

THIRTY-SECOND YEAR

# The Editor & Publisher

and The Journalist

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

Vol. 48, No. 15

NEW YORK, SEPTEMBER 18, 1915

10 Cents a Copy



Here we have the whole Chicago Daily News family typified in—Henry K. Chicago, his wife Henrietta, their daughter Marion Bernice, and their son Tommy.

They are glad to meet you.

If you are a fine, upstanding young advertiser, with honest goods to sell, you can get an enormous order from this family—their combined personal and family expenditures amount to not less than half a billion dollars per year. And the surest way to get their order is to advertise in The Chicago Daily News.

The Daily News has a circulation of over 400,000 and sells more papers within Chicago than any other newspaper, daily or Sunday.

The Daily News is an evening newspaper and therefore goes into the home instead of out of it.

The Daily News is read in more well-to-do homes in Chicago than any other newspaper. (A recent house to house canvass of Chicago proves this.)

The Daily News is read by more automobile owners than any other Chicago paper. A recent poll of every owner of an automobile in Chicago shows that over 86% read The Daily News—more than read any other newspaper.

The Daily News prints more local display advertising

six days a week than any other Chicago newspaper prints in seven days.

The Daily News prints more advertising of the three largest men's clothing stores in Chicago six days a week than any other Chicago newspaper prints in seven days.

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

The Daily News prints more musical instrument advertising (pianos and talking machines) six days a week than any other Chicago newspaper prints in seven days.

And therefore The Daily News influences the expenditure of a greater amount of money than any other Chicago newspaper.

Notwithstanding these unusual qualifications, The Daily News sells its space at a less cost per thousand readers than any other Chicago newspaper.

For these reasons we believe The Chicago Daily News merits the serious consideration of every advertiser—whether he is selling corsets, safety razors or automobiles.

# Money Talks— And the South is Calling

Whatever the commodity, the thirty million people of the South have the desire to buy it, and what is more important, the money.

You know that New England is rich and prosperous. But note these statistics from the U. S. National Bank Report of June 24, 1915.

	DEMAND DEPOSITS	TIME DEPOSITS
New England . . . . .	\$484,854,630.90	\$73,175,851.23
<b>Southern States,</b>	<b>\$586,155,168.68</b>	<b>\$149,406,705.82</b>

*In this connection, please remember that of the seven Regional Banks in the entire U. S. A., three were assigned to the South. That's significant.*

These are indisputable facts, not surmises. The money is actually in the South, waiting for your bid.

And the most effective and economical appeal for this wealth lies through the Southern newspapers. They offer a combined circulation of 2,554,672 at \$6.21 per agate line on a 2500 line basis, and \$4.95 per line on a 10,000 line basis. Surely this is worthy your careful investigation.

*For full information as to rates, circulation, territory, jobbers and the like, address papers direct.*

#### ALABAMA

Birmingham, Age-Herald  
Birmingham, Ledger  
Birmingham, News  
Gadsden, Journal  
Gadsden, Times-News  
Mobile, Item  
Mobile, Register

#### ARKANSAS

Little Rock, Democrat

#### FLORIDA

Jacksonville, Metropolis  
Jacksonville, Times Union  
Tampa, Times  
Tampa, Tribune

#### GEORGIA

Albany, Herald  
Atlanta, Constitution  
Atlanta, Georgian  
Augusta, Chronicle  
Augusta, Herald  
Macon, Telegraph  
Savannah, News  
Waycross, Journal

#### KENTUCKY

Louisville, Courier Journal  
Louisville, Herald  
Louisville, Times

#### NORTH CAROLINA

Asheville, Citizen  
Asheville, Gazette-News  
Charlotte, News  
Charlotte, Observer  
Greensboro, News  
Raleigh, News and Observer  
Raleigh, Times  
Winston-Salem, Sentinel

#### SOUTH CAROLINA

Anderson, Daily Mail  
Charleston, News and Courier  
Columbia, Record  
Columbia, State  
Greenville, News  
Spartanburg, Herald

#### TENNESSEE

Bristol, Herald Courier  
Chattanooga, News  
Knoxville, Journal and Tribune  
Knoxville, Sentinel  
Memphis, Commercial Appeal  
Memphis, News Scimitar  
Nashville, Banner  
Nashville, Tennessean

#### TEXAS

Galveston, News  
Texarkana, Four States Press

#### VIRGINIA

Lynchburg, News

Members of THE SOUTHERN NEWSPAPER PUBLISHERS ASSN.



# The Editor & Publisher

## and The Journalist

Vol. 48, No. 15.

NEW YORK, SEPTEMBER 18, 1915.

10 Cents a Copy.

### BOSTON HERALD SOLD MORTON F. PLANT PURCHASED THAT PAPER AND THE TRAV- ELER FOR \$1,800,000.

New Corporation, the Boston Publishing Co., Organized to Take Over the Properties, with Robert Lincoln O'Brien as President—The Operating Staff Remains Unchanged.

Boston, September 15.—By the purchase at auction yesterday of the Boston Herald and the Boston Traveler for \$1,800,000 Morton F. Plant, of New York, who was already a heavy stockholder in the Herald-Traveler properties, becomes the largest holder of all classes of securities of the new company formed to conduct the two papers.

F. De C. Sullivan, 71 Broadway, New York, Mr. Plant's business manager, represented the latter at the sale and bought the property.

The sale of the Herald-Traveler was brought about by the failure of the Boston Herald, Inc., the corporation that has published the newspapers, to pay the semi-annual interests on its \$2,000,000 of 20-year 5 per cent. bonds, bearing date July 1, 1912. These bonds were secured by mortgage to the Commonwealth Trust Company, trustee, and the mortgage provided for the sale of the property in case of default of payment of interest. The mortgage also provided that holders of bonds or any person in their behalf could purchase the property at a sale and turn in their bonds and coupons in lieu of cash.

#### TWENTY AT THE SALE.

There were only about 20 persons in the office of Treasurer James H. Higgins of the Herald when the sale took place. Among the number were Herald and Traveler officials, attorneys and representatives of the Commonwealth Trust Company. The entire proceedings took 15 minutes.

First Auctioneer John C. Kiley read the advertisement of the sale and then called for bids. Mr. Sullivan made the first offer.

"One million eight hundred thousand dollars," said he without hesitation.

"Before I proceed," remarked the auctioneer, "I should like to have deposited by the bidder a check for \$30,000 according to the conditions of the sale." Thereupon Mr. Sullivan handed W. H. Rand, Jr., vice-president of the Commonwealth Trust Company, a certified check for the amount required, and the auction proceeded.

#### MR. SULLIVAN'S LONELY BID

"Going once, at \$1,800,000—any further bids?" asked Mr. Kiley, looking around the room. No one spoke. He repeated his question, still no answer. After the third call he knocked down the property for \$1,800,000 to Mr. Sullivan, who knew very well no one would bid against him.

One of the conditions was the payment by the buyer of 10 per cent. of the purchase price at the time of the sale. Mr. Sullivan handed over a check for this amount and the other necessary formalities were then concluded.

The sale includes all machinery, furniture, equipment, good will, copyrights and trade-marks, associated press franchises and rights to the names "The Boston Herald" and "The Boston Traveler."

It is said no changes of importance in

the control or business of the two papers will follow. Robert Lincoln O'Brien will remain at the head of the editorial department, and James H. Higgins will continue as general manager and treasurer.

The following statement was issued by President O'Brien and Treasurer Higgins after the auction sale:

"The property of The Boston Herald, Incorporated, was sold at public sale at 10

the Boston Herald and the Evening Traveler.

"The editorial and news policy of the Boston Herald and the Evening Traveler will be under the direction of Mr. O'Brien, and the business management of the two papers will be under the direction of James H. Higgins. Dr. Ernest H. Gruening remains as managing editor of the Traveler. The operating staff remains unchanged.

"The sale effects a reorganization which puts the ownership of the Herald and the



A. A. GRAY,  
PRESIDENT OF FEDERATION OF TRADE PRESS ASSOCIATIONS.  
(Story on page 346.)

o'clock this morning by the Commonwealth Trust Company of Boston to F. De C. Sullivan of New York, the representative of Morton F. Plant and certain other holders of securities of The Boston Herald, Incorporated, for \$1,800,000, one of the largest figures at which a newspaper has ever been moved in this city. Mr. Sullivan acquired the property for the Boston Publishing Company, a Massachusetts corporation organized by him and his associates. The officers of The Boston Publishing Company elected this morning are: Robert L. O'Brien, president; F. De C. Sullivan, vice-president; James H. Higgins, treasurer and general manager, and Thomas W. Streeter, clerk. Messrs. O'Brien, Sullivan and Higgins constitute the new Board of Directors.

"By the transaction of this morning, Morton F. Plant, whose interests are represented by F. De C. Sullivan, largely increases the percentage of his ownership in voting securities of the company publishing the Boston Herald and Evening Traveler and becomes the largest holder of all classes of securities of the Boston Publishing Company. Certain of the individuals and others owning voting stock of the Boston Herald, Incorporated, have no longer any ownership or interest in the voting securities of the company now publishing

Traveler in exceptionally strong hands, and assures their ample financing for all future needs.

"The directors of the Boston Publishing Company have voted to assume all valid claims of unsecured creditors of the Boston Herald, Incorporated."

#### THE STOCKHOLDERS

Among the preferred stockholders of the Boston Herald Company, incorporated, according to the last statement made to the postal authorities, were Guy Baneroff, Robert M. Burnett, Harry C. Benner, Julius I. Baer, John Wells Farley, Lee M. Friedman, John L. Hall, Henry L. Haskell and Clarence G. Haskell, executors of the estate of Edwin B. Haskell, Boston; H. H. Haskell, Boston, Henry L. Higginson, C. H. Hight, Henry H. Holmes, James H. Higgins, Robert L. O'Brien, Thomas W. Streeter, F. De C. Sullivan, Fred E. Whiting, Annie Andrews, Boston.

The holders of common stock included Hugh Baneroff, Boston; Robert M. Burnett, Boston; the Cleveland Trust Company, Cleveland, Ohio; John Wells Far-

(Continued on page 350.)

### PAPER COLOR PROBLEM

Manufacturers, Unable to Secure Aniline Dye from Germany, Cannot Furnish News Print of Desirable White Tint—Views of Vice-President Wright of the International Paper Company.

Are we facing an era of straw-colored newspapers? Are all our journals hereafter to be a dirty, yellowish gray? This, in brief, is the problem which now confronts not only the newspaper publishers but all publishers as well. Experts are now trying to solve it.

Newspapers, were they left to the original color which comes to them by right from the ingredients of which they are composed, would be a streaky, yellowish gray. To bleach them out to the required whiteness, blue is added in the form of an aniline dye.

Prior to the war both the dyes and the raw materials for the making of them came to us from Germany, so that some dyes were manufactured here from German raw materials and some from domestic sources.

#### ALL BECAUSE OF THE WAR

At the same time the immense business done here in the making of war munitions has caused an extraordinary demand for certain ingredients normally used in making dyes, such as carbolic acid, benzol, etc., and they have risen to unprecedented prices.

With the idea of ascertaining just what all this portended to the American newspaper publisher a representative of THE EDITOR AND PUBLISHER interviewed a number of important men in the paper trade.

A. E. Wright, vice-president of the International Paper Company, said:

"It is not in the least a question of an impending scarcity to be dealt with in the future; it is here now, it has already come. Both the New York World and the New York Times are now using paper that is not quite white but fairly yellow, and that is only the beginning. How long will it last? While the war lasts, at least, unless the English should relent and let the German dye come through. The Germans are quite willing to let us have the dye stuffs, if they can have our cotton in return, and there you are."

In answer to a question as to the possible use of ultramarine blue—which is not an aniline dye—Mr. Wright gave it as his opinion that the cost of using ultramarine blue would be about five times as much as the other method.

#### THERE IS NOTHING TO BE DONE

J. F. Stone, president of the National Aniline and Chemical Company of 100 William street, said: "As far as the aniline dyes are a factor there is nothing to be done. The dyes and the raw materials for making them no longer come from Germany, and while we have the raw materials here in this country and could manufacture the dyes, the materials are needed in the supplying of the munitions of war, and the manufacturers of munitions have simply climbed over one another to get them. They have gotten the prices up to a point where we can't do any business."

Mr. Stone stated that the dyes generally used in the paper industry are paper blues, methylene yellow, safranin and fuchsine, all of which have been made in the past chiefly in the United States. Other important colors in the trade are methylene blue, methylene violet and auramine, which come in a large part from Germany.

(Continued on page 350.)

## R. H. MACY & CO. MAY SELL VICTOR TALKING MACHINES FOR ANY PRICE THEY PLEASE

Noteworthy Decision of Judge Hough, of New York, In Support of an Earlier Decision by Judge Hand—Two Interesting Interviews Obtained by The Editor and Publisher—Action Yet to Come by the U. S. Chamber of Commerce and by Congress

Few questions, if any, are of so great interest to manufacturers and to retailers as that affecting the right of control of the price of an article to the "ultimate consumer."

The claim of the retailer is, in brief, this: "Any article that I buy and pay for is mine, absolutely; and I have the right to sell it again for any price I please."

The manufacturer says: "When you obtain my goods you get not merely merchandise but a highly important collateral element in addition—you get my name. You get my reputation. You get the results of my advertising and of my enterprising business methods. The person who buys my goods from you thinks of me—not of you. If anything goes wrong he feels secure in the knowledge that I am behind the article. You, Mr. Dealer, may or may not be responsible. He knows that I am."

Whereupon the retailer rejoins: "I do not agree with you. The fact is that the purchaser cares nothing in particular about you. He doesn't come in contact with you. I am the man whose store he knows. His acquaintance is with the building that I occupy, the store that I provide, the clerks whom I employ, the sales and delivery methods that I put in force. If there's any trouble about an imperfect article, he comes to me for redress—not to you. You may have failed or gone out of business, for all he cares—he bothers himself not a whit about that. He looks to me, the retailer, for his claim to be made good—and to me only. I am the important man—not you."

So much for ethics; now for law—suggested particularly by the decision, a few days ago, in this city, in the case of the Victor Talking Machine Company against R. H. Macy & Co., proprietors of a large department store in New York. The original decision was by Judge Hand last July, to the effect that, when the Victor Company sold its machines at the full amount of royalty that it asks, it parted with its interest in them. The United States Circuit Court of Appeals upheld this, and the recent argument before Judge Hough was in an effort to nullify that judgment. Judge Hough now confirms to the Macy firm its right to sell Victor machines at any price it sees fit to ask.

### LEGAL DECISIONS OF INTEREST

A representative of THE EDITOR AND PUBLISHER called, yesterday, upon Edmond E. Wise, attorney for R. H. Macy & Co., with a view to getting a fuller statement of the status of the price-maintenance question, brought strictly up to date.

"Well," said Mr. Wise, "in order to give a clear idea it will be necessary to make a brief summary of certain litigation in order that you may get the perspective just right. I'll leave out the minor details and give THE EDITOR AND PUBLISHER the big facts. Here they are:

"The history of the so-called price-maintenance system, as it appears from the records of litigation, is of comparatively recent origin. By price-maintenance, I mean that system of sales by which the producer can control the price at which the ultimate retail dealer shall dispose of an article to the public, although he, the producer, is in no contractual relation with such retailer.

"The first claim that was ever made in our courts as to the control of the ultimate retail price was based on the theory of patent and copyright monopoly; that is, the owners of patents or copyrights, having received a grant of monopoly from the Federal government, which included the exclusive right to

'vend,' claimed that this grant covered the right, after an initial sale, to control the subsequent resale. The owners of secret processes adopted the same theory, on the ground that though they had no governmental grant of monopoly they had an actual monopoly by reason of the secret under which they manufactured their product. These theories were directly antagonistic to the contracts in restraint of trade, which from time immemorial formed a portion of the common law of England, as well as of the United States.

"For a number of years the question did not reach the Supreme Court of the United States, which is the ultimate and final court of last appeal upon questions of this kind. Various intermediate courts and Circuit Courts of Appeal had, with unanimity, sustained the right claimed on the ground of the monopoly granted by the government.

"The first case which directly involved the question was presented to the United States Supreme Court in 1908 in the action brought by Bobbs, Merrill Co. vs. R. H. Macy & Co. under the copyright law, where it was sought to restrain the defendants from selling a copyrighted book at less than the price fixed by the publisher. The Supreme Court, in a unanimous opinion, denied that the copyright law contained any provision which enabled the publisher to part with the title of its book at a price satisfactory to itself and thereafter its control by notice the price of resale in the hands of any retailer who had acquired the title. On the argument in that case the complainant referred to the numerous decisions in the Circuit Court of Appeals giving that right to the owners of patents. The court denied the existence of such a right under the copyright law and refused to admit that analogous decisions of the Circuit Court of Appeals in patent cases were binding upon it; but expressly refrained from any expression of views as to the rights of a patentee, reserving the discussion under the patent law to some case in the future which should involve that law directly.

### THE DR. MILES MEDICAL CASE

"In the next case that came before the Supreme Court the rights of owners under secret processes were considered. In that case the Dr. Miles Medical Co. had established a so-called scheme of agency, by which wholesalers were permitted to purchase at certain discounts provided they agreed to sell only to retailers who, in their turn, undertook to maintain the retail price. The court again distinguished this case from cases involving patent rights, but held such a scheme unlawful, both at common law and under the Sherman Anti-trust Act.

"In 1912, a patent case reached the Supreme Court which, although it did not involve the right of resale, did involve a similar right—that is, the rights of user of a patented article with other than certain designated unpatented supplies. That was a case involving a patented mimeograph which was sold under the condition that it was licensed for use only in connection with certain inks, which were unpatented and sold by the manufacturer of the patented article. In that case the court was composed of only seven judges. The decision, in favor of the patentee, was by a majority of four, and Justice White, contrary to his usual custom, wrote a most vigorous dissenting opinion which utterly denied the existence of any further rights under the patent monopoly when the purchase price or royalty which the patentee was entitled to had been paid in full."

"How about the Sanatogen case?"

"That certainly is of interest in this connection. It came up in 1913 in the United States Supreme Court, and is known in the law reports as Bauer Co. vs. O'Donnell. It directly involved the right of a manufacturer to control the retail price of an article manufactured under a patent. In that case the court was composed of its usual quota of nine members. Five decided for freedom of resale of a patented article when the patentee had received his full royalty and parted with title to the article. Four judges dissented, the minority in that case being the majority in the previous mimeograph case.

"Following this decision, the owners of patents, trade-marks and copyrights adopted various schemes to circumvent the full effect of the Sanatogen case. In fact, a new terminology was adopted. Actual sales were no longer called sales but were hidden under such names as 'license sales' or 'licenses to sell,' and since that time the courts have been occupied, to some extent, not in the discussion so much of the main principles as of the fact whether the transaction really represented a sale or some other method of transferring the title to the article to the purchaser.

"In the last few months the question has been considerably discussed in various trade papers, as well in the general newspapers, owing to a decision in the United States Court, for the Southern District of New York, which has been misconstrued by those who have not followed carefully the trend of the decisions.

### A MISCONSTRUED DECISION

"In the case of the Atlantic & Pacific Tea Co. vs. Cream of Wheat Co., Judge Hough, of the United States District Court for the Southern District of New York, handed down a decision in which he denied the right of a retailer who refused to maintain prices to compel the producer to sell goods at the most favorable rates. In the course of that opinion he referred to many of the decisions involving the rights of an owner of a patent. Among other things he used expressions which indicated that, in his view, the monopoly granted by the patent extended certainly over the use of the article and possibly to the resale thereof. These expressions of his views were largely circulated by those who were interested in the maintenance of fixed retail prices, as a judicial expression of his opinion that such a system was legal and permissible and would be sustained by the courts.

"That case did not involve that proposition, nor did Judge Hough so decide. This is abundantly proven by the fact that last week Judge Hough, in a case which involved the attempt of the owner of the patent to control the retail price of an article in the hands of a retail dealer who was in no contractual relation with the owner, expressly stated that he concurred in a previous decision involving precisely the same question, rendered by Judge Augustus N. Hand, of the same District, in the case of Victor Talking Machine Co. vs. R. H. Macy Co., dismissing the complaint of the talking machine company in an action brought by it to prevent the defendants from a resale of talking machines or records at less than the list price.

"The authority of these cases supports the proposition that, in the absence of any contract to the contrary, a dealer who has purchased goods from one authorized to sell them has full liberty of sale at such price as he chooses to sell for, unhampered by any notice which may be affixed to that article. Of course, where a man has made a con-

tract, either oral or in writing, that he will not sell at less than a fixed price, it is a question of conscience for him to determine whether he will violate his agreement, even though it may be unlawful."

The representative of THE EDITOR AND PUBLISHER next saw Edmond A. Whittier, secretary of the American Fair Trade League, at his office in the Fifth Avenue Building.

"There's nothing in what you tell me to change the situation in the least," said Mr. Whittier. "The decision of Judge Hough simply confirms the original decision of Judge Hand in the so-called Victor Talking Machine case, and is only of interest because of the possible increased confidence it will give to unscrupulous predatory price-cutters throughout the country to utilize the good will and reputation of the Victor name for their own selfish purposes in creating in the public mind impressions of cheapness in their general stocks which would be as impossible otherwise as in the great majority of cases it is unfounded."

### VICTOR CASE A SIMPLE PATENT RIGHT CASE

"There has been an evident attempt on the part of the representatives of Messrs. R. H. Macy & Co., the plaintiffs in this case, to have it appear that the so-called Victor case concerned the real standard price principle, the establishment of which is sought in the Stevens Bill. The Victor case is a simple patent right case with which the friends of the Stevens Bill have no particular concern."

"How about the Cream of Wheat case?"

"I'm glad you asked me about that. The real trend of judicial thought on the general broad principle seems to be indicated in Judge Hough's decision in the Cream of Wheat case, in which, as is well known, he condemned the methods of the price-cutting complainant as monopolistic and oppressive to the public, in the following words: 'In short, it is the plaintiff and not the defendant that pursues methods whose hardship and injustice have often been judicially commented upon.'

"The fact is that there is also a very evident and well-organized attempt to have it appear that department stores as a class are opposed to the establishment of the standard-price principle on merchandise which the public calls for by name. The truth is that the most reputable department stores of the country are in hearty sympathy with the American Fair Trade League's campaign for more honest merchandising methods, and many of them are members of this organization.

"The contention of predatory price-cutters that the public have greater confidence in their guarantees than in those of the manufacturers of standard-price articles is absurd. The newspaper-reading public has had its eyes very widely opened to the generally dishonest character of a great deal of department store advertising. Comparative-price advertising, as employed by the average habitual price cutter, is responsible for more actual injury and fraud upon the public than the aggregate of admittedly criminal practices."

And now it may be asked, "When will this cruel war be over?" The reply is that it won't be over in a minute, but that both parties are pressing to a decision and that progress is being made.

The measure familiarly known as the Stevens Bill will come up for action in the next Congress. It is being heartily championed by the American Fair Trade League. Of course, the opposition will be active, also. What sort of a law, if any, Congress will enact is beyond human knowledge.

For some months a committee from the Chamber of Commerce of the United States, called "A Committee on the Maintenance of Resale Prices," has been investigating the subject, under the guidance of its chairman, Prof. Paul T. Cherington of Harvard University. This committee is to hold a session early in October, in Chicago, at which it is expected that a report will be formulated for presentation to the main body of the Chamber for final action.



**MERGER AT PATERSON**

**MR. CURIE, OF THE PRESS, BUYS THE GUARDIAN, THE CITY'S OLDEST NEWSPAPER.**

**William B. Bryant Will Be General Manager of the Consolidated Papers and J. L. Matthews Will Be Editor—Henry L. Berdan Retires—Deal Made Through Harwell, Cannon & McCarthy.**

An important merger of daily newspaper properties will become effective on Monday, September 26, when the Paterson (N. J.) daily Evening Guardian will be merged with the daily Evening Press of that city, and the combined newspapers will be issued thereafter as the Press-Guardian.

The consolidation was made possible through the acquiring by Charles Curie and associates, owners of the Evening Press and Sunday Press-Chronicle, of Paterson, of a controlling interest of the capital stock of the Guardian Printing & Publishing Company, a corporation capitalized at \$100,000 and owner of the Guardian.

