

# THE EDITOR AND PUBLISHER

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## CALLS A. P. MONOPOLY.

**Supreme Court Reserves Decision on Injunction Application of W. R. Hearst to Restrain Great Organization from Disciplining Him for Typography of San Francisco Examiner—Case Rests After Arguments.**

The New York Supreme Court has reserved decision after hearing arguments on the application of William R. Hearst for an injunction restraining the directors of the Associated Press from disciplining him because the typography on the title page of the Oakland edition of the San Francisco Examiner does not meet with the approval of the Associated Press directors.

Mr. Hearst's Counsel, Samuel Untermyer, accused the Associated Press of attempting to extend its authority under its by-laws to the regulation of competition between its members, and also of using its by-laws to stifle competition with itself by other press services. The hearing was continued from last week.

Mr. Untermyer argued that the contention of the Associated Press that the Oakland edition has a title page which deceives the public is merely a cover for an effort by the Associated Press to use its by-laws to compel Mr. Hearst to grasp one or two horns of a dilemma, to give up his franchise in the association or discontinue his own news service.

Argument in opposition to the granting of a permanent injunction was made in behalf of the Associated Press by Charles MacVeagh of Stetson, Jennings & Russell. Mr. MacVeagh said he was impressed with his responsibility in taking the place of Mr. Jennings, who organized the Associated Press in 1900 and had been its counsel ever since. He believed that the question before the court arose from an honest disagreement as to the rights of the parties.

### TWO POINTS FOR DEFENSE.

Mr. MacVeagh made two points, the first being that a court of equity will not grant relief when a sufficient remedy can be obtained in a court of law. He said that the testimony didn't indicate that the plaintiff has no remedy at law, but on the other hand shows that he has such remedies. He insisted that the testimony of S. S. Carvalho, general manager of the Hearst newspapers, showed that two of them are prospering without Associated Press franchises, and said that if Mr. Hearst is expelled from the association he may sue for damages.

The court said the question at issue was whether there had been an attempt at usurpation of power by the directors of the Associated Press.

### A QUESTION OF USURPATION.

Arguing in behalf of the plaintiff Mr. Untermyer said:

"The question is now how far can the Associated Press go in regulating the general management of papers in this country. It is a broader question than the one here involved. There is no adequate remedy at law for the plaintiff because it is admitted that a franchise in the Associated Press is unique and can't be replaced. If lost there is no substitute for it. We may estimate its value for the purpose of taxation simply, because the tax assessors are ministerial officers who won't allow taxes to be lost to the State even if they can't estimate the value of property accurately. For the purpose of taxation a franchise in the Associated Press is a piece of property and it is possible to arrive at a fair value; but let the plaintiff be deprived of this property and it is impossible to estimate his damage."

## A NOTABLE ACHIEVEMENT

We present elsewhere in this edition of THE EDITOR AND PUBLISHER the official statements of circulation filed with the government under the so-called Bourne law in April and October, 1914. It is the most complete list of government statements ever compiled.

When the Bourne law went into effect, two years ago, THE EDITOR AND PUBLISHER made application to the Postmaster General for permission to copy the statements as filed. Not only was the application denied then, but access to them has been denied ever since.

We contended that, as these statements were not confidential, having already been published in the several newspapers, and were, in fact, a public record, they should be accessible to anyone who wanted to examine them.

Third Assistant Postmaster General Dockery, in an interview with our representatives at his office, positively declined to allow an examination of the statements or to have any of his clerks supply a list of the papers and their circulations.

After the statements of October 1, 1914, had been filed, THE EDITOR AND PUBLISHER undertook the work of collecting them from the newspapers themselves. Letters were sent to the publishers requesting that copies of issues containing the information be sent to this office. If all had responded promptly, the task would have been an easy one. Unfortunately, many letters failed to elicit an answer, and others had to be written. At the end of many months we have succeeded in securing the most of the reports.

The value of the list to advertisers and advertising men is inestimable. Newspaper circulations before the war are shown, as well as newspaper circulations since the war began.

While, undoubtedly, many of the publishers at first regarded the Bourne law with disapproval, the most of them now recognize that it is a good thing, as it gives circulation statements a standing that they had not hitherto enjoyed.

It is our belief that at the next session of Congress the law will be amended so as to provide a penalty for making false reports; also that circulation itself will be properly formulated.

THE EDITOR AND PUBLISHER has the most complete record of daily newspapers ever compiled and will be delighted to serve advertisers' agents or space buyers at any time without cost.

Mr. Untermyer argued that in the matter of collecting war news at the present time, if Mr. Hearst or any one else attempted to put an organization into the field to collect the news without the aid of the Associated Press it would cost more than the amount at which the franchise might be valued for purposes of taxation. The difference between the two cases is that the plaintiff's loss would be continuous. In order to prove that the plaintiff has a remedy at law it must be shown that a franchise can be purchased at will, whereas the evidence shows that because of the right of protest of members of the Associated Press it might not be possible to buy such a franchise with millions of dollars, Mr. Untermyer said.

Mr. MacVeagh, for the Associated Press, said that a court of equity would not lend its aid when in the opinion of the court an effort was being made to deceive the public or the defendant. He commented on a question asked of Melville E. Stone by Mr. Untermyer during the trial as to whether the Associated Press pretended to be the guardian of public morals, and said that while the news association does not pretend to be guardian, a court of equity is. As to the merits of the case he said that the by-laws of the Associated Press provide that the directors are to be the sole judges as to whether the by-laws are being violated, and if so, the plaintiff

cannot obtain the court's aid in restraining the board from action.

"But as I understand it," said Justice Benton, "the subject matter of the by-laws must be within the scope of the corporate powers of the directors under their charter."

"Then it is a question of whether the action by the Examiner was in violation of the by-laws," said Mr. MacVeagh.

### CLAIMS HEARST NOT BOUND.

Mr. Untermyer argued that the Associated Press didn't attempt to discipline Mr. Hearst until it got the idea that it was so powerful that it could regulate the business between members and said:

"When you consider the form of the Associated Press and its power to make by-laws, which is very limited, and the fact that under its charter it can't do business for profit, it's the nicest method I have seen devised for getting round the anti-trust laws. If any organization can do what this one is attempting to do, while working under the guise of a non-profit making association, then there is no more use for the business corporations law. They'll all be membership corporations under the benevolent associations statute."

"The fact that Mr. Hearst subscribed to the by-laws is no more binding on him than if he had never signed them. Membership corporations cannot create their own by-laws and then attempt to

(Continued on page 862).

## NEWS FROM CHICAGO.

**Old Ad Man Leaves the Herald—Golden Jubilee of Illinois Press Association—Busy April for Ad Association Women—Newspaper Man Writes Book—Tech Boys Visit the Tribune—Kitty Kelly in the Movies.**

(Special Correspondence.)

CHICAGO, April 1.—Alexander H. Kraus, who has been connected with the Chicago Herald and its predecessors for the last fourteen years, left today to assume the position of general sales manager for the real estate firm of Salinger & Hubbard, subdivision operators. Mr. Kraus is forty years old and was born and reared in Chicago. He started in the circulation department and five years ago transferred his activities to the advertising department of the Herald. He formerly was manager of the classified and real estate advertising departments. For the last year he has devoted his attention to the promotional advertising department. He will take charge of a tract of eighty-seven acres. Mr. Kraus recently was honor guest at a dinner at the Bismarck Hotel, given as a farewell affair by his associates in the advertising department of the Herald.

The Illinois Press Association will hold a golden jubilee in May, probably in Chicago. In that case, the members will be guests of the Press Club.

L. M. Fegert, who came to Chicago a year ago from Indianapolis to join with the Associated Press and went back to Richmond, later as the managing editor of the Richmond Item, spent a few days in Chicago last week.

Fifty Lane "tech" boys paid the Tribune a visit last Saturday night. They went from cellar to roof, and examined everything in the plant. The party divided up into four groups. They marveled particularly at the rotogravure press work.

Harrison L. Beach, editor of the San Antonio (Texas) Light, has returned to that city after a trip to Chicago, his former home.

Arthur Copp, superintendent of the Western Division of the Associated Press, passed through Chicago this week on his way from San Francisco to New York.

Reed Lynn Parker is a busy man these days. He has been appointed by the Chicago Motor Club to look after the entries for the coming Elgin races, which take place August 20 and 21. So far he has ten entries.

W. P. McAmis, late of the Examiner, is now on the local staff of the Herald.

Miss Audrie Alsbaugh (Kitty Kelly) of the Tribune, who is in the West doing the movies, has sent to all of the boys in the Tribune office souvenir postal cards from Mexico.

The Ladies' Auxiliary of the Advertising Association has big plans for April. On March 31, Mrs. Charles E. Merriam, wife of Alderman Merriam, talked on her startling dance hall investigation. Next Wednesday at luncheon, Dr. William A. Colledge (fellow of the Royal Geographical Society of London) will speak on his experiences in Africa with Henry M. Stanley—courtesy of the Redpath Bureau. On April 14, the ladies and their friends will give a theater party at the Powers Theater. On April 21, the program includes a card party at the Advertising Association Club Rooms, where auction-bridge and 500 will be played and prizes will be offered. On April 28, the meet-

ing will be given over to the interests of the Off-the-Street Club.

Wilbur Bryant, one of the old Inter Ocean boys, who will be graduated in law from the University of Michigan this spring, was in town this week.

De Lysie Ferree Cass has sold to Reilly & Britton a novel entitled "The Airship Boys in the Great War." Boys' books are a departure for Cass. This will be the eighth in a popular series, all the preceding volumes being the work of the late H. L. Saylor, known to newspaper men throughout the country as founder and for many years manager of the Chicago Press Bureau.

M. E. Gordon, an exhibit expert, who erected all the exhibit booths for the convention of Associated Advertising Clubs of the World at Baltimore, and also at Toronto last year, will construct and install the booths for the Chicago Advertising Show in the Congress Hotel in June. Mr. Gordon has offered his services to the convention pageant committee for the work of creating ideas for floats.

Fred A. Farrar, of the Advertising Association, is chairman of the committee promoting clean-up week, one of the biggest civic movements in Chicago. He is giving most of his time to traveling and speaking in connection with that work.

W. Frank McClure, a member of the educational committee of the Advertising Association, who is publicity manager of the Redpath Lyceum Bureau and Redpath Chautauquas, annually conducts a publicity campaign in more than 400 newspapers. Recently he was chosen by the educational committee of the Advertising Association to head a house organ round table.

#### NEWSPAPER SPECIAL TO FRISCO

##### De Luxe Train for Members of A. N. P. A. to Attend Press Congress.

Jason Rogers, publisher of the New York Globe, has made arrangements for a "Special De Luxe" train to San Francisco for the International Press Congress to be held in San Francisco July 5 to 10, for the members of the American Newspaper Publishers' Association located East of the Mississippi.

It will be remembered that at the last meeting of the latter organization the association decided to run an A. N. P. A. train and have an A. N. P. A. day at the exposition. The board of directors appointed M. H. de Young, of the San Francisco Chronicle, a committee of one to fulfill the stipulated requirements of the April resolution.

The special will leave New York June 30, on the Pennsylvania Railroad and arrive at San Francisco July 4. Returning the train will leave San Francisco July 11 and arrive in New York July 22. The trip will last thirty days and will cover the Canadian Rockies, San Diego Exposition, Los Angeles, Salt Lake and Colorado Springs. Special side trips at low rates will be made to Yosemite and Yellowstone Parks.

The cost will be \$375 for single berth or \$400 for a section, per passenger. The rate includes meals and first class hotel accommodations at San Francisco and Los Angeles.

For the convenience of those who do not care to take the thirty-day trip arrangements are being made for a direct special train leaving New York June 28, with seven days in San Francisco, one day at Salt Lake and one day at Colorado Springs, eighteen days at \$255.

Those desiring to make the trip should communicate with Mr. Rogers at once.

##### Sun Section by Suff's.

The New York Evening Sun will let the Empire State Campaign Committee of the woman suffrage movement edit a section of the paper's issue of April 6. The editorial staff for the suffrage pages will be: Editor-in-chief, Mary Heaton Vorse; managing editor, Mrs. Norman de R. Whitehouse; city editor, Anne O'Hagan Shinn; editor of men's page, Marie Jenny Howe; society editor, Ethel Watts Grant; dramatic editor, Mary Shaw; art editor, Ida Proper.

## "BILLY" SUNDAY NEWS.

### Only One New York Paper Will Feature Paterson Campaign Unless Something Sensational Happens.

Unless the present intentions of managing and city editors are changed the daily newspapers of New York, with the exception of the Morning and Evening World, will not give extraordinary attention to the Sunday campaign in Paterson.

The Morning World will send one of its star men, Joseph J. O'Neill, who has covered many Sunday revivals, has spent a day at the Winona, Wis., home of the evangelist and his family, and who is familiar with Mr. Sunday's methods. Mr. O'Neill will be assisted by other members of The World staff, including at least one woman writer. The Evening World will also send a special representative. The World's various editions may be expected to give all possible space to the religious shake-up in Paterson. In addition, The World began last Sunday issuing for its New Jersey readers a four-page, illustrated "Billy Sunday in New Jersey" supplement. In this section, during the Billy Sunday meetings in Paterson, complete reports, programmes and exclusive features will be given every Sunday.

In response to calls for information as to the plans of editors for giving their readers the news end of the Sunday meeting THE EDITOR AND PUBLISHER received the following replies:

THE AMERICAN: "We are already issuing a four-page Sunday supplement covering the Paterson campaign and will give as much space as possible every day. We will treat the subject seriously and not as some of the Philadelphia papers did. We have not completed arrangements but we will have trained writers in Paterson to cover everything of importance for the American."

THE HERALD: "We will assign a special man and give a good news story daily."

THE PRESS: "We will send a special man, or two men if needed, to Paterson. Beyond that we have made no definite arrangements."

THE TIMES: "There will be nothing out of the ordinary in our treatment of the story. We will give it what we think it is worth to our readers."

THE SUN: "We will send a special man to Paterson to take care of the story."

THE EVENING MAIL: "Our Mr. Cook has been two or three weeks in Paterson and will continue to be in charge of the story for The Evening Mail. We will probably have three or four of our people, including a woman writer, to get whatever is worth having."

THE TRIBUNE: "We have instructed our Paterson correspondent and a Paterson news bureau to give us all we ought to have. We will also have one of our women reporters there and probably a reporter on our New York staff. We will treat it as we would any news story. We understand that only forty places in the tabernacle have been provided for the press and that preference for these places will be given to Paterson newspaper men. If that is so, reporters from other cities may have trouble in finding proper accommodations."

THE ASSOCIATED PRESS: "Ordinary arrangements will prevail unless something sensational develops."

THE UNITED PRESS: "We have no calls from our New Jersey clients for special service, and we will doubtless only send out what necessity demands."

THE GLOBE: "We will send a man to Paterson. That will be all, unless the story demands more."

THE EVENING POST: "We have made no special arrangements."

The foregoing interviews seem to indicate that the New York daily press will not accord to the Sunday meetings the attention and space recently given by Philadelphia papers to the revivalist's efforts there. At the same time, the Boston Globe and Boston Post carried

from two to four columns of Sunday's sermons in the Philadelphia Tabernacle. The N. E. A. members have been so much impressed with the Sunday campaigns that they have secured from Sunday exclusive right to a half dozen sermons, and some of them are holding Sunday revivals through the columns of their respective papers.

Circulation Manager Farley, of the Philadelphia North American, told in THE EDITOR AND PUBLISHER some months ago how the circulation of the North American was increased by the use of "Billy" Sunday's sermons. Mr. Farley worked the rural routes and newsdealers and advertised in eight papers in town where Sunday had previously held forth. The result was good business for the North American.

#### TRIBUNE DROPS MAGAZINE.

##### Substitutes an Eight Page Rotogravure Section in Place of Associated Sunday Magazine.

On March 28 the New York Tribune substituted a handsome rotogravure section for the Associated Sunday Magazine, which has been a feature of that paper for a long time.

In speaking of the change to a representative of THE EDITOR AND PUBLISHER, George Vernon Rogers, business manager of the Tribune, said that the change was made, primarily, because the present management of the paper wishes to control both the editorial and advertising policy of the entire Tribune, and, too, they feel that the public is more eager for the new rotogravure feature.

According to Mr. Rogers, the Tribune is but one of a number of newspapers that have already discontinued the Associated or have availed themselves of their rights to do so. He states that, in addition to the Tribune, the St. Louis Republic, and the Rocky Mountain News have already discontinued and that the following papers have served notice of discontinuance: Cleveland (Ohio) Leader, April 4; the Chicago Herald, April 25, and the Baltimore (Md.) Sun, May 30. This deprives the Associated of an aggregate circulation of 578,927 copies a week.

#### OHIO PAPER'S CENTENNIAL.

##### The Canton Evening Repository Has Passed With Flying Colors the Century Mark.

Full of justifiable pride in passing the century mark, the Canton (Ohio) Evening Repository reached its one hundredth birthday on March 30. Its founder was John Saxton, grandfather of the late Mrs. William McKinley, who continued as head of the paper for fifty-six years. The first issue was a four-page, four-column sheet. The regular issue is now from ten to twenty pages, with forty to sixty pages on Sunday. The original paper was the Ohio Repository, printed at the rate of 200 papers an hour. Three of the pages were devoted to Congressional doings, the declaration of war between the United States and Algiers, and news of fighting at Fort Bowyer. It also contains a proclamation by President Madison, removing the United States Land Office from Canton to Wooster, Ohio. The last page was devoted to poems and other literary matter.

A comparison of the Repository of March 30, 1815, with that of March 30 last shows at a glance the wonderful progress made in the intervening years along all lines of newspaper production. Everyone who has a hand in getting out the Repository today is to be congratulated.

#### Former Editor a Bankrupt.

Scheduling his liabilities at \$159,312.16 and his assets at \$2,700, Edmund H. Wells, former editor and publisher of the Seattle (Wash.) Sun, has filed a voluntary petition in bankruptcy in the Federal court. His assets include an equity in his home in Seattle and \$750 of household effects.

#### A. P. AND A. N. P. A. CONVENTION

##### Outline of the Program for the Annual Meetings in New York.

The most important newspaper gatherings of the year are the annual sessions of the Associated Press and of the American Newspaper Publishers' Association which will be held in this city during the week of April 19 to 23.

The meetings this year promise to be of unusual importance and the indications are that the attendance will be larger than usual. On Monday, April 19, the directors of the Associated Press will meet at the office of the organization in Chambers street for the transaction of final business of the year.

On Tuesday the convention proper will open at the Waldorf Astoria with President Frank Noyes, of the Washington Star, in the chair. Among the topics that will be discussed will be the annual report of Melville E. Stone, the general manager, which, it is confidently believed, will be unusually interesting. At noon a luncheon will be given to members of the organization at which a number of distinguished guests will be present.

On Wednesday the American Newspaper Publishers' Association will convene in annual session which will last for three days. As usual no set program has been arranged. After the reports of the several officers of the association have been presented and discussed the members will devote their attention to the consideration of a list of important topics suggested by publishers in different parts of the country.

One of the reports that always arouses special interest is that of H. N. Kellogg, head of the association's bureau of labor. A number of the labor leaders representing the several unions are expected to address the body on Wednesday.

The annual meeting of the bureau of advertising will also be held on Wednesday, which will be presided over by J. F. MacKay, of the Toronto Globe, chairman of the committee. A luncheon will be given at 12:30 by the bureau, which will be attended by the members and their guests. Among those who have been invited to speak are Richard H. Waldo, of the Tribune; Harry Tipper, president of the Association of National Advertisers, and president of the Advertising League, of New York; Life Young, Jr., of the Des Moines Capital, and W. A. Thomson, director of the bureau of advertising. Mr. MacKay will preside at the function and introduce the speakers, whose addresses are not expected to exceed five minutes each.

On Thursday evening the annual banquet of the A. N. P. A. will take place at the Waldorf Astoria. The committee in charge is composed of John C. Cook, of the New York Evening Mail, chairman; William Berri, of the Brooklyn Standard-Union; William C. Reick, of the New York Sun; Louis Wiley, of the New York Times, and E. G. Martin, of the Brooklyn Eagle. The names of the speakers have not yet been announced. The election of officers will occur on Friday. It is expected that Herbert L. Bridgman will, according to custom, be elected to serve a second term.

#### CALLS A. P. MONOPOLY.

(Continued from front page.)

construe them also. They are trying to distort the by-laws to enforce a power they haven't got. The construction of the by-laws must be measured in extent and scope by the power given by the State to make them.

"They hope to compel Mr. Hearst to take one of two horns of the dilemma—to drop his own news service or be dropped by the Associated Press. Instead of their high, idealistic motives they are urging this case in an attempt to extend their own power. It is all bosh, buncombe and humbug about the public being deceived."

**BOSTON RECORD GROWS**

**Increases Its Size from 8 to 12 Pages**  
**—Publisher Bird Waking Things Up**  
**—Pilgrims Listen to a Suffragette**  
**—Major O'Keefe and Carrol Swan**  
**Enlighten Club Members on Adver-**  
**tising—Some Live News Notes.**

(Special Correspondence.)  
 BOSTON, March 31.—Beginning next week the Record will blossom forth with twelve pages. This is an important change in the Record, which has been an eight page paper since the memory of man. The change is made by order of the new publisher, Charles S. Bird, Jr., who is attracting much attention in newspaper circles by his numerous activities.

A precedent was established at the Pilgrim Publicity luncheon Monday when, for the first time in the history of the association, it was addressed by a woman. Mrs. Susan Fitzgerald, connected with several suffrage organizations, who spoke in favor of suffrage.

The antis came in for a severe exhortation at the hands of Mrs. Fitzgerald, who declared that in order to attract males to their cause, they did not hesitate to use every feminine wile and out-worn trick of chivalry.

Following her address the members of the P. P. A. questioned her for thirty minutes, gaining much information which they will use in deciding upon their "yes" or "no" vote in November.

Major Patrick O'Keefe, president of the P. P. A., addressed the members of the Lynn Publicity Association Monday, in his usual clear and forceful manner, touching especially upon some of the more modern forms of advertising. He advocated educational advertising, saying that advertising that is not logically written is a waste of space. He further said that the function of advertising is to create demand as well as to tell where it can be found.

J. H. Madden was elected president of the Lynn P. A. for the coming year; C. E. Rolfe and A. M. Creighton, vice-presidents; A. W. Pinkham, treasurer, and George C. Dorr, secretary.

Frank Sibley, one of the best known figures on Newspaper Row and the star man for the Globe, has returned from a vacation in Cuba.

Robert L. Norton, political editor of the Post, is spending a month in Bermuda. He contracted a severe case of bronchitis in early March which seemed to thrive in the New England climate. He writes that he has entirely recovered.

A. W. Ellis, whose office was burned out recently, is nicely settled in his new offices at 45 Central street.

Carrol Swan, of the P. P. A., recently addressed the Vermont Wheel Club of Brattleboro, Vt., on advertising and the P. P. A. Mr. Swan says this is one of the substantial clubs of the Green Mountain State.

D. J. McNichols, Boston representative of the Taylor-Critchfield-Clague Co. of Chicago, is now well established in his new offices. He was the vice-president of the F. P. Shumway Co. and is well known in advertising circles in Boston. He has with him Edward Coldwell, formerly of Chicago.

Henry C. Grover, a well known Boston advertising artist, is passing around the cigars. The occasion was the arrival of twins at the Grover home.

Carroll Swan is chairman of the nominating committee of the P. P. A., the annual meeting of which comes in April. Others on this committee include Percy Walton, F. M. Barbour, H. C. Thompson and J. J. McPhillips.

The Boston Journal, which started the fashion for organizing trips to the Panama Pacific Exposition, has been followed by the American and the Traveler. The Traveler's contest articles harp on the subject of "pretty girls." The American, with its customary enterprise, has already made good headway in this contest.

The "Standing Room Only" sign has been much in evidence in front of the office of the Post during the past few days. "No more advertising accepted tonight" reads the sign, that spells prosperity to all observers.

Houghton & Dutton have started an advertising campaign in the columns of the Boston Journal.

William U. Swan, of the Associated Press, has been confined to his home with a severe attack of carbuncles.

Walton A. Greene, publisher of the Boston Journal, has been elected secretary of the Boston Branch of the National Security League.

O. G. Draper, day city editor of the Journal, is ill at the city hospital with pneumonia. Mr. Draper's place is being filled by William Dougherty, night city editor.

William Alcott, night city editor of the Globe, has been ill with a severe cold but is now much better.

Alfred H. French, of the A. P., made a recent trip to New York, where he met his wife, and young daughter, who has been on an eight weeks' trip to Florida. R. A.

**IN THE ST. LOUIS FIELD.**

**Many Changes on the Globe-Democrat—Notes About Newspaper Workers.**

(Special Correspondence.)

St. Louis, March 30.—Following the resignation of Capt. Henry King, who died two weeks after he recently gave up his post as editor-in-chief because of his failing health, many changes have been made in the editorial departments of the St. Louis Globe-Democrat. Joseph J. McAuliffe, city editor, was made managing editor; Caspar Yost, Sunday editor, was made editorial director; James E. Darst was placed in charge of the magazine section make-up, and O. Rex Coile was assigned to Darst's desk in charge of the sport pages. Marion Frank Parker remains sporting editor, however. A combination desk was installed, with Lon Burrowes in charge, and Avery Carr, telegraph editor, was put in charge of the news bureau. Truman Talley was brought from the St. Louis Republic to serve as night editor.

Three staff men of the St. Louis Globe-Democrat recently have been married. They are: Bradley B. Huff, legislative correspondent at Jefferson City, Mo.; C. A. Lovett, of the Globe-Democrat bureau in New York, and Earle A. von Meyers, a reporter.

Charles G. Kaufman is the Peoria Transcript's new sporting editor.

James V. Linck and Roy Stockton have been added to the St. Louis Globe-Democrat's coterie of baseball writers.

Edward McBride, formerly staff cartoonist for the St. Louis Republic and later comic artist on the New York Evening World, is at his home in East St. Louis, Ill., where his aged mother recently suffered a severe injury in an accident.

Miss Rose Shulsinger has been added to the St. Louis Times' corps of woman writers.

Den McSkimming, baseball writer, is at Havana, Cuba, for the St. Louis Star.

Edward Harris, artist, has gone from the Republic to the Times in St. Louis.

The St. Louis Globe-Democrat has made a permanent feature of a novelty in the sport supplement line—a weekly four page feature section in colors—which first appeared as a souvenir with the usual sport section March 14. This supplement brought forth so many laudatory comments that it was decided to make the feature a fixture and beginning April 4 the supplement will appear every Sunday.

