Brooklyn newspaper man, has been appointed private secretary to Borough President Pounds. He will begin his duties November 1, succeeding John B. Creighton. The position pays \$4,000 a year. Mr. Palmer is president of the Brooklyn Press Club.

Now An Active A. N. P. A. Member

The Reno (Nev.) Evening Gazette has been transferred from the associate to the active class of membership in the American Newspaper Publishers' Association.

COMMITTEES ACT ON COMPLAINTS

Those Related to Magazines and the Copying of Advertisements.

(Continued from page 497.)

At the meeting of the Trade Practices Committee Mr. Harn brought up the complaint of the Association of National Advertisers against the magazines. The complaint was that the publication billed for space before an advertisement appeared—sometimes quite a long time before—and that advertisers are compelled to pay for such advertisements before they actually appear or sacrifice their cash discount.

Motion was made by Mr. Johns that the matter be referred to Mr. Spalding, the representative of the magazines on the Trade Practices Committee, with a request to have the matter considered by his departmental and a report made at the next meeting of the committee. Motion was carried.

The complaint of Mr. Klein, secretary of the Webb Publishing Company, St. Paul, and representative of the agricultural press on the National Commission, was taken up. This complaint stated that the Webb Publishing Company has been running pony contests in connection with one of its publications, the Farmer's Wife, for many years, and had given away about three hundred ponies; that the Wichita Eagle, a Kansas publication, had copied the schemes of the Webb Company, photographed their advertising, and used wording identical to the advertisements of the Webb Company. Mr. Klein complained that their own advertising had been discredited, and that it did not pay as it formerly had paid.

The matter was referred to Mr. Barrett, representative of the Agricultural Press, on the Trade Practices Committee, to be taken up by him with his departmental and a report made to the committee.

A motion was made by Mr. Ukers that the committee recommend to each departmental represented on the Trade Practices Committee that it establish a trade practices committee to keep the departmental thoroughly awake to its duties so far as the trade practices are concerned. The motion was carried.

The sub-committee on education met directly after the National Commission adjourned, in the Grill Room. In the absence of Lewellyn E. Pratt, the chairman, Mr. Ingersoll requested Frank LeRoy Blanchard, chairman of the Committee on Schools and Y. M. C. A.'s, to preside and explain to the members the work the committee already had in hand. At the conclusion of Mr. Blanchard's remarks the sub-committee proceeded to discuss the question as to how it could fit into the general organization.

After various suggestions had been made by H. C. Klein, Don M. Parker, J. F. Jacobs, Mr. Blanchard and others, it was decided that the best way to help the educational work was for each member of the sub-committee to individually assist Mr. D'Arcy and Mr. Pratt's committees in carrying out their plans.

To this end Mr. D'Arcy will be requested to furnish the members copies of all the articles and advertisements to be sent out by the publicity committee and present them formally to the newspapers and other mediums in their home cities and adjacent territory. The same request will be made of Mr. Pratt, as chairman of the Committee on Education of the A. C. C. W.

Moreover, the members agreed to become sources of information upon all of the Association's activities and to seize upon such opportunities as may present themselves to address clubs, etc.

St. Thomas (Ont.) Journal Has Fire Loss

On October 9 the Journal Printing Company, St. Thomas, Ont., was seriously damaged by fire. The blaze started on the ground floor and soon spread throughout the building. The loss, which is covered by insurance, is estimated to be \$30,000. The Times put a plant at the disposal of the Journal, where it is now being published.

The Biggest Gains

IN
LOCAL FOREIGN } Advertising in
CLASSIFIED } September

WERE MADE BY

The OMAHA DAILY NEWS

Circulation Last Month
79,221

Nebraska's First Newspaper

C. D. BERTOLET

Boyce Bldg. Chicago

New York Representatives:

J. F. Anisdel A. K. Hammond E. E. Wolcott

100 NEWSPAPERS AND EveryWeek

In one hundred cities Every Week is sold in conjunction with a leading newspaper. Every Week builds and sustains circulation for these newspapers.

On merit.

Every Week is a copy of no other publication; it has an individuality of its own; it has struck a big popular note—evidenced by its weekly growth.

Mr. Finley, Business Manager of the Atlantic City Review, wrote Sept. 29th:

"The writer has been handling circulation for twenty years, and is frank to say that if worked right there is no better way for a newspaper to secure circulation than through using Every Week Magazine, especially smaller newspapers who cannot afford to compete with metropolitan sheets."

The Review began using Every Week, June 21st, ordering 100 copies. Its order for October 11th—sixteen weeks later—was 1,600 copies.

For the one right newspaper in the right town Every Week builds and sustains circulation. Write or wire for all details.

EVERY WEEK CORPORATION

95 MADISON AVENUE, NEW YORK

In Greater New York, Philadelphia, Chicago and several other of the largest cities where readers can only buy Every Week on the newsstands or from boys at 3c a copy—Every Week already has the largest or next largest sale of any of the weekly or monthly periodicals having newsstand or boy sale.

The Best Buy in Pittsburgh

and you can put these figures in your contract if you care to

Daily Post (Morning) 51,000
 Sunday Post (Morning) . . . 82,000
 Daily Sun (Evening) 60,000
 and growing every day

COMBINATION RATE

Sunday Post and Evening Sun

14c. per Agate line flat for 142,000

Daily Post and Evening Sun

12c. per Agate line flat for 111,000

No two papers in the Pittsburgh district can show such wonderful growth in the past two years; and they have grown through sheer merit, too. They have set the pace for better journalism in their district, which accounts for their popularity.

In the Two Years Ending October 1, 1915—

THE SUNDAY POST has Gained in circulation 41 per cent
 THE DAILY POST " " " " 42 per cent
 THE SUN " " " " 67 per cent

ASK ANYONE FROM PITTSBURGH

about THE POST and THE SUN and whether their constructive policy of newspaper making is not gradually placing them *first* in the Pittsburgh field.

The Pittsburgh Post

(Morning and Sunday)

THE PITTSBURGH SUN

(Evening)

CONE, LORENZEN & WOODMAN

Publisher's Representatives

New York

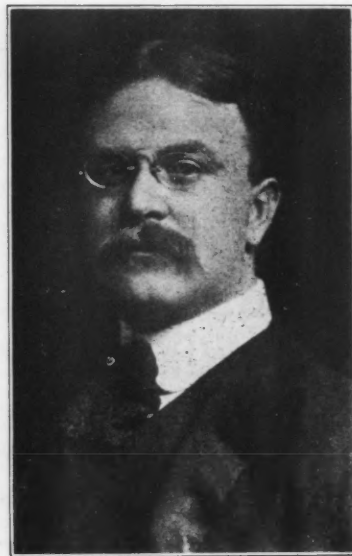
Chicago

Detroit

DEGREE TO MR. VILLARD

Lafayette College Gives Him LL.D.—McKelway Eulogies at Albany

At the inauguration of John Henry MacCracken as the new president of Lafayette College, at Easton, Pa., on Wednesday last, the honorary degree of LL.D. was conferred upon Oswald Garrison Villard, of the New York Evening Post. Last Spring the Harvard chapter of the Phi Beta Kappa elected Mr. Villard an honorary member, and at the



OSWALD G. VILLARD,
 Editor New York Evening Post.

same time the Harvard Overseers appointed him a member of the Western History Association.

On Thursday, at Albany, Mr. Villard and Chester S. Lord (the latter for many years managing editor of the New York Sun) spoke before a great gathering of educators at the 51st convocation of the University of the State of New York in eulogy of the late Chancellor St. Clair McKelway, of the Brooklyn Eagle.

Two significant sentences were these: By Mr. Villard—"He wrote the truth as he saw it, was honest to the core, and served the journalism of self-respect and decency instead of that of the demagogue and the gutter."

By Mr. Lord—"The Regents one and all will join with me in praise of his unceasing industry, his painstaking research and accuracy, his devotion to his work and his interest in its every detail, his absolute fairness, his rugged common sense and his unbounded enthusiasm."

Proposed Pigeon Post Revival in England

"Does not the increased rate of press telegrams give an opportunity for the development of the newspaper pigeon post which at one time was popular, but which now seems to have dropped off somewhat?" asks a London correspondent; and he adds: "Some years ago I was engaged in an office where we had a large loft of pigeons, and their services were extensively and satisfactorily used, particularly in connection with football matches and other sporting events taking place some distance away from a telegraph office. We had remarkably few complaints of the late or non-arrival of copy."

Diamond Pin to Mr. Jennings

At last week's meeting of the members of the Ohio Select List of Daily Newspapers in Columbus, O., the retiring president, Malcolm Jennings, was presented with a handsome diamond pin. Mr. Jennings had been president of the organization for seven years and has retired because he is no longer actively engaged in newspaper work. W. O. Littick, publisher Zanesville Times-Recorder, is now president of the Select List, and C. H. Spencer, Newark (O.) Advocate, is secretary-treasurer.

JOURNALISM SCHOOL NEWS

University of Missouri

John W. Jewell, who was manager of the University Missourian, the daily newspaper published by the students in the School of Journalism, has completed his school work and has joined his father, H. S. Jewell, owner of the Springfield (Mo.) Leader. The style of the firm is now H. S. Jewell & Son, according to announcements sent out October 1. Young Jewell is now manager of foreign advertising on the Leader. After January 1, he is planning to go to New York to become a member of the advertising staff of the New York Times.

Hugh MacKay, a graduate of the School of Journalism, has purchased a controlling interest in the Regina Province, an evening newspaper of 12,000 circulation published in Regina, Saskatchewan, Canada. Mr. MacKay was a graduate of the class of 1913. Since that time he has been University Publisher here. He is a native of Central Earl-town, Nova Scotia.

J. Harrison Brown, who was graduated here in 1913, has recently been appointed assistant manager of the Service Department of the Merchants' Trade Journal, Des Moines, Ia. Russell Bandy and Rex MacGee, two other graduates of the school, have also joined the advertising staff of the Merchants' Trade Journal.

Ralph Turner, of Bartlesville, Okla., has been appointed editor, and Alee C. Bayless, of Cleburn (Tex.), business manager, of the University Missourian for the coming year. Both are advanced students in the School of Journalism. The University Missourian is now published throughout the entire year and is a regular daily newspaper of Columbia (Mo.) in addition to its connection with the college community.

Ward H. Webb, a graduate of the School of Journalism last Spring, is now employed by the Potts-Turnbull Advertising Agency, of Kansas City.

Earl Pearson, a former student in the school, has been appointed advertising manager and manager of publicity for the White-Myers Chautauqua system, a company that operates in Missouri, Kansas, Oklahoma, Texas, Nebraska and Iowa.

Truman H. Talley, a graduate of the School of Journalism of the class of 1912, has recently joined the staff of the New York Herald. Up to his going to New York, he was night editor of the St. Louis Globe-Democrat.

Miss Bessie Friedman-Breuer, a former student, has been appointed manager of the women's page and departments of the New York Tribune.

E. R. Evans, a graduate of the class of 1908, and who was connected with the advertising department of Farm Progress, St. Louis, has joined the advertising staff of the Boyce publications, Chicago.

Iowa State College

April 20, 21 and 22 have been decided upon by Prof. F. C. Beckman as the dates for holding the annual country newspaper men's short course. A program of special interest for editors of Iowa country newspapers is being arranged for these dates.

Harry R. O'Brien has succeeded S. C. Conybeare as assistant professor of agricultural journalism. Mr. Conybeare resigned during the summer to take a position on the editorial staff of the Orange Judd publications at Springfield, Mass. Mr. O'Brien, a graduate of the School of Journalism at Ohio State University, has had charge of the work in agricultural journalism at the Oklahoma Agricultural and Mechanical College for the past three years.

Charles F. Salt, also a graduate of the School of Journalism at Ohio State University, has been added to the department as instructor.

Journalism Enters South Dakota

The University of South Dakota is offering for the first time courses in practical journalism. The new School of Journalism which started this year expects to publish a daily.



“These are Facts—Actual Audited Facts!”

Once again Uncle Sam and the Audit Bureau of Circulations have found out the TRUTH about the newspaper circulation situation in ATLANTA.

Once again THE DAILY GEORGIAN and HEARST'S SUNDAY AMERICAN have demonstrated their CIRCULATION SUPREMACY in the South's metropolis.

Some people and some advertisers may be fooled regarding circulation figures. Many have been fooled in the past. But an Act of Congress and the organization of the Audit Bureau of Circulations have changed all that. Along with Uncle Sam we can say of our circulation figures for the past six months—

“No fooling—these are REAL facts.”

Every six months Uncle Sam compels newspaper publishers to submit SWORN statements regarding NET PAID CIRCULATION, ETC. The Audit Bureau of Circulations requires similar statements. We welcome the arrival of this time for semi-annual statements. We are proud of the circulation supremacy we show, and proud, too, of the FACT this supremacy shows — that THE GEORGIAN and HEARST'S SUNDAY AMERICAN are more firmly entrenched than ever before in the HOMES and HEARTS of the Southland.

A comparison of the Atlanta circulation figures for the past six months is interesting—

DAILY GEORGIAN 52,621

SUNDAY AMERICAN 82,382

5,538 - - - More Than The Daily Journal
6,191 - - - More Than The Daily Constitution

28,382 - - - More Than The Sunday Journal
33,382 - - - More Than The Sunday Constitution



BENJAMIN & KENTNOR CO.

Foreign Representative

225 Fifth Ave., New York

Peoples Gas Building, Chicago

ATLANTA'S GREATEST NEWSPAPERS

THE GROWTH OF THE PHILADELPHIA EVENING BULLETIN

A Splendid Record of Twenty Years and the Lesson It Conveys to Advertisers.

The Philadelphia Evening Bulletin published last month a very interesting and instructive detailed statement of its paid circulation for each month from June, 1895, to August, 1915, which shows for each year the following yearly averages:

Year	Paid Circulation
1895	6,317
1896	33,625
1897	59,281
1898	113,973
1899	112,970
1900	124,855
1901	130,084
1902	130,439
1903	144,375
1904	182,904
1905	211,134
1906	222,480
1907	241,400
1908	240,797
1909	249,811
1910	244,063
1911	253,565
1912	281,285
1913	291,868
1914	326,714
1915 (first 8 months)	351,252

These figures exhibit an unparalleled record of growth in the history of Philadelphia newspapers, and impart to thinking advertisers the message that they can and will serve their own interest best by taking fullest advantage of a newspaper that is constantly climbing up to higher circulation marks. This growth shows them how to participate in the increasing popularity of this greatest paper of Philadelphia and to profit from it. Like the enormous circulation, which combines both quality and quantity, the advertising rate of the Bulletin appeals strongly to business men who want not only low cost of advertising, but also concentrated territory.

In regard to rates, the Bulletin's rate per line per 1,000 copies is actually the lowest of any Philadelphia paper, while by concentrating in the Bulletin advertisers practically cover the Philadelphia territory completely, for the publisher's regular statements of the average daily distribution of the net paid circulation show that 79 per cent of the enormous circulation is within the city limits, 12 per cent within the thirty-mile radius and 9 per cent beyond the thirty-mile radius. To cover the Philadelphia market, the third largest in the United States, national advertisers for big and profitable results have in the Bulletin the infallible medium to enter every home of that big city, famous for its home life, intelligence, wealth and buying power.

Mail Order Journal, October, 1915.

FAVORS PAID ADVERTISING

Fire Commissioner Adamson Strongly Endorses "The Editor and Publisher."

(Continued from page 495.)

dition of the city, there is no chance for us to get such a fund. We shall have to depend upon the generosity of the editors who have helped us so much in the past by the liberal publicity that they have given to our work. That is the only way in which we can get our publicity, unless some public-spirited private organization, like the Safety First Society, will raise a fund for a fire prevention advertising campaign. I am sure such a campaign would show wonderful practical results. It would save millions of dollars' worth of property in the long run, and many lives. Can THE EDITOR AND PUBLISHER get some private organization to do it?

"Such a campaign would show, for instance, that 64 per cent. of our New York City fires last year occurred in the homes of the people; that these fires were due to careless habits. It would show that 1,348 of these fires were caused by the careless throwing away of lighted cigars and cigarettes; 1,248 to the careless throwing away of lighted matches; that over 700 were caused by children playing with matches. If these facts were hammered home to the people—if the people were made familiar with them—they would become more careful and we would have at once a great reduction in fires.

"I should like, above all things, to see such a campaign carried out."

As showing how the taxpayers of New York (on whom the burden of fire losses ultimately falls) are waking up to the emergency, the following letter to the Times from Ira G. Hoagland is of interest:

This country is waging a losing fight against fire. If the people once became aroused against the fire tax the way the Colonies were aroused to protest the tea tax, public opinion would become so strong that scorn instead of sympathy would be meted out to the man who has a fire. Instead of "fire sufferer" he would be "fire culprit." Surely the fire tax is a burden sufficient to excite protest. The fire tax is the aggregate of the amount of property consumed by fire, the cost of distributing indemnity, fire insurance, the cost of maintaining systems of fire defense, fire departments and water works and the losses resulting from manufacturing and business affairs being interrupted by fire. The cost of indemnity and defense amounts to as much as the fire waste and so do the interruption losses. In 1914, the gross fire tax was \$665,000,000. The total for thirty-two years is \$17,000,000,000! And if the present rate of burning continues for thirty-two years to come the fire tax at the end of the period will total more than \$20,000,000,000!

Here is a simple comparison which will show how much worse than it ought to be is this stupendous fire waste. In the United States in 1913, in cities having a population of 33,281,801, the fire loss per capita was \$2.25. During the same period in Europe, in cities whose populations aggregated 24,803,957, the per capita fire loss was 37 cents. In 1914 the per capita fire loss in 298 cities in the United States was \$2.32; but the gross fire tax per capita was \$6.95. In New York, according to Commissioner Adamson, the fire tax of 1914, exclusive of the cost of supplying 76,826,586 gallons of water, is more than \$17,000,000. With the water supply cost included, the gross fire tax in New York City would be somewhere around \$4.25 per capita. And while the gross per capita fire tax in New York City is less than the average, thanks to the wonderful efficiency of the Fire Department, there is urgent need of extending the work of fire prevention and Commissioner Adamson points the way.

In regard to the broad proposition of advertising public utilities, THE EDITOR AND PUBLISHER has interviewed Thomas R. Elcock, Jr., of the United Gas Improvement Company of Philadelphia. Said he:

"How can gas companies use the newspapers for advertising, and what good can be traced to this kind of advertising? That is a fair question. I'll give you a straight answer. Gas companies buy space in newspapers as a good business proposition—just as much a part of their retail selling as the placing of a salesman on the sales floor or sending him out to a consumer's house.

"To show how much we depend upon newspaper advertising and what confidence we have in it I should like to tell you about our recent National Gas Lighting Week. This was a concerted movement of gas companies all over the coun-

try, the idea being fathered by the National Commercial Gas Association, and each gas company has given considerable attention to particular interesting features, such as special window displays, demonstrations, lighting exhibits and reductions upon certain lighting appliances.

"Here in Philadelphia we reduced all fixtures, domes, portable lamps and glassware 20 per cent. during this one week. We, of course, had attractive window displays in all of our offices with a great deal of sign work telling of these particular terms.

"But the great big feature of the ad-



ROBERT ADAMSON,
Fire Commissioner, New York City.

vertising was the display space which we took in the newspapers. We had to let the public know quickly that we were making these big reductions on gas fixtures and the news part of the whole affair was the reduction itself. We did not attempt to go into explanation of the goods, but merely to say that the goods were reduced and depended upon the consumer coming to one of our stores to look over the stock. We made our appeal to the public by the known desire for a bargain.

"The effect of this advertising was immediate. We have had our stores crowded every day during the week despite some days of bad weather. The increased business was very large, particularly in the sale of fixtures and glassware.

"I could take up for you every campaign that we have carried on this year and show you that the main dependence in advertising for all of these was upon the local newspapers.

"To show further what the gas industry thinks of newspaper advertising I suppose you know that the National Commercial Gas Association has started very successfully a co-operative advertising service. From the central bureau in New York a sheet is sent out each month giving samples of general advertising that the local company can buy at a very low figure from the association. These are prepared by men of experience in gas advertising, and by this co-operative movement it is possible for the local company to buy, say, dodgers, leaflets or gas bill stickers at a price much lower than they could get by individual purchase.

"But the most popular feature of this service is the suggested advertisements sent out in proof form to be used in local papers. The subscribing gas company can send to the headquarters of the association for a mat or electro of the illustration and copy of an advertisement that it would desire to run in its own local papers. It would look, I suppose, therefore, as if the gas industry were depending a great deal upon newspaper space to send broadcast their new business messages."

CARRANZA'S PUBLICITY

Effective Work in Informing the American Public Through the Daily Papers.

WASHINGTON, Oct. 19.—The winning of the recognition of the Constitutionalist Government of Mexico and the acknowledgment by the American State Department and the diplomatic representatives of the Latin-American Republics was accomplished by two distinctly diverse mediums of activity—the armies of the Carranza faction increasing the moral support of the Mexican people, and the shifting of public sentiment in the United States.

From a sentiment of suspicion almost amounting to disdain, the feeling of the American people towards the First Chief was changed between June and October of the present year to a cordial and almost universal support. It was accomplished through the publication in the daily press of the United States of the actual facts regarding every move of the Constitutionalist Government and its armies. The Constitutionalist Government frankly took the American people into its confidence. Day by day and week by week the happenings in the Southern neighbor-republic were announced to the press of the United States as soon as the confidential agency of General Carranza's government in Washington became acquainted with the happenings.

There was no effort at concealment. Reverses were announced with as much frankness as were the victories. The Washington correspondents of the great and little dailies all over the United States were quick to realize that from the publicity division of the Confidential Agency they were able to obtain accurate, definite, exact information as to every move in Mexico and, when needed, an equally accurate, definite, exact interpretation of what the various moves on the chessboards of war, politics and diplomacy signified.