At a meeting held on Tuesday of this



CHARLES CURIE.

week Mr. Curie was elected a director and president of the Guardian Company, the other officers being, J. L. Matthews, vice-president, and Wm. B. Bryant, secretary-treasurer. These officers displace Messrs. Henry L. Berdan, J. B. Mason and W. C. Martin, whose interest in the property have been sold to Mr. Curie and his associates.

Paterson, a city of approximately 140,000 population, now has three newspapers, the Press-Guardian and the News in the evening field, and the Call in the morning field.

The Daily Guardian is one of the oldest newspapers in the country, having been established in 1836. It was independent democratic in politics and for the past decade and more its policy has been principally directed by Henry L. Berdan, who was the active manager of the organization. The Evening Press is independent republican in politics, but it is understood that the combined newspaper property will be conducted as an independent journal. The Evening Press was established in the early sixties. Owing to the strong competition for business and circulation in the Paterson field with three daily newspapers fighting for business, the newspaper publishers in that field have not rested on a bed of roses. With the elimination of one daily the new combination will start off most auspiciously with the circulation and advertising patronage of both newspapers.

The merger of these newspaper prop-

erties was brought about through the activities of the firm of Harwell, Cannon & McCarthy, Times building, New York City.

The management of the combined newspaper properties will be under the direction of William B. Bryant, who for the past several years has been general manager of the Evening Press and Sunday Press-Chronicle and under whose able direction these newspapers have made splendid progress, notwithstanding the strong competition in that field. J. L. Matthews, for 22 years on the Brooklyn Times and at present editor of the Press-Chronicle, will be in editorial charge of the combined newspaper. The properties going into this consolidation



WILLIAM B. BRYANT.

represent a valuation of approximately \$400,000.

Henry L. Berdan, for 16 years identified with the active management of the Paterson Guardian, one of the oldest newspapers in New Jersey, who has just severed his connection with that paper, will retire from business cares at once. At the present time he is the president of the Passaic County Publishers' Association,



J. L. MATTHEWS.

and vice-president of the New Jersey State Editorial Association.

Charles Curie, the president of the Guardian Printing & Publishing Company, present owner of the Press-Chronicle Company, is a New York lawyer, with considerable property interests in Paterson and vicinity. Mr. Curie's father, the late Captain Charles Curie, was at one time Paterson's foremost citizen, whose desire it was to eventually give to Paterson a clean, honest and aggressive newspaper and with this in mind, he and some of his associates

formed the Press-Chronicle Company, a combination of the Patterson Press and the Sunday Chronicle, in 1909. In 1910, however, Captain Curie died, and his newspaper and other holdings were left to his son, who, not being satisfied with the way things were being run in the newspaper, decided to make a change, which he did.

**LAWRENCES TO START WEEKLY**

**It Will Be Called the Truth and Will Be Published in Chicago**

CHICAGO, Sept. 15.—Andrew M. Lawrence, the ousted former publisher of the Chicago Examiner, is planning retaliation upon the forces he deems responsible for his dismissal at the hands of Mr. Hearst. With this end in view Mr. Lawrence has been a busy man for several weeks. His labors are about to take form. This is admitted today by Fred Lawrence, his brother, and who also was replaced in the general Examiner reorganization which was the subject of an interesting EDITOR AND PUBLISHER "scoop" a while back.

The Lawrence brothers shortly will begin the publication of a weekly newspaper, to be called the Truth. The Truth will not hither with advertising and will be run along editorial lines similar to the publications of Henry Labouchere, the London journalist, who is not remembered for his softness of expression or hesitation to criticize. Fred Lawrence, who has just returned from his old home in San Francisco revealed these plans.

Andrew Lawrence, it is understood, will be editor of the new paper and Fred will tend to the circulation. According to Fred Lawrence the Truth will call a spade a spade and the promise is made that it will essay certain sensational disclosures in political and other circles, in an effort to visit thereby considerable disquietude upon persons of prominence in Chicago and elsewhere.

Mr. Lawrence said it had been intended to start the paper on November 1, but that it now seemed the first issue would not appear until a little later than that.

Andrew M. Lawrence is credited with knowing the "inside" history of a memorable political faction here as no one else knows it. He was the organizing genius of the Hearst-Harrison wing of the local democracy which put Carter H. Harrison, Jr., in the mayor's chair five times, held Cook county in an iron grip and was extending its influence downstate before popular demand brought a reaction. The Hearst-Harrison faction now is entirely out of office.

Andrew Lawrence is still in San Francisco. During the Lawrence regime on the Examiner, Fred was city editor and later in charge of circulation.

**Cone Lorenzen & Woodman Additions**

Vanderbilt R. Olmstead, for a number of years with W. C. Freeman, and who has had 20 years experience in the advertising business in New York and in Philadelphia, both as a general agency man and as a solicitor on a daily paper, will join the Cone Lorenzen & Woodman force on Monday next.

Albert C. Bunn, who has had 15 years' experience in New York and in Philadelphia in the advertising agency business, special agency business and as a solicitor on a daily paper, will also join the same special agency on that day.

Both will be connected with the New York office and will work in the East entirely, thus giving a staff in the New York office of six solicitors.

**Drops Suit Against New York Tribune**

Eghert E. Woodbury, attorney general for New York State, has dropped the suit for \$50,000 which he brought recently against the New York Tribune. The suit was brought because of a story in the Tribune regarding the dropping of W. T. Jerome as counsel in the Thaw case, by the attorney general. Subsequently the Tribune said editorially that it never had had any intention of assailing the integrity of the attorney general. The suit was then dropped.

**TERRITORIAL AD PLAN POPULAR**

**Southern Publishers' Association Begins an Extensive Educational Campaign to Advertise That Section of Country.**

The territorial plan of advertising introduced by THE EDITOR AND PUBLISHER in the spring of 1913 has proved itself during the last two years to be absolutely sound in principle. From the very day the plan was first tried out it has proved a success. Space buyers and advertising men believe that the territorial zone plan of advertising, when applied to districts in which proper distribution has been effected, is the most economical method for creating a demand for a product. At present THE EDITOR AND PUBLISHER is carrying on three territorial advertising campaigns, namely, for New England, New York, and Pennsylvania, New Jersey and Delaware newspapers. The plan has been endorsed by many of the brightest advertising agents in the United States and copy for these various campaigns has been furnished by such men as W. C. Freeman, H. B. Humphrey, R. A. Foley, C. Wm. Brooker, and Morse International Agency.

The latest endorsement comes from the South. The Southern Publishers' Association has for several years been considering a campaign for exploiting the interests of that section. The subject was discussed at the Atlanta convention and also at the Asheville convention held a few months ago. At the latter convention, W. B. Sullivan, of the Columbia (S. C.) Record, was appointed chairman of the committee to undertake such a campaign. Mr. Sullivan quickly secured the co-operation of over fifty of the leading papers in the South.

THE EDITOR AND PUBLISHER was one of the publications considered by the committee as a desirable medium for reaching the general advertisers. Mr. Sullivan came to New York and, calling at this office, asked to see our list of subscribers. The boxes containing the subscription cards were placed at his disposal. After spending several hours in looking them over, Mr. Sullivan said:

"I am very much surprised at what your subscription list reveals. I knew that THE EDITOR AND PUBLISHER had an extensive circulation among newspaper men, but was somewhat doubtful as to whether it reached the buyers of advertising space. I find upon examining your list that you reach a large proportion of the men before whom we desire to lay our message. It seems to me that THE EDITOR AND PUBLISHER does not have enough to say about this class of its readers. I am certain that if the facts now in my possession were known by other publishers that your advertising columns would carry a much larger volume of business than they do at present."

**THE TWO MEDIUMS USED.**

The Southern Publishers' campaign, which is to be carried on in Printers' Ink and THE EDITOR AND PUBLISHER, begins this week, in full page space and will continue throughout the year. The copy for the advertising will be prepared by the Massengale Agency of Atlanta, one of the best known agencies in the South. The advertisements will be reproduced in the pages of the newspapers subscribing to the campaign throughout that section. It is expected that William R. Hearst and Adolph S. Ochs will co-operate with the publishers in reproducing these advertisements in their papers throughout the country.

One of the facts that will be emphasized in this campaign will be the large buying capacity of the South. The impression has prevailed that this section of the country is in a bad way because of the slump in the price of cotton last year. This is not true, according to Mr. Sullivan. The territorial banks are financing the cotton crop, the price of which is now rising toward a satisfactory figure. Crops are more diversified than they were last year and the farmers are in a better condition, financially, than for several years.

**"PAY 'EM COMMISSIONS!"**

Trade Paper Publishers, in Speaking of Advertising Agents, Also Advocate Advertising by the Trade Papers Themselves.

"The annual expenditure for advertising in the United States is \$700,000,000. About \$230,000,000 of this is placed by advertising agencies. Of this latter great sum the business papers do not get the amount to which they are entitled. What is the answer?"

This was the keynote of the address delivered in Philadelphia, last week, before the Trade Press Convention, by J. J. McPhillips, well known as the advertising editor of the Textile World Record, of Boston.

Said he: "I believe that advertising agencies that render real service to advertisers should receive a commission. The Federation of Trade Press Associations should have a bureau to pass upon advertising agencies desiring to place advertising in the business press, and list those entitled to recognition—recognition meaning that they conform to standards more or less similar to those designated by the Quoin Club and the American Newspaper Publishers' Association, which may be briefly summarized as follows:

**STANDARDS BRIEFLY SUMMARIZED**

"1st.—The Agency must be a real developer of advertisers and, therefore, a creator of business.

"2nd.—It must render efficient service in the matter of planning campaigns, writing and placing copy, etc.

"3rd.—It must have credit, that is ability to finance an account and pay the publisher's bill, even if the advertiser fails to pay the agent.

"Having granted recognition to the Agency," says the Association of New York Advertising Agents, "the publisher has a right to investigate the quality of the service rendered; and this right entails the obligation to see that service is rendered and to withdraw recognition from agents who do not live up to these obligations."

"The fact that so many business papers do not pay commissions results in hardship to some agencies which do special work for business press advertisers. For example, those agencies specializing on technical accounts frequently work up a campaign and convince a manufacturer that he should advertise. They make their contracts with the advertiser on a monthly or a yearly fee basis, or on a service charge arrangement—for example, 15 or 25 per cent. of the total cost of the campaign, this being an additional charge to the advertiser. Sometimes after the technical agency has prepared a campaign on this basis, a general agency will come along and tell the advertiser that he is foolish to pay an agency fee in addition to the cost of the campaign; that if the business is placed through the general agency there will be no charge other than the total cost of the space and that the agency will get its commission from the publishers. This does harm in two ways:

"1st.—The special agent, who really deserves some payment for his work, gets nothing.

"2nd.—The general agent, not being able to get the commission from the trade and technical papers, places the advertising in mediums that pay commissions and sometimes without regard to their efficiency for that particular campaign. Result: The business press loses both present and future advertising, because the misplaced advertising kills an advertiser.

**GIVE IT TO THOSE ENTITLED TO IT**

"Instead of taking as we do a more or less general stand against commissions, why can we not arrange to give it to those entitled to it, or arrange a graduated commission for those who do only a part of a real agent's work, with full commission to those, who do all that should be done by the efficient advertising agent.

"The amount of money paid out in commissions would be so small that it

does not seem worth while to let the lack of commissions stand as a reason against the placing of business with trade papers.

"The removal of that obstructive condition, with its apparently co-existing feeling of antagonism against agents, would go a long way towards wiping out the real or fancied prejudice that the agent has against the business press.

"At the present time the Textile World Record has 36 accounts coming to it through advertising agencies to which it pays 10 per cent. commission. The total paid to agencies that do not strictly speaking deserve payment is so small that we are on the whole satisfied that in our case the commission arrangement pays.

"On a commission basis the agent cannot make money without placing advertising. He cannot continue to place advertising without making a successful advertiser. His continued placing of advertising and the continued success of the advertiser mean more advertising. The more advertising there is the more we are likely to get. Therefore, it would seem that the commission basis of payment to the agent should work out to the ultimate benefit of the business press.

**HELP THE TECHNICAL AGENCIES**

"It would be well to help—or, at least, protect—those agencies that are specializing on technical and engineering copy. The general agencies grow and prosper through the co-operation of the general mediums, and there would be more and better technical agencies in this country if they were given co-operation and encouragement.

"While some general agents do not know the business press field, the same statement cannot be made with reference to technical agencies. These agents are usually graduate engineers, specializing on advertising, both periodical and direct-by-mail, and charging in nearly all cases a service fee to the advertiser regardless of commission received from publishers."

Mr. McPhillips then took up the interesting question of the advertising by trade papers themselves of their own advantages as advertising mediums. Said he:

"Let us practise what we preach. Let us advertise the strength and importance, and utility of the cheapest publicity that can be bought by advertising agencies for their clients. Let us advertise the business press—for 'advertising begets advertising.'

"In our individual advertising, whether by means of direct-by-mail matter, through our solicitors, in the advertising journals, or in our own papers, each of us can, while promoting his own business, do something to advance the interests of the business press as a whole.

**A CENTRAL BUREAU SUGGESTED**

"Despite the failure of efforts in the past to provide for co-operative advertising, something should be done along this line, including provision for a central bureau and a speakers division—with, of course, a salaried manager and all that these things imply in the line of co-operative effort.

"Those who believe in this should not give it up simply because the rest have not been convinced. You do not stop calling on a 'prospect' because he fails to give you an advertising contract on your first or second visit.

Co-operative advertising is leading advertising journals would doubtless prove as beneficial to us in emphasizing the tremendous force of the business press and in leading 'prospects' to consider the individual trade papers in the different fields, as it has done for other advertising interests which have done and are doing co-operative promotion work.

"Incidentally, it would increase our prestige in the eyes of the advertising agencies. At the very least we might work out a co-operative advertising campaign using space in each Federation paper—preaching the merits of business papers as a whole.

**TOPICS OF TRADE PRESS****Flat Rate Versus Rate Card Arouses Live**

Discussion at Philadelphia Convention—Col. J. B. Maclean Discusses National Politics in Business Publications In An Interesting Manner.

Independence of dictation from advertisers was mentioned repeatedly by various speakers as a duty to the subscriber, who was keen to detect the trail of the serpent in the news columns and respected the journal less in consequence. Honest service to the subscriber—a policy which notably distinguishes THE EDITOR AND PUBLISHER—was upheld as the best policy, which served all interests best in the end. The temptation to let things slide through under special conditions of stress was fully recognized, but the delegates were urged to strengthen their fences in other ways and to consider their responsibility toward their readers, especially in the acceptance of misleading or objectionable advertising copy.

**FLAT RATE VERSUS RATE CARD**

The flat rate versus the rate card came in for a lively discussion on Wednesday, opinion being about equally divided. Clark Allen spoke emphatically on the flat rate, J. M. Hopkins, of Printer's Ink, taking the same stand. Geo. H. Griffiths, of the Hardware Age, had tried both ways and was committed to the rate card as the best in his experience. A representative of Sperry and Hutchinson, who was present, and given the floor, spoke from the side of the buyer of advertising, and in the minds of many clinched the argument in favor of the rate card by saying, "If there is no inducement of reduction of cost on a term contract, what advantage accrues to the purchaser of advertising to induce him to make one?" Even men, it appears, are not exempt from the attraction of the bargain counter. Paying a percentage to advertising agents was also ventilated.

Col. J. B. Maclean, of Toronto, president of the Maclean Publishing Company, publishing fifteen trade and technical papers, put forth some tradition-smashing ideas in his paper on "National Politics in the Trade and Technical Press." He was strongly in favor of the business interests of the country through their various organs, exerting such influence on national legislation as should conduce to the standardizing and steadying of all business conditions quite irrespective of changeable platforms or parties. To the average hearer, accustomed to thinking in grooves and in terms of practical politics, the idea was revolutionary; but to the unprejudiced listener his position was not only sane, but highly desirable and quite possible, perhaps, in the future.

He believed that the trade and technical papers by uniting in a central organization would greatly strengthen their place in the nation and with the groups they serve. In his own papers he has discussed national policies ever since the war was begun, and he cited many tangible and beneficial results to Canadian business as a result.

"The trade press carries more influence than the partisan press," he said, "where too often personal ambitions rule. In the daily press, despite their departments, much that is of personal interest to bankers, scientists, artists and artisans escapes publication. As advertising has developed the need for big circulations, the great editors of the past have given way to special writers and star reporters. The average European is selfish, ashamed of business and concerned with accumulation of comforts for his family. Yet he is rewarded by his government in many ways, while in the Republic your big business man is often penalized by the government, though he is spending his wealth in developing new territories and employing more and more labor.

**FLIGHT OF THE BUSINESS MAN**

"The business man is misrepresented because he has no press to represent him in national affairs. Within the last few weeks the British Association of Trade and Technical Newspapers has been formed whose chief purpose is to take a decided part in national policies. Not politics, you note. There is a difference.

In Toronto, recently, a new technical school, costing two or three millions, was dedicated and not one technical editor was invited. When Dr. Talcott Williams, dean of the Pulitzer School of Journalism, addressed the Canadian Press Association last week, a permanent education committee was nominated, on which was one magazine man, the rest newspaper men. Our interests had not been even considered until, through my instrumentality, two more members were appointed, both university men, one representing the trade, the other the technical press.

**SHOULD STUDY ECONOMICS**

"Since the big dailies are often but private enterprises," he said, "used to promote personal interests," he advocated the getting together of representatives of the organs of the trades and sciences, with the purpose of studying economic questions of business welfare apart from party bias or influence, such co-operation to result in influence on national politics. The more I study the situation, the more it is impressed on me that the big political questions before the United States and Canada are purely business in character and cannot be solved by newspapers, professional politicians or special writers, but by experienced business men inspired, supported and led by the business press."

Wednesday afternoon Herbert S. Houston, president of the Associated Advertising Clubs of the World, addressed the members by special invitation. Mr. Houston explained the aims of the organization and told what it had already accomplished, in such an interesting manner, that a little later the federation passed a resolution expressing the desire to become affiliated with that organization. Formal application will be made at once for membership.

**NEW PRESIDENT OF TRADE PRESS****Sketch of the Career of A. A. Gray, of the Electrical Review**

A. A. Gray, who was last week elected president of the Federation of Trade Press Associations at the annual convention held in Philadelphia, is a graduate of Cooper Union, New York, from which he received the degree of Bachelor of Science. He joined the editorial staff of the Electrical Review in 1902, and in 1905 was appointed managing editor. When the Review and the Western Electrician were consolidated in 1908, with headquarters in Chicago, Mr. Gray went to that city and reorganized the editorial and business departments.

In 1911 he became general manager of the publication and concluded negotiations for the purchase of Electrocraft which was consolidated with it. Mr. Gray is a member of the National Electric Light Association, and an associate member of the American Institute of Electrical Engineers, a member and past president of the Electric Club, of Chicago, and has taken an active part in the work of the Jovian Order, of which he was statesman-at-large for a number of years. He has always taken a very deep interest in the development of business publications, and was president of the Chicago Trade Press Association in 1913-1914, and now a member of the Executive Committee of that association. He was elected vice-president of the Federation of Trade Press Associations at its convention in Chicago, September, 1914. He is one of the three representatives of the Business Press Department of the National Commission of the Associated Advertising Clubs of the World.

**Shanghai Newspaper Plant Blown Up**

A dispatch from Shanghai, China, states that on September 11 the plant of the Asiatic Daily News was blown up by a bomb. The first issue of the News had been printed the day before. One member of the staff and two passers-by were killed and five other persons injured. The paper was published in Chinese and was founded for the purpose of pushing the movement for the re-establishment of the Chinese monarchy.





## Sell Your Goods To Bostonians

When we speak of Boston we mean Metropolitan Boston with its 39 cities and towns within 13 miles of Boston's City Hall.

There are 1,556,932 people in this territory. They have a per capita wealth which is greater than that of Chicago, St. Louis and Philadelphia combined.

They hold personal estate with an assessed valuation of over \$575,000,000. Their Savings Deposits amount to \$488,000,000—over *one-ninth of the savings of the United States.*

Bostonians buy liberally, too. Over 20,000 automobiles were registered between January 1 and April 1, 1915. Eight Boston department

stores sold last year at retail over \$55,000,000 worth of goods. Over \$10,000,000 worth of furniture was sold at retail.

Right now Bostonians are considering the purchase of fall and winter wearing apparel—suits of clothes, overcoats, underwear, hosiery, hats, shoes and gloves.

These things are being discussed daily. Then advertised products are bought. Are your goods on the list?

When you plan to sell your goods in Boston remember that the Boston Evening American will carry your sales message to more people than the five other Boston evening papers combined. Remember that the Boston American rate is the lowest per line per thousand circulation in this territory.

The net-paid evening circulation is now almost 400,000. The Sunday American has the largest Sunday circulation in New England.

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

80-82 Summer Street, Boston, Mass.

New York Office  
1789 Broadway

Chicago Office  
504 Hearst Building

## PHILADELPHIA BUDGET

Telegraph Gets Exclusive Contract for Paramount Picture Advertising in That City—Archibald's Conduct Criticized by Local Papers—A Reporter's Nervy Deed in Frank Case Described.

PHILADELPHIA, Sept. 6.—The Evening Telegraph, which was the first newspaper in Philadelphia to take editorial cognizance of the fact that the interest of the public in moving pictures gave the subject a valid claim to news space, and which has been the principal vehicle for "movie" advertising ever since, has just scored a big advertising beat in securing the exclusive advertising contract of the Paramount Pictures for this city. This New York firm is spending \$250,000 in 28 cities in the United States and the Telegraph garnered the local plum.

A "Moviegame" will begin next Tuesday, in which the winners will receive \$3,500, to be distributed in cash among 242 persons, the highest award being \$1,000, the second \$500, the third, \$250, and the fourth, \$100. There will be three awards of \$50 each ten of \$25 each, twenty-five of \$10 each and two hundred of \$5 each. These will be given to the persons correctly naming 75 titles (out of an official list of 3,000) which best fit illustrations of scenes which will be printed daily.

LIST CONTAINS 3,000 TITLES.

The judges will be appointed by the Paramount people and the public will be assisted in making a selection through a booklet which is to be issued and sold by the Telegraph containing the entire list of 3,000 titles of films made by the Paramount people. In addition, short films embodying the theme of the illustration with the announcement of the Telegraph's plan will be run in various moving picture houses.

It is a great scheme all around, and while it falls in the coupon class, will arouse so much general interest that it is quite justified from every standpoint. The Telegraph claims more regular moving-picture advertising than is carried in any other paper, though several others are making heroic efforts to put it in second place. The North American, by the way, is now printing daily installments of "Neal of the Navy" with a list of the houses where the film may be seen. The Inquirer carries a large amount of advertising of this class and the Evening Ledger has installed a daily half-column of gossip by the photo-play editor with another half column entitled the Theatrical Baedeker—a reference which it is to be hoped the non-traveling public comprehends.

The Telegraph has also started "ringing" three faces each day in a photograph of the big crowd which every afternoon blocks the pavement on the south side of City Hall, to watch the fine electric score board of that paper recording the out-of-town struggles of the Phillies for the pennant. The usual dollar is given to the lucky "ringer."

ARCHIBALD CENSURED.

James F. J. Archibald comes in for editorial censure in the Press, which thoroughly approves his prosecution by the government, and in the Telegraph, which says: "It is a little too early to wield the critical club. He may have been innocent of what the Dumba letters contained. He may have been merely the dumb-waiter that slides up and down the wall. As a proof of this charitable contention there is the thing which may figure quite as largely in the Archibald nature as it does in the Archibald name." Alas, poor Yorick; that he must choose between being a fool or a villain. For a newspaper man to get that particular brickbat is just about as fatal as to call him lazy, which is the principal adjective used to describe a certain managing editor in town who shall be nameless, as far as I am concerned.

One of the nerviest things to be recorded recently to the credit of a star reporter is the despatch sent from Atlanta following the Frank outrage, which mentioned the name of "the individual who stamped on Frank's face." This man is connected with the New York Times,

## TELEGRAPH TOLLS FOR AFTERNOON PAPERS ARE TOO HIGH

THE ANDERSON DAILY MAIL,  
Anderson, S. C., Sept. 8, 1915.

