

The Editor & Publisher

and The Journalist

36 PAGES

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

36 PAGES

\$2.00 a Year

Vol. 48

NEW YORK, DECEMBER 4, 1915

No. 26

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This increase is greater than the total circulation of any one of three out of the six other Chicago daily papers

The Chicago Tribune.
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CHART OF TRIBUNE CIRCULATION FOR SEVEN DECEMBERS

Daily		Sunday	
1908 ...	171,032	1908 ...	296,816
1909 ...	174,074	1909 ...	300,009
1910 ...	234,111	1910 ...	357,845
1911 ...	236,226	1911 ...	363,465
1912 ...	246,061	1912 ...	366,977
1913 ...	259,958	1913 ...	392,664
1914 ...	318,761	1914 ...	524,800
*1915 ...	354,520	*1915 ...	558,396

Growth in 7 years 183,488 Growth in 7 years, 261,580

Average for six months ending Sept. 30, 1915.

SATURDAY, NOVEMBER 20, 1915

"Our Country! In her intercourse with foreign nations may she always be in the right; but our country, right or wrong."
—Stephen Decatur.

This increase is greater than the total circulation of any one of four out of the six other Chicago daily papers and greater than the total circulation of one of the other Sunday papers.

The Chicago Tribune's average combined morning and Sunday circulation is the third largest in America, being exceeded only by those of one paper in Boston and one in New York

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THE GOSS PRINTING PRESS CO. OF ENGLAND, LTD., HAYES, MIDDLESEX

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NEW YORK, DECEMBER 4, 1915.

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CLEVELAND PAPER AIDS PREPAREDNESS

Plain Dealer Has Assisted in Enrolling 425 Civilians for Military Service—Prints Blanks and Reports Lectures on Subject—News-Leader Also Active—Tommy Terrill Golf Champion.

CLEVELAND, Ohio, December 1.—First practical application of President Wilson's suggestion that the United States should prepare its civilians for military service has started in Cleveland, with the Plain Dealer as sponsor for the movement. More than 425 civilians have been enrolled since November 17, when the first story appeared in this newspaper, containing the President's opinion expressed at the Manhattan Club, in New York, a few days before.

The first strong story printed in the Plain Dealer resulted in members of the Ohio National Guard approving the plan, which was endorsed by the Chamber of Commerce. Further aid was promised by the Plain Dealer in the form of blanks or coupons, printed every day, and on which the civilian's application is made.

The plan adopted is under the direction of James H. Lanyon, working with O. N. G. officials. Beginning tomorrow night the first of a series of weekly lectures will be held in conjunction with the training now in progress at Central Armory. These lectures will be given by officers in the Ohio National Guard and the United States Army. Major A. S. Houts, of the Fifth Regiment, O. N. G., is the chairman of the executive board of the Ohio National Guard Military Training School for Civilians, as the new body is known.

On each Sunday following a lecture the full text will be printed in the magazine section of the Plain Dealer. Secretary of War Garrison, former Senator Theodore E. Burton, Senator Pomerene, Governor Willis, Mayor Baker, of Cleveland, and others have endorsed the Plain Dealer's efforts.

When the lecture and actual training course are over, the members will have obtained the fundamental knowledge in military tactics that will raise them far above the raw recruit class. The Warren (Ohio) Chronicle and the Warren Chamber of Commerce are working along similar lines, encouraged by the success of the Plain Dealer movement.

Electrical Prosperity Week has been taken advantage of by the Plain Dealer with unusually good results, according to J. S. McCarrens, advertising manager. The period was started with a six-page section, on Sunday, devoted to about three-quarters advertising and the balance in stories about Benjamin Franklin and electrical wizards, as well as suggestions for the use of electricity in the home. During the week special advertising on electrical goods were run, a double truck being planned for Thursday. Mr. McCarrens points with pride to the fact that the Plain Dealer is running to 24 pages on week days.

City Editor Paul Bellamy and Day City Editor Ed Moore, of the Plain Dealer, sprung a surprise on the morning after Thanksgiving, by covering the front page with a huge layout of pretty girl pictures. The young women were part of the 9,000-person crowd that saw the Western Reserve-Case football game at Van Horn field the preceding day. Frank Smith and Andrew Kriffert, Plain Dealer photographers, did the honors. The story was written by C. L. Kirkpatrick, sporting editor.

New Pittsfield (Mass.) Paper

Pittsfield, Mass., is to have a new paper known as the Pittsfield Daily News, and to be printed by the Pittsfield Publishing Company. The new paper will take over the Pittsfield Journal and the Pittsfield Telegram, which was to have been established recently. The Journal has been running for thirty-five years and the new paper will carry out its policies.

More "Onyx" Ads—Not Fewer

Advertising Manager Weinman, of the old and important drygoods house of Lord & Taylor, New York, states to THE EDITOR AND PUBLISHER that the separation of the firm's retail business from its wholesale will have no special effect upon the advertising going out for Onyx hosiery and other important products. "In fact," said he, "There will be more rather than less"

FINANCIAL ADVERTISERS ARE ORGANIZED NOW

National Body Formed in St. Louis with Forty Banking Institutions as Charter Members—Standards of Practice Adopted—Will Become an A. A. C. W. Departmental.

(Special to THE EDITOR AND PUBLISHER.)

ST. LOUIS, Mo., December 1.—The Financial Advertisers' Association, a national body, was formally organized here today at a meeting held in the St. Louis Union Bank to receive the report of the organization committee. John Ring, Jr., publicity manager of the Mercantile Trust Company, was elected president.

Charter members of the association are forty banking institutions, including banks, trust companies and investment bankers in various parts of the United States. Vice-presidents elected yesterday are R. Reed Copp, of the Old Colony Trust Company, Boston; G. W. Cooke, of the First National Bank, Chicago; W. R. Morehouse, of the German-American Trust and Savings Bank, Los Angeles. H. M. Morgan, of the American Trust Co., St. Louis, was elected treasurer, and H. C. Swartz, of the Cleveland Trust Co., Cleveland, secretary.

The directors chosen are: John Clark Sims, of the Philadelphia Trust Co., Philadelphia; N. B. Jackson, of the Cumberland Valley National Bank, Nashville, and H. B. Matthews, of S. W. Strauss & Co., Chicago.

These officers will serve until the annual meeting, to be held next June at the same time as the convention of the Associated Advertising Clubs, of which the Financial Advertisers' Association becomes a department.

President Ring said the aim of the association will be to increase the results from the large sum of money invested in advertising each year by the 26,323 financial institutions of the United States. It was estimated that at least 250 banking institutions will be represented as delegates at the convention in Philadelphia next June. The convention program will cover all phases of financial publicity for the man interested in the development of savings accounts, or for the increase in patronage of the trust and safe deposit department of a modern trust company. Continuing, Mr. Ring said:

"If financial advertising is to grow and results are to be had, financial advertisers must have a better knowledge of copy, type, mediums and plans that fit their especial cases."

"The association has subscribed to the following standards of practice:

"To encourage clean and efficient advertising. To discourage the publication by newspapers and periodicals of financial advertising that does not measure up to the highest standards. To develop among financial institutions mutual points of contact which will tend to improve their advertising so that this betterment will become permanent and nation-wide. To encourage by advertising the investment through reputable financial institutions of the surplus moneys of the American people, and discourage unreliable and unsafe investments. To make financial institutions realize the value of advertising and by co-operation determine the most effective means of building business through advertising in the various departments of a modern financial institution."



LOUIS T. GOLDING,

editor and publisher of the St. Joseph News-Press, is entitled to be regarded as one of Missouri's foremost editors. He is so thoroughly imbued with the state spirit that most people suppose he was born and bred on Missouri soil, but he was not. His debut in life's game took place at Burlington, N. J., in 1865, and it was not until 1903 that he became a citizen of Missouri.

Like J. M. Thomson, of the New Orleans Item, he took a shy at the study of law, in New York City, but didn't like it. In 1885 he got his first taste of newspaper ink in the office of the Pittsburgh Press. Two years later Park Row attractions brought him back to New York, where his pencil was kept busy on the World, Herald and Daily News for several years. In 1891 he was made assistant managing editor of the Mail and Express. A year later he filled a similar position on the Commercial Advertiser, of which he subsequently became managing editor when Foster Coates was made editor-in-chief.

Concluding that it was better to have

a paper of his own than to always work for someone else, Mr. Golding in 1899 purchased the Terre Haute (Ind.) Tribune, which in two years he made the leading paper of the city in circulation and gave it a new plant. He sold out his interest in the Tribune in 1903, and with C. M. Palmer bought full control of the St. Joseph Daily News, with which a few months later the Evening Press was consolidated under the title of the News-Press.

Mr. Golding is of the aggressive type of journalists. He has pronounced opinions on local and national affairs and doesn't care who knows it. Two or three times political forces in St. Joseph have endeavored to get the advantage of him, but without success. Under his direction the News-Press has become the leading paper of the city. Two years ago it moved into its new home—one of the best newspaper buildings in the country, located in the heart of the city. It is surrounded by a terraced lawn, enclosed with hedges, which is embellished with flowers and shrubs.

"TOM" PRICE FIGHTING IN THE TRENCHES

Philadelphia Newspaper Man Drops War Correspondence for Service with the Canadian Troops at the Front—Bullets Inspire the Minstrel of the Trenches in "Somewhere in France."

PHILADELPHIA, December 2.—And so "Tom" Price is "somewhere in France" fighting with the armies of the allies,—Tom Price, with his mischievous blue eyes and his flambeau of red hair and his irrepressible, irresponsible joy of life; the hero of many a dare-devil prank; loved by all men and undoubtedly not a few women; a soldier of fortune, paying in the trenches under the mad fury of flesh-rending shell and breath-throttling gas for his checkered and colorful days as newspaper man in various quarters of these United States.

With what regret, and yet with what a curious approval, did we hear the news of his latest bout with fortune and with what sincere well-wishing do we all join in the hope that in his greatest adventure of all, his luck will hold and that he will come through with the winning card in the face of all odds.

Thomas A. Price is a driver with the artillery of the Second Canadian contingent in the Champagne district. He is a son of Frank J. Price, an editor well known both in this city and New York, at present on the staff of the Ledger; a man of great force of character who has fought battles of his own—but that is another story. His brother is on the Bulletin.

Tom Price two years ago was a copy reader on the Evening Telegraph, where his contagious smile irradiated the local room for a period, after which he became a staff correspondent for the Press and wrote scenarios for moving picture houses.

When the war began he went to London, where he covered the British Foreign Office for the International News Service. He was unable to obtain passports when he elected to see some fighting, so he resigned from the news bureau, and enlisted in the second Canadian army, then concentrated at Camp Otterpool, Kent.

After the usual preliminary training, his battery was sent to France just before the big drive of September 25, when he took his baptism of fire and came out unscathed. In a letter recently received by his brother, he enclosed several verses, which led the Evening Ledger to dub him "Minstrel of the Trenches."

GOT "NEXT" TO MR. FORD

Detroit Free Press Man Interests Henry Ford, Because of Good Work.

Theodore Delavigne, who for several months has been on the editorial staff of the Detroit Free Press, has been appointed personal representative of Henry Ford, multi-millionaire automobile manufacturer, in the latter's plan to bring about a peaceful settlement of the European war.

Mr. Delavigne began his newspaper experience on the staff of the Providence (R. I.) Journal and attracted the attention of Mr. Ford when he interviewed the latter several weeks ago for the Free Press, seeking the motor magnate's views on the war. He was the first person to be told, in detail, Mr. Ford's plan for peace and his paper registered a fine beat on the original story in which Mr. Ford declared he would spend \$1,000,000 to end the war.

A follow-up story came a few days later when Mr. Ford announced that he would donate \$10,000,000, if necessary, to the furtherance of his now world-famous plan of "getting the boys out of the trenches before Christmas."

Arthur Capper, Governor of Kansas, has purchased from John Field of Oklahoma City the Oklahoma Farm Journal, which will be consolidated with Mr. Capper's Oklahoma Farmer commencing with the December 25 issue. It will be edited by George Bishop. John Field, former publisher, will continue to write for the consolidated papers.



HOWARD S. WILLIAMS AND HIS 'POSSUMS

Among those who attended the Convention of Young Men's Clubs held in Cleveland recently was Howard S. Williams, city editor of the Jackson (Miss.) Daily News, a man of snap and enthusiasm. In order to convince the delegates that the next session of that body ought to be held in Jackson, he brought with him four 'possums, a bushel of sweet potatoes and enough corn-meal to make corn-cakes for fifty persons. He served these good things at a dinner. Those who were lucky enough to attend declared that if these were a sample of the eatables that would be served to the members if the convention went to Jackson they would vote for that Mississippi city when the matter was taken up.

PRESIDENT MOORE, OF PANAMA-PACIFIC EXPOSITION, PAYS TRIBUTE TO THE PRESS

Impossible, He Says, to Convey Full Realization of Appreciation of the Effective Nature of Its Support of the Great Fair—News-papers Never Wavered in Their Interest or Allegiance—Management Guided By Their Suggestions.

[In a letter to THE EDITOR AND PUBLISHER, Charles C. Moore, president of the Panama-Exposition, expressed his appreciation of the work of the newspapers in popularizing the great fair. Thereupon the Editor sent him a telegram offering the columns of this publication to Mr. Moore for the purpose of addressing a similar message to the press of the United States. The following is President Moore's reply.—Ed.]

(Special Dispatch to THE EDITOR AND PUBLISHER.)
SAN FRANCISCO, Cal., December 1.—"I feel it is indeed a great privilege to be enabled to accede to the request of THE EDITOR AND PUBLISHER. I am happy to acknowledge the splendid service rendered by the press of the world to the Panama-Pacific International Exposition.

"And yet the request is a most difficult one with which to comply. It is impossible to pay adequate tribute to the splendid support which the newspapers and periodicals, not alone of the United States, but of many nations, have rendered this International project, or to convey a full realization of our appreciation of the dignified and effective nature of that support.

"It will, I think, be conceded that there exists universal recognition and appreciation of the vital part that the press exercises in the affairs of the day. We are, therefore, in a measure qualified to bestow full acknowledgment for its signal contributions to the success of the exposition, and to attest its service as a factor without which that success could not have been attained.

HOW EXPOSITION CAME ABOUT

"From the time it became known that the United States would undertake the construction of the Panama Canal, the newspapers of the country, in commenting upon the significance of the great undertaking, freely suggested that in recognition of this world accomplishment a universal celebration be held. The propriety of such a world feat at which the nations should join with America in celebrating the opening of the Panama Canal was widely suggested

both at home and abroad, and the presentations thus made by the press brought the exposition into being.

"From the inception of the Panama-Pacific International Exposition the newspapers of the United States have not for a moment wavered in their allegiance or interest; the spirit of the press has been with the exposition. In emphasis of their broad support of the exposition as a great national project in which the prestige of the United States was concerned, I need only recall that upon the outbreak of the war in Europe and before it was known to the world to what extent the cataclysm might effect the exposition, the press of the United States very generally expressed the opinion that San Francisco would present the exposition to the world completed on the day set for the opening, and meriting the interest of all people.

EARNEST CO-OPERATION OF PRESS

"The participation of the press in the Pan-Pacific International Exposition has touched upon every detail of its very numerous and varied activities. We have, to great advantage, followed its wise suggestions, and have been cheered and inspired by its constant interest. An exposition is essentially a great co-operative work. It is successful in so far as it comprises a representation of worth while activities throughout the world. Not alone have the efforts of the press in behalf of the exposition been notable for their constructive character, but the volume of exposition articles and news published by the newspapers of the country, the magazines, trade and technical press, and the various journals issued in behalf of broad public movements of wide import has immeasurably widened the scope of the exposition and carried its prestige of the world's accomplishments to a vast audience.

"It is a pleasure to be enabled to express to the publishers of the country our deep sense of obligation for their

part in the exposition. Freely we acknowledge the part of the press for its contribution to the symmetrical success of the exposition, and we also pay unbounded tribute to the press for its much larger part in carrying to all lands the story of the world's accomplishments herewith presented.

CHAS. C. MOORE,
President Panama-Pacific International
Exposition."

FARM NEWS WITH "PUNCH"

Kansas Editors Meet at Hays—Gov. Capper Among Those Present.

The semi-annual meeting of the Golden Belt Editorial Conference took place in Hays, Kan., on Monday, at the Fort Hays Normal School. The guests of honor were Governor Arthur Capper, of Kansas; J. C. Mohler, secretary of State Board of Agriculture; Dean Merle Thorpe, of the University of Kansas; former Governor E. W. Hoch; Mrs. Cora G. Lewis, of the State Board of Administration; Homer Talbot, secretary of League Municipalities; Walter A. Johnson, managing editor Topeka Capital; D. O. McCray, State Journal; Clad. H. Thompson, Kansas City Star; F. B. Nichols, Mail and Breeze, and Mrs. Mabel E. Graves.

The principal feature of the morning programme was the place farm news has in a newspaper. The conference issued a general open letter to newspapers everywhere asking for information as how to obtain real farm news with "punch."

The secretary, P. Caspar Harvey, was re-elected to send out the call.

Governor Capper, ex-Governor Hoch and Dean Thorpe spoke in the afternoon at a luncheon served by the Normal School. The business men of Hays gave a supper in honor of the editors. The department of music presented the opera "Faust," complimentary to the conference, conducted by Henry Edwards Malloy, with Miss Pearl Sidenius as leading soloist.

The executive committee decided to devote the entire time of the March session to the discussion of a combined circulation to be offered to the National Advertisers.

New Evening Post Correspondent

David Lawrence has been appointed Washington correspondent of the New York Evening Post. Mr. Lawrence has done some of the most important work of the Associated Press for several years, including such difficult jobs as the Beatty trial, the McNamara case and the Allen shooting case and trials. He has twice been sent to Mexico, once during the Madero regime and again at the outbreak of the Orozco revolution. After the nomination of President Wilson, he was stationed at Sea Girt and continued with the President-elect until his inauguration. He was for two years the White House representative of the Associated Press, and at the beginning of the international situation was transferred to the State, War and Navy building.

Detroit News Staff Increasing

The Detroit News is recalling former stars who have since gone to other papers throughout the country, as part of a plan for building up what is planned to be one of the ablest editorial staffs in the country. William K. Kelsey, who has been with the Toledo Times and the Detroit Times, has returned and is doing theatrical and musical criticisms; and Russell Gore, who left three or four years ago and has since been editorial writer on the Pontiac Press-Gazette, Grand Rapid News and Chicago Herald, is now doing special work in connection with the News campaign against tuberculosis.

The spirit of fair play is freedom. That the rights of one do not overlap the rights of another is the essence of freedom.

**BIG "DOINGS" COMING
IN PITTSBURGH**

Elaborate Musical Programme Arranged by the Press Club to Celebrate Its Thirtieth Anniversary—Noteworthy Reunion Anticipated of Old-Time Newspaper Men of the Smoky City.

Pittsburgh newspaper men will celebrate, on Wednesday next, the thirtieth anniversary of the incorporation of the Pittsburgh Press Club. The observance will take the form of an "evening of music," in which prominent local artists are to participate. The entertainment will be followed by a series of informal celebrations in the club's new home, which was purchased last Spring, and will be marked by a reunion of scores of men active in Pittsburgh newspaperdom during the last half century.

Following is the programme:

- No. 1.—On the Sea.....D. Buck
O Peaceful Night.....E. German
(Double Quartet.)
 - No. 2.—Piano Solos—
Lobengram.....F. Liszt
Ballade in G Minor.....F. Chopin
M. Earl Truxell.
 - No. 3.—Solos—
One Fine Day (Madame Butterfly).....Puccini
A Dream.....Lassen
Valinka's Song.....Wishaw
Ave Maria (Otello).....Verdi
Madame Florence Wiley Zerbe.
 - No. 4.—String Quartet in D major—
Scherzo }.....A. Borodine
Notturmo }
- INTERMISSION.
- No. 5.—The Happiest Land.....Hattou
The Long Day Closes.....Sullivan
Double Quartet.
 - No. 6.—Songs—
Joy of the Morning.....Ware
I Had a Dove.....Busch
Honey.....Lynnes
The Lullaby.....Hamilton
Madame Florence Wiley Zerbe.
 - No. 7.—String Quartet—
A Norse Child's Requiem.
Slow Valse.
Minuet.....F. Zitterbart

Double Quartet from Mendelssohn Choir.
Mr. John Siefert, Mr. Tom Morgan, Mr. A. Gerber, Mr. A. McNaughton, Mr. Ed. Shively, Mr. Ray Barth, Mr. H. Gittings, Mr. R. L. Tice.

Jean De Backer String Quartet.
Jean De Backer, first violin; William Loessel, second violin; Pierre De Backer, viola; Joseph C. Derdeyn, cello.

Between numbers on the musical program brief addresses will be made by the surviving charter members. The veteran in the point of earliest service in the Pittsburgh newspaper field is Percy F. Smith, who was assistant city editor of the old Pittsburgh Evening Telegraph in 1865. Mr. Smith has presented the Press Club with a wonderful collection of photographs of oldtime Pittsburghers, and several groups of the editorial staffs of the newspapers of 40 years ago.

The Pittsburgh Press Club was organized in the spring of 1881, and its charter was obtained four years later. Its members claim for it the honor of being the oldest in point of continuous existence among the bonafide newspaper men's organizations of the country. In 34 years its doors have never been closed, and during all that time it has been in the sole control of active newspaper men. In nearly every instance members who have left the active newspaper field are placed in the associate membership list. It is declared by Pittsburghers that while there are press clubs which claim prior organization, they are no longer controlled exclusively by newspaper men.

The Press Club during its struggling years accumulated a building fund, and last Spring purchased a three-story building in Fourth avenue opposite the new City-County building in the very center of the business district of Pittsburgh. The property cost \$25,000, and only a small mortgage is carried. Extensive improvements were made, and it is to reduce the indebtedness for this work that the entertainment is to be held.

Under the new president, J. Kingsley Burnett, manager of the Tri-State News Bureau of Pittsburgh, the membership has increased largely in the last eight months. The clubhouse has been refurbished, and with larger quarters a portrait of famous men (the gift of Major E. A. Montooth) has been given a special



NEW WRITING ROOM, PITTSBURGH PRESS CLUB
Autographed Photographs of Famous Guests of the Club Are to Be Seen on the Walls, Including One of Edwin Booth.