**Changes On Cincinnati Paper.**

E. O. Eshelby, publisher, and E. B. Allen, secretary and treasurer of the Cincinnati (O.) Commercial Tribune, have severed their connection with that paper. Cone, Lorenzen & Woodman, who have represented the newspaper in the foreign field, are to give up the representation May 22.

**MILLER TO BIRMINGHAM.—INTERNAT'L PRESS CONGRESS.**

**Advertising Manager of Rhodes Burford Co. Goes to the News.**

Charles Miller has resigned as sales and advertising manager of the Rhodes Burford Furniture Company, of Louisville, Ky., to take the position of assistant publisher of the Birmingham (Ala.) News.

Mr. Miller is an old time newspaper man, having started as a newsie in Phil-



CHARLIE MILLER.

**May Attract the Big Men of the Profession—Sure to Have Large Attendance.**

The International Press Congress will be held at the Panama-Pacific Exposition, San Francisco, Monday to Saturday, inclusive, July 5 to 10. The purpose of the congress, according to an announcement just received from Columbia, Mo., is the "Consideration of Questions of Professional Importance to Journalism." It will be in no sense sectarian, partisan or sectional, but will concern itself with the highest interest of journalism as a world calling. In organization and aims it will be similar to the World's Press Parliament, held in St. Louis in 1904. It was opened by Secretary of State John Hay.

The program of the congress, according to its leaflet, will include addresses, conferences and discussions that will attract world interest and will aid in world service. Representatives of the journals of the world and of the press associations in every state and nation and writers most closely identified with journalism will participate. Questions of vital interest to the new journalism will be considered. The congress, it is believed, will make a contribution of large, permanent value to the profession of journalism throughout the world.

The advisory committee of the congress is as follows: E. H. Baker, of the Cleveland (Ohio) Press; W. H. Cowles, of the Spokane (Wash.) Review; Jason Rogers, of the New York Globe, and W. C. Nichol, of the Vancouver (B. C.) Providence, representing the American Newspaper Publishers' Association; George E. Hosmer, of Denver, L. C. Cramton, of the Lapeer (Mich.) Clarion, A. D. Moffet, of the Elwood (Ind.) Record, Edwin Albright, of the Gallatin (Tenn.) News, and J. P. Baumgartner of the Santa Ana (Cal.) Register, representing the National Editorial Association; Frank B. Noyes of the Washington Star, president of the Associated Press; Roy W. Howard of New York, president of the United Press Associations; John Clyde Oswald of the American Printer, New York City, president of the Federation of Trade Press Associations; Talcott Williams, director of the School of Journalism of Columbia University, Merle Thorpe, professor of journalism in the University of Kansas, Frank L. Martin, professor of journalism in the University of Missouri, representing the American Association of Teachers of Journalism; Louis N. Hammerling of New York, Solon J. Vlasto of the Atlantis (Greek daily) of New York City, and C. L. Orbach of the Slovak V Amerike (Slovak daily) of New York City, representing the American Association of Foreign Language Newspapers; Charles W. Knapp of the St. Louis Republic, and Walter B. Stevens of St. Louis, representing the World's Press Parliament.

Delegates to the congress have been invited from every state, national and international press association in the United States, as well as from societies, associations and institutes of journalism in other countries. Many such organizations have already appointed delegates. It is expected that representative delegations from every American state and from practically every nation will attend. Special facilities for seeing the Exposition and for visiting the Pacific Coast will be extended by the Exposition, the city of San Francisco and the State of California.

The director of the congress is Walter Williams, dean of the School of Journalism of the University of Missouri, Columbia, Mo., U. S. A., to whom correspondence regarding the congress should be addressed.

adelphia, Pa., and later as a boy, went to Chattanooga, Tenn., where he sold papers, was a collector, advertising solicitor and finally assistant business manager of the News, leaving there to go to Louisville, as a solicitor on the Herald. When three years on the Herald he was advertising manager, leaving there to go to the Rhodes Burford Company.

**DEATH OF COL. WILLIAM JAY.**

**Vice-President of the New York Herald Passes Away at White Sulphur Springs.**

Col. William Jay, vice-president of the New York Herald Company, died of heart failure at White Sulphur Springs, W. Va., on Sunday, at the age of 74 years.

Col. Jay was a lawyer of high standing and belonged to one of the oldest families in America. He was graduated from Columbia in 1859. During the latter part of his life he appeared in court only occasionally. He was a great whip and was twenty times elected president of the New York Coaching Club. He was interested in the breeding of horses. He was an intimate friend of the late Cornelius Vanderbilt, William H. Vanderbilt, Sr., and the present James Gordon Bennett.

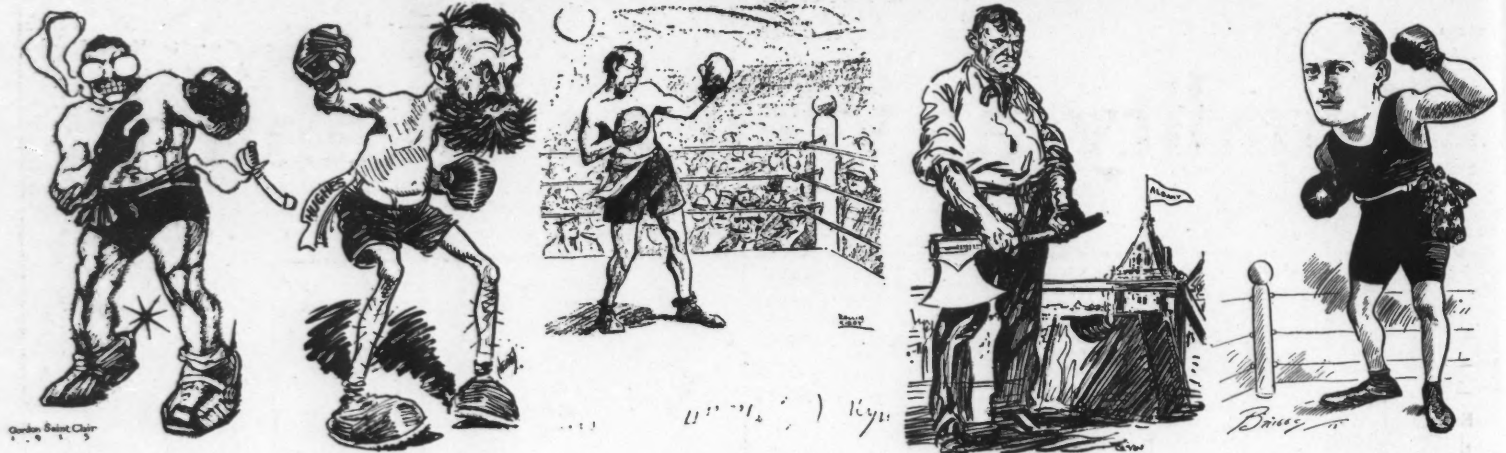
It was at Mr. Bennett's invitation that Col. Jay became vice-president and a director in the New York Herald Company. He had been counsel to Mr. Bennett and the Herald for several years previously, and was an expert on libel, copyright, and other laws relating to newspaper publishing.

Col. Jay's funeral, which took place in Trinity Church, New York, on Thursday, was very largely attended. Among those present were many of the most distinguished business and professional men of the city.

**Washington Star's Guide Book.**

The Washington (D. C.) Star has issued a booklet, "Washington, the Nation's Capital," for the benefit of visitors to the National Capital. It is printed on fine paper, is abundantly illustrated and is typographically attractive. Fleming Newbold, the business manager, is sending copies of the guide book to his friends in distant cities, with the idea that they go to Washington this spring and see the National Capital.

ALBANY CORRESPONDENTS "PLAY HORSE."



THEODORE ROOSEVELT ("Old Ted").

CHARLES E. HUGHES ("Gunboat").

MARTIN H. GLYNN ("Marty").

CHARLES S. WHITMAN ("Ripper").

JAMES W. WADSWORTH ("Young Jim").

GREAT DOINGS IN ALBANY.

Correspondents Entertain Whitman and Former Governors at Dinner by a Novel Show.

Governor Whitman and four former Governors of New York, O'Dell, Dix, Glynn and Sulzer, Senator O'Gorman and William F. McCombs, chairman of the Democratic National Committee, were guests of honor at the annual dinner and show of the Albany Legislative Correspondents' Association, March 25. Three hundred and forty-two persons attended the dinner, while more than a hundred strove futilely to obtain tickets.

The show followed the plan of a prize ring. The banquet hall, decorated as the interior of a gymnasium, was called "Ripper" Whitman's training quarters. The climax of the show was a four-round boxing bout between "Gunboat" Hughes (George Herrick, of the New York Morning Telegraph), and the "Ripper" (Frank N. Robinson, of the New York Evening Mail). "Gunboat" dropped the "Ripper" with a left to the stomach and thereby carried off the White House hope championship.

Frederic T. Cardoze, Albany correspondent for the International News Service, suggested the prize ring idea and acted as referee. Hal O'Flaherty, of the United Press, and William Conway, of the Albany Argus, were seconds. Labert St. Clair, of the Associated Press, was at the bell.

A souvenir booklet, entitled "The Modest Art of Self-Advance," and containing cartoons by widely known artists depicting New York state political characters in prize ring togs and the record of each man, was a souvenir. Among the cartoonists who contributed were Briggs, New York Tribune; Kirby and Frueh, New York World; Cesare, New York Sun; St. Clair, free lance, Chicago; Goldberg, New York Evening Main; Lynd, New York Herald; Heath, Adams Syndicate, New York, and Harding, Brooklyn Eagle. Iron double crosses also were distributed to guests while a double cross of solid gold was presented to Governor Whitman. He also received a miniature White House while George W. Franklin, of the Troy Record, sang "Dreaming."

Charles S. Hand, of the New York



The New York Evening Post has reported for its readers the history of the United States since the close of the Revolution. It is accurately reporting history in the making today.

World, was chairman of the entertainment committee. Among other who participated in the show were Patrick T. Rellihan, New York Press; George M. Janvrin, Brooklyn Citizen; W. Axel Warn, New York Times; Don Martin, New York Herald; Louis Seibold, New York World; George R. Cozzens, the Associated Press; Albert E. Dale, Albany Knickerbocker Press; Edward S. Luther, New York Morning Telegraph; Harold P. Jarvis, Buffalo Courier; Denis T. Lynch, New York Tribune; E. L. James, New York Times; Thomas C. Stowell, Albany Knickerbocker Press, and Joseph J. Early, Brooklyn Standard-Union; President Charles H. Armitage, of the Buffalo News, presided.

WASHINGTON PERSONALS.

Raymond W. Pullman, Washington correspondent for a number of newspapers, took the oath of office of superintendent of police April 1.

Frank B. Lord, president of the National Press Club, is chairman of the publicity committee of the G. A. R. Encampment to be held in Washington, D. C., in September.

Robert F. Wilson, correspondent of the Ohio papers, is traveling with Senator Burton in his tour of South America.

Louis Brownlow, one of the new district commissioners, formerly correspondent for Tennessee newspapers, has inaugurated many useful regulations in municipal control of automobile traffic in the city of Washington.

N. O. Messenger, chief of the Capitol staff of the Washington Star, is now in West Virginia, writing feature stories about the State of West Virginia going bankrupt on account of prohibition.

Parker R. Anderson, correspondent for the Greensboro (N. C.) News and Wilmington (N. C.) Star, is now also correspondent for the Wilmington (Del.) Journal.

Carter Field has recently been visiting in Baltimore.

Philadelphia Paper's Prizes.

The Philadelphia (Pa.) Evening Telegraph has just divided \$5,000 in cash prizes between four worthy institutions in Philadelphia as a result of the Merchants' and Manufacturers' contest started on Nov. 14 last by the Telegraph. Many merchants were benefited by increased sales. The prize checks were for \$2,500, \$1,000, \$700, \$500 and \$300, the highest being won by the Franklin Home.

"Signed Article" Bill Dead.

The House of the Vermont Legislature on March 30 killed a bill proposing that every newspaper article tending to injure the reputation of any one, living or dead, must have the name of the writer at the end. The measure originated in the Senate.

N. Y. HERALD APOLOGIZES.

Correspondent Broke Rule Requiring Interview to Be Submitted to Person Interviewed.

While the ship-purchase bill was before Congress the New York Herald's Washington bureau sent to that newspaper an alleged interview which had been given to the Washington correspondent by Senator Joseph L. Bristow, of Kansas, in which the latter implied that Secretary McAdoo was financially interested in the passage of the measure.

After the interview had been printed Senator Bristow told Secretary McAdoo that he had not made the statement attributed to him.

The Herald immediately made an investigation of the matter and found that, contrary to a rule of that newspaper, the correspondent had failed to submit to Senator Bristow his account of the interview before sending it to New York.

The Herald in fast Sunday's issue disclaimed any intention to reflect upon Secretary McAdoo, and expressed its regrets for having published the article.

Dramatic Critic Refused Admission.

Alexander Woolcott, dramatic critic for the New York Times, was refused admission to the Maxine Elliott Theatre on Thursday evening, and although such words as passed between him and J. J. Shubert and A. Toxen Worm, general press representative for the Messrs. Shubert, were civil in text, and modified in tone, the incident did not pass without arousing the interest of a large part of the first night audience that had heard Mr. Woolcott having aroused the displeasure of the management because of his recent review of the play, "Taking Chances," would be turned away from the theatre.

Mr. Woolcott presented a ticket he had purchased at one of the hotel agencies and when admission was refused him it is understood that he had witnesses present in his behalf. What the outcome is to be could not be learned last night.

The New York Times of Friday printed no review of the play.

Memorial Tablet Unveiled.

A memorial tablet bearing the names of its fourteen deceased members was unveiled on March 26 at the rooms of the Pica Club, in Paterson, N. J. The Pica Club is an organization of Paterson newspaper men. The names inscribed are those of Robert H. Brenner, one-time Representative; General Joseph W. Congdon, Oliver Wendell Merrill, James B. O'Brien, Adam Jeffrey, William Borktaver, Edward J. Wheeler, F. N. Palmer, Victor L. Mason, Harry G. Sumner, James L. Hand, B. W. Mahoney, John F. Buckley and Caleb Whitbeck.

The President Not Interviewed.

Gabriel Alphaud, secretary-general of the Paris (France) Temps, who was introduced to President Wilson at the White House on Wednesday by the French Ambassador in Washington, in a cabled interview to his paper quotes the President as having said:

"I am glad to see on American soil Frenchmen who come to satisfy themselves as to the state of opinion in the United States. You will not receive an impression, I am sure, that will give cause reasonably to complain of that opinion."

In a statement given out at the White House on Thursday, President Wilson authorized the statement that "He had given no interview and had given no expression of opinion about current affairs to Mr. Gabriel Alphaud." The President let it be known that Mr. Alphaud, who was presented at the White House yesterday by the French Ambassador, came merely to pay his respects, and that, although he was secretary-general of the Paris (France) Temps, it was distinctly understood in advance with the Ambassador that there was to be no interview.

A Newspaper Code.

The New York American says editorially:

"The Code of Civil Procedure provides that a judge shall not sit as such in, or take any part in the decision of, a cause or matter to which he is a party or in which he is interested."

"In Appellate Court procedure it is customary where a judge is interested in any way in the litigation before him to refrain from casting a vote, and in many instances Appellate Court judges actually withdraw from the bench when the arguments are being heard."

"The code of honor of newspapers should be, and usually is, as high as the code of honor of judges. That code forbids a newspaper man to have any private interest in any public bill he advocates or approves."

In Pittsburgh

The most successful newspaper advertising mediums are the GAZETTE TIMES Morning and Sunday CHRONICLE and SUNDAY Evening except Sunday They educate the public and create a buying impulse. It is known by actual test that they are vitally necessary in order to insure the Greatest Possible Return from an Advertising Appropriation.

Flat combination rate is 22 1/2c. per agate line. For further information or co-operation write

URBAN E. DICE, Foreign Advertising Manager, Pittsburgh, Pa. J. C. Wilberding, 225 Fifth Avenue, New York City J. M. Branham Company, 919 Mollers' Building, Chicago Chemical Building, St. Louis

# Quality as Well as Quantity

Boston's Bundle Day was noteworthy for, first, the really generous contributions made, and, second, for the uniformly fine quality of the contributions.

In a brief seven days' campaign thousands of "bundles" were secured, many of the "bundles" being big trunks packed to the brim.

The only Boston newspaper that helped on Bundle Day, or in which any promotion or advertising of Bundle Day appeared, was the Boston American.

The Bundle Day results may reasonably be used, therefore, as a criterion of the quantity and quality of the Boston American's circulation.

The list below gives, in order from the highest down, the contributions of the principal districts in and around Boston in percentages of the total number of bundles received:

Back Bay. ....	17.3%	Brookline .....	13.0%
Brighton & Allston	12.2%	Newton .....	6.2%
Dorchester .....	5.5%	Jamaica Plain ....	4.4%
Malden .....	4.3%	Cambridge .....	3.7%
Somerville .....	3.0%	Melrose .....	2.7%
Arlington .....	1.4%	Winchester .....	1.4%

All others combined 24.9%

Through the Evening and Sunday Boston American advertisers can reach most profitably the greatest number of possible customers.

## The Boston American

Evening and Sunday

*New England's Greatest Home Newspaper*

## WHAT IS TRUTH IN ADVERTISING?

**Bert Moses Admits That in Attempting to Define It He Comes Pretty Close to the Buzz Saw, But He Gives Some Honest Views Upon a Subject Which is Just Now Receiving Widespread Attention.**

BY BERT MOSES.

Advertising is now recognized as the Fine Art of Handling Truth With Variations, but we have not, so far as I can learn, reached any final conclusion as to what Truth itself is.

Edward Everett Hale was once asked what he thought of Christianity, and he replied:

"I do not know, sir. It has never been tried."

We shall never know truth until we try it.

What is truth, anyhow?

When I come to discuss truth as applied to advertising, I am getting my fingers pretty close to the buzzsaw, but it seems to me the time is here to say something on the subject that has the indications of being so.

There is more being said about truth in advertising today than there is about the hoof and mouth disease, and there doesn't seem to be anybody who knows anything definite on either subject.

Of course, there are a lot of folks who think they know, or rather who try to make the rest of us think they know, but really the only truth they care anything about is the truth that doesn't hurt them.

They are often nothing more than pea-shooters, who take a shot at most everything they see, except when they look into a mirror.

Truth can be overworked, like anything else.

I always had a notion that truth meant something that was so—something about which there could be no dispute whatever.

On looking the word up, I find Webster has gone into the subject at some length, but the gist of his definition is practically this:

"Truth is that which is true or certain about any matter or subject."

Outside of natural laws I know of few things which have become so well established as to be called fixed truths.

### SOME VARIETIES OF TRUTH.

There are more kinds of religion, and therefore more varieties of truth, than there are grease-spots in a garage, and my observation goes to show that in every walk of life, in every branch of human endeavor, including advertising, this variation as to what is so and what isn't is just as marked.

Now, I am wondering what would happen to advertising, and particularly to quite a number of good folks now prominent in this truth reform, if Dr. Kellogg, of Battle Creek, should, through the whirligig of fate, come to sit in Washington as a national censor of advertising.

Suppose his view of truth about foods should prevail—where would the superior gentlemen be who now take it upon themselves to decide between truth and falsehood for everybody but themselves?

Possibly I am a bit prejudiced because destiny has decreed that I should adorn and decorate a profession that is taboo to some very excellent gentlemen whose chief fault is a preference for expediency to truth.

Mr. Balliett, in a recent speech, which was a classic and one of the very few recent advertising utterances that carried with it the majesty of common sense, completely routed these folks who have so fanatically attacked all proprietary remedies because a few of them were bad.

He didn't leave enough of the pseudo-reformers to putty up a nail hole.

He was as effective as Mrs. Clancy, who was on trial for assault.

The judge said: "Mrs. Clancy, the evidence goes to show that you threw a brick at your husband."

"Yes," she answered, "and his face shows that I hit him!"

### HOW SCHEMES ARE WORKED.

This I have noticed about every manifesto and ukase issued by these false alarmists:

There is always some advertising scheme back of it.

That is to say, the uplifters are in the business for the revenue they can draw out.

After a certain amount of fiasco and fireworks, a solicitor comes around and wants you to participate in a co-operative advertising scheme, which is given the semblance of importance by hooking it up with a noisy nobody who asserts more in a minute than he can prove in a month.

If you go into the thing, your product is good; if you stay out, your product is bad.

A man who engineers a deal like that is a fellow who is likely to pass a plugged dime on you or poison your dog.

I would rather be a decent patent medicine man than a self-appointed censor who, through an outward show of righteousness, spreads false reports in the land and ruins the business of reputable houses.

Before calling a man a liar or fraud, it is well to investigate with infinite care, or the accuser may acquire the title he gives the accused.

Truth is something to be lived—not merely discussed.

It cannot be caught and crystallized into a formula.

When we live the truth, we will cease to talk about it.

I have come to the belief that any person who openly affects to be better than his neighbors is sure to be a knave.

### ANOTHER FORD JOKE.

I always considered the Ford car to be an automobile, but I find quite a few owners of Packards and Pierce Arrows who dispute this.

They say all owners of Ford cars are Christian Scientists—they simply believe they own automobiles.

And who is wise enough to decide whether the Christian Scientist or the orthodox doctor is right about medicines?

One says medicines don't cure sick people and the other says they do.

They are as far apart as Germany and England.

The horrible war in Europe shows us how difficult it is to distinguish the truth.

What is a black falsehood to England is a beautiful truth to Germany, and you can twist these words around and get exactly the same problem.

### TRUTH CONFUSED WITH OPINION.

Nobody knows—we simply confuse truth with opinion, although it is evident to us all that they are as different as gentleman and gent.

The wise man is the man who knows that he does not know—and admits it.

I think the moment is here to insist that all of us be given the right to express our own opinions, and the right to a reasonable degree of freedom in telling through advertising what we think about the things we sell.

I do not believe any censor knows as much about the products I help to promote as I know about them.

I think every business in every line should stand or fall on its individual showing, and I further think there is nothing quite so altogether contemptible and vicious as the idea of putting a smallpox flag on every house in a town because there is a case of smallpox in one of the houses.

It's all wrong, as I see the truth, to visit the sins of a few men upon everybody who happens to be in the same business.

Take things on the average—take them as they come and go—and you will

find that rascals creep into all lines of trade, and that even the best of us are not so very much better than the bad ones.

That is to say, none of us is any too good.

I hope I have not created the impression that I am dissatisfied and sore, because really I am not.

### HE'S AN OPTIMIST.

I am an optimist, and an optimist, you know, is a fellow who doesn't care what happens so long as it doesn't happen to him.

I am broad enough to admit that quite likely I do not understand the English language and that the ads do not actually say what they appear to me to say.

I think everybody ought to have the right to interpret and define pretty much as he pleases.

To sum it all up, what is needed is a measure of toleration granted by each of us to all of us.

Give me the right to express a fair degree of enthusiasm about the products I am identified with—let me have opinions and print them—and I promise a like degree of freedom to you.

### HONESTY NEEDS NO HORN.

Let us be honest, but let's forget it once in awhile and not talk about it all the time.

Any man who can't be honest without blowing about it needs to have his morals renovated and manicured.

There is nothing in honesty to brag about or to shout about through a megaphone.

It is the duty of every man to be honest, and he ought to be honest as a matter of course.

If you are honest, keep still about it and the people will find it out, and your reputation will advance in proportion as you are modest about your virtues.

### SETTLING PROBLEMS OFFHAND.

Let us all have opinions—the more the better—and let us get away from the narrow idea that a committee can go into session and settle off-hand the problems that have perplexed mankind

ever since the fig-leaf went out of fashion and Eve had to hustle around to see what new styles the department stores were offering.

Let us also slough off the idea that a lot of advertisers are second-story men working the public through the newspapers, because that isn't so.

There are a great many decent folks in the world besides ourselves.

Let us quit advertising the bad side of advertising and advertise the good side for awhile.

Let us use just a little more common sense and cut out all the "con" we can.

That is where sanity lies.

This is the truth as it seems to me, and I am glad I have the courage to say it and you have the courtesy and forbearance to let me say it.

## JOY NIGHT FOR WORLD MEN.

**Annual Dinner Was a Notable Event Attended by More Than One Hundred.**

The annual dinner of the New York World's morning and Sunday editorial staff and art room staff was held last Sunday morning at Healy's. More than one hundred attended. William A. Thayer, night city editor of the World, presided. Letters of regret from Ralph Pulitzer, Don C. Seitz, Herbert Bayard Swope and others were read and greetings were received from Capt. Norman G. Thwaites, who is on the firing line in France, and Henry Varian, who is recovering in a Brooklyn hospital from his recent accident.

The festivities, which began after a silent toast to World men who had died since the last dinner, lasted well into daylight.

Among the former World men present were Robert C. Wooley, director of the Mint in Washington, D. C.; David Ferguson, supervisor of the New York City Record, and Robert Adamson, Fire Commissioner. The Overset, a miniature World, was issued as a dinner souvenir.

At 8 P. M., March 21st

2,000,302

PEOPLE had VISITED the Panama-Pacific Exposition

Which Opened February 26th

This Two Million mark in attendance was reached 6 days earlier than at the St. Louis Exposition, and 7 days earlier than at the Chicago World's Fair.

**SAN FRANCISCO IS A WONDERFUL MARKET THIS YEAR FOR NATIONAL ADVERTISERS**

The EXAMINER is SAN FRANCISCO'S GREAT NEWSPAPER

Selling over 125,000 copies Daily  
Selling over 250,000 copies Sunday

This is the largest circulation in the West, and the largest in America of any newspaper selling every day at 5c per copy.

The only morning newspaper in San Francisco with the A. B. C. Audit Certificate is

**San Francisco Examiner**

M. D. HUNTON  
Eastern Representative  
220 Fifth Avenue  
New York

W. H. WILSON  
Western Representative  
909 Hearst Bldg.  
Chicago

The



World.

"Circulation Books Open to All"

"Circulation Books Open to All"

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**MAKES GOOD YEAR AFTER YEAR**


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*Lambert Bros.*

MAKERS OF FINE JEWELRY.

*3<sup>rd</sup> Ave cor. 58<sup>th</sup> Street.*

*New York,* March 17, 1915.

To Publisher of The New York World,  
New York City.