The Editor and Publisher:

I want to communicate through your publication with other publishers of afternoon papers throughout the country in reference to telegraph tolls for afternoon papers. There is too great a difference between the day and night press rate. As I understand it, the day rate is two-thirds of regular rates and the night rate one-third. Of course, we are met with the old argument that the wires are busy during the day on commercial messages. The railroad trains carry more passengers during the day than at night, but the rate is the same.

I am making no fight on the privileges the morning papers now enjoy, but claim the day rate is too high in comparison. I wrote the Interstate Commerce Commission, and they replied giving the same old arguments we have heard so long, but stated that if we desired to bring a case they would handle it. I think if enough afternoon papers will take the matter up we can deal directly with the telegraph companies.

Two-thirds of the daily papers of the country are afternoon papers, and the position of the afternoon paper is fixed, as it continues to be the leading and growing paper, and there are enough of them for us to assert our rights, and get better treatment from the telegraph companies.

I would be glad to hear from afternoon publishers on this matter, have their views, and if deemed advisable make an organized effort to get better rates.

G. P. BROWNE,  
Publisher.

and the story appeared in the Public Ledger. For obvious, but very different reasons, he, too, must be nameless, though the courage of a man who was willing to tell the fact under the circumstances deserves a bouquet even at this late date.

A NOTABLE EDITORIAL.

The Record, by the way, in this connection, ran a noteworthy editorial entitled, "The Rattlesnake Press" scoring severely the "blood-guilty newspaper, devoted to the dissemination of the seeds of racial and religious hatred, which led the hue and cry against Frank, worked up the frenzy of the rabble and caused the destruction of a probably innocent life under the most revolting circumstances, just as directly and certainly as if the editor himself had drawn the rope that swung the hated Jew into eternity."

"There are," says the Record, "too many foul and licentious publications in the United States, which, like the one in Georgia, professing to exist for the promotion of narrow religious ends, really derive a livelihood by preying upon the gullible and the ignorant. The guilt of the Georgia newspaper in the lynching of Frank is so clearly demonstrated by an examination of its blood-lustful utterances that it should serve to call sharply to the attention of the authorities in Georgia and elsewhere, the necessity of drawing distinctly the line of decency in mock journalism.

INADEQUACY OF LAWS.

"If existing laws are inadequate to cope with the activities of the pseudo-religious press and to restrain the propaganda of religious and race hatred then new laws should be framed to deal with the subject. It is high time to scotch the rattlesnake newspapers that make a profitable business of spreading poison through the communities that tolerate them." And of course the Record cannot possibly mean these harsh words to apply to any local contemporary.

CURTIS WAGER-SMITH.

## WINDOW DISPLAY WEEK

About 500 Newspapers, Including Several in Canada, Are Giving Co-operation.

Reports reaching the Bureau of Advertising of the American Newspaper Publishers' Association, indicate that Newspaper Window Display Week, October 11-16, will be observed on a greater scale than anything ever before attempted. Up to date about 500 newspapers are actively co-operating, and assurances of co-operation are being received from others at the rate of six or eight a day.

National advertisers have sensed the importance of the demonstration in a greater degree than ever before and are making their interest felt by both newspapers and dealers.

As far as possible, newspapers are working to secure well-rounded displays rather than a showing in favor of any particular advertiser.

At the suggestion of some of the Canadian publishers a slight change has been made in the wording of the sign so as to indicate the Continent-wide character of the demonstration. The new window sign will read:

INTERNATIONAL  
NEWSPAPER DISPLAY WEEK  
WE SELL THESE STANDARD  
PRODUCTS—ALL ADVERTISED  
IN THE DAILY NEWSPAPERS

These signs will be mailed from the office of the Bureau of Advertising within a day or two.

Twenty-four Pages of "Meat"

"Newspaper Reporting," by W. L. Taylor, of York, Pa., is an excellent booklet of definite instructions and suggestions for the country newspaper correspondent, and for the suburban and small city reporter.

## SOME TEXAS SIFTINGS

Newspaper Advertising Discussed—Terrell Daily to Be Issued at State Fair—Rountree to Speak in Denver—Houston Press Club Elects Officers for Coming Year—Some Editorial Changes.

DALLAS, TEXAS, Sept. 13.—Advertising in its various forms was discussed in an exhaustive manner at the regular meeting of the Dallas Advertising League, I. I. Lorch, advertising manager for Titcher-Goettinger Company, dry goods, taking the lead in the discussion. Mr. Lorch presented a hypothetical case of a man going into business with a very limited capital. After considering his various problems that of advertising was taken up. The conclusions reached were as follows:

Newspaper advertising should be largely used. It was agreed that in such a case a man should sell nationally advertised and consequently well-known articles rather than any line that depended largely on his own advertising. The importance of a well arranged window display was also brought out in this discussion.

H. Galbraith, editor and publisher of the Terrell (Texas) Daily Transcript, has announced that he will publish his paper from the Kaufman County booth at Dallas during the Texas State Fair from October 16 to November 1. The paper will be issued daily at noon and the plant will be set up so that visitors to the fair can see everything from the preparation of the copy to the distribution of the papers.

Lee J. Rountree, of Georgetown, Texas, editor of the Georgetown Commercial and president of the National Editorial Association, has been invited by Secretary Alva A. Swain, of the Colorado Editorial Association, to address that organization at Denver on September 17 on "The Future of the National Editorial Association." A membership campaign has been launched by the National Association throughout the United States in an effort to establish a new record at the convention in New York in 1916, and the Texas press is leading with more than fifty members already enrolled under the leadership of Secretary Harper.

Following the death of J. A. Thomas, editor and publisher of the Mineola (Texas) Monitor, a reorganization of the company has been effected by which Mrs. J. A. Thomas assumes active management and editorial supervision of the Monitor and Leon W. Rogers, who was associated with Mr. Thomas, retires from the company to take a position in the Dallas High School.

Prof. Theodore Buehring, recently of Welcome, Texas, has assumed editorial charge of the Texas Volksbote, published at Brenham, Texas, succeeding the late Henry Mueller.

C. L. White, recently of Soper, Okla., has assumed the management of the Round Rock (Texas) Leader. Thomas A. Ferguson, formerly editor of the Leader, has accepted the superintendency of the Burnett Public Schools.

The Houston Press Club has elected new officers and directors as follows: G. E. Kepple, president; Dr. E. A. Norton, first vice-president; Dr. B. Bunne-meyer, second vice-president; A. Koehn, secretary; F. Fuchs, treasurer; executive board—George M. Bailey, W. M. Harper, Harry T. Warner, August Haxthausen and F. M. Cowen. A special installation service was held last Sunday afternoon, following which an elaborate luncheon was served.

The proposed ordinance regulating swinging signs and bill boards in the city of Houston was discussed and a committee appointed to confer with the city commission in regard to details of this ordinance.

There is no taking a taxi to success—you have to walk, and in many instances the going is up hill and rocky. A slip, a stumble, a fall, need deter you but a moment—the road is ahead.—Atlanta (Ga.) Hearst Hustler.



**T**HE investment in advertising made by manufacturer or merchant should be considered as carefully as an investment in his factory or store site—as carefully as he would buy real estate or bonds and mortgages, or anything else.

Why do any guessing about WHERE and HOW to advertise in these days?

The United States Government has put every newspaper on its honor as to its net paid circulation—therefore, it is comparatively an easy proposition for advertisers to determine which newspapers in a community they should use.

Their first consideration should be given to the newspapers that maintain the dominant position in their community—that reach the greater number of people at the fairest cost.

Advertisers are asked to measure the NEW YORK AMERICAN by its investment value to them. In no other way does it wish to secure advertising, for in no other way will advertisers be able to fully appreciate its great worth.

The NEW YORK AMERICAN realizes that the best way to serve advertisers well is to first convince them of its merits as an advertising medium—in other words, sell itself in such a way that they will have no doubt of the wisdom of their investment—that they will be certain to continue their advertising regularly—the only way for advertisers to get adequate returns.

Advertisers cannot cover the New York territory with hope of success unless they use the NEW YORK AMERICAN, which reaches ONE-FOURTH of the whole reading public, daily, and thirty-five per cent. of it on Sunday—making of it a great seven-day medium that will never fail in results—that sells its space on a basis of equality to all—that is read by people accustomed to read and to respond to advertisements—that is read by people who buy as much of everything as any other big crowd of people.

## NEW YORK AMERICAN

DAILY and SUNDAY

---

*Member Audit Bureau of Circulations*

## The Detroit Free Press

"Michigan's Greatest Newspaper"

The Largest  
2-Cent Morning Circulation  
In America

Rates and information  
direct, or from

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

## DETROIT SATURDAY NIGHT

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

Foreign Advertising Representatives

G. LOGAN PAYNE CO.

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

## Prosperity Returned to Pittsburgh FALL LISTS SHOULD INCLUDE GAZETTE TIMES

Morning and Sunday—  
**CHRONICLE TELEGRAPH**  
Evening except Sunday  
They are the **TWO BIG NEWSPAPERS** in a metropolitan district of 1,042,855 people.  
FLAT  
COMBINATION RATE 22½¢ PER AGATE LINE  
For further information and co-operation write  
**URBAN E. DICE**  
Foreign Advertising Manager  
PITTSBURGH, PENNSYLVANIA.  
J. C. WILBERDING  
225 Fifth Avenue, New York City  
The J. M. BRANHAM COMPANY  
Mallers' Building, Chicago  
Chemical Building, St. Louis

## Get the Best Always

### The Pittsburgh Dispatch Greater Pittsburgh'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

## 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

### 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

## WANT HEAVY DAMAGES

Austro-Hungarian Consul and Vice-Consul in Cleveland to Bring Libel Suits Against the New York World and Detroit Free Press—Many Valuable Prizes Awarded in Plain Dealer's Contest.

CLEVELAND, Sept. 15.—One of the most significant developments in connection with the alleged plot to foment a gigantic strike among Austrian and Hungarian workers in munitions plants in this country, comes to light in Cleveland this week. Count Ernst Ludwig, Austro-Hungarian consul in Cleveland, and Vice-Consul John Pelenyi have taken the initial steps toward filing suit against the New York World and the Detroit Free Press, demanding \$500,000 and \$100,000 damages from these respective newspapers. At this writing Judge Reed, of counsel, refuses to discuss the case other than to say that gross libel will be the claim upon which the charges are based.

It is claimed the articles complained of appeared on September 11, but attempts to obtain copies of these papers in Cleveland were fruitless, as Count Ludwig and his associate had bought up every one, and those they did not acquire, which were held by other persons interested, were refused to all newspaper representatives.

### WHEN TROUBLE STARTED

Szabadsag, the most influential Hungarian daily in the country, published here in Cleveland, and of which Dr. Stephen Hosko is editor, may be considered the starting point of all the trouble. It is claimed by Dr. Hosko that articles appearing in the Szabadsag were willfully misconstrued by the World and Free Press, for the purpose of making a case against the consular agents here or the country they represent. Dr. Hosko also asserts the World and Free Press accuse him of "exposing publicly the false 'credit' which Dr. Dumba obtained for the alleged strike scheme, and naming his co-worker, William Warm, as the real author of the propaganda," thus implicating Dr. Hosko and his paper in the plot.

William Warm, who is considered by many to be the father of the idea, has been referred to as former editor of Szabadsag. As a matter of fact he merely "filled in" on vacations this summer, and prior to that is said to have submitted articles advocating just such a country wide strike among Austrians and Hungarians working in munitions factories. These articles, however, were never published, according to John Biro, who was editor of the paper prior to July 15. Mr. Biro is preparing to publish a magazine in the Hungarian language in Cleveland.

### RETURNED GOODS EVIL.

An advertising campaign, with a view toward abating the "returned goods" evil in the department stores of Cleveland has been launched by the Retail Merchants Board of the Cleveland Chamber of Commerce. The campaign will take the form of a series of weekly advertisements in the Plain Dealer and Leader Sunday editions. The advertisements will be written in editorial style by David Gibson, a well known writer of this city. These editorials will carry a "punch" that is expected to bring home to the violators of the "sent on approval" privilege the harm they are doing, not alone to the stores, but to themselves. In addition, a one column advertisement will be run Wednesdays in the evening newspapers, the Press and the News. These also will be written by Mr. Gibson, in narrative style.

One of the highest contests ever conducted by a newspaper in this part of the country closed last Saturday, when prizes were awarded to winners in the Plain Dealer's home and vacant lot garden competition. Elbert H. Baker, publisher of the Plain Dealer, presented that newspaper's cup to the winner. The wide interest aroused by the Plain Dealer contest is indicated by the fact that a real estate firm offered two home sites as prizes and the Guardian Savings & Trust Company donated \$1,500 in cash. More than 1,000 persons competed, and more than 150 prizes were distributed. The festivities took place at the Edgewater Park hatching pavilion, where the contest-

ants displayed the fruits, vegetables and flowers they had raised. Pathe Freres took motion pictures for the Animated Weekly.

This is a city of newspaper contests. When one is about to end, another is under way. The Press now wants every one of the 140,000 school children to tell what he or she thinks are the seven wonders of Cleveland. Nominal cash prizes will be awarded.

How increased interest may be aroused over the advertising in a daily newspaper is shown by an advertising puzzle picture competition, in which the pictures represented the names of firms who advertise in the Plain Dealer. Among 17 winners \$100 was distributed. Several thousand competed. Manager of local theatres were the judges.

### CLEVELAND PERSONALS

W. H. Hook is now the city editor of the Press, having been promoted for special work he executed successfully. Mr. Hook has been with the Press and other Scripps-McRea papers for a number of years.

Victor Slayton, editorial writer of the Leader, won a gold medal for being the best all-around rookie at the citizens' military instruction camp at Chagrin Falls.

Amos Parrish is the newest reporter on the Plain Dealer. He comes from school, and therefore is a "cub."

William Nolle, formerly of the Akron Beacon Journal and other newspapers in northern Ohio cities, has joined the general city staff of the Press.

John Snell, who has been writing special sport topics for the Plain Dealer, has left the sporting department to go back to college.

Winfield S. Parr, market editor of the Plain Dealer, is spending his vacation in Ashland County, Ohio.

Now that the winter season has started at the local theatres, Charles Henderson, dramatic critic of the Plain Dealer, will give attention to plays at home. He returned recently from New York City.

Sheldon H. Fairbanks, who has been in charge of the wire department of the United Press, has been transferred to the telegraph desk of the Press.

D. Gara, editor of the cosmopolitan page of the Plain Dealer, was one of the directors of the Friends of Peace convention at Chicago last week.

Cleveland is about to lose one of its best reporters. Park Row has called, and E. H. Griffiths, who has been the star reporter on the Leader, and who has been said to be the best dressed young man in Cleveland, will resign from that paper to take up free lance work in New York City. He also will go to Boston and Philadelphia, to obtain data for a series of articles he plans to write for magazines. Mr. Griffiths made a name for himself here with his "Guyed to Cleveland," in which he told, in satirical style, what and why Cleveland is, and, in a subtle way, pointed out where it can be improved.

### CHICAGO EXAMINER'S HAT DAY

Ten Thousand Straws Give Way to Fall and Winter Head Gear.

The fall hat day campaign of the Chicago Examiner resulted in a rush on Chicago stores for the latest in fall head wear.

For a week previous the Examiner ran editorials telling its readers that Saturday, September 4, was official fall hat day. Mayor William Hale Thompson was interviewed by a representative of the Examiner and the Mayor issued a proclamation declaring Saturday, September 4, Chicago's official fall hat day.

Attention-getters in the form of single column cartoons were also used during the week in the editorial columns. On Saturday, September 4, the Examiner published large advertising for sixteen of the leading hat stores in Chicago, and a canvass made the Monday following developed the fact that as a result of this publicity these stores had sold over ten thousand fall hats. This is particularly remarkable in view of the fact that last Saturday was one of the warmest days in the past six weeks.

## BOSTON HERALD SOLD

(Continued from page 343.)

ley, John M. Foley, Boston; Celia Haskell, Henry Hill Haskell, Clarence G. Haskell, executors of the estate of Edwin B. Haskell, Boston; James H. Higgins, Boston; Henry L. Higginson, C. A. Hight, Henry S. Howe, Robert L. O'Brien and F. De C. Sullivan, Boston.

Mr. Plant, the real purchaser of the Herald, is 62 years of age and a resident of Connecticut. In 1884 he became associated with the Plant system of railways, and has long been recognized as the head of the Plant Line of steamships. He is vice-president and a director of the Peninsula and Occidental Steamship Company, chairman of the board of directors of the Southern Express Company, a director of the New Haven railroad and connected with many corporations. He is an enthusiastic yachtsman and widely known for his philanthropic works. He spends his winters at a fine estate in Florida. Mr. Plant has long been interested financially in the Boston Herald, and is one of the largest holders of its various securities. He once gave \$25,000 to found a College for Women at New London.

ROY ATKINSON.

## PAPER COLOR PROBLEM

(Continued from page 343.)

In answer to a question as to whether the dyes could be profitably manufactured in this country after the resumption of peace Mr. Stone said: "That is a matter for the United States Government. If it would give us adequate protection in the matter of import duties it could be done; not otherwise. At a meeting of the American Chemical Society in New York last October the question was discussed very fully, and the decision was reached that, in order to be able to make dyestuffs and compete with Germany, we ought to have a specific duty of seven and a half cents a pound on the raw materials in addition to the present ad valorem duty of 30 per cent. Otherwise we cannot compete with them."

When asked whether, in his opinion, ultramarine blue could be used profitably Mr. Stone shrugged his shoulders and said nothing.

### THE CASE OF ULTRAMARINE BLUE

In order to obtain what information was available as to the probable use of ultramarine blue the question was put to Alfred Haase, of the firm of Heller & Merz, manufacturers of dyes, at 503 Hudson street.

"The trouble is," said Mr. Haase, "that while ultramarine blue, which is a pigment, is two or three times cheaper than aniline blue, pound for pound, it really is about ten times dearer to use for the reason that it is much weaker and is not nearly as soluble in water."

To find out whether any newspaper publishers or paper companies were prepared to brave the high cost of the ultramarine process in order to have the much prized white paper, the question was put to Charles Helms, of the Ultramarine Company, at 38 Park Row.

"Several paper mills have taken the matter up with me," said he, "but I cannot say that any of them have really undertaken the production of white paper in that way."

The prospect, as can be seen from the above, is not reassuring. The unbleached paper is described by all as a dirty yellowish gray, most unpleasant to look upon and not attractive in any way. Furthermore, it is naturally much more difficult to read a newspaper when the background instead of being white to form a sharp contrast with the ink is a faded, grayish yellow.

Another factor which will not be overlooked by the newspaper publisher is the fact that the paper in the ordinary newspaper is worth more than the small coin which the customer pays for it, and it may well be asked how the publisher can afford to expend still more money merely to have that paper dyed to a more agreeable color.



# The Evening Sun

## Of New York

The keen advertiser has to get a dollar's worth in returns for his 100 cents. No one is quicker than the keen advertiser and merchant to winnow the non-producers from his list.

It is then significant of result-producing when a newspaper reports month after month and year after year continuous gains in its advertising, and when those gains represent a healthy growth from the offered goods of advertisers whose use of one's advertising columns is based on real returns.

Therefore, let us call your attention to the August four-year record made by The Evening Sun:

1915	1914	1913	1912
<b>257,737</b>	<b>197,599</b>	<b>189,990</b>	<b>155,020</b>

And let us add another line to show what The Evening Sun's eight months' totals (January 1-August 31, inclusive) have been these past four years, so you may realize that the advances represented in the month's figures above have been constant over a long period:

1915	1914	1913	1912
<b>3,019,837</b>	<b>2,620,353</b>	<b>2,333,541</b>	<b>1,887,430</b>

In this gain made by The Evening Sun, the automobile classification has been an element of some importance. For instance, at this moment The Evening Sun leads all the evening newspapers in its class in the total of advertising carried so far in 1915. Furthermore, it is interesting to note that the total display advertising of automobiles carried so far this year by the three other evening newspapers outside this class is only about five columns more than The Evening Sun's single total. In other words, The Evening Sun is head and shoulders above all the others as an automobile advertising choice.

To be a real NEWS paper is the highest function of any newspaper.

Getting the news rapidly, accurately and FIRST; presenting it intelligently for a community of intellectuals and those who can select and distinguish; offering furthermore a well-balanced publication to appeal to the family in every way and so put up as never to make impossible or unwise to bring a copy of it into the home—in short, a gentleman's and gentlewoman's newspaper. That is our estimation of The Evening Sun. The public by buying it in ever increasing circulation and the advertisers by patronizing it more and more, in order to reach our growing public, do seem to bear us out in that view.

Through its membership in the United Press The Evening Sun has had the full benefit of the enterprise and ingenuity of the agency which has outdistanced all competitors in the covering of the Great War and has given to the newspaper reading public the names of Keen, Simms, Shepherd, Wood, Ackerman and others of almost equally brilliant achievement.

## WE DID IT IN PATERSON!

IMPORTANT CONSOLIDATION EFFECTED IN ONE OF NEW JERSEY'S LARGEST CITIES, HERETOFORE AN OVER-NEWSPAPERED FIELD. GUARDIAN AND PRESS, EVENING DAILIES, TO BE MERGED. FORMER OWNER OF GUARDIAN TELLS WHAT HE THINKS OF CHARACTER OF OUR SERVICES.

(Circulation over twelve thousand copies daily)

THE PATERSON GUARDIAN  
Henry L. Berdan, Manager

Paterson, N. J., Sept. 14, 1915.

Harwell, Cannon & McCarthy,  
Times Bldg.  
New York, N. Y.

Gentlemen:

The last chapter of the Guardian Printing & Publishing Company Press-Chronicle deal was consummated today and Mr. Curie, Mr. Bryant and Mr. Matthews of the Press-Chronicle Company were elected directors of the Guardian Printing and Publishing Company, and I wish to thank your firm for the businesslike and courteous methods pursued in bringing about the sale of the controlling interests of this company to Mr. Curie and his associates.

Your persistence and complete knowledge of transactions of this kind ultimately brought about the conclusion that is satisfactory to all parties concerned.

Wishing your firm success in its various endeavors, I beg to remain,

Yours very truly,  
(Signed) HENRY L. BERDAN,  
Manager.

WHAT WE HAVE ACCOMPLISHED IN PATERSON AND ELSEWHERE WE CAN EFFECT IN ALMOST ANY OTHER FIELD. CONSULT US.

HARWELL, CANNON & MCCARTHY

Newspaper and Magazine Properties

Times Bldg., New York.

ALL GREAT MERCHANTS USE  
WINDOW DISPLAYS  
ARE YOU MAKING BEST USE  
OF YOUR WINDOWS?



THIS ELECTRIC BULLETIN CAN NOW BE LEASED AT SMALL MONTHLY RENTAL

NATIONAL ELECTRIC BULLETIN CORPORATION  
New York City

## CHICAGO HAPPENINGS

Anderson Pace Nominated for President of the Advertising Association—Henry L. Brand Rejected for Admission to the Union League—Durkin, Herald's Office Boy, Has an Anniversary.

CHICAGO, September 15.—Anderson Pace has been nominated for president of the Advertising Association of Chicago. The ticket which he heads will be installed in 1916. Mr. Pace has long been a man of affairs in Chicago. He is secretary of the Produce Terminal Corporation and formerly was industrial commissioner of the Chicago Association of Commerce. He has been an advertising man with a big "product."

The association went back to the good old town meeting of New England for the method by which it nominated next year's officers. A party caucus was held in the rooms of the association and without preliminary Seth Brown, as chairman, called for nominations from the floor. Any one who chose could present a candidate. The others on the ticket besides Mr. Pace are:

### THE PROPOSED OFFICERS.

First vice-president, Hugh Brennan, of the Brennan Advertising Agency; second vice-president, F. A. Farrar, advertising manager, Adams & Elting Co.; third vice-president, Walt Bloeser, advertising department, the Tribune; financial secretary, J. C. McClure, owner Christy Letter Service; treasurer, Robert W. Virtue, vice-president Charles Eddy & Company.

These directors were nominated: Peter S. Lambros, editor Greek Star; Arnold Joerns, Cook & Joerns, advertising agents, and Frank Mitchell, vice-president Ceresit Waterproofing Company.

Considerable stir has been occasioned by the publication of the report that Horace L. Brand, president of the Illinois Publishing Company, has been barred from the exclusive Union League Club because of what its members consider the un-American utterances in the Illinois Staats Zeitung, of which he is the editor.