J. KINGSLEY BURNETT,
President Pittsburgh Press Club

room. In addition to this collection are autographed portraits of famous men in all walks of life who have been entertained by the club.

These surviving charter members of the club compose the honorary committee in charge of the anniversary arrangements: Major William H. Davis, founder of the Pittsburgh News Agency and former postmaster of Pittsburgh under Presidents Roosevelt and Taft; Col. Thomas J. Keenan, former owner of the Pittsburgh Press and founder of the National League of Press Clubs, and who now is president of the Isle of Pines Company; William H. Seif, former business manager of the Pittsburgh Times, who is now a wealthy real estate operator; Col. Robert W. Herbert, publisher of the Greensburg News-Tribune, of Greensburg, Pa.; John S. Ritenour, editorial writer on the Pittsburgh Dispatch; Erasmus Wilson, the "Quiet Observer" on the Pittsburgh Gazette Times; G. F. Muller, former editor of the Pittsburgh Bulletin, who is now retired.

The "Evening of Music" is planned as a benefit performance and undoubtedly will be patronized in a most liberal manner by the people of Pittsburgh. All ticket holders will be invited to the informal jubilee planned to be held at the club, but it will very likely turn out that a dining hall capable of seating 300 persons will not accommodate one-fifth of the music hall audience. In such case the clubhouse celebration will be extended over a period of four evenings.

Issues a "Debutante Number"

The Detroit Saturday Night has just pulled off a brand new one by issuing on November 27 a "Debutante Number." A section of 40 pages printed in sepia tint contained 16 pages of half-tone portraits of pretty women, two pages of text and 22 solid pages of ads.

SUNDAY AD CONTRACTS VALID

Publication of a Newspaper on That Day a Work of Necessity.

A decision of interest to every newspaper publisher was handed down in the Missouri Supreme Court, at Jefferson City, on Thursday, by Chief Justice Woodson.

The case at issue was a suit of the Pulitzer Publishing Company (St. Louis Post-Dispatch) against Henry J. McNichols for part payment on a contract for Sunday advertising. McNichols's defense was that the publication of a newspaper on Sunday was a violation of the State Labor Law.

The St. Louis Court of Appeals decided against the Post-Dispatch, which appealed to the Supreme Court.

The opinion of the Chief Judge of the Supreme Court says:

"The only question presented for determination is whether the publication of the great daily papers of the country on Sunday is a work of necessity.

"The great service the press is rendering humanity is performed on Sunday as well as on Monday or any other day of the week, and its beneficence is more potent on the former than on the latter, for the simple reason that the toiling masses have more time to read the papers on Sunday, and therefore acquire greater knowledge and information from them on that day than on any other day of the week."

CALL FOR N. E. A. CONVENTION

President Wilson Invited to Address the Editors Next June.

DALLAS, Texas, November 30.—Lee J. Rountree, of Georgetown, Texas, president of the National Editorial Association, has issued a call for the annual convention, to be held in New York City, June 19-28. There are 2,000 members of the association in the United States, fifty of whom reside in Texas, and it is expected that there will be a very large attendance at the New York convention.

Among the prominent men who have been assigned to places on the program are Governor Whitman of New York, Mayor John P. Mitchell of New York City, John Clyde Oswald of New York, Joe Mitchell Chappell of Boston, Dean Walter Williams of the University of Missouri School of Journalism, Dean Will H. Mays of the University of Texas School of Journalism, the Secretary of the Navy, Josephus Daniels, Congressman L. C. Crompton of Michigan, John Temple Graves of Washington, Homer D. Wade of Stamford, Texas, and many other publishers of nation-wide prominence.

President Rountree and Colonel Oswald of New York have united in an invitation to President Wilson to address the association. The president will be summing at Long Beach at that time, and it is hoped that he will be able to address the editors.

New York Press Club's Election

The following officers were elected at the annual election of the New York Press Club on Monday: President, Edward Percy Howard; first vice-president, G. Herbert Daley; second vice-president, Arthur Benington; third vice-president, Oscar Watson; treasurer, Ralph W. St. Hill; financial secretary, C. Fred Crosby; recording secretary, Charles E. D. Moir; corresponding secretary, Caleb H. Redfern; librarian, Clarence E. Swezey; trustees for the three-year term, J. Clyde Oswald, Courtland Smith and Edward W. Drew; trustee for the two-year term, Parke F. Hanley, and trustees for the one-year term, Charles Sarver and G. Herbert Swope.

Press Club News

The Woman's Press Club of New York held a meeting last Saturday at the Waldorf-Astoria and had for its guest of honor William A. Brady, who gave a very interesting talk on dramatic critics, motion pictures, theatrical managers and their methods and of the stage in general. The New York Trade Press Association directors have appointed as secretary George Slate, of the Boiler Maker, New York.

New A. N. P. A. Member

The Corning (N. Y.) Evening Leader is now an active member of the American Newspaper Publishers' Association.

Veteran Texas Editor

C. E. Gilbert, editor and publisher of the Matagorda County News and Mid-Coast Farmer, published at Bay City, Texas, was one of the veteran Texas newspaper men attending the recent annual meeting of the Texas Editorial Association at Dallas. Mr. Gilbert was formerly publisher of the old Dallas Evening Herald, which was combined with the paper published by Colonel William Greene Sterett, the Dallas Times, forming the present publication known as the Dallas Times-Herald. Mr. Gilbert published the Times-Herald until 1893, part of this time having as his associate Luther W. Clark, now editor in chief of the Dallas and Galveston News. Mr. Gilbert later established the Abilene (Tex.) Reporter, publishing the first few editions in a tent.

Twin Boys Arrive at Mr. Hearst's Home

The stork arrived at the residence of Mr. and Mrs. W. R. Hearst on Riverside Drive, New York, on Thursday, and left two sturdy baby boys. Both mother and babes are getting along nicely. The Hearsts now have five boys. George, the oldest, is 11, William is 7, John is 5, and the last two, for whom no names have yet been chosen, are not old at all. Mrs. Hearst, whom Mr. Hearst married in 1900, was Miss Millicent Wilson, daughter of George H. Wilson. She takes great interest in her husband's publications and has active supervision of three of the magazines.

Hastings Edits Cohoes Republican

Hugh Hastings, one of the best known newspaper men in the United States, has assumed editorial management of the Cohoes (N. Y.) Republican. He was for years the Albany representative of the New York Times, and was also connected with the New York World as special correspondent in Washington. He was appointed state historian by Gov. Hill.

Gas Makes Good Business

Six years ago Arkansas, Kansas, had two newspapers and not a single linotype. Now the town has four. Three months ago, within a few miles of the city, several gas wells were brought in, ranging in capacity from 40 to 70 million cubic feet flow per day each. Arkansas City will soon be a town of 10,000 people.

Labor, business, finance, government itself, are all only late things in the world. Breathing, the beating of the heart, fear and hate and lust, are old.

NEWSPAPER PUBLISHERS UNANIMOUSLY OPPOSED TO USE OF COUPONS

Letters from All Parts of the United States Show that Sentiment Has Crystallized Into Determination to Put an End to Their Employment in Merchandising—Number of Publications Rejecting All Kinds of Coupon Advertising Rapidly Increasing—Importance of Securing Passage of Law Prohibiting Employment of These Trade Leeches Is Urged.

[The EDITOR AND PUBLISHER has received a large number of letters from publishers expressing their appreciation of the work it is doing to eliminate the use of coupons in business. There are so many of them that they cannot all be presented in a single issue of this publication. An examination of those printed below shows that all are vitally and persistently opposed to these unnecessary taxes upon merchandising. If anyone is in doubt as to the desirability of banishing coupons from all trade transactions, this doubt will be removed after reading the following excerpts. Ed.]

C. K. BLANDIN, *Business Manager St. Paul Dispatch and Pioneer Press*.—"In reference to the coupon evil which I presume also refers to trading stamps, it may be quite unnecessary for me to state that the Dispatch and Pioneer Press have always been unalterably opposed to the use of such premiums by the retail trade; in fact, our objections are so pronounced that we refuse to allow trading stamp or coupon advertising of any nature in our paper. We have declined thousands of dollars worth of business for precisely the same reasons set forward in your communication."

G. J. PALMER, *General Manager Houston (Tex.) Post*.—"I am especially interested in the campaign you are waging against the coupon evil, because in various forms I have seen its harmful effects—not to the newspaper, but to the merchant or manufacturer. When the user of coupons or percentage schemes of any kind learns the following, the evil will be abated:

"First.—No advertising can be permanently profitable unless it creates a desire for the merchandise and therefore creates business.

"Second.—Coupon schemes, at best, simply switch business temporarily—they do not create a dollar's worth of business.

"Third.—The 'Old Man of the Sea' will cling to your shoulders in the shape of a percentage on your entire sales, and even newspaper advertising will not create enough business to offset the drain on your profits.

"Fourth.—Newspaper advertising is creative of business and no article can be profitably advertised that cannot be so described as to create a desire on the part of the reader."

DUDLEY C. BARROW, *Manager Pensacola (Fla.) Journal*.—"We are certainly not hesitant in expressing our disapproval of the merchandising coupon schemes. There has never been the slightest doubt in our minds that the coupon used as a premium constitutes an evil and a menace to honest merchandising. The man who thinks he is getting something for nothing usually is getting something—he is getting stung. This paper has always fought the premium idea in subscriptions and has never used premiums for the same reasons that it offers in argument against their use by manufacturers. If there is anything we can do to assist in the fight on this evil you can count on us to co-operate with you."

Lowell (Mass.) *Courier-Citizen Company*.—"We certainly appreciate the fight that THE EDITOR AND PUBLISHER has been waging against the coupon evil. The Lowell merchants are generally under an agreement not to use coupons in any way, but they are used by some of the smaller dealers. A very vigorous effort has been made in the past few months by the Trade Travel Coupon people to get a hold here. The merchants have generally declined to get into the scheme, and the Courier-Citizen refused to accept their advertising. Whether they have given up

the fight in this city or not we do not know, but they are not as active as they have been."

E. W. BARRETT, *Editor, Birmingham (Ala.) Age Herald*.—"As I understand it, the profit in the coupon business, or rather the trading stamp scheme, is in the large number of coupons that are never presented for payment. In making their returns for the Federal Income Tax I suppose that these companies evade taxation by holding out the amount of the stamps not presented for collection as a liability. Now it seems to me that what we ought to do is try to aid the Federal Government some way in getting at this phase of their business. Will it be possible to enact legislation making it illegal for any company to declare dividends based on unredeemed stamps?"

"Recently there appeared an article in THE EDITOR AND PUBLISHER in which the writer, who seemed to have a great deal of information on this subject, expressed the opinion that the bills taxing the trading stamp companies in different states would prove ineffectual as they had already done in a number of states where the bills had been declared unconstitutional. He expressed the view that some legislation would have to be enacted along the line I suggest above. I think it is very important that we act at this time in the right way, and that we ought to get all the information possible before attempting to bring it up before any congressional committee."

W. P. LYON, *Business Manager of the San Jose (Calif.) Mercury Herald*.—"We agree with you entirely on the evil effects of coupons. In our territory we have gone so far as to openly wage war against trading stamps, and with the exception of one or two cases have succeeded in driving them out of our community, and we are in a position to report progress in those instances. We do not believe at all in any of these so-called profit sharing propositions, whether it be a trade stamp or a coupon in a package, or any kind of a scheme which in reality is a tax on the business.

"We are advised of a new concern which has paid off to the promoters the original investment in less than a year, and will pay profits which are almost immoral in the future. We know, of course, that this tax in the last analysis comes out of the consumer. One thing that we object to most strenuously is the fact that in taking it out of the consumer these schemes reduce the volume of newspaper advertising in which we are thoroughly interested. We presume, as you state, that these schemes have a tendency to discourage the small retailer and throw business into the hands of the large manufacturers. In fact, for every reason that has been put forth, we are against the coupon evil and intend to fight it to a finish with all the influence we can bring to bear."

D. W. IFFT, *Business Manager Walla Walla Union*.—"We quite agree with you that the coupon proposition is a national evil. We fear, however, that to eliminate this evil will require almost endless effort on the part of newspaper publishers. You are to be commended in the work you have undertaken."

FRANK D. NORTHRUP, *Business Manager the Oklahoma Times*.—"In Oklahoma City there is a concern that believes in the trading stamp. One of the three papers ran some of this copy. An effort was made to induce the Times to make a contract to run it. Upon our refusal the attorney for the advertiser took the matter up with the Post Office Department, hoping to get an order from that source making it obligatory on the part of a publication to run legitimate advertising of any character, or forfeit its post office franchise. Of course, as you

know, the Post Office Department refused to consider the matter at all. There has been a very successful fight waged against trading stamps in Oklahoma City by the Retailers' Association, and we hope that we have this business practically stamped out."

FRED B. KING, *General Manager Gloversville (N. Y.) Morning Herald*.—"It would seem that the best, most practical argument against the coupon plan of companies and concerns making up the so-called profit sharing corporations can be seen by a comparison of the price asked for various articles and that asked by reputable dealers in any city or town of any size in the country. Such comparison will disclose the fact that the savers of coupons are paying exorbitant prices for the articles of merchandise thus secured. Persons who care to investigate will ascertain that they are actually paying dearly for their goods, and their minds will be quickly disabused of the idea that they are getting something for nothing. Your campaign against profit sharing coupons is most commendable from all points of view."

The Great Bend (Kans.) Daily Tribune.—"The coupon or trading stamp store may sometime stifle or seriously menace all competition, but in so far as its effects in a country town are concerned it does not seem to make much difference. But there is one point where it affects the publisher in the small town, and that is that the store that depends on a coupon proposition does not advertise so much as the store that does not. The average trade apparently pays little attention to the coupon deal, but the many customers of the coupon store who do not save their coupons are helping the store carry the same for the customers who do use them."

R. E. BENNETT, *Business Manager Binghamton (N. Y.) Press and Leader*.—"It is my opinion that trading stamps are a delusion and a snare to the public and at the same time the most costly form of advertising a merchant or manufacturer can adopt. Binghamton has been practically free from the trading stamp fever for nearly 15 years. This condition is largely the result of the bitter antagonism of the members of the local Advertisers and Merchants Association. Early in the game the members of this organization 'went after' the S. & H. people with a trading stamp company of their own, dispensing red coupons with purchases at nearly 100 stores. For about one year there was a merry war between the 'home' stamps and the S. & H., and the trading stamp proposition was literally talked to death. The 'home' company discontinued business and while the Sperry & Hutchinson Co. have maintained a premium store here ever since, their business is confined largely to the tea stores and a relatively few of the small stores, such as grocers and butchers, located in the suburbs. I think the number of families in Binghamton who collect trading stamps of any kind is nil, and I am sure that so long as the personnel of the Advertisers and Merchants Association remains the same the coupons will be unable to gain any great vogue in this section."

EDWARD E. BRODIE, *Publisher Oregon City (Ore.) Enterprise*.—"Mr. Brandeis is right. The mis-named 'profit sharing coupon plan' is a cancerous growth on American business, and has reached a stage where governmental interference should be welcomed and encouraged. This 'something for nothing' idea has run to seed in many parts of this country. There is nothing to it. It can't be done and thinking people realize it. Last year Oregon City was cursed with a multiplicity of these devices, and the merchants got together and threw them out

bodily, as far as they were able. They had and still have the co-operation of the newspapers in their effort to do a legitimate business along legitimate lines.

"I read with real pleasure your article in the issue of November 20 of THE EDITOR AND PUBLISHER AND JOURNALIST. It contains much food for thought and for reflection, and ought to be educational to a convincing extent."

F. A. MILLER, *Editor South Bend (Ind.) Tribune*.—"Certainly the shrewd business man, even if he falls into temporary error, must ultimately realize that the trading stamp, under whatever form it masks, is not, in the final analysis, a good thing for his business. It would be well if competitors could get closer together on some things that they might create a process of elimination, thereby ridding themselves of those things, such as trading stamps, which are a leech on their business and likely to engender ill feeling sooner or later on the part of the customer. A business enterprise should be so conducted that it will stand on its own merits and not require the artificial prop of the trading stamp or any other similar scheme. The use of such schemes has a strong tendency to cheapen the user in the eyes of dignified, worthwhile consumers. It ought always to be kept in mind that gaining money should not be the sole basis of the conduct of any business."

L. E. BONTZ, *Publisher Sacramento (Calif.) Union*.—"I entirely agree with you in your fight against the growing coupon evil. This device is a tax upon the consumer, but is playing upon the consumer's desire to get something for nothing, which he does not really get. I would like to see the whole business wiped out."

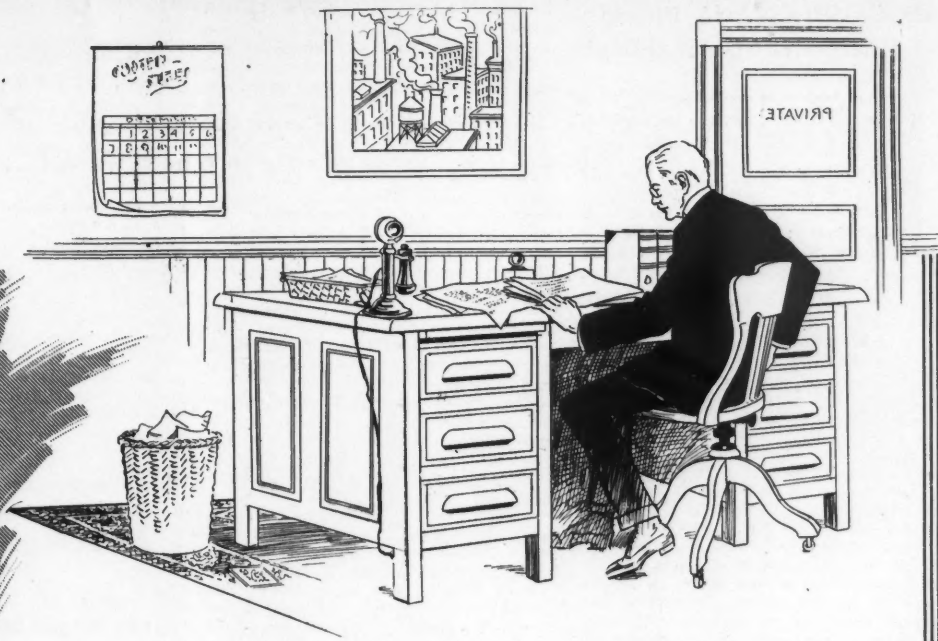
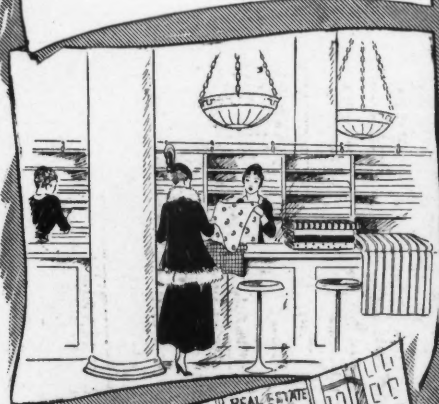
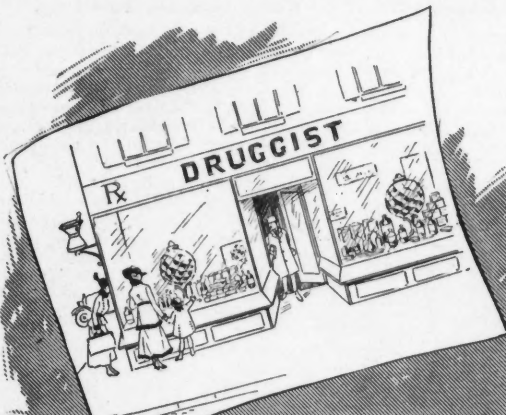
W. B. SOUTHWELL, *Business Manager Des Moines (Ia.) Register*.—"Des Moines is quite free from trading stamp and similar evils, the large and more representative stores being entirely free from this—what we consider undesirable and unprofitable business policy, viewing it from the standpoint of the retailer."

MARCO MORROW, *Advertising Manager Topeka (Kas.) Daily Capital*.—"The trading stamp and profit sharing coupon evil, like all gift enterprises, is based on an almost universal weakness of human nature—the latent desire to get something for nothing. In theory it is economically unsound, and in practice it places an expensive and unnecessary tax upon trade. The majority of the victims of the system—merchant and manufacturer alike—are opposed to the idea, but are driven into it from motives of self defense, and would welcome any measure which would effectually wipe out the nuisance."

J. W. HAYS, *Business Manager Memphis (Tenn.) Commercial Appeal*.—"We are in sympathy with you in regard to the trading stamp proposition."

G. R. CHADBOURNE, *Editor Kennebec Journal, Augusta, Me.*—"If you ask us for advice concerning the trading stamp business, we must ask you to use your own intelligence. Let us ask you a few questions: For what do you suppose these trading stamp concerns are in business? If there is no money in issuing these billions of worthless slips of paper to 'give' to you, why do you suppose they are issued?"

"If there is money in it, who pays for it, unless the one who buys the goods with which the 'coupons' or 'certificates' are 'given'? When you pay your good money for 'coupons' and 'certificates' you buy worthless slips of paper unless you take the trouble to collect on them, at high prices, such things (in most cases) as you do not need, and for which, to reach the desired amount, you are liable to purchase other needless things to get coupons."



Secure a Firm Grip on Boston

Study Metropolitan Boston dealers. A thorough understanding of their likes and dislikes will help you secure a firm grip on Boston.

If Metropolitan Boston dealers are against certain features of advertising and merchandising campaigns, it is because their customers are against them. If they favor other features, it is because their customers favor them.

Understand the dealers of Metropolitan Boston and you'll understand their customers—1,556,932 of them in the 39 cities and towns comprising Metropolitan Boston.

The Boston American will help you secure a firm grip on Boston. It will help you analyze the local situation governing the sale of a product similar to yours.

The Boston American will, if you wish, supply information covering the local dealer attitude toward various advertising mediums, coupons in advertisements, manufacturers' follow-up literature, window displays, indoor displays, sampling, demonstrating and the use of premiums.

This information will help you back up your plans with facts.

We shall be glad to tell you more about our plan of cooperating with advertisers and to supply such information as you need. Your request for such information will not obligate you in any way.