Dear Sir:-

We have used full advertising copy in the morning, evening and Sunday editions of The World for a great many years.

We have been uniformly well treated by your publication, and say, without hesitation, that the results for the money spent in advertising with you have been more than satisfactory. We regard advertising as an investment.

Yours very truly,

*Lambert Bros*

PL2/IH.

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**Leads in Advertising--Results--Circulation**

## AD APPROPRIATION MERELY A LOAN.

**Which the Advertising Department Must Pay Back at Usurious Rate of Interest, is the Contention of R. L. Whitton—Must sell the Goods—How the Modern Agent Helps Get Results.**

Richard L. Whitton, vice-president of the Nicholas-Finn Advertising Company, of Chicago, advanced a new thought in the analysis of an advertising appropriation in a unique address delivered over the long-distance telephone from Chicago to the first meeting of the Advertising Managers of Wisconsin, at Milwaukee, March 23.

Mr. Whitton contended that an advertising appropriation was really a loan, at a usurious rate of interest, from the institution itself to the selling end of the proposition. Mr. Whitton further contended that the return of both principal and interest, within a reasonable time, was the duty of the advertising manager and advertising agent.

Mr. Whitton's speech was in part as follows:

"With your permission, I am going to talk to you about advertising as an economic factor in modern business—its actual money-saving, efficiency-adding value.

"These are brass-tacks times. The business game is played with the cards on the table. That which does not produce cannot endure. We are living in an efficiency age—in every manufacturing process, in every detail of commerce, new and better ideas and economic methods of today are supplanting those of yesterday. And to-morrow will bring another revolution.

"Waste is being hunted with engineering searchlights. Extravagant 'overhead' is the unforgivable crime. Economic production is everybody's goal. And the man-sized job that you men have before you is the economic production of advertising results.

"A few years ago the selling end of the business was almost entirely divorced from the advertising. Today it is all different. In a progressive business the advertising department and the selling department absolutely interlocked. Modern advertising not only must sell goods, but must sell goods at a reduced percentage of cost—to prove its efficiency.

"Because there is a new and intelligent way of looking at advertising there has been born a new and intelligent advertising—advertising wherein is considered the necessity of meeting present-day conditions of creating a market for merchandise at a right selling cost. And out of the new advertising there has come, I may say, a new race of advertising managers—no longer merely writing men—judges of good illustrations and effective type displays. They are hard-headed, far-seeing business men—masters of salesmanship—of merchandising. Their decisions are based upon accurate knowledge. If they do not key their ads they key their sales. They get out on the field and mingle with the sales force. They visit dealers—talk to consumers. They are seeking just one thing—results, results, results.

"It is a good thing there is no longer any belief in advertising miracles. But our responsibility—yours and mine—has tremendously increased with the new order of things. Firms no longer 'appropriate' sums for advertising in the sense that they consent to really pay money out of the business. They do not 'invest' in advertising, in the sense of a gamble in printers' ink.

"What they really do, in fact, is to loan a certain amount of money to the advertising department of their business with the express understanding that this loan is to be repaid in new, profitable, economically-secured business—at a usurious rate of interest. And principal and interest must be forthcoming per agreement!

"I want to say just this about the relations of the advertising manager and the advertising agent. I've moved around quite a lot over the country during the last twenty years, and I want

to tell you that some of the finest, most efficient team-work that I have ever seen in business has been between advertising managers of good concerns and good advertising agents. There should be absolutely no conflict of interests—selfish or otherwise. The advertising manager needs the advertising agent and the advertising agent needs the advertising manager. More power to both!

"The advertising manager has always been essential to an important business—but 'never so much so as now,' and there never was a time that he had an opportunity to make his job so big—to demonstrate so convincingly—in actual dollars and cents—the earning power of his department.

"The modern advertising manager is the general of the campaign. At headquarters he keeps in daily touch with how the battle goes. If there is a weak spot in the line he throws out reinforcements. If there is a strategic point to cover he covers it. He is in daily intimate contact with the manufacturing and merchandising details of his product. He watches the sales-chart as a locomotive engineer watches his steam gauge. The bigger man he is the stronger he is for conference—for concerted action—the more disposed he is to make use of the ideas and experiences of others. He is strong for composite knowledge.

"And right at this point I would like to impress upon you my belief in the value of meeting and giving audience to the advertising representatives of legitimate mediums who call upon you. I know the difficulty an advertising manager experiences in trying to see everyone who calls. But see the men who are worth while—if only for a few minutes. It pays—big.

"The vice president of a great national concern—one whose business in a year runs into many millions—recently said to me:

"I always make time to see an advertising man who has something tangible to say. I figure that this contact with the 'live wires' of publicity and merchandising is worth thousands of dollars to this concern every year."

"The good agency of today has absolutely nothing in common with the agency of twenty years ago, which was more or less a brokerage institution—a channel through which the advertiser reached the space-owner—a mere clerical concern with its principal idea of service: forwarding copy—checking insertions—paying bills.

"The agency of a former decade devoted its primary efforts, spent its primary efforts, spent its money, in the soliciting of accounts—in the employment of spellbinders and mixers—all-round good fellows, whose sole duty was to go out and get the business—whether by oratory or by personal friendship and lavish entertainment.

"The twentieth century advertising agency that is worthy of the name invests its capital and effort in the improvement of what it has to offer the advertiser—the development of its facilities—in offering much generous measure of tried, experienced and fully demonstrated service that it is employed, not because of spectacular solicitation, but on a basis of sound business, specialized efficiency and thorough economy.

"It is with an agency of this kind that an advertising manager can work happily—achieve the best results.

"When people understand that the fiery advertising steed of former years, which had an occasional tendency to stampede with the advertiser's money, has been tamed and broken to harness with conservative money-saving merchandising, it will be a vastly better thing for all concerned. Let us accept it for what it is—a high-powered, efficient, productive, economic machine—the greatest power of all in business."

## FIELD SECRETARY TALKS.

**Lewellyn E. Pratt Tells of His Visits to Various Cities.**

Lewellyn E. Pratt, chairman of the educational committee of the Associated Advertising Clubs of the World, who has been spending a large part of his time since January first in visiting the various clubs in the States east of the Mississippi River, spoke interestingly to a representative of THE EDITOR AND PUBLISHER of what he found in the various clubs. He said that the idea of business men interchanging information for mutual help has taken hold in wonderful degree in all the places he visited and that the advertising club seems to be the logical point of focus for this work.

"I have been amazed to find that even in towns where the club has a very small membership, the business men come out in large numbers to hear anything that has to do with the work of the educational committee. This is clear evidence that business men everywhere are hungry for information that will be of assistance to them in these times of keen competition and of rising costs in transaction of all kinds of business."

Mr. Pratt has been telling, in a simple way, the history of the Associated Advertising Club movement and has described the activities of the various committees. He says that in every audience he has addressed many took down the names of the new books on advertising he gave and other things that interested them.

In the vigilance work an equal interest is shown, and at nearly every meeting members indicate that they are following closely the record of the leading publications in their campaigns for truthful advertising.

"I have changed my mind entirely about the character of membership which an advertising club should have," said Mr. Pratt. In the early days, I thought that an advertising club should be made up of men who make their living exclusively from buying or selling advertising.

"After the experience drawn from much correspondence and from visits I have made to the clubs, I have been struck with the wider usefulness of the average advertising club in its community. In some towns, the advertising club embraces in its membership a live man from practically every line of business represented in the town. Certainly if there is anything that will increase the value of national advertising, it is the hearty and intelligent co-operation of these local dealers."

Mr. Pratt says everywhere he has been there is keen interest in the coming convention of the Associated Clubs to be held in Chicago in June. In South Carolina, for instance, they are planning a special train to carry one hundred and fifty people to the convention at Chicago and then to the Panama Pacific Exposition in San Francisco.

## CANADIAN PAPER OUTLOOK.

**Montreal Financial Times Says That It Is Just Now Uncertain.**

The Financial Times, of Montreal, says that to quote the words of a man well versed in the trade, the outlook for the pulp and paper industry of Canada at the moment is "perplexingly uncertain."

It is said that Canadian plants have come near the over-production stage. The manufacturers are fearful now that reduction in prices will follow. Within the past six months the Canadian output of newsprint, for instance, has increased by approximately 400 tons per day. This has come through plant extension at the Belgo-Canadian plant and by the putting into operation of the Abitibi Pulp and Paper mills, as well as by extensions to other Canadian plants.

At the same time the consumption has declined to approximately 20 per cent. The shrinkage in advertising has resulted in the issue of smaller papers throughout not only Canada but the

United States; therefore demand for newsprint has fallen off.

The so-called German blockade of the British coasts accompanied by submarine activity has had the effect of curtailing shipments of pulp and paper from Norway and Sweden to Britain. Canadian producers are hopeful of benefiting from this situation. As yet, however, little actual business has developed, though inquiries are coming in already.

## PURE ADVERTISING LAW.

**Missouri Legislature Has Passed Bill, Which Awaits Governor's Name.**

(Special Correspondence.)

COLUMBIA, Mo., March 30.—The Missouri State Legislature which has just adjourned passed a pure advertising law similar to one already in force in several States. A synopsis of the bill follows: "Any person, firm, corporation or association that shall attempt to sell any merchandise, securities, service or anything directly or indirectly to the public through advertising in a newspaper or other publication or in the form of a book, notice, handbill, poster, bill, circular, pamphlet or letter or in any other way which is untrue, deceptive or misleading shall, upon conviction thereof, be punished by a fine of not less than \$25 and not more than \$500 or by imprisonment in the county jail not less than ten days or more than ninety days, or by both fine and imprisonment."

Dan M. Carr, formerly a Kansas City newspaper man, was elected editor of the Macon Times-Democrat at a recent meeting of the stockholders. Fred H. Tedford will retire from the editorship about April 1.

H. S. Sturges, of Neosho, president of the Missouri Press Association, has appointed the following delegates to the International Press Congress at San Francisco, in July: Fred Naeter, Cape Girardeau Republican; H. F. Stapel, Rockport Mail; Ovid Bell, Fulton Gazette; P. E. Burton, Joplin News-Herald, and Omar D. Gray, Sturgeon Leader.

Joseph T. Davidson, founder of the Republican of Poplar Bluff, died suddenly at his home in that city March 17. He was 69 years old.

George H. Ober, Sunday editor of the Joplin News-Herald, who has served on the staffs of many Missouri and Kansas newspapers, was married March 17 to Miss Parilee B. Carlin, of Racine, Mo.

## New List of Advertisers.

The Bureau of Advertising of the American Newspaper Publishers Association has mailed to its subscribers with its compliments the first edition of its Directory of National Advertisers and Agents. Originally this list was planned on a much more elaborate scale, but the cost was found to be prohibitive. The present book is made up of about 3,500 names of actual advertisers or live prospects. All of these concerns have been solicited from time to time by the Bureau and have some appreciation of the great value of newspapers. Among the most serviceable feature of the Directory is the list of "men to see" in the advertising agencies. A nominal price of \$1.00 has been fixed for the list, but this only applies to requests from publishers not members of the Bureau.

## Congratulations From E. E. Rice.

Elwood E. Rice, of the Rice Leaders of the World, telegraphed E. D. De Witt, of THE EDITOR AND PUBLISHER, the following message from San Diego: "Just learned of your new business connections and hasten to extend very best wishes, fully appreciating the long high standing of THE EDITOR AND PUBLISHER, I know that the prestige and efficiency will be much increased in acquiring as one of its owners a man possessed of such broad and successful publishing experience."

## PUBLISHERS' SUPPLIES MARKET

Tin	4850 lb.
Antimony	.22 to 25 cts.
Lead	.042 lb.
News print	\$.25 to \$.30



**30,000 a Day Circulation Gained**  
**130,000 Lines of Advertising Gained**

---

These are the figures of

# The New York Globe

for March, 1915

Yearly average daily net sale now over 183,000

## REASONS WHY

1. The production of a newspaper which more and more people of the middle class want.
2. Serious and persistent effort to create confidence in the good faith and reliability of such advertising as is printed.
3. Wonderful results to advertisers which are proved just as definitely as our circulation figures.
4. The fairest schedule of advertising rates for all classes of advertisers.

Member of the Audit Bureau of Circulations

Chicago  
Tribune Bldg.

O'MARA & ORMSBEE  
Special Representatives

New York  
Brunswick Bldg.

ET  
lb.  
cts.  
lb.  
3.00

**ROGERS TO BRIDGMAN.****An Interesting Letter Anent the A. N. P. A. Meeting.**

Jason Rogers, publisher of the New York Globe, has addressed a letter to H. L. Bridgman, president of the A. N. P. A., which contains much food for thought. We take pleasure in reproducing it herewith, believing that it should have careful consideration of every member of the A. N. P. A. before the annual meeting.

"New York, April 1, 1915.

"Dear Mr. Bridgman: Feeling that the time is ripe for the A. N. P. A. to consider matters regarding the possibility for increasing its field of usefulness, with a view of attracting a much larger membership, I venture to submit for your consideration and presentation at the April meeting in such shape as the directors think best, the following ideas.

"I sincerely believe that a number of new activities can be added to the service to members at practically no additional expense that would make membership in it so attractive and valuable that very few daily newspapers could afford to stay out of the fold. At present we have about 330 out of a possible 2,600 daily newspapers—about 13 per cent.

"The suggestions I wish to make are as follows:

"1. The appointment of an executive committee (to consist of members frequently in New York) to meet at the New York office at least six times a year, to consider and pass upon various matters as they come up.

"2. The appointment of sectional auxiliary committees (to consist of directors and others appointed), East, Central, South and West, to meet at least four times a year to consider and discuss matters of general interest, to meet:

"Eastern Committee—At New York, Boston or Philadelphia.

"Central Committee—At Chicago, St. Louis or Kansas City.

"Southern Committee—At New Orleans, Atlanta or Houston.

"Western Committee—At San Francisco, Portland or Seattle.

"3. The appointment of an office efficiency committee to prepare and furnish to members on a self-supporting basis, accounting systems, books, forms of all kinds, and provide for the interchange of ideas and experiences along lines of office efficiency. To later include in the service the services of an expert who can be hired by members at cost to install systems.

"4. The appointment of a standing committee of legislation, which will organize all newspaper publishers and owners in Congress and the United States Senate into a committee on National legislation, and all newspaper men elected to the different State Legislatures into similar State committees, to consider and prevent adverse legislation.

"5. The organization of an effective labor bureau through which newspaper workers may confidentially file applications for positions with recommendations and references, and through which members can secure the men they want.

"6. That the bureau of advertising be formally taken over as full-fledged A. N. P. A. service, supported by assessment on circulation, open to non-members temporarily, as at present, with a branch office at Chicago.

"7. That a branch office of the A. N. P. A. be opened in Chicago under the direction of a competent assistant manager, in the same suite as the bureau of advertising.

"Through the operation of these added features, the power and usefulness of the A. N. P. A. could be vastly increased from the standpoint of the newspapers which support it without adding any burden beyond the possibility of increased revenue from new members attracted by the improved service.

"The meetings of the sectional auxiliary committee could be made to provide excuses for large gatherings of members for the interchange of ideas

and the stimulation of interest and added membership to the A. N. P. A.

"It would be desirable for the president or one of the executive officers of the A. N. P. A. to personally attend at least one of the meetings in each section every year, and thus bring to those who cannot attend the annual meeting in New York a direct message of what the A. N. P. A. is doing and what it is trying to do for the benefit of its members.

"All of which is respectfully submitted.

"Yours truly,

"JASON ROGERS.

**NEWS OF THE WOODS.****An Odd but Interesting Little Paper Which Has Just Appeared.**

News of the Woods, published in Americanese, is one of the newest of new publications, the current issue being No. 1 of Vol. I, for March and April. It is issued by Henry A. Wise Wood and Benjamin Wood, at 25 Madison avenue, New York. It hasn't anything about the woods in which men camp and hunt and fish, but takes its name from its publishers, the Autoplate men. Besides telling a lot about the merits of the Autoplate it contains such terse and interesting paragraphs as these:

"AMERICANESE:—The mother tongue compacted and made bandy for use. Impressionism applied to language. The high spots in a few words. Tabloid speech. That's Americanese. It's being made every day, but somehow it dodges type. It's a good tool. Let's put it to paper."

"Good humor's a great lubricant. Persistently work it into your columns. It sells papers. And space."

"Americans are glance readers. Tell them short stories. Cut out the superfluous. Get down to fact. Save your print paper. And everybody's time."

"News is the most perishable of all freight. It often dies of old age while being put aboard the paper that carries it to market. Only the swiftest machinery can deliver it fresh."

"And there are others worth reading. News of the Woods is likely to become popular."

**CHICAGO PERSONAL ITEMS.**

George F. Rhinehart, a former well known editor, for several years in charge of the Des Moines (Iowa) Tribune, but now a Prohibition worker, has arrived here to lead the work of the local Prohibition forces.

Paul F. Mueller, editor of the Abendpost, has by request made shipping arrangements with local department stores so that small parcels of food can be shipped to Germany by post. It is stated that as a result several thousand such packages have already been sent from here.

H. J. Smith has been elected president

and Miss Army Roettig, secretary, of the Junior Advertising Association.

If possible, President Wilson will address the A. A. C. of W. convention here in June.

Francis D. Hanna, late a Journal reporter, has been appointed inspector of

morals of Chicago, to fill a vacancy. He will be on probation for six months. He was the only remaining eligible on the civil service list for the position.

The Playgoers' Club has been interested in the Press Club's annual show to be held in April.

**On April 3rd all eyes will be on HAVANA for the big fight—and for advertisements.**

**BEERS ADVERTISING AGENCY  
Latin-American Specialists**

Main Office, Havana, Cuba.

New York Office, Flatiron Bldg.

January Eighth, Nineteen Hundred and Fifteen

## Perpetual Injunction Against the Intertype Company

The United States District Court for the Southern District of New York has this day ordered an injunction against the Intertype Company prohibiting the manufacture of their machine in the following terms:

That a perpetual injunction forthwith issue out of and under the seal of this court directed to the said defendant, The International Typesetting Machine Company, and to its officers, directors, superintendents, servants, clerks, salesmen, attorneys, receivers, assignees, and agents, PERMANENTLY ENJOINING AND RESTRAINING THEM AND EACH OF THEM FROM DIRECTLY OR INDIRECTLY MAKING OR USING OR SELLING OR OFFERING FOR SALE, OR OTHERWISE DEALING IN OR DISPOSING OF ANY LINOTYPE MACHINES LIKE DEFENDANT'S "INTERTYPE" MACHINE, EXHIBIT NO. 23 HEREIN, OR ANY OTHER LINOTYPE MACHINES, or parts of machines, embodying the inventions covered in claims 1, 2 and 3 of Hensley Patent No. 643,289, or claims 1, 2 and 3 of Dodge Patent No. 739,996, or claim 7 of Homans Patent No. 830,436, or in any manner infringing upon said patents or plaintiff's rights thereunder.

January Twelfth, Nineteen Hundred and Fifteen

## A Second Perpetual Injunction Against the Intertype Company was ordered

Upon the failure of The International Typesetting Machine Company to provide the bond required by the court, an injunction has been issued against it restraining the infringement of claims 6 and 7 of the Rogers Reissue Patent No. 13,489 belonging to Mergenthaler Linotype Company.

These two injunctions PREVENT THE FURTHER MANUFACTURE AND SALE OF INTERTYPE MACHINES CONTAINING AMONG OTHER THINGS, THE PRESENT METHOD OF SUPPORTING AND REMOVING THE MAGAZINE FROM THE REAR; AND THE ROGERS TWO-LETTER DEVICE IN THE FIRST ELEVATOR.

The Mergenthaler Linotype Company will take steps to protect its rights against the manufacture, sale or use of infringing devices.

**MERGENTHALER LINOTYPE COMPANY**

Tribune Building, New York

## The Printer as a Manufacturer Should Look Well to Production Cost

There is no economy possible when you compel your compositors to be Yankee Whittlers, your stonemen experts in driving the Dutchman home and your pressmen Scotland Yard graduates in ferreting out the hieroglyphics sent in from the composing room.

These men kick on the lost time of these make-shift methods, and YOU pay the freight, and will continue to pay it until you install a Miller Saw-Trimmed equipment.

The Miller will standardize every piece of material used in your composing room. Reduce cuts to exact points and plane them type high at the rate of one a minute. It will accomplish anything in the field of routing, jig sawing, inside or outside mortising, reduce linotype slugs to labor-saving spacing material, make 32 low-slugs per minute and 101 other operations that will save dollar after dollar—every operation being controlled by micrometer gauges.

**Miller Saw-Trimmed Company - Pittsburgh, Pa.**

501 Fisher Building  
Chicago, Ill.

1125 World Bldg.  
New York, N. Y.

NAME—*Every Week*

SIZE— *20 active pages*

PRICE—*3 cents*

**T**HROUGH an arrangement with the Associated Sunday Magazines, the publishers of *EVERY WEEK* have acquired rights to print simultaneously any Associated Sunday Magazine features. In fact, *EVERY WEEK* is a natural outgrowth of the success of the magazine idea—but *EVERY WEEK* differs in make-up, editorial program—and price.

*EVERY WEEK* gives a newspaper publisher exclusive territorial rights. It gives him full control of all sale and benefit in his locality. It gives the service for which over 200 newspapers have already indicated their need.

In cities where satisfactory arrangements with newspapers are not made *EVERY WEEK* will be sold as other magazines are sold — by newsdealers, newsstands, boys' sales, etc.

# “EVERY WEEK”

FIRST ILLUSTRATED NATIONAL  
3c. WEEKLY IN AMERICA

*(You will see the first issue May 3d)*

People who look for old-fashioned “strictly literary” reading will not find it in *EVERY WEEK*. *EVERY WEEK* will be brisk and vivid, is built for busy Americans who measure the value of type inches by reading minutes. Each issue will contain one real short story for which we will pay highest word-rates—and a serial by a top liner.

*EVERY WEEK'S* special appeal will centre in its illustrated double spreads, its timely articles in tabloid—its running fire of scientific, eventful, human interest half columns whose

character will be pith, point, meat, brevity.

Thus *EVERY WEEK* will make fiction, science and human happenings, **live** in a popular, personal way.

*EVERY WEEK* is for quick-minded men and women who want their reading clear-cut, clean, and boiled down. It will serve the cream of the world's human interest in nutshell-form word-pictures.

**A Circulation Whetter**

**A Circulation Getter**

**A Circulation Holder**

*EVERY WEEK* aims to meet

competition in small cities by offering a circulation builder to leading newspapers—at no cost to them.

The circulation-building service of *EVERY WEEK* is so arranged that the cost comes out of the subscriber's pocket and not the newspaper's—who make a profit on every copy sold.

To insure the fullest value of this service, *EVERY WEEK* will provide circulation plans and live advertising. *EVERY WEEK* is restricted to one newspaper in each city.

For a portfolio giving complete details of exclusive territorial rights, wire today.

**EVERY WEEK CORPORATION**  
52 East 19th Street New York

**INTERNATIONAL CIRCULATORS' CONVENTION.**

**President and Officers have Concluded Arrangements for Annual Convention in June at Manior Richelieu and Trip Through Sageunay Country in Canada.**



A. E. MacKINNON,  
President.



J. N. CHEVIER,  
1st Vice-President.



J. M. SCHMID,  
2nd Vice-President.



J. R. TAYLOR,  
Secretary and Treasurer.



MANIOR RICHELIEU.

The official start of the International Circulation Managers' Association convention itinerary will be at Montreal, June 20, but by reason of the attractive transportation arrangements already completed by the committee, the majority of all but members coming from extreme eastern points, will meet at Detroit or Buffalo and take advantage of the delightful water trip planned across the lakes and down the St. Lawrence River through the Thousand Islands.

This portion of the trip does not consume much more time than if trains were used and it offers a degree of comfort and unparalleled scenery that cannot be found anywhere except on the large lake and river boats. The members and their families will be provided with all



STEAMER SAGEUNAY.

necessary transportation for this part of the trip.

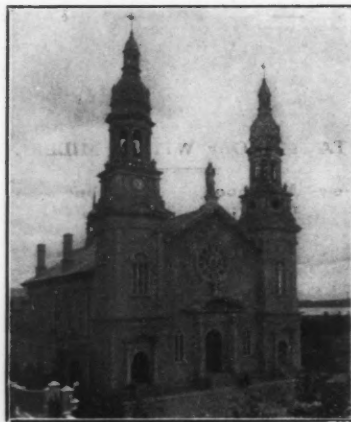
The itinerary follows:

Leave Montreal: June 20, 7 p. m.—Take large steamer Montreal of the R. & O. Division of the Canada Steamship Lines, Ltd., dinner aboard boat after leaving.

June 21, 8 a. m.—Touch at Quebec and leave for lower St. Lawrence River points reaching Murray Bay, and the Manior Richelieu at 2 p. m. Breakfast and luncheon aboard boat. This magnificent hotel will be opened for the exclusive use of the I. C. M. A. delegates and their families accompanying them. Meeting of directors. Concert and dance in the evening.

CONVENTION OPENS AT 10 A. M.

June 22, 10 a. m.—Business session starts, with an adjournment for lunch-



BASILICA STE. ANNE.  
(Ste. Anne Boupre).

con. Reassembling at 2 p. m. Entertainment in evening.

June 23, 10 a. m.—Business session starts, with an adjournment for luncheon, reassembling at 2 p. m. Entertainment in the evening.

June 24, 9:30 a. m.—Leave Murray Bay aboard special steamer Sageunay for lower river points, stopping at Tadousac at mouth of Sageunay River. After short tour on shore, continuing up the Sageunay as far as Capes Trinity and Eternity and Ha Ha Bay. All of the day and night will be spent aboard this boat and during the trip, the business sessions will be continued without interruption or in any way depriving the delegates of the opportunity to view the wonderful scenery of the country.

Capes Trinity and Eternity will be the objective point of this trip. They rise on the south bank of the river 1,800 feet in height and face one another with a small bay in between. The mass of perpendicular rock rising from the river in unbroken steep appears as

if it might fall over and crush the steamer. From Tadousac to the Capes the scenery is of the grandest possible description, and the exclusive use of the new steamer Sageunay, scheduled to make only such stops as the itinerary of the delegates call for, will afford an opportunity to view this wonderful country in a way that seldom comes to busy newspaper men. The water will be even less exposed than that on the



OLD TOWN OF TADOUSAC.

route covered last summer through the great lakes, and in consequence the most timid can count on the fullest enjoyment of this water trip. After the night spent on the steamer the party will reach Quebec.