Mr. Brand's application for membership has been withdrawn and returned to his sponsors. His name, which was posted on the club bulletin board for several weeks, has suddenly been removed. Mr. Brand refuses to discuss the case, and Union League Club members are equally reticent. One member, whose name is withheld, made this statement, however:

"We believe Mr. Brand eminently qualified for membership except for his pro-German utterances. These we consider unneutral and un-American, especially his bitter attacks on the administration."

This is the motto of the Union League Club:

"Welcome to loyal hearts. We join ourselves to no party which does not carry the flag and keep step to the music of the Union."

### MR. SCHOTT'S NEW POST.

Henry Schott, president of the Ferry-Henly-Schott Advertising Agency, of Kansas City, will retire from that firm on October 1 to become publicity director for Montgomery Ward & Co. He will have charge of catalogues and advertising. Mr. Schott entered the advertising field four years ago when he left the Kansas City Star, where he was night editor in charge of the Times, the morning edition. Mr. Schott was in the editorial end of the newspaper business for twenty years.

Wednesday last marked the twentieth anniversary on the Tribune for James Aloysius Durkin, friend of the great and the world's most eminent office boy. It has been said, and with much room for truth, that "Durk" knows more famous editors by their first names than any one else in the United States, the reason being that Durk never "misters" anybody. Durk was chasing copy on the Tribune when James Keeley, now publisher of the Herald, came there as a police reporter. Managing Editor Edward S. Beck and several other execu-

tives of the Tribune and of other Chicago papers wear "on the street" when Durkin made their acquaintance. Durkin's duties have grown with his years on the paper, but his title remains the same, and at his request.

"D'yuh think I'm goin' to giv up the moniker of the greatest office boy fer t'be called a boob reporter?" he argues with force when the question is put.

Durkin superintends the picture chasing generally on the big stories and is responsible for the cubs on minor assignments. His lack of what some might term consideration for journalists of dignity and position has been noted in the recital of many incidents. This one can be vouched for. Once Mr. Keeley sent Durkin to London on an assignment. There he met Lord Northcliffe. On his lordship's last visit to Chicago, two years ago, he called at the Tribune office with Mr. Keeley. Durk spied him.

"Why, howdy, lord, howdy," Jim called out clear across the local room, "How's things on the other side? Putter there! Putter there!"

Durkin advanced holding out his hand. Northcliffe took it and smiled. For he remembered "Durk." Everybody does.

### MORE VALUABLE THAN A CHOIR.

Publicity in the newspapers is more valuable than a high salaried choir, Herbert F. Smith, assistant editor of the Continent, a Presbyterian weekly publication, told the members of the Presbyterian Ministers' Association the other day.

"Get acquainted with the editors and reporters on the papers," advised Mr. Smith. "Get the religious news in the newspapers; try to get the editors and reporters to gather and print more uplift stories and less crime stories. I'd rather fire the choir and get newspaper publicity."

MARQUIS JAMES.

### N. Y. WORLD'S DISCLOSURES

Cause the Recall of the Austrian Ambassador to Be Requested by U. S.

The New York World has achieved world-wide prominence, of late, by reason of its exclusive publication of facts of high importance relative to German and Austro-Hungarian activities in this country, of various sorts.

In the Sunday World of September 5 there was published a cable dispatch to the World, from its London office, of such a nature that three days later Secretary Lansing instructed Ambassador Penfield, in Vienna, to ask that the Austrian ambassador be recalled.

James J. Archibald, bearer of the dispatches of the Austrian Ambassador, whose arrest in London brought about the above-indicated damaging disclosures, has been turned back, and is expected to reach New York either late today, or tomorrow. There are conflicting reports as to the likelihood of his arrest by the Federal authorities.

The World of September 15 published a dispatch from Detroit alleging that the Austrian Ambassador had been subsidizing the "hyphenated press;" that eleven foreign-language papers in the Middle West were paid and controlled by agents for the purpose of making assanlts upon the Wilson administration; and that the Sayville (L. I.) wireless station had supplied "news" to fit the individual leanings of the readers of the eleven sheets.

The World specified, as the agents of Ambassador Dumba, two secret agents named Arthur Walenty Hausner and Dr. Felix Mlynarski. The newspapers mentioned by name in the World are these: Biez Bozy (Scourge of God), a Chicago weekly; Polonia, a Polish daily of Cleveland; Kwryer Codzienny (Daily Courier) of Cleveland, now extinct; Szabadsag (Liberty), a Hungarian daily of Cleveland; Dziennik Polski (Polish News), a daily of Detroit.

Later information, published by the World, is to the effect that the two secret agents of the Austrian Government not only sought to subvert the foreign language of the nation to Austrian ends, but also to gain control of the Polish National Alliance, with its treasury of more than \$2,500,000.



# The Sale of the Boston Herald

The Boston Herald was purchased on September 14, by Mr. Morton F. Plant and other holders of securities of Boston Herald, Inc. The price paid was \$1,800,000. There is no change in management, Mr. R. L. O'Brien continuing in control of News and Editorial policies, and the business management continuing under the direction of Mr. James H. Higgins. The operating staff remains unchanged. All valid claims of unsecured creditors of Boston Herald, Inc., are assumed by the new company which has been formed.

By this sale a reorganization is effected which puts the ownership of The Herald properties in exceptionally strong hands and assures their ample financing for all future needs.

The daily net paid circulation of The Herald exceeds 167,000; the Sunday exceeds 100,000. Both are larger this month than they were in September, 1914. August circulation receipts were the largest in the history of The Herald. More display advertising was printed last month than in any other August in the history of the paper. For the first eight months of this year The Herald is the only Boston newspaper to gain over the same months of 1914 in *local advertising*—and this despite a higher local rate per line per thousand circulation than any of the other Boston papers.

The Herald is a member of the Audit Bureau of Circulations.

**Eastern Representatives**  
**S. C. Beckwith Special Agency**

**Western Representatives**  
**G. Logan Payne Co.**

# PENNSYLVANIA, NEW JERSEY AND DELAWARE ADVERTISERS OFFERS GO

[The following newspapers, each prominent in

“By Richard A. Foley”

**T**HERE are several great markets in this territory and we find it more convenient to cover these centres in separate articles. This plan provides an opportunity to go into greater detail, giving the information sought by advertisers and advertising agents.

In writing about the great cities of this territory we shall gather and present the vital statistics that show their wealth and business,—a reliable gauge by which advertisers can measure the probable volume of sales to be made.

The Commercial strength of any community is measured by its

- Financial Position
- Industrial Development
- Density of Population
- Distributing Facilities

Sometime ago the Pittsburg Industrial Development Commission analyzed the Financial Position of Pittsburg. It proved that Pittsburg is the strongest banking city in America in relation of capital and surplus to gross deposits; the second city in capital and undivided profits; and the third city in deposits. At the same time the Commission brought to light other facts that should be in the hands of every manufacturer and advertiser who seeks a wider market for his product.

Very few of Pittsburg's oldest inhabitants can define the city limits.

Each great new enterprise has meant (and means) the founding of a new community on the outskirts of Pittsburg.

Not long ago a large steel company required greater capacity. Consequently, additional mills were erected and a new town was started and houses provided for 25,000 people.

## Pennsylvania

	Circulation	Rate	
		2,500 1	10,000 1
Allentown Call (M) .....	16,753	.025	.0171
Allentown Chronicle & News (E).....	7,142	.0178	.0107
Allentown City Item & Democrat (EM)...	10,359	.015	.015
Altoona Times (M) .....	13,817	.025	.02
Chester Times & Republican (EM) .....	14,763	.0335	.0218
Connellsville Courier (E) .....	6,605	.0143	.0122
Easton Free Press (E).....	11,491	.0214	.0214
Erie Dispatch (MS) .....	11,095	.03	.0225
Erie Herald (ES) .....	10,228	.0171	.0143
Erie Times (E) .....	22,617	.04	.04
Harrisburg Telegraph (E) .....	21,707	.03	.03
Johnstown Leader (E) .....	7,064	.0214	.0142
Lancaster New Era (E).....	9,144	.0208	.0208
New Castle News (E).....	8,636	.0178	.0128
Norristown Times (E) .....	6,997	.0178	.0143
Philadelphia North American (MS).....	173,785	.25	.25
Philadelphia Press (M) .....	72,738	.165	.15
Philadelphia Press (S) .....	157,908	.25	.25
Philadelphia Record (M) .....	166,100	.25	.25
Philadelphia Record (S) .....	127,845	.25	.25
Philadelphia Telegraph (E) .....	118,255	.175	.15
Pittsburg Leader (E).....	81,942	.08	.08
Pittsburgh Post & Sun (S and E combined) .	125,899	.14	.14
Pittsburgh Post & Sun (M and E combined) .	100,884	.12	.12
Pittsburgh Dispatch (M) .....	61,796	.12	.08
Pittsburgh Dispatch (S) .....	**69,337	.19	.14
Pittsburgh Press (E and S) .....	116,011	.13	.10
Pottsville Journal (E) .....	8,850	.0142	.0142
Scranton Republican (M) .....	**40,500	.06	.05
Scranton Times (E) .....	35,334	.05	.05
South Bethlehem Globe (E) .....	7,316	.0214	.0178
Washington Observer & Reporter (ME) *	14,443	.025	.025
West Chester Local News (E).....	12,650	.03	.03

Twenty-four leading magazines have a circulation in these territories on a basis of approximately \$7.60 per line. One-ninth of the cost of the

Forty-Six daily newspapers with a circulation of 1,862,878 are published at the cost of the magazines, reaching the homes of the people



# AWARE—THE GREAT FIELD FOR GENERAL GOLDEN OPPORTUNITIES

... in its own field, have purchased this space]

## Pennsylvania (Continued.)

	Circulation	Rate	
		2,500 l	10,000 l
Wilkes-Barre Times-Leader (E).....	18,824	.035	.025
<b>Total.....</b>	<b>1,688,835</b>	<b>2.7025</b>	<b>2.4591</b>

Population, 8,245,967.

## New Jersey

	Circulation	Rate	
		2,500 l	10,000 l
Asbury Park Press .....	**8,000	.02	.0142
Atlantic City Review.....	6,521	.025	.02
Elizabeth Journal (E) .....	12,292	.0286	.0214
Jersey City Journal (E).....	22,324	.06	.06
Newark Eagle (M) .....	21,499	.07	.05
Newark Evening Star (E).....	42,011	.09	.07
Paterson Chronicle (S) .....	**6,818	.025	.0214
Paterson Morning Call .....	11,715	.0357	.025
Paterson Press (E) .....	**4,876	.0178	.0142
Perth Amboy News (E) .....	6,019	.0157	.0121
Plainfield Courier (E) .....	5,688	.0124	.0157
Trenton State Gazette (M).....	10,626	.025	.02
<b>Total.....</b>	<b>158,889</b>	<b>.4252</b>	<b>.3440</b>

Population, 2,815,663.

## Delaware

	Circulation	Rate	
		2,500 l	10,000 l
Wilmington Journal (E) .....	**15,154	.025	.02
<b>Total.....</b>	<b>15,154</b>	<b>.025</b>	<b>.02</b>

Population, 209,817.

\*Government statement, 1914.  
 \*\*Publishers' statements.  
 \*\*\*A. B. C.

Other ratings Government statements, April, 1915.

	Population	Circulation	Rate	
			2,500 l	10,000 l
Pennsylvania .....	8,245,967	1,688,835	2.7025	2.4591
New Jersey .....	2,815,663	158,889	.4252	.3440
Delaware .....	209,817	15,154	.025	.02
<b>Total.....</b>	<b>11,271,447</b>	<b>1,862,878</b>	<b>3.1527</b>	<b>2.8231</b>

these three states of 1,668,771 and a combined line on pro rata the population of the United States is in these three states.

862,878 you can buy at a rate of 2.8231, less than one-half people who purchase more than one-ninth of your products.

Such outlying communities, numbering sixty-three, comprise the Pittsburg Metropolitan District which covers a radius of approximately ten miles. Other communities, dense in population and important in manufacturing, fringe this ten mile circle. They are Woodlawn, Ambridge, Aliquippa, Monessen, Donora, Beaver Falls, Rochester, New Brighton, New Kensington and a score of other communities. These are really part and parcel of Metropolitan Pittsburg, although outside the ten mile limit. Such density of population, especially when the per capita bank deposits of \$786.74 is considered, affords exceptional opportunities for sales development. With such deposits, Pittsburg far exceeds New York in the individual average of wealth, and, with one exception, stands **first** among American cities.

A glance at the total annually paid in salaries and wages will give an adequate idea of the tremendous buying power of the people of Pittsburg and vicinity:

Salaries:	Wages:
\$24,934,082	\$90,115,842

In 1910, Pittsburg manufacturers' personal taxation was almost nil. In 1911 it was made nil by the complete removal of the tax on machinery.

Thus Pittsburg is the only big American city that offers such encouragement to manufacturers. Which means that Pittsburg takes first rank in attracting skilled labor.

And skilled labor is the kind that owns its own home, pays its bills promptly and buys luxuries as well as necessities.

**Pittsburg has the people. Pittsburg has work to keep their "hands busy" and their "pockets full."**

Pittsburg people have the money and if you have the right product, at a fair price and present it in a right manner, **advertisingly**, you will secure a good share of this vast market.

# The Editor & Publisher and The Journalist

FOR NEWSPAPER MAKERS, ADVERTISERS  
AND ADVERTISING AGENTS

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

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



The Journalist, Established 1884; The Editor and Publisher,  
1901; The Editor and Publisher and Journalist, 1907.

James Wright Brown, Publisher; E. D. DeWitt, General  
Manager; Frank Leroy Blanchard, Editor;  
George P. Lefler, Business Manager.

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

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

See Publisher's announcement for subscription and adver-  
tising rates.

New York, Saturday, September 18, 1915

## THE ADVERTISER WANTS FACTS

The business man of today wants facts rather than generalities when he talks with a publisher or his representative about his newspaper as an advertising medium. He is no longer satisfied with such statements as "we have a larger circulation than any of our rivals," "we reach the best families in our territory," or, if it is a trade or class paper, "our subscribers include the very people before whom you want to present your proposition."

What he wants to know is the exact circulation and its character, by whom your paper is read, their buying capacity, what the chances are that the money spent on it will bring satisfactory returns. In other words, he wants to be convinced that the medium possesses real value from an advertising viewpoint.

The truth of the above was emphasized in this office this week when W. B. Sullivan, of the Southern Publishers' Association, called and asked the privilege of examining the subscription list of THE EDITOR AND PUBLISHER in order that he might satisfy himself as to the desirability of this newspaper in approaching the leading space buyers of the country in a publicity campaign to be launched by his association. He handled every one of the subscription cards, noted the names and addresses of each and the dates when the subscriptions began. He spent some hours in the examination, and after expressing his surprise and gratification at the number and high character of our readers contracted for a year's advertising.

Nothing pleases an honest publisher of a good medium so much as to have his advertisers thoroughly satisfied, that they are getting what they pay for. In the case of THE EDITOR AND PUBLISHER they know they are not buying a pig in a poke, but the real thing.

## THE "SURVEY" OF THE TRENTON (N. J.) TIMES

Whatever is worth doing at all is worth doing well. We don't put that sentence in quotation marks any more than we should put one of the Ten Commandments in quotation marks.

In fact, though the phrase is sufficiently old, from a verbal standpoint, its performance is so exceptional that there is always the sensation of a new discovery when any man stands upon his "peak in Darien" and takes cognizance of something that has been supremely well done.

We are moved to these remarks because of the 100-

page "Survey of Trenton, New Jersey," that has just been sent to us, issued by the Trenton Evening Times under the direction of the business manager of that excellent paper, Owen Moon, Jr.

Mr. Moon's idea was to state the facts about the City of Trenton, and about the Times, in such a way as to influence advertisers and advertising agents to place additional advertising orders upon the information given. This could have been done in a commonplace way, and yet with a certain amount of effectiveness. But Mr. Moon's way was not the commonplace way. He put his "Survey" in the form of a tough paper cover, of letter size, and in it he laid 100 loose sheets—to which he is to add items from time to time. He tells in the 100 sheets why national advertisers use the Times; exploits New Jersey as a great manufacturing State and a market garden for 10,000,000 people; tells of Trenton's industries, its educational activities, its religious, social and club life; classifies its stores; shows, by a map, its suburban zone; informs as to steam roads and trolley lines; deals with bank deposits, historical matters, city government and growth. Then he takes up the Times itself; discusses the general local newspaper situation; out-of-town and magazine circulations; the Times policies of various sorts; advertising records (local and foreign), etc., etc.

This "Survey" is so exceptionally well done that it will prove a revelation to every newspaper publisher who may be able to obtain a copy. Even to the newspaper man in a big city it will be of much value; while to those in cities of medium size it should prove a "go-thou-and-do-like-wise" proposition of rare suggestiveness.

These are the days when, more than ever before, space-buyers want to know not merely a newspaper's total circulation but its quality—analyzed to the limit, geographically and socially. The Trenton Times "Survey" does this so extremely well that it should be taken as a model.

THE EDITOR AND PUBLISHER is now engaged in procuring similar data from 250 of the important trade centers of this country. It will make worth-while reading in due time.

## WHAT'S THE ANSWER?

Gridley Adams is advertising manager of the Stewart-Warner Speedometer Corporation, of Chicago.

Herbert Hunt is editor of the Tacoma (Wash.) News.

Not long ago Mr. Adams approached Mr. Hunt with a "free publicity" proposition. The latter didn't like it, and said so—wrote to this paper about it, in fact; and we printed the letter.

Now Mr. Hunt sends us a letter addressed to him by Mr. Adams in which the latter uses the following words:

"I am also sorry to note that by having sent your letter to THE EDITOR AND PUBLISHER, New York, your name goes on a list on which it has never yet appeared, and which list is kept on file for certain purposes by those interested in a certain organization."

The question very naturally arises, What does Mr. Adams mean by this sort of talk? If it means nothing in particular, it is silly. If it means anything substantial, it is serious.

What is the "certain organization" that "keeps a list on file" for "certain purposes"?

Gridley Adams, the query is fairly up to you. What's the answer?

According to an official report, the Society for the Electrical Development, Inc., is at present engaged in an endeavor to foist upon the newspapers and the public another of those free publicity grabbing schemes that have become so popular with big manufacturing, industrial or agricultural interests. It is called "Electrical Prosperity Week," and is to be observed all over the country, its promoters hope, November 29 to December 4. The scheme belongs to the same category as Apple Day, Orange Day, Raisin Day, Straw Hat Day, Paint and Clean Up Week. The promoters of each of these "days" or "weeks" en-

deavor to stir up interest in their products so that large sales may follow at the least possible expenditure of money. Under various pretences they secure or attempt to secure the co-operation of women's clubs, and other social and civic organizations in boosting their game. If skilfully engineered some if not all of the newspapers fall for the scheme and give columns of space to it under the impression that they are rendering a public service, forgetting in the meantime that they are being "worked" to their own financial disadvantage. If the Society for Electrical Development wants profitable publicity why doesn't it pay for it in the usual way? The advertising columns of the newspapers are the market place of the world. Money spent in them gets you what you want at ridiculously low cost.

## JACKSON'S ALONG THE ROW

EIGHT DARING SCRIBES.

At least eight newspaper men in various towns seem to be pretty sure of holding their jobs, for they went and got married last week. From news to noose, as it were.

TRIED AND TRUE REMEDY.

If your business has that tired feeling, dose it with printers' ink—and don't be afraid of an overdose.

PERFECTLY CLEAR.

"He was a Lobster rewrite man, then he worked on the Lemon, and from there went to the Bulldog." This may sound strange to the average citizen, but it's plain language along the Row.

SURE THING.

The coupon is out  
To get the muzzma,  
Everyone paid for  
By the consumer.  
Get them free? Nay—Nay—Nay.  
Coupons aren't built that way.

DAY AND NIGHT SERVICE.

It's always press time in a subway train.

END OF THE SEASON.

The baseball writer soon will hear—  
The City Desk Head say:  
"You'll cover for us, Mr. Smith,  
The West Side Court today."

TO X. Y. Z.

If you think your boy has a taste for writing, you might let him study journalism. There are other callings, however, which pay far better. Two gentlemen named McFarland and Gibbons made motions at each other for half an hour at Coney Island a few nights ago, for which they split \$32,500. Some newspaper men we know do not receive as much as this in a year, and work eight hours a day at that. How is your boy's leg development and arm muscles? Be careful not to spoil his career by a wrong step.

On the level, the sight of the old dismantled Sun building makes one feel sad. Gradually the old Row is changing. Gone the Herald, Mail, Sun, Times, Staats-Zeitung and Advertiser to new quarters. Gone the Daily News to oblivion. Gone a lot of the boys. Yes, a fellow can feel sad now and again even on the Row.

PLAY FOR SAFETY.

Be good friends with the office boy.  
It pays beyond a doubt;  
For when a tank comes up to touch  
He'll say that you are out.

FROM THE SKINNERSVILLE SIGNAL.

"A suspicious-looking German was seen in our town Wednesday which gave birth to the rumor that he was an agent of the Imperial Government, sent here to buy up the Signal in the interests of the Fatherland. We have not met him, but if he should make such an offer, we would reject it with the scorn it deserves. There is no doubt whatever but that the Kaiser would like to have a powerful agent like the Skinnersville Signal on his side, but he hasn't got gold enough to purchase our editorial opinions. If the Kaiser wishes to advertise in the Signal, that will be a different matter. We will run ads for him at regular office rates. Under such captions as 'Please Help Germany,' 'Don't Let Anyone Have Anything but Us,' all such appeals must carry 'adv.' at the bottom. We have cut out all free press notices, from Kaisers, baseball magnates, patent medicine men and the Panama show. We protect our readers. Subscribe now."

TOM W. JACKSON.



## PERSONALS

W. C. Steigers, business manager of the St. Louis Post Dispatch, is spending several months at Bretton Woods, N. H.

Joseph Blethen, president of the Times Publishing Company of Seattle, which publishes the Seattle Times, has been chosen chairman of the Chamber of Commerce committee of publicity and industry. He succeeds his father, the late Col. A. J. Blethen, who was chairman of the committee since its organization.

Jason Rogers, publisher of the New York Globe, has accepted an invitation to address the Inland Daily Press Association at the La Salle Hotel, Chicago, September 21, on his favorite theme, "Co-operation." The following day he will speak before the Wisconsin Daily League.

Henri Chassa, city editor of L'Evenement, of Quebec, who went to England with the 22nd Regiment as a lieutenant, has been promoted to a temporary captaincy.

Miss Elia W. Peattie, a former Chicago newspaperwoman, has been nominated by the Populists of Nebraska a trustee of the State University.

Mark Cohen, editor of the Evening Star, of Denden, New Zealand, has been spending some time in Chicago.

Oliver Saylor, dramatic editor of the Indianapolis News, has returned to the paper after a two months' vacation.

Vernon Mackenzie, city editor of the Ottawa Journal, has enlisted in the army for over sea service as a private, although qualified as an officer.

Leander H. Wells, the oldest newspaper man in harness in Portland, Ore., is to be given a dinner by fellow craftsmen. Wells, who handles the suburbs for the Morning Oregonian, is past 60.

Senor Nicholas Rivero, veteran editor of the Dario de la Marina, of Havana, Cuba, leading daily newspaper of the island republic, has come to New Orleans to place three sons in Holy Cross College for the study of English and arts and sciences with the beginning of the fall term.

B. A. McAnney, a graduate of the Pulitzer School of Journalism, has succeeded John C. Mallette as instructor in journalism at the University of Maine, at Orono. Mr. Mallette is now sporting editor of the New York Mail.

Arthur E. Paterson, of Middletown, Conn., has been appointed state editor of the Hartford (Conn.) Times, succeeding John J. Whitehead, who has gone into magazine work.

Urey Woodson, owner and editor of the Owensboro (Ky.) Messenger, who is a member of the National Democratic Committee, has issued a vigorous letter on the action of the Democratic State Convention in attempting to unseat him as Kentucky member of the national organization. Mr. Woodson's term does not expire until next year. He has been elected to the position he now holds five times in nineteen years.

James A. Seavey, manager of the Sun News Service, is spending his vacation at Contoocook, N. H.