BOSTON AMERICAN
NEW ENGLAND'S GREATEST PAPER HOME NEWSPAPER

80-82 Summer Street, Boston, Mass.

New York Office
 1789 Broadway

Chicago Office
 504 Hearst Building

MEN OF INDIANA PRESS MEET IN INDIANAPOLIS

Important Addresses on Subjects of Wide Interest—More Political Advertising Advocated—Uniformity in Advertising Rates Urged—Good Word for City Editors and for "Clean" Papers.

The first annual meeting of the Indiana Press Association was held in the Claypool Hotel, Indianapolis, on Thursday and Friday (yesterday). President Charles G. Sefrit of Washington, Ind., was in the chair. In the course of his address on "The Objects of the Nonpartisan Organization of Indiana Newspaper Publishers," he said:

"A month or so ago a citizen of Indiana whose acquaintance was limited to a small part of the state where he lives and a numerically insignificant circle of friends outside of that immediate territory, decided to ask for his party nomination for the highest office in the state government. Wisely he began his campaign by inserting in all the newspapers of his party an advertisement setting out his aspirations and briefly outlining his claims. The consequence was immediate and astonishing. Within a week the whole state was discussing him, and he became almost at once a factor in the race.

"The advertisement cost this candidate a few hundred dollars. As many thousands twice over expended in the ordinary methods of political campaigning would not have had half the effect. He got right to the people. The Indiana public is made up of newspaper readers, and this citizen, practically unknown a few months ago, today, by virtue of a newspaper advertisement, has indirectly a personal acquaintance with every family of his party in the state where a newspaper goes."

Lew M. O'Bannon of Corydon, Ind., spoke on "Advertising Rates," saying, that in his opinion there was less regularity about charges for advertising space than in any other branch of the business. "In making job department presses, he said, the office was careful to consider cost of materials, the time of printer, and other expenses that entered into the work with care and accuracy, but in quoting advertising rates the element of guess work was a large figure.

"I believe that there is more need of a better understanding between publishers on this subject than on any other phase of our business. I stand ready to cooperate with my fellow publishers in any proper move, looking to the establishment of greater uniformity in advertising rates and hence to larger and more encouraging incomes from the sale of advertising space."

"The City Editor Is the Newspaper," said Hassal T. Sullivan in his talk on "The City Editor and Publisher." "This revelation may shock some of you publishers who have been sitting in your big swivel chairs and patting yourself on the back saying, 'I am the news,' or whatever it may be.

"Who is it that tells the reporters where to look for stories? Who is it that edits their copy so it will appeal to the newspaper readers? Who is it that writes the heads? Who is it that says where each story shall be displayed? In nearly every one of your shops the answer is 'the city editor.' The only excuse for a newspaper's existence is to supply the demand for news of local happenings.

"The publisher should not handicap his city editor by compelling him to work on a policy-ridden rag. Let the city editor tell the news without color. Express your personal opinions and preferences on the editorial page."

John L. Clough of Indianapolis spoke on "Advertising and Its Relation to Newspapers." His talk covered the subject from the viewpoint of the advertising agency and he gave much information of value regarding the handling of foreign advertising by the small town dailies and weeklies. He advocated greater recognition of the work done by

the agency, told of the swing of the pendulum toward the intensive cultivation of local fields through newspaper advertising and away from the "national advertising campaigns as they used to be conducted in national publications."

He advocated co-operation, saying that the small town papers could do, much more easily and cheaply because on a smaller scale, what the New York Times and the Chicago Tribune are doing on a pretentious scale for advertisers. He urged cleanly conducted papers, not only for their own sake, but for the sake of the advertiser who likes to appear in good company. He dwelt upon the fact that advertising had raised the standard of journalism and declared that independence in editorial policy made advertisers value space in a publication more highly.

Other speakers on the Thursday afternoon program were J. F. Warfel, president Indiana Associated Weeklies, Ladoga, on "The Place of the Country Weekly in the Newspaper Field"; George D. Lindsay, president Northern Indiana Editorial Association, Marion, Indiana, on "Standards of Cost in Newspaper Production"; Miss Blanche C. Foster, president of the Women's Press Club of Indiana, Indianapolis, on "The Woman's Page in the Country Newspaper"; Newton J. Spencer, president Republican Editorial Association, Greenfield, on "How Much Loyalty Does a County Paper Owe Its Town?"

Speakers on the Thursday evening program were, Walter Bradfute, Bloomington, on "Who Pays the Bills?"; and Miss Sagie Velle Fenton, Logansport, on "The Mission of the Weekly Paper."

Speakers at yesterday morning's session were Mrs. Juliet D. Strauss, Rockville, on "Confessions of a Reformed Poet," and J. W. Piercy, Indiana University School of Journalism, on "What is News?"

Coupons Are a Cancer

Alexander MacGregor, of Houghton & Dutton Co., a concern that uses coupons, at a meeting of the New England Dry Goods Association in Boston, spoke against their use. He said: "They are based on the wrong principle of merchandising. Goods should be sold on their merit at business prices and on a business basis. Stamps and coupons are a cancer."

STILL CONSIDERING

Revision of Rates on "Press" Sure to Come, But Schedule Not Yet Ready.

Conferences are still going on between the American Telegraph & Telephone Co., the Western Union Co. and the Postal Co., on the one hand, and the big users of wires for "press" matter on the other, over the question of re-adjusting rates, in view of the recent sharp cuts on the night tariff on leased wires.

News associations and newspaper publishers maintain their interest not only in an abatement of rates for day "press" over leased wires, but upon rates for such telegrams, whether day or night, as do not come over leased wires.

The parties in interest are working over a schedule and a decision is likely to be rendered within the next week or so.

Very likely the matter will occupy at least a part of the proceedings of the regular meeting of the directors of the Associated Press, next Wednesday.

MAY AUCTION NEWSPAPERS

James Smith, Jr.'s Newark (N. J.) Evening Star and Eagle to Be Sold.

There is still much speculation in Newark, N. J., as to the percentage of his indebtedness that the Fidelity Trust Company, trustee for James Smith, Jr., formerly United States Senator, will be able to pay eventually. It is generally conceded that the amount of the assets probably will increase considerably, and that the liabilities may be somewhat lessened. It is expected that the receiver appointed for Mr. Smith's newspaper properties, the Morning Eagle and the Evening Star, will soon dispose of them at public sale and that a considerable sum of cash may thus be realized.

Becomes Active A. N. P. A. Member

The membership in the American Newspaper Publishers' Association of the Findlay (O.) Republican has been transferred from the associate to the active class. The Day, of New York City, has been elected to active membership in the association.

COBB TO BIRMINGHAM, ALA.

Age-Herald of That City to Push Its Weekly Farm and Home Issue.

FREEMONT, Ill., November 30.—News has reached here that N. T. Cobb, until about two years ago managing editor of the Freeport Journal (which paper he sold and went to Dothan, Ala., to engage in farm and industrial development work), has again entered the newspaper field, having connected for next year with the Birmingham Age-Herald.

Mr. Cobb's work will be state-wide, and he will spend his time in the interest of the weekly farm and home edition of the paper, visiting many localities which, owing to the presence of the boll weevil, have been forced to revolutionize their farm methods completely and take up diversification.

Mr. Cobb is a newspaper man of experience, and before coming North in 1906 had been a writer on Secretary of the Navy Daniels' Raleigh News and Observer on industrial development lines. He was secretary of the Chamber of Commerce of Dothan, and did much, according to Alabama papers, in bringing that city and section to the notice of the outside public. He is a native of North Carolina, and his eight years' work in this city gave him the "Middle West hustle" to a marked degree. He has been for years a member of the Press Club of Chicago, and is considered an intelligent and vigorous writer.

Another Southerner who has recently engaged in farm development journalism is Littell McClung, of Virginia, who left the International Harvester agricultural extension department a short time ago to take charge of the farm department of the Montgomery Advertiser.

Turn Against Premium Schemes

The retail merchants of Rockford, Ill., according to the Daily Republic, of that city, at a recent meeting adopted resolutions deprecating contest and premium schemes of every description, and pledging themselves to have nothing to do with them hereafter.

GEARY, OKLA.—Segar Publishing Company has been incorporated with a capital of \$2,000. Incorporators are: Neatha H. Segar, John D. Weber and Jesse Mattoon Segar.



ADVERTISING STAFF OF THE NEW YORK TIMES

This photograph was taken on the day Thomas D. Taylor resigned as advertising manager to become publisher of the Philadelphia Telegraph. Mr. Taylor sits in the center at the end of the table. Next, on his right, is Benjamin T. Butterworth, assistant advertising manager, who succeeds him as advertising manager of the Times.

From the Saturday Evening Post of December 4, 1915

THE BOSTON POST

HAS THE

Largest Morning Circulation

IN THE UNITED STATES

Its Net Paid Daily Circulation for the Six Months
Ending October 1, 1915, was

463,578 Copies
Per
Day

This was over 70,000 copies per day larger than the Net Paid Daily Circulation of any other Morning Newspaper in the United States. It was also over 58,000 larger than the Net Paid Circulation of any Evening Newspaper in the United States, with one exception and that in New York City.

PROVEN BY SWORN STATEMENTS OF LEADING NEWSPAPERS

of Net Paid Circulation for the Six Months Ending October 1, 1915, to the United States Postoffice Department as Required by Act of Congress of August 24, 1912

BOSTON POST	463,578	New York World	391,158*	Chicago Tribune	354,520	Philadelphia Inquirer	202,976*
Boston Globe (Morn. & Eve.)	227,523	New York American	349,345*	Chicago Examiner	232,015	Philadelphia N. American	171,660*
Boston Herald (Morn. & Eve.)	170,093	New York Times	318,274*	Chicago Herald	191,534	Philadelphia Record	161,765*
Boston American (Eve.)	389,944	New York Herald	98,651*	Chicago News (Eve.)	405,375	Philadelphia Press	75,247*
Baltimore Sun (Morn & Eve.)	146,016	New York Tribune	82,674*	Chicago American (Eve.)	378,941	Philadelphia Public Ledger	65,607*
Baltimore American	81,982	New York Sun	71,749*	Minneapolis Tribune (M.&E.)	116,798	Philadelphia Evening Bulletin	354,140
Baltimore News (Eve.)	70,916	New York Evening World	403,787	Minneapolis Journal (Eve.)	98,254	St. Louis Post-Dispatch (Eve.)	190,801*
San Francisco Examiner	142,326	New York Evening Journal	782,249	Los Angeles Times	62,577	St. Louis Globe-Democrat	144,371*
Cincinnati Times-Star (Eve.)	154,799	New York Evening Telegram	225,104	Kansas City Star (Eve.)	207,193*	Washington Star (Eve.)	68,958
Brooklyn Eagle (Eve.)	44,096	New York Evening Sun	155,009	Denver Post (Eve.)	74,800		

All of the above daily newspapers sell for one cent retail in the city of publication except as follows: 1c. San Francisco Examiner; 3c. New York Herald and Brooklyn Eagle; 2c. New York Sun, Philadelphia Public Ledger, Denver Post, Los Angeles Times and morning edition of the Boston Globe.
* These figures are average of Daily and Sunday editions combined.

NOTE—"Net Paid Circulation" of the Boston Post given above includes only newspapers paid for by the reading public. Unsold newspapers left in the hands of newsdealers, whether or not they were returnable to the office of publication, are deducted from the Boston Post's "Net Paid," the advertiser being interested only in the number of newspapers sold to actual readers.

DISPLAY ADVERTISING

In Boston Newspapers having Daily and Sunday Editions for the Ten Months Ending Oct. 31, 1915. Classified Advertising, of which the Boston Post does not make a specialty for business reasons, is NOT INCLUDED in this Comparison. It is proper to state that, including Classified Advertising, the Boston Globe led other Boston Newspapers in Total Advertising for period named by nearly a million lines.

	Agate Lines Display
BOSTON POST	5,302,189
Boston Globe	4,127,401
Boston American	3,448,086
Boston Herald	2,747,782

AN ADVERTISER CAN "COVER NEW ENGLAND" WITH THE BOSTON POST

Eastern Advertising Representative
KELLY-SMITH CO., 220 Fifth Ave., New York City

Editor and Publisher
EDWIN A. GROZIER

Western Advertising Representative
C. GEO. KROGNESS, 902 Marquette Bldg., Chicago, Ill.

PANAMA-PACIFIC EXPOSITION LED ALL OTHERS IN VOLUME OF PUBLICITY

More Than 400,000 Columns of Articles Devoted to the Great Fair Were Printed—One Daily Printed Seventy-five Illustrated Full Pages About It, and Three Thousand Special Editions Were Issued by Magazines and Newspapers.

SAN FRANCISCO, November 26.—With the closing of the Panama-Pacific International Exposition on Dec. 4, there will terminate a publicity campaign that has carried the name and fame of California and the glories of the Exposition to every quarter of the globe. It has lasted over a period of four years.

Despite the greatest war in history, the news of the Exposition and photographs of its marvels and events have taken front page positions along with the war news on the pages of the great European journals. The publicity campaign has resulted in the publication of illustrated articles in more than 17,000 newspapers in the United States, besides the publication of thousands of articles in the leading trade publications and magazines.

In a single year a leading New Jersey newspaper published seventy-five illustrated full-page articles on the Exposition.

The strenuous work which has been conducted by the Exposition's Division of Exploitation, of which George H. Perry was director, and by the Editorial Bureau, of which Hamilton M. Wright is president, has resulted in the receipt at the exposition's headquarters of a minimum of 8,000,000 column inches of clippings, or more than 400,000 columns of articles devoted to the great Fair. The amount of the clippings received, however, does not afford an index of the volume of the publicity, as an average of only one-half the clippings in newspapers was received. Tens of thousands of exposition pages not covered by the clipping bureau were published in influential country dailies reaching prosperous and progressive American and foreign communities. A staff of thirteen persons kept track of the clippings.

COULDN'T HAVE BEEN PURCHASED.

The value of the prodigious publicity cannot be measured. It could not have been purchased at any price. An advertising expert of national reputation has estimated that an equivalent of the space represented by the newspaper and magazine clippings could not have been purchased for less than fifty million dollars, or the cost of the construction, installation, operation and dismantling of the exposition.

When Texas dedicated its state building, thousand-word press stories of the event were sent to 140 leading papers of the state. Twenty-five hundred pictures of the opening day exercises, with descriptive articles and captions were placed in the mail within twenty-four hours after the opening, while stories on the closing day exercises on December 4 have been arranged for in thousands of publications throughout the country. The close of the exposition and its splendid success will be widely heralded throughout the world. Large corps of expert telegraphers have sent out wire stories of the big exposition events, reaching the Eastern morning dailies in ample time for their earliest editions. Thirty-nine leading news syndicates in Europe and more than fifty in the United States and Canada handled exposition press matter.

More than three thousand special exposition editions of magazines and newspapers have been published. The London Times, for example, devoted a fifty-page issue to the exposition and the Pacific Coast. The largest daily in Sweden issued a one hundred-page number upon the Exposition, while scores of special editions have been published in Japan, many of them in colors. Every important illustrated paper in the world has featured the exposition pictorially, and hundreds of pages have appeared in these great reviews.

IN FAR-OFF SOUTH AMERICA.

In South America, where the publications are not covered extensively by the clipping bureaus, tens of thousands of articles have appeared, and great bundles of clippings were sent in by the editors. Many important South American magazines have issued exhaustive exposition numbers in colors. The leading journals of Spain have published volumes concerning the exposition. One of the great Paris illustrated weeklies is now preparing a special exposition number. Articles have been sent out in eighteen different languages; all the standard features of the exposition have been reviewed in the publications of the United States, Canada, Australia, New Zealand, China, Japan, India, the Straits Settlements, and all of Europe. All photographs to foreign nations where English is not used have had descriptive captions translated into the language of the country to which they have been sent. For a period of eight months eighteen of the leading newspapers of South Africa published an illustrated page review of the exposition twice a week. A leading illustrated journal of New Zealand has made it a point to cover, both pictorially and in text, every feature of the exposition.

That the exposition press matter has

been closely read may be inferred from the fact that a mention in several of its articles that an illustrated booklet issued by the exposition, known as the Hercules booklet, would be sent without charge to those interested, resulted in requests for more than two hundred thousand copies of the booklet. More than six hundred letters a day were received for this pamphlet alone. Although the offer was made more than ten months ago, requests for the booklet are still received.

MILLIONS OF WORDS FURNISHED.

In addition to its co-operation with all the principal syndicates and publications of the world, the exposition issued its own matter upon a vast scale. More than 4,500 newspapers, commercial firms, railroad and steamship agencies have been supplied with monthly and bi-monthly summaries of the exposition's progress by the editorial bureau. A feature of the publicity was a color supplement page issued to forty-six of the leading newspapers of the United States, one in Canada, two in Europe and two in South America.

In a single week the bureau has sent out in duplicated matter 13,000,000 words of exposition text, besides hundreds of special articles, telegraphic and illustrated features. Twenty-four hundred unsolicited letters have been received from leading editors commending the excellence of the text sent them.

At the end of the first year's work the exposition articles were appearing regularly in one thousand daily newspapers and five thousand leading weekly papers. The trade papers of England have published exhaustive articles dealing with the various technical features of the exposition. At the end of the second year's work it reached an average of ten million

THE SPACE RECORD.

State.	Column Inches.
San Francisco	333,086
California	695,317
New York	337,229
Alabama	50,095
Alaska	1,102
Arizona	30,709
Arkansas	29,642
Colorado	39,598
Connecticut	47,722
Delaware	7,413
District of Columbia	11,005
Florida	17,876
Georgia	43,193
Hawaii	5,937
Idaho	31,958
Illinois	233,672
Indiana	149,632
Iowa	100,570
Kansas	56,125
Kentucky	45,462
Louisiana	25,022
Maine	19,818
Maryland	28,147
Massachusetts	183,362
Michigan	81,422
Minnesota	61,975
Mississippi	43,289
Missouri	75,482
Montana	52,945
Nebraska	37,185
Nevada	11,878
New Hampshire	12,333
New Jersey	68,698
New Mexico	31,968
North Carolina	29,366
North Dakota	26,743
Ohio	247,088
Oklahoma	42,575
Oregon	114,326
Pennsylvania	187,890
Philippine Islands	1,303
Porto Rico	1,131
Rhode Island	14,696
South Carolina	16,855
South Dakota	29,236
Tennessee	36,649
Texas	113,719
Utah	28,693
Vermont	12,933
Virginia	26,525
Washington	108,919
West Virginia	32,422
Wisconsin	67,597
Wyoming	10,839
Canada	32,870

Total 4,154,127
Foreign and other..... 1,725,264

Grand total..... 5,879,391

It will be noted that the total clippings received during this period aggregate 5,879,391 column inches. This does not mean that the publicity during the period was one-half of the total. The total of 10,000,000 given is a minimum and exceedingly conservative estimate. When the publicity in any state or country was found on inspection of the table to be falling back, it was stimulated. The enormous total of the clippings, however, does not reveal the circulation which reaches into the billions of copies. Thousands of articles were published in journals with circulations reaching from 50,000 copies to more than 1,000,000.

If all the newspapers containing Exposition stories were gathered together they would easily cover the exhibit palaces and grounds many times. The color page features alone would make an exhibit of extraordinary human interest. Every phase of the Exposition has been touched upon in more than forty thousand different manuscripts since the Bureau began its work, while countless items have served to freshen the interest of the public in the most wonderful of universal Expositions.

A Factor of Increasing Power

By THE PRESIDENT OF THE UNITED STATES.

"I have learned through Mr. Davies—and learned with the greatest interest—of what the Associated Advertising Clubs have in mind, and I want to give myself the pleasure of expressing my very great interest in the whole work of the Association. Advertising is obviously a factor of constantly increasing power in modern business, and it very vitally affects the public in all its phases, particularly since the agencies for the dissemination of advertising have increased so remarkably in recent years. For business men, therefore, it is of the utmost importance that the highest standards should be applied to advertising as to business itself. * * * *

"I think the country is to be congratulated on the work of the Associated Advertising Clubs to establish and enforce a code of ethics based upon candid truth that shall govern advertising methods, and the effect of its work should be of the greatest benefit to the country. It augurs permanence and stability in industrial and distributive methods because it means good business judgment—and more than that, it indicates a fine conception of public obligation on the part of men in business; a conception which is one of the inspiring things in our outlook upon the future of national development."

—WOODROW WILSON.

The foregoing estimate of the power and importance of advertising and of the work of the Associated Advertising Clubs was incorporated in a letter written by the President to Herbert S. Houston, president of the A. A. C. of W., to be used as the opening gun in the campaign to advertise advertising, which a committee headed by William C. D'Arcy, of St. Louis, will soon be ready to start. Joseph E. Davies, to whom the President refers, attended the Chicago convention when the President could not go. Mr. Davies learned, at first hand, of the work and opportunities of the advertising club movement.

Herbert Everett

has resigned as

Advertising Manager of

John Wanamaker's New York Store

to become Assistant to

Robert John

Head of the

Copy Department of

The Van Cleve Company

George B. Van Cleve
1790 Broadway, New York
November 15, 1915

WASHINGTON CORRESPONDENTS GATHER EXPECTING A LIVELY SESSION

Many Changes and Many New Men Listed in New Congressional Directory, Including 190 Correspondents, Representing 209 Newspapers—Prominent Papers Not Formerly Represented Send Special Writers and List Will Be Augmented—Several Bureaus Enlarge Their Staffs.

WASHINGTON, December 2.—Anticipating one of the liveliest and most important sessions of Congress since the Civil War, prominent newspapers throughout the country not heretofore represented have sent special representatives to Washington. The names of twenty-four new correspondents are in the latest issue of the Congressional Directory. Two hundred and nine newspapers appear in the list in the new directory, and these are represented by 190 correspondents.

As this is the beginning of a new session of Congress it was necessary that every newspaper represented in the directory have its correspondent make a new application for admission to the Press Galleries of Congress. Applications were passed upon by the standing committee of correspondents, of which Richard V. Oulahan, chief of the New York Times Bureau, is chairman, and William T. Brigham, chief of the Boston Transcript Bureau, secretary.

This long list of correspondents will be augmented as the session of Congress progresses, as several special correspondents have arrived in Washington since this list went to press.