Throughout the latter four months of the reign of rebellion in Mexico, the press has looked to the Carranza agency for information and for its actual news with the same degree of confidence that it was accustomed to look to the State Department. The announcement of an event from the Confidential Agency was invariably followed a day or so later, by the official confirmation from the State Department. Upon this basis of absolute confidence and complete reliability the popularity of the Carranzista cause was built and upon this it may with entire truth be said to have won the prize of recognition.

George L. Edmunds, of Washington, formerly a member of the bureau staff of the New York Sun, and associated in an advisory capacity with the publicity bureau of the Republican Congressional Committee during the 1914 campaign, conducted the press campaign for recognition from the Mexican Embassy offices in Washington. Mr. Edmunds is a native of Washington. He has been connected with the correspondence bureaus of New York newspapers for a number of years and also with the St. Louis Post-Dispatch, the Cleveland Leader and the Toledo Blade. He began his newspaper career in the advertising department of the Philadelphia Record in 1900.

English Local Censor and His Powers

Complaint is sometimes made that country papers in England are allowed to publish things that a London daily, which is in constant touch with the Press Bureau, may not do; but a case occurred lately where the local papers were seen to be under a censorship far more drastic than anything found in London. These papers are not permitted to publish a line about the local battalions—not even that the men went a route march from A to B. When approached to allow this, that, or the other thing to be used, the censor says "No"; and if he is told that the editor will send the copy to the Bureau in London, he says he doesn't care two straws for the Press Bureau, and that if his orders are disobeyed he will come down on the paper.

INTERNATIONAL NEWS SERVICE

With Eighty Famous Correspondents and Its Foreign Newspaper Connections, Has Scored the Greatest "Beats" in the World War

(REPRINTED FROM THE NEW YORK AMERICAN OF SEPT. 4, 1915).

READERS of the New York American who have noticed that in its columns have appeared FIRST and most vividly all the big news of the world war may be interested in knowing how this result has been attained in the greatest test of news gathering efficiency the world has ever seen.

For their information the following facts are disclosed, that they may know HOW the INTERNATIONAL NEWS SERVICE has helped the New York American to always be first with the news.

The greatest publicity forces in the world are marshalled under the banner of the International News Service. In the accompanying box the connections of this great organization are set forth.

One of the Two News Services Recognized by England

With representatives in every first-class city in Europe, on every battlefield, THE INTERNATIONAL NEWS SERVICE is one of the two American press associations recognized by the British Government. It has special quarters assigned to it in headquarters of the British army and the British navy in London, and has such connections with the newspapers of the world's metropolis as no other press association enjoys.

The International News Service has in all more than eighty correspondents, many of them of world-wide fame, covering the war for its clients.

The International News Service by exclusive contract is the only press association to receive all war dispatches of the LONDON TIMES and the LONDON TELEGRAPH, the greatest news gathering newspapers in the world. These dispatches are received and handled by the International News Service before their publication in the LONDON TIMES and the LONDON TELEGRAPH. Often they are in the newspaper offices of the United States before the public of London receives them.

Big News Given 24 Hours Ahead

In many cases the identity of the correspondents who supplied the facts must be hidden under a nom-de-plume. Some of the greatest beats of the war were obtained in this way.

The International News Service received twenty-four hours in advance the news of:

SINKING OF THE BRITISH BATTLESHIP AUDACIOUS.
CAPTURE OF ANTWERP.
TAKING OF OSTEND.
FALL OF NAMUR.
REMOVAL OF FRENCH CAPITAL FROM PARIS TO BORDEAUX.
CIVILIAN EVACUATION OF WARSAW.

The International News Service was the first to carry the news of:

FALL OF PREMYSL.
CAPTURE OF LEMBERG.

How the War Is Covered by the International News Service

IN LONDON—

LONDON TIMES ("The Thunderer")—Complete war service by exclusive contract.

LONDON TELEGRAPH—Complete exclusive war service.

LONDON DAILY NEWS.

LONDON EVENING STAR.

LONDON ILLUSTRATED MIRROR.

The International News Service has separate offices assigned to it in the British army and navy headquarters. The ONLY other news organization recognized by the British Government is the Associated Press. W. Orton Tewson is the manager of the London office of the International News Service.

IN PARIS—

PARIS MATIN—The most progressive Paris newspaper.

CHARLES F. BERTELLI—Manager for International News Service and a leading war correspondent—directs a large staff of correspondents and secures exclusive war correspondence of leading war critics.

FREDERICK PALMER—The only American correspondent having the freedom of the French lines in Flanders—sends all his dispatches to the International News Service.

IN BERLIN—

JAMES CREELMAN—The world's greatest war correspondent—represented the International News Service until his death.

GUSTAV SCHWEPPENDICK—Successor to Creelman—was formerly the managing editor of the Deutsches Journal of New York.

BERLIN LOKAL ANZEIGER—Germany's largest newspaper—furnishes the service with all its war dispatches.

MAJOR ERNEST MORAHT—The Berlin Tageblatt's great war critic—writes for the International News Service.

DESTRUCTION OF THE LUSITANIA.

SINKING OF THE ROYAL EDWARD WITH 1,000 BRITISH SOLDIERS.

TORPEDOING OF THE ARABIC.

HILAIRE BELLOC is the foremost military critic of Europe. He was recently invited to the front by General Joffre, who desired the benefit of his military opinions. Hilaire Belloc writes ONLY for the International News Service.

MAJOR ERNEST MORAHT, of the Berlin Tageblatt, is Germany's great-

IN ROME—

CAMILLO CIANFARRA—Manager—was formerly city editor of the Italian Herald of New York.

GUGLIELMO FERRERO—The famous historian—who comments on the progress of the war.

GABRIELE d'ANNUNZIO—The great poet-patriot—who is at the front with the Italian armies.

IN PETROGRAD—

STANLEY WASHBURN—The ablest American correspondent in the Russo-Japanese war—is the International News Service bureau manager. He is now the only American newspaper correspondent with the Russian general staff.

AT THE DARDANELLES—

COLONEL ASHMEAD BARTLETT—The notable military critic—is at the front watching the struggle for the International News Service. His dispatches have been timely and accurate on every important move.

IN THE BALKANS—

DR. E. J. DILLON—Who for thirty years has been the confidant of the rulers of Europe—is watching the Balkan developments.

MORE THAN EIGHTY CORRESPONDENTS FOR THE INTERNATIONAL NEWS SERVICE AND ITS ALLIED NEWSPAPERS ARE AT THE FRONT. THEY COVER ALL THE BATTLEFIELDS OF EUROPE. THAT IS WHY THE INTERNATIONAL NEWS SERVICE HAS SO COMPLETELY TOLD OF THE WAR NEWS OF EUROPE.

The International News Service has first right to his writings for the United States.

JAMES CREELMAN, until his death the greatest American war correspondent, represented the International News Service in Germany. His place is now filled by

GUSTAV SCHWEPPENDICK, formerly editor of the New York Deutsches Journal, an authority on German affairs. He is aided by a large staff and has access to all the news of the BERLIN LOKAL ANZEIGER, which has a circulation larger than any other newspaper.

In every theatre of the war, in every centre of war news, the International News Service is represented by world-famous journalists.

STANLEY WASHBURN, in Petrograd, was the most famous correspondent in the Russo-Japanese war. He is the ONLY American correspondent now at the Russian front.

CHARLES F. BERTELLI, in Paris, directs a large corps of correspondents who work in harmony with the staff of the Paris MATIN, the "livest" newspaper of the French capital.

CAMILLO CIANFARRA, once editor of the ITALIAN HERALD, of New York City, represents the service in Rome.

COLONEL ASHMEAD BARTLETT, at the Dardanelles, "covers" the struggle to reach Stamboul.

DR. E. J. DILLON, the foremost correspondent in Europe, acts for the service in the Balkans. He has for thirty years enjoyed a close intimacy with Prime Ministers and Cabinet officers of all the Powers. He was chosen as confidential adviser by Count Witte, Russia's Prime Minister, who negotiated the Russo-Japanese peace treaty at Portsmouth, N. H.

Probably no statesman in Europe has more intimate personal knowledge of European statecraft and diplomacy than Dr. Dillon. His dispatches have, almost without exception, forecast the kaleidoscopic manoeuvres in the Balkan capitals with a correctness which has been amazing.

Big Men Write Exclusively for I. N. S.

Other famous correspondents of the INTERNATIONAL NEWS SERVICE are:

FREDERICK PALMER.
CAPTAIN GRANVILLE FORTESCUE, former Military Aide at the White House during the Roosevelt Administration.

GABRIELE d'ANNUNZIO, Italy's poet-patriot, now at the front with the armies battering against Austrian defenses on the roads to Trent and Trieste.

Dispatches from all these writers come to the International News Service exclusively.

In addition to these famous correspondents, many others serve the International News Service under the pen names of Herbert Temple, Franklin P. Merrick, Frederick Werner, Brixton D. Allaire and others.

To facilitate their work, to protect their confidential relations with the diplomats of Europe, which are their prized news sources, the identities of several of these men are kept secret. They, all of them, have positive instructions to get the news first and to spare no expense to accomplish this result.

THE INTERNATIONAL NEWS SERVICE has either directly or through its association with the greatest European newspapers, the greatest news gathering organization the world has ever seen.

More Than Eighty Correspondents for the International News Service and Its Allied Newspapers Cover All the Battlefields of Europe

HERE ARE THE NAMES OF SOME OF THEM:—

DR. E. J. DILLON, the foremost correspondent in Europe, is in the Balkans.

COLONEL ASHMEAD BARTLETT is at the Dardanelles covering the struggle for Stamboul.

CAPTAIN GRANVILLE FORTESCUE, former military aide at the White House in Roosevelt's day.

STANLEY WASHBURN, the ablest American correspondent in the Russo-Japanese war.

W. ORTON TEWSON, London manager, who has charge of the large staff in Great Britain and with the British troops.

HILAIRE BELLOC, the foremost military critic of Europe.

MAJOR ERNEST MORAHT, the Berlin Tageblatt's famous war critic.

CAMILLO CIANFARRA, formerly of the Italian Herald in New York, now represents the International News Service in Rome.

GUGLIELMO FERRERO, the famous historian, who is working with Cianfarra in Rome.

GABRIELE d'ANNUNZIO, the poet-soldier, who is now with the Italian armies in the Alps.

GUSTAV SCHWEPPENDICK, formerly editor of the Deutsches Journal, now in Berlin.

FREDERICK PALMER, the only American correspondent having freedom of the French lines in Flanders.

CHARLES F. BERTELLI, Paris manager, who directs a large corps of active field workers from Paris.

INTERNATIONAL NEWS SERVICE - - 238 William Street, New York City

31%
More Circulation!

**Houston Chronicle's
Lead in Its Field**

Government Report for 6 Months
Ending September 30, 1915

Chronicle 37,892
Nearest Competitor 28,810
Chronicle gained 2,082 over last P. O. statement
Other paper lost 144 during same period

The Sunday Chronicle's
Circulation is over 44,700

Chronicle Advertisers Are
Satisfied Customers

31%
More Circulation

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 Lytton Building
NEW YORK CHICAGO



"Iowa is the standing wonder of the automobile business, for one car out of every ten made last year was sold there—50,000 cars!"
—Saturday Evening Post.

**7th Government
Statement**

**DES MOINES
REGISTER and
TRIBUNE
DAILY**

70,256

SUNDAY

51,376

Three Years' Growth Shown by
Government Statements

DAILY	
Sept. 30, 1912.....	50,105
Sept. 30, 1913.....	51,964
Sept. 30, 1914.....	64,994
Sept. 30, 1915.....	70,256
SUNDAY	
Sept. 30, 1912.....	35,279
Sept. 30, 1913.....	38,511
Sept. 30, 1914.....	45,471
Sept. 30, 1915.....	51,376

Member Audit Bureau of Circulations
REPRESENTATIVES
CHICAGO—JOHN GLASS
NEW YORK—I. A. KLEIN

WANT WILSON TO COME

Monster Petition Sent to the President Under the Charge of Some Little San Francisco Girls—Japanese Editors Visiting the Big Fair—Houston Speaks—News Notes.

SAN FRANCISCO, Oct. 15.—As a result of a suggestion made by the Call and Post several weeks ago, a monster petition was dispatched to Washington, D. C., today, reiterating California's invitation to President Woodrow Wilson to visit the Panama-Pacific International Exposition.

Several prizes were offered to pupils of schools for the best invitation in the form of personal letters to the President, which have been mailed by the thousands for some days past. Miss Dorothy Starr, Miss Esther Bull and Altha McCuen, aged eleven years, accompanied the petition on its way to the National Capital, chaperoned by Mrs. Gaillard Stoney, representing the Exposition. The little girl was given the trip as a reward for writing the prize-winning letter, and the two young ladies represent local schools. The written plea of a quarter of a million school children and citizens of California for President Wilson to personally view the Exposition went forward with great eclat. The petition was wound upon a reel five feet in diameter, mounted upon a strong framework, and was shipped to Washington by express on the same train that carried the official delegation of school girls.

At 2:30 this afternoon, the great petition was formally dedicated for its journey by Mayor James Rolph, Jr., in an address in front of the City Hall. Then a parade was formed, and the big reel, on an automobile float, was escorted to the Ferry Depot by a large crowd, with two hundred naval apprentices from Goat Island as a guard of honor. At 4 p. m., the petition, in the custody of its special delegation, left the city on the Overland Limited. It should arrive in Washington on Tuesday, October 19.

Ten Japanese editors, representing some of the largest newspapers in Japan, who arrived on Monday from the Orient, have come to view the Exposition and to study trade relations and other problems affecting their country and the United States. They were met at the Golden Gate by a committee of the San Francisco Press Club.

Hiruki Yamawaki, the Japanese commissioner general to the Panama-Pacific Exposition, entertained the editors and others at luncheon at the Hotel Fairmont on Tuesday. In addition to the editors, Commissioner General Yamawaki had for his guests members of the San Francisco Chamber of Commerce, Exposition and municipal officials, and a score or more of Japanese newspaper men and consular representatives. The luncheon was served in the ballroom of the Fairmont, covers being laid for about 100 guests. Gorgeous yellow Japanese chrysanthemums were the dominant note in the table decorations.

Commissioner General Yamawaki made a brief address, expressing the desire of himself and his countrymen for the continuance of the present amicable relations between the United States and Japan. R. B. Hale, one of the vice-presidents of the Exposition, said that he thought the visit of the editors would have a great influence on the development of trade relations between Japan and the United States. Addresses were also made by Rufus T. Jennings, representing the San Francisco Chamber of Commerce; John D. Barry, of the Bulletin, and Y. Kuroki, editor of The Miyako of Tokio. Following the luncheon, the editors were taken for a sightseeing tour of the Exposition. The Oriental editors will attend some of the sessions of the International Peace Congress, which is being held here this week.

The members of the party are S. Kano, editor of Yamato; S. Fukuyama, of the Yorodzu; I. Mayama, of the Hochi

Shimbun; R. Ishikawa, of the Kokumin Shimbun; K. Goto, of the Yomiuri Shimbun; J. Sato, of the Chuo; S. Shibuya, of the Jiji Shimbun; Shigeki Araya, of the Tokyo Nichi Nichi; Y. Kuroki, of the Miyako, and Kihei Ozaki, of the Chugia Shyogyo.

"The Panama-Pacific International Exposition is such a wonderful success," said Yoshiyuki Kuroki, leader and spokesman of the editors, "that we want to utilize as many of its ideas and advantages as possible for our own exposition, which is to be held soon."

Herbert S. Houston, president of the Associated Advertising Clubs of the World, was the guest of honor at a great meeting of the Advertising Association of San Francisco. Houston was the chief speaker at the luncheon, which was held in the banquet room of the Techau Tavern on Wednesday.

He was introduced by William Woodhead, of the Sunset Magazine, following the opening of the meeting by L. A. Colton, president of the San Francisco organization. His topic was "How to Make Advertising More Profitable."

Negotiations for the purchase of the Oakland Tribune were confused and temporarily halted, on October 13, when an agreement was about to be signed whereby Mrs. Erminie P. Dargie, widow of William E. Dargie, the late publisher of the newspaper, was to be given forty days in which to find a purchaser. It was disclosed in Superior Judge Ogden's court in Oakland that radical changes in the proposed terms would be insisted upon by Mrs. Dargie. A continuance of the court proceedings until next Monday was granted.

Among the editorial representatives who registered at the Press Building at the Panama-Pacific Exposition, San Francisco during the week were the following:

- W. R. Williams, Los Angeles (Cal.) Pacific Coast Elk; A. Armas, Sacramento (Cal.) O Imparcial; Frank E. Requa, Portland (Ore.) Deutsche Zeitung; R. B. Willson, Dinuba (Cal.) Advocate; E. N. Cunes, Upper Sandusky (O.) Union-Republican; D. W. Tobey, Los Angeles (Cal.) Tribune; Fred M. Campbell, Littleton (N. H.) Courier; Charles F. Rattigan, Auburn (N. Y.) Citizen; Charles D. Sherman, Hartford (Conn.) Auto Dealer and Repairer; Charles N. Neff, Anderson (Ind.) Herald; C. F. Waite, San Pedro (Cal.) Daily Pilot; George S. Woodford, Portland (Ore.) Oregonian; H. d'Elle, Eugene (Ore.) Guard; P. W. Watson, Tillamook (Ore.) Headlight; Walter Owen, Colton (Cal.) Courier; Robert J. Mattern, Huntington (Pa.) Globe; Henry W. Blake, New York (N. Y.) Electric Railway Journal; T. W. Cooke, Healdsburg (Cal.) Tribune; B. S. Butcher, Douglas (Ariz.) Dispatch; Frank D. Fleming, Fresno (Cal.) Republican; Stanley V. Bill, Tacoma (Wash.) What's Doing; E. C. Sobel, Seattle, (Wash.) Western Motor Car; D. J. Reese, Ventura (Cal.) Free Press; George V. Steffens, St. Louis (Mo.) Travelers Protective Association Magazine; R. H. Stewart, Lock Haven (Pa.) Express; Frank R. McNulty, Mukwonago (Wis.) The Chief.
- G. R. DEVORE.

A. P. WILL APPEAL

Further Litigation Coming in the San Francisco Examiner (Oakland) Matter.

Announcement has already been made by THE EDITOR AND PUBLISHER that Judge Benton, of the New York Supreme Court, has made permanent the injunction obtained by William Randolph Hearst restraining the Associated Press from disciplining him for his refusal to comply with the Associated Press' direction to change the typographical make-up and arrangement of the title or heading of the Oakland edition of Hearst's San Francisco Examiner.

General Manager Stone, of the Associated Press, now states that the case will be appealed.

The Erie (Pa.) Dispatch announces the appointment of the Chas. H. Eddy Co. of New York, Boston and Chicago as its foreign advertising representative.

**The
New York
Evening Post**

invites four other metropolitan newspapers to join its special representation in the Eastern and Western field. Only newspapers of highest standing in the community will be considered. For information address, Publisher, The Evening Post, New York City.

**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 New York
Evening Mail**

enjoys the confidence of its readers.

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

Its average net paid circulation for August was in excess of

158,000

A desirable advertising medium.

**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

**SCOOP
THE ROOKIE**

Begins November 1st, continuing through this month only.

The special series may be had without regard to later service.

THE INTERNATIONAL SYNDICATE
Features for Newspapers
Established 1899 Baltimore, Md.

Good News Service

Is that which reaches you **FIRST**
Is **WELL WRITTEN, IS ACCURATE**

This is the Specialty of
International News Service
238 William St. New York City

TO ADVERTISE FLORIDA

An Effort to Be Made to Raise \$50,000 for That Purpose—Legislation Advocated That Will Bring Newspapers More Political and Railroad Advertising—Banquet and Speeches.

JACKSONVILLE, Fla., October 17.—The joint gathering here of the five auxiliary press associations of the state was not without its good results. The foundation stones were laid for what most of the editors believed to be some needed legislation in the way of correcting present statutes or by enacting new laws. The gathering went on record as heartily endorsing the plan of G. O. Gillette, of Tampa, to raise funds among the boards of trade throughout the state to advertise the State of Florida to the nation.

A resolution to that effect was introduced by Chas. E. Emmerson, of the Fort Pierce News, and it passed without a dissenting vote. The adopting of this resolution means that the president of the Tampa Board of Trade will at once correspond with the Jacksonville Chamber of Commerce, and work to perfect the details for raising the sum of \$50,000 for the national advertising of Florida.

The most important legislation to be recommended to the next Legislature will be an amendment to the corrupt practice act of the 1913 Assembly, which prohibits the expenditure of more than a certain amount for campaign purposes. The editors feel that they have been treated unfairly in this respect, for the sum does not permit of the candidate's doing any great amount of advertising, while the newspaper is expected to contribute a large amount of space to tell of his platform and of everything he does.

A bill requiring the railroads to publish regularly their schedules in the newspapers in the cities and towns through which their lines pass will be among the new pieces of legislation suggested.

The legislative committee of the Florida State Press Association has been working on the proposition of getting together a law to take the place of the present libel law of Florida. The next meeting of the Florida State Press Association, of which C. O. Codrington, editor of the Deland News, is president, will be held next June in Kissimmee, Fla.

The joint gathering of the Auxiliary Press Associations came to a close Saturday night, October 16, following a banquet held at the Mason Hotel. The entire 300 members present arose as one and voted the press and general public of Jacksonville their hearty thanks for the good time given them.

Charles H. Mann, president of the Jacksonville Chamber of Commerce, was toastmaster.

Under the direction of A. B. Springstein, the Florida Military Cadet band gave a general concert. This music was a courtesy extended by Col. George W. Hulvey at the solicitation of Chairman Frank Cassidy.