June 25; Quebec 8 a. m.—Breakfast on boat. Start for Ste. Anne de Beauprey to visit the famous shrine and the Falls of Montmorency. Luncheon served at a point and time to accommodate committee's plans, which include a sight-seeing tour of Quebec and its points of interest. Start for Montreal 7 p. m. Dinner served aboard steamer.

June 26; Montreal—Arrive 7 p. m. Guests of local committee who have in hand the competition of plans. Details will be mailed members before trip commences. Two features of the program will be a drive about the city and a luncheon served on the Mountain. Convenient trains in all directions will enable the greater majority of the members to enjoy the entire program and still reach their several cities the following morning. Further particulars will be mailed the members.



AN OLD FRENCH OVEN, QUEBEC.

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

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

**PROMOTION DEPT.  
SHAFFER GROU.**

12 S. Market Street, Chicago

**THE SEATTLE TIMES**

"The Best That Money Can Buy"

**Daily, 73,000**

**Sunday, 90,000**

**57,000 in Seattle**

A copy to every family.

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

During 1914, the Times led the P. I. by 3,800,000 agate lines. The Times gained 33,000 lines and P. I. lost 650,000 lines.

**LARGEST QUANTITY  
BEST QUALITY CIRCULATION**

**The S. C. Beckwith Special Agency**

Sole Foreign Representatives  
New York Chicago St. Louis

**Chicago Examiner**

From the Alleghanies to the Rockies, from Hudson Bay to the Gulf, there is no newspaper that equals the circulation of the great big Chicago Sunday Examiner.

DAILY, 243,685

SUNDAY, 508,861

Member Audit Bureau of Circulations

**IL PROGRESSO ITALO-AMERICANO**

Established 1880

(Member Audit Bureau of Circulations)  
Daily average net gain in circulation over last postoffice statement, 16,000 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

**YOU MUST USE THE  
LOS ANGELES  
EXAMINER**

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

**IN  
Colorado Springs  
IT'S  
THE TELEGRAPH**

J. P. McKINNEY & SON  
New York Chicago

ON NEWSPAPER MAKING

Modern efficiency engineers seek to cut out lost motion and waste, and big business these days is making enormous profits out of material that previously went to the scrap heap.

In the old days of hand composition it cost 33 1-3 per cent. of all composition to cover the distribution of the type back into the cases.

In the old days when the editor was the central hub about which the whole newspaper office turned, reading matter was published in such volume as to make it next to impossible for any human business management to earn enough money through advertising or circulation to make both ends meet.

Modern efficiency has in many cases eliminated this sort of profligate extravagance. Fixed limits regarding the amount of reading matter that can be carried have been adopted, and editors are paid highest reward for getting into their space limits the sort of stuff that will win and hold circulation.

The old theory that the people prefer the paper that presents miles of mere type and reading matter has been disproved. People nowadays are busy and want their reading matter carefully culled over and presented so that they can pick out what they want to read most quickly.

If we had no papers in hard compe-

dition, one with twenty pages of solid small type reading matter, and the other with not over 60 columns of ably edited news and interesting and informitory departments, the latter would in these days be found to easily win several times as much circulation as the former.

A quarter of an inch cut off the margins of every page would run up to an enormous figure at the end of every year, yet is an efficiency device that has been applied successfully in a number of cases.

Cutting five pounds off weight of paper required for every thousand eight page papers can frequently be done without paying too heavy a premium in the way of press-room waste.

The simple matter of tympan muslins largely neglected in many offices or left as graft to pressmen will pay dividends provided care is taken to keep the sheets whole and in good order to emery wheel makers who will pay from 12 to 14 cents per pound for it.

Modern devices for cutting off the electric current and wear and tear of linotypes when not in actual use, means an economy in outgo of operation and investment which few newspapers have utilized.

The sale of printed and white waste, a matter too often left to subordinates to deal with junk dealers, can be made to pay small dividends by a little reasonable care and opening direct relations with people who can use the material.

All along the line at almost every turn there are items of expense allowed to run wild, which can be easily controlled, and prevented from growing into leaks sufficient in the aggregate to wreck a government bank.

Modern office efficiency devices, used in a reasonable and logical way, can save much of the ordinary extravagance employed to keep tab of incoming and

outgoing business—under positive check that almost prevents collusion or error.

Through co-operation with other publishers in local press associations, State and national organizations it is often possible to pick up ideas of practical application. Not all that we hear is good, and the abomination of the efficiency business is when it becomes so complicated as to be more burdensome than the business itself.

Simple common sense economies in the hands of competent help will often be found more effective than the cumbersome and complicated theories often unloaded on business men by presumptuous half-baked accountancy experts.

A system of cash recording machines adopted to your requirements will produce more exact and dependable figures on which to run your business than a ton of new fangled blank forms which require more clerks to run them than perhaps your business justifies.

NORTHCOTE.

PARIS MATIN EDITOR HERE.

R. H. Le Roux Comes to Report Progress of German Propaganda.

R. Hugues Le Roux, editor of the Matin, of Paris, arrived in New York on March 26, to write articles for his paper on the German propaganda in the United States.

Mr. Le Roux, who is 55 and bears the scars of the wars in Algeria upon his forehead, said the French and English newspapers had printed articles on the success of the German propaganda in the United States, and the proprietor of the Matin had sent him over to see if the reports were true.

"I cannot believe that the American people have forgotten Rochambeau and Lafayette and what France did for their forefathers," he said. "I am going to the German strongholds, Cincinnati, Milwaukee, St. Louis, and Chicago to face the Germans, because I have been a fighter all my life."

Mr. Le Roux is accompanied by his wife, who was Mrs. John Van Vorst of New York. She is the author of "The Woman Who Toils" and other works.

STARTED OFF WITH A MILLION.

New Afternoon Paper Appears in London Without Advertisements.

The London Echo, an afternoon edition of the Daily Chronicle, made its first appearance on March 22 on the streets of the British metropolis. More than a million copies were sold the first day—this breaking the record for first editions.

The average circulation last week was over 800,000. A striking thing about the paper is that no advertisements were carried. The Echo published 336 columns of news pictures during the week, the paper selling for a half-penny.

There are eight editions, beginning at 8.55 a. m. and ending with the late war edition at 7 p. m.

The Echo is printed on white paper, and is clear in its "makeup," forming an altogether attractive journal. Fleet street is stirred by the activity of the youngster.

Robert Donald, the Daily Chronicle's editor, is for a time directing The Echo also.

Varian Improving.

Henry Varian, assistant financial manager of the New York World, who was seriously injured by being struck by a trolley car two weeks ago, is now on the road to recovery. His physicians say that his escape from death is little short of miraculous. Mr. Varian sent a message of greeting to those who attended the World staff dinner at Healey's on Saturday night.

Improves Right Along.

Robertus Love, St. Louis Republic, writes: "You are producing a journal which grows better with each number."

THE NEW HAVEN Times - Leader is the leading one-cent daily newspaper of Connecticut and the only one-cent paper in the State which has the full Associated Press leased wire service.

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."

The Business Condition in Washington is normal. The United States Government is employing just as many people or more than ever and the payroll is regular.

DETROIT SATURDAY NIGHT is in itself a guarantee of its advertised products. It is unnecessary for the advertiser to discuss the honesty or reliability of his goods.

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

There are a hundred and one reasons why every man who makes, fills, buys or sells newspaper space should be a subscriber to The Editor and Publisher Among those reasons are: A clear, and fearless editorial policy. A comprehensive presentment of the news each week. A capable service department at the command of subscribers and advertisers. A fund of features that are worth the price. An annual subscription of \$2. Fill this coupon out and send it to us today. It is a mighty good investment Please mail "The Editor and Publisher and Journalist" to the undersigned and bill at the rate of \$2 per year. Name Address

V 1 4 4 3 APR 15 XUM

## THE PITTSBURG PRESS

Has the Largest

Daily and Sunday  
CIRCULATION  
IN PITTSBURG

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

There is no Duplication or Substitution in

### Pittsburg Leader Circulation

Ask us about the Pittsburgh Territory and in what way the Leader is the important paper.

VERREE & CONKLIN  
Foreign Representatives  
Steger Building, Chicago  
Brunswick Bldg., New York

### IN PITTSBURGH

Our Competitors  
Are amazed at the growth in Circulation  
and Advertising being made by

### The Post and The Sun WHY?

Because The Pittsburgh Post and The Pittsburgh Sun are today the best newspapers in Pittsburgh. The most wide-awake, up-to-date daily papers ever published in that city, and the great public is realizing the fact more and more every day.

CONE, LORENZEN & WOODMAN  
Special Representatives  
New York Detroit Kansas City Chicago

### Get the Best Always

### The Pittsburg Dispatch

Greater Pittsburg's Greatest Newspaper

WALLACE G. BROOKE,  
Brunswick Building, New York  
HORACE M. FORD,  
People's Gas Building, Chicago  
H. C. ROOK,  
Real Estate Trust Building, Philadelphia

Pure Food Atmosphere  
Promotes Sales

### TRENTON TIMES

Two Food Feature Pages  
EVERY THURSDAY  
Whets the Appetite of Our  
100,000 READERS

2c. The Only Evening Paper  
KELLY-SMITH COMPANY  
226 5th Ave., N. Y. Lytton Bldg., Chicago

### Deutsches Journal

The N. Y. German  
Journal is America's  
Greatest German Newspaper

## A' TOP O' THE WORLD

Being observations, pertinent and impertinent, principally about newspaper advertising and advertisers.

CHAS. E. MUMAN, secretary of the United Drug Company of Boston, Massachusetts, has had his rubber stamp signature affixed to a circular letter, undated, a copy of which has recently come to our desk. It is an interesting letter, and is ingeniously worded—sort of soft soap conversational style, so to speak—and refers to an advertising schedule sent out by Rexall, in which he intimates in a more or less vague manner that it would be pleasing to him to have this copy run next to or around live reading matter.

The letter says, in part, "We are not taking the arbitrary stand in attempting to put one over and say, 'Run this copy according to instructions, and it must be so and so, etc.' We are asking you, however, to go half way with us in testing this out. Give us position when you can, and when you cannot, leave the ads out."

Nothing arbitrary about that. Nothing like it! Oh, no. Just do it our way or don't do it. And, of course, Mr. Muman failed to say anything about paying for such position.

The good friend who brought it to our attention whites, "This is a bald-face attempt to get full position at r. o. p. price." Can it be possible that Mr. Muman would do that?

H CRAIG DARE, general manager of Newspaperdom, intimates that he is entitled to an apology from THE EDITOR AND PUBLISHER because of an oversight on our part to put the name of "S. L. Locke" on an advertisement we ran in our issue of March 20th for the Cincinnati Enquirer.

Here is how it happened. Newspaperdom of March 11th, carried what looked to us like a page advertisement for the Cincinnati Enquirer. It was a good ad, and we asked for an order to run it. We received the order and did run it, but inadvertently left the ad writer's name off it.

Mr. Dare complains that, in view of the fact that Newspaperdom charged the Cincinnati Enquirer only for the display (and gave about forty per cent. of the space free), and because THE EDITOR AND PUBLISHER charged full rate for all the space the advertisement took up we should have published the author's name.

Righto, friend Dare! You can bet your bottom jitney that the Enquirer, like all of our advertisers, DID pay card rates in THE EDITOR AND PUBLISHER. That is what we have card rates FOR. We omitted the "S. L. Locke" line quite unintentionally, and, while, ethically we are sorry that we did so, we are glad, too, since it caused you to show us that you are playing 40-60 with SOME of your advertisers, a policy we have not adopted.

To make the "amende honorable" we hereby acknowledge to the trade in general that the advertisement appearing on the fourth cover page of THE EDITOR AND PUBLISHER of March 20th, was prepared by S. L. Locke, of Newspaperdom, was published in Newspaperdom of March 11th, partly in paid space and partly in free space and that THE EDITOR AND PUBLISHER charged FULL rate for the page.

We trust that this explanation is quite satisfactory.

## CHARLES SEESTED

DIRECT REPRESENTATIVE

41 Park Row

New York

Telephone 569 Cortlandt.

PUBLISHERS who have investigated my new proposition declare it to be the most equitable proposal they have ever had made to them.

It is. It is putting it up to me to produce before I get paid. It is a proposition no man would dare make unless he felt pretty sure of his ability to make good.

I know what I have done, during my sixteen years' work in this field, and I know that I can duplicate my success in greater measure. If you are not entirely satisfied with your representation in the foreign field write to me and get details of what kind of service you can get here and what it will cost you.

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

Less trouble to collect small amounts due.  
Remittances made more promptly.  
Loss through failure to collect reduced to a minimum.

A letter will bring prices and details.  
THE WINTHROP PRESS  
141 East 25th Street New York City

The New York Times  
Daily and Sunday  
300,000

### The Jewish Morning Journal

NEW YORK CITY  
(The Only Jewish Morning Paper)  
The sworn net paid average daily circulation of  
The Jewish Morning Journal for 110,520  
six months ending Sept. 30, 1914.  
The Jewish Morning Journal enjoys the distinction of having the largest circulation of any Jewish paper among the Americanized Jews, which means among the best purchasing element of the Jewish people.  
The Jewish Morning Journal prints more  
HELP WANTED ADS.  
than any paper in the city, excepting  
the New York World.  
I. S. WALLIS & SON, West'n Representatives  
1246 First National Bank Bldg., Chicago

"A world of facts lies outside and beyond the world of words."  
Proving its circulation to be the largest of the better kind in the New York Evening field, THE GLOBE sells it strictly as a commodity and has forced many of its competitors to do the same.  
That is why THE GLOBE costs less per line per thousand  
Average net paid circulation for year ended February 28, 1915.....181,658  
Net paid circulation for February, 1915 .....176,779

The Globe  
and Globe Advertiser

"One paper in the home is worth a thousand on the highway"

### THE EVENING MAIL

goes into the home. Its readers have confidence in it and in the advertising it prints, which is one reason why advertising in its columns brings ready results.

THE EVENING MAIL  
263 Broadway, New York

### THE NEW ORLEANS ITEM

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

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

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## PRESS ASSOCIATIONS.

The San Francisco Press Club will give on the night of April 17 a "baby show," which will be a review of all the "nobbles, tags and tangles," which still are or at one time were the symbols which lent color to the life of the various civic, fraternal and improvement organizations of the city. Every club will be invited to enter its particular "baby."

Resolutions strongly condemning the lower house of the Colorado Legislature for excluding representatives of the Denver Post from its deliberations were adopted by the Denver Press Club, the organization of the active newspaper men of the city, at its annual meeting last week. Such is the feeling of the newspaper men on the subject that the resolutions were adopted without a dissenting vote. They are as follows:

Whereas, The lower house of the Twentieth General assembly of Colorado has seen fit to exclude from its deliberations the reporters of one of the leading newspapers of the state; and

Whereas, Such action is absolutely unprecedented in the history of Colorado, and unparalleled in the records of the English-speaking people since the time of the heptarchy, and is plainly an effort on the part of the legislature to stifle the liberty of the public press; and

Whereas, Such action is calculated to hold the fair name of Colorado up to scorn and contempt among her sister states of the union; therefore be it

Resolved, By the Denver Press club, in annual meeting assembled, that we condemn the action taken by the legislature and declare to the public at large that we are opposed to, and shall unceasingly denounce any action by any body of men that shall tend to take away those rights of the liberty of the press and the freedom of speech which are granted by the federal constitution to a liberty-loving people.

The Nebraska Press Association will meet in Omaha April 19 to 21. April 19 will be a pioneer newspaper man's day, when a handsome token of appreciation will be given by the association to the man who has been longest in newspaper harness in Nebraska. Iowa and South Dakota editors will be invited to attend the convention and it is quite possible that the College Press Association will meet in Omaha at the same time.

The Birmingham (Ala.) Press Club on March 29 elected B. H. Mooney, president; L. W. Friedman, vice-president; John L. McRae, treasurer; and Paoli A. Smith, corresponding secretary.

The Bayonne (N. J.) Press Club will be revived with a banquet to be held in the Opera House Hall, Thursday night, April 8. The prime movers in the rejuvenation of the club are Michael R. Freel and George S. Bogert.

The Minneapolis (Minn.) Press Club on March 26 gave a dinner in honor of Jefferson Jones, a Minneapolis newspaper man, recently returned from the scene of war at Tsing-Tau. Mr. Jones described graphically his trip to the front and his view of the siege of Tsing-Tau from the top of a mountain which looked down on the theater of the war.

The Milwaukee (Wis.) Press Club gave a party for the children of its members a few nights ago, when several of the little guests helped in entertaining.

The New Jersey Woman's Press Club will hold its annual meeting next Monday afternoon, April 5, in Newark. The meeting will be preceded by a luncheon. The annual election, with reports, will follow. Miss Florence V. Trapwell, president, will be in charge. Miss Agness V. Luther is arranging the luncheon.

Mrs. Ellis Logan, Mrs. A. E. Wager-Smith and Mrs. W. E. Andrews were elected to membership in the Women's National Press Association at the meeting of that organization held in Washington, D. C., last week.

George Emmet Lewis was elected president of the Denver Press Club at the annual meeting of that organization. He is the youngest man who has ever been at the head of the club. He assumed his office on April 1.

Ex-Governor O. B. Colquitt, of Texas, was among the honor guests at the last stag dinner of the Dallas Press Club. The Dallas News says that the dinner was "Educational, Exceptional, Entertaining and Edifying."

The Buffalo (N. Y.) Press Club will give its annual frolic at Shea's Theater on Sunday, April 11. The dramatic sketch was written by Judge George L. Trieger of the Buffalo city court. The minstrel show to be presented by the writers will be under the direction of John Lund.

## TEXAS NEWS NOTES.

A farewell dinner was given a few days ago to Sam Freed, who has been manager of the Dallas office of the United Press for the last year. Mr. Freed has been transferred to Denver and will take charge of the office of the United Press in that city. Harry H. Withers, city editor of the Evening Journal, acted as toastmaster and guests toasted Mr. Freed warmly. Mr. Freed's successor in the Dallas office is Charles J. Groat, formerly of the Washington bureau of the United Press.

The building and plant of the Huntsville (Texas) Post-Item, J. A. Palmer, editor and publisher, was destroyed by fire last week. The Post-Item is the second oldest paper in Texas, having been established here in 1850. Building and contents were partly covered by insurance. Mr. Palmer will rebuild and continue publication.

## Portland Paper Is Proud.

The Portland (Ore.) Evening Telegram is now installed in its new home and in the first issue from its spacious quarters says: "This issue is produced by its own men, on its own machinery and in its own quarters for the first time in its history. Indeed, today for the first time the Telegram is squarely standing on its own feet, printed with its own equipment and completely master of its own fate." The Telegram is receiving congratulations upon its progress. It was founded in 1877, when it was the first five-cent paper on the Pacific Coast.

## Sharp Cut by Scimitar.

The Memphis (Tenn.) Scimitar makes this slash at a brother: "Editor Robert McCormack, of Chicago, who went to Europe as a war correspondent, and married a widow, need not boast about it. Widows in Europe are so plentiful about this time that almost anyone, and especially an American, where there is no war going on, could make a capture."

## London's Largest Newspaper Contract

What is said to be the largest contract ever made for space in a London newspaper was recently signed by Selfridge & Co. with the Evening News of that city. The contract calls for 150 half pages, daily insertions. Such an order would not be considered extraordinary or even unusual in this country, where entire pages are used every week day in the year by a number of large local advertisers in the several cities.

## Thinks It Set New Ad Record.

The Des Moines (Iowa) Register and Leader thinks it recently set a new record in advertising in an auto show edition. It contained 69,650 lines of auto copy, 308 separate ads, one four-page ad, three double trucks and nine single full pages. It was issued just two weeks after most of the paper's building and plant were destroyed by fire. The big gain over the preceding year was made despite a 10 per cent. advance in rates. The paper's evening edition, the Evening Tribune, was a close second.

## Barnes' Paper Gets Claim.

The New York State Board of Claims awarded to the Albany Journal Company, publishers, of which William Barnes is president, \$1,608.30 and interest from January 1912, in its suit against the State to recover for the publication of session laws as a State and county paper in 1911. The action marks the final step in a suit under which the Journal Company sought to collect for printing the laws both as a county and State paper. Where only one insertion was made, its claims as a State paper were allowed, but as a county paper were denied. The claim was allowed upon the Journal Company showing that in certain cases two insertions of the same laws had been made.

## Newspaper Men to Frisco.

Governor Morehead, of Nebraska, has appointed the following newspaper men as delegates to the National Press Congress in San Francisco in July: E. N. Marvin, Beatrice Sun; L. B. Tobin, Lincoln Star; H. T. Dobbins, Lincoln News-Journal; E. B. Gaddis, Lincoln representative, World-Herald; P. A. Barrows, Lincoln representative, Omaha Bee. They will be permitted to pay their own expenses.

## Has Joined the A. N. P. A.

The La Crosse (Wis.) Tribune has been elected to associate membership in the American Newspaper Publishers' Association.

## Paris Papers Hit by Censor.

The official censors in Paris played havoc with the newspapers of March 28. Gustav Herve's leader in La Guerre Social was suppressed as was also that of Deputy Roux Costadau in La Reppel. L'Action Francaise displays four columns of blank space, but the title is left, showing that the article dealt with the Duc d'Orleans' efforts to enlist. Two columns of the Gaulois also are blank, presumably indicating the space left for an article on the same subject.

## English Reporters Use Shorthand.

English reporters almost invariably are shorthand writers, and they report speeches and meetings almost with the accuracy and verbiage of court records or the Congressional Record. If a man is interviewed the questions and answers are printed categorically. Few Englishmen interviewed can plead that they were misquoted when what they said does not sound the same in cold type.

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

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

Pittsburgh—Davis Book Shop, 416 Wood street.

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

Chicago—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.

## BASE BALL POSTERS

in three colors, size 13x21", printed on heavy calendered stock. Best kind of feature to advertise your SPORT PAGE. It's so attractive you will experience no difficulty in owning privilege to hang Poster up in such places as restaurants, cigar stores, drug stores, barber shops, and other public places.

## Want Samples?

WORLD COLOR PRINTING COMPANY  
St. Louis, Mo.  
Established 1900 R. S. Grable, Mgr.

## Educate

## Readers to

## Read

## Classified

## Advertising

I have some hundreds of original educational ads, specially prepared for the quick education of readers of newspapers to read classified advertising. I would like to make sale of these to a large newspaper desiring to inaugurate a year's campaign in the education of its readers along the classified line. Will forward sample copies of ads. Address 1405, Care The Editor and Publisher.

## ATTENTION

## Publishers and Business Managers

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

## Address

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

## Sport Service

Everything for Your Sport Page  
News Pictures  
Letters Box Scores

## DEMAREE CARTOONS

Write or Wire for Samples and prices

International News Service  
238 William St., New York City

## USE

# UNITED PRESS

## FOR

## Afternoon Papers

General Offices, World Bldg., New York

## PROFITABLE NEWSPAPER ADVERTISING.

### BANK ADVERTISING OF INTERNATIONAL PROPORTIONS.

Banker's Trust Company's good advertising puts A. B. A. checks into circulation. Human interest copy without loss of dignity or introduction of bombast proves profitable. Newspapers prove more productive than any other form of publicity—Large co-operative campaigns with local banks everywhere. All newspaper copy since war began.

By H. R. DRUMMOND.



There is financial advertising and financial advertising. Some of it is fairly bubbling over with fulsome promises of rich and wonderful returns, marvelous opportunities and tremendous fortunes just around the corner, which will be yours at 2 o'clock next week, just as sure as 2 o'clock next week gets here.

Some of it is dignified—oh, my! how very dignified. It uses space to reproduce figures representing tremendous sums, also to publish excerpts from the financial "who's who." It is formal, painfully formal, and ethical. It gets about as close to us as a description of a trip to the North Pole; it tells of things we, that is the most of us, know about as much of as we do of the plants and shrubbery growing at the North Pole.

Now and then—not very often—we find financial advertising put out by some one who can, apparently leave the realms of high finance long enough to get into the human element, commercialize his proposition and put out real advertising without slopping over and resorting to the tactics of the ballyhoo artist of Coney Island.

Edwin B. Wilson, manager of advertising for the Banker's Trust Company of New York, is such a man, and the character and class of his work is unique, refreshing, dignified, human and profitable.

Mr. Wilson began right. He picked the right kind of employers. Now it may be that bankers are good financial men—in fact we will concede that, and it is doubtless true that they are able business men—but almighty few of them are worth a whoop at handling advertising. This is a fact that will no doubt be challenged by most bankers, because, after all, bankers are human, and where is the human who does not believe, firmly believe that he or she can write good advertising. Never heard of one? Neither have we.

No doubt the people who profit by Mr. Wilson's work could do better than he does if they had time, but glory be, they are so busy attending to the business Mr. Wilson's advertising has brought to them that they simply have to let him alone to get along the best way he can, and he is doing mighty well, too, thank you, for a neglected employe.

For the past five years, up to the breaking out of irrationality in Europe, the A. B. A. checks have been given prominence in an educational campaign, in which magazines were used principally, but liberal supplementary adver-

tising was used in newspapers throughout the country. A selected list of daily papers, published in cities where principal agencies were located proved that newspaper advertising was a very important adjunct to the general scheme of the plan.

The first A. B. A. check was issued in April, 1909, six years ago, and the bankers throughout the country secured agencies, one by one, in a perfectly dignified way, until now there are some 15,000 members of the association.

We are all of us familiar with the A. B. A. advertising which runs in the magazines, in which an excursion party is pictured, floating through the clouds on an A. B. A. check, and it may be of interest to know that, in order to insure the success of this magazine advertising the newspapers of Baltimore, Boston, Buffalo, Chicago, Cincinnati, Cleveland, Dallas, Denver, Detroit, Fort Worth, Hartford, Houston, Indianapolis, Kansas City, Los Angeles, Louisville, Milwaukee, Minneapolis, Nashville, New York, New Orleans, Omaha, Philadelphia, Pittsburgh, St. Louis, St. Paul, San Francisco, Seattle, Spokane, Tacoma and a few other towns have been used in localizing the campaign, so to speak, to tie up, as it were, the message with the local banks.

Mr. Wilson intimates that, whenever a newspaper campaign was undertaken in a city the returns jumped by leaps and bounds, proving, in his mind, that the kind of advertising that pulls best is the kind of advertising that gets to the people through the daily paper that they read.