Many important changes in the personnel of the list, in comparison with that of last session, are observed. The International News Service has been reorganized under the direction of John E. Nevin, who assumed charge in October. Mr. Nevin was formerly with the United Press, and for several years its efficient representative at the White House. E. R. Sartwell, formerly of the Associated Press, will be chief of the Capitol force of the International News Service, and R. B. Smith, a former Ohio newspaper man, will report the Senate proceedings; while C. S. N. Godwin, formerly of the Central News Association and Washington Star, will cover the proceedings of the House. The National Defense program will be handled by W. D. Hassett, who is in charge of the International's forces at the State, War and Navy building. Mr. Hassett came to the International from the Associated Press when Mr. Nevin took charge of the bureau. The work of whipping the news dispatches into shape will be handled by E. B. Faris, formerly of the Los Angeles Express and Tribune, and more recently managing editor of the Indianapolis Sun. Mr. Faris will be assisted by George B. Holmes, recently of the New York office of the United Press.

The United Press Bureau is headed by Lowell Mellett, a former Oregon newspaper man. Recent additions to that bureau are Robert J. Bender, of Springfield, Ill., Grant L. Brightman, of the Milwaukee Bureau of the United Press, and Alfred J. Eldred, of Seattle, the last named being stationed on the Senate side. Bond P. Geddes will continue as chief of the Capitol forces of the U. P.

Douglas B. Houser, a son of the late D. M. Houser, who was connected with the St. Louis Globe-Democrat for sixty years, and was the late president of that organization, has been transferred to the Washington bureau under the direction of Charles P. Keyser. Mr. Houser soon after his graduation from Yale in 1914, started in on the Globe-Democrat as a reporter, and is working through the different parts of the business to secure an intimate knowledge of the work. He was recently elected a director of the Globe Printing Company.

Jefferson Jones, a son of the editor of the Minneapolis Journal, will receive his Washington training as an assistant to James Gray, chief of the Journal's Washington bureau. H. C. Stevens continues a member of the Journal staff.

George E. Stephenson, who is connected with the ownership of the Boston

Transcript, is an assistant in the Transcript Bureau under William E. Brigham, and like Mr. Houser, is learning all branches of the newspaper business.

Hugh S. Miller, who has been in Washington several sessions for the Hearst Chicago newspapers, has been placed in charge of the bureau representing all of the Hearst newspaper publications.

A recent addition to the North Carolina group of correspondents is Nixon S. Plummer, who will have the Charlotte Observer and Asheville Citizen.

The Chicago Herald Bureau, in charge of John Callan O'Laughlin, has added John Sherman McCallum to its staff.

Robert T. Barry, of Louisville, is assisting Morton M. Milford, the new chief of the Louisville Courier-Journal and Times bureau.

The name of L. M. Lamm is carried as representative of the Newport (R. I.) Herald. While this is Mr. Lamm's first

appearance in the directory, he is familiar with the Washington work, having been connected with the Post as reporter, day city editor, and real estate editor.

Another staff that has been augmented is that of the Boston Christian Science Monitor. Charles D. Warner, who is the new chief, has been on the Monitor about two years. Before taking up the Boston work, Mr. Warner was connected with the Chicago Inter-Ocean, the Journal and the Hearst papers in that city. R. Eddy Mathews, who came to the Washington bureau in 1913, will continue to look after the congressional end, and Alfred Pittman is in charge of the Pan-American department. Mr. Pittman, who formerly worked on the Kansas City Star, comes from the home office of the Monitor. The preparation of the news for the Pan-American department has been transferred to the Washington bureau, and is now a daily instead of a semi-weekly contribution.

Aaron B. Rosenthal, who for five years has been employed in the home office of the Milwaukee Journal, will represent that newspaper in the galleries during the coming session.

M. H. McIntyre, who has been city editor for several years of the local Munsey newspaper, the Times, has been added to the Capitol staff of that publication.

W. W. Jermane, who for fifteen years has been the representative of the Seattle Times, has given up his other news-

paper connections in order that he may devote himself exclusively to the Times. H. C. Stevens continues as assistant to Mr. Jermane.

The Cleveland Plain Dealer bureau under Ben F. Allen, has added James L. Wright, formerly of the Detroit News, as assistant.

E. G. Dougherty, will look after three Iowa dailies—the Des Moines Capital, Cedar Rapids Gazette and Waterloo Evening Courier.

John J. Merrinan has succeeded Ernest G. Walker as head of the Boston Herald bureau. Mr. Walker continues as the representative of the Springfield Republican, Sacramento Bee and other newspapers.

Carl D. Ruth, the Columbus correspondent of the Cleveland (Ohio) Leader and News, has been transferred to Washington as the representative of those newspapers.

Frank W. Conner will represent the Oshkosh Northwesterner, and Kemper F. Cowing, the Munsey Star. Arthur J. Dodge is now the representative of the Milwaukee Free Press, and Clarke McCue is the new representative of the Fort Worth Star Telegram. Stanley Frost, formerly of the New York office of the Tribune, is now chief of the Washington bureau, and has as his assistants Custer Field and William A. Bird, Jr. George Griswold Hill, formerly of the New York Tribune, is now a member of the London Times bureau. George T. Odell has added the Illinois Staats-Zeitung to his list of papers, and Henry L. Sweichart, formerly of the Associated Press, represents among other papers, the Connellsville (Pa.) Courier. Carl Smith appears as representative of the Oregon Journal of Portland, and Earl Hamilton Smith as the representative of the Wenatchee World of Washington State. Col. Charles S. Albert continues as chief of the New York World bureau, and there are no changes in the World staff.

Among some of the new correspondents may be mentioned J. M. Minor of the New York Press; John V. Hanton, Erie Herald and Toronto Evening Telegram; George F. Authier, Minneapolis Tribune and Sioux City Journal, and Harry C. Carr of the Los Angeles Times. Mr. Carr recently returned from the European battlefields.

The directory shows that Martin W. Bethke has returned to take up his duties with the New Yorker Staats-Zeitung bureau, and that Mrs. George F. Richards, the only woman correspondent of the Galleries, has added four Massachusetts papers to her list, namely, the Lowell Sun, Fall River Herald, Haverhill Gazette and Lynn Item.

Hal H. Smith appears as representative of the Baltimore Star in the place of John S. Shriver, deceased. W. A. Hildebrand has returned after an absence of several years as the representative of the Asheville Gazette.

David Lawrence appears as the Washington correspondent of the New York Evening Post.

The biennial meeting of the corps of Washington correspondents entitled to admission to the Press Gallery of the Sixty-Fourth Congress, will be held at 12 o'clock noon, on Saturday, December 4, in the rooms of the National Press Club, for the election of a Standing Committee of Correspondents, to act upon a report of the present Standing Committee and for the transaction of such other business as may come before the meeting. Through the courtesy of the Board of Governors of the National Press Club, the privileges of the club will be extended on that day to all persons entitled to participate in this meeting. E. A. H.

Enterprise in Lexington, Ky.

The Lexington (Ky.) Leader issued on November 17 an attractive Rotary section as a part of its regular edition. It contained sixteen pages and carried between 1,300 and 1,400 inches of advertising from members of the Lexington Rotary Club. On November 23 the Leader issued its fifth Dollar Day edition, and the day following the merchants of Lexington reaped a harvest from their advertisements.

The Business Situation

Returns from the commercial world continue to emphasize the remarkable economic opportunity confronting the United States. During the current year over \$350,000,000 has been added to the gold supply; more than \$500,000,000 foreign-held securities have been repurchased; about \$500,000,000 obligations held abroad have been repaid; and over \$800,000,000 has been loaned externally. Such figures confirm the financial strength of the country without further comment. Foreign trade reports tell the same story of expansion; for the year ended October 15th, the commerce of the United States crossed the five-billion mark.

There is no longer any doubt as to the present opportunity, but there is doubt as to whether the country has laid the firm foundation necessary to enable it to rise to the full measure of its possibilities. With this thought in mind, the attention of wise business leaders is becoming crystallized in an effort to direct and fortify the multiplying channels of trade.

An expression of this sentiment is found in the advent of the American International Corporation, with a capital of \$50,000,000. The new enterprise is designed to enable us to hold the advantage we have gained in the world markets thrown open to us by the war. The significance of the undertaking is manifested by the strength of the banking and financial interests behind it.

Regarding our commercial affairs, a phase of the situation demanding instant relief is the congestion of freight at the large ports. With increased trade and the withdrawal of a large percentage of foreign ships for transport service, the striking inadequacy of our merchant marine has been revealed. Various solutions of the question, including the repeal or suspension of the Seaman's Law, are under discussion. The creation of a shipping board has been proposed to outline to Congress a policy which will enable our merchant marine to compete with foreign shipping. The necessity for ship subsidies has also been mentioned, and from one quarter comes the suggestion of following the plan by which the New York subway problem was finally solved, by adopting public ownership with private operation.

The delay in shipments and the backing up of freight at terminals is adding materially to the difficulty experienced by the railroads in supplying transportation facilities. The delivery of war orders in the East and crop moving in the West have already seriously overtaxed the capacity of the carriers.—J. ADAMS BROWN, President, New Netherland Bank, New York.

THE EDITOR AND PUBLISHER pays its respects to Mr. John T. Kirby, Field Secretary, National Retail Dry Goods Association, in discussing that perennially live theme—"Who Pays for the Advertising?"

IN THE EDITOR AND PUBLISHER of November 27 there appears a news dispatch from Boston, under the head of "THIS MAN SHOULD BE REPRESSED," which is of sensational importance to all publishers of newspapers in America.

This dispatch relates, in brief, that at a luncheon given at the City Club, under the auspices of the National Retail Dry Goods Association, the guests—chiefly Boston newspaper men—were permitted to listen to an address by the Field Secretary of that organization, Mr. John T. Kirby, who proceeded to tell his hearers that the use of large space in the newspapers by big stores was sheer nonsense!

"Classed among the highest examples of business extravagance," Mr. Kirby is quoted as saying, "is the folly of expending large sums of money regularly for enormous advertising spaces in the daily papers. It is not right. The public should not be forced to pay for these great sheets of advertising."

If this opinion had been expressed fifty years ago by some reactionary economist of that day—or if it should have been expressed even last week by some man of no standing or importance in the business world—it would lead neither to surprise nor to retort.

But, bless you, it is reported as the view of "the Field Secretary of the National Retail Dry Goods Association!"

If the view is sound, it means that all American daily newspapers are perpetrating upon their readers a great fraud—that they are taxing the credulity of their readers for their own profit, and are compelling the owners of the big stores to play their part in the game of swindling and hoodwinking.

If the view of Mr. Kirby is sound, then the readers of a newspaper who purchase advertised goods are paying an extra charge to cover the cost of the "business extravagance" of the advertiser.

That the proposition is wholly unsound, wholly misleading, wholly vicious, is so clear to newspaper publishers that they are likely to underestimate the evil which may result from the cultivation of such ideas within a great organization like this one.

For nearly fifteen years, THE EDITOR AND PUBLISHER has been fighting this out-worn theory that "the buyer pays for the advertising."

It has been shown through repeated editorials and promotion advertisements, used in these columns and in promotion copy in American newspapers for the education of their readers, that the store which advertises so aggressively that it creates a great volume of daily sales is enabled to accept a smaller per-sale profit from customers than is the store which, through less enterprising publicity methods, reaches but a small volume of sales—and which, in the nature of things, must make this smaller volume of sales earn not only the fixed operating expenses of the store but the store profits.

Without materially adding to operating expense, the store which is aggressively advertised is enabled to utilize its organization and distribution service to its full capacity. The store which can use this same organization only at half speed and capacity is not in a position to accept the smallest possible per-sale profits. This is so self-evident a proposition that it seems hardly worth while to dwell upon it.

The basic purpose of extensive advertising is to accomplish wider distribution. And the store which

best accomplishes this is the store which is best enabled to protect its customers from high prices. Advertising, therefore, does not increase the cost of things to the customer of a store. It lessens that cost—always.

So generally do the thinking people of this country understand this economic law that the most prudent of the buyers for the homes steer clear of the stores which are not advertised, or which are meagerly advertised—knowing that it is in these stores that the taxes are exacted in the way of price penalties.

When the patron of a store which uses large space for newspaper publicity pays a smaller price for an article than would be demanded at the reactionary store—at the store which "saves the expense of advertising"—it is likely that such person will be easily convinced that he is "paying for the advertising?"

What, then, is "the answer" to the question of "Who Pays for the Advertising?"

The expense for advertising a store is a part of that store's preparation for doing a big volume of business. To expend adequate sums for the right sort of publicity is the only method by which a store, in these days, may acquire a large volume of business. The expenditure for advertising is, therefore, made for the purpose of reaching the one big result desired—the capacity to distribute goods at the smallest possible per-sale profits. It is as appropriate to ask "Who pays for the efficient service of a good store?" Efficient service is an economy to the merchant, and never costs the patrons of his store anything. It really saves money to them.

If, then, we are to identify the person who does "pay for the advertising," we should have to look for the person who fails to profit by it—for the person who continues to buy in the old way, paying price-penalties at non-advertised stores.

It is our belief that the publishers of American daily newspapers should not underestimate the insidious effect of such ideas as Mr. Kirby is preaching—preaching within the ranks of men who use large space for publicity in the newspapers.

This outlived doctrine must not be allowed to be revived.

If, as Mr. Kirby further states in his speech, as quoted, some daily newspapers are top-heavy with display advertising—and this fact he regards as an imposition upon the readers who buy the paper for the "news"—it merely shows that the readers of such newspapers have learned that good advertising is news.

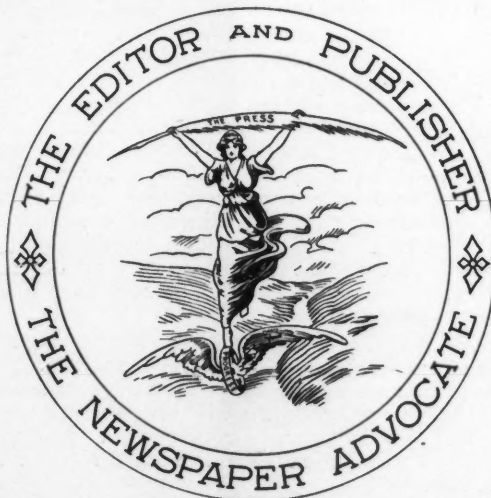
And it is this view of it that publishers must cultivate in the minds of both readers and merchants.

Under modern methods of promotion both merchants and readers have been taught that advertising is a thing of mutual interest, of mutual concern and profit.

The daily newspaper which carries a large volume of timely advertising is a good newspaper—even if what is usually classed as "news matter" is restricted in volume thereby. This does not mean that the policy of top-heaviness from volume of advertising is to be followed as a policy; but that when it has to be done, through unusual pressure of advertising, it does not seriously impair the value of that issue as a newspaper.

The store with a big message must use big space.

To preach any other policy to merchants is to preach reaction.



BANGOR'S NEWSPAPER CENTENNIAL A DECIDEDLY SUCCESSFUL OCCASION

Furnishes Not Only an Event of Immediate Interest, but an Inspiration to Better Work and Higher Newspaper Ideals, Especially for the Younger Men—Speeches by Robert Lincoln O'Brien, of the Boston Herald, and Others—Letters from Messrs. Munsey and Seitz.

Maine newspaper men gathered at the Bangor House, Bangor, Maine, last Saturday night, to help the Bangor journalists celebrate the 100th anniversary of the publication of Bangor's first newspaper, and the occasion proved to be the most successful newspaper event held in Bangor for more than a decade. Noteworthy addresses on newspaper topics were given by Robert L. O'Brien, editor of the Boston Herald; Oliver L. Hall, editor of the Bangor Commercial; Arthur G. Staples, business manager of the Lewiston Journal; Frederick G. Fassett, editor of the Waterville Sentinel; George W. Norton, editor of the Portland Express-Advertiser; Professor Roland P. Gray and Instructor McAnney, both representing the journalism courses at the University of Maine; President R. J. Aley, of the University of Maine, and Congressmen F. E. Guernsey and John A. Peters.

While the expressed purpose of the observance was to honor the memory of Peter Edes, who printed Bangor's first newspaper, the Weekly Register, 100 years ago November 25, a more important idea in the minds of the committee in charge was to bring the newspaper men of the state together and afford them a chance to get acquainted with each other, thus promoting a still more friendly spirit among them.

Those who attended felt not the slightest doubt that the meeting succeeded in both respects. It was a remarkable evidence of the desire on the part of Maine newspaper men to know each other better and to talk over their common problems. It called forth a great many valuable suggestions, and was an inspiration to better work and higher newspaper ideals, especially on the part of the younger newspaper men.

O'BRIEN, HALL AND STAPLES

Robert Lincoln O'Brien referred facetiously to his emotions at finding himself in a city where the people cheerfully paid three cents each for a local newspaper, saying that, coming from Boston, a one-cent field, to Bangor, where the people refuse to pay less than three cents each for their newspapers, was like leaving a dinner table where only the neck of the chicken was available and accepting an invitation to a table where delicious white and dark meat were most abundant.

"The newspaper in America is a republican institution," said he. "Where the statesman goes before the people for approval or rejection each two years, the newspaper goes before the people several times a day, seven days in the week, and its fate is determined just as inevitably by the newspaper purchasers, whose ballot is the penny."

"Fashions in clothes change each season, but the fashions in the news are constantly changing. If one enter the House of Representatives in Washington while in session, it will be seen that the press gallery, with accommodations for 60 men, is occupied by only two or three writers. The debates are scarcely ever chronicled at length in the newspapers, but the time has been when the press of this country would carry column after column of debates in Congress."

"It has been said that the study of history gives the experience of years without gray hairs, and the wisdom of age without its infirmities. The newspaperman's business is to gather the experience of all mankind in the daily paper, with a view to affording its army of readers a knowledge of things beyond their own experience, from which they can gain wisdom without living to an old

age and without knowing of these things through their own personal experience." Oliver L. Hall, speaking reminiscently, related some interesting experiences of his newspaper career and expressed appreciation of the work of the committee in charge of the observance.

Arthur G. Staples gave an excellent address on "The Paper from the Old Home Town." He called attention to an interesting coincidence—that the Lewiston Journal, of which he is business manager, and the Boston Herald, Mr. O'Brien editor, were both established by Col. William H. Waldron, of Boston, in 1846 and 1847, and informed the company that he and Mr. O'Brien were descendants of the same newspaper scion. "If Peter Edes was worthy of a centennial banquet, then Colonel Waldron, as the founder of two newspapers, both thriving after seventy years, should be given a Pan-American Exposition at Boston in 1946." Mr. Staples was heard with intense interest by all present.

FASSETT, NORTON, GRAY AND MCANNEY

F. G. Fassett said that men engaged in law, medicine and other professions look to the past for their inspiration, thereby profiting; but newspaper men seem to confine their attention entirely to their own day. The reason is partly because the modern newspaper profession is not more than half a century old, and it is not possible to go very far into its history. Every newspaper man, however, should know something of the history of his own paper—of the good men who have gone before him, of their style, their ideas and their achievements. The modern newspaper is blamed for many things, including that of exploiting crime; but on going back beyond the day of the newspaper, one finds that the public generally had a very strong desire to know about the details of crime and of the fate of condemned criminals, as shown by the throngs that attended hangings. In printing such information today, the newspaper is supplying facts that it is part of human nature to crave.

George W. Norton, speaking on "Fellowship in the Newspaper Craft," made an appeal for still more friendly relations among the newspaper men of Maine. Even though politically opposed to each other, they should not let that interfere with their personal relations, and while he would not go so far as to countenance a reporter divulging an "exclusive" to a competitor, he did express the opinion that there are a great many ways in which newspaper men can be helpful to each other.

Professor Roland P. Gray said that courses in journalism were established at the University of Maine four years ago, and that the results have been excellent. As yet there is no department of journalism at the University of Maine, but this will come later when an appropriation is made for that purpose. Every branch of the newspaper, from the business office to the editorial room, is now studied, and by the acquisition of a complete printing plant this year, the students are even to become familiar with the mechanical end.

Instructor McAnney stated that an important factor in journalism instruction is to impress the students with the necessity for high ideals. The newspaper man must be loyal and must use his utmost effort to make the newspaper the best product of his brain and energy.

In addition to the letter from Cyrus H. K. Curtis, published in last week's EDITOR AND PUBLISHER, others were received from Frank A. Munsey and Don C. Seitz—now of New York, but Pine Tree Staters from away back.

MUNSEY AND SEITZ LETTERS

Mr. Munsey.—"For the men who have done well their part in their day I have a reverent appreciation. I hope they have had ample encouragement and ample moral backing in their time, for it was when they were alive and were live forces that they needed these, not after their work was done. It seems to me that we too frequently neglect this kind of banqueting and help and encouragement and backing to our fellow men while they are alive—the men who are backing things, and could and would do better if we gave them this kind of support. I don't know just why I am saying all this to you; the thoughts wrote themselves down, that is why, I fancy."

Mr. Seitz.—"It is one of the incomprehensible things about the newspaper business that communities so seldom realize the value of a good newspaper as an asset. Most papers have to fight their way into existence, largely against the will of the community where partisan feeling, or some form of prejudice operates against common sense. A successful city has successful newspapers. The town with poor newspapers is a poor town. The newspaper not only furnishes news and knowledge to the community, but it supplies the merchant with an invincible weapon as a means of reaching the people with his advertisements. This protects him from outside competition and enables him to corral home trade, if he is wise enough to take advantage of it. Then as he prospers the newspaper prospers, and as the newspaper prospers the community prospers."

Those present, in addition to the persons already named, were:

J. N. Towle, Walter B. Reed, J. A. Chandler, Bangor; H. C. Dearborn; Newburgh; John P. Ramsey, Portland; B. O. McAnney, Orono; Stephen Boggett, Frank H. Davis, John H. Curran, Bangor; E. I. Herbert, Augusta; Max Aley, Bangor; Elmer D. Potter, Orono; E. E. Fraser, O. H. Nelson, R. A. Jordan, Bangor; A. A. Heald, Waterville; Harry L. Hoffman, W. L. Delano, Lawrence A. Smyth, Bangor; Frederick F. Sully, Waterville; John P. Flanagan, Oscar A. Shepard, Maurice E. McCormick, Simon O'Leary, Jr., Cornelius J. O'Leary, Harry D. McNeil, M. D., James O. Whittemore, Bangor; Ralph K. Jones, Orono; Edward M. Blanding, Charles A. Flagg, John R. Travers, Charles M. Stewart, B. M. Kirstein, Edward M. Graham, O. A. Merchant, Jr., Bangor; Charles W. Curtis, Brewer; John T. Cannon, Bangor; C. G. Lunt, Houlton; E. T. Emerson, Edward H. Kelley, Bangor; Kingsbury B. Piper, Fairfield; M. Robert Harrigan, Frederic H. Parkhurst, Bangor.