The first speaker was Mayor J. E. T. Bowden, who assured the editors that the keys of the city were in their hands. A response to this was made by Oscar T. Conklin, of the Miami Herald. In a witty manner George A. McClellan, of the Florida Metropolis, welcomed the visitors on behalf of the press of this city. The response was by T. J. Appleyard, of Tallahassee. The toast to the ladies of the convention was delivered by Charles E. Jones, managing editor of the Dixie. Bob Holly, of Sanford, responded.

President George E. Leonard, of the Jacksonville Rotary Club, told the visitors that "you hold to the face of the earth the mirror in which she sees herself." On behalf of the wholesale paper industry, Arthur Green delivered a welcome. He was followed by Harry B. Hoyt, for the Convention and Tourist Bureau; Wayne Thomas, of the Plant City Courier; C. O. Codrington, of the State Press Association, and H. S. Kealhofer for the Jacksonville Chamber of Commerce.

The menu was made up wholly of products that have been widely advertised in the newspapers of the country.

THE "THOUSAND CLUB"

San Antonio, Texas, to Push Its Publicity Campaign with Vigor

The advertising schedule to be used in the Winter advertising campaign of San Antonio, Texas, has been approved by the executive committee of the Thousand Club. Display advertisements will be run in nineteen of the leading newspapers of the Middle West for a period of thirteen weeks, commencing tomorrow (Sunday).

Included in the list of papers in which San Antonio matter will appear are the Chicago Tribune, Chicago Herald, Chicago Post, St. Louis Republic, St. Louis Globe-Democrat, Indianapolis Star, Terre Haute Star, Muncie Star, Detroit Free Press, Cincinnati Enquirer, Minneapolis Tribune, St. Paul Dispatch-Pioneer, Milwaukee Sentinel, Toledo Blade, Louisville Courier-Journal, Cleveland Plain Dealer, Kansas City Star, Des Moines Register-Leader and Omaha World-Herald.

The combined circulation of these publications runs into the millions. They serve the prosperous and populous "corn belt" section from which most of San Antonio's winter visitors are drawn.

The schedule to be used in the publicity campaign was prepared for the Thousand Club by R. P. Schermerhorn, an advertising expert. Under it provision is made for the insertion of 26 display advertisements in most of the papers. These will appear in week-day as well as Sunday editions.

In addition to the space taken in newspapers, arrangements have been made to run advertisements in magazines of national circulation.

Secretary John B. Carrington, of the Chamber of Commerce, has been in the North carrying on the work in connection with the campaign. He has visited St. Louis, Chicago and other centers.

CHICAGO TRIBUNE'S "MOVIES"

Highly Successful Exhibitions in This City of European War Scenes.

New Yorkers have flocked by thousands lately to see the Chicago Tribune's highly effective moving pictures depicting war scenes abroad. The Tribune's successful entry into the moving picture field is due primarily to the lesson learned from the public interest in the first moving picture-serial story combination, "The Adventures of Kathlyn."

Having been the pioneer in this phase of the moving picture business, and having reaped large rewards of increased circulation as a result, the Chicago Tribune determined to add to its laurels by pioneering in the field of moving pictures of the European war.

To this end a moving picture operator accompanied Joseph Medill Patterson, one of the editors and publishers of the Tribune, who left for the front within 10 days after war was declared.

Mr. Patterson and the photographer found themselves in Belgium and were soon in the midst of the stirring scenes that characterized the retreat before the German advance. At first the authorities would not permit the taking of any moving pictures, but the idea was conceived of offering to share with the Belgian Red Cross whatever profits might accrue from the exhibition of such pictures in America.

At last the necessary authority was obtained to take moving pictures of the theatre of war in Belgium, and the result was the series of marvelous pictures that gave the American public its first vivid realization of the horrible reality of war.

Incidentally the Chicago Tribune was able to send the Belgian Red Cross \$25,000 as its share of the profits from the exhibition of these pictures, which were shown all over America and in many foreign countries.

Robert R. McCormick, who shares with his cousin, Mr. Patterson, in the administration of the Tribune's affairs, personally visited Russia at the invitation of the Russian General Staff and obtained exclusive moving pictures of Russian operations.

The New York Times

*Leads All
New York Morning Newspapers
in Circulation Gain*

REPORTS TO THE POST OFFICE DEPARTMENT

	Oct. 1, 1914 Average Daily & Sun.	Apr. 1, 1915 Average Daily & Sun.	Oct. 1, 1915 Average Daily & Sun.	One Year Loss & Gain
Times	259,673	298,248	318,274	+58,601
American	361,709	333,345	349,345	
Herald	109,192	106,580	98,651	
Press	98,259	94,025	110,869	
Sun	70,387	71,708	71,749	
Tribune	64,410	70,965	82,674	
World	391,944	376,590	391,158	
Total	1,355,574	1,351,461	1,422,720	+67,146

Sworn Circulation Made by the Four Washington Newspapers to the Post Office Department as Required by Law.

Statement of the Average Circulation of Each Paper for Six Months Ending September 30, 1915, Compared With the Corresponding Six Months in 1914.

		6 mos. 1915.	6 mos. 1914.	
STAR	Daily	68,958	65,208	Increase 3,750
	Sunday	50,975	48,146	Increase 2,829
POST	Daily & Sun.	34,144	38,370	Decrease 4,226
	Sunday	—	53,854	—
TIMES	Daily	46,381	49,838	Decrease 3,457
	Sunday	41,922	42,905	Decrease 983
HERALD	Daily	29,812	34,690	Decrease 4,878
	Sunday	—	—	—

The law does not require a separate statement of Sunday editions. The Post made no separate return for Sunday for the past six months. The Herald made no return of the Sunday for either period.

Statement of the Total Lines of Advertising For Six Months Ending September 30, 1915, Compared With the Corresponding Six Months of 1914.

		6 mos. 1915.	6 mos. 1914.	
STAR	Daily	4,212,407	4,086,549	Increase 125,858
	Sunday	1,291,461	1,254,486	Increase 36,995
POST	Daily	1,637,071	1,657,082	Decrease 20,011
	Sunday	1,357,223	1,368,530	Decrease 11,307
TIMES	Daily	1,826,443	1,831,584	Decrease 5,141
	Sunday	455,896	508,241	Decrease 52,345
HERALD	Daily	1,287,943	1,257,174	Increase 30,769
	Sunday	428,052	355,245	Increase 72,807

DETROIT SATURDAY NIGHT
guarantees and stands back of every advertisement it publishes.
G. LOGAN PAYNE CO.
New York Chicago Boston Detroit

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

October Second We Announced in The Editor and Pu “Daily Talks By SINCE THEN

The Boston Post and the Chicago Daily News—the paper with the largest morning circulation and the most successful evening paper in the United States—closed their territory on “Daily Talks by Mary Pickford” immediately after examining the sample articles.

The editor of the Boston Post wired and talked to us on the long distance phone the same day, with the result that he secured the New England territory.

The publisher of the Chicago Daily News called on us and within an hour decided that he wanted “Daily Talks by Mary Pickford” for the News.

The editor of the Pittsburgh Dispatch also called on us with the same result.

In less than two weeks after our first announcement this big, continuous circulation-making feature has been secured by:

**THE BOSTON POST
 THE CHICAGO DAILY NEWS
 THE PITTSBURGH DISPATCH
 THE SAN FRANCISCO BULLETIN
 THE PHILADELPHIA TELEGRAPH
 THE CINCINNATI ENQUIRER
 THE DALLAS NEWS
 THE BUFFALO ENQUIRER
 THE DETROIT NEWS
 THE DENVER TIMES, etc., etc.**

We have over forty options pending and every mail brings new enquiries and orders.

These publishers and editors KNOW from long experience a really compelling and successful feature. On the rare occasions that something unusually BIG is offered they RECOGNIZE it and GRASP it.

THERE IS NO TIME TO BE LOST by papers where territory is not already closed.

Your advertising campaign should begin AT ONCE. We are supplying a number of photos of Miss Pickford specially taken for this service and never before used.

Wire us, and if your territory has not been closed in the meantime we will send you samples and quote price.

TO BE RELEASED BEGINNING MONDAY, NOVEMBER 8

First Orders Received From Open Territory Will Be Accepted

THE McCLURE NEWSPAPER

and Publisher Our New Big Circulation-Making Feature y **Mary Pickford**"

Mary Pickford

The highest paid artist and most popular girl in the world is going to talk daily through the newspaper in each territory fortunate enough to secure our service.

The millions of people who for years have been admiring Miss Pickford in the movies will now have the opportunity to read her opinions and advice on any subjects in which they are interested.

Through the daily correspondence department they may write Miss Pickford making suggestions or asking advice. She will reply direct or through the columns of the papers in which her articles appear.

This is not a film feature of any kind whatever. It advertises no person or thing, except the paper lucky enough to be publishing it.

Mary Pickford's fame is so great that she can no longer be advertised. It is she who advertises the theatres in which she appears in the films. And in exactly the same proportion she will advertise the one paper in each town publishing her Daily Talks.

The girl who, at the age of twenty-two, has made herself loved throughout the world on account of the sweetness, grace, love and sympathy she can silently express in her face and figure, is going to be eagerly listened to when she talks through the papers and is going to say things worth listening to—things that will make her "Talks" as famous as her film plays.



PER SYNDICATE,

**120 West 32d Street
NEW YORK CITY**

The Editor & Publisher and The Journalist

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

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

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



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

New York, Saturday, October 23, 1915

ADVERTISING ADVERTISING

The importance of the campaign to Advertise Advertising, soon to be launched by the Associated Advertising Clubs of the World, cannot be over-estimated. It is to be a national co-operative attempt to present in an authoritative manner the fundamental facts concerning advertising, and is designed to benefit the public at large, as well as those who employ advertising as a business force.

According to the statement of W. C. D'Arcy, chairman of the committee having the campaign in charge, no one medium or class of mediums is to be exploited. The copy is to deal with the principles upon which advertising is founded. It will make plain some things about the subject that at present puzzle many people. Emphasis will be laid upon the dependability of advertising as employed by the representative manufacturers and merchants. It will show why advertised merchandise is, as a rule, more reliable than unadvertised and of better value. It will clearly demonstrate the fact that advertising does not add to the cost of the goods sold.

From assurances given the National Commission, the articles, which will be written by men of commanding importance, will be more widely published than any that have yet appeared. Publishers of periodicals, owners or controllers of space in street cars, billboards, or other mediums, realize that the presentation of this matter is a responsibility as well as a duty. It is because they believe that the campaign will do more to place advertising in its proper light before the great consuming public than anything that has heretofore been attempted, that they stand ready to give liberally of their space to the cause.

The committee in charge declares that the copy will be so carefully prepared that it will be absolutely neutral in so far as mediums are concerned. The newspapers will not have a chance to complain that magazines are being favored, and the billboard men cannot find fault with the prominence given to street cars. It is advertising and not mediums that is to be promoted.

It is right here that the danger lies, for nothing will ruin the entire campaign so quickly as failure in a single instance to carry out the promise made by the committee. Every line of copy that goes out should be critically read by two or three experts who will not hesitate to use the blue pencil wherever necessary, no matter who writes it.

If all who have to do with this campaign will unselfishly co-operate with the committee and work for the common good, the campaign will be enormously successful. This means that no medium or class of mediums is to employ the material furnished to secure an advantage over other mediums. It also means that even the A. A. C. W. itself must not seek its own enhancement.

A MILLION DOLLARS IN THE BALANCE

The newspaper publishers of this country are facing an increased yearly expense of approximately one million dollars.

This very decided addition to "overhead" will go into effect very shortly should tariff freight rate schedules on paper be validated as now filed with the Interstate Commerce Commission by the railroads operating east of the Mississippi and north of the Ohio and the Potomac.

The American Newspaper Publishers' Association is alive to the situation and is performing a distinct service to the entire publishing field by calling not only upon its own members, but upon newspaper publishers generally, for statistics of various sorts to be used in basing a strong effort to prevent the proposed increase, which is considered excessive and unwarranted.

This proposed increase means much to every newspaper property. In some cases—for instance, the major newspapers—the proposed increase would be in excess of \$10,000 per annum.

No elaborate statement is needed from THE EDITOR AND PUBLISHER to emphasize the high importance of this matter. Newspaper publishers owe it not only to themselves, but to the business as a whole, to make prompt and explicit answers to the questions asked them, to the end that no material fact may, by any possibility, escape its proper use in the proceedings that are to follow before the Interstate Commerce Commission.

A hearing before the commission is announced for November 15 and succeeding days in this city, at which the publishers' interests will be looked after by the American Newspaper Publishers Association, which is aiming to protect all publishers in the designated territory—as it has in the past whenever the interests of the newspapers have been a subject of attack.

PUBLIC UTILITIES SHOULD ADVERTISE.

New York lately had a "Fire Prevention Day." Commissioner Adamson did some good work—all that one enthusiastic and able man could do, we have no doubt.

But how much of a "dent" did it make in this big town of ours? A mighty small one!

And how much does one man amount to—any man you like—here in New York, when he undertakes, unaided, to impress himself or his ideas upon five or six million people? Mighty little!

Commissioner Adamson lacked precisely the one thing that would have given his efforts the full success that they undoubtedly merited—and that one thing was publicity—ADVERTISING!

The daily papers gave him some good-natured "advance notices," and a few of the department stores used some of their advertising space to help him; but how much of a report of the event itself did the papers carry? Practically none at all.

The thing that Commissioner Adamson should be given the power to do is to advertise—steadily and persistently, all the year round. He can put out more fires with printers' ink than all his engines can extinguish with water. Educate the people to stop doing the things that cause fires—that's the course to take. And the one effective way to do it is to ADVERTISE.

Mr. Adamson sees all this very plainly. He gives hearty endorsement to the stand of THE EDITOR AND PUBLISHER, as our news columns well set forth in the authorized interview with him printed on another page.

But it is to be remembered that the fire department is not the only city department that should use steady publicity. There's the Public Library. A competent advertising man could double—even quadruple—the usefulness of the libraries to the community. And the health department, likewise. Only the other day a medical authority publicly advocated the spread of information regarding sanitation and general health measures by advertising. Would it "work out," in competent hands? Absolutely!

And so it goes, all along the line—special schools, museums, parks, public employment bureaus, baths, etc.

All these public utilities are established for the people and are paid for by the people. The more that is known about them and the more use that is made of them, the more their existence is justified and the more they are helping the residents of this city to be good citizens. It isn't a matter of "affording" to advertise. The fact is that New York City can't afford *not* to advertise, if it is to hold its present high place and serve its citizens to the best advantage.

Furthermore, all this applies precisely as well to other cities as it does to New York. THE EDITOR AND PUBLISHER takes the position that public utilities all over the country should persistently and consistently use publicity—in a word, NEWSPAPER ADVERTISING!

Once start it, and everybody will wonder why it wasn't done years ago.

A PROMISING FIELD FOR JOURNALISTS

Augustus Thomas, art director of the Charles Frohman Company and himself one of the most successful of American dramatists, declares that it is the newspaper men to whom the stage must turn for plays during the next few years. Playwriting, he says, has practically ceased in seven of the chief countries in Europe which previous to the war furnished sixty per cent. of the dramas, comedies, musical pieces and operettas presented in this country. With the supply shut off entirely, native talent has an opportunity such as it never had before for furnishing the stage with attractive productions.

Continuing, Mr. Thomas remarks:

"I long have held and frequently expressed the opinion that the potential dramatist is first a newspaper man, because the newspaper man has that indispensable training, not elsewhere found, in dialogue, in character study, and has the flair for the dramatic. I believe that the future of the American drama has its finest promise in such products as shall come directly from the soil, such stories as shall be indigenous to the communities which they express. Our country is so large that we may never produce what may be definitely called "The Great American Play," but the great sections are so distinctive and individual that many great sectional plays will be evolved.

"The material for these plays now lies in the minds and maybe on the tables of many ambitious young men in the local rooms of the newspapers; and if a method, however imperfect, can be devised for calling this material into shape, the theatre and the nation will be the gainers."

Mr. Thomas was himself a reporter in his younger days, and much of his success as a dramatist is due to the training he had in newspaper offices in Kansas City, St. Louis and New York. Newspaper men are drilled to observe, to ferret out news, to arrange and present the material they have secured in an attractive form, taking due heed of its dramatic possibilities. They are ever on the alert to discover ways and means for interesting the great public to which the daily papers cater.

All these things are necessary to the dramatist. Therefore, the step from the city or editorial room to the dramatist's study is not a long one, and many newspaper men have already taken it. Doubtless the present insistent demand for plays and other theatrical productions will turn the attention of many journalists to this fruitful field of endeavor.

Seldom has a newspaper man died in New York who has been so sincerely mourned by his associates and friends as Arthur Greaves, city editor of the New York Times, whose funeral took place on Thursday. The Times not only printed two long news articles concerning his career, but also an editorial expressing its appreciation of the service he had rendered that newspaper. The funeral was attended by the largest number of active newspaper men recently assembled to honor a dead comrade. Mr. Greaves was worthy of these tributes. He was a man of high ideals, of ceaseless high purpose and of unswerving loyalty. He treated the members of his staff with consideration and was their friend as well as master. His knowledge of New York, its politicians and public men was extensive. Journalism has suffered a distinct loss in his death.

PERSONALS

Joseph Pulitzer, of the St. Louis Post-Dispatch, has returned from a two-month sojourn at his summer home at Bar Harbor, Me.

Alfred W. McCann, the food expert of the New York Globe, recently made an address before the Wisconsin legislature upon his favorite theme, which, it is expected, will influence the Wisconsin pure food legislation.

Dr. J. A. Macdonald, editor of the Toronto Globe, addressed an audience recently in Erie, Pa., on "North America's International Experiment."

Sanford E. Stanton, for a number of years editor of the Metropolitan Section of the New York Sunday World, has turned to press agenting and is at present directing the publicity campaign for "Under Fire," and will do the advance press work for "Back Home."

J. K. Ohl, of the New York Herald staff, is making the trip with the Parliamentary delegation on the first train over the new transcontinental line through the Dominion of Canada, which is known as the Canadian Northern Railway.

B. E. Bradley, financial manager of the St. Louis Post-Dispatch, is back at his desk, after three weeks in Montana.

Herman Bernstein, editor of the New York Day, returned from Europe on board the Ryndam on Sunday last. Mr. Bernstein has been traveling through the belligerent countries during three months.

Dr. Samuel Bettelheim, editor and proprietor of the Hungarian Jewish News of Budapest, arrived in New York on Sunday last with the intention of attending the American Jewish Conference, which was scheduled to be held in Washington on October 24, but which was called off.

George Dingman, of the editorial staff of the Stratford (Ont.) Herald, is in London taking a course at the Provisional School of Infantry. He is a son of W. S. Dingman, former publisher of the Herald and now vice-chairman of the Ontario License Commission. Mr. Dingman will join the 71st Battalion as a lieutenant.

Major F. H. Gorman, publisher of the Sarnia (Ont.) Observer, has taken a command in the 70th Battalion, Canadian Expeditionary Force.

Thomas J. Holden, city editor of the St. Catharines (Ont.) Standard and formerly of the Hamilton Herald and the Winnipeg Telegram, has enlisted for service in the present war.

F. Stuart Crawford, for many years political and City Hall reporter for the New York Tribune, has been appointed secretary to Corporation Counsel Lamar Hardy.

W. H. Needham, formerly editor and manager of the Point Pleasant Register, Gallipolis, Ohio, has been in Williamson for the past week with the view of taking the management of the Mingo Republican.

L. M. Davis, former editor of the Fairmount West Virginian, will be the new editor of the Charleston Post, thus succeeding Floyd S. Chapman, resigned.

Thomas B. Garner, editor of the Williamson (W. Va.) Daily News, who was recently indicted for criminal libel, was tried by a jury on October 13 and found not guilty.

Alex Sperry, who has been connected for some time with the Hartford (Conn.) Post, took a position this week with the Waterbury (Conn.) Herald.

Abe Yager, who has just finished his thirtieth year of continuous service with the Brooklyn Daily Eagle as sporting editor, was given a testimonial dinner at the Imperial in Brooklyn last Monday night.

Arnold Mulder, editor of the Holland (Mich.) Sentinel, and author of two books dealing with the Holland immigrants of western Michigan, has been appointed publicity agent for the State Board of Health.

George Washington Wills, an employee of the Brooklyn (N. Y.) Daily Eagle for 40 years, celebrated at his home his eighty-first birthday on October 13.

Frederick C. Stevens, Jr., owner of the Lockport (N. Y.) Journal Publishing Co., who retired when the paper was sold to

the Union-Sun, was given a farewell dinner at the Tuscarora Club, Buffalo, N. Y., on October 8.

Henry C. Salandri, former editor of the Montpelier (Vt.) Journal, is now filling a responsible position at Ithaca, N. Y.

BOSTON PERSONALS

Carroll Swan, of the Swan Agency, is to address the Boston Business Women's Club on "Preparedness and the Duty of the Business Man," next Wednesday.

All the Colt Fire Arms business has been placed with the P. F. O'Keefe agency.

Harry M. Wellman, sales and advertising manager of the Walter M. Lowney Company, has just returned from a trip through the West in the interests of his company. Mr. Wellman was formerly with Filene's and before that with the Port Directors in a publicity capacity.

A. W. Cullis and Herbert Baldwin, of the Post staff, are with McCall and Walsh, respectively. Mr. McCall is the Republican candidate for governor and Governor Walsh the Democratic candidate. Messrs. Cullis and Baldwin will probably be with the candidates until election decides the contest.

George B. C. Rugg, assistant city editor of the Post, is back at his desk after a long illness.

President Jack S. Connolly, of the Press Club, will soon leave for Washington, where he will take up his duties as private secretary to Congressman Carter. Mr. Connolly is now day city editor of the Traveler. His successor has not yet been announced.

WASHINGTON PERSONALS

Charles D. Warner, formerly of Chicago, is now the chief of the Boston Christian Science Monitor Bureau.