Of course the big end of the business in A. B. A. checks is the business created by European travel. The checks issued for people going a long way from home are not cashed for a long time, as a rule, and the longer the money remains in the hands of the Banker's Trust Company, of course, the more work they get out of it, and the more profitable it is. Consequently, when our hot headed neighbors across the big damp swamp grew angry at each other and commenced to muss up the scenery, European travel ceased to be a joke, and the "See America First" movement received a splendid impetus, but it did not help to make profit for the A. B. A. check business.

However, after five years of gratifying results, the Banker's Trust Company did not feel like stopping advertising. They had a toe hold, so to speak, had stuck long enough to understand that there is something in the right kind of advertising, so, since the unsettled, not to say turbulent conditions of Europe have knocked the profits out of that part of the business Mr. Wilson has been spending perfectly good money in New York papers, telling of the advantages of his bank as a bank, and in this work he has followed a typographical and literary excellence that has been noticeable and has attracted wide and favorable attention.

Mr. Wilson has reproduced the roof of the bank building as a trademark. It is shaped much like the pyramids of ancient Egypt, and, up to the building of the new Equitable building, was featured in the sky line of lower New York.

Typographically "Old Style Antique" seems to be a favorite, and it would be hard, indeed, to find a better favorite. The layouts are good, the copy is human without being too confounded intimate; dignified without being painfully so, and convincing without being offensively so.

Bankers everywhere can find out a whole lot about good financial adver-



E. B. WILSON.

tising by following the advertising of the Banker's Trust Company.

Mr. Wilson is due for lots of praise for many things—for good copy, for a well thought out, well followed out plan, for good typography, for clear, concise elucidation of his proposition, but, more than anything else, for selecting employers who would let him do things he knew how to do without mixing in and spoiling his work.

It was decided early in the campaign that there should be an auxiliary campaign of "dealers helps," consisting of copy, layouts and cuts, to be sent to local bankers for them to use in their home papers.

Parenthetically it might be noted that in practically all well conducted magazine campaigns similar side issues are included. It seems to be generally understood that, no matter what media is chosen for the "star part" in an advertising campaign the daily papers are relied upon to "carry the message to Garcia."

The "dealers' help" advertising has grown so that it is really a matter of the tail wagging the dog, and, figuring the agate lines of space used direct by the Banker's Trust Company and the associate banks throughout the country, the daily newspaper advertising has amounted to more, both in agate lines and dollars and cents, than any other part of the advertising, which is merely another way of saying that it has been a splendidly and judiciously conducted campaign.

It is interesting to note, too, that records show a splendid volume of business from Italians, Hungarians and Frenchmen and the supposition is that much of this business was either money sent to families at home or checks in lieu of money taken home by returning emigrants.

That class of business, it is perfectly natural to suppose, was obtained from local newspaper copy, as the proportion of foreign born readers of magazines is really very small, while all classes of people read daily papers.

It points, too, that all banking business does not come from the so-called upper classes, but can be found anywhere a daily paper circulates.

**JOHN H. PERRY,**  
LAWYER  
Seattle, Wash.

**Specialty Newspaper Law:**  
Civil and Criminal Libel,  
Contempt, Right to Privacy,  
Copyright, etc.

Practices in all States.

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 busi-  
ness-builder for you.

**BURRELLE**

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

Most Far Reaching Newspaper  
Reading Concern in Existence

**ATLAS PRESS  
CLIPPING BUREAU**

CHARLES HEMSTREET, Manager

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

Our Motto—RESULTS COUNT

218 East 42nd Street New York

Canadian Press Clippings

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

**The Dominion Press  
Clipping Agency**

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

We cover every foot of Canada and New-  
foundland 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.



**THE  
PROVIDENCE  
JOURNAL**

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

Let Us Figure It Out for You.

**Walter Scott & Co.**  
Plainfield, N. J.

LIVE TOPICS DISCUSSED BY READERS

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

Chicago, March 30, 1915.

The Editor and Publisher.

Gentlemen: Williams & Cunnygham's, agency representative, who spent some time in California in connection with the exposition advertising, succeeded in getting the legislature of the State to introduce and pass a bill providing for one million dollars, to be spent in advertising the State of California during the year the Fairs are in progress. This bill had been passed and was up to the Governor for signature, when Mr. George Hough Perry, the publicity manager for the San Francisco Exposition, convinced the Government that it would be a foolish waste of money, that he can and is getting as much publicity from the newspapers free.

This again demonstrates that it is unwise to give these expositions free publicity, but, at the same time, it is, no doubt, a hard matter to prevent general news of this character from getting into the paper. They are after the feature publicity, where big cuts are used and the newspapers of the United States certainly could prevent this being given.

The San Diego Expositions are negotiating for a \$300,000 loan for advertising. If they secure it there will be some newspaper advertising. If not, a total of about \$20,000 will be spent in newspapers and about \$80,000 in the Saturday Evening Post.

What's the answer?

Yours very truly,

CHICAGO SPECIAL REPRESENTATIVE.

THE XENIA GAZETTE.

Xenia, O., March 29, 1915.

Editor and Publisher: The writer heard an address of a gentleman by the name of Palmer, from your city, some two years ago, regarding the valuation of a newspaper.

We should like very much to learn of the approved methods of placing a value upon a newspaper outside of its mechanical equipment. We mention Mr. Palmer merely to indicate that there appears to be some systematic way of reaching a valuation, which takes into consideration circulation and the qualities thereof, as well as prestige, owing to the length of time the paper may have been established. Its earning capacity on a \$10,000 investment, for instance, etc.

If there are any fixed rules governing these matters, we should appreciate your giving us such information.

THE XENIA GAZETTE,

J. A. Chew, Business Manager.

"Pacifist" or "Pacifistic"?

Trenton, N. J., March 30.

Editor and Publisher: I am interested in the growing discussion as to the propriety of the use of the word "pacifist" in preference to "pacifistic" to designate an advocate of peace. Is not "pacifist" the better word?

JAMES W. WELLS.

Etymological authorities differ. Recently a distinguished member of Cambridge University wrote to the Cambridge Daily News complaining of that paper's use of the word "pacifist," which he contended was etymologically as impossible an abbreviation of "pacifist" as would be "pacification" for "pacification." In both cases, he wrote, the second c is an integral and essential part of the word, which is derived from the Latin *pax* (peace) and *facere* (to make).

In reply to this an Oxford University member argued that the etymological objection to "pacifist" was unsound. "There are many words," he writes, "which from their meaning appear to be compounds of the active 'facere,' and yet lack an extra syllable which we might expect, containing the letter 'c.' Such words are 'pacify,' 'liquify,' 'solidify,' 'clarify.' It looks very much as if the latter part of these words is an abbreviated form of 'ficere,' the 'a,' as is generally the case, changing into 'i' in composition. But further than this, judging from the discussion which has lately taken place with regard to the attitude of certain parties to the war, it appears that the word is intended to denote not so much a class of people who are anxious to make peace, as a party whose policy is to 'pacify' and conciliate a foe when beaten rather than so humiliate him as to foster in him the spirit of revenge. In this sense I fail to see what objection can be

made to 'pacifists' as a word denoting those whose policy is to 'pacify.'

"The word 'pacifist' is a convenient one at present to denote the advocates of the policy of 'pacifying' in the secondary sense in which this word is generally used, that of conciliating, making satisfied, not so much of making peace, as no doubt, is the primary meaning."

Wants Rate Cards.

Callopy Advertising Company, Ltd. Vancouver, Canada, March 22, 1915. The Editor and Publisher:

This agency would like to get copies of the latest rate cards from all American and Canadian newspapers, particularly those in the metropolitan cities. Some papers have not kept this service up to date, and we find some in our files a year or more old.

A. L. CALLOPY, President.

A Unique Request.

In a letter to THE EDITOR AND PUBLISHER renewing his subscription George B. Richardson, advertising manager of Life, makes a unique request, one that we have never received before. It is as follows:

"Please note that it is the wish of this department that no complimentary mention be made of Life in your columns. This may be contrary to custom but Life is different in more ways than one and we have an opinion that all things worth having in this world must be paid for. Lots of fellows 'kid' themselves and allow others to 'kid' them as well."

A Welcome Event.

Baltimore, March 15, 1915.

The Editor and Publisher: Two events related to my work I look forward to each week with special interest; one is pay day, the other is the arrival of The Editor and Publisher.

I read the paper from what is on the wrapper to the editorials, from both ends towards the middle. In the current number there were two things that had my especial interest; one was the article and editorial relating to type metal; the other was the fact printed outside the wrapper that my subscription was about to expire.

I do not want to miss a copy of The Editor and Publisher, and am therefore enclosing amount for renewal of my subscription. I want to compliment you on the general excellence of your paper and the continued improvement it shows.

EDGAR A. MILLS.

Full Copy Club Meets.

The Full Copy Club, recently organized in this city, held its second meeting at the Vanderbilt Hotel, March 31. The speaker was Maurice M. Diamond. There were about forty persons present, including J. B. Sheffield, G. S. Kane, Frederick Sprague and A. J. Ford. Frank Presbrey will be the speaker at the next meeting, on April 7. His topic will be "The Future of the Newspaper."

**Bates General Newspaper Service**

will enable publishers in cities of any size to give local advertisers the services of men of national reputation composed of

**High-Grade Copywriters**  
**Experienced Merchandisers**  
**Resourceful Illustrators**

**A Costly Promotion Department**

made more than reasonably priced by the co-operation of the hundreds of enthusiastic publishers who are now using this service. It is not a cut and dried service—it individualizes local advertisers. Specific information cheerfully supplied if you address

**The Bates Advertising Company, Inc.**  
 15 Spruce St., New York City

A HANDFUL OF SAWDUST IN A PLATTER OF FOOD

A Word to the Newspaperman Who is Putting "Fillers" into His Paper

EVERY newspaper man knows the word "filler." It is a good word, for it says just what it means. It means something that simply FILLS.

If a man ate sawdust just to fill his stomach there could be no quarrel with the sawdust. It will fill. Your quarrel would be with the man. He ought to think more of his stomach. Everything that he puts into his stomach should MEAN SOMETHING to his SYSTEM. A "filler" is THE SAWDUST OF THE NEWSPAPER MEAL.

\* \* \*

What would you think of a department store man who piled empty flour barrels around his silk counter? Yet this would be completely parallel to a practice of putting the empty boxes of "fillers" cheek by jowl with the live goods of the news and features.

The department store man has his "drive," his special sale, but he wants every square foot of his selling space to SELL GOODS.

The newspaper man has his smashing special display, but, if he is up-to-the-minute, he knows that the TOTAL bulk of his circulation sales must rest on utilizing EVERY BIT OF THE FLOOR SPACE OF HIS PAPER.

He fills this floor space, but he wants to know that EVERY element SELLS—that is, that it will MAKE CIRCULATION.

He doesn't say, "We'll fill in here with a comic strip." He says, "Can we get hold of a comic strip that will make circulation and HOLD it?"

He knows that every element of his paper is SOME kind of a FEATURE, and that to have every feature COUNT is to go after that 100% of interest that ALWAYS means MORE circulation.

It is because a newspaper man is making something to SELL that it is bad SALESMANSHIP to use sawdust in his paper.

READERS FIND THE SAWDUST. They DO notice that it is sawdust.

\* \* \*

This means that a big filler is a worse offense than a little filler. A little filler may be bad, but it doesn't steal much standing room. A big filler—a quarter page, a half page, a WHOLE PAGE—that COULD be putting its shoulder under the circulation figures, by being eagerly looked for instead of being merely in the way, is bad business. It comes pretty close to being bad morals.

Of course "shorts" are necessary for make-up as well as "longs." But the short can be vital. It must be worth while. It can be not only the kind of thing that habitual readers of small morsels look for, but the kind of thing that EVERY reader enjoys having met—the kind of thing that earns the expensive space it occupies.

\* \* \*

Why not "fill" with REAL features?  
 Why not let experts in circulation-making back up your news features with goods that TAKE HOLD?  
 Why not make your daily magazine page, your human interest departments, your Sunday comic, your Sunday magazine pages, down to the last line, an actual FORCE? Why not substitute PULLERS for FILLERS?  
 WE CAN HELP YOU ON THIS PROPOSITION.  
 We have the goods.  
 Our clients who use them will tell you what they have done and are doing.  
 Let us show you some samples and tell you some circulation facts.

Just say the word, TODAY. It's never too early to begin building more circulation.

NEWSPAPER FEATURE SERVICE

M. KOENIGSBERG, Manager

41 Park Row, New York City

## THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS  
AND ADVERTISING AGENTS

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

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

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

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

New York, Saturday, April 3, 1915

*There is no short-cut, no patent tram-road to wis-  
dom. After all the centuries of invention, the soul's  
path lies through the thorny wilderness which must  
still be trodden in solitude, with bleeding feet, with  
sobs for help, as it was trodden by them of old time.  
—George Elliot.*

### WHO PAYS FOR PREMIUMS?

We have received from Charles S. Richardson,  
editor of Practical Advertising, San Francisco, a  
letter beginning with the following quotation from  
an advertisement written by William C. Freeman,  
which appeared in THE EDITOR AND PUBLISHER  
February 27:

I attended the meeting of the Premium Interests held  
in the Hotel Astor recently. This is a tremendous organi-  
zation, composed of business interests that last year sold  
merchandise to the value of over Five Billion Dollars in  
the United States, and gave as a premium additional mer-  
chandise to the amount of over One Hundred Million Dol-  
lars. This addition as merchandise did not cost the  
consumer an extra penny.

"Yes," continues Mr. Richardson, "but it cost the  
newspapers a lot of money—a lot spent in premiums  
which should have been spent in newspaper space.  
Retail associations are up in arms over premiums  
and they have a right to be, too. It seems to me  
you lost a little prestige over that paragraph."

Our correspondent has apparently overlooked the  
fact that the statement to which he takes exception  
was made by Mr. Freeman over his own name, and  
not by THE EDITOR AND PUBLISHER. As a matter  
of fact we do not agree with Mr. Freeman when  
he says that the \$100,000,000 worth of premiums  
given free with merchandise last year "did not cost  
the consumer an extra penny." If a manufacturer  
or merchant uses premiums as an inducement to  
the public to purchase his goods he must buy them  
for cash. When he fixes the price at which his  
goods are to be sold it must include not only the  
cost of material, labor, marketing and overhead  
expense, but also a reasonable profit. Premiums  
are chargeable to the cost of marketing and nothing  
else.

Therefore when the consumer buys an article  
with which a premium is given, the price he pays  
represents not only all that the article has cost the  
manufacturer to produce and to sell but also a cer-  
tain per cent. of profit. If it didn't the procession  
of factory owners moving through the bankruptcy  
courts would resemble one of the Kaiser's armies.

THE EDITOR AND PUBLISHER does not favor the  
use of premiums. It believes that everything pos-  
sible should be done to decrease the cost of goods  
to the consumer. The loading down of retail prices  
with expenses that are unnecessary is little short  
of a crime.

### NEWS VALUE OF ADVERTISING.

The news value of advertisements is overlooked  
by many publishers who can only see in them a  
source of revenue and a means of selling merchan-  
dise for the benefit of the advertisers. And yet if  
these same publishers should cut out all advertising  
for a month or six weeks they would find, much to  
their surprise, that their circulations would fall off  
quite materially.

Newspapers have been known to go to the wall  
because of the loss of department store advertising,  
not alone because of the amount of money such ad-  
vertising represented but because of the decline in  
circulation and the resulting withdrawal of other ad-  
vertisers.

The Sunday newspapers have the largest circula-  
tions and carry the most advertising. Why? Be-  
cause Sunday is a day of leisure and people have  
more time to read the papers. That they read the  
advertisements with great care is shown by the re-  
sponse given in the stores on Monday and at special  
sales during the week. Twenty-seven thousand re-  
plies have been received at the office of the New  
York Herald in reply to the classified advertisements  
appearing in a single Sunday issue of that news-  
paper.

The public is able to secure from the ad columns  
business news it can find no where else. This news  
is almost as important as articles found in the news  
columns. As a matter of fact most people could  
get along very comfortably without much of the  
cable or telegraph matter printed in the newspapers  
but they would experience much difficulty in getting  
along without the advertisements upon which they de-  
pend in the selection and purchase of wearing ap-  
parel, food, furniture, household necessities, and the  
thousand and one articles that contribute to their  
health and comfort and their social, religious and  
physical well being.

If the returns from circulation were sufficiently  
large to give the publisher a good profit for his  
work and investment he would doubtless find it de-  
sirable to secure from merchants and other business  
and professional men and print in his paper the  
commercial information now found in the advertis-  
ing columns. Such a day will, of course, never  
come.

### EDITORIAL COMMENT.

John Brisben Walker's offer to donate fifty acres  
of land from his estate at Mount Morrison, in Col-  
orado, as the site for a home for journalists who  
have broken down temporarily or permanently, as  
outlined in these columns last week, has been much  
commented upon by newspaper men in New York  
and elsewhere. The consensus of opinion seems to  
be that while an institution such as Mr. Walker  
proposes is desirable the time is not ripe for the  
raising of the fund that would be necessary to  
erect a suitable building and lay out the grounds.  
Mr. Walker's offer, however, is considered a gen-  
erous one and for which he deserves the thanks  
of all newspaper workers.

THE EDITOR AND PUBLISHER herewith extends to  
all the members of the A. P. and A. N. P. A. who  
may attend the conventions to be held in New York  
April 19 to 23 an invitation to make use of the  
facilities offered at its headquarters at the Waldorf-  
Astoria while in town. The latch string will be  
out all the week and we shall be delighted to have  
our many friends among the publishers and the  
members of their staffs call and see us. A force of  
stenographers and typewriters will be on hand to  
assist with correspondence or reports and mail sent  
in our care will be delivered promptly day or night.

It is a significant fact that despite the war in which  
Great Britain is playing a conspicuous part four  
periodicals—two Sunday newspapers, a popular  
weekly and an afternoon daily have been launched  
in London during the last fortnight. The new jour-  
nals emanate from great publishing houses that are  
thoroughly in touch with business conditions and  
yet believe that the time is auspicious for their ap-

pearance. Men of less experience and having less  
faith in the resources of the country might consider  
the present a most inauspicious time for the inaugu-  
ration of new enterprises whose success must depend  
in a large measure upon the volume of advertising  
they can command. But England, it should be re-  
membered, is an empire of vast wealth, and although  
the war is making great inroads on her reserves her  
commercial interests are enormous, and cannot be-  
come exhausted for many years to come.

### ALONG THE ROW.

THE EXCHANGE EDITOR.

The Exchange Editor sits in a little room all by  
himself, with a paste pot and a pair of shears. His  
work consists in going through a pile of papers,  
and clipping out fillers. There are fillers of another  
kind which he likes better, but he never cuts them  
out. Once in a while some terrible language is  
heard coming from the Exchange Editor's den. On  
such occasion it is a safe bet that he has clipped out  
something headed thus like:

THOUSANDS OF BRAVE MEN DYING ON  
THE FIELD

and after reading half a column learns that their  
lives would all have been saved had they used Dr.  
Oldman's Marathon Pills. The Exchange Editor's  
work is important. On occasions when editorial  
writers attend affairs like St. Patrick's Day ban-  
quets—and phone the office the next morning, "Won't  
be down today, have an attack of zootis"—then the  
man who makes up, grabs a lot of the Exchange  
Editor's stuff from the banks and fills up the spaces  
on the editorial page, to the delight of the readers  
who say, "What a bright paper the Bazoo is today."  
The Exchange Editor also looks out for editorial  
indorsements of his own paper's policy, but this does  
not keep him very busy. The Exchange Editor only  
has one regret in life, and that is that he is not  
paid space rates for all the stuff he clips and mounts.

FROM THE SKINNERSVILLE SIGNAL.

"We have no time to aid President Wilson in  
mapping out his Mexican policy—the Bock beer  
season has arrived here."

THE HUSTLER.

I am the guy called printer's ink;  
I put hard times upon the blink—  
My face is black as Erebus—  
But I'm a lively, hustling cuss.  
I make men rich who once were poor—  
I'm on the job, I am for sure.  
I get work for the labor man  
And help to fill his dinner can;  
I aid girls who must earn their feed—  
I am the friend of all in need.  
I sell all things from pins to guns,  
To cargoes of ten thousand tons.  
I'm on the job both night and day,  
Away from work I never stay.  
I am "A 1" "O K" and "It,"  
And I take a vacation—nit.  
I serve the small as well as great  
(See Business Office for my rate).  
I am the guy that brings the dough—  
Just try me and you'll find it so.

### THE TREADMILL.

By EDWARDS P. INGERSOLL.

Would Greed might take vacation,  
His great machine give way,  
Whose every stroke and motion  
Makes my heart bleed each day,  
Tears all to shreds and tatters  
The tender, throbbing nerve  
That feeds the sense of duty,  
And numbs the hands that serve.  
No time to think you tell us,  
No time to hear within  
The still, small voice of conscience  
In all this crazy din?  
Then let this humdrum cease, albeit  
But one short deathless hour,  
When Life might gain true meaning  
And Love its rightful dower.  
Set free from fatal serfdom  
To Mammon, class and creed,  
'Twould reach its full completion  
And rule the heart indeed.  
Just one brief glimpse of Beauty  
For men whom God hath made,  
Before we drop in harness  
Like whipped out beasts of trade.  
All tasks might then be pleasures  
Despite their meager doles  
And we might get acquainted  
With our own precious souls.

## PERSONALS.

E. G. Nichols, for four years associate financial editor of the Chicago Examiner, has become financial editor of the Chicago Daily News.

Paul Cowles, superintendent of the Central Division of the Associated Press, has returned to Chicago from a visit to the Pacific Coast.

Fred W. Gage, of the Gage Printing Company, Battle Creek, Mich., was elected president of the Michigan Press and Printers' Federation at its recent annual convention.

Harrison L. Beach, formerly superintendent of the Central Division of the Associated Press and at present editor of the San Antonio, Texas, Light, was recently in Chicago calling upon his old friends in that city.

Clarence M. Agard, of Bridgeport, Conn., has been appointed city editor of the Manchester (N. H.) Evening Herald.

Miss Mary Humphrey, who has been manager of the Melrose (Minn.) Beacon for the past year, has resigned her position and leaves for South Dakota, where she will take up daily newspaper work.

Karl W. Detzer, for some years a reporter on the Fort Wayne (Ind.) Daily News, has been made sporting editor and staff photographer of the Sentinel, succeeding Charles H. Spalding, who died recently.

Harry Wilbur, formerly private secretary to the new owner of the Milwaukee (Wis.) Free Press, has been appointed political writer for that paper.

R. D. Strong, editor and proprietor of the Lake Worth (Fla.) Herald, who had his right hip and left ankle broken and his body badly bruised in an automobile accident, is recovering in a hospital at Jacksonville and will soon be out.

John H. Goldfrap, of the New York Evening World, is now director of publicity for the Fox Film Corporation.

L. G. Ellingham, who has recently had charge of the Indiana Democratic press bureau service, has resigned and will return to his newspaper business at Decatur, Ind.

William B. Clark, managing editor of the Baltimore (Md.) American, has been appointed a member of the Maryland Exposition Commission, succeeding General Felix Angus, who was compelled to resign from the commission because of the press of other business.

Martin E. Hawes, editor of the Weymouth (Mass.) Gazette, has retired, because of age, being eighty years old. He is succeeded by Morton F. Pratt, formerly assistant editor and at one time on the Boston Transcript.

George Morris has resigned his position on the Sweet Springs (Mo.) Eagle to join the staff of the Sedalia (Mo.) Democrat.

A. L. Miller, editor of the Battle Creek (Mich.) Enquirer, has been elected president of the Inland Daily Press Association, an organization of newspapers in Michigan, Illinois and Iowa.

William A. Moreley, recent business manager of the St. Marys (Ohio) Evening Leader, has joined the Goshen (Ind.) News-Times as editorial writer.

L. M. Marks, editor and manager of the Delhi (La.) Progress has been ordained a minister in the Baptist church.

F. M. Logan, of the Calgary (Sask.) Commercial Review, has been appointed assistant dairy commissioner of Saskatchewan.

George B. Weidner, for twenty years a reporter on various Reading, Pa., newspapers, has gone into the real estate business there.

Chase S. Osborn, former Governor of Michigan, past president of the Michigan Press Association and one of the owners of the Sault Ste. Marie News

and the Saginaw Journal, recently underwent an operation at the Brady Urological Institute of John Hopkins Hospital, Baltimore. It was successful and he is now on a trip to the San Francisco Exposition via the Panama Canal.

Donald Nicholson, vice-president of the New York Tribune Association, is seriously ill at the home of his mother-in-law at Pleasant Valley, N. Y.

## Cobb Dinner Arranged.

Arrangements have been completed for the dinner to be given to Irvin S. Cobb, war correspondent, humorist and author, long a daily newspaper man of New York, at the Waldorf-Astoria, New York, on the night of April 25. Frank I. Cobb, editor of the New York World, will preside. The speakers will include Justice Reynolds, of the United States Supreme Court; George M. Cohan, Martin W. Littleton, Mayor Mitchel, Renold Wolf and George Henry Mallon; and probably Governor Whitman and United States Senator Ollie James. Herbert B. Swope, city editor of the World, is chairman of the committee, and Frank W. O'Malley, of the Sun, is secretary.

## WEDDING BELLS.

Joseph A. Callahan, assistant city editor of the Boston (Mass.) Evening Traveler, and Miss Ella M. Hawkes, of Ellsworth, Me., are to be married shortly after Easter.

Will H. Dilg, of the Dilg Advertising Company, of Chicago, and Miss Marguerite Ives were married March 24. Mr. Dilg and Miss Ives were first married in 1903 and were divorced in 1914, after which Miss Ives married Edward T. McLaughlin, of New York, whom she divorced March 23, and remarried Mr. Dilg.

## Sphinx Club April Dinner.

Senator Albert J. Beveridge, who has just returned from Europe, will be the guest of honor and the speaker of the evening at the next regular Sphinx Club dinner on Tuesday evening, April 13, at the Waldorf-Astoria, New York City.

In a letter to the membership, H. C. Brown, the president of the club, states that "Senator Beveridge is the only foreigner who has been received by the Kaiser since the beginning of the war."

## Bureau of Advertising Luncheon.

The Bureau of Advertising of the A. N. P. A. is planning a luncheon at the Waldorf Astoria on Thursday, April 21, at 12.30 p. m. It will be a newspaper advertising meeting of the greatest importance—a luncheon where practical publishers will get businesslike suggestions for increasing the influence of daily newspapers among national advertisers. The speeches will be short and straight to the point. The guests will be representatives of organizations that place national advertising.