NEW INCORPORATIONS

NEW YORK CITY.—Charles D. Levin, Inc., advertising agency, publicity, promotion work, \$50,000; M. W. Loewi, S. D. and C. D. Levin, 36 Abingdon Road, Gardens, L. I.

BUFFALO, N. Y.—Polish Daily News Co., publishing, printing, \$50,000; L. Olzsewski, F. Kasprzak, A. Pitass, Buffalo.

NEW YORK CITY.—Old and New Home Publishing Co., editors, publishers, printers, \$5,000; H. Block, H. Schwartz, S. G. Schwabach.

PIQUA, O.—Piqua Press Publishing Co., \$15,000; Publishing a Democratic daily. J. A. Lloyd, Will J. Prince, Sr., A. W. Burton, Will J. Prince, Jr., James M. Hennessey.

BUFFALO, N. Y.—Perfection Advertising Co., capitalized at \$1,000. The directors are Thomas P. Meehan and Harry N. Kraft, of Buffalo, and E. G. Butler, of Lockport.

ST. LOUIS, Mo.—The Davis Advertising Company, organized to do a general advertising business, has been incorporated for \$10,000. The incorporators are Lew M. Davis, editor of the Kirkwood (Mo.) Courier and former editor of Toys & Novelties and the Sporting Goods Dealer; Bart B. Howard, editorial writer and editor of "What Y' May Column," St. Louis Republic; Claude H. Wetmore, magazine writer; Louis J. Kerth, merchant, and F. K. Lucas, capitalist.

"There Is No Service Much Greater Than That of a Great Newspaper."

"I shall not be a candidate for public office next year or the year after. I am going into my new work to stay."

"I am going out of my office with regret, but I am not going very far. I have accepted the invitation of the publisher of one of the greatest newspapers [the New York Times] to be his associate in its publication and general management. Is that very much of a step away from helpful service in public office?"

"There is no service much greater than the service of a great newspaper, standing squarely, unprejudiced, unwavering for the advancement of good government in this great city. I hope you will not think that I am belittling my old position when I say that I do not think I am making a poor exchange. The offer of association with the men who are doing things is a great opportunity. I regard it as a transfer from one field of public service to another."

"The city government needs properly educated public opinion. It needs the leadership of great newspapers as well as the leadership of men."—GEORGE MCANENY, President of the New York Board of Aldermen, speaking at a dinner given in his honor on Tuesday evening.

LOUIS WILEY ON ADVERTISING

High Character of Modern Daily Has Had Good Effect on Advertiser

Louis Wiley, business manager of the New York Times, delivered an address on the daily newspaper before the League for Political Education, at the Hudson Theatre, in West 44th street, on Thursday morning, and held the interested attention of a large audience by his attractive and informative handling of the subject. Touching on such topics as American newspapers and others, the censorship of news, newspapers and the war, commercialism and newspapers, endowed newspapers, school of journalism, and newspaper organization. Mr. Wiley also said some wise words about advertising.

Quoting a quack's advertisement from Addison's Spectator of August 9, 1711, to show that fraudulent advertising is not new, and reverting to legislative attempts to suppress such dishonest publicity, he said that "the discovery of malpractice will rest with well-informed and experienced management." He continued:

"The high character of the modern daily newspaper has had a good effect on the advertiser. There was a time when the man who had merchandise for sale, and who chose the public prints to induce readers to accept his offerings, thought it necessary to indulge in extravagant and hyperbolic language to attract buyers. The example set by Barnum was followed by merchants and the vendors of patent medicines. Persons of primitive intelligence may have accepted the high-flown verbiage and suffered accordingly, but today the readers of a newspaper conducted in the interest of the public are repelled instead of attracted by sensational language. The newspapers, having set up a high standard of ethics for their own government, demand in the interest of their readers that what advertisers offer shall bear the trade-mark of genuineness. . . . Newspapers as well as magazines are learning the great responsibility resting upon them, and are coming to realize that they destroy the value of their property if they allow disingenuous, misleading and objectionable advertising to appear side by side with the assertion of high principles in governmental, social and economic progress."

New York State Is a Most Efficient and Economical Field for Test Campaigns. There Is Little Duplication, and Advertisements Are Read and Digested

By WYLIE B. JONES, Pres.

Wylie B. Jones Advertising Agency, Binghamton, N. Y.

Somebody once said: "Concentration is the real key to success in advertising. Some firms are like shotguns—they scatter too much. Don't scatter."

This is a strong argument for New York State as the best possible field for testing a new product. You concentrate your selling appeal to the maximum number of desirable buyers in proportion to the size of the territory covered. Your ammunition doesn't scatter.

The proof is not far to seek. Outside of New York City there are but 65 daily newspapers in New York State. Each medium has its select field of circulation and does not scatter broadcast outside its own territory.

The field is not overcrowded with newspapers. There is little or no cut-throat competition among the dailies, and as a rule they hold the respect of their readers. Space rates are generally consistent with the value of the mediums.

Wholesale dealers and retail merchants throughout New York State have learned that the advertised product is most profitable to handle because the consumer has been educated to ask for it.

The New York State editor, even if he has but 2500 circulation, talks to at least 2500 good, typical American families, all purchasers, all desirable customers. His readers buy everything that is for sale—from nails to pianos, from pills to automobiles. They buy roofing and paint and lamps and stoves, besides hundreds of commodities that other communities never buy.

As a general rule, New York State folks earn more than enough to satisfy their immediate necessities. They are always open to the advertising appeal of a new product.

The New York State newspaper reader is alive, active, progressive and up-to-the-minute on everything from the latest wrinkle in smoking tobacco to the very last whisper in collars. When he sees a new product advertised in his newspaper he either wants it or he doesn't want it. It does not take him long to make up his mind. Returns may be checked quickly and efficiently.

If the product to be tested is distinctively for any one class, or group of classes, the advertiser will find his selective work comparatively easy. Industrial centers of the state are separate and distinct from the agricultural. Then the groups are subdivided into localities. For instance, a certain section of the state is known as the shoe-manufacturing district; then there is the china and pottery district, the shirt and collar district, the cut glass district, the cigar district, and so on. On the other hand, we have the apple belt, the grape district, the tobacco district, the potato section, the hay district, the cabbage belt, and so forth, right down the line. Almost every district can be sharply confined within a 40-mile radius.

Outside of New York City there is but a small percentage of un-Americanized foreigners. The majority can speak, read and write English. They spend their money freely and judiciously.

Little by little, advertisers are coming to learn the value of New York State as a most efficient and economical field for test campaigns. There is little duplication, their announcements are read and digested, and if their article has merit and utility, their advertisements will bring results in the region of the cash register.

If New York State folks refuse to buy, there is something wrong with either the product or the copy.

The Newspapers listed on this page offer 3,935,096 average Circulation at a total combined cost of \$6.33 per line, or an average of one and one-half tenths of a cent per line per thousand. This is less than thirty-four cents per thousand Circulation for an advertisement occupying a magazine page of 224 lines.

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

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

	Paid	2,500	10,000
	Circ.	Lines	Lines
Albany Knickerbocker Press (M)...	41,229	.05	.05
Albany Knickerbocker Press (S)...	33,836	.05	.05
Brooklyn Eagle (E) 3c.....	44,096	.16	.16
Brooklyn Eagle (S) 3c.....			
Brooklyn Standard Union (E).....	61,259	.15	.15
Brooklyn Standard Union (S).....	68,030	.15	.15
Buffalo Courier-Enquirer (M&E)...	110,274	.14	.12
Corning Evening Leader (E)	8,275	.0179	.0129
Elmira Star-Gazette (E)	20,057	.035	.03
Gloversville Leader-Republican (E)	5,512	.0143	.0108
Gloversville Herald (M)	6,489	.02	.015
Ithaca Journal (E)	6,335	.035	.015
Newburgh Daily News (E).....	8,386	.0358	.0214
Mt. Vernon Daily Argus (E).....	5,907	.0214	.015
New York American (M).....	293,784	.40	.38
New York American (S).....	690,889	.60	.57
New York Globe (E).....	187,429	.28	.27
New York Herald (M).....	98,651	.40	.40
New York Herald (S).....			
N. Y. Journal of Commerce (M)...	17,926	.18	.15
New York Evening Mail (E).....	159,520	.32	.29
New York Evening Post (E).....	20,598	.18	.16
New York Press (M).....	110,869	.27	.225
New York Press (S).....			
New York Sun (M&S).....	71,749	.40	.36
New York Sun (E).....	155,009	.30	.27
New York Times (M).....	318,274	.45	.405
New York Times (S).....			
New York Tribune (M&S).....	82,674	.25	.21
New York Telegram (E).....	223,848	.285	.27
New York Telegram (S).....	232,640	.20	.18
New York World (M).....	391,158	.40	.40
New York World (S).....			
New York World (E).....	403,787	.40	.40
Oneonta Star (M)	6,484	.0114	.0085
Poughkeepsie Star (E).....	6,260	.0215	.0115
Schenectady Gazette (M).....	20,632	.06	.04
Troy Record (M&E)	*23,230	.035	.035
	3,935,096	6.8253	6.3351

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

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

NEWSPAPER ADVERTISING LOWERS THE COST OF LIVING

So Said Truman A. De Weese to the Six-Point League, New York, on Monday—"The Newspaper Stands First as an Advertising Medium Because It Sustains an Intimate Relation with the Family Circle"; "Newspaper Advertising Is the Greatest Educator of the People."

The Six Point League of New York held the most successful luncheon in its history on Monday. There were over 75 members and guests present, due to the fact that an exceptionally good feature had been arranged in the way of a talk by Truman A. DeWeese, director of publicity of the Shredded Wheat Co.

Among those present were Frank Presbrey, William Bliss and W. A. Baker, of the Frank Presbrey Co.; H. A. Ahern, advertising manager of the New York Evening Post; Walter A. Wheeler, advertising manager of Every Week; James Zohian, of the Zohian Advertising Agency, and F. H. Walsh, of the Frank Seaman Co.

Mr. DeWeese prefaced his address by stating that it was not his purpose to disparage or to discredit any other form of advertising. He had promised to talk to the Six-Point League on newspaper advertising, and he would confine himself to that. He then explained the reasons for choosing the subject, "The Lazy Dollar and How to Put it to Work."

The function of advertising is to sell goods. That is merely another way of saying that it is the business of advertising to keep a dollar at work. A dollar tied up in merchandise that lies on the dealer's shelves is not at work. It is a lazy, unproductive dollar. There is no profit in merchandise that lies in the warehouse of the manufacturer or on the shelves of the dealer. It is advertising that moves the goods and makes the dealer get busy in the channels of trade.

The following sentences are culled from his address:

"Advertising in national mediums may help to popularize a trade-mark and educate the people regarding a commodity, but the newspapers will have to move the goods.

"Any national publicity campaign for a commodity that is within reach of the people is incomplete and inefficient unless backed up by newspaper advertising which leads the purchaser right up to the door of the dealer.

"There is no conflict between the newspaper and the magazines as advertising mediums in the mind of the experienced advertising man. Each has its value in the general scheme of merchandising. Where an article can be purchased by only a small percentage of people it is possible to give it national fame through the magazines, but even then it is necessary to localize this national fame through newspaper advertising in selected centers of distribution.

"The newspaper is published to give the 'news'—but advertising is 'news.' If advertising isn't news the merchant should employ an advertising manager who can put news into it.

"Even the driest advertisement will take on a certain amount of news value if it is run in a newspaper. It is in the atmosphere of news. It is on a live wire.

"Advertising must respond in some part to the human hunger for 'news.' The word 'news' is merely another word for information, and advertising should be ninety-nine per cent. pure information.

"In no way does the newspaper more admirably fulfill its function as 'the people's university' than in the daily information printed in its advertising columns.

"Newspaper advertising lowers the cost of living. By increasing the volume of sales and bringing a quick turnover it yields a larger net income and permits a closer margin of profit on each article sold.

"Newspaper advertising is the greatest educator of the people regarding the

things that inventive genius supplies from time to time to save labor and to lighten the burdens of housekeeping.

"Ninety per cent. of all the commodities in the average store are purchased by women. The newspaper stands first as an advertising medium because it is peculiarly a home institution and sustains an intimate relation to the family circle.

"I know the newspaper is not usually regarded as a 'national medium.' It depends upon the way in which the newspapers are used. If a national advertiser uses the newspaper in a hundred or more widely scattered cities or towns, reaching into every State in the Union, he is certainly doing national advertising in the newspapers.

"We may regard this fact as proven beyond controversy that the newspaper is the indispensable medium of the manufacturer of a product that may be used by the entire human race.

"In making the annual inventory the merchant can put down advertised goods as 'cash.' He knows that the newspaper advertising will pull them off his shelves in due time.

"Newspaper advertising that is prop-

"What the editor of a newspaper says may be subject to some discount because of personal prejudice, partisan zeal or literary embellishment. But what a merchant says over his own name must be accepted as a bona fide statement of fact, for it is morally certain that he will have to make good on some of his statements some of the time.

"Newspaper advertising avoids the greatest waste in advertising by enabling the advertiser to advertise intensively in those areas where he has distribution.

"The right kind of newspaper advertising will call the 'catalog habit' and will keep at home the money and enterprise that are necessary for keeping a town from falling into decay.

"The retailer is the ultimate agency for reaching the consumer. The newspaper is the only medium through which the manufacturer can co-operate directly with the retailer in his field of distribution.

"An enterprising newspaper publisher should know every jobber and retailer in his own town. He is therefore in a position to co-operate effectively with the national advertiser who is using his columns to secure distribution of his product.

"Of course the consumer pays the advertising bills. The merchant does not pay them. But advertising gives the merchant such large volume of sales and such quick turn-over that he can sell goods cheaper than his competitor who does no advertising. For this reason the customer can pay the merchant's advertising bills and at the same time get his goods at a lower cost.

"When a real, live, up-to-date magazine publisher wants to reach people, appeal to the intelligence of the voters

"The newspaper is the connecting link between national publicity and the consumer. General publicity is good, but it does not get the order.

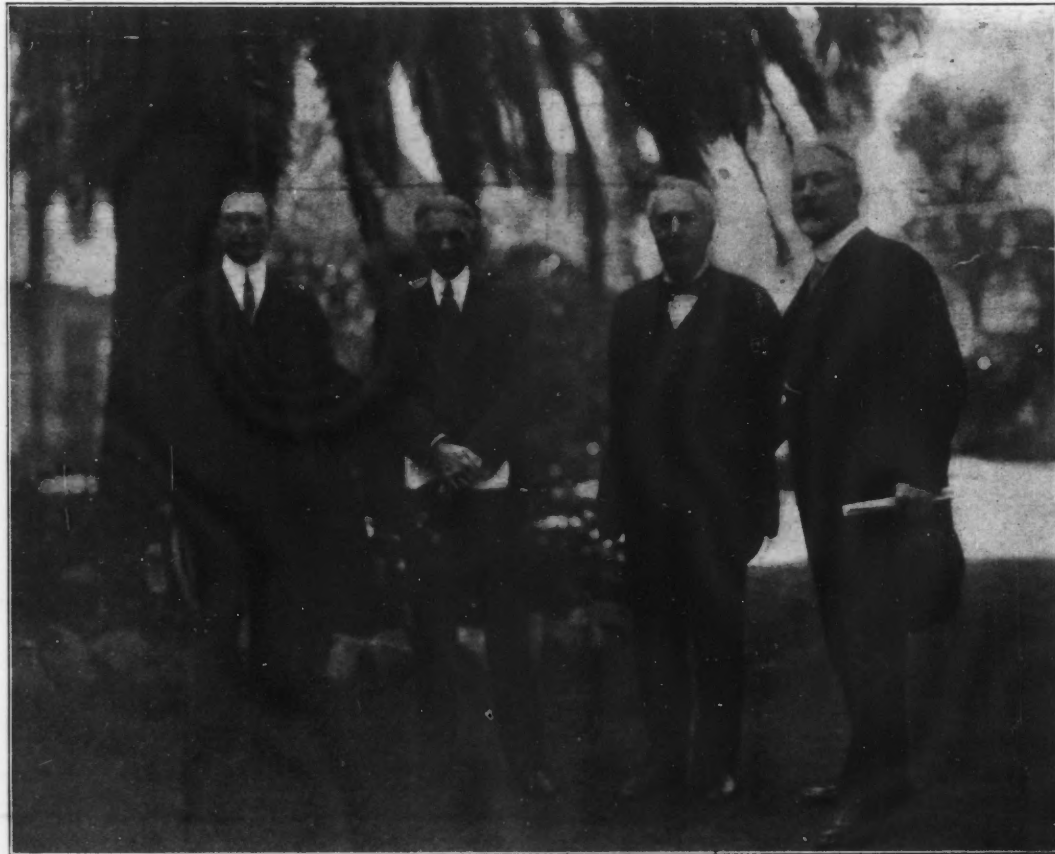
"The newspaper should base its rate on quality instead of quantity of circulation—and in this case quality refers not only to the people who read the newspaper, but to editorial and news matter and the advertising it carries.

"Whether you are advertising a 'staple' or a 'specialty,' you cannot do without newspaper advertising. You must create through advertising a consumer demand so strong the dealers will have to carry the goods.

"Street cars and hillboards no doubt have a certain advertising value, but they are not 'next to reading matter' and have no definite audience. There is no guessing about the number of persons the advertiser may reach each day, each week or each month.

"The magazine has an advantage in pictorial possibilities, but the newspaper is crowding the magazine hard when it comes to pictorial art. It must also be remembered that this is an age of reason—why copy in all kinds of advertising when something more than pictures are needed to sell goods. Even Wrigley attempts to give 'reasons' why a human being should chew gum.

"Twenty years ago no serious-minded candidate for office would have proclaimed his qualifications in a paid display ad in the newspaper. He would have bribed the editor with cigars. At the last election in Buffalo the candidates for commissioner under the new commission government used not less than two thousand lines per day in the local newspapers. This was a dignified appeal to the intelligence of the voters



The above group consists of Dr. J. A. McDonald of Toronto, at the right, Thomas A. Edison, Henry Ford and Milton A. McRae at the left. The photograph was taken recently, when Mr. McRae was showing the other three gentlemen the sights of San Diego, including the Exposition. Dr. McDonald has joined the peace propagandists, having but just resigned the editorship of the Toronto Globe, as already stated in THE EDITOR AND PUBLISHER. Mr. McRae is widely known as founder of the Scripps-McRae League, an associate of Edward E. Scripps and for many years in charge of a number of successful Middle States newspapers, including the Cleveland Press and the Cincinnati Post.

erly done sells the goods before the customer comes into the store.

"The newspaper habit is an American habit. If you step into a street car in the average American city you will notice that every passenger has his nose buried in a newspaper. He is not looking at the so-called advertising cards that are tacked above the windows."

what does he do? He advertises in the newspapers in a national way. Did you notice the advertisement of the Christmas number of the Ladies' Home Journal in all the leading newspapers of the country? As a piece of effective publicity it reflected great credit upon the business sagacity and cleverness of Mr. Curtis.

and the returns show that in some instances the people paid more attention to the display advertising than they did to the editorial advice of the newspapers.

"The newspaper is dealing in live issues. It takes the pictures of the world's events hot from the wire each day. It stirs popular interest to its profoundest depths."

NEW YORK OFFICE
BRUNSWICK BLDG.
BRYANT, GRIFFITH & FREDRICKS, MGRS.

BOSTON OFFICE
OLD SOUTH BLDG.
BRYANT, GRIFFITH & FREDRICKS, MGRS.

CHICAGO OFFICE
1048 PEOPLES GAS BLDG
HORACE M. FORD, MGR.

AN INDEPENDENT NEWSPAPER

Evening Sunday Morning Bulletin

PUBLISHED EACH EVENING, AND ON SUNDAY MORNING

J. C. KELLY, PUBLISHER

CLEAN, RELIABLE, PROGRESSIVE

FULL LEASED WIRE
ASSOCIATED PRESS
NEWS SERVICE FOR
EVENING EDITION

FULL LEASED WIRE
REPORT OF UNITED
PRESS FOR
SUNDAY EDITION

WALLA WALLA, WASH.
October 23, 1915.

The Everyweek Corporation,
95 Madison Ave.,
New York, N. Y.

Gentlemen:

Your letter of the 18th inst. is at hand, and we are pleased to note the success of your publication. We have received your issue of October 19th, and wish to assure you of the excellency of this number, and that it is very much appreciated by us. Such quality as you are now putting into Everyweek is bound to cause your publication to have a satisfactory and continuous growth with all publications that are using it throughout the country. Our list is creeping up rapidly, and we find that it is getting very popular in the homes of our readers.

BULLETIN PRINTING CO.,

By *J. C. Kelly*

EVERY WEEK is an exclusive feature for one paper in a city. A good deal of territory is now temporarily or permanently closed. Your city may be open. When you know what EVERY WEEK has done, and is doing, you will be more than interested.

Wire or write "Send all details regarding EVERY WEEK."

EVERY WEEK CORPORATION
95 Madison Avenue
New York



WHAT is the difference between the old style of love making and the new? Judged by these pictures, the difference seems to be about six feet between the lovers. When John Drew played Richard Carvel in 1900, as pictured on the left, the public thought this was a sure enough passionate love scene. But John wouldn't get far with that hands-across-the-sun-dial sort of love to-day. The modern style is shown in the picture from "The Nigger" on the right. Now the question is, has real love making gone through the same changes as stage love making in the past fifteen years? If so, pity the poor chaperon.