C. C. Hart, well-known newspaper correspondent, who is secretary of the Progressive Republican Union, leaves shortly on a tour of the South in interest of the Union. He will visit Atlanta, Birmingham, Montgomery, New Orleans and other cities. He has just returned from a trip to the Coast.

H. H. Stansbury, of the home office of the New York American, is temporarily in charge of the bureau here in the absence of Hugh Miller, who is enjoying a vacation in Virginia.

Mrs. Frank Tagart (née Miss Elizabeth Palmer Baggaley), formerly of the society staff of the Washington Post, is enjoying the Exposition in San Francisco. Her husband is Major Tagart, of the British Army.

C. R. Adams, vice-president of the Minneapolis Journal Printing Co., is a visitor at the National Press Club.

Edward B. Clark, correspondent of the Chicago Evening Post, who has just returned from a long stay in France, will give a talk on his experience while on the French firing line, before the National Press Club Saturday evening.

W. J. Showalter, well-known newspaper man of this city, has been elected president of the Harrisonburg (Va.) News Register Co., which publishes the Daily News Record of that city.

Miss Florence E. Yoder, sister of Pete Yoder, is now dramatic editor of the Washington Times, succeeding Albert Ferguson, who gives exclusive attention to the moving picture department.

S. B. Conger, Berlin representative of the Associated Press, was a visitor to Washington this week.

C. C. Brainerd, of the Brooklyn Eagle, and Arthur J. Sinnott, of the Newark Evening News, have just returned from an automobile trip to Luray Caves, Va.

Jefferson Jones has arrived in Washington to become a member of the Minneapolis Journal staff.

R. F. Choate is a new member of the copy desk of the Washington Times. Mr. Choate comes from Toronto, Canada.

J. A. Breckons, well-known correspondent for Western newspapers, is a contributor to the current issue of the National Magazine, with an article on the Congressional trip to Hawaii, prefaced by an original poem, which very cleverly sets forth the beauties of Hawaii.

W. J. Donaldson, the popular superintendent of the House Press Gallery, who resides in Baltimore, was in Washington this week making preparations to move to Washington, with his bride.

R. Eddy Mathews, of the Boston Christian Science Monitor Bureau, is enjoying his vacation in Marquette, Mich.

CLEVELAND PERSONALS

Palmer Slocum, who has been connected with the Plain Dealer for several years, has resigned to take up the publicity work for a chain of theatres in this vicinity. His office probably will be in the Metropolitan Theatre building.

Dick Smith, formerly with the Dayton (O.) Herald, has joined the general staff of the Plain Dealer.

Forrest E. Davis is the newest member of the Press general staff. He formerly was with the Dayton Journal.

Ted Robinson, alias "The Philosopher of Folly," of the Plain Dealer, has returned to town after an extended tour of the Pacific Coast cities.

Eddie Mahen, captain of the Harvard football team, is doing a special stunt for the Newspaper Enterprise Association, telling in a series of articles the secrets of the drop kick and other football lore.

Miss Honor Fanning, staff representative of the Newspaper Enterprise Association in Chicago, was a visitor to the home office in Cleveland during the week-end.

Will S. Gilbert, former secretary of the Cleveland Advertising Club, has given up business interests in Cleveland to take up farming near Ravenna, Ohio.

New members of the Cleveland Advertising Club include William R. Wensley, Harshaw, Fuller & Goodwin Company; J. F. Stevens, the H. Black Company; Frank J. Lynch, the Arcraft Company; H. M. Faust, Root Newspaper Association; Herbert L. Connelly, David Williams Company, publisher of The Iron Age, et al.

Prof. Howard Woodward, head of the public speaking department of Western Reserve University, has been re-elected as instructor of the Speakers Division of the Cleveland Advertising Club, sessions probably starting next month.

Carlton Jenks is a new member of the News staff. He is a graduate of the University of Michigan, and a cousin of Jeremiah Jenks, of New York, from which city he returned recently.

Joseph Garretson, managing editor of the Cincinnati Enquirer, has purchased an eight-room brick bungalow on Davey avenue, near Linden drive, College Hill, Cincinnati. The cost is said to be \$15,000.

Wells Watson Ginn, of Bellefontaine, Ohio, a well known Chautauqua speaker on the Redpath circuit, has purchased the stock and equipment of the Cappel Printing Company, Bellefontaine, and will combine the business with his own in the Chalfant Building, that city.

CHICAGO PERSONALS

Arthur J. Pegler, of the Journal, is back from a vacation trip which included the San Francisco exposition.

Howard Mann, sporting editor of the Evening Post, is the guest of Charles Comiskey, owner of the White Sox at the Old Roman's farm in Wisconsin.

"Bill" Hooker, who began newspaper work on the Inter Ocean forty years ago and wound up his journalistic career at the same time the Inter Ocean did, was in from New York shaking hands with "his boys" this week. Hooker was city editor of the Inter Ocean when it suspended, after which tragedy he went to New York and in that hospitable pueblo tied up with the Erie railroad. He now is chief of publicity for the road.

Major Robert W. Foran of the British Border regiment, who was an Associated Press man before he went to majoring, writes the Press Club of a wound he suffered September 10. Contrary to press reports he says it is nothing serious.

James Sutherland, another Chicago press club man serving in Maj. Foran's contingent, was wounded in the same engagement.

David B. Clarkson, president of the David B. Clarkson Publishing Company,

is at French Lick, Ind., for rest and recuperation.

Charles A. Segner, managing editor of the Louisville Herald and Ernest Bross, managing editor of the Indianapolis Star, were in Chicago this week reporting on conditions to Publisher John C. Shaffer.

Rex Larduer, sporting editor of the Associated Press, has returned to his desk after an arduous siege with typhoid fever.

Thornton L. Smith, night city editor of the Central division of the Associated Press, is back from an all summer stay in the west. He attended both of the coast expositions and saw most of the sights in between.

Henry J. Reilly, one of the Tribune's war correspondents, is back after a year spent at the various European fronts. Mr. Reilly's technical articles for lay readers on the equipment and morals of the various armies were syndicated widely. The correspondent resigned a lieutenancy in the United States army to act as the Tribune's correspondent. It was he who got over the cables the first news of Britain's success in trapping enemy submarines, later confirmed by official admissions.

Back from the Fort Sheridan military camp Corporal Richard Henry Little has relieved the Hattons as dramatic critics of the Herald. Wallace Smith, of the Evening American; Anthony Czarnecki, of the Daily News; Robert Rohde, of the Tribune, and Bert Clarke, of the Examiner, are the other newspapermen who returned at the close of the camp.

Hiram L. Kemicoff, advertising manager of the Civil Service News, will wed Miss Mary Whiteley, at Greenville, Ohio, on Monday. They were classmates at college.

Eric Hapwood, of Cleveland, will read a paper on "The Newspaper as a Moral Educator," before the conference of Social Hygiene that meets here next week.

Ernest Stout, a local reporter, who read law in spare moments for five years, has just passed the examination to enter the bar.

Herman Helm, formerly on the Chicago Hemlandet, is the new editor of the Svenska Posten at Rockford.

Mrs. John F. Bass has accompanied her husband, a Daily News war correspondent, to Europe, to investigate the woman's side of the war.

TORONTO PERSONALS

Lorne A. Eedy, who has been associated with his father, John W. Eedy, for some years in the publication of St. Marys (Ont.) Journal, has purchased the Walkerville Telescope and will move to that town. He is one of the most progressive of the younger generation of weekly newspaper publishers and has always taken a lead in Press Association work.

W. A. Moore, for the past six years city editor of the St. Catharines Journal, has accepted a similar position on the Standard in the same city.

John P. McConnell, former editor of the Vancouver (B. C.) Sun, announces that he will be an independent candidate in the constituency of Carleton in the next federal election.

Donald G. Wylie has been appointed city editor of the Kingston (Ont.) Standard. He is a former member of the staff of the Woodstock Sentinel-Review.

VISITORS TO NEW YORK

William S. MacDonald, editor of the Wheeling (W. Va.) Register.

Harry Brandon, editor of the Ohio State Journal.

A. F. Braum, Pittsburgh Post and Sun.

E. A. Grozier, the Boston Post.

W. S. Jones, Minneapolis Journal.

F. B. Noyes, Washington Star.

I. L. Stone, Battle Creek, Mich.

H. L. Stoddard, Baltimore American.

E. G. Pierce, circulation manager of the Sherbrooke (Que.) Daily Record, was married last week at Melbourne, Que., to Miss Mabel Ewing. The young couple are making a tour of the principal American cities before settling down in Sherbrooke.

"AEROPLANING" OVER 15,000 SQUARE PROFITABLE MARKET

By JAMES MONTGOMERY

OF
THE RICHARD A. FOLEY ADVERTISING
AGENCY, INC.

WE are now high enough up to see something over fifty miles in every direction. Below us lie 15,000 square miles—as rich a fifteen thousand square miles as are to be found anywhere on earth. For it is the Eastern section of the great State of Pennsylvania.

Not a large area, when you come to think of it.

Take 150 miles one way, 100 the other, and you have it.

But a great many people live in that territory and they make and spend a great deal of money. A thrifty, hard working lot, those Pennsylvanians, and they live well. It is an old country. Its prosperity is a thing built by generations and it is assured. But though old, it is by no means "worked out." No worn out farms or abandoned mines are to be found. The resources of Pennsylvania are yet to be fully developed.

A MODEL MARKET.

Look at a map of Pennsylvania. Dotted closely over the face of the country are cities and towns—each one potentially a profitable distributing point for your product—each a market center for a thriving community, with railroads and trolley lines "spider webbing" in every direction.

Indeed, had Eastern Pennsylvania been specially designed as a model section for the marketing of every manner of product under the most favorable conditions, it could hardly have been improved. The density of its population, the excellency of its transportation, the diversity of its needs make it a veritable gold mine to the advertiser who appreciates the economy of intensive cultivation.

Over there we can see the smoke that hangs above Wilkes-Barre and Scranton, where men are—

"Down in the coal mines underneath the ground, Digging dusky diamonds all the year around."

And that output of "dusky diamonds" enriches this section as the diamond fields of South Africa never did their vicinity.

Then there is Bethlehem, growing rich and richer from its world wide sale of iron and steel products, for money from the war chests of Europe is pouring into Pennsylvania.

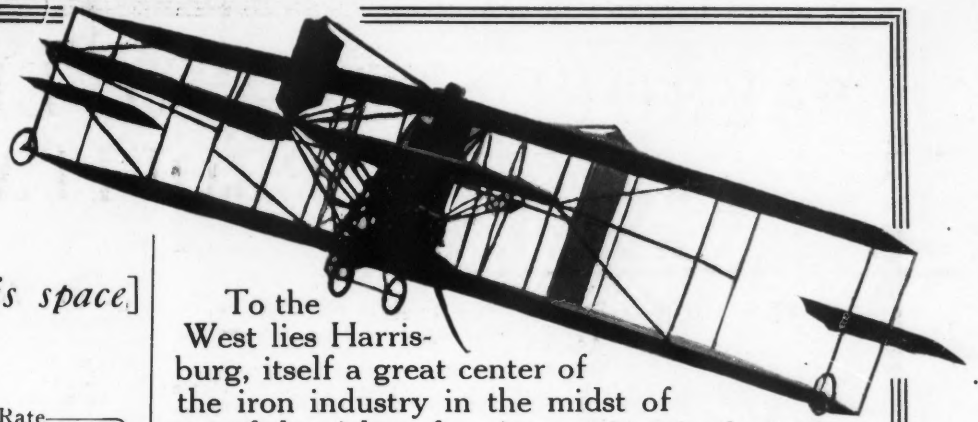
[The following newspapers, each prominent

Pennsylvania

	Circulation	Rate	
		2,500 1	10,000 1
Allentown Call (M)	13,411	.025	.0171
Allentown Chronicle & News (E).....	7,159	.0178	.0107
Allentown City Item & Democrat (EM)...	10,785	.015	.015
Altoona Times (M)	13,411	.025	.02
Chester Times & Republican (EM).....	12,654	.0335	.0211
Connellsville Courier (E)	6,415	.0143	.0122
Easton Free Press (E).....	11,977	.0214	.0214
Erie Dispatch (MS)	8,822	.03	.0225
Erie Herald (ES)	16,385	.0171	.0141
Erie Times (E)	24,019	.04	.04
Harrisburg Telegraph (E)	20,672	.03	.03
Johnstown Leader (E)	7,254	.0214	.0141
Lancaster New Era (E).....	9,205	.0208	.0208
New Castle News (E).....	9,075	.0178	.0121
Norristown Times (E)	7,100	.0178	.0141
Philadelphia North American (MS).....	171,660	.25	.25
Philadelphia Press (M)	*72,738	.165	.15
Philadelphia Press (S)	*157,908	.25	.25
Philadelphia Record (M)	167,046	.25	.25
Philadelphia Record (S)	141,086	.25	.25
Philadelphia Telegraph (E)	110,047	.175	.15
Pittsburg Leader (E)	80,238	.08	.08
Pittsburgh Post & Sun (S and E combined) .	133,079	.14	.14
Pittsburgh Post & Sun (M and E combined) .	107,625	.12	.12
Pittsburgh Dispatch (M)	64,753	.12	.08
Pittsburgh Dispatch (S)19	.14
Pittsburgh Press (E and S).....	118,068	.13	.10
Pottsville Journal (E)	8,875	.0142	.0142
Scranton Republican (M)	34,104	.06	.05
Scranton Times (E)	37,397	.05	.05
South Bethlehem Globe (E).....	7,449	.0214	.0178
Washington Observer & Reporter (ME)....	13,132	.025	.025
West Chester Local News (E).....	12,450	.03	.03

Twenty-four leading magazines have a circulation in these three states of 1,668,771 and a combined line on pro rata basis of approximately \$7.60 per line. One-ninth of the population of the United States is in these three states.

EMILES OF



in its own field, have purchased this space]

Pennsylvania (Continued.)

	Circulation	Rate	2,500 l	10,000 l
Wilkes-Barre Times-Leader (E)	16,620	.035		.025
Total	1,632,619	2.7025		2.4591

Population, 8,245,967.

New Jersey

	Circulation	Rate	2,500 l	10,000 l
Asbury Park Press	7,942	.02		.0142
Atlantic City Review	8,213	.025		.02
Elizabeth Journal (E)	12,769	.0286		.0214
Jersey City Journal (E)	21,459	.06		.06
Newark Eagle (M)	20,672	.05		.05
Newark Evening Star (E)	44,949	.07		.07
Paterson Chronicle (S)	**6,818	.025		.0214
Paterson Morning Call	12,825	.0357		.025
Paterson News (E)	10,307	.05		.03
Paterson Press (E)	**4,876	.0178		.0142
Perth Amboy News (E)	5,877	.0157		.0121
Plainfield Courier (E)	5,742	.0157		.0124
Trenton State Gazette (M)	10,653	.025		.02
Total	173,102	.4385		.3707

Population, 2,815,663.

Delaware

	Circulation	Rate	2,500 l	10,000 l
Wilmington Journal (E)	15,479	.025		.02
Total	15,479	.025		.02

Population, 209,817.

*Government statement, April, 1915.

**Publishers' statements.

Other ratings Government statements, October, 1915.

	Population	Circulation	Rate	2,500 l	10,000 l
Pennsylvania	8,245,967	1,632,619	2.7025		2.4591
New Jersey	2,815,663	173,102	.4385		.3707
Delaware	209,817	15,479	.025		.02
Total	11,271,447	1,821,200	3.166		2.8498

Forty-Six daily newspapers with a circulation of 1,821,200 you can buy at a rate of \$2.8498, less than one-half the cost of the magazines, reaching the homes of the people who purchase more than one-ninth of your products.

To the West lies Harrisburg, itself a great center of the iron industry in the midst of one of the richest farming sections in the entire world. Those colorful patches to the south of Harrisburg are the counties of Lancaster and York—two of the richest agricultural counties in the United States—fat with one of the heaviest harvests in years. A year or two ago Lancaster County produced twice as much tobacco as any other county in the country. This year when the figures have been compiled, it may be found to have beaten this record.

4 BIG CITIES IN A 30 MILE RADIUS.

Away to the south, we can see Philadelphia. It is impossible to do justice to this—the third largest city in the country—in the limits of this article. Perhaps later, we will cover the city of William Penn and Benjamin Franklin at closer range.

But we must remark that Philadelphia has a population of 1,657,810. This does not include thousands and thousands of suburbanites who are Philadelphians in all but name.

Across the river from Philadelphia lies Camden, with its 102,465 people, and about 30 miles further on, Trenton, with 106,831.

Down the Delaware 30 miles in the other direction is Wilmington (92,000), which owing to European conditions, has become the center of a boom that has not been duplicated since the Western gold discoveries created thriving towns overnight. Highly paid workmen are being drawn from every part of the Union to work in the arms and munition factories that are constantly going up in this section.

When you realize that in the City of Philadelphia alone is concentrated more possible customers for your goods than many entire States can provide, is it any wonder that we call the Eastern section of Pennsylvania and the contiguous portions of Delaware and Jersey 15,000 square miles of profitable market?

It is an interesting fact to note that the State of Pennsylvania supports more daily papers than any other of our commonwealths. Is it not fair to suppose, then, that man for man, Pennsylvanians can be better reached through their newspapers than in any other way?

ALONG THE ROW

SONG OF THE MAKE-UP MAN.

"Take the slugs out of the Kaiser,
Cut down Bryan's head,
Take Carranza off the bank there,
Make him double lead,
Lift out Suffragists in Jersey,
Quick, now, as you can,
Bite off that fight on the Yser,"
Sings the make-up man.

FROM THE SKINNERSVILLE SIGNAL.

"We consider it our duty to sit down on personal tax. There is too much taxation at present—seems to be a tax on everything except our parlor rug. We do not mind taxing the facilities of our office to get out the best paper in these parts, but when it comes to taxing a man's income down to \$500 we draw the line. We can't see why we should be taxed for a war in Europe, which already costs us \$25 a week extra for pony reports, and we enter our solemn protest against the system, and warn all candidates for legislative jobs that they must secure a repeal of these obnoxious laws, or suffer defeat at the hands of the enraged citizens of fair Skimmersville."

NOW'S THE TIME.

This is the time for "fearless champions of the people" to buy advertising space in the newspapers. A good ad

will reach more people in a day than a week of campaign meetings will.

HE'LL BE MISSED.

The City Hall reporters will miss President McAneny of the Board of Aldermen, when he starts work on the New York Times. Being a thorough newspaper man, Mr. McAneny knew news, and gave the boys just what they wanted. And he never was too busy to see a reporter, and unlike many high city officials he never got a case of swelled head.

WHAT NEXT?

Somebody or other now proposes that reporters be compelled to take an examination like lawyers and doctors, and receive a license from the state. Can't see how this will enable a man to cover a subway cave-in in a higher style of art than at present, or to make better excuses to the city editor for late copy.

MORE TROUBLE.

Bulgarian flimsy now adds to the woes of the copy desk.

IN THE RUSH.

"What became of the cut of the King of Bulgaria?" howled the telegraph editor.

"Last time I saw it," answered his assistant, "it appeared in a medicine ad as one of the 'before taken' persons."

"Well, fish out something with whiskers and a sash on, and send it up stairs and let them break up page eight."

SURE THING.

Little drops of printers' ink
Make good times out of bad,
When they come in contact with
The type used in an ad.

ARTHUR GREAVES.

A kind and gentle soul has gone,
All praise his name along the Row;
Fair, just and square to all his men,
And ev'ry man will tell you so:
A good, true friend—a better man
It never was our lot to know.

USUAL RESULT

The baseball season about to close has not been a financial success. The clubs did not advertise.

KNOCKED OUT BY TRUTH.

"Selling Off Below Cost"—
"Our Price Cut in Two"—
Catch no suckers now
As they used to do.

TOM W. JACKSON.

WEDDING BELLS

Lewis James Giffels, a member of the Associated Press, Washington, was married on October 7 to Miss May Babcock in St. John's, Mich., by the Rev. Edward Taylor.

Boyd Jarrell, editor of the Huntington (W. Va.) Herald-Dispatch, was married to Miss Ella Forest Taylor on October 5. Miss Taylor, until recently, was also associated with the above-mentioned paper.

J. W. Hedden, one of the editors of the Mt. Sterling (Ky.) Advocate, and Miss Alleen Beall, of the same city, were married on October 12, the Rev. J. S. Wilson officiating.

Louis W. Albright, editor of the Woodbury Constitution, and Miss Anna A. Ritchie, of Camden, N. J., were married at the New Ridgway Hotel, Camden, last Tuesday, by Rev. Dr. James W. Marshall.

Boyd Jarrell, editor of the Huntington Herald Dispatch, Huntington, W. Va., and Miss Ella Forest Taylor, until recently connected with the same paper, were married at noon on October 5.

S. Wallace Dafeo, a distinguished Ottawa newspaper correspondent, and brother of John W. Dafeo of the Winnipeg Free Press, was married on October 2 to Miss Stella B. King, youngest daughter of William King, 82 Somerset street. Mr. Dafeo is president of the parliamentary press gallery.

A Coming Pittsburgh Wedding

The marriage of Charles Alexander Rook, Jr., and Miss Hilda Metcalf, whose engagement was announced last summer, will take place on November 3 at the Episcopal Church of the Ascension, Ellsworth avenue, East End, Pittsburgh. Mr. Rook is the only son of Col. C. A. Rook, president-editor of the Pittsburgh Dispatch. Miss Metcalf is the daughter of Charles Metcalf, a former Pittsburgh steel manufacturer.

T. J. Holden, city editor and assistant general manager of the St. Catharines Standard, who is going to the front with the 81st Overseas Battalion, received a special letter of congratulation from the city council and a wrist watch and address from the employes of the Standard, just before leaving St. Catharines to go into training.