## IN NEW YORK TOWN

Harry Carlisle, star man on the Evening Sun, has joined the staff of the Evening World.

Henry Vivian, of the Evening World; Thomas A. Kenny, City Hall man for the Evening Telegram, and Eugene Clifford, of the Evening Mail, have been assigned to the Criminal Court building on the Rofrano case.

Jack Bennett, of the Evening Journal, won a cup at the tournament of the New York Golf Club at Van Courtlandt Park on September 10.

Fred A. Mallory, of the Evening Journal copy desk, who was suddenly taken ill while at work on August 18, has returned to the copy desk in excellent health, which he ascribes to a protracted course of fishing at Barnegat Bay.

Joseph J. O'Neill, of the World, has been awarded \$50 by Mr. Pulitzer for his fine description of the execution of Lieutenant Charles Becker.

Percival F. Lowder, federal building

man for the Herald, is visiting the home folks down in Maine.

Emil M. Scholz, publisher of the Evening Post, is spending his vacation in Northern Wisconsin. Mr. Scholz reports that on one occasion he landed a muskellonge weighing in excess of 45 pounds.

## CHICAGO PERSONALS

Walter Hurt, "Bean Broadway" of the New York Telegraph, in Chicago on vacation, has forwarded his resignation to the New York paper to become editor of the Menace, published in Aurora, Mo.

George R. McIntyre, rewrite man on the Examiner, is on his vacation.

James Cruisenberry, the Tribune's chaperon for the White Sox ball team, and Mrs. Cruisenberry are the parents of a ten-pound baby girl.

Leigh Reilly, managing editor of the Herald, is back from the first vacation he has taken in several years.

Clinton Franklin, dog watchman on the Tribune, is on his vacation.

E. O. Phillips, who has been covering the constitutional convention in Albany, N. Y., for the Tribune, has returned.

William J. Shanks, editorial writer on the Examiner and newly elected vice-president of the Press Club, has returned after a vacation with his family in Canada.

George Cain, formerly of the Tribune staff, was in Chicago meeting his old friends last week. Mr. Cain is now connected with the Southwest Telephone Company at St. Louis.

Richard Clark, son of Arthur Clark, city editor of the Herald, who has been doing his first reportorial work on the Examiner this summer, and Jack Hammond, son of Percy Hammond, the Tribune's famous dramatic critic, have resigned to study at Harvard.

"Bill" Griffin—no one would know him if it were written William—is back again from out West some place. He is on the Examiner copy desk.

William B. Foley, of the Tribune copy desk, is in Duluth, on his vacation.

Mark S. Watson returned Thursday and rejoined the Tribune re-write battery. Mark went to San Diego eighteen months ago to assume charge of the publicity work of the Exposition there. Later he did publicity work in San Francisco, acquitting himself with distinction, but all this did not counteract his longing for the Loop. Mark's welcome was warm.

The Tribune sent Percy Hammond and Ring W. Lardner down to New York last week to cover the McFarland-Gibbons fight. Percy, as Chicagoans all know, is the Tribune's dramatic critic and, if one is to judge from Mr. Hammond's story, the championship prize fight falls short of the plays of the late Mr. Armstrong in the matter of "punch." Percy was bored.

Henry Barret Chamberlain, editor of Chamberlain's Magazine and former managing editor of the Record-Herald, has been appointed chairman on the Committee on Organization of the new municipal commission to investigate the effects of intoxicating liquors. Mr. Chamberlain was publicity agent for Mayor Thompson in his victorious campaign.

Joseph Lasieki, editor of the Polish Daily News, has been appointed a member of the West Chicago Park Commission by Gov. Dunne.

## BOSTON PERSONALS

Messrs. Louis B. Adams, Joseph D. Hurley, Theodore Hedlund and Edward Ranlin of the Post, and Dr. Roger J. O'Donnell took an automobile trip to Newport Tuesday, where they were met by M. H. Rogers, night editor of the Newport Herald. Before the return home was made dinner was enjoyed at a Providence hotel.

William Flynn, formerly police headquarters reporter of the Boston American, is back from the White Mountains which he covered for the New York Herald. He plans to go to work for the State House news service soon.

Dr. E. J. O'Brien, of the Post, and Sporting Editor John J. Hallahan, of the

Herald Traveler, were among the Boston newspapermen who attended the meeting of the Intercollegiate foot ball rules committee at the Hotel Biltmore, New York, last Saturday. Both have received assignments to officiate in big college games this fall.

Harry Thomas, formerly yachting and assistant city editor of the American, after a few weeks' vacation has re-entered the employ of the American as a special writer on the Sunday section.

Frank Lavelle, of the Globe, will continue his work as publicity man for Boston University.

James Hurley, formerly staff man of the Globe, has become a member of the city staff of the Post.

L. L. Winship, formerly of the editorial staff of the Globe, has entered the financial department of that paper.

Joseph D. Carlin and Theodore Hedlund, of the Post, covered the Dr. Mohr murder. Winfield Thompson was the "man on the job" for the Globe and Bert Ford for the American.

Carroll Swan, the well-known advertising man, writes that he is at his summer home at Haneock, Me., "the jumping off place of the Maine Central," for a few days' rest. Mr. Swan has also called on the numerous Maine newspapers he represents and states that business looks good and that the Maine papers seem prosperous.

Roy Atkinson, of the Post, made a trip to Castine, Me., the first of the week to interview Doctor Edmund von March in regard to the World's exclusive on the plot to get a strike among the longshoremen.

Edward J. Dunn, of the Post, has returned from a trip to St. Louis, New Orleans, Chicago and other points.

William Dougherty has been made city editor of the Journal.

"Dutch" Mahan, who has been with the Journal, is now doing some special work for Practical Politics. Later he may go to Cleveland.

## WASHINGTON PERSONALS

Carter Field, of the New York Tribune bureau, and Mrs. Field have returned from a visit to Atlantic City.

John White Jr., formerly of the Washington Post, now a vice consul, stopped in Washington on his way from the Azores to his new post at Buenos Ayres.

W. H. Landvoigt, associate dramatic editor of the Washington Star, has been ill for the past two weeks.

Robert M. Gates of the Memphis Commercial Appeal is spending his vacation at Atlantic City.

Arthur Baer, familiarly known as "Bugs," the popular cartoonist of the Washington Times, is enjoying a vacation at Atlantic City.

Frank H. Simonds, chief editorial writer of the New York Tribune, is writing signed articles from Washington on the international situation.

Mayo Dudley, of the Washington Star, and Charles H. Ridenour of the Army and Navy Register, have returned from a trip on the U. S. Coast Guard Vessel "Ossipee." They journeyed from Baltimore to Portland Maine as the guests of Lieutenant Leroy Reinberg, executive officer of the cutter.

Matthew F. Tighe, of the New York American bureau, and family have just returned from a vacation at Atlantic City.

Perry A. Arnold, news manager of the United Press Associations, with headquarters in New York, who is making a general tour of the United Press Bureaus, is in Washington for a few days.

N. O. Messenger, political writer of the Washington Star and chief of the Capitol staff, has returned from a four weeks swing through the west, looking over the political situation—for his paper.

The names of Dr. Manuel Estrada Cabrera, President of Guatemala, and of Dr. Alberto Membreno, president of Honduras have been proposed for membership in the National Press Club.

James D. Preston, superintendent of the Senate Press Gallery, has returned from a weeks vacation in Westmoreland County, Va., where he examined county

records dating back as far as 1653.

W. W. Price, the White House representative for the Washington Star, is spending a two weeks vacation at Atlantic City. Mayo Dudley is looking after the White House for the Star in the absence of Mr. Price.

Fred Starek, of the Cincinnati Enquirer; Hugh S. Miller, of the Chicago American, and Frederic J. Haskin of the Haskin Syndicate, have returned from a short vacation at Atlantic City.

Through the courtesy of George Horace Lorimer, editor of the Saturday Evening Post, a six-reel picture, showing the making and marketing of the world's greatest magazine, was shown to the members of the National Press Club on Thursday evening.

A. G. Batehelder, editor of the American Motorist, who was injured some time ago in an automobile accident, has returned to his desk.

## SAN FRANCISCO PERSONALS

Roy W. Howard, Jr., president of the United Press Association, was here last week from New York looking over the situation.

William H. Levings, city editor, is among the members of the San Francisco Chronicle staff who are out of the city on vacations. Edwin O. Kelsey is in charge of the city desk for the present.

E. L. Powers, editor of a good roads magazine and member of the executive committee of the Pan-American Road Congress, has arrived from the East for the purpose of attending the congress, which will open in Oakland on September 13.

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

Ernest Gee, Los Angeles Examiner; C. E. Johnson, Desert News, Salt Lake City; Eric W. Allen, Professor of Journalism, University of Oregon; W. E. Douglas, Tacoma (Wash.) Tribune; William Gardiner, Herkimer (N. Y.) Citizen; J. Le Roy Johnson, Madison Democrat, Wausau, Wis.; M. A. Cartwright, Riverside (Cal.) Enterprise; J. W. Cormany, Mt. Carrol (Ill.) Democrat; Josephine Clement, Milwaukee (Wis.) Daily News; Henry Lambdin, Porterville (Cal.) Daily Recorder; M. H. Bryon, Sacramento Tribune; M. W. Armstrong, Hayward (Cal.) Journal; Kay S. Smith, Elmira (N. Y.) Star-Gazette; George M. Williams, Twin City Sentinel, Indian Harbor; Robert French, Cherokee (Ia.) Times; Ossian Johnson, Puget Sound Mail, Mt. Vernon, Wash.; F. R. Peters, Evansville (Ind.) Press; Walter J. Hirst, Chicago News Bureau, Chicago; Kate Coleman, Yrka (Cal.) Union; Ernest F. Otis, Surf, Santa Cruz, Cal.

## In Town This Week

I. B. Sedwick, publisher Martin's Ferry (O.) Times.

W. J. Hunsaker, publisher Saginaw (Mich.) Courier Herald.

J. D. Ewing, New Orleans Daily States.

Roy R. Wallas, Macon (Ga.) News.

L. V. Ashbaugh, Clover Leaf Newspapers.

C. D. Bertolet, Clover Leaf Newspapers.

Fred Enwright, Lynn (Mass.) Telegram.

Wallace R. Farrington, Honolulu Star Bulletin.

Thomas B. Reid, editor of the Appleton (Wis.) Daily Post. Mr. Reid, who is 72 years old, called on THE EDITOR AND PUBLISHER. He does a full day's work at his office each day, and finds as much pleasure in his duties as ever. Mr. Reid is prominent in Wisconsin politics, and his opinions carry weight with party leaders.

(Other personals on page 366.)

## New York Globe's Popular Concerts

The New York Globe gave its tenth promenade concert at Madison Square Garden, Saturday evening. The Russian Symphony Orchestra gave an all Russian music program with Michael Gussikoff, violin, and Jacob Allschuler, viola, as soloists.

**THE SEATTLE TIMES**

"The Best That Money Can Buy"  
Average Circulation for Aug., 1915  
Daily, 71,998  
Sunday, 83,430  
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.  
In May, 1915, the Times led the other three Seattle papers COMBINED by 23,310 agate lines.  
Largest Quantity Best Quality Circulation  
**The S. C. Beckwith Special Agency**  
Sole Foreign Representatives  
New York Chicago St. Louis

**YOU MUST USE THE  
LOS ANGELES  
EXAMINER**

to cover the GREAT SOUTHWEST  
Sunday Circulation  
MORE THAN - - 150,000

**R. J. BIDWELL CO.**

Pacific Coast Representative  
of

LOS ANGELES TIMES  
PORTLAND OREGONIAN  
SEATTLE POST-INTELLIGENCER  
SPOKANE SPOKESMAN-REVIEW  
THE EDITOR AND PUBLISHER  
(N. Y.)  
PORTLAND TELEGRAM

CHICAGO TRIBUNE  
ST. LOUIS GLOBE-DEMOCRAT  
KANSAS CITY STAR  
OMAHA BEE  
DENVER NEWS  
SALT LAKE HERALD-REPUBLICAN  
NEW YORK TIMES

742 Market Street  
SAN FRANCISCO

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

**THE  
ORANGE  
LEADER**  
Is the only Daily (Evening) and Weekly  
Paper published in  
ORANGE, TEXAS  
and Orange County, and the only paper that  
covers the richest section of Southeast Texas  
and Southwest Louisiana.  
"Circulation books open to all"  
**THE LEADER PRINTING CO.**  
Orange, Texas  
W. H. Stark, Owner.  
Hugh K. Taylor, Mgr.  
Foreign Representatives  
Robert W. Sykes, Jr. Walter U. Clark  
1 Madison Ave., Advertising Bldg.,  
New York. Chicago, Ill.

**THE NEW 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

**AD LEAGUE'S NEW HOME**

Members Adopt Directors' Recommendations and Will Soon Occupy Fine New Quarters.

Nearly one hundred and fifty members of the Advertising Men's League of New York attended a special meeting held at 45 East Twenty-fifth street on Wednesday, called for the purpose of considering a plan suggested by the board of directors for securing new clubhouse accommodations suitable for the increasing needs of the club. The meeting was preceded by a luncheon, which was greatly enjoyed by the members.

President Tipper outlined the proposition as set forth in these columns last week and said, among other things, that the need of adequate club rooms had been felt by the officers of the league for several years, but that a way to provide them had not been clear until now. The board of directors during the past two months had been devoting much thought and study to the matter and had finally come to the conclusion that it would be advisable for the organization to take over the quarters at 45 East Twenty-fifth street, now occupied by the Mid-Town Club. These consist of two large dining or assembly rooms, a grill, a writing room, card room and ladies' dining room. The larger of the two dining rooms will accommodate the members who attend the monthly dinners held during the winter. The rental of these quarters, including service, is \$12,000 a year.

In order to meet this increased expense, it will be necessary to increase the club membership from 375 to 600 and to advance the dues from \$12 a year to \$30.

President Tipper stated that plans were now under way to secure the extra 225 members. A membership campaign committee representing the various advertising interests in the organization has been appointed, with S. E. Leith, as general chairman. The chairmen of the several sub-committees are:

Agents Committee, O. H. Blackman; Newspapers, Richard H. Waldo; Technical Publicity Association, Arthur Haller; Trade Press, William H. Ukers; Representatives, David D. Lee; Magazines, A. C. G. Hammesfahr; Association National Advertisers, O. C. Harn; Retailers and Coupons, A. E. MacKinnon; Specialty Advertising, L. E. Pratt; Printers, J. C. Oswald.

Mr. Tipper explained that the members of the board of directors had each pledged themselves to secure ten new members. If each of the general members would secure one new member the necessary number to fill the membership to the 600 point will be secured.

Harry D. Robbins embodied the recommendations of the board in the form of resolutions which he duly presented. In speaking upon the resolutions, O. C. Harn, advertising manager of the National Lead Company, said that objection had been made by some advertising men to joining the league because the club did not offer suitable accommodations to its members. Those who made this objection had assured him that in case the club was ever in a position to remedy this defect that they would join; hence he believed that the efforts to increase the membership would meet with a hearty response. He himself has secured more than ten new names.

After the resolutions had been duly discussed they were unanimously adopted. Wallace G. Richardson was appointed chairman of a committee to be appointed by himself to draw up suitable resolutions expressing the thanks of the league to the officers for their admirable work in selecting new club headquarters.

Under the plan adopted the league will take possession of its new quarters on the first of October.

The Gloversville (N. Y.) Leader-Republican has been elected to active membership in the American Newspaper Publishers' Association.

**FAIR'S INCOME ALMOST A MILLION**

Total Attendance on Labor Day Runs Up to 144,000—Journalism Course at University of California.

SAN FRANCISCO, September 10.—The past week, which has been one of the biggest as regards Exposition events and attendance, has brought many newspaper men and special writers to the city to cover the important features. On Labor Day the total attendance was 144,000, and the Exposition's receipts amounted to about \$108,000. The Admission Day celebration on September 10 was the greatest in the history of the State. The attendance at the Exposition was 159,000, the thousands of "Native Sons" and "Native Daughters" from all over the State, helping to swell the admission. There was a monster parade through the streets and Exposition grounds in decorated automobiles and floats.

Rodney S. Durkee, comptroller of the Panama-Pacific International Exposition Company, has just issued his official financial statement, which shows that there has been a net income of \$914,665 since the opening in February. During the period from August 9 to September 5, the total receipts were \$849,122, while \$416,108 of that amount was expended, leaving a balance of \$433,013 for that period alone. The net and gross income of that last period was greater than for any other in the Exposition's history. The receipts of Labor Day and Admission Day, two of the very large days, were not included in the financial statement.

It is announced that journalism is to be added to the University of California extension division. On the evening of September 10 a class in journalism was formed at the Underwood Building in San Francisco, with Edgar F. Sullivan in charge. The course will consist of fifteen lectures on practical phases of journalism, supplemented by practice in the writing of news items.

**LEAVES LOUISVILLE TIMES**

Managing Editor "Bob" Brown Retires to Enter Commercial Life.

Robert W. Brown—familiarily known as "Bob" Brown—managing editor of the Louisville Times, and having to his credit more than a quarter-century of service with that paper, has resigned to go into other business.

In the Times of Wednesday Mr. Brown published his letter of resignation, paying feeling tribute to his associates of so many years, and closing thus:

"Always my dearest wishes shall be for the unlimited enrichment and enlarging prestige of The Times and Courier-Journal, and that blessings of good health and the sunshine of happiness may perpetually reward and bless you (Gen. William B. Halderman) and your brother, Bruce, and dear Marse Henry, together with the loved ones of your homes, and that in the consummation of this fervent desire of my heart, all those who follow after and labor with you and for you may abundantly participate."

Following Mr. Brown's letter appeared an editorial tribute to him, from which the following significant quotations are made:

"Tireless energy, a genial and buoyant spirit, a warm and generous heart are the personal attributes that have commanded for him the affectionate regard of the men he served and the whole-hearted liking of all who served with him. They account in no small part of the esprit de corps that is characteristic of The Times' working force, from press to composing room, from cub to editor."

"No other man in Louisville has done more to promote its every civic interest. The State has reason to know and to remember his worth. The Commercial Club numbers him on its honor list of life members. So, too, the Merchants and Manufacturers' Association. He is the managing director of Louisville's Convention and Publicity League. He was for eleven years a member of the Board of Commissioners of the Central Asylum for the Insane at Lakeland. He is a trustee of the State University."

"Unhappily, there is no perfect thing in life, and the fascination of newspaper work has an unfortunate habit of exceeding its remuneration. And so Bob Brown is leaving The Times for new fields and new rewards. It is with deep regret and a heartfelt Godspeed that The Times sees him go."

**SOME SPOKANE ACTIVITIES**

What the Live Journalists and Ad Men Are Doing in That Field.

Spokane, Wash., Sept. 11.—The auditor of Spokane County and the local newspapers came to a clash of arms this week over the question as to whether or not estimates for the county's expenditures during 1916 should be published.

The Spokane ad club gave a special luncheon Friday, complimentary to Henry D. Estabrook, of New York City, who made a hit at the big ad club convention in Chicago. The guest delivered an address that was the bitterest criticism of President Wilson which has been heard in Spokane since Dr. C. J. Hexamer, of the German-American alliance, hoched der Kaiser here several weeks ago.

Gordon C. Corbalay, an old time newspaperman of this city and now manager of the Spokane Chamber of Commerce, has been made vice-president of the Washington Federation of Commercial organizations.

J. Miya-Gawa, a Japanese journalist with headquarters in his native country at Nagasaka, has been visiting Spokane and other points in the vicinity, securing material for a book on American customs and industries.

Frank E. Palmer, age 23, for a year reporter on the staff of the Ellensburg (Wash) Record and formerly connected with the Malay Tribune at Singapore, shot and killed himself Thursday.

J. H. Brown, circulation manager of the Chronicle, who has been connected with that paper for 13 years has resigned. Fred Pitts will assume the duties of the position.

**Spokesman Review Personals**

Joseph French Johnson, editor of The Spokesman, 22 years ago in the days before that paper united with the Spokane Falls Review to form the Spokesman-Review, was a Spokane visitor this week and the guest of honor at a luncheon given by the Chamber of Commerce. After leaving Spokane, Mr. Johnson started a school of journalism in Philadelphia. Since 1901, he has been dean of the school of Commerce at New York University.

Stoddard King, of the Spokesman-Review staff, who interrupted his journalistic career by taking a four-year course at Yale, was married Friday to Henrietta L. McColl, a high school class mate of his and auditor of a local department store.

C. H. Breed, circulation manager of the Spokesman-Review, was a member of a Spokane Chamber of Commerce delegation which visited the Benewah County fair at St. Maries, Idaho.

"Newspapers have no business publishing these estimates," asserted the auditor. Cartoons, comments and news articles came by way of answer. The Spokesman-Review backed up its stand by starting a series of articles by E. D. Cowen, a veteran newspaperman and political economist, emphasizing with tables of irrefutable statistics the lengths to which county officials have gone in the way of expenditures when the people aren't watching.

**Raleigh Times Gives a Family Dinner**

In honor of its fourth anniversary under its present management the Raleigh (N. C.) Times gave a dance on September 7 to "Its kin and near kin" numbering eighty, at the Yarrowburgh Hotel, that city. John A. Park, president and general manager, presided and added to the enjoyment of the occasion by his well chosen words of welcome and appreciation. Robert L. Gray, the new editor of the Times, the Rev. T. W. Chambliss, of Wilson; Miss Susen Iden, society editor, Col. Fred A. Olds, and E. E. Briton, editor of the News and Observer, were the other speakers. On behalf of the staff, Col. Olds presented Mr. Park a gold seal ring.

The advertising of the American Express Company will be placed hereafter by the Frank Presbrey Co.



# LOW COST OF DISTRIBUTION MAKES NEW ENGLAND AN IDEAL FIELD FOR "TRY-OUT" CAMPAIGNS

The Congestion of Population Enables a Sales Force to Cover More Territory With Less Expense Than Elsewhere and Dealer Co-operation Is Available to the Largest Possible Extent

A PRESENTMENT BY CHARLES H. EDDY

An Important Special Representative of New York City

National advertisers will find New England a most profitable try-out territory for many reasons, chief among which is the fact that in New England a greater number of people having maximum buying power are concentrated in a smaller and more accessible territory than in any other part of the United States.

Furthermore, New Englanders are born newspaper readers. They take great interest in all local, national and international affairs and this characteristic is very marked in comparison with the people in other sections of the country. This fact that New Englanders are earnest newspaper readers should not be overlooked by national newspaper advertisers, as it makes for results.

The average buying power of New Englanders is greater than in any other section of the country. New England savings banks carry far greater deposits per capita than those of any other section of the United States. This fact is of importance to the national newspaper advertiser, as the possibilities of sales depends on the purchasing power, and this New Englanders have to a greater degree than the people in any other part of the country.