"A GENTLEMAN never puts his hand on a lady's shoulder, says...
"It is permitted that a gentleman kiss the hand of a lady, but in all
ago Sarah Bernhardt didn't observe this rule (it was even worse for
"Adrienne Lecouvreur" was known as a very naughty play. The only
through the manuscript was because they loved the divine Sarah's impa
not in time, is a pretty little scene from "The Lure" of 1914. There is
is wrapped around the white slave traffic. The public will stand for
stand for everything even yet, as is proved by the fact that this play



"WE love each other so," said Maude Adams and Robert Edeson in Barrie's "Little Minister."
They couldn't prove it head to head, and so they came down by the foot-lights and told
everybody about it in so many words. A very pretty play, and convincing too, but oh dear, it
would never do to-day. Now the Little Minister would clutch the heroine as in the picture on
the right, or he would tango down front singing:
"I am a little minister, My soul's on things above, But picture me in Tennessee, With
the girl I love, love, love."
Is the new style any improvement?

the pages are every week



oulder, says "The Art of Good Behavior," which was published in 1845. a lady, but in all other respects her person is inviolate." Thirty-one years even worse for a girl to put her hand on a man's shoulder), and so play. The only reason the censors did not run a long bladed pair of shears on Sarah's impassioned acting too well. Right next door on this page, but 1914. There is a difference of thirty-one years, and the story of this play will stand for a lot more than it did thirty-one years ago, but it won't that this play was promptly pinched.

AN authority on letter writing of the early nineteenth century tells how a girl should act toward other men when she is already engaged to *the* one. "If a man asks to call, say, 'I should be happy to see you at all times as a friend, but I can not grant you a private interview.'" Here are two private interviews between a man and a girl—one shows how it is done in 1915 ("Help Wanted"); the other represents the much tamer behavior of Nat Goodwin and Maxine Elliott in "When We Were Twenty-one," staged in 1900. They were very much in love in that play, and of course they had private interviews; but the author never let Nat get any closer to Maxine than you see them in the picture on the right.



ON the right is Maude Adams in "Quality Street"; on the left a star and starress of to-day in "Twin Beds," a clean and harmless little farce of last season. No pictures could show more clearly the changes that fifteen or twenty years have wrought in the stage. And the stage is only the mirror of real life. Modesty may not have suffered in the greater freedom of present-day life, but reticence and reserve certainly have. And we wonder whether, in tossing aside the constraint and stiffness of former days, modern lovers have not lost something of the old chivalric spirit that ought not to have been lost?



DOUGLAS Z. DOTY is remarkable for having been born in New York and for having put on the stage "Tillie, a Mennonite Maid."

He believes in a magazine that has a good deal to do with the world we live in—hence the *Century*. "Editing is no longer a profession," says Mr. Doty. "It's a job. It is not a brougham for the editor's views to ride in, but a faithful reflector of what is going on."



Copyright, Paul Thompson

HONORE WILLISIE likes to write novels almost as much as she likes to explore Arizona deserts, and now she says she likes editing the *Delineator* just as much as swimming or talking politics.

During its long life of fifty years, this woman's magazine has been edited by men—until a year ago, when Mrs. Willisie came along.



"TO catch the first faint footfall of an approaching fashion," says Mrs. Chase, editor of *Vogue*, "takes a sixth sense, but that is what the women count on us to do for them. Our readers want to know whether the smart women of New York and Paris are carrying swagger sticks or Pekinese pups, and they want to know far enough ahead so that they may do likewise." This is a very gentle but firm editor. Probably you don't like narrow skirts, but if Mrs. Chase says you will be wearing them in the spring you will wear them.

AT the time this is written Robert H. Davis is editing only three magazines—*Munsey's*, *All-Story Weekly* and the *Railroad Man's Magazine*. What else he may be doing by the time this page gets into type no one can foretell. Mr. Davis is the old friend of new authors, and has the reputation of having "discovered"—he calls it "encouraged"—more struggling writers who afterward became famous than any other editor.



FOR a quarter of a century now Mr. Bok has been telling our sisters and sweethearts whom to marry, how to redecorate the parlor, and where to transplant the lettucees. Last year he received 450,000 letters; 94,000 about home-making, 72,000 about how to get prettier, and 22,000 about raising babies. Pope Pius gave him an LL. D. degree in 1907. So many *Ladies' Home Journal* fans insisted upon sitting in Mr. Bok's chair last year that it had to be re-upholstered three times.



SEVERAL million girls pay real money every month to read Robert Chambers' novels. So far as is known, only one man reads them—Edgar Sisson, editor of the *Cosmopolitan*. And he is paid to do it. Mr. Sisson started life as a reporter on the *Chicago Tribune*, and was successively managing editor of the *National Post* and of *Collier's Weekly*. He has wonderful literary judgment: he is a regular reader of this magazine.



MR. CROWNINSHIELD chaperons that delightful debutante, *Vanity Fair*. "The trouble with editing is that the public is so frightfully clever, so much cleverer than most writers," says Mr. Crowninshield. "Our writers are all too much taken up with the idea of paying rent to some rather unattractive landlady; they don't live at all. I can't get a story of the opera, for example, because none of our writers go to the opera. They are all at home writing."



YOU'VE heard that saying, "the quick and the dead." The Quick referred to is Herbert Quick, editor of *Farm and Fireside*, the liveliest proposition in agricultural journalism. He started life as a lawyer, and was mayor of Cedar Rapids, Iowa. Then he shut up his law-shop and announced that he would write novels. Now he talks to a million farmers a month. There is no truth in the report that he is trying to increase the milk supply by crossing the milk-weed with the cow-pea.

MAX EASTMAN took a copy of the *Masses* with him when he called on Bernard Shaw last August. "I've read it," said Mr. Shaw. "Dear me, yes. I too was radical once."
Mr. Eastman is the son of two ministers, the Rev. Annis and the Rev. Samuel Eastman, and a Doctor of Philosophy, which probably accounts for the fiery flavor of his writing. "I am an editor because I have to be," says Mr. Eastman. "Everybody but me blue-pencils my stuff."



Copyright, Paul Thompson



WHEN Charles Hanson Towne was just escaping from long division into percentage, he and another chap started a magazine called the *Unique Weekly*, with "personals" in it and ads and everything. He has never got over the habit, as the *Smart Set*, the *Designer*, and now *McClure's* testify. He looks down-hearted here, but that is because outside of hours he is a humorist and a poet.

"CUT OUT DUELLING," SAYS JASON ROGERS

Great Interest by Newspapers in the Graphic National Surveys—Publisher of New York Globe Will Send Samples to Any Publisher on Request—Pure Food Campaign to Be Nationalized.

"The graphic commercial surveys are now being prepared by newspapers in twelve states and shortly after January first I hope to have enough in hand to enable me to show some large manufacturers how they can increase their trade by using newspaper space," said Jason Rogers, publisher of the New York Globe, to a representative of THE EDITOR AND PUBLISHER, yesterday.

"I shall be glad to send sample surveys to any newspaper desirous of looking into the advisability of co-operating with us. I will send them instructions how to prepare the matter and will be pleased to include any that apply and do their share in the service I propose to render without any cost to them.

"The letters I am receiving from advertisers and agencies are convincing proof of the desirability of this service to increase the use of newspaper advertising by firms that do not advertise now or are using other mediums.

"I have been asked why I did not let the Bureau of Advertising of the A. N. P. A. or the A. B. C. take on this work instead of doing it individually. My answer is that the Bureau is now doing about all that it can do on the money provided, and that the A. B. C. also is doing about all that it can.

"Later on I hope the plan of surveys can be made a part of the functions of one of these bodies, both of which I had an important part in organizing, for the development of more advertising for the newspapers and for the elimination of the circulation liar.

"There is nothing complicated or difficult about making such surveys as I have suggested. I would undertake to make one of almost any town in a few hours, if as familiar with local conditions as the live local newspaper man should be.

"For the purpose of nationalizing the Globe pure food campaign under the direction of Alfred W. McCann, we are about to syndicate a new series of articles by Mr. McCann to run three days a week, one column each, starting January 3.

"The wonderful success that has followed the Globe's food campaign can, I believe, be duplicated in almost any town in the country, by the use of similar methods. No appeal that I know of is so strong to a woman as the well-being of her family.

"We have put on nearly 100,000 in circulation since we started our Food Campaign in 1913. We have demonstrated results for advertisers absolutely unique in the history of the business. The fact that women are interested beyond the ordinary in food articles is the best sort of argument to all advertisers.

"The new articles will be entitled 'Our Daily Food' and will cover the whole range of food in all its ramifications. They will be constructive; and being published in newspapers all over the country, they will constitute a national food campaign of unprecedented importance.

"The service will be furnished to newspapers at nominal prices—under 15,000 circulation at one dollar a week, gradually increased in accordance with circulation. Up to the present I am assured of the co-operation of over one hundred daily newspapers.

"In my talks before newspaper gatherings I have found considerable interest in simple forms for keeping track of office expenditures, holding down expenses through hodge seasons, etc., which I have shown and are of use in smaller offices. I shall be pleased to send copies of these to any of your readers who will send me a two-cent stamp self-addressed envelope.

"It is really strange how few news-

paper men understand the wonderful possibilities of closer co-operation. If we could only all pull together for six months or a year, and cut out the duelling, for specific accounts, we should all be amazed at the results we could produce in the way of business for all newspapers."

"WAR BUNK" TALES, SAYS LUDWIG

Dr. Ritter's Absurd Stories About Money from British for World Support.

Dr. E. W. Ritter, who is implicated in war plot articles which are now being investigated by United States Government agents, has an active imagination and is entertaining them, with some Menchausen yarns.

Ernest Ludwig, Austro-Hungarian Consul at Cleveland, O., says that Ritter had made an affidavit tending to show that

a pledge of \$75,000 had been made by the British Government to the New York World to conduct a campaign against German and Austro-Hungarian diplomats and Consuls.

C. S. Reed, counsel for Ludwig, said Ritter described to him a dramatic scene in the New York World office. He was in conference there, attended by an attache of the British Embassy he said, when complaint was made that "the \$75,000 had not been paid." At this critical juncture J. P. Morgan walked in and assured the British attache that \$12,000,000 would soon be placed to the British Embassy's credit, enabling them to carry on their work in America.

Ludwig calls Ritter's plot tales "war bunk."

Mr. Cole and His Pick and Shovel

Cyrenus Cole, editor of the Cedar Rapids (Ia.) Republican, believes that

the way to build good roads is to get out and build them. He announces that he is sick and tired of hearing complaints that the worst stretches of the much touted Lincoln highway are those nearest Cedar Rapids, and volunteers to head a list of citizens that will go out with their shovels, put the aforesaid bad stretches into shape and cover the road with gravel.

Mr. Cole declares:

"If every farmer who has an idle team during the cold weather will donate it for a few days—it is better for horses to work than to stand idle—and if everyone who does not have a team to donate will give a few days' work from his own hands, or the equivalent in money to hire other gravel shovelers, the Lincoln highway could be finished in short order and we would receive the praise of people from New York to San Francisco, while we would be giving ourselves some comforts of travel."



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Russell R. Whitman, Managing Director.

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"A. B. C. Service" is just as essential to the advertiser and advertising agent as Dun or Bradstreet's are to the credit man.

Why not back your judgment with solid facts?

The Editor & Publisher and The Journalist

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

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

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



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

For advertising rates see publisher's notice on classified page.

New York, Saturday, December 4, 1915

WHY WE ARE HAPPY

If you have carefully read the daily newspapers the past three weeks, you have been impressed by the number and nature of the articles they have published on the prosperous condition of business. There was a time when the optimists—those who believe in themselves and in the future of the country in which they live—have been inclined to—shall we say?—exaggerate the indications of returning prosperity. At any rate, they gave them a value greater than would be apparent under a critical analysis.

Today the optimists have so much material upon which to base their arguments that there is no need for them to look through colored glasses. Evidences of good times are to be found everywhere. They are seen in the greatest congestion of freight at ocean terminals ever known in the history of the country. Two railroads—the Lackawanna and the New York Central—have refused to accept any more goods for export until the thousands of ears now filling the railroad yards and sidings, all the way to Buffalo, have discharged their freight.

Further evidences of prosperity are to be observed in the columns of dispatches printed daily in the newspapers from every state in the Union. The New York Times, the New York World and other papers on Wednesday carried reports from fifteen or more cities showing that business is in full swing, that the number of people out of employment has not been so small in years, and that all indications are favorable to the transaction of the greatest volume of transactions known in several decades.

Oklahoma farm loan companies say that for the first time in five years farmers are liquidating mortgages on a large scale. Bank clearances, building permits and post office receipts at Indianapolis have for several weeks been the largest in the city's history. Every plant in Youngstown, one of Ohio's chief manufacturing cities, is working to maximum capacity, and in many instances it has been found necessary to refuse to accept more orders. The population of Detroit has increased 80,000 in population in ten months. Northern Idaho, Eastern Washington and Western Montana report increases in trade of from 15 to 25 per cent over last year. Workers in Cleveland's factories and mills are being paid from five to ten per cent more wages than twelve months ago. Retail business in St. Louis is breaking all records.

These are some of the things that ought to cheer and strengthen every American with warm blood in his veins. The way people are loosening up in their expenditures gives promise of a great holiday trade such as we have not known in years. It is certainly going to be a "Merry Christmas" for everybody.

"COL. WALDRON" OF BOSTON HERALD, EH?

As narrated in another column, Mr. Staples of the Lewiston (Me.) Journal took occasion, at the recent journalistic centennial celebration in Bangor, to put forward "Col. William H. Waldron of Boston" as the "founder of two newspapers—the Boston Herald and the Lewiston Journal"; and he added, good-humoredly, that if Peter Edes were entitled to a centennial banquet, "Col." Waldron "should be given a Pan-American Exposition in Boston in 1946."

Unless Mr. Staples is possessed of some information hitherto unknown to other people, it seems as if he went somewhat far in naming "Col." Waldron as "the" founder of the Boston Herald.

In 1878, the latter paper issued a history of itself, written by a thoroughly competent man and based upon careful inquiry. Its opening sentences are as follows:

In the summer of 1844 a number of journeymen printers, who had been connected with the Boston Daily Times, conceived the idea of starting a morning paper of their own, and, in the following December, carried their design into execution. Their paper was called the American Eagle, and was "published by an association of practical printers, under the firm name of Baker, French, Harmon & Co." The proprietors were announced to be Albert Baker, John A. French, George W. Harmon, George H. Campbell, Amos C. Clapp, J. W. Monroe, Justin Andrews, Augustus A. Wallace and James D. Stowers; and W. H. Waldron was also at one time associated with them.

The paper, be it noted, was not (as yet) even named the Herald; and Mr. Waldron's name did not appear in the firm title. The writer of the official history simply adds him, as a sort of "also ran," after enumerating the other names. And no other mention is made of "Col." Waldron in the whole book. The few words italicized above are absolutely all.

Furthermore, the Herald itself was not yet born. The Eagle, at its inception, was devoted to the interests of the Native American party, then comparatively strong. The paper was successful at first, but declined with the waning of the cause with which it was identified; and in 1846 it was found to be "quietly dying." To save the situation, a new evening daily was projected, to be independent in politics—the idea being, should it succeed, to let the Eagle die and "grow the green offshoot over its grave to commemorate it."

The new paper was called the Herald. It appeared on the afternoon of August 31, 1846. Its editor was William O. Eaton, and his name was the only indication of personality about the paper until he withdrew, when a card appeared, signed "John A. French & Co., publishers and proprietors." Mr. French, it seems, had bought out the original proprietors, one by one, and at this time (February, 1847) owned the paper, with the exception of one share—the "& Co." attached to his name being merely to include that.

Various names are mentioned in connection with the Herald's early days, but no "Waldron" as "founder," or anything approaching it.

THE GAME GOES MERRILY ON!

The New York Tribune, of November 29, gives some good news space to a little story of an attempt to organize the stenographers of the city, with a view to establishing for this class of workers a minimum wage. The story is interesting, and has at least as much news value as the Tribune gives it.

But the interesting phase of the matter lies in the remark of the lady who is promoting this new organization, and who assures the reporter that "it is a big undertaking to organize 40,000 stenographers. We have hardly done more than to prepare thousands of posters, which will be displayed throughout the city, calling attention to our work."

Yes; the lady has done more than that. She has secured, without any cost at all, some real advertising in the news columns of a great New York daily newspaper—while spending the money of her organization for posters!

She probably did not even ask the billboard people to advertise this project because of its "news value." If she is at all experienced in these things she knew that she could rely upon the newspapers to do that, while spending real money for posters.

The game goes merrily on. It's just another instance of a newspaper giving freely of its space to further a good object, while the money that is to be expended is to be used—not for newspaper advertising

but for billboard advertising. And by allowing the statement of that fact to appear in this news item the impression is given that, as a matter of course, when it comes to advertising a thing, the billboards must be used.

There is no "answer" to this situation so long as newspapers permit their news columns to be used to further the cause of billboard publicity. The Tribune is a very mild offender in this respect. It is going on all over the country all of the time.

MONOPOLIZING THE DEAD

The Curtis Publishing Co. of Philadelphia calmly announces that Minerva stands for the Ladies' Home Journal, the portrait of Benjamin Franklin for the Saturday Evening Post, and the medallion of George Washington for the Country Gentleman. It doesn't claim much, does it?

Three thousand years ago no one would have suspected that the goddess Minerva would one day become the representative of a woman's magazine. Ben Franklin did not start the Pennsylvania Gazette, afterwards the Saturday Evening Post. It had been in existence six months when he took hold of it. Why the name or medallion of George Washington should be linked with the Country Gentleman is not plain. Certainly the father of his country was not the only country gentleman of his day. There were others.

The habit of using the names of distinguished men who are dead for branding cigars, brews of beer and whiskey, and designating publications, ought to be stopped. Seems as though a dead man's name should not be used for such purposes. He is so situated that he himself cannot object to the liberty-taking, and his friends are usually so engrossed with their own affairs that they are disinclined to take the trouble to enter a protest.

There is such a thing as respecting a man's name after he has passed away. To tie it to a commercial commodity is unjust and unfair.

Because the government allows the United States Civil Service Commission no money for advertising, the commissioners are forced to appeal to the newspaper publishers to give publicity to its several examinations of applicants for positions. Such an appeal was recently sent out by the Fifth Civil Service District, with headquarters at Atlanta. The letter states that there are twenty vacancies for stenographers and typewriters in the district, which comprises Alabama, Florida, Georgia, Mississippi, South Carolina and Tennessee. Is there any particular reason why the government should not advertise for clerical and other assistants just as a merchant does? Why should the newspapers be asked to give of their space, which represents money, to aid the government in finding competent help? The United States is too rich a nation to play the part of a beggar of free advertising.

AMONG THE NEW BOOKS

THE SERIO-COMIC PROFESSION. A book for writers and for such readers as may be interested in them and their craft. By L. J. de Bekker, of the Evening Post; The Writers Publishing Company, Brooklyn, New York.

It is not until one has plunged into the midst of this book that the reader learns that it deals largely with newspaper writing. Some of us who have been engaged in journalism for a quarter of a century regard it as anything but a serio-comic profession. Still, Mr. De Bekker may be justified, from his own viewpoint at least, in so regarding it. One chapter is devoted to "Boss Lord's Opinions"—"Boss Lord" being, of course, Chester S. Lord, for more than twenty-five years managing editor of the New York Sun. It is one of the most interesting chapters in the book, and alone worth the price of the volume.

Other chapters are devoted to "Human Interest Real," "The Critic Confesses," "Becoming a Publisher," "Story Weeklies Past," "Makes Verses to Order," etc.

Anything written on the subject of periodical authorship draws the attention of newspaper men. That Mr. de Bekker holds the attention of the reader to the end is proof of its interesting character.

PERSONALS

E. J. Lamb, secretary to P. T. Dodge, president of the Mergenthaler Linotype Co., broke his arm last Thursday while cranking his automobile.

Cleveland Rodgers, dramatic editor of the Brooklyn (N. Y.) Eagle, addressed the Forum of All Souls Church, in Brooklyn, on Sunday last, the topic chosen by him being "The Church and the Theatre."

Edward M. Lucas, formerly assistant managing editor of the Grand Rapids (Mich.) Herald, is now its managing editor.

Marian de Forest, dramatic editor of the Buffalo (N. Y.) Express, has written a play called "Erstwhile Susan," in which Mrs. Fiske will star this season.

John E. Sanford, associated with leading newspapers of the East and West, is soon to issue a volume of his poems, collected from various newspapers to which he has contributed.

John M. Greene, assistant sporting editor of the Hartford (Conn.) Courant, spent his Thanksgiving holiday in Portland, Me.

Mrs. H. C. Redgreave, the "Phoebe Snow" art critic of the Globe and the American Art News, posed for two of the portraits by Childe Hassam, which are now on exhibition at the Montross Gallery, No. 550 Fifth avenue. As painted by Mr. Hassam, they show the model very winsomely. Mrs. Redgreave recently succeeded the late Arthur Hoeber on the Globe.

Frank W. Manson, telegraph editor and special writer for the Waterville (Me.) Sentinel, has been appointed assistant secretary to Senator Charles F. Johnson, and left for Washington with the Senator.

E. Van Slyke, who was formerly connected with the New York Evening Post, is now connected with the foreign department of the Evening Journal.

Edward H. Hurlburt, the creator of the "Policeman Lannigan" stories in Collier's Weekly, is now connected with the staff of the San Francisco Call and Post as magazine editor. He is getting out some very clever humorous stuff, with Exposition settings, among other features.

F. Gregory Hartswick has joined the editorial staff of Judge. Mr. Hartswick was graduated from the Hill School in 1911, and took the special scientific course in the Sheffield School at Yale, from which he was graduated in 1914. After a year at the Pennsylvania Law School he decided that journalism and literature were more to his taste than law. Mr. Hartswick's humorous and satirical writing and verse in the Yale Record attracted attention, and since leaving college he has contributed to several well-known publications.

BOSTON PERSONALS

Wildor D. Quint, an editorial writer on the Post Staff, has returned from a vacation at Panther Pond, Me. This pond is just north of Sebago. All the time he was away he lived in a log cabin in real woods style.

J. H. Jones, who was city editor of the Advertiser for some time, has become a member of the Post Staff. Mr. Jones has had much newspaper experience and is an easy and graceful writer.

Samuel Carriek, who has been with the Post for a number of years, has joined the journal staff. Mr. Carriek will handle the Journal "sports" on the night desk, a position for which he is especially well qualified, having had years of experience as a baseball and general sport writer.

Lyman Armes, by the time this is printed, will have tried his hand at shooting a deer in the wilds of New Hampshire, where his parents live. Mr. Armes covers a department on the Post called "Boards and Commissions." It is a "run" that is fruitful of many good stories.