The Curtis Advertising Company, of Detroit, Mich., will erect a concrete and steel building on the \$22,000 lot recently purchased by them.

The Indiana Press Association will hold its next annual meeting December 2 and 3 in Indianapolis, Ind.

EVERYBODY TOOK HOLD

Papers and Merchants Hand in Hand On Window Display Week.

"One big success" is the verdict on International Newspaper Window Display Week. When it is known that one newspaper alone has sent in three hundred photographs gathered in its city, that others have sent in from ten to twelve each, and that five hundred newspapers took part in the display, some idea of its tremendous size may be gathered.

Last year, when the Bureau of Advertising of the American Newspaper Publishers' Association held Window Display Week for the first time, it characterized it as a "show window 3,000 miles wide." This year the "show window" was fully as wide, but it was much longer and deeper, and much more beautiful. There were more newspaper-advertised products shown because more articles are being newspaper-advertised. There were more cities participating. There was more enthusiasm among merchants and manufacturers.

Even now full reports are not at hand, but it is reasonable to assume that at least 15,000 displays were made simultaneously throughout the United States and Canada. This statement is an underestimate rather than an exaggeration. A glance at the map tells that it was dotted with displays; and, incidentally, such a glance will demonstrate the fact that it is quite possible to cover the country with newspaper advertising.

It is interesting to note that the newspapers working with the local merchants found them in a much more responsive mood than they were a year ago. They understand the plan and purpose better, and they certainly understand that it pays them to work with the newspapers of their cities in a movement of this character.

When the full story is compiled in statistics and photographs it will make one of the most remarkable documents ever laid before the eyes of a national advertiser. Any newspaper solicitor who meets with the old question of "dealer influence" will have only to turn to the reports of this week.

Another feature worthy of mention is the fact that more newspapers pulled together in this movement than ever acted before in a common cause. The good feeling that prevailed between publishers who were direct rivals was almost unbelievable. In many cities, groups of papers, or all the papers published in that city, buried their differences and acted as a unit.

Through International Newspaper Window Display Week the newspapers have given the greatest object lesson in legitimate co-operation that has yet been presented. They have not contented themselves with a mere theory; they have shown actual facts, and preserved these facts in enduring pictures.

The Bureau of Advertising is entitled to the congratulations and thanks of the entire newspaper cause for its well-directed efforts in steering this great movement for the development of more business.

IRVIN COBB CHEERED IN BOSTON

Telegram to The Editor and Publisher

BOSTON, Oct. 20.—Irvin Cobb was cheered to the echo tonight at the conclusion of the second act of "Back Home" by 200 members of the press club who were his guests. Judd Dewey, of the club, presented Cobb with a gold club pin. "When a newspaper man gets a good suit of clothes he presses it himself; when he gets two suits of clothes he joins the press club," said Cobb. He was entertained at the club this afternoon.

Charles H. Simms has announced that the corner-stone for his new advertising building in Dayton, Ohio, will be laid November 1.

All the Colt Fire Arms business has been placed with the P. F. O'Keefe agency, Boston. This is sizeable account, 'tis said.



The Man in the Multitude

That the human voice may be transmitted across our continent by telephone is the marvel of this age of wonders. Yet the full significance of the achievement is not realized if it is considered strictly as a coast-to-coast connection.

The Transcontinental Line not only bridges the country from east to west, but, by having finally overcome the great barrier of distance, it has removed the last limitation of telephone communication between all the people of the nation.

This means that the voice can be sent not only from New York to San Francisco, but from *anywhere* to *anywhere*—even from *any one* to *any one*—in the United States.

Wherever you are, it is possible to reach any one of our hundred million population. You can single out from this vast throng any particular individual with whom you desire to speak.

To bring this about, the Bell System has spent years and millions, extending its lines everywhere, anticipating the ultimate triumph. It has had the foresight and the courage to unite this great country, community by community, into one telephone neighborhood.

With the Transcontinental Line in successful operation, the established Bell highways make you the near neighbor of your farthest-away fellow citizen.

AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES

One Policy

One System

Universal Service

THE PRICE-MAINTENANCE ARGUMENT— SECY. WHITTIER ANSWERS SECY. PINKHAM

Second of a Series of Two Articles in Which the American Fair Trade League Makes Reply to the National Retail Dry Goods Association—Earnest Advocacy of the Provisions of the Stevens Bill—Price-Cutting Arguments Considered in Detail

(Continued from last week.)

In his previous article, Edmond A. Whittier, secretary-treasurer of the American Fair Trade League, welcomed with open arms the opposition to the Stevens Standard Price Bill which is being shown by the National Retail Dry Goods Association. Claiming that that organization, which embraces about one-third of the department stores, is controlled by the more sensational price-cutting element and that the higher class stores throughout the country are in sympathy with the American Fair Trade League's campaign for the Stevens bill, Mr. Whittier insisted that the opposition so far developed will help rather than hurt the cause he advocates. He noted the similarity between the attack of Secretary Pinkham and that of Jason Rogers of the New York Globe, and accused the former of plagiarism. Flatly contradicting published statements regarding the unconstitutionality of the Stevens bill, the return of damaged goods and the allowance of seasonable reductions, Mr. Whittier also declared that the fear of dull seasons which the association is trying to instill into the minds of the merchants of the country is wholly without foundation. Price cutting, he declares, is bringing about exactly the same results now. He took up and answered in the previous article the first four formal arguments of Secretary Pinkham. He now discusses the others—quoting first from Secretary Pinkham's interview in THE EDITOR AND PUBLISHER and then making his reply:

5. "It would deprive the consuming public of the benefits of merchants' competition which, if properly conducted, is not only in the interest of the public but is recognized as an incentive to promote business efficiency among merchants."

"The best answer to this is to quote further from the opinion of the Supreme Court of Washington in the Fisher Flouring Mills case. The court said: 'The true competition is between rival articles, a competition in excellence, which can never be maintained if, through the perfidy of the retailer who cuts prices for his own ulterior purposes, the manufacturer is forced to compete in prices with goods of his own production, while the retailer recoups his losses on the cut prices by the sale of other articles, at, or above, their reasonable price. It is a fallacy to assume that the price cutters pocket the loss. The public makes it up on other purchases. The manufacturer alone is injured, except as the public is also injured through the manufacturer's inability, in the face of cut prices, to maintain the excellence of his product. Fixing the price on all brands of high-grade flour is a very different thing from fixing the price on one brand of high-grade flour. The one means destruction of all competition and of all incentive to increased excellence. The other means heightened competition and intensified incentive to increased excellence.'

6. "It would give the manufacturer the right to name the retailer's purchasing price and his selling price, thereby controlling his profits. Thus the manufacturer could arbitrarily raise his price to the merchants while keeping the retail price at a fixed figure, or even reduce the latter, thereby curtailing the profits of the merchant. It is contrary to the understanding which has always existed that a person who purchases an article outright has a right to do with it as he deems best, and, in the case of the retailer, to resell it at any price to the mutual advantage of himself and his customer. It does not take into consideration the different conditions under

which an article might be resold."

"Absolutely contradicted by the trade fact that on no price-maintained standard product has the price been raised; on the contrary, on all such goods the manufacturer is giving today more and more for the money as competition among manufacturers in quality increases. For instance, a package of Kellogg's Toasted Corn Flakes is one-half larger and one-third less in price than it was ten years ago—the Ingersoll watches have greatly improved and have been reduced in size and thickness nearly one-half during the same period. This same increase in quality, per \$1 of cost, under the standard-price system, is convincingly shown in the automobile industry, in which all products are marketed under the maintained-price systems, and in which, nevertheless, prices are constantly falling and qualities constantly rising.

7. "The merchant with large overhead charges, such as big rental, high-priced selling force, and the necessity for giving unusual service, would require a greater mark-up on his goods than the merchant with a less expensive establishment in order to get a fair profit on his sales."

"This is a frank confession, for which we are deeply indebted to Mr. Pinkham, that the department stores' costs of doing business are far higher than the small merchants'. It at once disposes of the arguments that because of economy in buying and large turnovers they are able to sell cheaper.

8. "It would prevent legitimate competition of the small manufacturer who cannot engage in business against the large manufacturer who has created a demand for his brands by a long and continued advertising campaign. Thus it would encourage trusts, as the large and wealthier manufacturer alone can afford to take advantage of his privileges under this bill, by forcing a demand for his merchandise by publicity and maintaining a proportionately high price. Having choked out competition he will raise his retail price; the consumer being, as in the case of other trusts (Standard Oil) made to stand the burden."

"Wholly disproved by actual experience in every line of production. It is only necessary to indicate a few in which maintained prices have greatly encouraged competition between manufacturers; the safety razor business, the cereal business, the underwear business, the automobile business, etc., etc.; as to the 'encouragement of trusts,' I would paraphrase Mr. Pinkham's words to read: 'Price-cutting encourages trusts, as only the large and wealthy retailer can afford to take advantage of his opportunity to prey upon the public by advertising well-known "leaders" and persuading it to buy inferior substitutes. Price-cutting will increase the cost of living because the large retailer, having choked out competition, will raise his retail price—the consumer being, as in the case of other trusts, made to stand the burden.'

"Mr. Pinkham further says that 'the retailer who is in favor of such a law must feel the need of assistance in meeting competition, which would be an acknowledgment of weakness on his part.' I have already pointed out that it is only the class of retailers that does not feel strong enough to stand on its names and reputations that is seeking to retain the privilege of appropriating the good will of manufacturers by the use of standard articles as bait.

"The quotations from the opinion of Judge Hough in the Cream of Wheatington previously mentioned are sufficient answers to Mr. Pinkham's conclud-

ing statement that the courts have condemned the standard price principle.

"Mr. Pinkham cannot controvert a single statement I am making, and I challenge him to name the seven members of this organization who he says are in favor of the standard price principle, without disclosing the fact that all of them are establishments of the highest class, non-sensational and content to stand on their own legs. Show us a retailer opposed to the Stevens bill and we will show you, nine times out of ten, a sensational merchandiser relying on the gullibility of the public."

GRAVES OF DANVILLE

Just Elected President of the Illinois City Editors' Association

C. D. Graves, the newly elected president of the Illinois City Editors' Association, was born in Waterville, Minn., September 16, 1882. After leaving high school, he attended Hamline University in St. Paul, and in 1905 he went to



C. D. GRAVES.

Joliet, Ill., as a reporter on the Herald of that city. His next connection was with the Daily Gleaner, of Henderson, Ky., as city editor, leaving which in 1908 he went with the Daily Courier at Ottumwa, Ia., one of the Lee syndicate papers, as city editor. Two years later found him with the Register and Leader at Des Moines, Ia., as police reporter.

He has been city editor of the Commercial-News, Danville, Ill., for nearly two years, combining the telegraph with the city desk.

Mr. Graves intends to be present at the National meeting of city editors to be held in Indianapolis, January 16-17.

Mansfield (O.) News to Enlarge Plant

The construction of a new 4-story, fire-proof annex of the Mansfield (O.) News building, and an enlargement of its press room, will begin early next Spring. The News Company, which has increased its capital stock from \$60,000 to \$165,000, has secured additional ground with a frontage of 60 feet, and the plans that are being made contemplate an equipment that no newspaper has in any city of Ohio the size of Mansfield. The News, founded by the late William S. Cappellet, more than 30 years ago, has had a striking growth.

Trading Stamp Co. Bankrupt

The assets of the Home Merchants' Trading Stamp Co., of Louisville, Ky., were sold last week for \$2,831. C. W. Johnson, the trustee, has cash on hand amounting to \$3,300. The firm has merchandise liabilities of \$35,000, and it is estimated that between \$25,000 and \$35,000 in trading stamp books are out. More than 4,000 of these books have been filed with the referee. In addition to the cash on hand, the firm lists accounts receivable at \$9,000, and if this can be collected a small percentage of its liabilities will be paid.

At the semi-annual meeting of the membership of the Austin Press Club (Tex.) on October 7, officers for the current term were elected. Following are the newly elected officers: W. C. Storey, president; R. W. Lorance, first vice-president, and Ed. S. Newton, second vice-president.

MISS BURT OF BOSTON

Successful Sunday Post Writer Addresses Department Store Young Women

BOSTON, October 21.—Miss Elizabeth Burt, of the staff of the Sunday Post, entertained the girls of Filene's Club with a talk on newspaper work tonight. Miss Burt did not confine her attention solely to publicity matters, however, for she



MISS ELIZABETH BURT.

gave the young women some good advice in regard to bettering their positions in the world. She said that nothing comes without effort, and that the better the effort is planned the greater the chances of success.

Miss Burt has been a feature writer of the Sunday Post for several years. For this reason she was able to give the girls some interesting side lights on her experiences in interviewing famous people and the like. To get stories for her paper she has played the part of shop girl, chorus "lady," waitress, etc. As a "getter" of news or features she is known as a success.

Miss Burt talked to the young women fully an hour, holding the attention of her audience to the close.

Every Printer Should Investigate This

A development in the handling of linotype slugs that warrants the attention of every printer is that described in a new folder entitled "Mounting Cuts Type High on Linotype Slugs with a Miller Lino-Slug Router," just issued by the Mergenthaler Linotype Company. With this machine the entire block of slugs constituting a page of type is routed out to the exact shape and depth required for the mounting of any sort of cut to the exact type height. The various simple steps are clearly shown in the folder, so that the sequence and nature of the operations are evident at a glance. Naturally, a great deal of time is saved by performing the operation in this manner.

New York Advertiser Killed at the Front

Albert Revillon has met death at the front, according to a cable despatch received at the New York offices of Revillon Frères, well known to advertising men as extensive dealers in furs. He was only thirty-three years old, had been promoted twice for bravery on the field, and held the rank of captain at the time of his death. He was a doctor of laws and a graduate of the School of Political Science, where he studied under Leroy Beaulieu. Mr. Revillon was prominent in the financial administration of Revillon Frères, and was widely known in this city and in Montreal, where he was frequently called by business.

Suffragettes Coming Into Their Own

The Boston newspapers devoted much space to the recent suffrage parade. The Post had 26½ columns and the American 26½ columns. The Post ran 12 photographs of the parade, features, etc., and the American nine. All told, the Boston newspapers printed 75 columns on the parade.

On October 15 the Cedar Rapids (Ia.) Evening Gazette published 98 columns of paid advertising—in a town of 40,000!

NOW READY FOR DELIVERY
The Ideal Poultry Keeper's Guide
 Copyrighted August 16, 1915
 The Only Poultry Chart of Its Kind Published in the United States and Canada. Invaluable to everyone interested in Poultry.
An Ideal Premium for R. F. D. Circulation
 Retail Price, \$1.50. Special Price Quantity Orders. Send 35c. for sample postpaid.
S. BLAKE WILLSDEN, Publisher
 Headquarters for all Anatomical Charts
 1606 Heyworth Bldg. Chicago

IL PROGRESSO ITALO-AMERICANO
 Established 1880
 (Member Audit Bureau of Circulations)
 Daily average net circulation last postoffice statement, 134,286 copies
 Il Progresso Italo-Americano enjoys the distinction of being the largest and most successful Italian paper among the Italians in the United States, which means among a responsive and responsible class with purchasing power to buy advertised goods.
IL PROGRESSO ITALO-AMERICANO
 CHAV. CARLO BARSOTTI,
 Ed. and Pub.
 42 Elm Street, New York City

The Automatic Press Blanket
 Is everything the name implies. Eliminates all tympan cloth. Saves paper, time and increases press efficiency.
 Write for sample and descriptive matter. We are the sole manufacturers.
 "Quality Goods Only"
New England Newspaper Supply Co.,
 Worcester, Mass.

NEWSPAPER
 prosperity is based on circulation.
FEATURE
 elements of the right kind make and hold circulation.
SERVICE
 by experts means material and methods that have been PROVED.
Let us send you samples of our colored comics, daily and Sunday pages in black and colors.
Newspaper Feature Service
 M. Koenigsberg, Manager
 41 PARK ROW NEW YORK

For Sale
DUPLIX FLAT-BED NEWSPAPER PRESS
 Prints from type, 4-6-8-10-12-page papers, length of page 22 1/2", 7 columns to page, folds to half or quarter page size. Speed up to 4,500 per hour. Press is in good condition and was replaced by a Scott Three-Tiered Stereotype Newspaper Press. Write for price.
Walter Scott & Co.
 Plainfield, N. J.

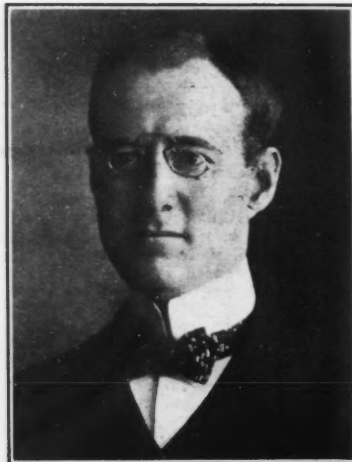
HOLLISTER'S CONTESTS PRODUCE RESULTS
 Below is shown our records on six campaigns in different parts of the United States.

Los Angeles Times, Los Angeles, Cal.	Receipts \$67,970.00
Courier-Journal, Louisville, Ky.	60,000.00
The Express, San Antonio, First Contest	50,000.00
The Express, San Antonio, Second Contest	78,000.00
Deseret News, Salt Lake City, Utah	33,000.00
Capital News, Boise, Idaho	22,000.00
News-Courier, Charleston, S. C.	25,000.00

 50,000 new subscribers were secured for the above papers. If you want more circulation call upon our old established dependable organization.
THE NORTH EASTERN CIRCULATION CO.
 C. B. HOLLISTER, Gen. Mgr.
 DAVENPORT, IOWA.

WORKING FOR PROHIBITION
 Shreveport (La.) Journal Prospering Well Under That Advocacy.

Thomas O. Harris, formerly manager of the Shreveport (La.) Times, lately bought a substantial interest in the Shreveport Evening Journal of which he is now managing editor and director. He



THOMAS O. HARRIS.

has previously been connected with the New Orleans Daily States and other Southern papers, and also has been private secretary to Governor Blanchard.

He informs THE EDITOR AND PUBLISHER that there will be no change in the policy of the Journal under his editorial management. Moral uplift and social betterment are the chief purposes of the Journal, and to this end it advocates prohibition of the liquor traffic, state-wide and nation-wide. It publishes no liquor advertisements, and at present is making an energetic fight for state-wide prohibition in Louisiana.

The Journal's territory is almost solidly prohibition, and its business is considerably above the average of a paper published in a city of the size of Shreveport.

NEW ELECTRIC SUPPLY FIRM
 Messrs. Dudley and Curry to Push Some Interesting and Up-to-Date Devices

A new electrical supply house in New York is the Dudley-Curry Electric & Supply Company, 154 Nassau street. W. O. Dudley is the electrical man of the firm. He has been connected with the motor and contracting business for twenty years, the greater part having been spent in the interest of the Jenney Electric Manufacturing Company and the American Rotary Valve Company.

C. D. Curry is known in the printing business as having been with the American Assembling Machine Company, for which he invented what is known as the "Curry assembler," a device for inserting Sunday newspapers.

The firm will handle motors and controllers, also a device invented by Mr. Curry which is an attachment for a linotype machine, for stopping the motor and quite a number of movable parts on the machine at any time the operator fails to operate it. This means that the apparatus is entirely independent of the human element. There is a time limit which allows all matrices to be distributed to their proper channels, leaving the machine in the proper position to be stopped. The device is so designed as to be clamped to the linotype machine without the necessity of drilling or tapping any holes.

Carroll Swan has a list of country weeklies in Vermont which he is to represent as a list in Boston. At present he has 29 of these papers, but later on will probably have a total of 50. The plan was originated by Mr. Swan some time ago when he met Vermont weekly publishers by invitation and talked the matter over.

NATIONAL PREPAREDNESS

Henry A. Wise Wood Speaks Strongly of the Need for Prompt, Positive Action.

"As no bridge is long enough which does not span its stream, no naval force can possible be great enough which does not reach to the safe side of the dangers which it is created to avert." Thus did Henry A. Wise Wood, chairman of the Conference Committee on National Preparedness, express the sentiment of the organizations interested in the development of our defenses, in an address delivered at the Cathedral of St. John the Divine, New York City, this week. Mr. Wise Wood had been invited to address a large audience of the Laymen's Efficiency League on the subject of national preparedness.

After dwelling upon our utter state of unpreparedness and upon the necessity of maintaining the Monroe Doctrine, Mr. Wood stated that "we can take half measures, or we can take whole measures for our protection. If we hesitate at whole measures," he warned, "because of their cost, is it not because we have failed to value our male youth and our maidenhood, our homes and our freedom, and have been loath to put these vital things into the scales against money?"

SIX HUNDRED PAPERS

Get the Allied Loan Advertising, to Say Nothing of Weeklies, Magazines, Etc.

Since the last issue of THE EDITOR AND PUBLISHER appeared, the advertising campaign relative to the Allied loan has gone ahead smartly. A 600-line ad has been sent out to nearly 600 papers, and approximately one page has been taken in the weekly financial publications. Full pages will appear in the standard weeklies, like Collier's and the Saturday Evening Post, while double pages will be seen in the November issue of all magazines that can be reached.

There have already been three insertions in the newspapers, and the Collin Armstrong Agency is getting instructions from time to time from the syndicate managers for other insertions according to the needs of the moment.

One of the intricacies of getting the orders out in proper form for the running of the advertising has been the fact that it was necessary to make innumerable changes in the specific names signed at the bottom of each ad, because it was necessary to meet required local conditions—some names being used in certain cities and omitted in others, and vice versa.