## Creelman Estate About \$50,000.

The will of James Creelman, of New York, war correspondent and journalist, who died a few weeks ago in Berlin, leaves his estate, valued at \$50,000, to his wife.

## Capt. King's Estate Over \$100,000

Capt. Henry King, who passed away two weeks ago, bequeathed one-third of his property, valued at from \$100,000 to \$150,000, to Mrs. Bessie King Hawley, wife of Dr. Nelson J. Hawley, with whom he made his home. Mrs. Hawley had been taken into Capt. King's home when a child and had grown up under his care. The other two-thirds go to the grandchildren.

## Enjoys Every Issue.

Alfred J. Stofer, Washington correspondent of the Montgomery (Ala.) Advertiser and the Birmingham News, writes: "I enjoy every issue of the Editor and Publisher, and my earnest hope is that you and your associates will meet with great success in all your undertakings."

## G. F. McCULLOCH IS DEAD.

## He Established the Star League of Newspapers in Indiana.

George F. McCulloch, founder of the Muncie (Ind.) Star, the Indianapolis Star, and the Terre Haute Star, known as the Star League, died March 27 at his country home, Brentwood, Summit, N. J., aged 60 years.

He was at one time an intimate associate of Daniel G. Reid of Rock Island fame, and established traction railways throughout Indiana, and central Illinois.

A difference of opinion arose between McCulloch and Reid which resulted in litigation, which was carried on for years, finally reaching Judge Anderson of the Federal Circuit Court.

During the litigation Reid disposed of his newspaper holdings to John C. Shafter, who later bought McCulloch out, taking the properties over.

He did a great work in promoting the penny paper in Indiana. He retired from business in 1907, since which time he has made his home in Summit.

From 1895 to 1898 Mr. McCulloch was chairman of the Republican State Central Committee of Indiana.

## SEATTLE EDITOR DROWNED

## Post-Intelligencer Chief and Three Women Plunged to Death in Auto.

Thomas W. Prosch, aged 65, editor of the Seattle (Wash.) Post-Intelligencer, together with his wife, Miss Margaret L. Denny and Mrs. Harriet F. Beecher, were drowned on March 30 in the Duwamish River, ten miles south of Seattle, when their automobile ran off a bridge. All the bodies were recovered and taken to Seattle for burial.

Mrs. Prosch was a daughter of General Morton M. McCarver, founder of the city of Tacoma. She was sixty-four years old.

Miss Denny was the daughter of Arthur A. Denny, who founded Seattle in 1851. She was one of the last survivors of the schooner load of persons who landed at Seattle in November of that year. She was seventy years old.

Mrs. Beecher was the wife of Captain Herbert F. Beecher, son of the late Henry Ward Beecher, the Brooklyn clergyman. She was fifty-five years old.

## OBITUARY NOTICES.

ROBERT G. FITCH, an editorial writer on the Boston (Mass.) Transcript and formerly editor-in-chief of the Boston Post, died March 19, aged 69 years.

JAMES DICKINSON, editor and proprietor of the Daleville (Ind.) Review and former editor of the Windsor (Ont.) World, died March 20, aged 68 years.

CHARLES W. LOCKWOOD, managing editor of the Muncie (Ind.) Press, died March 24, the result of bursting a blood vessel, which induced respiratory paralysis. Aged 44 years.

JAMES W. FRENCH, former editor of the Lafayette (Ind.) Journal, died March 15 from injuries received in an automobile accident at Dallas, Texas.

J. F. MITCHIN, editor of the De Soto (Mo.) Press, died March 14, aged 49 years.

JOHN S. PENROSE, business manager of the Houghton (Mich.) Mining Gazette, died March 22 of pneumonia, aged 55 years.

FRANK P. FUOSS, aged 55, a widely known newspaper man, died at Hermosa Beach, California, last week. During his newspaper career he was with the Kansas City Times, Kansas City Journal, Chicago Evening American and Los Angeles Express. Until two weeks before his death he was with the Audit Bureau of Circulations.

JOSEPH H. VAILL, former editor of the Winsted (Conn.) Herald and president of the Connecticut Editorial Associa-

tion, died at Philadelphia, Pa., March 25, aged 78 years.

JOHN A. WALLACE, editor of the Chester (Pa.) Times and Morning Republican, died March 24 at Ridley Park, Pa., aged 73 years.

G. W. McMILLIN, who owned and published the old Chicago Post forty-nine years ago, died of heart disease March 23 on an elevated train in Evanston, Ill., aged 70 years.

FRANK W. REDFIELD, editor of the Herkimer (N. Y.) Democrat, died March 22 of Bright's disease, aged 62 years.

GEORGE CHRISTMAN, publisher of the Washington (Pa.) Reporter, was found dead in his apartments March 24, with a shotgun by his side. It is believed he committed suicide, but no reason for his act is known.

GEORGE H. MESSENGER, a well-known newspaper man of Winnipeg, Man., died March 16.

RAYMOND E. JENNINGS, newspaper writer and advertising man of Chicago, died March 23. He was employed by Nicholas Finn Agency.

GEORGE H. MEADE, a well-known advertising man of Chicago, died March 18 at Milwaukee, Wis., from the effects of venereal disease, taken two days before with suicidal intent.

WILLIAM W. WOOD, who established the Stoughton (Mass.) Sentinel; Marlboro (Mass.) Mirror; Hudson (Mass.) Pioneer; Framingham (Mass.) Gazette; Newton (Mass.) Republican; the Middleboro (Mass.) News, and was business manager of the Newton Graphic, died in Middleboro, Mass., April 18, aged 76 years.

COL. M. RICHARD MUCKLE, in the newspaper business in Philadelphia, Pa., for fifty years and business manager of the Public Ledger under the ownership of G. W. Childs, died March 30, aged 90 years.

COL. A. G. PAINE, president of the New York and Pennsylvania Co., died at the Plaza Hotel, New York, March 26, in his 77th year. He was born in Maine, and entered the paper manufacturing business in 1890. Col. Paine was popular with his friends and served as president of the American Paper and Pulp Association. He leaves one son, A. G. Paine, Jr., who is the general manager of the New York & Pennsylvania Co.

Joseph Lalere, who resigned as city editor of L'Abielle, a French daily newspaper in New Orleans, to enlist in the French army, is dead from wounds received near Craonne, according to cable advices received by his father in New Orleans on March 25.

Samuel J. McGowan, former manager of the St. John (N. B.) Telegraph Publishing Company, and later an independent publisher and printer, died recently at Hampton, aged 43.

George H. Messenger, a pioneer newspaper man of Winnipeg, Manitoba, who went to that city in 1881, died there a few days ago.

JOHN F. CONOVER, founder of the Harrisburg (Ill.) Chronicle, died March 15, after a long illness, aged 83 years.

S. T. MOREHOUSE, founder of the Liberty (Pa.) Star, which afterward became the Walton Reporter, is dead, aged 68 years.

MRS. GRACE IRWIN BARNUM, "Miriam Drew" of the Rochester (N. Y.) Herald, died very suddenly, March 13th, from an attack of acute indigestion.

The declaration of the youthful editor of a western college paper that the newspaper man's life is an "ideal one" leads the Chicago American to say that he has never been a newspaper man.

When the average East Indian editor wants a holiday he suspends publication until it is convenient to resume.

# OFFICIAL CIRCULATION FIGURES OF DAILY PAPERS

For April and October, 1914—Before and After the War was Declared.

Information culled from Government statements filed with the Post Office Department and published in the newspapers in compliance with the so-called Bourne Publicity Law, passed by the 59th Congress.

This compilation is the result of many months of painstaking inquiry conducted both personally and by mail, and in some instances the information is supplied despite the opposition of some publishers.

Publicity is the order of the day and most publishers have welcomed the opportunity to give the utmost publicity to their affairs,—ownership, personnel and circulation.

The Editor and Publisher believes that it now has at its command more worth-while information about daily newspapers than any other organization, and welcomes the opportunity to supply such information to agents, advertisers and space buyers. Moreover, it hopes that the inquiry thus instituted will result in securing access to all publishers' statements.

## GOVERNMENT STATEMENTS FOR APRIL AND OCTOBER, 1914

DAILY NEWSPAPERS.			April October		April October				
ALABAMA.			1914	1914	1914	1914			
Anniston.....	Star & Hot Blast	E	3,505	4,016	Prescott.....	Arizona Journal-Miner	M&S	.....	.....
Birmingham.....	Age-Herald	M	20,028	19,532	Tempe.....	News	E	.....	.....
Birmingham.....	Age-Herald	S	30,048	27,161	Tombstone.....	Prospector	E&S	.....	.....
Birmingham.....	Ledger	E	29,513	31,235	Tucson.....	Arizona Star	M&S	.....	.....
Birmingham.....	News	E	35,066	36,903	Tucson.....	Citizen	E	2,763	3,409
Birmingham.....	News	S	36,335	38,615	Yuma.....	Examiner	E	.....	735
Dothan.....	Eagle	E	.....	2,468	Yuma.....	Sun	M&S	.....	.....
Dothan.....	Journal	M	5,346	.....	ARKANSAS.				
Eufaula.....	Citizen	E	.....	.....	Batesville.....	Guard	E	.....	.....
Gadsden.....	Journal	E	.....	5,529	Bentonville.....	Sun	E	.....	.....
Gadsden.....	Times-News	E	5,300	.....	Camden.....	Herald	E	.....	.....
Huntsville.....	Mercury-Banner	M	.....	1,395	Eureka Springs.....	Times-Echo	E	.....	.....
Huntsville.....	Times	E	.....	.....	Fayetteville.....	Daily	E	1,125	1,125
Huntsville.....	Times	S	.....	.....	Fayetteville.....	News	E	.....	.....
Mobile.....	Item	E&S	12,351	15,298	Fort Smith.....	Southwest American	M&S	9,669	9,607
Mobile.....	Register	M&S	15,219	17,061	Fort Smith.....	Times-Record	E&S	7,802	9,621
Montgomery.....	Advertiser	M&S	15,869	16,340	Harrison.....	Arkansas Herald	E	.....	.....
Montgomery.....	Journal	E	10,804	10,782	Helena.....	World	E	.....	.....
Montgomery.....	Times	E	7,500	.....	Hot Springs.....	New Era	E	3,607	3,126
New Decatur.....	Decatur's Daily	E	.....	1,400	Hot Springs.....	News	E	.....	.....
New Decatur.....	Twin City Telegram	E	.....	.....	Hot Springs.....	Sentinel-Record	M&S	.....	2,385
Opelika.....	News	E	3,220	3,185	Jonesboro.....	Sun	E	.....	.....
Seima.....	Journal	E&S	.....	.....	Jonesboro.....	Tribune	E	.....	.....
Seima.....	Times	M&S	1,845	1,965	Little Rock.....	Arkansas Democrat	E	11,803	12,594
Sheffield.....	Tri-Cities Daily	E	.....	.....	Little Rock.....	Arkansas Gazette	M&S	25,113	26,901
Talladega.....	Home	E	.....	.....	Mena.....	Star	E	.....	.....
Troy.....	Messenger	E	.....	.....	Newport.....	Independent	E	.....	.....
Tuscaloosa.....	Times-Gazette	M&S	1,936	.....	Paragould.....	Press	E&S	.....	.....
Tuscaloosa.....	News	E&S	2,135	.....	Pine Bluff.....	Commercial	E	.....	.....
ALASKA.					Pine Bluff.....	Graphic	M&S	.....	4,267
Cordova.....	Alaskan	E	.....	.....	Prescott.....	News	E	.....	.....
Fairbanks.....	News-Miner	E	.....	.....	Rogers.....	Post	E	.....	.....
Fairbanks.....	Times	M	.....	.....	Russellville.....	Courier-Democrat	E	.....	.....
Juneau.....	Alaska Dispatch	E&S	.....	3,350	Searcy.....	Citizen	E	.....	.....
Nome.....	Industrial Worker	M	.....	.....	Siloam.....	Register	E	.....	.....
Nome.....	Nugget	E	.....	450	Stuttgart.....	Arkansawyer	E	.....	.....
Seward.....	Gateway	E	.....	.....	Texarkana.....	Texarkanian	E	.....	.....
Skagway.....	Alaskan	E	.....	.....	Van Buren.....	Argus	E&S	.....	490
Valdez.....	Prospector	E	.....	.....	CALIFORNIA.....				
ARIZONA.					Alameda.....	Times Star & Argus	E	.....	3,865
Bisbee.....	Review	M&S	.....	3,000	Alhambra.....	Alhambra Advertiser	E	.....	.....
Douglas.....	Dispatch	M&S	.....	1,625	Bakersfield.....	Californian	E	5,017	4,715
Douglas.....	International	E	2,000	.....	Bakersfield.....	Echo	M&S	4,451	4,176
Globe.....	Arizona Record	M&S	.....	1,650	Berkeley.....	Gazette	E	.....	6,717
Mesa.....	Free Press	M	.....	.....	Berkeley.....	Californian	E	6,647	.....
Miami.....	Arizona Silver Belt	M&S	.....	.....	Chico.....	Enterprise	E	1,403	.....
Phoenix.....	Arizona Democrat	M&S	.....	.....	Chico.....	Record	M&S	1,606	1,647
Phoenix.....	Arizona Republican	M&S	.....	6,109	Chico.....	Tribune	M&S	.....	927
Phoenix.....	Arizona Gazette	E	6,544	6,125	Coalinga.....	News	E	.....	.....

GOVERNMENT STATEMENTS FOR APRIL AND OCTOBER, 1914

Table with columns for location, newspaper name, and circulation figures for April and October 1914. Includes sections for California, Colorado, and Connecticut.

GOVERNMENT STATEMENTS FOR APRIL AND OCTOBER, 1914

Table with columns for location, newspaper name, and circulation figures for April and October 1914. Includes sections for Delaware, District of Columbia, Florida, Georgia, and Idaho.



GOVERNMENT STATEMENTS FOR APRIL AND OCTOBER, 1914

Table with columns for location, newspaper name, and circulation figures for April and October 1914. Includes entries for various states like Indiana, Illinois, and Michigan, with newspaper names such as Herald, Journal, Democrat, and Tribune.

GOVERNMENT STATEMENTS FOR APRIL AND OCTOBER, 1914

		April 1914	October 1914			April 1914	October 1914
Portland	Sun	M&E		Waterloo	Courier	E	10,289
Princeton	Clarion-News	E	1,886	Waterloo	Times-Tribune	M&S	14,262
Princeton	Democrat	E		Webster City	Freeman-Tribune	E	7,021
Rensselaer	Republican	E					7,165
Richmond	Item	E	5,443		KANSAS.		
Richmond	Palladium & Sun Telegraph	E	8,048	Abilene	Chronicle	E	
Richmond	Republican	E	8,108	Abilene	Reflector	E	390
Rochester	Sentinel	E	1,150	Arkansas City	News	E	2,015
Rushville	Jacksonion	E	1,098	Arkansas City	Traveler	E	1,812
Rushville	Republican	E	1,740	Atchison	Champion	E	4,221
Seymour	Republican	E	1,306	Atchison	Globe	E	6,700
Shelbyville	Democrat	E	2,135	Augusta	Gazette	E	6,353
Shelbyville	News	M	1,148	Beloit	Call	E	2,053
Shelbyville	Republican	E		Burlington	Republican	E	2,064
South Bend	News-Times	ME&S	15,844	Caney	Chronicle	E	
South Bend	Tribune	E	16,475	Chanute	Tribune & Sun	E	3,053
Sullivan	Times	E	12,546	Cherryvale	Journal	E	
Terre Haute	Journal (Germ.)	E		Cherryvale	Republican	E	865
Terre Haute	Post	E	7,625	Clay Center	D. spatch-Republican	E	
Terre Haute	Star	M	23,551	Coffeyville	Journal	E	2,770
Terre Haute	Star	S	18,245	Columbus	Advocate	E	2,651
Terre Haute	Tribune	E&S	16,418	Concordia	Blade-Empire	E	1,525
Tipton	Times	E	2,630	Concordia	Kansan	E	1,525
Tipton Tribune	Tribune	E	2,588	Dodge City	Globe	E	
Union City	Times	E		El Dorado	Republican	E	
Valparaiso	Messenger	E	870	El Dorado	Walnut Valley Times	E	
Valparaiso	Vidette	E	1,120	Emporia	Gazette	E	3,500
Viscennes	Capital	E		Erie	Sentinel	E	3,625
Viscennes	Commercial	M	3,175	Fort Scott	Republican	E	1,048
Viscennes	Sun	E	3,079	Fort Scott	Tribune & Monitor	M&S	1,050
Wabash	Plain Dealer	E	1,810	Frankfort	Index	E	2,835
Wabash	Times-Star	E	2,385	Frankfort	Herald	E	
Warsaw	Times	E	2,390	Galena	Times	E	980
Warsaw	Union	E	2,350	Garnett	Review	E	
Washington	Democrat	E	2,505	Great Bend	Tribune	E	
Washington	Herald	E	1,733	Hiawatha	World	E	2,200
	IOWA			Hutchinson	Gazette	M&S	8,563
Atlantic	News-Telegraph	E	3,150	Hutchinson	News	E	8,595
Boone	News-Republican	E	2,785	Independence	Reporter	E	8,711
Burlington	Gazette	E	2,883	Independence	Star	E	1,817
Burlington	Hawk-Eye	M&S	9,383	Iola	Register	E	1,843
Burlington	Volksfreund-Tribune (Ger.)	E	9,169	Junction City	Union	E	2,800
Cedar Falls	Record	E		Kansas City	Gazette-Globe	E	4,145
Cedar Rapids	Gazette	E	12,117	Kansas City	Wyandotte-Cricket	E	4,823
Cedar Rapids	Republican	M&S	6,287	Lawrence	Gazette	E	8,195
Cedar Rapids	Times	E	6,591	Lawrence	Journal-World	E	8,190
Centerville	Citizen	E	9,223	Leavenworth	Post	E	
Charles City	Intelligencer	E	1,800	Leavenworth	Times	M&S	5,163
Charles City	Press	E	1,700	Lyons	News	E	5,584
Clinton	Advertiser	E	9,507	McPherson	Republican	E	7,621
Clinton	Herald	E	7,539	Manhattan	Mercury	E	
Council Bluffs	Nonpareil	E	4,017	Manhattan	Nationalist	E	1,900
Council Bluffs	Nonpareil	M	11,862	Neodesha	Sun	E	1,250
Creston	Advertiser	E	12,159	Newton	Kansan-Republican	E	
Creston	American	M	1,800	Norton	Telegram	E	1,800
Creston	Daily Plain Dealer	M&S	1,720	Osborne	News	E	
Davenport	Democrat & Leader	E&S	21,359	Ottawa	Herald	E	
Davenport	Demokrat (Ger.)	M&S	3,418	Ottawa	Republic	E	2,741
Davenport	Times	E	23,423	Parsons	Eclipse	E	2,759
Des Moines	Capital	E	44,199	Parsons	Sun	E	2,684
Des Moines	News	E	43,000	Pittsburg	Headlight	E	1,900
Des Moines	News	S	41,544	Salina	Journal	E	6,392
Des Moines	Record	M	35,719	Salina	Union	E	6,305
Des Moines	Register & Leader	M	34,047	Salina	Capital	M&S	3,325
Des Moines	Register & Leader	S	37,167	Topeka	State Journal	E	2,800
Des Moines	Tribune	E	26,038	Topeka	Journal	E	31,797
Des Moines	Telegraph-Herald	E	6,106	Wellington	News	E	32,917
Dubuque	Telegraph-Herald	M	6,021	Wellington	Beacon	E	18,582
Dubuque	Times-Journal	M	6,931	Wichita	Eagle	E	
Dubuque	Times-Journal	E	12,239	Wichita	Live Stock Journal	M&S	22,230
Dubuque	Times-Journal	E	6,592	Winfield	Courier	E	32,281
Fairfield	Journal	E	1,053	Winfield	Free Press	E	3,273
Fairfield	Tribune	E			KENTUCKY.		1,520
Fort Dodge	Chronicle	E	2,527	Ashland	Independent	E	
Fort Dodge	Messenger	E	5,878	Bowling Green	Messenger	E	1,471
Fort Madison	Democrat	E	6,588	Bowling Green	Park City News & Democrat	E	1,390
Fort Madison	Gem City	E	2,567	Covington	Kentucky Post	E	13,949
Iowa City	Citizen	E	1,665	Danville	Kentucky Advocate	E	13,772
Iowa City	Press	E	3,402	Frankfort	State Journal	M&S	3,570
Iowa City	Republican	E	3,057	Fulton	Leader	E	3,320
Keokuk	Constitution-Democrat	E	4,291	Henderson	Gleaner	M&S	3,182
Keokuk	Gate City	E&S	6,097	Henderson	Journal	E	3,065
Marshalltown	Times-Republican	E	14,283	Henderson	News	M&S	3,060
Mason City	Globe-Gazette	E	4,976	Hopkinsville	Kentucky New Era	E	2,100
Mason City	Times	E		Hopkinsville	Democrat	E	
Missouri Valley	Times	E		Lexington	Herald	M	8,843
Mt. Pleasant	News	E		Lexington	Leader	E	8,715
Muscataine	Journal	E	7,042	Lexington	Leader	S	7,350
Muscataine	News-Tribune	M&S	4,148	Lexington	Leader	S	8,048
Newton	Journal	E	4,848	Lexington	Tribune	M	8,233
Newton	News	E	2,400	Louisville	Anzeiger (Ger.)	M	
Oelwein	Register	E	917	Louisville	Courier-Journal	M	28,591
Oskaloosa	Herald	E	3,780	Louisville	Courier-Journal	S	29,270
Ottumwa	Courier	E	8,848	Louisville	Herald	M&S	50,541
Ottumwa	Review	E	9,280	Louisville	Post	E	37,214
Perry	Advertiser	M&S	3,400	Louisville	Record	E	43,004
Perry	Chief	E	1,650	Louisville	Times	M	39,076
Sioux City	Journal	ME&S	45,147	Louisville	Messenger	E	41,505
Sioux City	Live Stock Journal	E	47,574	Mayfield	Bulletin	E	49,189
Sioux City	News	E	15,800	Maysville	Independent	M	53,145
Sioux City	Tribune	E	15,685	Maysville	Public Ledger	M	2,100
Washington	Journal	E	43,930	Owensboro	Inquirer	E&S	1,328
			1,994				1,348

GOVERNMENT STATEMENTS FOR APRIL AND OCTOBER, 1914

Table with columns for location, newspaper name, type (M, E, S, M&S, M&E), and circulation for April and October 1914. Includes sections for Louisiana, Maine, Maryland, Massachusetts, and Michigan.