The tall figure of Frank Sibley, of the Globe, is well known to Bostonians. Now he is just as well known to many movie fans, for "Sib" recently got into a picture taken by the Pathe people of General and Mrs. Tom Thumb.

Boston friends of A. J. Philpott, of the

Globe, will be pleased to learn that his book, "The Quest for Dean Bridgman Conner," is meeting with a good sale. Recently Mr. Philpott interviewed Mary Roberts Rinehart at the Hotel Lenox. The famous author was so well pleased with what he wrote that she sent him an autographed copy of her latest book.

H. L. Fraser, who has been in the exchange department of the Globe for some time, has been made a member of the city staff. One of the first assignments he had was covering a luncheon of the Pilgrim Publicity Association at the American House. When he was led to the head table by President George Gallup, of the Association, he expressed the opinion that the reporter's life is certainly one of pleasure. He was assured by some old timers at the table, however, that the honor that was thrust upon him came seldom to the rank and file of the city news gatherers.

William Tighe of the Globe, who has been connected at different times with the Journal and Post, is doing the labor run.

John E. Lathrop of New York, agent for the American City Bureau, has written praising the American for the publicity given the recent city planning exhibition at the state house.

Michael Sullivan, a reporter on the Haverhill Gazette, was largely responsible, it is said, for the salvation of the Gazette building when it was in danger of burning Saturday night. Mr. Sullivan, who is lame, discovered the fire and lost no time in conveying the information to a policeman down the street. The fire wall of the recently constructed Haverhill Gazette building stopped the fire.

Charles Areher, for many years at the State house, first for the Herald and latterly for the State House News Service, has been appointed Deputy Commissioner of Pensions. This is a good job, and one that all Mr. Archer's friends are glad to see him get. He has been engaged in newspaper work in this city for many years.

Philip J. Halovosa, city hall man for the American, is dangerously ill with pneumonia. Mr. Halovosa's place at the hall is being taken by Clifton Loring, of the city staff of the American. Mr. Loring is remembered as the man who was once a Democratic candidate for Lieutenant Governor on the Democratic ticket.

James Walsh is doing Catholic and Protestant religion news for the Post.

WASHINGTON PERSONALS

E. Lloyd Shelton, of New York City, has joined the New York American bureau staff.

Judge Charles Brooks Smith has arrived in Washington as the representative of the Wheeling (W. Va.) Intelligencer, and Parkersburg Dispatch.

Thornton L. Smith, recently stationed at San Francisco, has joined the Associated Press staff here.

Elisha A. Hanson, of the Chicago Tribune, is a pigeon fancier, and has just returned from a pigeon show in Baltimore.

W. H. McKay, of Tacoma, Wash., who is making a circuit of the United States, Canada and Mexico on foot, in an attempt to win a prize, offered by the Tacoma Times, arrived in Washington Tuesday. He left Tacoma on August 12, 1913, and in order to win the prize must complete his journey in three years. He started without a cent, and is working his way by lecturing and sending a weekly letter to the Tacoma newspaper.

Israel Putnam will represent the Manilla Cable News American during the coming season of Congress.

TEXAS PERSONALS

J. H. Payne, has been elected secretary of the Dallas (Texas) Advertising League, succeeding Byron C. Orr, who has gone to St. Louis to become associated with an advertising agency.

State Senator J. C. McNealus, editor of the Texas Democrat, published at Dallas, spoke before the Dallas Labor Council on the night of November 26, on "Military Preparedness." Senator McNealus advocates an active program of national defense.

Tom Finty, Jr., editor of the Dallas (Texas) Evening Journal, who was a guest of the Thanksgiving Stag Party, an annual event for the business men and newspaper workers of that city, won the prize for the best speech delivered at the dinner. The prize was a large Bell County-raised turkey.

B. L. Simonds, a reporter for the Galveston (Texas) Daily News, who recently underwent an operation for appendicitis at San Antonio, is now recuperating at his home in Edna.

Will P. Hobby, editor and publisher of the Beaumont (Texas) Enterprise, and lieutenant governor of Texas, is acting governor during the absence of Governor James E. Ferguson, who has gone north and east on a business trip, on which he will visit Washington, New York, Chicago and other cities. Mr. Hobby has taken temporary residence in Austin for the time he is acting governor.

CHICAGO PERSONALS

Manuel Dario del Carpio, who in happier times in the southern republic, was editor of El Cronica, Guadalajara, Mexico, has joined the staff of the Journal as a special writer. Just now he is contributing a series of articles on the Mexican situation that is attracting much comment.

Lucius Wythers has left the Tribune staff to devote his entire attention to fiction.

A. J. Pegler, of the Journal, has returned from a coast-to-coast tour of Canada with some good stories on Canada's share in the war.

Bassett Digby, of the Tribune, war correspondent staff, is in Petrograd, after several months with the Russian and Austrian armies in the field.

Relatives in Sydney, Australia, are seeking Raymond de Berenger, an Australian newspaper man said to be working in the United States. Inquiry is made by Lewis S. Bernay, British vice-consul at Chicago.

Melvin E. Coleman, head of the inspections service of the central division of the Associated Press, is acting temporarily as day city editor.

Miss K. G. Harris has joined the Journal staff.

Billy Williamson, formerly with the Examiner, has joined the Herald staff.

Rand J. Dustman, day coast editor of the Associated Press is in Springfield covering the legislature.

Charles Speaks has joined the local staff of the Associated Press, having been transferred from the Columbus (O.) office.

Horace Brand, editor and publisher of the Illinois Staats Zeitung and Freie Presse, has returned from a business trip to New York.

Mrs. Mary Moncure Parker has written a series of photoplays for the Ziegfeld Photoplay Company, in which she will appear.

Charles G. Phillips, president of the Root Newspaper Association, of New York, was in Chicago last week on business.

Paul Cowles, superintendent of the central division of the Associated Press, addressed the Business Girls' Co-operative Club the other evening on "Journalism."

Stanley Mitchell, rewrite man, has a new job over on the Herald. Night c. e. Walter Washburn has put him to work reading copy which ordinarily gets but scant attention from the desk. Result: Some good feature stories.

Chris Hagerty, day city editor of the Associated Press, is handling the night desk temporarily, during the absence of Thornton Smith in Washington.

Richard G. Tobin has taken an editorial position with the Canadian Monthly.

Harry Irving Greene, the writer, is in Chicago after a sojourn on the Texas ranch of David B. Clarkson, of the publishing firm which bears his name.

H. E. Stuckel, sit-in man of the Journal desk, and Mrs. Stuckel, passed Thanksgiving at Mr. Stuckel's old home in Racine, Wis.

Rex Lardner, sporting editor of the Associated Press, and brother of the

famous Ring, is editing a wire now on relief trick.

Charles French, proprietor of the Leader Publishing Company, has been nominated by Mayor Thompson as a member of the board of education. Mr. French also has received a letter from Maj. W. Robert Foran, one of the Press Club men in the British army. Recuperated from a wound, Foran has returned to the trenches. Excuse us, did we say Maj. Foran? It should be colonel. And he started out as a captain.

Col. William Lightfoot Visscher was the guest of honor at a Thanksgiving Day dinner at the home of Devid C. Clarkson, the publisher. It also was the colonel's seventy-third birthday, and there was a cake with a candle for each year. The colonel also carved the turkey. About thirty were present.

E. Marshall Young, of the Journal, wrote a story last week that deserves mention. It was about a little girl adopted from a foundlings' home into a wealthy family. She learns she is an adopted child. The word spreads, a taunt from a playmate at school and she resorts to her foster-father's pistol.

ST. LOUIS PERSONALS

C. R. Ketchum, who has been in the employ of the St. Louis Republic for 23 years, serving from office boy up, has just been promoted from circulation manager of Farm Progress, the agricultural bi-weekly issued from the Republic office, to assistant advertising manager of the daily and Sunday issues, the position held until last week by Howard Lee Bergen, who is now on the St. Louis Post-Dispatch. R. W. Macy, formerly manager of the agency department of the Woman's World, Chicago, has succeeded Ketchum with Farm Progress.

J. Westgate Pegler, for some time manager of the United Press in St. Louis, has been transferred to the New York office of the association, and took up his new duties December 1. F. O. Starz, who has been with the United Press in Chicago, is in charge of the St. Louis office. He was at one time assistant in the Associated Press office in that city.

J. Westgate Pegler, the retiring manager of the St. Louis office of the United Press Association, delivered an address on "Telegraphic News" before the students of the St. Louis University, previous to his departure for his new work in New York.

Newspaper friends here of R. C. McGregor, who has been circulation manager of the Hearthstone Magazine, Chicago, have just learned of his recent change to the position of circulation manager of the Household, one of the Capper publications, with headquarters in Topeka, Kan.

James L. Edwards, city editor of the St. Louis Globe-Democrat, and president of the Press Club, is at his desk again after a week's illness.

Chris B. Booth, formerly assistant Sunday editor of the Republic, is now editor and publisher of the Montgomery County Times, a new weekly publication started at Bellflower. Mr. Booth has done yearful service on St. Louis morning newspapers in St. Louis, and his entry into the rural field was a surprise to his acquaintances.

William Marion Reedy, editor of Reedy's Mirror, published in St. Louis, delivered an address at the weekly luncheon of the Advertising Club of St. Louis, Tuesday, November 30, on the subject, "An Editor's View of Advertising—Some Faults and Suggestions for Betterment."

Robert E. Hollway, a member of the editorial staff of the St. Louis Republic, won the silver loving cup in the golf tournament by employes of that newspaper. There were 20 entries. For the Republic championship, Hollway defeated Derrill Pratt, second baseman on the baseball team of the St. Louis Browns and former captain of the football team of Alabama University, who writes the "Hot Stove Baseball" column for the Republic each winter. Louis Lee Arms, sport writer, and Henry Boecke, foreman, will compete later for the consolation prize.

PILGRIMS ATTEND "DEESTRICT SKULE"

Fun Galore Characterizes the Club's Fourteenth Annual Beefsteak Sociable in Boston—Georgie Coleman, President of City Council, Is Called Down by the Teacher, Real Hard.

BOSTON, November 30.—Scenes which took place in the little old red "skule" way down home, many years ago, were once more enacted last night in busy down-town district of Boston. The proceedings, which simply reeked with recitations, revelry and riot, were staged by the Pilgrim Publicity Association. It was the 14th annual beefsteak sociable, and 200 hungry and joyful ad men ate and cut-up scandalous in the big banquet hall of the American House.

The affair was termed "Exhibition Day at Happy Days Corner Skulehouse District No. 3," and for four hours the Pilgrims were pupils in a backwoods schoolhouse. The tables for dinner were arranged as desks, "facing teacher," and the various courses were interspersed with pranks and jokes by both teacher and pupils.

It was just a continual flood of beefsteak, orations, coffee, essays, ice cream, recitations, apple pie, jokes, rolls, debates, mashed potato and music. During the evening the "Skule Committee Men" were the ordinary guests while Captain "Eddie" Mahan, of the Harvard football team, Secretary Sidney Curtis, of the Harvard Alumni Association, and William Orr, Deputy Commissioner of Education in Massachusetts, were the special guests.

The big feature of the evening was the final event, scheduled as a debate on the subject, "Resolved, that the newspaper is a greater curse to humanity than the magazines." Not exactly a hand to hand encounter, not by a long shot—evidently the house guests in the hotel thought so—but the awards of the umpires or judges were made without fear or favor.

In their turn the guests, ordinary and special, were called upon to do a "stunt" and all responded except Captain Mahan, who declared he would face any number of Yale elevens rather than the oral encouragement, which the "ad" men-pupils bestowed on all the speakers.

Many of the pupils were in appropriate costume. Harry A. Thurlow had the distinction of being the only "Girl" in the class, and his recitation of "Excelsior" received great applause, consisting chiefly of bouquets of excelsior and the dropping of baskets of cordwood by the choreboy, Max Copelof. The dropping of the cordwood box by the choreboy was a habit with him and few of the speakers escaped his attentions.

Charles G. Wood, of the State Board of Conciliation and Arbitration, was the "skulemaster," and he was ably assisted by H. Wesley Curtis, the "daffy, daffy, dippy janitor-man."

Just as the first course of dinner was over Captain Mahan announced as of the Harvard Seminary, entered with "Sid" Curtis and he was given rousing cheers by the standing Pilgrims. He had barely taken his seat when the real fun began. The master called up little "Georgie" Coleman, president of the Boston City Council.

"Georgie, your mother tells me you've been fighting with Mayor Jimmy Curley," began Wood.

"It don't look like it," replied Coleman, calling attention to the absence of any marks of violence on his face.

"Well, you'd better not," responded Wood. "He's a regular bully, and I think any pupil who fights him will get the worst of it."

"O, I don't think," came back Coleman. "Jimmy Curley's in the hospital now."

"Pupils," announced Skulemaster Wood, "Georgie tells me Jimmy Curley is in the hospital, so we'll give Georgie the iron cross—on the head," whereupon Carroll Swan piped up: "Why not give him the double cross," as Georgie was decorated with a dunce's cap.

A little later "Billy" Shaw, late Prohibition candidate for Governor, was called to "teacher's desk."

"Where have you been lately, Billy, you have not been to school?" began Skulemaster Wood. "O, I've been all over the State," replied Shaw.

"Chasing Davey Walsh?" asked Wood.

"No; Sammy McCall!"

"Did you catch up with him?"

"No; Sammy got scared and ran away."

When Shaw was asked what his degree of D.D. meant, he answered "Sammy McCall says it means 'decoy duck,' but it came near meaning 'dead duck' for him."

Pittsburgh Sun Growing

The Pittsburgh Sun directs attention, editorially, to the fact that its circulation now exceeds 60,000. It says: "This latest figure may be allowed to stand as the momentary climax of two years of phenomenal growth which have been experienced by this newspaper. For the month of November, 1913, the record showed an average of 34,825 copies paid for daily. One year later the figure recorded was 49,274. In 12 months the gain was almost 15,000. During the month of November, 1915, the actual paid circulation has passed the 60,000 mark, an increase of 72 per cent in two years, and still growing. For October, 1913, the gross advertising space totaled 385,616 agate lines. For the same month in the following year the amount was increased to 401,856 agate lines. Last month the advertising record showed an advance to 508,732 agate lines."

PRESS PUBLICITY BEST FOR "MOVIES"

This Is the Testimony of a Leading St. Louis Film Producer—Pathe Company's Gold Rooster Signs—Psychology as Applied to Advertising to Engage Attention of Business Men in Lectures.

ST. LOUIS, November 28.—That advertising is the life of the picture game, and that the newspaper is the greatest medium to place before the people the wares of the moving picture companies, was the gist of some pertinent remarks by S. C. Rothapfel, a prominent St. Louis film producer, at a banquet in this city this week, attended by the prominent St. Louis filmers and movie men.

Mr. Rothapfel was the guest of the evening, and his remarks were convincing, coming as they did from a firm believer in publicity of the right kind. He is an avowed advocate of newspaper publicity above all other kinds, and elaborated on this in his address. He set forth logical arguments why everyone interested in the film business should attain the widest and greatest amount of newspaper publicity possible.

GIVES SOUND ADVICE

In the course of his address, he said: "The newspaper is our greatest medium to bring before the people our wares. Therefore, it is my humble admonition to you gentlemen to use the press as much as possible. In this I do not mean that any kind of advertising should be bought. Far from it. By advertising I mean the kind that rings with sincerity. The motion picture industry has outlived its youth; the non-descripts are no more. We have attained that position in the world of industry where it not only reflects credit on those interested, but it has opened the eyes of the financial world. So, when we advertise, let the truth ever be uppermost. Use the newspapers as much as you can. Tear down those poster nightmares. What is the use in having an artistic front when you cover it up with loud, flaring posters? It is of little good. The only place you get real returns is in advertising in the newspapers."

The Pathe Company, projector of the "Gold Rooster" brand of photoplays, has inaugurated here a spectacular motion picture advertising campaign which will spread eventually over the United States. Immense Gold Rooster signs are being erected over the city at points of greatest travel or congestion. These signs are electrically lighted, Boards de luxe are being used, and the sign painter's art is being urged to extremes of originality in the preparation of the signs, which advertise, from week to week, the names of the plays and the stars appearing at certain show houses.

WILL STUDY PSYCHOLOGY

A course in psychology as it applies to advertising, business efficiency and salesmanship is being exploited among business men in St. Louis, the initiative in the matter being taken very largely by promotion service companies, realty development companies and life insurance companies, as well as other large business concerns. Alfred G. White, advertising manager of the Brown Shoe Company, one of the largest of its kind in the world, is active in the organization of the new class.

The method of dissemination adopted is the engaging of a competent lecturer to give a course of 10 lectures on his own and the investigations of others. The plans of the promoters are much the same as those adopted by the Associated Advertising Clubs of New York, the management of which association has engaged a Columbia University professor to address the members during a two-year investigation of the mental side of buying and selling.

The St. Louis classes will be given instruction through the aid of lectures by Prof. Edgar J. Swift, of Washington University, who already has made the desired investigations which the average business man has not the time to personally pursue.

ALONG THE ROW

IT WILL HAPPEN

'Tis sad when you produce a head
That you know is a gem
To find the first line is too long
By just about an em.
Then have to bust your work of art,
Yea, knock it all to bits,
And make another one to fit
While you are throwing fits.

SHOO

Put the coupon in the coop.

A NOVELTY

"This," said the photo seller, "is an unusual picture of the war." And he laid it on the editor's desk.

"What's unusual about it?" asked the editor.

"You will observe," said the artist, "that the German army is passing through the town, and that not even a window in one of the houses is broken, or a barn on fire, or any weeping women and children weeping in the foreground." "I'll take it," said the editor, as he marked it "4 col. Sun."

SETTING HISTORY RIGHT

For the purpose of setting history straight, it should be stated that the first wireless message through the air, and over the sea, was received by Mr. Noah, the original houseboat man.

HEARD IN THE PROOF ROOM

"Million Shares of U. S. Steel"
"Crushed Beneath an Auto Wheel."
"Man of Sixty Weds Young Bride,"
"The Coroner Was Notified."
"Young Baboon Born in the Zoo,"
"Social Season Now Is Due."
"Latest News Notes of the War,"
"Doctor Sues His Ma-in-Law."
"At the Board of Health They Say"
"Swede Girl Would Wash by the Day."
"Fight Resulted from Mixed Ale."
"Don't Forget Our Bargain Sale."
"Turkish Warship Strikes a Mine,"
"Marked Down Now to Ninety-nine."

WELL EQUIPPED OFFICE

"I would like to see the ball editor," said the visitor to the office boy at the outer door.

"Social, base, foot, basket or high?" inquired the boy.

Reading, reading through the night,
Seeing all mistakes set right;
News from ev'ry clime and zone,
Read off in a monotone.
Ads—joy—sorrow—battle's van,
All are one to proof room man.

STRENUOUS DAYS

"I am in a quandary," said the editor of the Athens Advertiser to his assistants, as he looked through one of the office windows in the direction of the Aegean Sea.

"How so?" asked the assistant.
"Well," replied the editor, "the situation is this. If we side with the people the king will suspend the paper, and if we side with the king, the people will wreck the plant. By the way, you might see how the walking is along the old Marathon route."

NEXT

The Roman gentlemen who made off with the Spartan women may possibly be credited with being members of the Original Press Club. Mayor Williams, please copy.

THE THEATRE OF WAR

His paper sent him to the war—
He followed armies to and fro;
And then the paper called him back
To lecture at a movie show.

NEWS VALUE

Dago killed;
Struck with brick.
City brief;
Half a stick.
Rich man struck
On the nut;
Half a page
With his cut.

TOM W. JACKSON.



Sprague Electric System of Newspaper Press Control

A system for every need. Full or semi-automatic control, alternating or direct current. 10 to 200 horsepower. An attractive illustrated descriptive bulletin No. 24282 will be sent upon request.

Sprague Electric Works Of General Electric Company

Main Offices

527-531 WEST 34th STREET
NEW YORK - - - N. Y.

CANADIAN DAILIES GAIN ADVERTISING

Big Crops and Munition Orders Bring Prosperity in the Dominion—Western Ontario Press Association Approves Higher Subscription Rate for Weekly Papers—Various Newsy Notes.

TORONTO, November 30.—A meeting of the Western Ontario Press Association was held in Chatham on November 26, with a good representation of publishers present. The principal item of business was the consideration of the Canadian Press Association's proposition for the raising of the subscription rate of weekly newspapers to \$1.50 per annum. This was passed upon favorably. Officers for the ensuing year were elected as follows: President, R. R. Brett, Essex Free Press; vice-president, A. C. Woodward, Chatham News; secretary-treasurer, W. R. Davies, Thamesville Herald.

The outstanding shares of the Claybelt Printing and Publishing Company of Cochrane, Ont., publishers of the Cochrane Claybelt, have been acquired by Mayor Benjamin Rothschild of that town, who is now in control of the company and will become its president. The Claybelt has the distinction of being the nearest newspaper to the North Pole published in Ontario.

The Ottawa Evening Journal has begun the publication of a little monthly house organ, called the Journal Nugget, which is to be circulated among the 250 people engaged in producing and circulating the Journal. It is hoped that it will greatly increase the esprit de corps existing among the paper's employees.

The Regina Leader was successful in securing several pages of special advertising recently from firms which offered articles for sale suitable to send to Canadian soldiers overseas for Christmas. In the centre of each page appeared useful information about how to send parcels to the soldiers. It was a timely idea and it took well.

Canadian newspaperdom is to be represented on the recently appointed Hospital Commission for Wounded Soldiers, which will have in charge arrangements for caring for soldiers invalided home, by Smeaton White, managing editor of the Montreal Gazette. Mr. White is one of the best known newspapermen in Canada, and his family has long been associated with the publication of the Gazette. He should fill the position with ability and energy.

The Canadian Magazine for December contains an interesting article from the pen of William Banks, formerly of the Toronto Globe staff, but now Theatrical Censor for the city, on "The Press Censorship." After explaining the evolution of the censorship as it now exists in Canada, he interjects the following: "The greatest trial of the Canadian newspaperman today arises from the proximity of the United States, to the newspapers of which the censorship is not applicable. Even the pro-ally papers of that country, and happily they are in the majority, are full of stories that would be prohibited by the censorship in Britain or Canada.