Low cost of distribution is another very important consideration to the national advertiser. The congestion of population in New England enables a sales force to cover more territory with less expense than elsewhere. The dealer co-operation so much sought by all national advertisers is available to the greatest extent in New England. New England dealers are keen buyers of any goods which they can sell and no section of New England wants for dealers equipped to supply

MASSACHUSETTS.		2,500 1	10,000 1
	Circulation		
Boston American (E).....	377,419	.35	.35
Boston Globe (ME).....	226,823	.30	.30
Boston Herald-Traveler (ME).....	164,808	.28	.25
Boston Journal (M).....	53,816	.16	.125
Boston Post (M).....	425,943	.40	.40
Boston Transcript (E).....	28,911	.15	.15
Fall River News (E).....	7,153	.02	.02
Fitchburg Sentinel (E).....	4,812	.0172	.0129
Haverhill Record (S).....	**15,000	.0285	.0285
Lawrence Telegram (E).....	8,986	.0286	.016
Lawrence Tribune-Eagle (M & E comb).....	11,613	.03	.02
Lowell Courier-Citizen.....	16,182	.03	.03
Lynn Item (E).....	13,004	.0536	.0357
Lynn News (E).....	8,694	.0357	.0207
New Bedford Standard and Mercury (ME).....	20,900	.03	.03
Springfield Daily News (E).....	14,159	.0357	.025
Springfield Union (MES).....	27,370	.07	.06
Taunton Gazette (E).....	*5,917	.0215	.015
Worcester Gazette (E).....	25,188	.045	0.35
Worcester Telegram (MS).....	26,299	.05	.05
Massachusetts totals.....	1,480,313	2.1358	1.9738
Population, 3,605,522.			
RHODE ISLAND.			
Pawtucket Times (E).....	21,367	.05	.0325
Providence Bulletin (E).....	49,248	.09	.09
Providence Journal (MS*).....	21,850	.07*08	.07*08
Providence Tribune (E).....	18,044	.05	.05
Rhode Island totals.....	110,509	.26	.2425
Population, 591,215.			
MAINE.			
Portland Argus (M).....	7,258	.0178	.0178
Portland Express (E).....	19,382	.0535	.0375
Waterville Sentinel (M).....	5,558	.02357	.01215
Maine totals.....	32,198	.09487	.06745
Population, 762,787.			
NEW HAMPSHIRE.			
Manchester Union & Leader (M&E).....	26,593	.08	.05
Population, 438,662.			
VERMONT.			
Burlington Free Press (M)....	9,814	.0228	.0157
Population, 361,205.			
CONNECTICUT.			
Bridgeport Post & Telegram (E & M).....	***25,000	.065	.045
Bridgeport Standard (E).....	8,400	.035	.015
Danbury News (E).....	6,168	.0118	.0118
Hartford Courant (MS).....	15,984	.06	.035
Hartford Post (E).....	13,500	.025	.02
Hartford Times (E).....	23,901	.06	.04
Meriden Journal (E).....	4,722	.025	.0143
Meriden Record (M).....	5,963	.0357	.015
New Haven Journal-Courier (M)	12,020	.03	.025
New Haven Union (E).....	16,076	.05	.03
New London Day (E).....	7,793	.0285	.0171
New London Telegraph (M)....	3,550	.00857	.00714
Norwich Bulletin (M).....	9,210	.04	.018
Connecticut totals.....	152,287	.47457	.29334
Population, 1,114,756.			
New England totals.....	1,811,714	3.06	2.64

\*Government statements, October, 1914.

\*\*Publishers' Statement.

\*\*\*Government Statement and A. B. C.—M. & E. Combination.

Other ratings Government statements, April, 1915.

Population for New England, 6,874,147.

all of the demands from the high class city store to the country store at the rural cross roads. Nowhere in the country is dealer co-operation so willingly given to meritorious nationally advertised goods. The New England army of prosperous dealers ready to meet the national advertiser half way is one of the strongest reasons for the selection of New England for a try-out campaign.

New England is a great work shop. Its industries embrace nearly everything which can be manufactured at a profit. Its thousands of factories employ hundreds of thousands of workers, a large percentage of whom are highly paid artisans and all are buyers of nationally advertised goods.

New Englanders are good liver. They take kindly to advertised goods. They are ready to try any new article which looks good to them. They are progressive people with many needs and the appeal of the national advertiser to them secures results.

Dove-tailed publicity is what the national advertiser gets when he uses all the leading daily newspapers of New England. The New England daily newspapers overlap each other, reaching into one another's territory, helping the national advertiser's campaign from one city to another and from one town to another, so that in none of the New England territory is there any place where the daily newspapers do not carry the national advertiser's message. This overlapping has a powerful cumulative effect, making the advertising far more productive than the same advertising would be in sparsely settled territory. No section of the United States is superior to New England for a try-out campaign.

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

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

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

USE  
**UNITED  
PRESS**  
FOR  
Afternoon Papers

General Offices, World Bldg., New York

**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

A combination women's page feature which is meeting with a very cordial reception.

**WOMEN WHO LEAD THE WAY—  
SNAPSHOTS**

By Marie Dille and Barbara Boyd

Ask for sample mats or copy

**THE INTERNATIONAL SYNDICATE**  
Features for Newspapers Baltimore, Md.

**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

**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 PARIS  
CHICAGO

**Felt Blankets**

The Famous  
**REPRESED FELT BLANKET**  
(Trade Mark Registered U. S. Patent Office)

as used by all the large newspapers and press builders.

The best printing and longest wearing blanket manufactured. No increase in prices since the war. Send for samples and prices for your sizes. Quality guaranteed.

**New England Newspaper Supply Co.**  
Worcester, Mass.

**BUSINESS SITUATION**

**Cheerful Outlook as Seen by Busy Newspaper Men and Advertising Agents All Over the Country.**

Publishers, business managers and specials of daily newspapers all over the country continue to send their views to THE EDITOR AND PUBLISHER—and right interesting they are:

**K. A. Engel, business manager Little Rock (Ark.) Democrat.**—"Regarding newspaper business conditions, would state that the business of the Arkansas Democrat during 1915 up to this time is in excess of the business for the corresponding period in 1914. General business conditions in this territory have been fairly good, and present prospects indicate an exceedingly large fall business. The farmers of this State diversified their crop this year, planting less cotton and more corn, wheat, oats, rice and alfalfa, and crops far above the ordinary are being reported from all parts of the State. The apple and peach crop is the largest ever raised in Arkansas, and it can hardly be questioned that business is going to be unusually good this fall."

**The John Budd Company, New York.**—"There is every promise of a big boom in general newspaper advertising, and it is due at an early date. Hundreds of plans that contemplate a more or less general use of newspapers are quietly but surely maturing.

"The ability, through the newspapers, to go quickly and effectively to the very spot that looks most responsive, to deal with communities as units, and to reach one unit, a dozen, a hundred, a thousand, appeals more and more each day to the manufacturer who has learned to link advertising and selling, and who is replacing old vanity and sentiment method with a practical and business-like demand for quick, tangible results.

"Something new comes to the surface nearly every day. While there is much caution and some timidity displayed, we confidently look for the biggest business this Fall and Winter that our company has ever handled. Our August totals exceeded those of August, 1914."

**Frank F. Barham, general manager Los Angeles Evening Herald.**—"A noticeable strengthening of general business is apparent. The most concrete evidence in behalf of this is the fact that July, always a weak month, reached May totals in circulation and advertising. As for fall business, a symposium by the leading business men of Los Angeles, recently published in the Evening Herald, gives an encouraging forecast indeed for the remainder of 1915, June and July sales being very good. The Evening Herald can see nothing on the horizon to interfere with the merchants' prognostication."

**Charles A. Stauffer, business manager Phoenix (Ariz.) Republican.**—"The Arizona Republican is carrying less volume of advertising now than it did one year ago. The receipts, however, are slightly in excess of what they were one year ago, due to a raise in our advertising rates. We have thoroughly canvassed present conditions, as well as possibilities and prospects for fall advertising in the Republican. Phoenix is the heart of the State of Arizona, which produces more copper than any other State in the Union. The mines throughout the State are busier than ever. Arizona is a great livestock country. The livestock men are highly prosperous. Phoenix is surrounded by nearly a quarter of a million acres of land irrigated by the Roosevelt reservoir, which reservoir is now full. Therefore, prospects are brighter than ever for Phoenix. Our work with the merchants of Phoenix indicates that our local advertising will be larger in volume than ever during the coming fall and winter."

**Charles E. Dent, president Tulsa (Okla.) World.**—"The mid-continent oil district which represents the district within a radius of about fifty miles (50) of Tulsa, Oklahoma, is at this time experiencing a great streak of prosperity. The present advance in crude oil will increase the annual revenue over \$12,000,000, or more than \$1,000,000 a month. At the present time the production is in excess of 350,000 barrels a day, the price having been 40 cents per barrel, but in the

last four weeks the price has advanced to 65 cents per barrel—a good price.

"At the present time there is approximately \$2,000,000 worth of buildings under construction in the City of Tulsa. According to the government census of 1910 the city had a population of 18,182. A special census taken in April, 1915, shows 28,240 in the city proper and 1,985 living in addition to Tulsa, which come under the heading of so-called 'Indian lands,' which makes a total population in Tulsa in 1915 of 30,225. One can readily see that Tulsa is beyond question one of the most prosperous cities in the United States today.

"Crop conditions in this section of Oklahoma are the best that have ever been known in the history of Oklahoma. Many of the alfalfa farms will cut five crops, averaging a ton to ten and one-half to the acre. The peach crop in this district is going to waste. Peaches are selling for 25 cents per bushel, but there is not sufficient market for ten per cent. of the crop. We feel that nothing short of a panic in the United States can prevent the next twelve months from being the most prosperous in the history of this country."

**J. Montgomery Brown, general manager Fort Worth Record.**—"I am glad to say that prospects for fall business are good, and I am particularly gratified because local advertisers are using an increasing amount of space in the Record. For 11 months ending August 1, 1915, the Record's gain in local display advertising was 275,876 agate lines more than for a similar period ending August 1, 1914. Every month this year has shown a local advertising increase, and this gain is continuing through August. The figures are most encouraging because all of the cotton-producing country has experienced uncertain conditions the past year on account of the European war and its depressing effects on cotton prices. There is, this year, a manifest determination on the part of Southern bankers, backed by the Federal Reserve Board, to advance money sufficient to market this year's cotton crop slowly. If this is effected, the result will be apparent in improved business, not only for newspapers, but for all other lines."

**W. J. Fawcett, advertising manager Richmond (Va.) Times Dispatch.**—"Richmond merchants generally are optimistic, in some cases enthusiastic, about the possibilities of better business and conditions this fall. Their confidence is gradually being restored, and in many instances expansion and the spending of money for improvements is noticeable to a marked degree.

This newspaper substantially felt the approach of prosperity's return in August, carrying many more thousands of lines of advertising than any month of August in the last five years. During the month, the Times-Dispatch printed 392,742 lines of paid advertising, a gain of 43,400 lines over August of last year.

The purchasing power of the people of this State is greater than ever and will steadily increase each month. This is due largely to the promise of splendid crops, marked activities in our manufacturing industries and the general improvements and increased earnings of our various railroads.

Thus the retail conditions are materially benefited—and we find that even now in Richmond many merchants are highly pleased with increases over the same period last year. This in face of yet summery weather, with fall business not even started, evidences the fact to us that general conditions are good and promise to be better.

There are still a few calamity howlers, but in this good State they are the exceptions, and consequently prove the rule. We are very happy over the outlook.

**Elmer Wilson, publishers' representative, Chicago.**—"We are pleased to state that our papers expect to close the year 1915 showing a substantial increase in foreign advertising over the year 1914. The reason for this expectation is partly due to the fact that this year so far shows a gain over the same period of last year, and also to the noticeable but hesitating improvement of general business conditions throughout the country.

**A. K. Hammond, manager Eastern of**

*five, Clover Leaf Newspapers.*—"I believe the volume of foreign advertising will be greater during the coming fall and winter period than ever before in the history of the business.

**C. J. Anderson, of the C. J. Anderson Special Agency, Chicago.**—"During the past sixty days the writer has done some extensive traveling in the interest of our list of papers with splendid results. We are not over enthusiastic when we say that all the old-timers, as well as many new ones, are planning extensive fall and winter advertising campaigns, and unless the unforeseen happens, 1915-16 will be up and ahead of any normal year.

**Charles H. Eddy Company, New York.**—"As to the prospects of the advertising business for the fall, we think they are exceedingly good.

**W. F. Long, representing Canadian publishers.**—"Owing to the pressure of business awaiting me upon my return from a visit to Canada, I will not be able to write you as fully and intelligently as I would like. As my list is composed entirely of Canadian publications, my interests lie in the prospects for advertising for Canadian publications, and I might say that in spite of the war and the slight business depression prevalent in Canada before the war period, there are many advertisers who are going into the Canadian territory and who are spending more money there now than ever before in the history of their business. If it were not for the sur-tax which went into effect some months ago in Canada, I think the volume of American advertising for Canada would be bigger than ever before in the history of the country.

**W. M. McNamee, Western representative, Chicago Evening American.**—"My 'honest-to-goodness' opinion of the outlook for fall and winter business is one of extreme optimism. Chicago has during the past six months demonstrated her ability 'to-come-to-the-point.' We have settled two tremendous strikes during that time—one on the part of the building trades union and the other on the part of the surface and elevated lines employees.

Due to strikes on the part of labor unions in Chicago many manufacturers have stayed out of this market during the past few years. The fact that these contracts have been signed with the above unions for three and two years, respectfully—at increased wages—means more labor employed during the next two and three years in Chicago, and at wages higher than they have ever received. This means much to the retailer and so—to the manufacturer.

When labor is at work in the city of Chicago—conditions here are generally prosperous, as Chicago is essentially a "volume city" in every sense of the word. When general conditions are good and local conditions are bad, Chicago is "betwixt and between," but when we face good local conditions and have, in addition, good general conditions, Chicago should ride forward on the crest of a prosperity wave. Such an outlook is now ahead of us. We have the most enormous crops the country has ever produced, much of which will be sold in and shipped through Chicago. In addition to this, manufacturers in the Chicago and Middle Western territory have shaken off their pessimistic attitude of the past year or two and are looking ahead with renewed enthusiasm.

With conditions such as these existing—Advertising cannot fail but to be on the increase. The acme of the average manufacturer's ambition is to "capture the Chicago market," and certainly the time is ripe—with conditions such as we have ahead of us—during the ensuing fall and winter months for the average manufacturer to realize fully on sales and advertising work in this territory.

**W. T. Cresmer, of Williams, Lawrence and Cresmer.**—"Special representatives, New York. "I have just returned from an extended trip throughout the West and am pleased to advise that I found conditions most encouraging up and down the Coast. Since my return, we have noted a marked increase in the amount of advertising going out to daily newspapers and we are looking forward to a good Fall and Winter season."



THAT LOUISVILLE CONTEST

Col. Haldeman Says the Hollister Campaign Netted His Papers \$50,000.

Some weeks ago C. B. Hollister, a successful contest manager, published an advertisement in THE EDITOR AND PUBLISHER in which he made interesting statements regarding a subscription campaign he had recently carried on for the Louisville Courier Journal and the Times. One of the statements was to the effect that the resulting subscription receipts amounted to \$50,000. A letter was sent to Mr. Johnson, the circulation manager of the Courier Journal, asking him if this and other statements was in accordance with his knowledge of the facts. His reply, which did not wholly agree with Mr. Hollister's assertions, was published in these columns.

As there seemed to be a disagreement as to the facts THE EDITOR AND PUBLISHER wrote to Col. Bruce Haldeman as the person best qualified to give an opinion, asking him to straighten out the matter. His reply is reproduced below:

THE LOUISVILLE COURIER JOURNAL,

Louisville, Ky., Sept. 10, 1915.

In answer to your letter of the 3rd inst., enclosed you will find a copy of a letter which I gave Mr. Hollister when he had concluded his work with us. This letter gives my views substantially of the contest. You may recall the fact that the Courier-Journal was one of the first papers in the country to take up a circulation contest in the shape of a European tour. We managed that contest ourselves and I have always considered that it was a very successful affair. Mind you, I do not expect to make money out of one of these contests, and I do not like certain phases of them. However, there is an advertising value in connection with a contest and while they are costly, in my opinion they accomplish some good. You secure some subscribers in this way who possibly could not be secured in any other way. While there are complaints nearly always in connection with any contest, I believe that we received fewer in connection with this last than any previous one.

Trusting that the above will answer your inquiry, I am, Yours truly,  
BRUCE HALDEMAN,  
President.

Enclosed is a copy of the letter Mr. Haldeman gave to Mr. Hollister:

THE COURIER-JOURNAL,  
LOUISVILLE, KY., July 24, 1915.

TO ANY NEWSPAPER PUBLISHER:  
I take pleasure in stating that Mr. C. B. Hollister has just completed a successful circulation automobile contest for the Louisville Courier-Journal and Louisville Times Companies. The contest ran about nine weeks, and as far as my observation goes was well conducted and has proven quite satisfactory to the two companies interested.

We have added during this time about 12,000 new subscribers to the two papers, this gain not being a net gain of new subscribers as some of the 12,000 were new subscribers who increased the term of their subscription subsequent to the sending in of their first subscription.

We took in a total of over \$60,000 during this contest, of which about \$50,000 was for new subscriptions. This makes a very handsome showing for the two papers in view of business conditions which existed during the period of this contest. I think that Mr. Hollister understands his business thoroughly.

Very truly,  
BRUCE HALDEMAN,  
President Louisville Courier-Journal and Times Companies.

Motion Picture Mail

The New York Evening Mail, on September 11, began the publication of a 16-page Saturday supplement to be known as the Motion Picture Mail. It contains pictures and news notes and stories of the films to be released the following week. Frank Stockbridge, the managing editor, believes that this will prove to be a popular feature, as nearly 90 per cent. of the population that go to entertainments depend upon the movies for most of their amusement, and therefore will be interested in such a supplement. The Mail, so it is claimed, was the first newspaper to combine its motion picture and theatrical departments.

ON THE UPWARD TURN

Keen-Eyed New Yorker Returns from Trip Full of Encouragement

R. L. Whitman, of the M. Volkman Advertising Agency, of this city, has lately returned from a swing around the Middle West, and brings back highly encouraging reports of business conditions. Said he:

"In Pittsburgh, industrial conditions are on a lively upturn and prosperity soon will be greater than ever.

"A great improvement is apparent in the iron and steel business there since last January. It is indicative of the general improvement affecting every line of business.

"Pittsburgh is as important to the industrial welfare of this country as a hub to a wheel, and we in New York either feel good or bad, all depending upon how things are going in Pittsburgh. I know that manufacturers and advertising agencies in all parts of the United States that spend thousands of dollars annually in advertising regard Pittsburgh as their business barometer.

"Upon reaching Syracuse, I found one could not hire 100 men, if he wanted to, as the varied industries were most encouragingly active.

"In Milwaukee, the 15,000 men in the iron and steel mills have work ahead to keep them busy a long time, while, of the 118,000 men employed in various vocations in the Wisconsin city, 85 per cent. now are busy, with the prospect that, in a brief time, there will be no men idle.

"Conditions among the Chicago industries show a great improvement, with the packing companies especially active.

"I found 85 per cent. of the men employed in the iron and steel mills in Cleveland as busy as they can be, with conditions in other lines of trade in a highly promising state.

"At Akron, a number of plants are working day and night, with the rubber and cereal companies behind in their orders, while at Youngstown I learned that the mills are becoming so busy that by the end of October it is anticipated they will be working to maximum capacity.

NEWS BY CARRIER PIGEONS

Scheme Is Successfully Tried Out by Portland Journal

PORTLAND, ORE., September 8.—Carrier pigeons were successfully used by the Portland Journal on Labor Day in transmitting news of a big celebration in Benson Park, a public playground 30 miles from Portland. The park, which is in a primeval state, is not connected with the city by wires. In all 40 homing pigeons furnished by the Oregon Homing Club were employed, 20 bulletins being sent in duplicate.

The pigeons were taken in crates by auto to the park and were released two at a time as the news justified their being dispatched by a Journal staff man. On arrival at their coops in the outskirts of the city the messages were taken from the pigeons' legs and were transmitted by telephone to the Journal office.

Most of the winged messengers made the journey in about an hour and probably flew much over the airline distance of 30 miles from Benson Park to their coops. The Journal received some 500 words in all by pigeon post. S. O. B.

Cheerfully Corrected

"See here, sir," yelled the indignant citizen, as he entered the office of the "Daily Whoop," "what do you mean by this article in yesterday's paper?"

"What is it?" asked the editor.  
"What is it?" shouted the indignant citizen. "Why, you refer to me as a greedy jobber."

"That is too bad," replied the editor. "It is a typographical error, and I am sorry it appeared as it did."

"Oh, very well," answered the indignant citizen, "I accept your apology."

"I don't know how that fool linotype man came to set the word 'jobber,'" added the editor. "I wrote the word 'robber' very plainly."—London Telegraph.

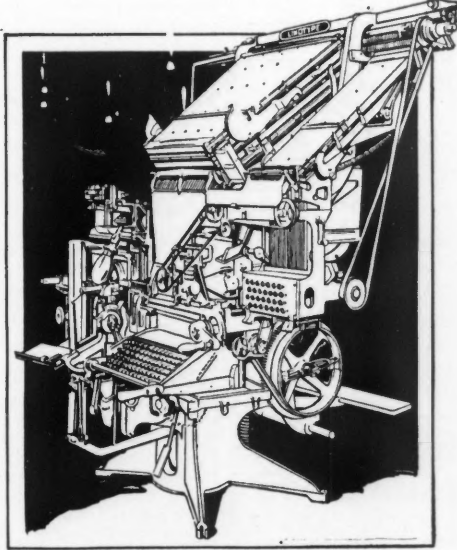
**There are Several  
Pure Food Accounts  
in Pittsburgh**

that we know would be interested in our intimate knowledge of the food situation. This, plus our unusual method of handling accounts, comprises a very desirable service for the advertiser.

**The Richard A. Foley  
Advertising Agency, Inc.**

Bulletin Building  
Philadelphia

**The Multiple  
Linotype Way Is the  
Modern Way**



Model 14 with Auxiliary Magazine

**MERGENTHALER LINOTYPE CO.**  
TRIBUNE BUILDING, NEW YORK  
CHICAGO      SAN FRANCISCO      NEW ORLEANS  
CANADIAN LINOTYPE, LIMITED, TORONTO

## 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

According to a compilation made by the Mail Order Journal for the first six months of 1915, The Washington Star carried not only a greater volume of display advertising, but also a greater volume of local display advertising, than any other American Newspaper, whether morning or evening and Sunday.

## THE EVENING STAR THE SUNDAY STAR

Washington, D. C.

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

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

## PROMOTION DEPT. SHAFFER GROUP

12 S. Market Street, Chicago

## 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 New York Evening Mail

enjoys the confidence of its readers.

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

Its average net paid circulation for April was in excess of

**156,000**

A desirable advertising medium.

## THE UP-TO-DATE ADVERTISING MAN MUST BE A FIRST-CLASS SALESMAN AS WELL

He Should Know Far More Than Merely How to Write Attractive Copy—His Information Should Cover All Sorts of Facts as to Distribution, Etc., Etc.—Advertising Is a Salesman and Should Be Treated as Such

[Written for THE EDITOR AND PUBLISHER by T. C. Sheehan of the Durham Duplex Razor Co.]

I have always said that selling is not a national but a local proposition. In order to understand just what I mean, you will have to get my point of view.

I manufacture razors. I sell John Smith, of Kalamazoo, Mich., a quantity. Until he has sold this quantity and I receive an additional order, I never fool myself into believing that I have made a sale. What I have done is to transfer the stock from my stockroom to the shelves of his store, and a few dollars from his bank account to mine. When these razors have reached the consumer, and John Smith is in for an additional quantity, I have made a sale and am in business. A manufacturer's work begins in getting distribution and continues in making sales from this distribution. Consequently, I never lose sight of the fact that my work is to do the most I possibly can for John Smith in his territory.

We all agree that advertising is necessary; but advertising should not precede distribution—it should follow or accompany it. The manufacturer who attempts to advertise before he has distribution is steering for the rocks. The old idea of putting on an aggressive national advertising campaign, compelling a prospective customer to ask for the article and depending on the demand thus created for sales, is all wrong; for this class of advertising is the father and mother of substitution, and is a class of effort that never should be attempted by a newspaper, since a newspaper's work, in order to be effective, either must begin after distribution has been secured or serve as an assistant in securing it.

### NECESSITY FOR CLOSE ANALYSIS

I have distribution in, say, 50,000 stores located in the cities, villages and hamlets of the United States. My 600 jobbers have secured for me the major portion of it. Consequently, I do not know where most of it is. Is it wise to call in my agent and put on a general newspaper campaign, hit-or-miss, and expect the campaign to bring results? I don't believe so, and that is one reason why I always link together distribution, window display, co-operation on the part of the dealer and his clerk, and newspaper advertising. Millions of dollars have been wasted on the theory that advertising is an art, not a science. Thousands of inefficient men following the advertising business have "got away with it" on this theory, for few advertising managers ever attempt analysis. They never ask themselves the question, What are we getting for the money we are spending? The quality of his product, the local assistance of the dealer, window display, aggressive sales campaigns, good live follow-up, and good consistent work by everybody helped make a success; and advertising steps in and says: "See what I did!"