GOVERNMENT STATEMENTS FOR APRIL AND OCTOBER, 1914

		April October				April October			
		1914	1914			1914	1914		
Hancock	Copper Journal	E	4,204	4,309	Meridian	Star	E	5,333	5,542
Hancock	Tyomies (Finnish)	E&S	12,000		Meridian	Star	S	5,566	
Hillsdale	Daily	E	4,737	4,308	Natchez	News	E		
Holland	Sentinel	E			Natchez	Democrat & Courier	M	3,150	
Houghton	Mining Gazette	M&S	6,818	6,863	Vicksburg	Herald	M&S	2,011	2,047
Ionia	Sentinel	E			Vicksburg	Post	E		
Ionia	Standard	E			West Point	Times-Herald	E		
Iron Mountain	Tribune-Gazette	E			MISSOURI.				
Jackson	Citizen-Press	E	13,217	13,351	Aurora	News	E		
Jackson	Patriot	M	10,662	10,840	Butler	Democrat	E		
Jackson	Patriot	S	11,817	11,753	Cameron	News	E		467
Kalamazoo	Gazette	M&S	16,017	16,556	Cameron	Observer	E		
Kalamazoo	Telegraph-Press	E	13,520	12,663	Cape Girardeau	Republican	E		2,011
Lansing	State Journal	E	14,640	14,558	Carrollton	Democrat	E		
Lansing	Press	E	7,405	8,072	Cartersville	Record	E		
Ludington	News	E	2,291		Carthage	Democrat	M&S	1,638	
Manistee	Advocate	E			Carthage	Press	E		1,884
Manistee	News	E			Chillicothe	Tribune	E		2,000
Marquette	Chronicle	E	3,487	2,827	Clinton	Democrat	E		
Marquette	Mining Journal	M	4,275		Columbia	Times	E&S		
Marshall	Chronicle	E		1,870	Columbia	Tribune	F		2,250
Marshall	News-Statesman	E	2,018	2,000	De Soto	Republican	E		
Menominee	Herald-Leader	E	3,025	3,150	Excelsior Spgs.	Call	E		
Mount Clemens	Leader	E		2,010	Fulton	Sun	E		
Muskegon	Chronicle	E	8,038	8,109	Galt	Sun & Herald	E		
Muskegon	Times	M&S		5,375	Hannibal	Courier-Post	E	5,150	4,766
Niles	Star	E			Hannibal	Journal	M&S	3,802	
Niles	Sun	E		1,425	Independence	Examiner	F	1,690	1,775
Owosso	Argus	E	3,525	3,444	Jefferson City	Capital News	M		2,095
Owosso	Press-American	E	2,207		Jefferson City	Democrat-Tribune	E	1,040	1,500
Petoskey	News & Resorter	E	1,390		Jefferson City	Post	E		
Pontiac	Press Gazette	E	8,150	8,123	Joplin	Globe	M	15,056	15,685
Port Huron	Times-Herald	E	12,772	12,252	Joplin	News-Herald	E	10,344	10,608
Saginaw	Courier-Herald	M&S	14,590	14,676	Kansas City	Drovers Telegram	E	37,630	34,400
Saginaw	News	E	18,221	18,617	Kansas City	Journal	M&S	70,664	76,946
St. Joseph	Herald	E			Kansas City	Post	E		128,281
St. Joseph	Press	E	2,570	2,567	Kansas City	Post	S	127,772	114,606
Sault Ste. Marie	News	E		3,409	Kansas City	Presse (Ger.)	E		
South Haven	Tribune	E	1,900	2,000	Kansas City	Star	E&S	184,170	198,080
Sturgis	Times Democrat	M			Kansas City	Times	M	181,801	194,037
Three Rivers	Commercial	E	2,384	2,384	Kirksville	Express	E		1,734
Traverse City	Record-Eagle	E		4,045	Kirksville	News	M&S	1,632	1,609
Ypsilanti	Press	E			Lamar	Democrat	E		
MINNESOTA									
Albert Lea	Tribune	E	1,738	2,075	Lexington	Intelligencer	E		742
Austin	Herald	E	1,700		Louisiana	Press-Journal	E		
Bemidji	Pioneer	E	1,344	1,309	Macon	Chronicle	M		1,375
Brainerd	Dispatch	E			Macon	Herald	E		2,017
Crookston	Times	E		5,190	Marshall	Democrat-News	E		4,250
Duluth	Herald	E	28,615	29,922	Maryville	Democrat-Forum	E		
Duluth	News-Tribune	M	20,923	23,616	Maryville	Tribune	E		2,200
Duluth	News-Tribune	S	22,888	24,935	Mexico	Intelligencer	F	652	553
Fairmont	Sentinel	E	1,000	1,150	Mexico	Ledger	E		792
Fergus Falls	Journal	E			Moberly	Democrat	F&S		
Hastings	Gazette	M&S			Moberly	Monitor	E&S		
Hibbing	Tribune	E			Monett	Star	E		
International Falls	Journal	E			Monett	Times	E		
Little Falls	Transcript	E	1,232	1,314	Neosho	Democrat	E		
Mankato	Free Press	E		4,530	Nevada	Mail	E		
Mankato	Review	E			Nevada	Post	E		1,241
Minneapolis	Daglig Tidende	E		7,340	Poplar Bluff	Citizen-Democrat	E		
Minneapolis	Finance & Commerce	M		1,100	Poplar Bluff	Republican	E		
Minneapolis	Journal	E	83,170	88,861	Rich Hill	Review	E		
Minneapolis	Journal	S	85,447	87,496	Richmond	News	E		
Minneapolis	Market Journal	E			St. Charles	Banner-News	F		1,007
Minneapolis	News	F	54,690	62,656	St. Charles	Cosmos Monitor	E		
Minneapolis	Tidende (Norwegian)	F&S	6,840	7,340	St. Joseph	Gazette	M&S	21,261	20,418
Minneapolis	Tribune	M	98,903	62,332	St. Joseph	News-Press	F	38,193	38,598
Minneapolis	Tribune	E		50,541	St. Joseph	Stock Yards Journal	F		
Minneapolis	Tribune	S	148,175	155,063	St. Louis	Ameriko (Ger.)	M&S		18,316
Montevideo	American	E			St. Louis	Globe-Democrat	M&S	125,736	139,709
Moorhead	News	E			St. Louis	Post-Dispatch	F	183,312	
Red Wing	Eagle	E		1,225	St. Louis	Record	M	300,469	289,990
Red Wing	Republican	E&M		2011	St. Louis	Republic	M&S	107,683	108,385
Rochester	Bulletin-Post & Record	E		1,804	St. Louis	Star	F	52,633	61,882
St. Cloud	Journal-Press	E	2,304	2,487	St. Louis	Times	E	81,027	84,040
St. Cloud	Times	F	2,116	2,116	St. Louis	Westliche Post	S		24,825
St. Paul	Dispatch	E	69,658	71,111	Sedalia	Capital	M&S	2,270	
St. Paul	News	F&S	69,997	76,145	Sedalia	Democrat	F&S	3,202	
St. Paul	Pioneer-Press	M&S	51,661	51,597	Springfield	Leader	F		11,653
St. Paul	Twin City Ry & Hotel News	M			Springfield	Republican	S	12,079	11,171
St. Paul	Volkezeitung (Ger.)	E	14,587	17,146	Springfield	Republican-Tribune	M&S	9,937	10,243
South St. Paul	Reporter	E	3,390	3,693	Trenton	Times	E	1,203	1,250
Stillwater	Gazette	E	1,680		Trenton	Star-Journal	E		
Winona	Independent	M	4,095	4,209	Warrensburg	Register	E		3,956
Winona	Republican Herald	E	4,218	4,304	Webb City	Sentinel	E		
MISSISSIPPI.									
Biloxi	Advertiser	M&S			West Plains	Quill	E		
Biloxi	Herald	E	2,004		MONTANA				
Clarksdale	Register	E			Anaconda	Standard	M&S	9,894	10,786
Corinth	Corinthian	E			Billings	Gazette	M&S	3,576	4,299
Greenville	Democrat	E			Billings	Journal	E	1,978	2,012
Hattiesburg	News	E	2,583		Bozeman	Chronicle	M&S	1,608	1,971
Jackson	Clarion-Ledger	M	6,265		Bozeman	Courier	E		
Jackson	Clarion-Ledger	S	8,263		Butte	Post	E	9,881	12,456
Jackson	News	E&S	8,312		Butte	Miner	M		9,542
Laurel	Argus	E	2,122				S		15,150
Meridian	Dispatch	M&S	2,635						

GOVERNMENT STATEMENTS FOR APRIL AND OCTOBER, 1914

Table with columns for State (e.g., NEBRASKA, NEW HAMPSHIRE, NEW JERSEY), City, Newspaper Name, and Circulation for April and October 1914. Includes sub-sections for NEBRASKA, NEW HAMPSHIRE, NEW JERSEY, NEW MEXICO, and NEW YORK.

GOVERNMENT STATEMENTS FOR APRIL AND OCTOBER, 1914

Table with columns for location, newspaper name, and circulation figures for April and October 1914. Includes sections for New York, North Carolina, North Dakota, and Ohio.

GOVERNMENT STATEMENTS FOR APRIL AND OCTOBER, 1914

Table with columns for City, Newspaper Name, and Circulation for April and October 1914. Includes sections for OKLAHOMA and OREGON.

GOVERNMENT STATEMENTS FOR APRIL AND OCTOBER, 1914

		April 1914		October 1914				April 1914		October 1914	
Pendleton	Live Wire	E				Johnstown	Tribune	E	16,444	17,340	
Portland	Abstract	M				Kane	Republican	E	1,872	2,029	
Portland	Spectator	M				Kittanning	Simpsons Leader	E		3,288	
Portland	Examiner	M				Kittanning	Times	E		1,803	
Portland	Journal	M	46,344	49,131		Lancaster	Examiner	E	5,140	5,160	
Portland	News	S	51,731	52,764		Lancaster	Intelligencer	E	7,617	14,156	
Portland	Oregonian	E	18,313	18,467		Lancaster	Journal	M	6,024		
Portland	Oregon Journal	E	56,070	58,915		Lancaster	New Era	E	8,363		
Portland	Oregon Journal	S		73,261		Lancaster	News	M	4,614		
Portland	Oregon News (Jap)	E	46,334	49,131		Lancaster	Bulletin	E			
Portland	Telegram	S	51,731			Lebanon	News	E	6,107	6,171	
Roseburg	News	M	18,313			Lebanon	Report	E	4,723	4,932	
Roseburg	Review	E	35,888			Lebanon	Times	M			
Salem	Capital Journal	E		1,310		Lehigh	Leader	E			
Salem	Oregon Statesman	E		1,050		Lewiston	Sentinel	E	3,948	3,879	
The Dalles	Chronicle	M&S	2,917	2,229		Lock Haven	Democrat	E			
		E		833		Lock Haven	Express	E		1,734	
						McKeesport	News	E	9,421	9,403	
						McKeesport	Times	E			
						Mahanoy City	Mahanoy American	E			
						Mahanoy City	Record	E			
						Mauch Chunk	News	E	2,116	2,137	
						Mauch Chunk	Times	E			
						Meadville	Messenger	M	3,300	3,345	
						Meadville	Republican	E			
						Meadville	Tribune-Republican	M	7,335	7,247	
						Mechanicsburg	Journal	E	1,064		
						Middleton	Journal	E	1,236		
						Milton	Standard	E		3,014	
						Monessen	Independent	E			
						Monongahela	Republican	E	3,001	3,000	
						Monongahela	Times	E			
						Mount Carmel	Item	E	2,617	3,119	
						Mount Carmel	News	E			
						Natrona	Press	E	368	355	
						New Brighton	Beaver Valley News	E			
						New Castle	Herald	E	5,812	6,035	
						New Castle	News	E	7,735	7,928	
						Norristown	Herald	E	2,921		
						Norristown	Register	E	3,460	3,485	
						Norristown	Times	E	6,509	6,997	
						Oil City	Blizzard	E			
						Oil City	Derrick	M	5,753	6,177	
						Philadelphia	Bulletin	E	306,680	330,035	
						Philadelphia	Demokrat (Ger.)	E			
						Philadelphia	Gazette (Ger.)	M			
						Philadelphia	Inquirer	M	185,214	196,202	
						Philadelphia	Inquirer	S	278,357	279,934	
						Philadelphia	North American	M	170,481	182,632	
						Philadelphia	North American	S	149,290	153,205	
						Philadelphia	Press	M	72,888	67,227	
						Philadelphia	Press	S	168,926	162,161	
						Philadelphia	Public Ledger	M	53,383	61,227	
						Philadelphia	Public Ledger	S		101,006	
						Philadelphia	Record	M	171,968	176,766	
						Philadelphia	Record	S	134,189	137,845	
						Philadelphia	Telegraph	E	103,213	123,408	
						Philadelphia	Voce del opolo (Ital.)	M&S	22,000	25,000	
						Phillipsburg	Journal	E		1,090	
						Phoenixville	Republican	E	2,950	2,975	
						Pittsburgh	Chronicle-Telegraph	E	79,496	82,407	
						Pittsburgh	Dispatch	M&S	64,638	65,632	
						Pittsburgh	Gazette-Times	M&S	82,525	73,281	
						Pittsburgh	Leader	M&S	78,746	81,095	
						Pittsburgh	Post	M	40,057	50,731	
						Pittsburgh	Post	S		71,776	
						Pittsburgh	Live Stock Journal	E		1,250	
						Pittsburgh	Press	E&S	108,413	113,787	
						Pittsburgh	Sun	E	37,896	46,111	
						Pittston	Gazette	E	3,237	3,247	
						Pottstown	Ledger	E		2,060	
						Pottstown	News	M	5,184	5,123	
						Pottsville	Chronicle	E			
						Pottsville	Journal	E		8,800	
						Pottsville	Republican	E	11,389	11,296	
						Punxsutawney	Spirit	E	4,000	4,000	
						Reading	Eagle	E	19,567	20,031	
						Reading	Herald	E	6,016	6,755	
						Reading	News-Times	M	16,210	14,547	
						Reading	Telegram, News, Times	E&M	25,933	23,012	
						Renovo	News	E			
						Renovo	Record	E			
						Ridgway	Record	E	1,647		
						St. Mary's	Press	E		705	
						Sayre	Times-Record	E			
						Scranton	News	M	19,808		
						Scranton	Times	E	36,535	35,640	
						Scranton	Tribune-Republican	M&E	18,532	24,017	
						Scranton	Truth	M&E	7,304	9,876	
						Shamokin	Dispatch	E	4,183	4,117	
						Shamokin	Herald	E			
						Shamokin	News	E	4,071	4,102	
						Sharon	Herald	E	3,078	3,102	
						Sharon	Telegraph	E	4,550	4,271	
						Shenandoah	Herald	E	3,100	3,250	
						South Bethlehem	Globe	E		7,316	
						Stroudsburg	Record	E			
						Stroudsburg	Times-Democrat	E		3,581	
						Sunbury	Daily	E	2,849	2,892	
						Sunbury	Item	E		2,585	

PENNSYLVANIA



GOVERNMENT STATEMENTS FOR APRIL AND OCTOBER, 1914

Table with columns for State, Newspaper Name, and Circulation for April and October 1914. Includes sections for various states like Texas, Rhode Island, South Carolina, South Dakota, and Tennessee.

GOVERNMENT STATEMENTS FOR APRIL AND OCTOBER, 1914

		April October		April October	
		1914	1914	1914	1914
<b>UTAH.</b>					
Ogden	Examiner	M&S	4,036	4,062	
Ogden	Standard	E	3,504	3,376	
Salt Lake City	Deseret News	E	12,844	14,484	
Salt Lake City	Herald-Republican	M&S	18,530	17,674	
Salt Lake City	Telegram	E	10,102	16,788	
Salt Lake City	Tribune	M	17,085	18,395	
Salt Lake City	Tribune	S	31,774	33,921	
<b>VERMONT.</b>					
Barre	Times	E	5,711	5,815	
Bennington	Banner	E	2,473	.....	
Burlington	Free Press	M	8,823	9,241	
Burlington	News	E	.....	7,093	
Brattleboro	Reformer	E	2,435	2,485	
Montpelier	Argus	E	3,250	3,220	
Montpelier	Journal	M	.....	5,112	
Rutland	Herald	M	5,112	6,063	
Rutland	News	E	3,499	3,499	
St. Albans	Messenger	E	2,939	3,297	
<b>VIRGINIA.</b>					
Alexandria	Gazette	E	.....	.....	
Bristol	Herald-Courier	M&S	3,939	5,016	
Charlottesville	Progress	E	2,350	2,450	
Clifton Forge	Review	E	948	955	
Danville	Bee	E	5,533	5,536	
Danville	Register	M&S	2,503	2,484	
Fredericksburg	Journal	E	605	.....	
Fredericksburg	Star	E	.....	.....	
Harrisonburg	News-Record	M	7,462	7,462	
Lynchburg	Advance	E	4,208	4,479	
Lynchburg	News	M&S	7,219	7,605	
Newport News	Press	M&S	4,052	4,766	
Newport News	Times-Herald	E	4,027	4,267	
Norfolk	Ledger-Dispatch	E	20,372	23,876	
Norfolk	Virginian-Pilot-Landmark	M	23,772	25,916	
Norfolk	Virginian-Pilot	S	29,542	32,139	
Petersburg	Index-Appeal	M&S	.....	.....	
Petersburg	Progress	E	.....	.....	
Portsmouth	Star	E	3,850	3,885	
Pulaski	Southwest Times & News	E	.....	.....	
Richmond	Journal	E	18,654	21,245	
Richmond	News-Leader	E	27,463	34,681	
Richmond	Times-Dispatch	M&S	25,698	25,299	
Richmond	Virginian	M&S	10,800	.....	
Roanoke	News-World	F	.....	7,369	
Roanoke	Times	M&S	9,821	11,112	
Staunton	Leader	E	4,561	4,626	
Staunton	News	M&S	.....	.....	
Winchester	Star	E	3,546	.....	
<b>WASHINGTON.</b>					
Aberdeen	World	E	.....	3,451	
Bellingham	American Revellie	M	9,374	9,981	
Bellingham	American Revellie	S	11,019	11,330	
Bellingham	Herald	E	9,981	10,116	
Blaine	Bee	E	.....	.....	
Centralia	Chronicle-Examiner	E	2,285	.....	
Ellensburg	Record	E	.....	.....	
Everett	Herald	E	7,670	7,753	
Everett	Tribune	M&S	.....	.....	
Hoquiam	Washingtonian	M&S	2,377	2,363	
North Yakima	Yakima Herald	M&S	3,061	3,190	
North Yakima	Yakima Republic	E	.....	3,136	
Olympia	Olympian	M&S	.....	1,423	
Olympia	Recorder	F	.....	1,611	
Port Townsend	Leader	M&S	.....	.....	
Seattle	Post-Intelligencer	M&S	53,826	54,570	
Seattle	Produce News	F	.....	1,014	
Seattle	Star	F	43,689	48,763	
Seattle	Times	E	66,655	71,523	
Seattle	Times	S	86,905	80,070	
Spokane	Chronicle	F	33,170	34,404	
Spokane	Press	F&S	7,693	8,076	
Spokane	Spokesman-Review	M&S	33,315	37,130	
Tacoma	Ledger	M&S	21,859	20,488	
Tacoma	News	E	20,722	20,951	
Tacoma	Times	E	11,671	10,678	
Tacoma	Tribune	F	13,386	15,143	
Vancouver	Columbian	F	15,297	15,113	
Walla Walla	Bulletin	E&S	.....	1,200	
Walla Walla	Union	M&S	3,029	3,313	
Wenatchee	Republic	E	.....	3,175	
Wenatchee	World	E	.....	3,375	
<b>WEST VIRGINIA.</b>					
Bluefield	Times	E	1,900	.....	
Bluefield	Telegraph	M&S	.....	4,311	
Charleston	Gazette	M&S	.....	.....	
Charleston	Mail	E	.....	.....	
Clarksburg	Exponent	M&S	5,312	6,176	
Clarksburg	Telegram	F	6,316	7,220	
Elkins	Inter-Mountain	E	.....	.....	
Fairmont	Times	E	.....	.....	
Fairmont	West Virginian	E	2,040	.....	
Grafton	Sentinel	E	.....	2,960	
Hinton	News	E	.....	.....	
Huntington	Advertiser	E	.....	5,684	
Huntington	Herald-Dispatch	M&S	5,372	6,466	
Huntington	Telegram	E	.....	.....	
Martinsburg	Journal	E	.....	3,134	
Martinsburg	World	E	.....	.....	
Morgantown	New Dominion	M	1,342	1,469	
Morgantown	Post-Chronicle	E	.....	1,338	
Moundsville	Echo	M&E	1,752	1,803	
Moundsville	Journal	E	.....	.....	
Parkersburg	Dispatch-News	M&S	.....	.....	
Parkersburg	Sentinel	E	4,216	4,321	
Parkersburg	State Journal	E	.....	.....	
Sistersville	Review	E	.....	.....	
Wellsburg	Herald	E	.....	.....	
Wheeling	Intelligencer	M	11,020	11,097	
Wheeling	News	E	15,300	15,820	
Wheeling	Register	M&S	11,750	12,225	
Wheeling	Telegraph	E	.....	.....	
<b>WISCONSIN.</b>					
Antigo	Journal	E	2,200	2,325	
Appleton	Crescent	E	3,149	3,136	
Appleton	Post	E	2,861	.....	
Ashland	News	E	.....	.....	
Ashland	Press	E	.....	.....	
Baraboo	News	E	1,450	.....	
Baraboo	Republic	E	.....	1,275	
Beaver Dam	Citizen	E	1,279	.....	
Beloit	Free Press	E	2,729	.....	
Beloit	News	E	4,615	4,710	
Berlin	Journal	E	.....	750	
Chippewa Falls	Chippewa Herald	E	1,968	2,033	
Chippewa Falls	Independent	E&S	.....	.....	
Eau Claire	Leader	M&S	5,939	5,807	
Eau Claire	Telegram	E	3,023	3,056	
Fond du Lac	Commonwealth	E	4,210	4,392	
Fond du Lac	Reporter	E	4,006	4,082	
Grand Rapids	Reporter	E	.....	.....	
Green Bay	Gazette	E	6,028	5,467	
Green Bay	Free Press	E&S	.....	5,482	
Janesville	Gazette	E	6,338	6,774	
Kenosha	News	E	3,341	3,200	
La Crosse	Leader-Press	E	6,257	7,272	
La Crosse	Tribune	E	7,577	7,634	
Madison	Democrat	M&S	.....	.....	
Madison	Wisconsin State Journal	E	10,711	11,384	
Manitowoc	Herald	E	4,622	.....	
Manitowoc	News	E	.....	3,145	
Marinette	Eagle-Star	E	1,816	.....	
Menasha	Record	E	3,585	3,526	
Merrill	Herald	E	.....	2,038	
Milwaukee	Free Press	M	39,422	41,828	
Milwaukee	Free Press	S	31,163	22,896	
Milwaukee	Journal	M	76,060	82,503	
Milwaukee	Leader	S	.....	57,667	
Milwaukee	News	F	33,143	36,768	
Milwaukee	Reporter	E	28,842	28,739	
Milwaukee	Germania-Herold	M	30,003	31,593	
Milwaukee	Sentinel	D	53,367	.....	
Milwaukee	Wisconsin	S	58,226	51,230	
Monroe	Journal	E	39,938	38,527	
Monroe	Times	E	1,310	.....	
Neenah	News	E	850	809	
Neenah	Times	E	.....	710	
Oshkosh	Northwestern	E	11,819	12,086	
Portage	Democrat	E	.....	800	
Portage	Register	E	.....	800	
Racine	Journal-News	E	6,020	5,631	
Racine	Call	F	4,120	4,763	
Racine	Times	E	6,802	5,265	
Sheboygan	Amerika	E	.....	1,493	
Sheboygan	Journal	E	2,614	.....	
Sheboygan	Press	E	3,510	3,533	
Sheboygan	Telegram	E	1,059	.....	
Stevens Point	Journal	E	1,200	.....	
Superior	Telegram	E	13,337	13,989	
Watertown	Times	E	.....	1,860	
Wausau	Record-Herald	E	3,649	3,873	
<b>WYOMING.</b>					
Cheyenne	State Leader	M	5,170	4,846	
Cheyenne	Wyoming Tribune	E	5,420	5,533	
Laramie	Boomerang	E	.....	.....	
Laramie	Republican	F	914	922	
Sheridan	Enterprise	E	.....	2,113	
<b>HAWAII.</b>					
Honolulu	Star-Bulletin	E	.....	4,507	
<b>PHILIPPINE ISLANDS.</b>					
San Juan	El Tiempo	M	.....	6,500	

**MANY ACTIVITIES.**

**Business and Advertising Managers Will Find Below Many Helpful Business Building Hints from All Corners of the Field.**

In Chicago sales have been stimulated on Madame Yale's Complexion Soap through a special one week offer of two full size 25 cent cakes of the complexion soap free to every purchaser of a jar of Madame Yale's Almond Blossom Complexion Cream, at a special price of 42 cents. The offer is extended through the dealers whose names are given in the large newspaper advertisement.

On St. Patrick's Day the Merchants Coffee Company of New Orleans, Ltd., used whole pages in the newspapers to introduce Union Coffee and Chicory by displaying an enlarged package of the coffee in its actual color of green. The copy read: "As fresh and fragrant as a Wild Irish Rose—in a package as green as the Shamrock." The slogan for this brand of coffee is "All Quality—No Premiums or Coupons."

The Milwaukee Journal in conjunction with The Universal Film Company recently offered \$60 in cash prizes for the best title for a complete photoplay—without a name—which was published in the Journal.

Wm. J. Moxley, Inc., Chicago, manufacturer of Moxley's Butterine, is offering through its dealers in Milwaukee \$100 in cash and merchandise prizes for the longest list of words that can be formed from "Moxley's Butterine." The object of the contest is to get the name of the product fixed in the minds of the newspaper readers.

The Chicago Tribune is stimulating interest in retail advertising published on Friday by offering fifty cash prizes to the fifty women who write the best letters about the advertising which appears in the Friday issue, giving the best reasons why the advertising interests them.

A. H. Revell & Co., Furniture House, Chicago, has given their newspaper advertising a newsy touch by publishing each day a talk under the caption "The Little Editorial for Revell Readers," written by Hamilton. Each talk is numbered, dated and written in an interesting, newsy style.

The Schulze Baking Company, Chicago, has started a newspaper campaign in Chicago on Schulze's Butter-Nut Bread. This is the first bread campaign to go into newspapers for several years. In Chicago the bakers have only used street cars and bill boards.

In Cincinnati Schulze's Butter-Nut Bread is being advertised through large space in newspapers. The campaign is based on the news element. One ad starts out: "Madam—Here Is Best Bread News!" This statement is made by the baker who is pictured talking to the housewife.

The Cleveland Press recently conducted a Prize Easter Hat Contest. A woman's face was published and the contestants were requested to draw an attractive spring hat above the face. The prize for the best drawing was the winning design made up in \$10 worth of materials. The contest consisted of six pictures.

The American Milk Company, of Chicago, is using newspapers to establish a sale of Cottage Evaporated Milk in new fields. The slogan, "The Milk Without the Cooked Taste" appears in all copy.

In establishing "The Red, White and Blue Drug Stores" in a new territory the advertising plan used by the Union National Drug Company is to base their newspaper copy on the trademark. The

first ad of the series for a new city reads: "Introducing to the People of — a New Trademark. A trademark is valuable to the buyer and to the seller when it stands for something definite and something of quality. The trademark, 'Red, White and Blue,' stands for a line of remedies in which the best materials are combined in the most efficient way in formulas of proven merit," etc.

The Buffalo News recently carried a page ad on "Libby's Evaporated Milk." The headline—"Let Your Grocer Be Your Milkman"—shows that the dealer is an important factor in establishing the sale on an article which has a great deal of competition. In this advertisement the names of all the grocers in Buffalo handling this product are listed.

In Kansas City "Aunt Mary's Fine Cakes" put up in a 10 cent carton, are being advertised in the daily papers. The ad consists of a cut of the package with the prize in bold type.

The "Better Babies" movement recently inaugurated in Portland, Ore., was taken advantage of in an advertising way by Meier & Frank Co., who announced a \$60 cash prize contest for the best slogan for the Baby Korral, a patented arrangement to take care of children. The contest was used as a means of introducing the Baby Korral to the public.

The recent sensation about "Plaster of Paris in Bread" has brought out strong advertising from many bakers. C. F. Hathaway & Sons, bakers in Boston, Cambridge and other cities, issued an advertisement headed "\$1,000 Reward." This amount was offered to any accredited government inspector who could find any Plaster of Paris in Hathaway's Bread. This kind of copy undoubtedly made a deep impression on the people, assuring them that they were absolutely safe in eating bread with this guarantee back of it.

The Chicago Tribune is using whole pages to feature a series of "Room Renting" Prize Stories of success written by Chicago women who achieved success as a direct result of advertising in the Tribune's Room Renting Columns. The first story—for which a prize of \$150 was awarded—was published March 7.

The Merchants' Coffee Company, of New Orleans, is using newspaper space to exploit a pound package of coffee known as "Union Brand," which is sold for 20 cents at all grocers.

**Milwaukee Free Press Board.**

As noted in last week's EDITOR AND PUBLISHER, the new owners of the Milwaukee (Wis.) Free Press have taken over that property. The incorporators named were Theodore Kronshage, Jr., E. B. Gennrich and Dr. Gilbert E. Seaman. The first board of directors of the Free Press corporation consists of Walter Stern, Gustav J. A. Trostel, Joseph Ewens, A. J. Lindemann, E. B. Gennrich, Walter Zinn, Theodore Kronshage, Jr., Willibald Hoffman and Dr. Gilbert E. Seaman. These directors will meet on Monday and elect officers. It is said Ernst Kronshage will be editor of the Free Press, a position he has filled several weeks, while the transfer of the property by former Senator Stephenson's representatives to the new owners was in progress.

**Tips for Ad. Managers.**

W. W. Sharpe & Co., Inc., 99 Nassau street, New York City, are placing 14-line, 17-time with a few papers for E. Fougere (Quins Laroche).