St. Louis Post Dispatch Changes

Sam Hellman at the close of the baseball season was taken off the make-up at the St. Louis Post-Dispatch and put in charge of the copy desk. Harry Niemeyer succeeds Hellman on the make-up. Niemeyer arrived in St. Louis on October 11 from Panama, where he helped to conduct and owned an interest in the Morning Journal, one of the newspapers published in the city of Panama, Central America. He located with the Post-Dispatch the day he arrived. Niemeyer is an old Post-Dispatch employee, having left ten years ago after occupying various positions of importance on that paper.

A press association for Saskatchewan, Canada, is to be formed, regarding which a meeting will be held on November 5 in the Board of Trade rooms in Regina.

MAN must work—that is inevitable. He may work grudgingly or he may work gratefully. He may work as a man or he may work as a slave. He cannot always choose his work, but he can go about it in a cheerful, generous temper and with an unlooked heart. There is no work so rude that he may not exalt it. There is no work so dull that he may not enliven it.

But—he must work.

THE SEATTLE TIMES
 "The Best That Money Can Buy"
 Average Circulation for Sept., 1915
Daily, 71,875
Sunday, 83,745
54,000 in Seattle
 A copy to every family.
 Largest circulation by many thousands of any daily or Sunday paper on the North Pacific Coast.
Largest Quantity Best Quality Circulation
The S. C. Beckwith Special Agency
 Sole Foreign Representatives
 New York Chicago St. Louis

The Jewish Morning Journal
 The Only Jewish Morning Paper
 New York City
PRINTS MORE "HELP WANTED" ADS THAN ANY PAPER IN THE CITY EXCEPTING THE WORLD.
 Net Paid Circulation
 118,000 Copies Daily

USE
UNITED PRESS
 FOR
Afternoon Papers
 General Offices, World Bldg., New York

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

Topeka Daily Capital
 Average net paid circulation for six months ending April 1, 1915 (Sworn)
33,971
Arthur Capper
TOPEKA, KAN. Publisher

TEXAS CIRCULATION MANAGERS MEET AT DALLAS AND TALK BUSINESS

Fourteen Daily Papers Represented—Vote to Discontinue Premiums of All Kinds—Specially Interesting Addresses on Points of Great Interest to Circulators and Publishers—Officers Elected, Banquet, Visit to State Fair, Etc., Etc.

(Special Telegram to THE EDITOR AND PUBLISHER.)

DALLAS, Tex., October 21.—The Texas Circulation Managers' Association met in Dallas for a two-day session, Wednesday and Thursday. Fourteen daily newspapers of the state were represented and a most successful convention was held. Three main topics were discussed, each bearing on some important phase of newspaper circulation, and solutions were offered for many problems, great and small. Prosperity in all sections of the state, from El Paso to Beaumont, was voiced by delegates present, and a better day ahead was forecast.

The question of chief interest was that of co-operation of circulation and advertising departments in such a manner as to advance the interests of both. E. C. White, of the Houston Chronicle, president of the association, told how this is now being done on the Chronicle. Mr. White said he had used the circulators on the various routes, both city and out of town. These circulators have been made advertising solicitors, and through their efforts, he said, the classified ads have been greatly increased. Circulators, as a rule, he said, are young and full of enthusiasm, and take to the idea of soliciting ads with a great deal of interest. Other circulation managers said they would put the same system into force on their papers.

WOODS ON ARMY CIRCULATION.

John W. Woods, El Paso Times, discussed the problems of the army circulation. This was the second question in importance to come before the circulators. Mr. Wood said that the army circulation was very valuable and was demanded by the merchants, not only from the number of soldiers reached but because the soldiers were ready and their trade was desired by merchants. The great problem, he said, was in keeping up distribution—a situation arising from frequent shifting of troops from one local city to another and from place to place in the same camp. Soldiers are ready subscribers and good pay.

The association as a whole voted to recommend to publishers the discontinuance of premiums of all kinds. The sentiment expressed was that these did not increase circulation and created a heavy expense on publishers from which no direct good was obtained.

VILLA MONEY IS CHEAP.

The El Paso Times sent an exhibit showing how much Villa money is needed at El Paso to pay a subscription for one year to the Times. The amount, \$3,680, was pasted on a large cardboard, and represented \$8 in United States currency. Other rates in Villa money charged by El Paso newspapers are \$345 a month or \$23 single copies. The card was presented to the Dallas Press Club as a token of gratitude for the use of the Press Club rooms for meetings.

M. W. Florer, Dallas News, discussed "Looking Backward Over the Texas Newspaper Situation for Twenty Years—Changes I Have Seen—Some Experiences." Mr. Florer reviewed the circulation methods employed in Texas for the past 20 years and showed that co-operation had brought good results. Harold Hough, Ft. Worth Star-Telegram, told of the methods he employs to keep up and increase circulation without premiums; and it was largely due to his address that the recommendation for his continuance of premium lists was made.

A. E. Clarkson, business manager of the Houston Post, spoke on "The Trouble With the Average Traveling Circulation Manager as Seen from the Business Manager's Viewpoint." He said in part:

"A man capable of being a good cir-

ulation manager ought also to be capable of being a good business manager, and yet you see few men hunting jobs as business managers, for the successful business manager must produce year in and year out, and by so doing he has a permanent place and in most cases owns an interest in the paper. In other words, he is working for himself; and so it should be with the circulation man.

"I am inclined to believe that the average present-day man who holds the title of circulation manager is much more for himself than he is for the paper, and in order to make good has scheme after scheme that he uses to put on mushroom circulation; and by the time he is



A. E. CLARKSON,
Bus. Mgr., Houston (Tex.) Post.

through his list the publisher wakes up to the fact that he needs a new man, and the old man is glad to go, for he is at his cow's end and needs new fields to work. In other words, the traveling circulation man of today is a schemer. He schemes to get circulation; he uses scheme premiums, and he schemes to get all the salary he can, not caring for a permanent job. He does not seem to be sincere in his work and only cares for the time being, always looking for a new job and more money.

MUST BE A WORKER.

"A good circulation manager must be a worker himself. He must be continually on the job and have competent men under him who work the same way. If he is of this class and is satisfied to grow as his paper grows, he need have no fear of losing his job, and some day he will find himself a big man in the circulation field."

S. H. Young, circulation manager of the Dallas Times-Herald, spoke upon "Noon Editions." He told in an interesting way the detailed story of the origin and success of the noon edition of his own paper, closing as follows:

"This brings me to the last clause of the subject assigned me—why many newspapers do not attempt noon editions. I can only answer by telling why we did not attempt a noon edition before we did: We did not realize that a sufficient demand existed, and we were not aware of the possibilities. It is my opinion that our noon edition is now a vital part of our circulation, yet it is a fact that peculiar conditions which exist in Dallas and which do not exist in other Texas and Southwestern cities have made it possible. I do not think it would have been a success except for the

one-cent price, and I know it would not be the success it is except for the inter-urban systems radiating from Dallas, which enable us to send papers into the country towns at various times of the day."

THINGS HE SHOULD KNOW.

Rolla B. Kinard, of the Beaumont Enterprise, spoke on "What An Up-to-Date Circulator Must Know." He said in part:

"The success of the director of circulation lies mainly in his knowledge of and ability to serve his patrons in the manner they may desire to be served. He should know what they want and how they want it. Another thing: the up-to-date circulator is the one who gets circulation which is profitable to the publisher, which satisfies subscribers and which convinces the advertiser his publicity is not wasted. He must know how to create a desire for his paper. He must know a psychological situation and how to make the most of it.

"The day of the deceptive circulator is a thing of the past. He must be a reality in every sense of the word—a clean-cut, honorable business man, with plenty of executive ability and initiative. He also must have endurance and action, and must be virtually a human statistician regarding his territory and the people in it.

"The knowledge of building circulation is largely a matter to be dealt with in accordance with local conditions; hence minute familiarity with the territory covered, conditions existing from time to time and the wants of the subscribers are among the chief needs.

"Know every conceivable thing you can pertaining to the publication you serve, as well as its competitors. Know the cost of all it takes to produce the publication, from the making of the white paper to the ultimate cost of delivery to the subscriber, and know that, somehow, it must be made to pay: otherwise it cannot endure."

NEW OFFICERS ELECTED.

Officers for next year were elected as follows: President, Harold Hough, Ft. Worth Star-Telegram; vice-president, S. H. Young, Dallas Times-Herald; secretary-treasurer, Herbert Peters, Galveston Tribune.

Next year's meeting place was left with the board of directors.

The annual banquet was held Wednesday night in the Palm Garden of the Adolphus Hotel, with M. W. Florer, Dallas News-Journal, as toastmaster. All ladies present were called upon for toasts and responded.

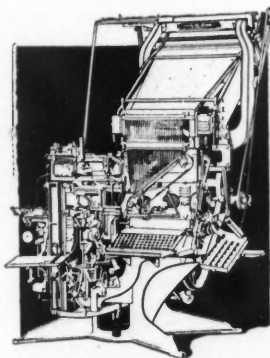
E. O. Brown, of the Texas School of Journalism, was an interested visitor and addressed the meeting. He said he would recommend that circulation be made part of the curriculum of the School of Journalism.

This morning the delegates inspected the plant of the News-Journal, being shown through by M. W. Florer and others of the News-Journal staff. This was followed by an auto ride over the city, and an afternoon at the Texas State Fair as guests of the management.

Five new members were received, membership now being 23. The same motto was continued: "Same Co-Operation Versus Insane Competition."

"Don't Chew, Don't Drink, Don't Smoke"

Newsboys packed Gilbert Hall, Tremont Temple, Boston, to the doors one evening last week to hear Alexander Brin speak on "The Moral Power of the Press." He declared that it was of the greatest importance that public opinion should be sane and wise, sound and strong; and that of a number of social agencies which helped to mould public opinion, such as the printed book, the acted play, the sermon, the classroom lesson, the university lecture or the weekly or monthly magazine, none was so influential as the daily newspaper. In a personal appeal to the boys present, he warned them against the use of the cigarette. "Don't chew, don't drink, don't smoke. Have a clean character."



Model 8

One of the modern Multiple Magazine Machines with three standard interchangeable, quick shift magazines.

Last year nine newspapers alone replaced ninety-three single magazine Linotypes with multiple magazine machines. In the same period six times that number were replaced in the United States.

MERGENTHALER LINOTYPE CO.

TRIBUNE BUILDING, NEW YORK

CHICAGO SAN FRANCISCO NEW ORLEANS
CANADIAN LINOTYPE, LIMITED, TORONTO

Supremacy

The New York Times in the nine months, from January 1st to September 30th, 1915, printed 6,678,709 agate lines in total advertising, help and situation wanted advertisements excepted—a greater volume than any other New York newspaper, morning or afternoon—865,878 agate lines in excess of the next New York newspaper.

\$32,000,000

In the
PAYROLL IN PITTSBURGH, PA.,
Per Month.

Gazette Times

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

Chronicle Telegraph

Evening Except Sunday

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

FLAT COMBINATION RATE

Of 22½c. Per Agate Line.

And give you the largest net circulation.

For further information and co-operation, write

URBAN E. DICE

Foreign Advertising Manager

Pittsburgh, Pennsylvania.

J. C. Willberding, 225 Fifth Avenue, New York City.

The John M. Branham Company

Mallers' Bldg., Chicago. Chemical Bldg., St. Louis.

THE NEW ORLEANS ITEM

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

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

LIVE PAPERS

will heed this call and wire immediately for full particulars of Scenario Contest Lessons furnished gratuitously.

Greatest circulation builder brought out in a long time.

The Vitagraph Company of America

East 15th St. & Locust Ave., B'klyn, N.Y.
NEW YORK LONDON
CHICAGO PARIS

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

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

**PROMOTION DEPT.
SHAFFER GROUP**

12 S. Market Street, Chicago

ARTHUR GREAVES DEAD

City Editor of the New York Times Passes Away—Tuberculosis the Cause.

Arthur Greaves, city editor of the New York Times for the last fifteen years, died on Tuesday at his home, 220 West 107th street. He had been ill since June last, and had believed himself to be suffering from diabetes. It was only a few days ago that his physicians informed him that he had tuberculosis. It was a hemorrhage of the lungs that caused Mr. Greaves' death.

Mr. Greaves was born in Cardiff, Wales, March 12, 1868, and was brought to America by his parents in 1871. He received his education in the public



ARTHUR GREAVES.

schools of Hartford, Conn. His first newspaper experience was obtained on the Boston Globe. After serving his apprenticeship there he came to this city and joined the staff of the Times in 1888. When he left the Times to go to the World in 1891 he had perfected himself in shorthand, and he rapidly gained the reputation of being the fastest shorthand reporter in the city.

He was political reporter for the World for several years and returned to the Times on January 2, 1900, as city editor and had served in that post since then. In point of service he was the dean of all city editors in New York.

Mr. Greaves headed the Times staff of reporters at all the Presidential conventions and the more important State conventions from 1900 to 1912. He had a political acquaintance and knowledge of politics not surpassed by newspaper men who specialized in this field. He was president of the Amen Corner, a club of political reporters deriving its name from the famous corner in the old Fifth Avenue Hotel where politicians gathered. He was also president of the New York City News Association.

He leaves a wife, Margaret Livinia Guerin Greaves, to whom he was married by Rev. F. R. Morse, assistant rector of Calvary Baptist Church, on August 16, 1903.

Two brothers, James A. Greaves, of Piermont, N. Y., and Walter Greaves, of San Francisco, and two sisters, Mrs. George Ross, of Montreal, and Mrs. Charles Hayes, of Toronto, also survive him.

His funeral took place on Thursday. Rev. Dr. John C. Green, of the First Congregational Church of Far Rockaway, a friend of the family, delivered a prayer at the Greaves home, and then the body was taken to St. Stephen's Church, where services were held.

Rev. Nathan A. Seagle, rector, officiated, assisted by Dr. Green. The interment was at Hartford, Conn.

From among the many friends of Mr. Greaves these were selected as honorary pallbearers: Isaac D. White, John Hettrick, Louis Seibold, Thomas Healy, Luther B. Little, Edward Rascovar, and Charles Steckler, and these members of the staff of the Times: Dr. Van Buren Thorne, W. Axel Warn, Henry Lowenthal, L. C. Speers, and T. W. Williams. The funeral was attended by an un-

usually large number of newspaper men. As it was held at an hour in the morning when night workers are usually asleep and the day forces are engaged in getting out the first editions of the afternoon newspapers, such an attendance indicated the high esteem in which Mr. Greaves was held by them.

Among those present were Adolph S. Ochs, Charles R. Miller, Louis Wiley, William Harding, Will R. Wilson, C. V. Van Anda, A. F. O'Neill and M. D. Abrahams, of the Times; Dr. E. P. Cohen, William Henderson, Charles Tracy Bronson, Joe Quail, E. W. Osborn, Raymond E. Sill, Harry Alloway, Sam C. Austin, J. E. Hardenburgh, Thomas J. Wilkes, W. J. C. Meighan, Frank L. Blanchard; Caleb Redfern and Henry Gillig, representing the New York Press Club; William Penny, Robert E. Livingston, Ernest K. Coulter, Job Hedges, George Lyons, and Wm. Edwards. At the conclusion of the service the body of the deceased journalist was taken to the Grand Central Terminal. As the funeral procession passed through West 43rd street every employee of the Times on duty at that hour stood on the sidewalk in front of the Times building with uncovered head. There were several hundred in the group. It was a tribute to the memory of a newspaper associate such as has rarely ever been accorded an editor.

In an editorial in Wednesday's Times appeared this sentence: "His service to the Times was of a value not easily measured, and the esteem and affection with which he was regarded by his associates of the staff were as deep, genuine, and lasting as is the sorrow his death brings to them."

OBITUARY NOTES

JARED D. DENISON, for sixty years publisher and proprietor of the Chenango American, died on October 11 at his home in Greene, N. Y.

CHARLES W. MILLER, editor of the Waverly (Ia.) Democrat for more than 25 years, died on October 6. For the last five consecutive terms he had been a member of the State Legislature.

FRANKLIN B. BEERS, one of the oldest and best known newspaper men of Central New York, and for many years one of the owners of the Rome Sentinel, died at his home in that city recently, aged 74 years.

MORRIS M. ROSS, for many years connected with the Indianapolis News as an editorial writer, died at his home in Indianapolis, Ind., on October 8.

HARRY LESLIE FORD, 56 years old, a compositor of the New York Times, died at his home in Brooklyn, N. Y., on October 10. Mr. Ford is survived by his widow and a son, William Leslie Ford.

ISIDOR FURST, a member of the New York Printing & Publishing Company for many years, died Saturday at his home, in his sixty-eighth year.

HENRY L. CAPELL died in El Paso, Tex., on October 14. His passing was peaceful, after more than two months of suffering following a stroke of paralysis early in August. He was the oldest person in point of service connected with the El Paso Herald. He was born in Dansville, N. Y., and was in his 63d year. His first connection with the Herald was in 1889, when he became business manager. The paper printed lengthy eulogistic articles regarding him, upon his death, so strongly had he impressed himself upon his associates.

HENRY MANN, editor of Prosperity, and formerly associated with the Sun, Press and Times of New York, died at his home last Saturday, aged 67.

JOSEPH B. CASSELL, late news editor of the San Francisco Bulletin, who died on October 9, was buried from St. Andrew's church, Oakland, Cal., on October 12. The mass was celebrated by Rev. P. J. Quinn. The interment was in St. Mary's cemetery. Newspaper men of San Francisco and Oakland, who had come to know the sterling character of "Joe" Cassell during his twenty years of newspaper service, sincerely mourned his going. His widow received letters and messages of condolence from many friends and admirers of the late editor. The following intimate friends of the deceased

acted as pallbearers: Carl Hoffman, city editor of the Bulletin; Gene Bowles, Frank Sheridan and Joseph Prentiss, of the Bulletin; Lieut. of Police Clarence Coogan and Henry L. Brooke, editor of the Journal of Commerce. The honorary pallbearers were Fremont Older, managing editor of the Bulletin; Fenner H. Webb, editor of the Call; Edward Cahill, Dr. William Jackson, James Tufts of the Chronicle, Francis I. Francœur and Jack Waldorf, of the Bulletin, and K. C. Adams, political editor of the Examiner.

PATRICK H. WALLACE, who at different times was reporter and editor on the Cohoes (N. Y.) Evening Despatch, was found dead from suicide in his apartment on October 9.

B. F. SHERMAN, editor and publisher of the Beaver Dam (N. Y.) Argus, and one of the oldest newspaper men in his State, died at his home on October 9 in his 80th year.

PRIVATE OSCAR YEOMANS BROWN, a reporter on the Montreal (Que.) Evening News, who was a prisoner of war at Dortmund, Germany, died on September 15 from a wound inflicted last April.

SIDNEY J. COHEN, a reporter for the Charleston (S. C.) Evening Post, was shot through the lung and killed on October 15 at the Democratic City Executive Committee meeting.

WILLIAM B. HOLBROOK, a former newspaper man of Newark, N. J., died at the home of his son, Waldo Holbrook, on October 9. He was 66 years old.

MISS MARY GAY HUMPHREYS, author and contributor to magazines, died at her home in New York on October 10. Miss Humphreys was associated with the Standard and later became dramatic critic of the World. She was also the author of two novels, "Racer of Illinois" and "Jack Racer."

HIRAM LADD SPENCER, a former editor of the Rutland (Vt.) Herald, died at his home in St. John, N. B., on October 15. He was 87 years of age.

WILLIAM H. ROBINSON, an assistant editor of the Daily Trade Journal, New York City, died on October 15 at Elmhurst, L. I., aged 65.

WILLIAM C. HUDSON, formerly a member of the editorial staff of the Brooklyn (New York) Daily Eagle, died on Saturday last at his home in Pearl River, N. Y. Mr. Hudson was born in New Brunswick, N. J., November 14, 1843.

MRS. CHARLOTTE M. SEYMOUR, wife of John R. Seymour, of the business department of the New York World, died Sunday last at the home of her mother in Rutherford, N. J., in her thirtieth year.

VICTOR E. BENDER, publisher of the Springfield (Ill.) Daily News, died last Sunday in Galesburg, Ill., in his fifty-fifth year. He was a Knox College graduate.

GUY S. CONLY, formerly in charge of the Wall Street Bureau of the Associated Press in New York, died in Columbus, Ohio, Wednesday last. He was a son of the late General James M. Comly, editor of the Ohio State Journal and one-time minister to Honolulu.

JAMES K. DAWES, former publisher of the Easton (Pa.) Daily Free Press, died at his home in Washington, on October 17. The body will be taken to Easton for burial.

SAN FRANCISCO PERSONALS

Chester H. Rowell, publisher of the Fresno Republican, is spending a few days in the city. He will participate in some of the special events at the Exposition.

Joseph Medill McCormick, publisher of the Chicago Tribune, has arrived from the East, as an Exposition visitor, and has taken apartments at the Fairmont. Mark Sullivan, a political writer of national reputation, is registered at the same hotel.

W. A. Publow, a New York publisher, is in the city, with Mrs. Publow, viewing the Exposition.

Miss Kathleen O'Brennan, a newspaper woman of Dublin, Ireland, addressed the Caedmon Assembly at their meeting, held during the past week, at the Fairmont Hotel. Miss O'Brennan entertained her audience with stories and legends taken from the Gaelic Sagas.

WHY WISE MANUFACTURERS AND ADVERTISERS SELECT N. Y. STATE

How Live Newspapers Serving a Population of Ten Millions Help to Make the Most Productive Market in the United States.

By GEORGE F. BARIGHT, New York Advertising Agent

The Newspapers of New York State are a Live Lot. And when you say that, You are giving them Credit for all that is included in Modern Aggressive, Constructive, Newspaper Service. The progressive publisher today realizes that advertisers have become very keen in separating the Wheat from the Chaff in Advertising Values, that they demand more than merely the evidence of Good Circulation.

New York State Newspapers know this and they act accordingly. They are constantly developing the interest of their Readers in the papers themselves and in their Advertising.