The salesman was checked up at the end of the month, an analysis was made of his territory at the end of the year, his salary and percentage were arranged according to the volume of business secured in his territory; but the advertising manager never has been able to say: "I spent \$100,000 in advertising and it sold \$1,000,000 worth of goods." He probably never will be able to say it. Still, I believe that advertising is not an art. I believe it is a salesman and should be treated as such; and I believe that the advertising manager of the future will have to know more about salesmanship than he ever thought it was necessary to know in the past. Making pretty pictures, saying something about our article in a clever way, bringing the vernacular of the street into the home

through the medium of the advertising column, and the little box of tricks employed, are on their way; and the writer of copy is beginning to understand that he must have an enthusiastic belief in the article advertised and a thorough knowledge of it, if he hopes to succeed. The very fact that so many of our newspapers are insisting on quality—insisting that the truth be told—is in large measure responsible for this change. The newspaper understands the part it can play in salesmanship when it begins to study its possibilities—when the advertising manager knows as much about merchandising as he does about advertising—when he takes himself and his columns seriously, understanding that he must give value received for every dollar that he accepts for space. Then the newspaper will be what he should be—a real salesman.

### IMPORTANT QUESTIONS TO BE ANSWERED

Is the newspaper advertising manager of today equipped to do this? Let us go into the first newspaper office we come to and ask him the following questions:

Who manufactures the goods sold by the dealers in your town? What is the movement of the various products in the zone in which your paper circulates? What is the character and reputation of these goods? What chance has any particular manufacturer to create a bigger market in your locality? How many dealers will co-operate on an advertising campaign to move from their shelves any particular brand? How many dealers will put on special sales? How many dealers will instruct their clerks as to the quality and character of these goods and have the attention of the consumer called to them?

On an advertising campaign, judging from the circulation of your paper, its ability to create the receptive mood on the part of the consumer, and the reputation of dealers who might participate, what quantity do you believe, supported by a certain amount of advertising, could be moved from the shelves during a given time? What chance do you believe the manufacturer would have to sell an additional quantity as a result of this campaign and this advertising? Do you believe it could be done with one campaign, or would it be necessary to run several? Leaving selfishness out of the question and putting yourself in the manufacturer's place, giving a good

honest opinion, irrespective of the cost to you in space, what amount of advertising would pay? Should he run a column, a half-page, a page—a certain amount of space per day for a week, a month, or a year? Have you got sand enough to write him that you don't believe advertising would pay in your town at the present time? Can you write to a manufacturer and say this: "We have the authority of the dealers in our town to say that you should run a special advertising campaign to move from their shelves the following quantities of your goods. If you do so they agree to support this advertising and do all they possibly can, during the time it is running to make it succeed."

### "IT CAN'T BE DONE"

The average advertising manager would say: "Utterly impossible!" Still, that very same manager will send a man to Smith's store and have him work on Smith for several hours for a piece of copy. In the two or three hours that he spends talking to Smith, he could get the names of every nationally advertised article in Smith's store. He could build up enthusiasm in a campaign, leaving the store with a couple of hundred prospects for his advertising manager to work on.

I know that this all sounds revolutionary and more or less impossible—and so it is, with our present day methods. We have been a nation of gilded spendthrifts in an advertising way, but we have got to dig. We have got to demand as near as possible 100 per cent. efficiency from every dollar spent in advertising, and we have got to get it or hit the slide. The day of scratching the top of the ground for our crop is mighty near at an end, and intensive advertising is as essential as intensive farming. The advertising bill of the future will not be taken up in the overhead column, for its value will be known, not guessed. The average solicitor of advertising will have to get the real salesman's point of view. No good salesman ever considers that he is working for any particular house or any particular sales manager. He knows that he is working for his customers, getting for them the best he can, all of the time, consistent with good, honest, fair treatment for his house. He appreciates the fact that, if he has customers that have confidence enough in him to give him orders for merchandise; the sales manager needs him; and if one sales manager does not, there is another wide-awake one around the corner who does. When the solicitor for a newspaper begins to understand that his bread and butter are coming from the manufacturer who pays the advertising bill, and not from the medium he is working for—when he goes out fully determined to give that manufacturer value received—he will have found the only worth-while place for a man; and that is, among the army of producers.

**A** NEWSPAPER that uses Premiums at all can hit on nothing better than Wm. A. Woodbury's Book. —M. M. GILLAM.



**Y**OUR readers and some others will eagerly buy the Book if you offer it.

When you can say that hundreds have bought it no further argument is needed to prove your paper of special value to advertisers of Lingerie, Jewelry, Bonnets and every feminine adornment.

The author's name means Beauty Culture everywhere—It Sells the Book—The Book Pleases.

Only one Paper in a City.

**ELIOT LORD**

110 W. 34th Street, New York

The Book contains the Secrets for Beautifying Woman, or Keeping Her Beautiful, from Her Tocs to the Hair of Her Head.—New York Sun.



**SAN FRANCISCO DELIVERY**

**The Circulation Manager of the San Francisco Chronicle Writes Interestingly**

George A. Fisher, circulation manager of the San Francisco Chronicle, has had 24 years' experience in his special line in that city, and may fairly be considered an expert. Recently THE EDITOR AND PUBLISHER invited him to write concerning the daily newspaper distribution system in vogue in San Francisco. In reply, he courteously sends the following:

"We have in San Francisco, as you know, two morning and three evening papers. Both morning papers control their city and suburban distribution through the means of route or privilege owners. They, in turn, are directly responsible to the office for payment of bills and all business matters pertaining to the routes. They have under them numerous boys as assistant carriers.



GEORGE A. FISHER.

**THE DISTRIBUTION OF EVENING PAPERS.**

"The distribution of the three evening papers is somewhat diversified. One is using the system in vogue in the East—that of turning over the service in San Francisco and suburban cities to the school boys, who have charge of a certain district, and have no equity, whatsoever, in the routes, merely retaining a certain percentage above the cost of papers to them, as their profit for taking care of the route. This paper has a number of route men, or district men, who have under them sometimes as many as thirty or forty carriers, covering a large area. The other evening papers' systems are similar to the morning papers' manner of distribution, each controlling the delivery through the sale of the privilege to men of experience in the carrying line.

**EASTERN IDEA NOT FAVORED**

"While the Eastern idea may be a good one, where the area is large, we are not in accord with it, which is readily proven through the fact that four of the five papers have one and the same system.

"The San Francisco carriers of this paper are compelled to report each morning at a given time and receive their papers from the mail room in rotation, according to the distance of their route from the publication office. We take into consideration, in all cases, the area to be covered and the conditions encountered in making delivery. The carriers are charged for the supply of papers or drawings from the mail room each morning, and are billed at the end of every seven days; while payment must be made on a designated day during the following week. Each city carrier has a specified day on which to settle his account, and is compelled to live up to the rule regarding payment. This system is not the same on all San Francisco papers.

"Suburban carriers receive their supply at the carrying point, either by train, launch or automobile. The same conditions apply to them as to city carriers, in regard to payment of bills and rules of this office.

"Carriers are compelled to report within twenty-four hours on all complaints of non-service, etc. They are expected to—and do—look up all 'stops' received through the office and otherwise, before discontinuing.

"The majority of the carriers own their own machines and come to the mail room for their supply. Papers are delivered in the remotest section of San Francisco within half an hour, at the most, after leaving publication office. We aim to give delivery to our city subscribers between the hours of 3:30 and 6 o'clock.

"During my eight years as circulation

manager of this paper, the carrier system has been improved to a great extent. The rough edges have been smoothed, and we boast of the fact that our carriers do not average one per cent. in complaints per month per route.

"The majority of the carriers have so arranged their collecting system as to have all the accounts fall due the first part of the month, so as to be able to devote the latter part of the month to other pursuits, if necessary.

"The Chronicle, shortly after 1906, had in the neighborhood of 50 routes. San Francisco has built up to such an extent that we have now a total of 76 routes in San Francisco, in addition to 20 in Alameda county (across the bay.)

"We have a wonderful street-sale organization, in charge of a street circulator, who is held entirely responsible for the representation on the streets and for the sale of the paper. His control is such that should we get out an extra at any time he can have his full force at the publication office thirty minutes after the time he is so notified that the edition is about to be issued. The city is districted off, under his supervision, and placed in charge of sub-circulation, whose duty it is to wholesale to the newsboys in the vicinity of the district, they in turn being accountable to the chief street-circulator.

"Papers are furnished to these boys by automobile. In case of any change in edition on account of some important or sensational news, the boys are immediately supplied with the latest edition, the automobile service being in waiting at all times, during the hours of publication."

**TEXAS CIRCULATION MEN**

**To Meet in Dallas Next Month and Discuss Important Topics.**

Circulation managers in Texas are looking forward with pleasant anticipations to the October meeting in Dallas. President E. C. White will read a paper on "Can the Circulation Department Successfully Handle the Classified Advertising Department, and How?" This will be of interest to every circulation manager because of the possibility the proposition opens up for added prestige and responsibility for the department.

President White announces the appointment of M. W. Florer (chairman), S. H. Young and Harold Hough as the committee to decide on the days for the Dallas meeting, and to arrange for the entertainment during the convention.

A matter that will be laid before the directors at the meeting will be the desirability of reducing the membership fee and yearly dues of the members from \$10 to a minimum amount of \$2, \$3 or \$4 per year.

**Having Trouble with Carriers**

The St. Louis Star shortly before September 1 began a later delivery of that paper to the homes of its readers. Formerly this edition went to press at 12:30 noon. The new edition now goes to press at 2:30 p. m. A part of the plan was that the star's authorized carriers should make this later delivery. As these carriers handle other afternoon papers, they objected to returning to the Star office while engaged in making their deliveries, and refused to do so. On August 30 the Star carriers decided to strike. They refused to handle the Star after August 31. The Star met the situation by putting on an independent delivery by boys from Canadian points throughout the city. So far neither side has given in. The Star claims that it is maintaining its circulation in spite of the thousands of readers the carriers claim to have changed to other papers.

**Prize Winners to Visit New York**

Circulation Manager Beddow, of the Jacksonville (Fla.) Metropolis, has just carried out a successful motion picture voting contest, as the result of which he is to escort the five young ladies securing the highest number of votes on a trip to this city and return. While in New York the party will stay at the Vanderbilt Hotel.

# A Great Change

in the

## Pittsburgh Newspaper Field

has occurred in the past two years through the constant growth of The Post and The Sun. While some of the Pittsburgh Dailies have been losing circulation or making small gains, The Daily Post has gained 39%, The Sunday Post 49% and The Sun 78%. At present the circulation (net) is as follows:

**Sunday Post Exceeds . . 82,000**

**Daily Post (Morning) Exceeds 50,000**

**Daily Sun (Evening) Exceeds . 56,000**

Because of the strict censorship over both news and advertising columns, The Post and The Sun are the cleanest papers in Pittsburgh, and their steady growth is due entirely to merit. They print all the news in an unbiased manner and their special features are the finest obtainable at any price. In short, as exponents of the highest type of journalism, The Post and The Sun stand second to none. It is but natural that in an enlightened community like Pittsburgh such papers should make steady advance.

Price and circulation considered they are now easily

## PITTSBURGH'S BEST ADVERTISING MEDIUMS

for the Sunday Post (the greatest Sunday Paper in Pittsburgh), is ten cents a line flat. A combination of The Sunday Post and The Daily Sun (evening) gives the advertiser a circulation of 138,000 net at 14 cents flat.

If the two Daily issues are preferred the rate is 12 cents flat, for a circulation of 106,000.

In quality and price the advertiser will find nothing superior in the United States, and certainly no other paper or combination in Pittsburgh so attractive. Write us for further details.

**The Pittsburgh Post** (Morning and Sunday)      **The Pittsburgh Sun** (Evening)

**CONE, LORENZEN & WOODMAN, Publisher's Representatives**

New York      Chicago      Detroit      Kansas City

## The Leader

In August, 1915, THE NEW YORK TIMES published 699,508, a gate lines of advertising, a gain of 95.5% lines over the corresponding month last year, a greater gain than that of any other New York newspaper, morning and evening.

THE TIMES was first in the following 12 classifications: Automobiles, Women's Specialty Shops, Books, Hotels and Restaurants, Financial, Railroads, Steamship and Travel, Charity and Religion, Musical Instruments, Druggist Preparations, Beverages and Miscellaneous.

Circulation, daily and Sunday, exceeds 300,000 copies per issue.

## 114 YEARS RECORD BROKEN

The circulation of the New York Evening Post is highest in its history of 114 years. During the year ending June, 1915, the paid circulation of The Evening Post was the greatest daily average net sale in 114 years.

The discriminating readers of The Evening Post are its circulation-getters. Advertised by its friends, its hold upon the individual reader was never stronger than it is today. Advertisers reach a concentrated financially able class when they advertise in the New York Evening Post.

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

## The Jewish Morning Journal

NEW YORK CITY

(The Only Jewish Morning Paper)

The sworn net paid average daily circulation of

The Jewish Morning Journal for six months ending March 31, 1915, **112,056**

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

The Jewish Morning Journal prints more

**HELP WANTED ADS.**

than any paper in the city, excepting the New York World.

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

## Editors Who Know



Edgar B. Piper  
Portland Oregonian

The Oregonian finds your photographs now, as ever, vastly valuable. Our photographic files seldom fail nowadays to furnish us with any photograph desired, and the majority of them are Bain photographs, accumulated within the five years during which we have subscribed to your service. Your illustrations of current news events, too, we find very valuable.

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

## Over \$51,000 In New Subscriptions

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

If Interested in More Circulation, Write or Wire

C. B. HOLLISTER, Mgr.

**The North Eastern Circulation Co.**  
DAVENPORT, IOWA

## TWICE AS MANY AT THE FAIR

This Would Have Resulted from Proper Newspaper Advertising

One of the most thoroughly experienced men in the publicity field is J. G. Ham, advertising manager of Fletcher's Castoria. He is in touch, in an intimate way, not only with general mercantile conditions, but with advertising mediums and newspaper publishers. His horizon is country-wide. In speaking to a representative of THE EDITOR AND PUBLISHER, yesterday, in regard to advertising the Panama-Pacific Exposition at this late date, he said:

"Unquestionably the fair would have been greatly benefited by newspaper advertising. The judicious employment of \$250,000 in publicity would have doubled the attendance, in my opinion. I have just been there, and I am glad—as every American must be—to know that it is financially successful. It certainly is a success as a spectacle. But there is no reason whatever why twice the number of people who have visited it should not have gone there.

"This is regrettable for more reasons than one. I look beyond the mere balance-sheet of the fair itself. It helps to make a better citizen of every man and every woman who crosses the country, no matter on what errand. It broadens and enlightens everyone who makes the trip, fair or no fair.

"How much greater the advantage, then—and the national benefit—when to the stimulus of the going itself is added the beneficial impulse that comes from an opportunity to see such an exhibition! Every person, therefore, who might have gone and yet did not go, represents a loss to American citizenship."

"How about an advertising campaign now, to increase the attendance during the closing weeks?"

"I think it is too late. People have had their vacations. They are settling down for fall business activity. Those who are yet to go are those who have already made their plans to do so. Advertising, at this time, would hardly help much.

"By the way, you remember that there were newspaper men on important managerial committees of the fair. They evidently did not push the advertising idea. I suppose they thought that sufficient publicity could be had for nothing. Of course if paid advertising had gone out to the newspapers, vastly more reading matter would have been printed than has actually been the case.

"Certainly it is true that the papers have been very generous, but they have made little or no effort to get original matter. What they have published has been sent them from the publicity department of the fair. Had the papers been printing paid advertisements of the exposition, they certainly would have been alert to get original matter—interviews with well-known citizens who have returned from the coast, etc., etc. This, when properly handled, makes the very best sort of publicity. But as things now are, it looks to me as if the fair is consistently going to do without the paper to the end, and the papers (consequently) without the fair."

## LEASED WIRE RATES AGAIN CUT

Postal's Charges Now One-Quarter What They Were Sixty Days Ago

The Postal Telegraph and Cable Company on Monday announced a further cut in the leased wire rate for press dispatches. The rate is now one-quarter of the amount charged sixty days ago. In an interview Clarence H. Mackay said:

"Our wires are idle at night and so we can afford to transmit news freely and cheaply. We have decided to do so. The whole public will get the benefit."

When the first cut was made, a month ago, the rate for leased wires per mile was \$12 a year for press associations, serving many newspapers, and \$10 a mile per year to individual newspapers. The cut reduced this amount to \$6 and \$5 respectively, and this further reduction

now effectively brings the cost to \$3 for press associations and \$2.50 for newspapers.

Newspapers which take special services from such centres as Chicago, St. Louis, Washington, Boston and other points are now able to receive and send more extensive despatches at a less cost.

## COUPONS DROPPED BY LYON

Well-known Makers of Tooth Powder Say "There's Nothing in Them for Us"

"No profit in it; that's the reason."

It was Floyd Y. Keeler speaking, second vice-president of I. W. Lyon & Sons, Inc., of New York, old-time manufacturers of tooth powder, etc. He was replying to a query addressed to him by a representative of THE EDITOR AND PUBLISHER as to the reason for the dropping of coupons by his house.

"We tried it for eighteen months, and there was nothing in it. The big coupon and trading stamp companies had solicited us with great persistence, until finally we decided to make a test. We did not make a contract with any outside people, however—we prepared our own coupons. We began inserting them in our packages of tooth powder and dental cream early in 1914, and we have only just discontinued them.

"Our plan was to give, in exchange for 20 coupons, a 35 cent toothbrush—thus making each coupon worth 1 3/4 cents. We also made a special offer, by which the toothbrush would be sent for one coupon and 30 cents in money—in that way giving the coupon a value of 5 cents. We presented this latter proposition because, according to our figures, if 4 1/2 persons be reckoned as constituting the average family, it would take eight months, under normal conditions, for anybody in the household to get a toothbrush through the use of coupons alone.

"Naturally we kept a careful watch on the results, and we found that fewer than 1 per cent. of the coupons issued were returned to us. This demonstrated conclusively, to our minds, that the presence of coupons in our packages made little or no difference in respect to influencing sales."

"What effect upon your plans did the movement against coupons have, as championed by THE EDITOR AND PUBLISHER?"

"That was certainly a factor. We took decided note of the adverse stand taken by Marshall Field & Co. of Chicago, the Emporium of San Francisco and other prominent houses. Our correspondence with these firms supplied us with another valid reason for dropping the stamps; namely, the great unwisdom of our taking a course that would have an adverse effect upon the attitude toward us of some of our leading distributors. No; there is nothing for us in coupons but trouble, with no compensating advantages whatever in respect to sales."

## Receiver for New Orleans American

Suit asking the appointment of a receiver for the Southern Publishing Company, publisher of the New Orleans American, a daily newspaper, was filed in district court at New Orleans by Hal M. David, formerly advertising manager of the publication. David charges the company is withholding from him \$1,079 alleged to be due on advertising contracts. The American was organized about the first of the year, following severance of relations between the local typographical union and the three daily newspapers in New Orleans. A number of leading members of the union were among the organizers, and the secretary of the union was the director of the publication.

## Staten Island Editor Assaulted

Joseph W. Burke, editor of the Staten Island News and Independent, has been printing some political articles in which was incorporated a charge against Thomas R. McGinley, chief clerk of the coroner's office, of such a nature as to cause the latter, as is alleged, to assault the editor seriously. McGinley was held by the magistrate on a charge of felonious assault.



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

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

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 Hemsstreet, 218 East 42nd Street, New York City.

## Canadian Press Clippings

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

## The Dominion Press Clipping Agency

which gives the clippings on all matters of interest to you, printed in over 85 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.

## 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.



## For Sale

### DUPLEX FLAT-BED NEWSPAPER PRESS

Prints from type, 4-6-8-10-12-page papers, length of page 22 1/2", 7 columns to page, folds to half or quarter page size. Speed up to 4,500 per hour. Press is in good condition and was replaced by a Scott Three-Tiered Stereotype Newspaper Press. Write for price.

Walter Scott & Co.  
Plainfield, N. J.

### ARE YOU THE ADVERTISING MAN

with initiative and business getting ability? A man who has ideas and can work along constructive lines; mentally alert, hard working, with ambition and clean record. A man who doesn't take No for an answer. Reply by letter epitomizing career, emphasizing points of interest, and enclose photograph. For the right man a splendid future. Address Advertising Department New York Evening Mail.

### A COPY WRITER AND SERVICE MAN WANTED

One with creative ideas, must be versatile, able to make strong, forceful layout, write interesting and convincing English. Technical knowledge and experience. Must have good specimens of copy and strong, clean record. Send selling letter on self, sample copy and photograph. For the right man a splendid future. Address Advertising Department New York Evening Mail.

### PUBLISHER'S NOTICE.

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

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

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

The columns are 13 picas. Advertising Rates: Transient Display, 25c. an agate line.

Liberal discounts are allowed on either time or space contracts.

Small advertisements under proper classification will be charged as follows: For Sale and Help Wanted, fifteen cents a line; Business Opportunity and Miscellaneous, twenty-five cents a line, and Situations Wanted, ten cents a line, count six words to the line.

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

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

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

Pittsburgh—Davis Book Shop, 416 Wood Street.

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

Chicago—Post Office News Co., Monroe Street.

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

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

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

### OBITUARY NOTES

JOHN AUGUSTUS RILEY, head of the circulation department of the Hartford (Conn.) Courant, died on September 6 of tuberculosis, at the State Sanitarium. Mr. Riley received his education in England. He entered the office of the Courant as a boy and worked his way up. At one time he was a proofreader and at another a reviewer of vaudeville performances. He was 38 years old.

RICHARD A. MCLEAN, superintendent of the composing room of the Washington (D. C.) Evening Star, who had been an employe of the Star for nearly fifty-three years, died suddenly at his home in Washington on September 6, aged 59 years.

JAMES A. NOCTON, former president of the Morning Telegraph Company of New York City, was found dead Saturday in a chair in his apartment at 126 Lexington avenue, where he had lived for the last seven years. Mr. Nocton was past 70 years of age and had been in feeble health for a number of weeks, but was able to be about Saturday morning. Because he had died without medical attendance the police from the East Thirty-fifth street station were called and took possession of his belongings. Fourteen bankbooks showing deposits in the neighborhood of \$50,000 were found in the room and taken to the station. Mr. Nocton was single.

EUGENE R. HEAD, publisher of the Kenosha (Wis.) Evening News and the Telegraph Courier, died at his home there on September 7, of paralysis of the heart. Mr. Head, who was in his forty-ninth year, had been a leader in the business and civic life of Kenosha for twenty-five years.

SERENO S. PRATT, secretary of the New York Chamber of Commerce and a newspaperman of note, died in a hospital at Troy, N. Y., on September 14, of a complication of diseases after several months' illness. After leaving college, Mr. Pratt entered journalism, and became the editor of the St. Albans (Vt.) Advertiser in 1876. Subsequently he was attached to the staffs of the Commercial Bulletin, the Journal of Commerce, both of New York, the New York World and the Baltimore Sun. Later he was engaged by George W. Childs as manager of the New York bureau of the Philadelphia Ledger. For several years before his death he was the editor of the Wall Street Journal. He was 57 years old.

### WEDDING BELLS

E. Bertrand Briggs, city editor of the Jamestown (N. Y.) Evening Journal, and Miss Grace Gertrude Scott, also of Jamestown, were married on Sunday, September 5, at Erie, Pa., by the Rev. Thomas F. Byrnes, of the First Unitarian Church of that city.

### CLUBS AND PRESS ASSOCIATIONS

The outing of the Buffalo Press Club, which was to have taken place on Sunday, September 12, has been indefinitely postponed.

The Denver Press Club is now the possessor of a silver loving cup which was one of the chief treasures of the late Wolf Londoner, a Colorado pioneer, and formerly mayor of Denver. This cup was presented to Mr. Londoner in 1877 by the newspapermen, whose organization he once headed. Mrs. Londoner recently presented the cup to the Press Club in memory of her husband.

J. M. Adams, of the Plainville (Tex.) News, president of the Panhandle Press Association, has called a special meeting of that association at Amarillo on Saturday, September 25. That day will be press day at the Panhandle State Fair.

The Miami Valley Press Association of Ohio met at the Phillips House, in Dayton, on Friday, September 3. This organization includes the newspapers of Montgomery, Butler, Preble, Warren, Miami and Darke counties. The following officers were elected: President, Charles E. Kinder, Miamisburg News; vice-president, Charles Allbright, Eaton Register; secretary, treasurer, C. W. McIntosh, Twin Valley Times; executive committee, C. B. Unger, Eaton; G. C.