H. H. Levey, Marbridge Building, New York City, is sending out 77-line, 52-time orders to a few papers for New York Hotels. Also making trade deals with the Park Avenue Hotel.

**HELP WANTED**

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

**HELP WANTED.**

I am looking for a hustler to work R. F. D. routes. Want a man of experience, tact and aggressiveness. Address Box 1456, The Editor and Publisher.

**SITUATIONS WANTED**

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

Commercial Artist, several years' newspaper advertising experience—some experience in editorial newspaper layout work, men's fashions and cover designing. I am 27 years of age, married. Am honest, industrious and believe myself capable of doing extra fine work with, of course, the necessary time and experience. Want an opportunity—preferably in the advertisement illustrating line, to show what I can do. Can furnish references and send samples—but references and samples do not always gauge a man's ability—it's his capacity for hard work and study that counts. If interested, address Clarence C. Vollmer, 516 Sheridan Rd., Kenosha, Wis.

**CIRCULATION MANAGER.**

With excellent qualifications and successful daily newspaper experience, wants to hear from newspaper having position which requires first class man. Full particulars by letter. Address Box D 1457, The Editor and Publisher.

If you can use a competent advertising bookkeeper, who understands all business office details, marking, charging and billing of paper, handling of foreign business, contracts, etc., write me. Age 26, ten years at the game, with references that can't be beat. Employed—desire to change. Address E. P., care Editor and Publisher.

Composing Room Foreman—High class, successful executive, wants to change. Age 32, practical printer, good organizer. Will give highest efficiency at minimum cost. If you want a man on the job who can be held responsible and who knows the newspaper game thoroughly write, Box D 1450, Care The Editor and Publisher.

Cartoonist who is also expert photographer, will produce original and attractive pictures for live wire paper at reasonable salary. Address "Good Combination," Care The Editor and Publisher.

**FOR SALE**

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

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

For sale, at exceptional bargain, old established daily, with job plant, in fast growing Southern town of over 10,000, paying owner \$5,000 yearly. Can be bought for less than \$15,000. Will require \$8,000 cash to handle. Address "Opportunity," care Editor and Publisher.

Will sell only evening daily in live county seat town of 12,000. Official paper. Fine climate. Country just developing. Price, \$12,000. Partnership considered. Address M C V, Editor and Publisher, New York City.

E. H. Clarke Advertising Agency, Steger Building, Chicago, Ill., is making 6,000-line, 1-year contracts with a few cities for M. I. S. T.

Clarence Tomer, of Boston, is placing some advertising contracts for Cream Krisp pastry filling, for the Berlin Mills Company.

The Cowen Advertising Agency, of Boston, is placing a considerable amount of summer resort advertising for New England transportation lines.

Dauchy Co., 9 Murray street, New York City, is issuing 1-inch, 3-times-a-week for 3 months orders to a few papers for Allen S. Olmsted.

Frank Presbrey Co., 456 Fourth avenue, New York City, is placing 200-line, 8-time orders with a few selected papers for the Penn Rubber Company.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., are forwarding 480 inches, or three months to a few papers for R. J. Reynolds.

**COMPETENT EDITOR**

Advertising man or mechanical superintendent can buy interest in prosperous western daily newspaper and job business which in last nine months did 20% more business than in corresponding period of 1914. Property has paid fair salaries and profits for ten years. Investment desired \$10,000 to \$15,000. Proposition L. R.

**C. M. PALMER**

Newspaper Properties  
225 Fifth Ave., New York

**DESIRABLE WEEKLIES**

New Jersey—Desirable town, good development possibilities. Plant includes No. 5 Linotype. Net earning about \$3,000.00. Price, \$12,000.00, terms arranged.

Eastern State—No competition, equipment good, including Unitype. Net earnings over \$2,500.00. Price, \$6,500.00, terms possible.

**HARWELL, CANNON & MCCARTHY**

Newspaper and Magazine Properties  
Times Bldg., New York City

**ADVERTISING MEDIA**

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

**THE BLACK DIAMOND**

Chicago—New York—Philadelphia, for 20 years the coal trades' leading journal. Write for rates.

**BUSINESS OPPORTUNITIES**

Advertisements under this classification 25 cents per line, each insertion. Count six words to the line.

\$42,000 will buy a good class paper out of which owner takes \$8,000 besides salary. Harris-Dibble Company, 71 West 23rd Street, New York.

**MISCELLANEOUS**

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

**WANTED.**

Every Editor who desires to get the right dope on Billy Sunday, the great evangelist, who hits Paterson April 4th, to send 25 cents for a five weeks' subscription to the Paterson Press, the city's most influential newspaper.

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

**DAILY NEWS REPORTS.**

Special and Chicago news. YARD'S NEWS BUREAU, 147 W. Washington St., Chicago Ill.

**PACIFIC COAST NEWS CORRESPONDENT**

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

Once in a great while, says the Toledo (Ohio) Blade, a man writes a letter to the newspaper because he is tickled to death about something.

Civilization and the newspaper go hand in hand.

**TIPS FOR THE AD MANAGER.**

Charles H. Touzalin Agency, Kesner Building, Chicago, Ill., is making 5,000 line 1 year contracts with Pennsylvania newspapers for John Wildi & Sons, Evaporated Milk, Chicago.

Frank Seaman, 116 West 32d street, New York City, is placing a tryout campaign with Rochester (N. Y.) newspapers for Liggett & Myers Tobacco Company, "Favored Cigarettes," St. Louis, Mo.

Snitzler Advertising Company, Hearst Building, Chicago, Ill., is handling the advertising with some large city newspapers for the American Oil Fields Corporation, "Oklahoma Crude Petroleum," First National Bank Building, Denver, Col.

Street & Finney, 171 Madison Avenue, New York City, it is reported, will place orders with newspapers in Chicago, Ill., and Detroit, Mich., for Hall & Runkel, "Sozodont," 215 Washington street, New York City.

Robert M. McMullen Company, Cambridge Building, New York City, is adding newspapers in additional states to the list of F. F. Dalley Company, "Two-in-One Shoe Polish," Hamilton, Canada, and Jersey City, N. J.

J. Walter Thompson Company, 44 East 23d street, New York City, and Cincinnati, O., is sending out orders generally for Horlick's Food Company, "Horlick's Malted Milk," Racine, Wis. This agency is also making 1,400 line contracts with Texas newspapers for Frank Tea & Spice Company of Cincinnati.

F. Wallis Armstrong Advertising Company, North American Building, Philadelphia, Pa., is issuing orders to some Canadian newspapers for the Waltham Watch Company, "Waltham Watches," Boston and Waltham, Mass.

Birch-Field & Company, 110 W. 40th street, New York City, are forwarding orders to newspapers in cities where the Kaufman Hat Company, 123 W. 42d street, New York City, have stores.

Ruthrauff & Ryan, 450 Fourth avenue, New York City, are making 1,000 line contracts with Pennsylvania newspapers for No-mor-dust Chemical Company, 19 E. 21st street, New York City.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., are handling the advertising account of the Standard Oil Company, 26 Broadway, New York City.

J. Walter Thompson Company, 44 East 23d street, New York City, is sending out 3,000 line 16 month contracts to a selected list of newspapers for Julius Kayser & Company, "Kayser's Gloves," 45 E. 17th street, New York City.

Frank Presbrey Company, 456 Fourth avenue, New York City, is placing orders for the April number of Hearst's Magazine, 119 W. 40th street, New York City, with large city newspapers.

Bayer-Stroud Corporation, 200 Fifth avenue, New York city, will place orders for the present with newspapers in New York City, Detroit, and Chicago, Ill., for the World's Advance Magazine, 36 Union Square, New York City.

Rogers & Townsend, 64 Van Buren street, Chicago, Ill., are putting out 14 line 4 times orders with some Pacific Coast newspapers for the Aunt Emma Company, Chicago, Ill.

L. A. Sandlass, 7 Clay street, Baltimore, Md., is in charge of the advertising account of the Newspaper Syndicate Silver Company, Baltimore, Md., and is sending out orders to a selected list of newspapers.

Andrew Cone, General Advertising Agency, Tribune Building, New York City, is issuing 1,000 line orders on a cash basis to some large city newspapers for the Hotel Nassau, Long Beach, N. Y.

Moss-Chase Company, 110 Franklin street, Buffalo, N. Y., is making 6,000 line contracts with a few Southern newspapers for Larkin Company, Soaps, 680 Seneca street, Buffalo, N. Y.

Guenther-Bradford Company, 64 W. Randolph street, Chicago, Ill., is forwarding 11 inches 3 times orders to some Western newspapers for the Illinois Glass Company, Chicago, Ill.

Levin & Bradt Advertising Agency, 1269 Broadway, New York City, is placing orders with a selected list of large city newspapers for A. B. Kirschbaum & Co., "Kirschbaum Clothes" Bond and Carpenter streets, Philadelphia, Pa.

Bayer-Stroud Corporation, 200 Fifth avenue, New York City, is putting out orders with New York City newspapers for a tryout campaign for the Sawtay Products Company, 200 Fifth avenue, New York City.

Charles Blum Advertising Corporation, 608 Chestnut street, Philadelphia, Pa., is making 500 inches 1 year contracts with some Pennsylvania newspapers for the Pecora Paint Company, "Pecora Cuticle Enamel," Philadelphia, Pa.

Nichols-Finn Advertising Company, 222 South State street, Chicago, Ill., is sending out orders to large city newspapers for Morris & Company, Chicago, Ill.

Street & Finney, 171 Madison avenue, New York City, are issuing orders to newspapers in four selected Western States for Rice & Hutchins, "Educator Shoes," 10 High Street, Boston, Mass.

Cowen Company, 50 Union Square, New York City, it is reported, will shortly place orders with eastern newspapers for the New England Lines, Boston, Mass.

Ireland Advertising Agency, 136 S. 4th street, Philadelphia, Pa., is handling orders with New Jersey newspapers for Robert G. Lindsay, Lindsay's Live Livers.

Henry Decker, Ltd., Fuller Building, New York City, has placed orders with large Sunday newspapers. It is reported that this list will be extended.

Charles H. Fuller Company, 623 S. Wabash avenue, Chicago, Ill., is placing orders with large city newspapers for the Stewart-Warner Speedometer Corporation, Chicago, Ill., and New York City.

Sherman & Bryan, 70 Fifth avenue, New York City, are making 2,000 line contracts with some New Jersey newspapers for the American Belt Corp.

**"ABOVE BOARD CIRCULATIONS"**

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

<b>ALABAMA.</b> NEWS ..... Birmingham Average circulation for 1914: Daily, 36,235; Sunday, 37,762. Printed 2,207,884 lines more advertising than its nearest competitor in 1914.	<b>NEW JERSEY.</b> PRESS ..... (Circulation 7,945) ..... Asbury Park JOURNAL ..... Elizabeth PRESS-CHRONICLE ..... Paterson COURIER-NEWS ..... Plainfield
<b>ARIZONA.</b> GAZETTE (Average Circ. Oct. 1, 1914, 6,125) Phoenix	<b>NEW YORK.</b> COURIER & ENQUIRER ..... Buffalo IL PROGRESSO ITALO IERICANO ..... New York
<b>CALIFORNIA.</b> EXAMINER ..... Los Angeles A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.	<b>OHIO.</b> PLAIN DEALER ..... Cleveland Circulation for February, 1915: ..... 127,167 Daily ..... 163,485 Sunday ..... VINDICATOR ..... Youngstown
<b>GEORGIA.</b> JOURNAL (Cir. 57,531) ..... Atlanta CHRONICLE ..... Augusta LEDGER ..... Columbus	<b>PENNSYLVANIA.</b> TIMES ..... Erie DAILY DEMOCRAT ..... Johnstown TIMES-LEADER ..... Wilkes-Barre
<b>ILLINOIS.</b> HERALD ..... Joliet STAR ..... (Circulation 21,589) ..... Peoria	<b>SOUTH CAROLINA.</b> DAILY MAIL ..... Anderson
<b>IOWA.</b> REGISTER & LEADER ..... Des Moines EVENING TRIBUNE ..... Des Moines Essential to covering Des Moines and vicinity	<b>TENNESSEE.</b> BANNER ..... Nashville
<b>KENTUCKY.</b> THE TIMES-JOURNAL ..... Dubuque	<b>TEXAS.</b> ENTERPRISE ..... Beaumont Covers East Texas and West Louisiana
<b>LOUISIANA.</b> MASONIC HOME JOURNAL ..... Louisville, Ky. (Semi-Monthly, 32 to 64 pages.) Guaranteed largest circulation of any Masonic publication in the world. In excess of 90,000 copies monthly.	<b>WASHINGTON.</b> 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.
<b>MARYLAND.</b> THE SUN ..... Baltimore Has a combined net paid circulation of 135,000 copies daily, 100,000 of which go into homes in Baltimore City and suburbs.	<b>WISCONSIN.</b> CHRONICLE ..... Houston The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday.
<b>MICHIGAN.</b> PATRIOT (No Monday Issue) ..... Jackson Average 12 months, 1914: Daily, net 10,933; Sunday, 11,935. Member "American Newspaper Pub. Ass'n." "Gilt Edge Newspaper," and A. B. C.	<b>UTAH.</b> HERALD-REPUBLICAN ..... Salt Lake City
<b>MINNESOTA.</b> THE STATE JOURNAL ..... Lansing Leading afternoon daily of Central Michigan; three editions two cents. Guaranteed net circulation, 15,000.	<b>VERMONT.</b> THE TELEGRAM ..... Temple Net paid circulation over 6,000
<b>MISSOURI.</b> POST-DISPATCH ..... St. Louis	<b>WYOMING.</b> LEADER ..... Cheyenne
<b>MONTANA.</b> MINER ..... Butte	<b>CANADA.</b> BRITISH COLUMBIA. WORLD ..... Vancouver ONTARIO. FREE PRESS ..... London

**ROLL OF HONOR**

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

<b>ILLINOIS.</b> SKANDINAVEN ..... Chicago	<b>NEW YORK.</b> EVENING NEWS ..... Buffalo BOLLETTINO DELLA SERA ..... New York
<b>INDIANA.</b> THE AVE MARIA ..... Notre Dame	<b>PENNSYLVANIA.</b> TIMES ..... Chester
<b>NEBRASKA.</b> FREIE PRESSE ..... (Cir. 128,384) ..... Lincoln	<b>QUEBEC.</b> LA PRESSE ..... Montreal Av. circ. 1913, 114,371; '13, 127,722; '14, 140,342.

Wm. D. McJunkin Advertising Agency, 35 S. Dearborn street, Chicago, Ill., is making 6,000 line contracts with a few Southern newspapers for the Thompson Malted Food Company, "Hemo Tonic," Waukesha, Wis.

Alcorn-Henkle, 33 West 34th street, New York, and People's Gas Building, Chicago, have been appointed foreign advertising representatives of the Burlington (Ia.) Gazette.

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

**AD FIELD PERSONALS.**

Newton A. Fuessle, formerly with the advertising department of the Packard Motor Car Company, has been appointed advertising manager of the Chalmers Motor Company.

Ethel Francis has entered the Margaret R. Burlingame advertising agency, of Detroit, Mich., as secretary and treasurer. Miss Francis, who has conducted her own agency in that city, was in the same business in Spokane, Wash., where she gained experience in department store advertising and retail merchandising.

Herbert N. Casson, the New York advertising expert who is now a resident of London, has been elected president of the Publicity Club, of the latter city.

David Schein and G. E. Lewis have combined and opened an agency, under the name of "Adcraft," at Nashville, Tenn.

Good ad writing is not easy, but it brings the best results.

**Consular Publicity in the Azores.**

The United States Consulate at St. Michaels, in the Azores, is making use of the local newspapers to call attention to American manufactures and to acquaint the people of the district with the real mission of the consulate.

**Boosted Newspaper Ads.**

Addressing the study class of the Atlanta (Ga.) Ad Men's Club, H. G. Hastings, who also was chairman of the meeting, told the other members how he started his mail order seed business, beginning six years ago with an appropriation of \$2,000 annually for advertising, expended exclusively in newspapers and agricultural publications. "This advertising expenditure now has grown to \$80,000," Mr. Hastings asserted, "and it is worth it—and then some."

**Reverence in Advertising**

Addressing the Cedar Rapids (Ia.) Ad Club and its friends a few days ago on "Truth and Reverence in Advertising," the Rev. Dr. Newton, of Cedar Rapids, denounced in no uncertain terms the practice of linking the names of men like Lincoln and Washington, in advertisements with all kinds of salable commodities from papers to pins. Again it is a great shame to see the face and figure of womanhood flaunted in the advertisements of today and while it was not done maliciously, but probably thoughtlessly, it was none the less irreverent to the sacred name of womanhood.

**An Advertisement Ball.**

A decidedly unique ball was that given by the Rex Club of Memphis, Tenn., last week, when, realizing the power agency of advertising today, the function took the shape of an advertisement ball. The costumes represented well-known advertised goods. The Memphis News-Scimitar was represented by Miss Mildred Solomon, costumed in flounces of scalloped newspapers with a butterfly sash of printed goods and a hat of the wings of the trademark, through which shone a tiny electric light.

**AD LEAGUE LADIES' NIGHT.**

Time—7 P. M., April 15; Place—Hotel McAlpin, New York City; Girl—Up to You.

The Advertising Men's League of New York City announces Ladies' Night April 15 at Hotel McAlpin. The dinner committee says that there will be no speakers—that should help some. They say there will be souvenirs for the ladies—there will be a regular dinner and dancing. The announcement also carries vague threats of surprises coming and intimates that four iron men per each plate is about the right price.

**AD CLUB NEWS.**

William C. Heffelfinger, salesmanager for a Los Angeles, Cal., department store, strongly advocated newspaper advertising as the best medium for merchants, in a talk to the Los Angeles Ad Club. He said: "Competition has made advertising a profession. Department stores which are the largest advertisers in any community, have come to realize that newspapers are the best investment of all forms of advertising. I think the man who said, 'A drop of ink makes millions think,' was a real advertiser. More than ever, in every line of business, the value of newspaper advertising is being recognized throughout the country. I believe that newspapers are the best mediums for telling your news, on the theory that everyone reads the newspapers."

The Dallas (Tex.) Advertising League has accepted an invitation from "Al" Shuman of Fort Worth to visit that city on April 5 and hear a lecture by William Woodhead of San Francisco, publisher of the Sunset Magazine and president of the Associated Ad Clubs of the World. The Dallas league observed "Truth Sunday" on March 28.

The interest of ad men in the "Affiliation Convention" at Rochester, N. Y., on May 14 and 15 next grows greater as the dates for the gathering approach. The Cleveland Ad Club will send by special train a delegation of 200 members, and the clans in other cities will also go in big force.

The convention program includes subjects for every division of advertising club work. The Rochester Club is preparing an Advertising Exhibit of greater scope and interest than has ever before been attempted at any local advertising convention.

Among the men who have promised to be at the convention and give the benefit of their wide experience are Lee Anderson, of Detroit; Claude Bragdon, of Rochester; Erman J. Ridgeway, president of the Butterick Trio and Everybody's; Ed. F. Trefz, of Chicago; Harvey R. Young, of Columbus; Wilbur D. Nesbit, of the Mahin Agency; Harold Whitehead, of Boston; Ivy L. Lee, representing the Rockefeller Foundation, and George W. Perkins, of New York.

On Monday night Frank Stockdale, of Chicago, spoke to about 125 business men of Elizabeth, N. J., under the auspices of the Elizabeth Advertising Club. Mr. Stockdale is the official lecturer of the educational committee of the Associated Advertising Clubs of the World and delivered his first lecture, entitled "Advertising and the Speed of Turnover." The address is illustrated with forty lantern slides carrying interesting charts and statistics and showing that the problem of keeping up with the cost is being solved by modern business men through increasing the number of turnovers. The importance of advertising as a factor in accomplishing this is brought out plainly by the lecturer. This lecture was delivered for the first time Monday evening, March 22, before 300 business men in the city of Dayton, Ohio.

The Los Angeles Ad Club has appointed a committee for the purpose of advertising in the city and suburban territory. H. L. Stillwell, advertising manager of H. Jevne Company, who is the chairman, states that the committee will go to work immediately to produce and have published in the local papers a series of articles on the subject of the efficacy of advertising, from the viewpoint of the consumer. Its task, however, will be the preparation of copy for a campaign of street car advertising, the stock, plates, printing and space for which have been donated respectively by the Blake, Moffitt & Towne Company, the American Engraving Company, Young & McCallister, Inc., and the Pacific Railways Advertising Company. The committee aims to secure substantial recognition for advertised goods through demonstrations of the benefit of advertising to the purchaser of the goods.

Frank A. Parsons, president of the New York School of Fine and Applied Arts, addressing the Cleveland (Ohio) Advertising Club told them: "Beautiful pictures or bright colors alone cannot make an advertisement artistic. It must be harmonious in every detail. An advertisement sells goods only when it makes the reader think as the writer wishes him to think. You don't have to knock the reader down with big type and color in order to make him think, either." Mr. Parsons talked upon the finer details and technique of advertising. He explained the relative value of space, type and pictures. He declared that harmony and relevancy between pictures and words in an advertisement was necessary in order to get the best results.

W. J. Merrill, manager of the merchandise advertising service of the Chicago Tribune, spoke a few days ago to the Advertising Club of St. Louis on "Analyzing a Metropolitan Market."

Dutch Cleanser and Gold Dust Twins, membership teams of the Dayton Advertising Club, are to maintain their organization and take part in another contest for the good of the club. This second contest will end July 1, 1915.

The Spokane (Wash.) Ad Club has moved its headquarters to the Davenport Hotel, Spokane. The club has just urged Arbor Day observance on April 9.

"The 'Knock' in Advertising" was the subject for general discussion at a recent meeting of the Utica (N. Y.) Ad Club. Members were requested to bring any advertising matter that might serve as a "horrible example" of this style of destructive advertising.

The smoker and luncheon of the Youngstown (Ohio) Ad Club a few nights ago was a great success. Splendid talks were given by F. A. Bullock, advertising manager for the Joseph Horne Company, Pittsburgh, and J. LeRoy Tope, industrial counsel, Cleveland.

**Publisher's Representative**

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

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

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

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

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

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

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

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

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

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

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

**Advertising Agents**

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

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

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

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

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

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

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

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

Established 1892

**DUHAN BROTHERS**

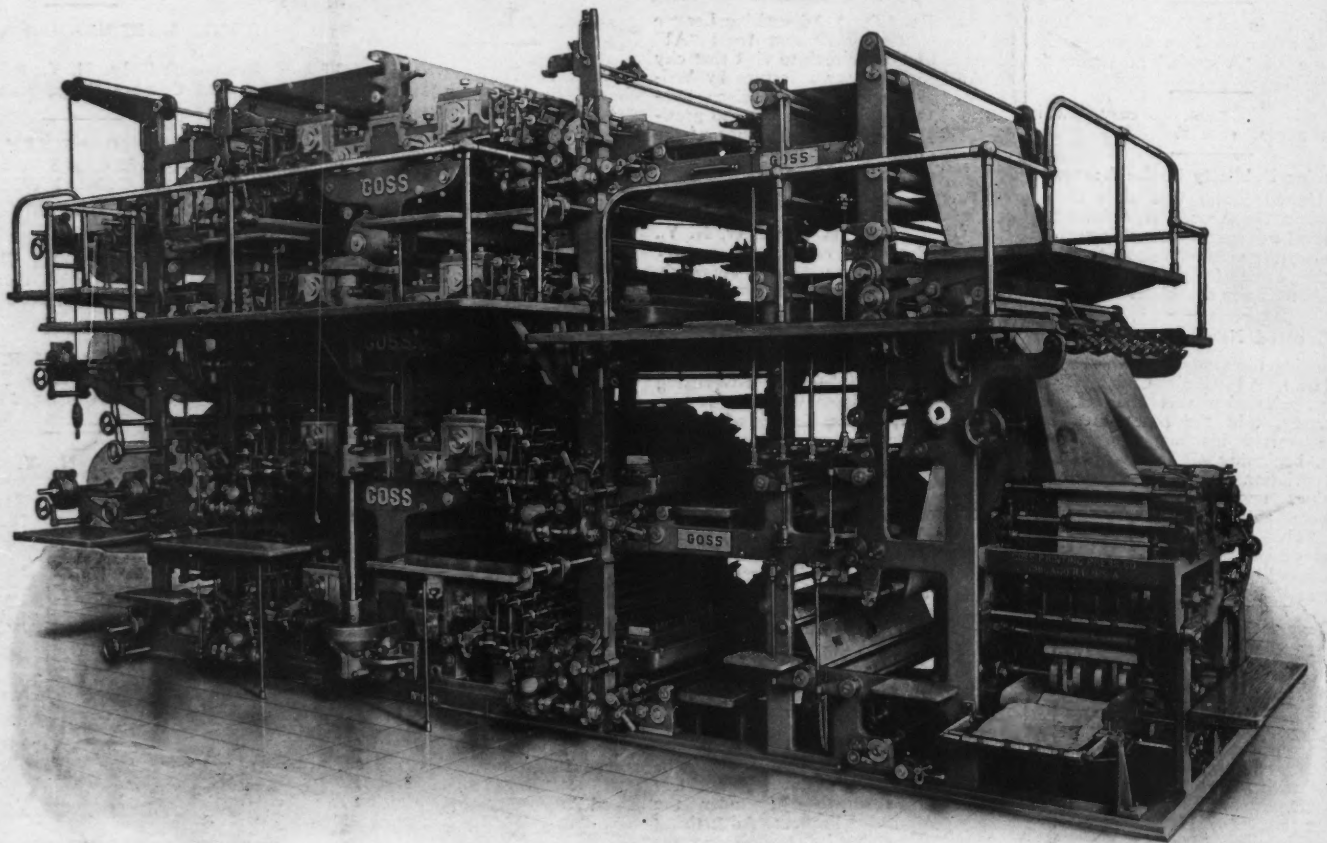
Distributing Specialists Daily Weekly Monthly Newspapers Periodicals

WHOLESALE DEALERS IN NEWSPAPERS AND PERIODICALS TRIBUNE BUILDING NEW YORK CITY

Telephone 3584 Beekman

Circulation Builders Bill Posting Advertising Display Periodical Promotion

# GOSS



THE GOSS "HIGH SPEED STRAIGHTLINE" OCTUPLE PRESS

*Some Press. — Believe Me*

LET US SEND YOU A COPY OF OUR BOOKLET  
"USERS OF GOSS PRESSES"

**THE GOSS PRINTING PRESS CO.**

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

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