No Newspapers in the Country have done more as a class to bring the Newspaper, the Advertiser and the Reader together; to unite all their Interests and Create Reader-Confidence in the Newspapers, and the Advertising they carry.

They have been foremost in the constructive campaigns which have helped to bring a better understanding by both Reader and Advertiser of the Realities of Advertising Values and in exercising that Helpful and Creative force which a Good Newspaper can exert in making the readers responsive to Advertising.

The people of New York State have learned to read their Newspapers and buy the Goods Advertised in them. They have the habit! They are an Enterprising lot, too, and ready to try new things, particularly if their favorite Newspaper tells About them.

New York State Newspapers go further than this. They work with the Advertiser to Secure dealer Co-operation in introducing the product to the public. All that they expect for this Service is that you should do your part of the Co-operating; use the Newspapers to tell the public, for the Newspapers are the medium that the Dealers' Customers read.

These are some of the reasons why New York State represents the most fertile field in the Country for most Manufactured Goods.

In all Essential respects New York State represents the ideal Market for the Manufacturer.

NEW YORK STATE HAS:

Population of Ten Millions

Who like to wear good Clothes, Eat good things, Ride in Automobiles, use Good Furniture in their Homes, and Generally Enjoy the Best there is in Life, and are willing to pay for the privilege.

High Earning Power

New York State people make plenty of money, and on account of the diversified Character of their Industries, they make it all the year round.

A Population of Newspaper Readers

Who have confidence in their Newspapers and are influenced by them. That is why they Buy the Goods Advertised in them.

Seventy-five Towns and Cities

With over 5,000 population Many of them the Wealthiest in the Country, Easy to reach by the Manufacturer, Easy to cover by Newspaper Advertising.

Finest Character of Industries

Manufacturing, Farm Products, Fruits, Dairies, National Play Grounds and Show Grounds. All developing the best type of Industrial Population, the class which buys 90 per cent of the products of America.

An Intelligent and Discerning Population

Which knows how to discriminate and select the Goods that are worth buying and willing to pay a fair price for them.

Dealers Who Are Alive

And active to the desirability of Co-operation with the Newspaper to produce results for the Advertiser.

In addition to which New York itself is the best advertised State in the Union and the Sale of your goods here helps their Sale Everywhere Else.

MANUFACTURERS AND ADVERTISERS

if you are going into Several States, make New York one of them and check up later on Results. If you only want to try out one territory —let that Territory be New York State. And let it Establish a Standard for future results.

The Newspapers of New York State will help you.

THE EDITOR AND PUBLISHER will help, too. A great deal of valuable information has been accumulated on this Subject which is at your disposal to help you in forming your plans.

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

The Newspapers listed on this page offer 3,890,406 average Circulation at a total combined cost of \$5.95 per line, or an average of one and one-half tenths of a cent per line per thousand. This is less than thirty-four cents per thousand Circulation for an advertisement occupying a magazine page of 224 lines.

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

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

	Paid	2,500	10,000
	Circ.	Lines	Lines
Albany Knickerbocker Press (M)...	41,229	.05	.05
Albany Knickerbocker Press (S)...	33,836	.05	.05
Brooklyn Eagle (E) 3c.....	44,096	.16	.16
Brooklyn Eagle (S) 3c.....			
Brooklyn Standard Union (E).....	61,259	.15	.15
Brooklyn Standard Union (S).....	68,030	.15	.15
Buffalo Courier-Enquirer (M&E)...	110,274	.14	.12
Corning Evening Leader (E).....	8,275	.0179	.0129
Elmira Star-Gazette (E).....	20,057	.035	.03
Gloversville Leader-Republican (E)	5,512	.0143	.0108
Gloversville Herald (M).....	6,489	.02	.015
Ithaca Journal (E).....	6,335	.035	.015
Newburgh Daily News (E).....	8,386	.0358	.0214
Mt. Vernon Daily Argus (E).....	5,907	.0214	.015
New York American (M).....	293,784	.40	.38
New York American (S).....	690,889	.60	.57
New York Globe (E).....	187,429	.28	.27
New York Herald (M).....	98,651	.40	.40
New York Herald (S).....			
N. Y. Journal of Commerce (M)...	17,926	.18	.15
New York Evening Mail (E).....	159,520	.32	.29
New York Evening Post (E).....	20,598	.225	.20
New York Press (M).....	110,869	.27	.225
New York Press (S).....			
New York Sun (M&S).....	71,749	.40	.36
New York Sun (E).....	155,009	.30	.27
New York Times (M).....	318,274	.45	.405
New York Times (S).....			
New York Tribune (M&S).....	82,674	.25	.21
New York Telegram (E).....	223,848	.285	.27
New York Telegram (S).....	232,640	.20	.18
New York World (M).....	391,158	.40	.40
New York World (S).....			
New York World (E).....	403,787	.40	.40
Oneonta Star (M).....	6,484	.0114	.0085
Poughkeepsie Star (E).....	6,260	.0215	.0115
Schenectady Gazette (M).....	20,632	.06	.04
Troy Record (M&E).....	*23,230	.035	.035
	3,935,096	6.8673	6.3751

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

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

**You can now lease
for small monthly rental
National Electric Bulletins**

Publishers everywhere should investigate. Write or wire for particulars.

National Electric Bulletin Corp.
New York City

**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

Editors Who Know

The Hartford Courant has found the Bain service closer to the news and more diversified than any other. Yours truly, C. L. Sherman.

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

WHY IS IT?

that the Times-Leader is the only one of the three evening newspapers in New Haven, Conn., that is a member of the Audit Bureau of Circulations. Think it over.

BRYANT, GRIFFITH & FREDRICKS
225 Fifth Ave. 716 Peoples Gas Bldg.
New York City Chicago

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.

LIVE TOPICS DISCUSSED BY READERS

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

DISAGREES WITH DR. WILLIAMS

Francis E. Kenny Gives Some Interesting Leaves From His Own Book.

TO THE EDITOR AND PUBLISHER:

I have just completed reading an article on your editorial page in this week's issue relative to the advocacy by Dr. Talcott Williams at Columbia University of the passage of a law to compel candidates for a newspaper career to pass an examination similar to those of bar candidates, etc.

In my opinion such a procedure would be manifestly unfair to intelligent and ambitious young men aspiring to journalistic fame, but who are unable to pay college fees. I will cite my own case, for instance. At the age of fifteen, one year after graduating from school, I felt the desire to "write for newspapers" creeping upon me.

So I began writing letters to various New York papers simply for the fun of seeing my name in print; and many of my letters were published.

A little later the "fever" grew worse so I wrote to many New York papers offering to write sporting articles, gratis, in order to secure experience.

Needless to say I received no replies. Then I sought the out-of-town sheets, and finally a Connecticut paper consented to give me a trial; and at the age of sixteen my first column appeared and I still continue to write for this paper, but of course no longer gratis.

Two months later I began writing for a Paterson (N. J.) paper.

To date I have had published over four thousand columns of signed articles.

Now, mind you, I went at this writing with only a public school education. I have been to no high school or night school, nor have I taken a course in any other institution.

Through contributing to those papers I gained a more thorough training in journalism, its knocks and its boosts than in any other way possible.

Hence I believe that such a law as the one suggested by Dr. Williams would be an unfair obstacle to the ambitious young man with a desire to "make good" but who, for financial reasons, cannot secure a college training.

Your statement at the conclusion of the article beforementioned, "We believe there would be unanimous objection to any interference by the state with the newspaper's prerogative to pass upon the qualifications of those whom it employs, on the ground

that such interference would be contrary to the spirit of independence that has hitherto characterized the American press," is very commendable.

FRANCIS E. KENNY.
NEW YORK, October 16, 1915.

German Feature Advertising Pages

THE EDITOR AND PUBLISHER, New York. Gentlemen: Would you kindly run an item in your paper, giving names and addresses of firms that are making a specialty in feature advertising pages? If you could name one that puts out something particularly of interest to German dailies, we should be especially thankful to you. We are rather surprised that such firms do not make use of your advertising columns.

Yours very truly,
OMAHA DAILY TRIBUNE,
By Val J. Peter.
Omaha, Neb., Oct. 14, 1915.

IOWA NEWSPAPER MEN

First Annual Conference Coming—James Keeley of Chicago Will Speak.

The first annual conference of Iowa newspaper men under the auspices of the State University of Iowa will be held in Iowa City on November 12 and 13. All Iowa men connected with newspapers will be invited to attend. James Keeley, Chicago Herald, will make the principal address—on "The Newspaper." Talks on various phases of Iowa newspaper work will be made by prominent Iowa publishers and editors.

The conference will be altogether of and for the newspaper men. It will deal in a practical way with the things in which they are vitally interested. The university will participate merely as the host. Incidentally, however, the university will attempt to learn from the newspaper men how it can be of greater service to them. The twenty-five young men and women who are preparing for newspaper work in the new course on journalism will attend the sessions of the conference to gather ideas of the actual problems of newspaper making.

The addresses and discussions will all come on the first day, November 12. In the evening the Commercial Club of Iowa City will entertain the visiting newspaper men at a smoker. The following morning they will be taken for a trip through the university grounds and Iowa City, and in the afternoon they will be the guests of the athletic association at the annual Ames-Iowa football game.

They Call Me Circulation—

I am the Powerful Force behind the Throne of The Great Power of the Press. I distribute Every Fact that interests, pleases, informs. I cheer with happiness or I hurt with sadness. I cause a multitude to shout—and, again, I cause humanity to be silent. The King, the Rich Man, the Business Man, the Great Common Man, all are my patrons. Wireless Telegraphy of all Heavens, Cables of all Oceans, Steamship Lines of all Waters, Telegraph and Telephone Systems of all Lands, Railroads of all Countries, Governments of all Nations, I HOLD AT MY COMMAND.

Great Thinkers, Diplomats, Authors, Artists, Editors, Ministers, Lawyers, Scientists, Doctors, Historians, Inventors, Experts and Specialists OBEY MY ORDERS.

Mechanics, Printers, Typemakers, Stereotypers, Engravers, Photographers, Operators, Papermakers, Inkmakers, Press Builders, Pressmen, Mailers, Postmasters, Mail Clerks, Letter Carriers, Agents, Messengers, Carriers, Newsboys, ALL AND EVERYWHERE, ARE AT MY SERVICE.

I am the Judicious Distribution of Publicity and Advertising. I tell Men, Women and Children, of all classes and ages, Where to Buy, What to Buy, When to Buy, How to Buy, Why to Buy, and from Whom to Buy.

—THEY CALL ME CIRCULATION.

By J. A. Mathews, Daily Oklahoman, Oklahoma City, Oklahoma.
Director International Circulation Managers' Association.
Before the Texas Circulation Managers' Association.
Dallas, Oct. 20-21, 1915.

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.

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



R. J. BIDWELL CO.

Pacific Coast Representative of

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

742 Market Street
SAN FRANCISCO

WHAT DOES "SHE" THINK ?

By "She" Is Meant the Feminine "Ultimate Consumer" as Brought Out in the Addresses Before the League of Advertising Women of New York City at This Week's Meeting at the Prince George.

The New York League of Advertising Women held its monthly meeting at the Hotel Prince George on Tuesday evening. It was "consumer's night" and the subject was "What Does the Ultimate Consumer Think of Our Advertising?"

The meeting was very well attended by men and women actively engaged in advertising work. Miss Jane J. Martin, president of the league and advertising manager of the Sperry & Hutchinson Company, presided. Miss Anna R. Rosenblatt, formerly of the Business Bourse, was chairman.

Mrs. Julian Heath, president of the Housewives' League, spoke from the standpoint of the consumer. She said in part:

"Advertising is a part of the marketing of the product. Formerly the average buyer did not think of advertising but looked for bargains. Sometimes read advertisements to see if samples were being offered. Reading advertising is part of her buying game—but she had no conception whatever of it.

"At the present time we have in our great league a body of women who are studying to be intelligent consumers—studying every phase of production as it has never been studied before—who are really learning—who are looking upon advertising in a different light, as an open letter from the manufacturer to them, and as a market place where a merchant can lay his wares before them.

"We believe thoroughly in trademarked goods. They can be traced back to point of production. We are going further this year than ever before in insisting that not only the name, but the location of the factory be placed on the label also, so we can trace all logically. I believe this will prove that the housewife is more than ever eager, not to be told that 'this is a good can of corn,' but 'it is produced in such and such a factory.' We want to get entirely away from the private label brands. Must have them identified.

"There is an unintelligent reader of advertising. She catches gleams of some advertising without studying it very carefully. She may buy or she may not. If she buys she does not become as intelligent a consumer as if she had studied before buying. Our object is to make the consumer so intelligent that she will know exactly what she is buying and continue to buy. This is what I call 'stable consumption.'

Harry Tipper, advertising manager of the Texas Company and president of the Advertising Men's League of New York, discussed the advertiser's viewpoint, and said in part:

PAYING FOR OTHERS' SINS.

"It is evidenced by the disbelief in advertising today that we are paying in the Biblical measure for 'the sins of the fathers.' We have given advertising which merited a measure of unbelief in the past, and are securing that measure of unbelief in the present. We must give to the other party in the transaction equally as we hope to receive for ourselves. There is only one viewpoint on the whole matter. The consumer is interested in receiving the best value. The producer is interested in giving the best value.

"Business must be publicly conducted today. We have built up markets on the principle of securing public opinion for our markets, and we now cannot stop that public opinion if we would try. We can only direct it to some extent. We must ask the buyer to come back year in and year out, before we can consider that a proper return upon our investment of good will has been made. Therefore, we must be careful that the value of the goods is in agreement with the statements that we make and that the performance of the goods is to the consumer

of more value than the things we have said about it.

VITALITY OF PRINTING.

"There is nothing on the face of the earth that possesses the vitality and reliability of printing. Ninety per cent. of the progress we have seen in the last one hundred years is directly due to the dissemination of information through printing. Ninety per cent. of the printing today is used for informative purposes. It is not shared by any other method of writing or speaking.

"That force is used in advertising. That force can only be secured to the manufacturer if used for him instead of against him. You cannot destroy a force—you can use it or waste it. Advertising is the force of publicity—the force of public opinion—either to our advantage or to our disadvantage.

"There is only one possibility of stability in the future and that is actual service of the goods. So long as production did not gain on consumption it was possible to sell for as much as could be got and give as little as possible for the sale. There was no investment on which to pay interest for the future. You cannot do that today. Increase is today's custom. We must get that from the service of the goods, and in no other way can it be secured."

STRONGEST IN THE WORLD

That Seems to Be the Story as Regards the New York Ad League

The board of directors of the Advertising Men's League of New York has voted to place before the members, at the evening meeting of Monday next, the proposition of changing the name to the Advertising Club of New York.

This is the result of a petition sent to the board of directors by these members: William H. Johns, O. C. Harn, William H. Ingersoll, Oliver B. Merrill, F. H. Sisson, Wesley Sisson, Charles Francis, Charles C. Fairchild, John Clyde Oswald, A. F. Nagle, Jr., J. W. Davidson, Henry H. Pike, E. C. Wright, Edgar G. Criswell, David D. Lee, F. L. Wood, F. Huber Hoge, and F. H. Schiller.

S. E. Leitz and his fellow-workers have made a wonderful record in boosting the League membership. "About 1,100" is the latest word to come down to Park Row from Madison Square.

The speaker at yesterday's luncheon was E. St. Elmo Lewis, one of the best-known men in the business.

Strengthening the Organization

W. W. Ross and L. B. Allen, well known in advertising circles in the Middle West, are now connected with the Chicago office of the Williams, Lawrence & Cresmer Co., representatives of a strong list of daily newspapers in New York and Chicago.

CHANGES IN INTEREST

GREENSBURG, Pa.—The Greensburg News-Record is now owned by the Democratic Publishing Co. and State Senator C. D. Sensenich of Irvin.

NEW ORLEANS, La.—Dominick O'Malley, formerly publisher of the New Orleans Item, has purchased the controlling interest in the Southern Publishing Company, publisher of the New Orleans American, a morning newspaper.

The Dorchester (Wis.) Herald has changed hands, B. F. Mannes having sold out to A. P. Gessert and W. B. Spellman, two newspaper men of experience.

HARTINGTON, Neb.—J. P. O'Furey has purchased the Cedar County News, at Hartington, Neb. He has gone to Hartington and has taken active charge of the publication.

DALLAS, Ore.—Clarence Hedges has purchased all the interest of the Chronicle Publishing Company, and will hereafter publish the Daily and Weekly Chronicle.

MONTCLAIR, N. J.—Frederick H. Siegfried has transferred his one-half interest in the Montclairian, of Montclair, N. J., to William H. Van Wart, president of the Western Essex Publishing Co. and editor of the paper named.

DELTA, Ia.—The Delta Press changed

hands Monday, October 11, 1915. Sargent & Son are the new proprietors.

PLEASANT HILL, Mo.—The Pleasant Hill Local has changed ownership, and has been rechristened the Register. The new management is composed of Roy C. Idol and G. H. Hoff.

NEW INCORPORATIONS

Mail and Courier Publishing Company, Salem, Mass., capital \$25,000.

Abingdon (Va.) Virginian Corporation, capital \$20,000. Chas. Williams, president; E. I. Williams, vice-president; C. H. Hickok, secretary.

YOUNGSTOWN, OHIO.—The Citizen is the third daily paper for Youngstown. The editors are D. Webb Brown and E. E. Wright.

NEW AD COMPANIES

Stewart-Mackintosh, Inc., is the advertising firm recently formed by Charles H. Mackintosh, former advertising manager of Clyde Iron Works, Duluth, Minn., and Milton I. Stewart.

Moek & Hardy is the new advertising agency formed in Chicago by Roy D. Moek and Walter E. Hardy, both men of experience in the ad field.

SUSPENSIONS

MANAWA, Wis.—The Manawa News, owned by three different editors in its short career of two years, has suspended publication owing to non-support.

PUBLISHER'S NOTICE

The Editor and Publisher and the Journalist maintains an efficient corps of paid correspondents at the following important trade centers: Boston, Philadelphia, Toronto, Cleveland, Chicago, Atlanta, New Orleans, Dallas, Indianapolis, Washington, Baltimore, and San Francisco. Other correspondents will be added from time to time. Advertisers and newspaper men will find a ready market for stories of advertising achievements, news beats, etc., by addressing the main office, 1117 World Building, New York City.

Branch offices are located as follows: Chicago, 332 S. Michigan Ave., Ryan & Inman, mgrs., 'phone Harrison 2161; San Francisco, 742 Market St., R. J. Bidwell, manager, 'phone Kearney 2121.

The Editor and Publisher page contains 672 agate lines, 108 on four. Columns are 13 picas wide and twelve inches deep.

Advertising Rate is 25c an agate line, \$100 a page, \$75 a half page and \$42 a quarter page. Position extra. Time, space and cash discounts are allowed on contracts.

Small advertisements under proper classification will be charged as follows: For Sale and Help Wanted, fifteen cents a line; Business Opportunity and Miscellaneous, twenty-five cents a line, and Situations Wanted, ten cents a line, count six words to the line.

Readers are urged to have the paper mailed to the home address. This will insure prompt delivery.

The Editor and Publisher sells regularly at 10c. a copy, \$2.00 per year in the United States and Colonial Possessions, \$2.50 in Canada and \$3.00 foreign, and is on sale each week at the following news-stands:

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

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

Boston—Parker House News Stand.

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; Solomon News Co., 111 Walnut Street.

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

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

HELP WANTED

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

WANTED—A newspaper man of experience, at liberty to consider a proposition as business or general manager. For further particulars, address K. L. M., c/o Editor and Publisher, New York City.

Salesman calling on newspapers wanted to demonstrate improved newspaper binder. Sells on sight. Liberal commission. Address D 1550, Editor and Publisher.

\$9,000 or LESS

cash will be used as first payment on satisfactory daily or weekly newspaper property. Weeklies must be in county seats. Northern Illinois and northern Ohio locations preferred. Proposition M. V.

CHAS. M. PALMER

Newspaper Properties

225 Fifth Ave., New York City

New England Weeklies

\$13,000 Well known paper, no competition, good equipment, including Linotype, good field and business. \$7,000 cash required. \$4,000 No competition, good field and opportunity. Present gross business, \$5,725. Terms possible.

HARWELL, CANNON & McCARTHY,

Newspaper & Magazine Properties,

Times Bldg., New York

SITUATIONS WANTED

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

Managing Editor who has accomplished much in present position during last two years desires to locate with live daily in middle west or south. Republican in politics. Would consider \$1,500 to \$2,000 first year. Must have 30 days' notice, but will come at once for interview if you have good proposition to offer. Prefer city of 15,000 to 35,000. Have worked on country papers and city papers. Married, steady and do not booze. Explain all first letter if you want interview. Care of Editor and Publisher.

EDITOR—Editorial writer, experienced. A. B., 729 North 13th St., Coshocton, Ohio.

Editorial Writer and experienced newspaper man desires to assume editorial charge of a small country newspaper. Address D 1346, c/o Editor and Publisher.

Young advertising solicitor, 8 years' experience, now with leading Italian newspaper, desires to make a change where future is assured. Personal interview solicited. Address D 1547, c/o Editor and Publisher.

MISCELLANEOUS

A man with wide experience in general advertising, and successful record in developing advertisers, wants to connect with a publisher, who has a field that is undeveloped, to develop the advertising in his field, ON A STRICTLY COMMISSION BASIS. I have the ability, experience and knowledge necessary, and can make my work worth while to any publisher who has the field. Address A. L. T., care Editor and Publisher.

FOR SALE

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

FOR SALE—Automatic Toledo web press, 14 x 22 bed; has bronzing, rewinding and two-color attachment; also six slitters and choppers; cost \$2,100; in operation ten months; will sell for \$1,000, and machine is in first-class condition. The Herald, Passaic, N. J.