McMillan, Brookville; T. Radabaugh, West Milton; S. D. Tibbals, Franklin; J. Shankey, Bradford.

The Inland Daily Press Association will have its regular fall meeting at the La Salle Hotel, Chicago, beginning September 21. James O'Shaughnessy, secretary of the Western Agents Association, will address the convention. Among the subjects to be discussed are: "The Trend and Outlook in Foreign Advertising," A. W. Peterson, Waterloo, Iowa; "Checking the Advertising from the Paper to the Ledger," H. H. Bliss, Jaunesville, Wis.

The Indiana Press Club, of South Bend, plans to have a permanent club house, if it can secure a representative non-resident membership within the next few months. Plans have been outlined which include spacious dining rooms, library and lounging rooms, special quarters for the newspaper women of the state, and a number of private living apartments for the membership. The club will not be limited to men in the editorial departments but will embrace those in the circulation and advertising departments.

### DINNER TO H. S. HOUSTON

Three Hundred Friends Give Him a Big Send-Off at the McAlpin.

Three hundred of the friends of Herbert S. Houston, the new president of the Associated Advertising Clubs of the World, gave a dinner in his honor at the McAlpin Hotel on Thursday evening, previous to his departure on an extended trip to the West, including the Pacific Coast.

Although the night was hot, the hosts were not uncomfortable in the roof dining room of the hotel far above the pavement of Broadway. Included among them were many of the foremost advertising men of New York, Philadelphia, Chicago and other Western cities.

Harry Tipper, president of the Advertising Men's League of New York, was toastmaster, and introduced Mr. Houston, who spoke inspiringly of the work of the A. A. C. W. and what it hoped to accomplish the coming year. Richard H. Durbin, president of the Poor Richard Club of Philadelphia, made a capital speech in which he gave an invitation to the New Yorkers to be the guests of his club at the big convention next June. W. H. Ingersoll, of the National Commission, made a brief speech telling of the work of that body. Other speakers were: Louis Wiley, of the Times, who made a humorous speech that evoked much laughter; A. C. G. Hammesfah, president of the Quoin Club, the National Periodical Association; P. B. Bromfield, chairman of the Association of New York Advertising Agents, and Llewellyn E. Pratt, chairman of the Educational Committee of the A. A. C. W.

### NEW INCORPORATIONS

WHEELING, W. VA.—The Associated Foreign Publishing Company of Wheeling; to publish newspapers, magazines and other periodicals. Capital stock, \$10,000. Incorporators, Caesar W. Kosiusky, Anthony J. Kowiczny, Pittsburgh; Adolph Rodman Libgardt, Ludwim B. Haduch, Joseph Tomaski, Wheeling.

INDIANAPOLIS, IND.—Talisman Publishing Company, Indianapolis; capital \$10,000; publishing business. Directors, E. H. Reynolds, R. H. Hollywood, R. F. Reynolds.

### CHANGES IN INTEREST

NEW LONDON, CONN.—George A. Sturdy, one of the publishers of the Globe, has sold his entire interest therein to Harry H. Adams, and the latter with his father, Samuel T. Adams, will conduct the paper hereafter.

CENTRALIA, ILL.—It has been announced that Col. Frank L. Smith, of Dwight, Ill., a Republican gubernatorial aspirant, has bought a controlling interest in the Review.

## \$15,000 BUYS

leading daily newspaper property of western city of 9,000. Annual volume of business \$20,000, with return to owner for personal effort and investment of \$4,000. \$10,000 cash necessary. Proposition M. S.

### CHAS. M. PALMER

Newspaper Properties

225 Fifth Ave., New York City

### HELP WANTED

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

ADVERTISING MANAGER, by best Spanish monthly of New World, in fifth year, backed by South's largest commercial organization. Must be acquainted with advertising agencies and export trade conditions. Salary, commissions, and share in profits. Name salary, experience, send recommendations, photo. F. H. Perkins, 800 Tchoupitoulas, New Orleans.

### SITUATIONS WANTED

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

POSITION WANTED—15 years' experience as Manager of Circulation, Contest promotion, etc., on leading papers of the United States and Canada. An efficient advertising man.

A clean record and excellent references from well known publishers. Age 39, married.

I am a high grade man personally and for results. Will call on any publishers interested. Address D 1522, care of Editor and Publisher.

### CARTOONIST.

Young man, doing free lance work, experienced in illustrating and ad drawings, wishes place on first class paper. Write G. W. Kunz, 201 West 20th St., Erie, Pa.

### FOR SALE

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

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

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

FOR SALE—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.

PACIFIC GROVE, CAL.—A. B. Smith, for sixteen years owner and editor of the Los Gatos Mail, has bought the Daily Review from W. C. Brown, who has been its owner since 1900.

MAYVILLE, KY.—Arthur F. Curran, who for seven years ran the Public Ledger in this city, has purchased the Dover News, and will take charge at an early date. Sam W. Stairs, owner of the Dover News, has accepted the editorship of the Mayville Independent.

CHAMPAIGN, ILL.—E. R. Mickelberry and D. W. Stevick, both of Bloomington, have bought the News. Mr. Stevick has had fifteen years' experience.

LOCKPORT, N. Y.—The Lockport Daily Journal was sold on September 13 to the Carson Manufacturing Company, publishers of the Lockport Union-Sun, and will be consolidated with that paper tomorrow.

## AD MAN'S CONFESSIONS

The First Waterman Pen Advertising—Beginnings of a Great Business—Patrick Murphy and the Herald's Automobile Advertising—How the Heinrich Toy Business was Exploited.

(Confession No. 5.)

NEW YORK, September 15.

TO THE EDITOR AND PUBLISHER:

For the past fifteen years a colored page has appeared in the Christmas Herald from the Waterman Pen Company. I worked hard to get my first order of one column, and in a year or so following had the advertisement increased to one-quarter page—then a half-page.

This well-known company had hard work in the beginning to get their new pen introduced. In a very small way the inventor, L. E. Waterman, made up a small quantity of pens and then visited business concerns to dispose of his wares. Meeting Edward T. Howard one day, he gave him an order for a quarter-page advertisement on the back cover of the Century Magazine. It has been running ever since. Business flowed in at once.

ADOPTED HOWARD'S SUGGESTION.

A company was formed at the suggestion of Mr. Howard and the successful career of the Waterman pen was inaugurated. Howard and I were boys together on Brooklyn Heights, many, many years before, and it was mainly

through his influence that I received the pen advertising for the Herald. Most of their advertising had been confined to magazines and, outside of the Herald, very little newspaper advertising was done.

The Christmas Herald for many years brought enormous returns during the week before the holidays. In recent years everybody seemed to own a pen, so that the Christmas sales while steady did not show up the gains as in previous years. I hope other solicitors will be fortunate to secure the advertising that I for so many years handled for the Herald!

One day, while walking down Broadway, I noticed the store of Mark Cross, opposite the City Hall. This store handled high-class harness and leather goods, confining their advertising to magazines and trade weeklies. Stopping in for a talk with Patrick Murphy—my first visit by the way—I was politely told that I could save much trouble by not continuing the discussion.

WHY THEY OBJECTED TO THE HERALD.

I was at once interested and soon learned that war had been declared against the Herald, the leading organ of the horse and carriage trade. Mr. Murphy was indignant that the Herald, receiving a half million dollars in advertising per annum from the horse and carriage trade, cared so little for their trade as to injure it by praising the automobile, a new and growing industry at that time. Mr. Murphy told me of a proposed meeting to be held a few days later at which it was hoped that a change would be decided upon to take all the advertising away from our paper and give it to one of our competitors.

Leaving his store I was soon busy on the phone of our downtown office. It did not take long for the news to reach Paris, and in a day or so a concession was made to the horse and carriage trade, resulting in the abolishing of the double charge for cuts and display type.

The result was that the paper working up the scheme failed to get the Herald advertising away, and today the Herald retains the friendship of its old customers and at the same time is the leading organ of advertising from the automobile industry throughout the country.

The business of Heinrich, the Park Place Toy Merchant, established almost a century, was on the point of dissolution by the heirs. A month before Christmas I was sent for and was told that their annual appropriation of \$100 would be continued once more, young Mr. Heinrich saying that he did not believe it would do any good.

I asked Mr. Heinrich if he thought they would follow my advice in the way it should be spent. "Why, yes," was his reply, and I at once suggested a straight column for the \$100, instead of dividing it up in small ads to run daily two weeks. I received the order, and the following week a large business was obtained; also, an extra column for the Sunday before Christmas.

When I made my third call the store was so crowded that Mr. Heinrich was unable to talk with me. He finally requested me to see him about the first of February.

When I called he said that two columns in the Herald had resulted in their business in December exceeding any December since the Civil War. Much of their stock had been bought when gold was 150 and had remained on their hands; but he was glad to report that much of it had been sold by the Herald advertising.

CLOSING OUT BUSINESS.

The family decided to close up the business, and Mr. Heinrich asked me if I had any suggestions to offer. I replied, "Yes. Engage an auctioneer, hang out a red flag and advertise in the Sunday Herald a full column until your goods are all sold."

My advice was followed to the letter. The Herald for ten weeks had a column advertisement, and the day war was declared against Spain the entire stock had been disposed of at a very handsome advance over inventory, and it had not

cost much over \$1,000 for the exclusive advertising of this great sale in the New York Herald.

I have always felt sorry that the concern retired from business, but I am happy to say that a personal friendship remains with the family up to the present.

HENRY E. BOWEN.

Plainfield, N. J.

(To be continued.)

## AD FIELD PERSONALS

Thomas D. Taylor, advertising manager of the New York Times, swam across Long Island Sound, starting from Bailey's Rock, New Rochelle, and landing at Sand's Point Lighthouse.

Alt. C. Ford, a well-known advertising man of Atlanta, Ga., accidentally shot himself on September 8, as he was drawing his revolver from under his pillow in the morning. He is expected to recover.

James R. Murphy, who is said to have been the first employe of Joseph P. Day, the real estate auctioneer, and who reached the position of general manager of the Broadway Subway and Home Borough Advertising Company, has resigned to give all his time to the development of some land in Florida.

Lloyd Robinson, formerly editor of the moving picture section of the New York Morning Telegraph, is now a member of the publicity department of the Famous Players Film Company.

D. W. Moore, who for the past two years has operated the Moore Advertising Company, of Los Angeles, has disposed of his business there and will hereafter make his headquarters in the Free Press building, in Detroit.

Thomas Horsey, who has had charge of the Tampa Bay Land Company since 1912, has resigned to become manager of the Tampa office of the Thomas Advertising Service, of Jacksonville, Fla.

Harold H. Stuart, formerly associated with Feichtner's Theatre Program Company, of Detroit, has become advertising manager of Motor Knowledge.

Henry James, formerly of the Mutual Film Corporation, has joined the advertising department of the Metro Pictures Corporation, of Chicago, where he will collaborate with his brother, Arthur James.

William E. Kernahau, municipal accountant of Newburgh, N. Y., has resigned to enter the advertising field. On October 1, he will become advertising representative for the Basil L. Smith Advertising Agency, of Philadelphia.

Hunt Stromberg, a former newspaper reporter, and later president of the Hunt Stromberg Advertising Agency, has been made advertising manager of the Merford, Jaccord & Kiug Jewelry Company, of St. Louis.

Jerome D. Spanler, an advertising man of Brooklyn, has been appointed advertising manager of the Newark Sunday Call.

Vernon R. Churchill, for the past five years president and manager of the Kerman News Company, publishers of the Kerman (Cal.) News, has retired from that concern to affiliate himself with the advertising agency of the Honig-Cooper Company, San Francisco. Churchill's interests and duties at Kerman have been assumed by R. J. Swift, who has been with The News for six years.

Major Patrick O'Keefe, of the P. F. O'Keefe Advertising Agency, of Boston, delivered an address September 15 before the Portland (Me.) Advertising Men's League on "The Relation of the Advertising Agency to the Buyer and Seller of Advertising."

Marshall Parks, formerly with Robert M. McBride & Co., publishers of Travel and McBride's magazines, has joined the staff of Conde Nast & Co., to cover New York State for House and Garden.

E. Lanning Masters has become associated with the V-L-S-E (Vitagraph-Lubin-Selig-Essanay, Inc.) in the capacity of advertising and publicity director. Mr. Masters was formerly promotion manager of the Hearst Magazine, advertising manager of R. H. Macy & Co., and a member of the staffs of Blackman-Ross Company and the New York Times.

J. C. Bull, formerly advertising manager of Scribner's Magazine, has become one of the vice-presidents of the Frank Presbrey Company.

Raymond Gunnison has left the advertising staff of the New York World to join that of the Eagle.

Walter M. Dotts is now with the advertising staff of Leslie's and Judge, in the Eastern territory.

W. A. Magill, widely known in advertising circles, has returned from a trip to the Pacific Coast, where he visited the Exposition at San Francisco.

John A. Murray, advertising manager of Ave Maria, with Mrs. Murray, left on Wednesday for a six-week trip to the Pacific Coast.

## ADVERTISING ACTIVITIES

In the new campaign of the Chicago Telephone Company, the object is to offer suggestions which will increase the efficiency of employees. One recent advertisement was entitled, "A Suggestion to Salesmen—Call Your Customers and Prospects by Telephone, Especially if the List is Long and Involves Out-of-Town Trips. Many orders can be closed by telephone, but when this is not possible, the telephone call paves the way for a personal visit."

The Levy Brothers Dry Goods Company, St. Louis, has been running a series of special advertisements under the heading "Thee R. M. Rule." The message delivered through the series was to the effect that beginning with October 1, 1915, all merchandise not returned within four days after purchase, shall be regarded as sold and will not be subject to credit, refund or exchange; and that all merchandise to be accepted for return must be in the same condition as when it left the store and must be accompanied by sales check.

Dr. Pepper Co., Waco, Texas, is advertising "Happy Days," a new summer beverage made from white sugar and fruit juice and selling for five cents.

The Zieve Nectar Company, Minneapolis, is introducing Zieve's Fruit Nectar Compound, a 25c. bottle of which will make two gallons. It is being demonstrated in department and grocery stores.

John J. Morgan Advertising Agency of Boston has moved from its old home at 127 Summer street to the Pilgrim Publicity Building.

The Standard Oil Company is using large space in the Boston Post and Globe in advertising "Nujol," a substitute for Russian oil.

Sterling Gum is using large space in Boston papers, and so is the Reo Automobile Company—in the Sunday editions.

## NEW AD INCORPORATIONS

ASBURY PARK, N. J.—National Imprint Company, Asbury Park; to conduct an advertising business; capital stock, \$100,000; incorporators, T. G. Gannon, Jersey City; J. H. McBride, New York City; M. L. Eccles, Asbury Park.

CHICAGO, ILL.—Clyde W. Riley Advertising System; general advertising; capital, \$50,000.

MARIETTA, OHIO.—The Marietta Advertising & Promotion Sales Co., Marietta; \$10,000; Walter W. Dana, J. Devon Cober, S. A. Thornley, John B. Sherritt and F. A. Kiger.

## 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

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

CONE, LORENZEN & WOOD-  
MAN,  
Brunswick Bldg., N. Y.; Advtg. Bldg.,  
Chic.; Gumbel Bldg., Kansas City.

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

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

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

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

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



**TIPS FOR THE AD MANAGER**

The Morse International Agency, Fourth avenue and 30th street, New York City, is again placing orders with some New York State and New England newspapers for their Weir Stove Company, "Glenwood Stoves and Ranges," Taunton, Mass.

J. Walter Thompson Company, 44 E. 23rd street, New York City and Chicago, Ill., is again issuing orders to Western newspapers for the Davis Milling Company, "Aunt Jemima's Pancake Flour," St. Joseph, Mo.

Williams & Cunningham, 59 E. Madison street, Chicago, Ill., are renewing some contracts where they have expired for Hart, Schaffner & Marx Clothing, 36 So. Franklin street, Chicago, Ill.

The Atlas Advertising Agency, 450 Fourth avenue, New York City, is forwarding orders to a selected list of newspapers for the Prince George Hotel, 14 E. 28th street, New York City and Knickerbocker Hotel, Broadway and 42nd street, New York City.

Lord & Thomas, Mollers Building, Chicago, are placing 100 l. 1 t. a. w. for six week orders with some Western newspapers for the California Associated Raisin Company, "California Sun Maid Raisins," Fresno, Cal.

Nichols-Finn Advertising Company, 222 So. State street, Chicago, Ill., is reported to have charge of the newspaper advertising of the Cole Motor Car Company, "Cole Automobile," Indianapolis, Ind.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., are sending out 10 t. orders to some Western newspapers for the Beatrice Creamery Company, "Meadow-Gold Butter," Beatrice, Neb.

Hugh McAtamney Company, Woolworth Building, New York City, has started a campaign with New York City newspapers and later in the Fall may extend to Chicago, for Schinasi Bros., "Natural Cigarettes."

J. W. Barber Advertising Agency, 338 Washington street, Boston, Mass., generally places orders with a selected list of newspapers about this time for A. J. Tower, "Tower Brand Slickers," 18 Simmons street, Boston, Mass.

Street & Finney, 171 Madison avenue, New York City, are forwarding 42 l. d. c. 1 t. orders to a selected list of newspapers in large cities for the Eden Musee, 55 W. 23rd street, New York City.

The Cheltenham Advertising Agency, 11 E. 36th street, New York City, is now handling the advertising of Mennens Chemical Company, "Mennens Soaps and Powder," 42 Orange street, Newark, N. J.

L. B. Elliott, Mercantile Building, Rochester, N. Y., is reported to be renewing contracts with newspapers for the Shinola Company, "Shinola Shoe Blacking," Rochester, N. Y.

Eugene McGuckin Company, 105 N.

13th street, Philadelphia, Pa., is issuing orders to a selected list of large city newspapers for the Alpha Portland Cement Company, "Alpha Portland Cement," Ensou, Pa.

Taylor-Critchfield-Clagne Co., Brooks Building, Chicago, Ill., is sending 150 in. to be used in one year to Western papers for the Black Silk Stove Polish Works, "Black Silk Stove Polish," Sterling, Ill.

L. Jeff Milbourne Advertising Agency, Baltimore, Md., is handling the advertising for the Vogne Hat & Feather Company, 111 W. Lexington street, Baltimore, Md.

E. T. Howard Company, 432 Fourth avenue, New York City, is placing the advertising of the Feature Film Corp., New York City, in Pennsylvania newspapers.

Nelson Chesman & Company, 1127 Pine street, St. Louis, Mo., are in charge of the advertising of the Buffalo Automatic Mfg. Co., "Climax Clips," 457 Washington street, Buffalo, N. Y.

Wm. D. McJunkin Advertising Agency, 25 So. Dearborn street, Chicago, Ill., is sending out orders to some Western weekly newspapers for the American Woolen Mills, Chicago, Ill.

Matos-Menz Advertising Company, Bulle in Building, Philadelphia, Pa., is placing the newspaper advertising of the Quaker City Rubber Company, "Tempered Quaker Tires," Philadelphia, Pa.

Snitzler Advertising Company, Garland Building, Chicago, Ill., is forwarding 104 l. 2 t. orders to some Ohio newspapers for A. Stein & Co., "Paris Garters," 1149 West Congress street, Chicago, Ill.

Vredenburg-Kennedy Company, 453 Fourth avenue, New York City, is again placing orders with a selected list of papers for H. Planten & Son, "Blairs Pills," 93 Henry street, Brooklyn, N. Y.

Sherman & Bryan, 79 Fifth avenue, New York City, are again placing orders with newspapers in cities where they have stores for Truly Warner Hats, 811 Broadway, New York City.

Snitzler Advertising Company, Garland Building, Chicago, Ill., is again placing orders with newspapers generally for the American Croxone Company, "M. C. Oil," "Delatone," etc., Cleveland, O.

The Sehl Advertising Agency, City Hall Square Building, Chicago, is again placing orders with some Western newspapers for Calumet Baking Powder Co., Chicago.

Powers, Alexander & Jenkins Co., Journal Building, Detroit, are making 5,000 line advertising contracts with a few selected newspapers for Page-Detroit Motor Car Co., 1200 McKinstry avenue, Detroit.

The Indiana Millers' Association is conducting a newspaper campaign, featuring a label on which is printed the slogan: "Know Your Flour—Made in Indiana." The newspaper readers are urged to demand flour bearing this label. The advertisement reads: "To bear this label, a flour must meet the Indiana Millers' Association standards of purity and quality, and any Indiana flour that meets this requirement may bear the label under proper license."

**Spokane Apple Growers to Advertise**

Following the lead of their fellow fruit producers in California and Florida, the apple growers of the Spokane country are planning to launch a definite advertising campaign during the coming selling season. The Spokane Fruitgrowers' Company, which handles the output of several of the big Spokane country orchard districts, will direct the campaign which is to embrace newspaper publicity in several cities of from 100,000 to 125,000 population.



**"ABOVE BOARD CIRCULATIONS"**



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

**ALABAMA.**

NEWS ..... Birmingham  
Average circulation for 1914: Daily, 38,235; Sunday, 37,762. Printed 2,297,884 lines more advertising than its nearest competitor in 1914.

**CALIFORNIA.**

EXAMINER ..... Los Angeles  
A. B. C. Audit reports show largest Moral and Sunday circulation. Greatest Home Delivery.

BULLETIN ..... San Francisco

THE PROGRESS ..... Pontona

**GEORGIA.**

JOURNAL (Cir. 37,531) ..... 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.

THE TIMES JOURNAL ..... Dubuque

SUCCESSFUL FARMING ..... Des Moines  
More than 700,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations.

**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 60,000 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 ..... 350,000  
Daily and Sunday ..... 264,497

**MONTANA.**

MINER ..... Butte  
Average daily, 11,684; Sunday, 17,971, for 3 months ending March 31st, 1915.

**NORTH CAROLINA.**

SENTINEL ..... Winston-Salem  
April Gov't report, 5,055. Winston-Salem second largest city in North Carolina.

**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, 5,640. Full leased wire report United Press.

**OHIO.**

PLAIN DEALER ..... Cleveland

Circulation for August, 1915:

Daily ..... 133,228

Sunday ..... 163,587

REGISTER ..... Sandusky  
LEADER ..... Columbus  
The most widely read daily published in Northern Ohio between Cleveland and Toledo.

VINDICATOR ..... Youngstown

**PENNSYLVANIA.**

TIMES ..... Erie

DAILY DEMOCRAT ..... Johnstown

TIMES-LEADER ..... Wilkes-Barre

**SOUTH CAROLINA.**

DAILY MAIL ..... Anderson

**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, 35,000 daily. Over 50% more net paid city circulation and over 5,000 more net paid Sunday circulation than any other paper in Fort Worth.

CHRONICLE ..... Houston  
The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday.

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 PRESSE (Cir. 128,354) ..... Lincoln

**NEW YORK.**

BOLLETTINO DELLA SERA ..... New York

**PENNSYLVANIA.**

TIMES ..... Chester

**New Orleans States**

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

**33,796 Daily**

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

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

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

Circulation data sent on request.

**THE S. C. BECKWITH SPECIAL AGENCY**

Sole Foreign Representatives

New York Chicago St. Louis

# GLOBE NOW SECOND

Among New York's evening newspapers  
in volume of display advertising carried

## Lines of Display Advertising

	July 1915	August 1915
Evening Journal . . .	403,701	342,674
The Globe . . . . .	345,554	286,224
Evening World . . . . .	291,930	336,537
Evening Sun . . . . .	277,808	247,800
Evening Mail . . . . .	243,592	213,473
Evening Post . . . . .	212,169	197,528
Evening Telegram . . . . .	202,142	168,744

The Globe led all New York evening newspapers in volume of foreign advertising, even though it declines much objectionable business carried by certain of its competitors.

The Globe led all competitors in volume of Food advertising with 33,000 lines against 12,000 for the Journal, the second paper.

The Globe was third in volume of dry goods advertising. Carried 107,000 lines, only beaten by the Evening World at 132,000 and the Journal with 148,000.

186,000 CIRCULATION

Member of the A. B. C.

## O'MARA & ORMSBEE, Inc.

Special Representatives

CHICAGO  
Tribune Bldg.

NEW YORK  
Brunswick Bldg.