A plan telling in detail, "HOW TO GET A SATISFACTORY 'SITUATION'," mailed postpaid for \$1.00. Some say it's worth a hundred. Your copy is ready. HARRIS-DIBBLE COMPANY, 171 Madison Avenue, New York.

Slightly used Rotary Duplex press, 4 to 12 pages; in line condition; cheap, small payment and time. Address "Rotary," care Editor and Publisher.

FOR SALE—3-deck press, prints 4, 6, 8, 10, 12, 16, 20, 24 pages. Overhauled and rebuilt. Will sell at very low price. The Goss Printing Press Co., Chicago, Ill.

FOR SALE—4-deck press, prints 4, 6, 8, 10, 12, 14, 16, 20, 24, 28, 32 pages. Will be overhauled and rebuilt. The Goss Printing Press Co., Chicago, Ill.

BLACK INDORSES APPEL

Boston Advertising Man Thinks Wanamaker's Publicity Director Correct.

BOSTON, Oct. 20.—Frank A. Black, advertising manager for the William Filene's Son's Company, who presided at the weekly retail forum of the Pilgrim Publicity Association last night, indorsed the statement recently made by Joseph H. Appel, director of publicity of the Wanamaker stores of New York and Philadelphia, that "newspapers are the most efficient mediums for all advertising."

"I take Mr Appel's statement very seriously," said Mr. Black, after he had read Mr. Appel's speech to the members of the P. P. A. "He makes the positive statement, with no qualifications," he went on, "and the Wanamaker stores have used all kinds of advertising. I know, myself, of several nation-wide advertising campaigns carried on exclusively in the newspapers, and better results were secured than in magazine campaigns. One may spend large amounts in magazines and the results will not show for a long time. Everything considered, newspapers are ahead. I have not had very good luck with direct mail advertising."

Advertising Agents

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

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

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

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

Publishers' Representatives

ARKENBERG SPECIAL AGENCY,
Publishers' Representatives,
Classified Advertising Exclusively,
406A Madison Ave., Toledo, O.

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.

Mr. Black indorsed this statement by Mr. Appel:

"Advertising is the greatest aid to distribution yet discovered by man. Advertising, when efficient, does aid distribution and lowers the cost of commodities. Advertising is therefore service—service to the people. Advertising is not to sell goods, it is to enable people intelligently and economically to buy goods. Retail advertising is more than double that of its nearest competitor and more than three times greater than magazine advertising. Retail advertising is the people's guide in their every day living. The newspaper is the natural medium for retail advertising and for all advertising. Newspapers are the most efficient medium for all advertising."

A \$150,000 Fund to Advertise Georgia

A plan has been launched in Macon, Ga., under the auspices of the Georgia Chamber of Commerce, for liberally financing that body during the next three years. It is proposed to raise an advertising and maintenance fund of \$150,000, to be paid in at the rate of \$50,000 a year. The plan provides for an equitable distribution of the expense throughout the State. Each county is to be asked to pay its part of a \$50,000 annual maintenance and advertising fund during a period of three years. A financial agent will be employed to carry on this campaign. It is felt that the work of the organization has been limited and its scope lessened on account of insufficient funds, and that with the large amount in hand, as now proposed, great things can be accomplished for Georgia's benefit.

Advertising Consolidation in Louisville

Announcement is made of the consolidation of the Moore-Cottner Advertising Agency and the Caryl Spiller Advertising Service of Louisville, Ky. Mr. Spiller, who assumes active charge of the company's affairs in the capacity of vice president and general manager, has been in the employ of some of Louisville's largest merchants and manufacturers, and has also been connected with other prominent advertising concerns. For the past year and a half he has conducted the Caryl Spiller Advertising Service, handling the accounts of Louisville business interests exclusively. The new organization will operate in both the local and foreign fields. Associated with Mr. Spiller are "Judge" H. H. Moore, the dean of the advertising profession in Louisville, as president, and F. B. Cottner, advertising manager of "White-Moon's Roots and Herbs," treasurer.

Help Stevens Bill and "Down" Coupons

At the Hotel Astor, New York, next Wednesday evening, there will be held the first conference of the Independent Retailers of the Metropolitan District. The objects are: 1. Passage of the Stevens bill. 2. Elimination of coupons as a trade factor. 3. Prevention of fraudulent advertising. The speakers will be: Hon. Walter M. Chandler, Congressman, 19th District of New York; Hon. Daniel J. Griffin, Congressman, 8th District of New York; Hon. Ogden L. Mills, New York State Senator; Dr. Lee Galloway, Professor of Commerce and Industry, New York University; Charles Dushkind, Counsel The Tobacco Merchants of America.

Consolidated Gas Co.'s Big Ad

The Consolidated Gas Company this week published the largest advertisement ever used by a gas company in this city. It measured four columns wide and thirteen inches deep—782 lines. The ad, which was strikingly attractive in design, introduced the new "CE-Z" gas lamp, and was designed, illustrated and written by Robert E. Livingston, the advertising manager of the company. The illustration, which occupies the right side of the ad, shows Bartholdi's statue of "Liberty Enlightening the World," the new lamp taking the place of the torch in the hand of the Goddess' up-lifted arm.

LIVE AD CLUB NEWS

Steps have been taken to form an ad club in Roanoke, Va. Prominent newspaper men have already promised their co-operation. Among them are J. E. Driscoll, advertising manager of the Roanoke Times and World News; W. E. Thomas, business manager of the same paper; C. E. Richardson, advertising manager of the Thurman & Boone Company, and others.

The Lancaster (Pa.) Advertisers' Club held its first regular meeting of the season on October 4 at the Stevens House. The main discussion was over the special food show to be held from January 31 to February 5. Various committees were appointed.

The Nashville (Tenn.) Advertising Club, at its first fall meeting on October 7, appointed a committee to arrange for a pageant to be held on or about November 3. Local interests of every description will be advertised.

The Ad Club of Buffalo, N. Y., held the first regular meeting of the fall season in the assembly room at the Lafayette Hotel on October 9. Prof. S. H. Clark, of Chicago, spoke very interestingly on "The Seven Keys to Salesmanship."

The Ad-Sell League, South Bend, Ind., outlined its plans for the year's work at a meeting of the board of governors at the Oliver Hotel on October 4. Department heads were announced by President W. K. Lamport.

The next meeting of the Bankers' Ad Association will be held next Thursday night at the Ft. Pitt Hotel, Pittsburgh, Pa.

The local business men of Wheeling, W. Va., were deeply interested in a talk on advertising given on October 5 in the market auditorium by N. W. Prentiss, Jr., advertising manager of the Armstrong Cork Company of Lancaster, Pa.

"How to Make Advertising More Effective" will be the subject of an address to be made at the first of the winter series of free lectures under the auspices of the Syracuse (N. Y.) Advertising Men's Club. Merle Sidener will be the speaker.

The membership committee of the Cincinnati (O.) Ad Club, of which John W. Irvine is chairman, has notified the members of the club that the membership campaign for 200 new members starts Tuesday, October 26. The names of nearly 1,500 prospects have been secured. These are either advertising men or the heads of business houses that are interested in advertising. Teams headed by a captain are being made up to systematically call on the prospects. It is expected that the canvass will be completed in four days and that the 200 new members will easily be secured.

AD FIELD PERSONALS

Frank H. Copithorn, who has been advertising manager for the Waterbury (Conn.) Republican, has resigned, and will become affiliated with Frank P. Bennett & Co., of Boston, publishers of a financial journal.

A. D. Pierce is now in charge of the Detroit offices of the Stolker Advertising Company, recently opened in the Kreege Building. Mr. Pierce is a man of wide experience, having been associated with the MacManns Company, Nichols-Finn, Chas. H. Fuller and others.

W. W. Springer, of the Phelps Publishing Company of Chicago, addressed the Peoria (Ill.) Ad Club on October 12.

John C. Spuever, of St. Thomas, Ont., who has been acting as Canadian advertising agent of the Pere Marquette Magazine for some years, has gone to Detroit to act as manager of the publication.

J. J. Rockwell has rejoined the staff of the McGraw Publishing Company in the capacity of advertising counsellor to the company and its customers, and will make his headquarters at the company's general offices in New York.

B. W. Newkirk, who was formerly associated with the Atlanta (Ga.) Constitution, is now taking charge of the advertising of the Montgomery (Ala.) Journal.

Newark Will Be Right There

Newark, N. J., will be represented by a large delegation at the annual convention of the Associated Advertising Clubs of the World in Philadelphia next June, if the present plans of the Newark Advertising Men's Club are carried out. Two hundred members are expected to represent Newark in the pageant, which is an annual feature of the convention. Palm Beach suits will constitute the uniform attire selected. In addition to the uniformed marchers it is expected that many other business men of the city who are not members of the advertising club will make the trip. A large band and several elaborate floats will be sent with the delegation, including one representative of Newark's anniversary and another showing the Port Newark Terminal. The slogan adopted by the committee is "Half a Mile of Newark"—meaning a half-mile-long division in the pageant.

"Some Record" for Cedar Rapids Gazette

Advertising Manager J. S. Young seems justified by the facts in writing thus enthusiastically to THE EDITOR AND PUBLISHER: "I am sending you copies of the Gazette for Thursday, October 7, and Friday, October 8. Here, I believe, is 'some record.' The population of Cedar Rapids is 40,000. The Gazette's circulation is 12,500. Thursday's paper contained 1,789 inches of paid advertising, or a fraction over 85 columns. Friday's paper contained 1,964 inches of paid advertising, or a little over 93 columns. These are not special edition papers in any manner—just the ordinary run of business with a little extra pep behind them. For the past three Fridays, the Gazette has carried more than 85 columns of advertising. Business is surely good in Cedar Rapids."

Trenton Times "Classified" Increases

The Trenton (N. J.) Evening Times and Sunday Times-Advertiser have abolished the use of all display type from their classified columns, have adopted the alphabetical classification scheme, and are making an active campaign for a greater volume of this kind of advertising. The improvement is apparently endorsed by the Trenton public, for during the past month the business in the Sunday edition has increased from one to two pages, while in the daily paper several columns have been added. This increase is in spite of the fact that the ads are now set closer than formerly and that smaller department headings are used.

Eckstorm Now With Vanderhoof

Herbert Vanderhoof of Chicago announces that he has associated with himself as a working partner in his advertising service bureau, Royce P. Eckstorm, formerly of the Chicago Journal.

Parcel Post to Argentine Now

A parcel post convention has been concluded between the United States and the Argentine Republic, taking effect yesterday. Of all the nations of South and Central America, Paraguay is the only one now without a parcel post convention with the United States.

Free Space Some More

November 10 has been specified as "pineapple day" and November 25 as "potato day." In both cases, promotion without payment seems to be the idea.

Free Publicity Yet Again

The Pyrene fire extinguisher people are hard after free publicity in the papers. The endeavor is to stimulate a "fire prevention week." Newspapers are getting three big write-ups, but not even the suggestion of paid advertising. "The editor will be glad to print it," say the Pyrene folks, confidently, to their dealers, when sending out the matter.

TIPS FOR THE AD MANAGER

Carney & Kerr, 33 West 42nd street, New York City, are placing orders with Boston newspapers for Mathues Bros., "Merak Cigarettes," 619 Madison avenue, New York City.

Cheltenham Adv. Agency, 11 East 36th street, New York City, is now placing the advertising for the Cosmopolitan Magazine, 119 West 40th street, New York City.

Churchill-Hall, 50 Union Square, New York City, are now placing orders with New Jersey newspapers for the Women's Suffrage Party of New Jersey.

The Witt K. Cochrane Adv. Agency, Boyce Bldg., Chicago, Ill., is again placing orders with some large city newspapers for the Kewanee Boiler Co., "Kewanee Boilers and Heaters," Kewanee, Ill.

The Dauchy Co., 9 Murray street, New York City, is placing 84 l. 1 mo. orders with some New York State newspapers for the Yankee Co. The same agency is placing 13 t. orders with New Jersey newspapers for Raymonds & Co., Pectoral Plaster, 291 Broadway, New York City.

Foster Debevoise Co., 15 West 38th street, New York City, are placing 1 in. 4 t. orders with newspapers in selected Western sections for the Financial Press, 124 Front street, New York City.

Erwin & Wasey Co., Garland Bldg., Chicago, Ill., are placing with New York City newspapers the advertising for Frantz Premier Distributing Co., "Frantz" Premier Electric Cleanser, Marbridge Bldg., New York City.

Albert Frank & Co., 26 Beaver street, New York City, are placing orders with Canadian newspapers for the French Line, 19 State street, New York City.

Federal Adv. Agency, 243 West 39th street, New York City, is making 5,000 l. contracts with a few Southern newspapers for the Southern Mfg. Co., "Princine" Baking Powder, Richmond, Va.

P. K. Frowert Co., 151 West 42nd street, New York City, is again placing 90 l. 2 t. orders with a few Eastern Sunday newspapers for Dreicer & Co., jeweler, 590 Fifth avenue, New York City.

Carl M. Green Co., Free Press Building, Detroit, Mich., is again placing orders with a selected list of newspapers for the Saxon Motor Car Co., "Saxon Auto," Detroit, Mich.

Guenther-Bradford Co., 64 West Randolph street, Chicago, Ill., is again placing orders with some Southern newspapers for the Cumberland Sanitarium, Cumberland, Tenn. The same agency is placing 14 l. 1 t. orders with some Western weekly papers for the Royal Perfume Co. of Chicago, Ill.

J. H. Martzell Co. of Philadelphia, Pa., is again placing orders with a selected list of newspapers for Dr. Chase Co., "Dr. Chase Nerve Food," 224 North 10th street, Philadelphia, Pa.

The Hicks Adv. Agency, 132 Nassau street, New York City, is again placing orders with newspapers in suburban Pennsylvania towns for the Colonial Hotel, Philadelphia, Pa.

W. H. H. Hull & Co., Tribune Building, New York City, are again placing orders with a selected list of newspapers for B. Altman & Co., Fifth avenue and 34th street, New York City.

The Wylie B. Jones Adv. Agency, Binghamton, N. Y., is placing orders with New York City newspapers for the Tmco Mfg. Co., Inc., "Carbola" Germ Killer, 7 East 42nd street, New York City.

The H. W. Kastor & Sons Adv. Co., Commercial Trust Bldg., Kansas City, Mo., is placing 14 l. 3 t. orders with Western weekly newspapers for Rogers Fur Co., Kansas City, Mo.

B. F. Kirtland Adv. Agency, Lytton Building, Chicago, Ill., is placing 42 l. 2 t. orders with some Western newspapers for Lorenz Electric Works, Chicago, Ill.

Lord & Thomas, 341 Fifth avenue, New York City, are again placing copy on contracts for the Eckerson Co., "Gold Coin Oleomargarine," Jersey City, N. J.

The Robert M. McMullen Co., Cambridge Building, New York City, is reported to be making up a list of newspapers for Huyler's Candies, 64 Irving Place, New York City.

Morse International Agency, Fourth avenue and 30th street, New York City, is placing 5 1/2-in. 4 t. orders with Pennsylvania newspapers for the Richardson & Boynton Co., Heaters and Boilers, 31 West 31st street, New York City.

The New England Adv. Co., 53 State street, Boston, Mass., is again placing orders with mail order newspapers for Jesse A. Case, "Case Rheumatic Remedy," Brockton, Mass.

The Frank Presbrey Co., 456 Fourth avenue, New York City, is making contracts with some newspapers in Georgia, Maine, New Orleans and Cleveland, Ohio, for James Chalmers Sons, "Chalmers Gelatine," Williamsville, N. Y.

The Taylor-Critchfield-Clague Co., Brooks Building, Chicago, Ill., is placing 56 l. 2 t. orders with some Western weekly newspapers for the Aluminum Shoe Co., Chicago, Ill.

Ruthrauff & Ryan, 450 Fourth avenue, New York City, are placing orders with some New York and New Jersey newspapers for Nomordust Chemical Co., 19 East 21st street, New York City. The above agency is also placing some newspaper advertising for the U. S. School of Music, 225 Fifth avenue, New York City.

Wrigley Adv. Agency, 111 West Washington street, is placing orders with some Ohio newspapers for the Rogers Sales Co. of Chicago, Ill.

H. H. Levey Co., New York City, is doing the advertising for the Hotel Martinique.

The Viek Chemical Co., Greensboro, N. C., is placing direct with a selected list of newspapers 300 in. 1 year.

The Federal Agency, New York City, is placing with a few Southern papers 5,000 l. 1 year for the Southern Mfg. Co.

Chesman & Co. are placing with Middle Western newspapers 5,000 l. 1 year for Mrs. M. Summers of Detroit, Mich.

M. V. Kelly Co., Detroit, Mich., is placing with a few Pennsylvania newspapers 5,000 l. 1 year for the Enger Motor Car Co. of Cincinnati, Ohio.

Schiele Co., St. Louis, Mo., are placing with papers in the Middle West 100 l. Sunday t. f., for the Maycliffe Dist. Co.

The Following Newspapers are Members of
THE AUDIT BUREAU OF CIRCULATIONS

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

ALABAMA.
NEWS Birmingham
Average circulation for September: Daily, 36,433; Sunday, 37,804. Printed 2,207,854 lines more advertising than its nearest competitor in 1914.

CALIFORNIA.
EXAMINER Los Angeles
A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.

GEORGIA.
JOURNAL (Cir. 57,531) Atlanta
CHRONICLE Augusta
LEDGER Columbus

ILLINOIS.
HERALD Joliet
STAR (Circulation 21,589) Peoria

IOWA.
REGISTER & LEADER Des Moines
EVENING TRIBUNE Des Moines
Essential to covering Des Moines and vicinity.

KENTUCKY.
MASONIC HOME JOURNAL Louisville, Ky.
(Semi-Monthly, 32 to 64 pages.) Guaranteed largest circulation of any Masonic publication in the world. In excess of 90,000 copies monthly.

LOUISIANA.
TIMES PICAYUNE New Orleans

MICHIGAN.
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.

MINNESOTA.
TRIBUNE, Morning and Evening Minneapolis

MISSOURI.
POST-DISPATCH St. Louis
Is the only newspaper in its territory with the beautiful Rotogravure Picture Section. Circulation first six months, 1915:
Sunday average 350,066
Daily and Sunday 204,497

MONTANA.
MINER Butte
Average daily, 11,684; Sunday, 17,971, for 3 months ending March 31st, 1915.

NORTH CAROLINA.
SENTINEL Winston-Salem
October gov't report 5,843, net gain October, 1915, over October, 1914, 1,028 copies.

NEW JERSEY.
PRESS (Circulation 7,945) Asbury Park
JOURNAL Elizabeth
PRESS-CHRONICLE Paterson
COURIER-NEWS Plainfield

NEW YORK.
COURIER & ENQUIRER Buffalo
IL PROGRESSO ITALO AMERICANO New York
DAY New York
The National Jewish Daily that no general advertiser should overlook.

NEBRASKA.
TRIBUNE Hastings
Circulation A. B. C. report, 7,100. Full leased wire report United Press.

OHIO.
PLAIN DEALER Cleveland
Circulation for August, 1915:
Daily 134,952
Sunday 164,749
REGISTER Sandusky
The most widely read daily published in Northern Ohio between Cleveland and Toledo.
VINDICATOR Youngstown

PENNSYLVANIA.
TIMES Wilkes-Barre
DAILY MAIL Andersons
SOUTH DAKOTA.
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.
TENNESSEE.
BANNER Nashville
TEXAS.
AMERICAN Austin
"The Twentieth Century Paper of Texas" is absolutely independent, printing all the news all the time and printing it first. Seventy per cent. city circulation by carrier.
STAR-TELEGRAM Fort Worth
Net Paid Circulation, 55,000 daily. Over 80% more net paid city circulation and over 5,000 more net paid Sunday circulation than any other paper in Fort Worth.
CHRONICLE Houston
The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday.
POST Houston
Over 80% city circulation to regular subscribers by carrier. The "Home Paper" of South Texas, 30,000 guaranteed.
TELEGRAM Temple
Net paid circulation over 6,000.
UTAH.
HERALD-REPUBLICAN Salt Lake City
VIRGINIA.
DAILY NEWS-RECORD Harrisonburg
In the famous Valley of Va. only paper in the richest Agricultural County in United States.
WASHINGTON.
POST-INTELLIGENCER Seattle

CANADA.
ONTARIO.
FREE PRESS London
DAILY HERALD Stratford
Largest circulation in Perth County. The paper that Perth County people want to read.
ROLL OF HONOR
The following publishers guarantee circulation and willingly grant any advertiser the privilege of a careful and exhaustive investigation.
ILLINOIS.
SKANDINAVEN Chicago
INDIANA.
THE AVE MARIA Notre Dame
NEBRASKA.
FREE PRESS (Cir. 123,384) Lincoln

New Orleans States
Sworn Net Paid Circulation for 6 Months
Ending Sept. 30, 1915
33,142 Daily
We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans.
To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium.
Circulation data sent on request.
The S. C. BECKWITH SPECIAL AGENCY
Sole Foreign Representatives
New York Chicago St. Louis

Regarding Food Advertising And The New York Market

January 1 to September 30, 1915
(Agate Lines)

Evening Newspapers (6 days)

The Globe	350,732
The World	146,306
The Journal	144,609
The Sun	83,013
The Telegram	59,676
The Mail	58,539
The Post	33,894

Morning Newspapers (6 days excluding Sunday)

The American	60,602
The World	52,305
The Times	42,009
The Press	20,584
The Tribune	20,504
The Herald	6,025
The Sun	3,117

The Globe carried nearly half as much as all the other evening papers combined, and more than twice as much as either the World or Journal.

Food advertising must yield results. It appeals to women readers. The Globe stands ready to prove results far beyond the ordinary.

185,000 CIRCULATION
Member the A. B. C.

O'MARA & ORMSBEE, Inc.

CHICAGO
Tribune Bldg.

Special Representatives

NEW YORK
Brunswick Bldg.