For some years past the Toronto Globe has been accustomed to offer at Christmas time a prize of \$100 for the best poem dealing with some heroic incident in the history of Canada. Eight such poems, all of a high order of merit, have now appeared. These have recently been reprinted in a booklet, entitled "Hearts of Gold; Being Chronicles of Heroism in Canadian History," which is being sold for patriotic purposes.

All Canadian dailies report a considerable improvement in advertising patronage in the last few weeks. Business throughout the Dominion has been stimulated by the enormous crop harvested in Western Canada and by the large orders for munitions being turned out in the factories of the East. Money is everywhere more plentiful and there is a greater tendency to spend it, so that advertisers have every encouragement to embark on winter campaigns.

NEW DAILY FOR CHICAGO?

Gossip Has It That the Republican Will Be Launched in February.

CHICAGO, December 1.—The gossip won't down. For two months it has been reported off and on that another newspaper is about to make its bow in the Chicago field. The gossip flares up and dies down as gossip is wont to do. Just now it is on the up flare, the town is talking, and one or two of the papers have said in their columns that the stork is due to visit Chicago's journalistic family in a month or so.

The immediate excuse for the new paper is the city administration of William Hale Thompson, mayor, which is singularly lacking in the kind of newspaper support it wants. Thompson and his backers are building up a powerful Republican machine in Chicago—everybody who knows anything at all knows that—and they don't deem such machine would be complete without its editorial mouthpiece. On all hands it is deplored that the old Inter-Ocean went under just when it did, leaving Chicago without an unflinchingly Republican paper.

The way the straightest tip obtainable at this writing reads, the new paper, christened the Chicago Republican, will make its bow along about February, in time to get well under way for the coming Presidential campaign. Arthur V. Eilert—now publisher of the Chicago Telegram, a weekly—and Virtus C. Rohm are both spoken of as prospective publishers of the new Republican, which, according to plans, is to start off as a weekly and evolve into a daily as the campaign progresses and other contingencies permit. Charles C. Fitzmorris, a newspaper man and the mayor's secretary, is boomed for the editorship.

The Tribune quotes Rohm as saying the new paper would start (when it does) with 12,000 paid subscribers exclusive of street sales.

Clarence A. Snively, recently made chief of police of Los Angeles, Cal., began his police experience not as a patrolman but as a police reporter in Chicago. A good many years ago he covered headquarters for the Daily News, where he won a reputation as a graceful writer. He decided to follow the advice of Horace Greeley and went West. He entered newspaper work in Los Angeles and took an interest in politics, which is inherited. He became secretary to a former police chief and lately was made head of the department. C. E. Snively, Sr., the father, is owner of the Canton (Ill.) Register, and long has been active in State politics.

W. Bourke Cockran, former New York Congressman, addressed the Advertising Association of Chicago at a luncheon Monday. It pleased Mr. Cockran to learn how conscientiously advertising men were following the text of the A. A. C. W. motto, "Truth!"

"Truth in publicity, and you have the world at your feet," said he. "You will rout the powers of darkness and bring American business into the light of a better day."

The Journal came to the front with a notable beat last Tuesday when it announced exclusively that James B. Forgan, president of the First National Bank and one of the West's great financiers, would retire December 31.

Kasimir Gugis, publisher of the Lithuanian Daily News, recognizes the value of advertising space in his English language contemporaries. He is using it to acquaint his transplanted countrymen with the worth of his own paper.

The Call to Increase Capital Stock

The Call Publishing Co., of San Francisco, is to increase its capital stock from \$300,000 to \$800,000, the stockholders having been notified of a meeting, to be held January 25, 1916, to authorize the raise.

The Illinois State Register (Springfield, Ill.) has issued a neat pamphlet, entitled "The Making of a Newspaper," a very interesting and accurate summary of the mechanical side of issuing a publication.

Consistent Supremacy

A newspaper that consistently holds circulation supremacy not only in its own community, but in the whole country, HAS TO HAVE UNUSUAL QUALITIES.

A newspaper that consistently sets the pace in the volume of display advertising it prints, as against all competition, HAS TO HAVE UNUSUAL PULLING POWER AS AN ADVERTISING MEDIUM.

A newspaper that consistently spends more money for news and features than any of its contemporaries, HAS TO HAVE A HIGHER CONCEPTION OF ITS OBLIGATIONS TO ITS READERS.

A newspaper that consistently gives its ability and energies to performing a real service to the people, HAS TO HAVE BOTH PRINCIPLE AND INDEPENDENCE OUT OF THE ORDINARY.

SUCH A NEWSPAPER IS THE NEW YORK SUNDAY AMERICAN.

Its circulation domination is remarkable. Its total number of regular buyers averages 700,000. Its total number of readers averages 2¼ millions.

Its circulation lead over the second New York Sunday newspaper is a quarter of a million. Its circulation lead over the third Sunday newspaper is 350,000. Its circulation lead over all of the other New York Sunday newspapers combined is over a quarter of a million.

Its display advertising domination is quite as remarkable as its circulation domination.

The average volume of display advertising each issue all of this Fall has exceeded 300 columns—a big lead over its next nearest competitor.

The marked preference of advertisers is not confined to giving the Sunday American more space only. They give it very much more money, and are glad to do so because it pays them best.

New York American

Daily and Sunday

Member Audit Bureau of Circulations

\$32,000,000Is the
PAYROLL IN PITTSBURGH, PA.
Per Month.**Gazette Times**Morning and Sunday
"Pittsburgh's One Big Newspaper."**Chronicle Telegraph**

Evening Except Sunday

"The Paper That Goes Home."

Are the two biggest and best buys in Pittsburgh because they reach the people who read advertisements. They can be bought at a

FLAT COMBINATION RATEOf 22½c. Per Ad Line.
And give you the largest net circulation.
For further information and co-operation, write**URBAN E. DICE**Foreign Advertising Manager
Pittsburgh, Pennsylvania.
J. C. Wilberding, 225 Fifth Avenue, New York City.
The John M. Branham Company
Mallers' Bldg., Chicago. Chemical Bldg., St. Louis.**WINSOR & NEWTON'S**

Artists' Materials.

Winchester Water Colors

For Air Brush and Solar-Print Enlargements

"British" Spotting Brushes**BLANC D'ARGENT**

(Silver White)

LAMP BLACK and SEPIA

For Process Reproduction.

Send for our Special Catalogue for Newspaper Artists and Illustrators—5 cents
298 Broadway, New York**Topeka****Daily Capital**

Average net paid circulation for the six months, ending September 30, 1915, as sworn to in Government report

32,430

And as confirmed by report of The Audit Bureau of Circulations.

*Arthur Capper*Publisher,
TOPEKA, KANS.**IL PROGRESSO ITALO-AMERICANO**

Established 1880

(Member Audit Bureau of Circulations)
Daily average net circulation last postoffice statement, 134,286 copies

Il Progresso Italo-Americano enjoys the distinction of being the largest and most successful Italian paper among the Italians in the United States, which means among a responsive and responsible class with purchasing power to buy advertised goods.

IL PROGRESSO ITALO-AMERICANO
CHAV. CARLO BARSOTTI,
Ed. and Pub.
42 Elm Street, New York City**Deutsches Journal**The N. Y. German
Journal is America's
Greatest German Newspaper**TEXAS WANTS BIG PARTY CONVENTION****Newspaper Men and Politicians to Urge Claims of Dallas for National Democratic Meeting—Will Also Advertise Their Home Town and State—Ad Clubs Active and Flourishing—Other News.**

DALLAS, TEXAS, November 30.—A large delegation of business men, newspaper men and politicians from Dallas and other Texas towns, will start from this city on December 3 for Washington, to present the claims of Dallas for the 1916 National Democratic convention. The party will also advertise Dallas and Texas throughout the trip. Mayor Henry D. Lindsley, of Dallas, chairman of the Dallas National Democratic Convention Committee, has named the following committee to have charge of the special train: Mayor Lindsley, ex-officio, chairman; John J. Simmons, Editor J. C. McNealus, Former Mayor William M. Holland, and Former Congressman Jack Beall. William Greebe Street, former Washington correspondent of the Belo publications, will accompany the party to represent the Dallas-Galveston News.

J. H. Payne, of Dallas, secretary-treasurer of the Associated Advertising Clubs of Texas, has called a meeting of the executive committee to be held in Fort Worth on December 6. At this meeting arrangements in detail for the annual convention of the clubs at El Paso in February, 1916, will be completed. Officers of the associated clubs are: W. V. Crawford, Waco, president; A. E. Clarkson, Houston, vice-president; J. H. Payne, Dallas, secretary-treasurer. The directors, who with the officers comprise the executive committee, are: H. C. Burke, Jr., Fort Worth; Lowery Martin, Corsicana; M. P. Carlock, El Paso; A. L. Blanchard, Hillsboro; O. O. Brown, Austin; Martin McBride, Greenville.

"Co-Operation of Civic and Commercial Organizations" was the subject discussed before the Fort Worth (Texas) Ad Club at its last regular meeting by Benjamin E. Keith, president of the Fort Worth Chamber of Commerce. The address was a message on "preparedness," in which Mr. Keith said that Fort Worth today is ready to wage a commercial war for supremacy unequalled in its history, as a result of the co-operative spirit existing among its commercial and civic organizations. Among other things, Mr. Keith said:

"If it were possible to capitalize the co-operation that exists here in this city of ours, it would bring any price we might ask, and find a ready market in cities ten times or more our size. 'Preparedness' seems to be the big word in the country at this time. On behalf of the Chamber of Commerce, I am asking for preparedness on the part of all our citizens and civic and commercial organizations as an initial effort for a greater city. Co-operation is a word that has been used until it is threadbare. Evidently, however, its use has accomplished results, for there is a more co-operative spirit prevailing now among all classes than ever before. Permit me to call your attention to some big things that have been accomplished recently:

"First.—The raising of the Chamber of Commerce budget fund of \$150,000 for two years.

"Second.—The inauguration of the Second Annual Style Show, which was an instant success, and which our merchants made one of our greatest advertising events.

"Third.—The recent Texas Woman's College campaign, in which \$115,000 was raised in fourteen days, thus exemplifying the public spirit of our citizens."

A short address was made by J. F. Henderson, a veteran member of the club, who told of a recent trip over Fort Worth's trade territory. He said that that section to the northwest is in better shape than in many years, due to good crops and good prices.

Garfield J. Crawford, who for the last two years has been a member of the editorial staff of the Dallas (Texas) Morning News, has gone to Fort Worth

where he has established a free-lance magazine to be known as the Critic. The Critic will be published weekly, the first issue appearing on December 4. Mr. Crawford was a member of the editorial staff of the Fort Worth Star-Telegram for several years before coming to Dallas and has worked on other Texas dailies. The co-workers of Mr. Crawford gave him a farewell dinner at the Oriental Hotel, those present being Frank A. Briggs, Robert R. Penn, Harry Withers, Bradley B. Hogue, Brice Hoskins, Jack Harper, Karl K. Bettis, C. V. Wallis, Walter C. Esry, T. O. Bateman, Russel Sims and Clarence DuBose.

SEEKS REPUBLICAN CONVENTION**San Francisco Raising \$100,000 Fund to Bring It to That City.**

SAN FRANCISCO, November 26.—The whirlwind campaign for the purpose of securing the Republican National Convention for San Francisco is making rapid headway. M. H. de Young, of the Chronicle, assured the members of the "Speed Committee" that it would be absolutely necessary for our citizens to put up a certified check for at least \$100,000 in order to have a chance of winning the prize. The 100 trades committee representing different lines of business are now hard at work, with the expectation of having the amount guaranteed by next Monday. The Hotels' Committee expects to raise \$36,000.

Dallas has \$100,000 in coin ready for the Democratic Convention, and St. Louis is raising \$200,000 to bid for both the Republican and Democratic conventions. Chicago having had eight Republican national conventions, knows what they are worth to a city, and is going after the Republican convention for 1916 with all its advantage of experience.

The Newspaper Men's Club of San Francisco, one of whose purposes is to protect the interests of newspaper men, won its first victory yesterday when Harry Dempsey and Arthur Wheeler appeared before R. W. Barrett, chief bond and warrant clerk, charged with falsely using the names of Stuart Dunbar and Frank Havener in connection with the Exposition Press Union, which is getting out a history of the Exposition. Dempsey and Wheeler said that they would discontinue the use of the names, and would so notify their subscribers, and that they would write letters of apology to Havener and Dunbar. The promoters claimed they had been led to use the names through the misrepresentations of an agent.

Among the newspaper men who recently arrived in the city are: John A. Rollins, proprietor of a newspaper published at Tulare, Cal.; E. R. Collins managing editor of the Herald, Los Angeles. V. S. McClatchy, Sacramento Bee, Sacramento; C. M. Payne, World, New York; Frank Hall, mining editor of the Post, Denver; L. H. Thompson, president of the Thompson Publishing Company, St. Louis, and E. R. Collins, managing editor of the Herald, Los Angeles.

Foreign Advertising Good

The Daily News, of Arkansas City, Kansas, writes: "We have increased our foreign advertising three hundred per cent. within the last year. We go after the business from every angle possible, even as strenuously as we do with the local advertiser. We find that by taking proper care of the foreign advertiser and co-operating with him in his campaign, he appreciates it even more than the local advertiser. Our advice is just beat the brush for the foreign advertiser. Keep pace with the A. N. P. A. dope. We use great care to see that the foreign customer gets what he has coming to him, for it is a long way around to explain an error to a foreign advertiser. We teach our merchants that they will do well to get in stock any goods for which we carry an advertising campaign."

As it is money that makes the mare go—as the old saw hath it—every man should so regulate his money affairs as not to have to worry about them or detract from his energy. Live within your income and save a little.

Editors Who Know

GUY FLENNER, Managing Editor, Idaho Daily Statesman.

I think the man who said the editorial was the soul of the newspaper was mistaken. It's the picture instead. But it must be a good picture if it is to be a good soul.

The Statesman has used the Bain service and it is a good one. We have never been offered anything we regard as being better or more up-to-date.

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

"The Best That Money Can Buy"

Net Paid Circulation for Nov., 1915

Daily, 67,759

Sunday, 78,247

Over 55,000 in Seattle

A copy to every family.

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

Largest Quantity Best Quality Circulation

The S. C. Beckwith Special Agency

Sole Foreign Representatives

New York Chicago St. Louis

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.**THE EVENING STAR**
THE SUNDAY STAR

Washington, D. C.

THE NEW ORLEANS ITEM

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

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

Having the confidence of its readers

DETROIT SATURDAY NIGHT
produces sure results.**G. LOGAN PAYNE CO.**
New York Chicago Boston Detroit

SHUEY IS PRESIDENT

Of the Association of National Advertisers; Sharpe Is "Vice"

The eighth session of a three-day convention of the Association of National Advertisers was brought to a close on Friday evening by the election of the following officers:

President, Edwin L. Shuey, advertising director Lowe Bros. Co., paints and varnishes, Dayton, Ohio; vice-president, G. B. Sharpe, advertising manager of the De Laval Separator Company, New York City; secretary and treasurer, C. W. Patman; new directors, Gridley Adams, of the Stewart Warner Speedometer Corporation; Floyd Y. Keeler, of I. W. Lyon & Son; Harry Tipper, of the Texas Company; W. W. Wheeler, of the Pompeian Company; hold-over directors, N. H. Boynton, of the National Lamp Works; O. C. Harn, of the National Lead Company; Edward Hungerford, of the Wells Fargo Company; L. B. Jones, of the Eastman Kodak Company; A. C. Reiley, of the Remington Typewriter Company; Tim Thrift, of the American Multigraph Sales Company; E. A. Walton, of the Burroughs Adding Machine Company; J. H. Waddell, of Gage Bros.

The Stevens bill and the general subject of price maintenance were among the topics actively discussed.

All of the sessions were well attended and interest in the executive proceedings seemed to be very keen. The attendance was given out as 190 members and over 100 executive officers of members.

At the banquet on Wednesday evening there were 441 at the tables.

According to the toastmaster, Harry Tipper, this was the first public function of the association.

The organization was formed five years ago in Detroit, with 20 members, as the National Advertising Managers' Association. Since then the charter and by-laws have been amended so that now the membership rests in firms and not in individuals.

Where Do the Newspapers Come In?

New York, November 27, 1915.

THE EDITOR AND PUBLISHER: A year or more ago when it was announced that the Cosmopolitan Garden, a public market, was to be opened in the old Stern Brothers store on 23rd street, a man by the name of Gluk was employed to handle the publicity. His stories were so interesting and newsy that the New York papers gave his contribution considerable space.

Mr. Gluk more recently had charge of the publicity at the opening of the new Washington Market and was successful in getting many columns of matter into the daily papers; at the same time holding out careful worded inducements to the effect that a large amount of advertising was to follow.

As Mr. Gluk no doubt collects a good size fee for his work in securing this free advertising, a number of the newspaper advertising managers are beginning to wonder why their publications should not get a little money out of this enterprise as well as Mr. Gluk.

It may be said in extenuation of the work done by Mr. Gluk that both events had a news interest which the newspapers could not afford to overlook. But had it not been for the ingenuity displayed by him in following up one article with another, it is doubtful if so much space would have been given to either one of these affairs.

Press agents have their uses as well as abuses. It takes a pretty good editor to draw the line between what is news and what is advertising when judged from the view point of the business office.

From a study of New York and other newspapers it is quite evident that press agents of these days have acquired considerable skill in getting their matter printed.

As long as newspapers accept their articles it is hardly consistent for them to criticize their activities. A. O. E.

The man who shows up Monday morning (and every other morning) with clear brain, good physical condition and a contented soul is the man who has the best chance in the hard battle of salesmanship. We none of us have more than a certain amount of power within us. Like the motor rated at a certain horsepower, we cannot overload that capacity continually without a breakdown. If we waste our substance of brain and muscle and energy on riotous living and self-indulgence of the appetite, we cannot have it left to apply on our business efforts.

GOVERNMENT TO AID ALL HONEST BUSINESS

Out of 250,000 Business Corporations in This Country, Less Than One-Quarter Make \$5,000 a Year or More—Advertising's Real Value to Build Up a Business, Rather Than Get Quick Customers.

How honesty in advertising and the aid of the Federal Government may operate to promote honest business in America were the keynotes of the speeches made on Wednesday night at the annual dinner of the Association of National Advertisers in the Hotel Astor, New York.

Edward N. Hurley, Vice Chairman of the Federal Trade Commission, outlined for the advertisers the real purposes of the Trade Commission.

"Government and business," he said, "should be mutually helpful." He added that the Government had been gradually creating machinery to help different classes and groups of business activities by organizing the Interstate Commerce Commission for the railroads, the Department of Agriculture for the farmers and those allied with them, and the Federal Reserve Board for the bankers.

"To do for general business that which these other agencies do for groups," Mr. Hurley went on, "was the thought behind the creation of the Trade Commission. The Federal Trade Commission is desirous of being helpful to business to the extent of the powers granted by Congress. In the different problems submitted to us we find that business men are anxious to present the facts in the hope that they can be shown the right road to expand and develop their industries within the law."

To show the need of aiding business, Mr. Hurley said that, in trade and industry, there were 250,000 business corporations in the country; that more than 100,000 of these had no net income whatever; that 90,000 made less than \$5,000 a year; and that only 60,000 made \$5,000 a year and more.

The speaker then went on to point out concrete steps that should be taken by the business men themselves and by the Trade Commission to better this condition. He said business men were already advancing themselves through associations of manufacturers, of jobbers, of merchants, and of advertisers, and he said that these associations, "if conducted in a spirit of mutual helpfulness, with the machinery of Government standing by, subject to call," would remove many business handicaps.

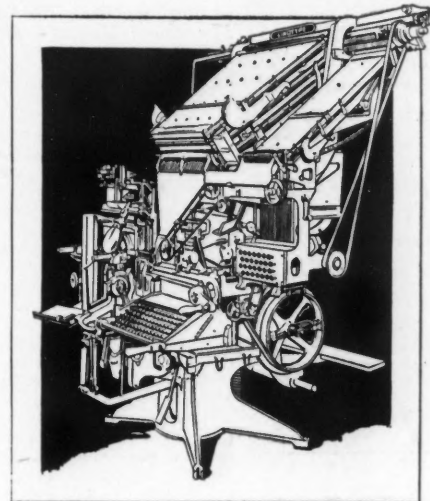
Mr. Hurley also suggested that more attention be given by business men to the development of foreign trade. He cautioned his hearers against assuming that they could get foreign business after the war without effort, and advised them to adopt "Business preparedness" as their watchword. Regarding the attitude of the Government toward one phase of this question, the speaker said:

"Business men are not lawyers and, naturally, their thoughts running in other channels, they evolve some strange ideas as to the construction of certain laws. I was recently astonished to learn that the belief exists among many of them that noncompeting firms cannot co-operate and form selling agencies to develop foreign business.

"This idea is unfortunate, and I fear has resulted in actually restraining the development of our commerce abroad."

N. C. Kingsbury, First Vice President of the American Telephone and Telegraph Company, spoke on "The Investment Side of National Publicity." He said that the real value of advertising lay in the building up of a business, rather than in the attracting of immediate customers.

Samuel Hopkins Adams spoke on honesty in advertising and told his hearers that the worst enemies of honest advertisers were dishonest advertisers. He suggested that the members of the association refuse to advertise in publications that habitually accept fraudulent advertisements.



MODEL 14

Three-Magazine Linotype, with an Auxiliary Magazine for Head Letter, Advertising Figures, Accents or other Special Work. The matrices from the Auxiliary Magazine may be mixed at will with those of any of the regular magazines.

J. C. LATHAM, Publisher of the Canisteo (N.Y.) *Weekly Times*, recently installed a Model 14 Multiple Magazine Linotype. With two assistants he produces an eight-page paper weekly and a large amount of miscellaneous job work. He writes to us as follows:

Only Five Hand Set Lines

"We carry in this issue (May 19, 1915) thirty-one columns of advertising of all kinds and there are in the entire paper of 48 columns just 5 lines set by hand."

As usual, Mr. Latham finds that

*The Multiple Linotype Way
is the Modern Way*

MERGENTHALER LINOTYPE CO.

TRIBUNE BUILDING, NEW YORK

CHICAGO SAN FRANCISCO NEW ORLEANS

CANADIAN LINOTYPE, LIMITED, TORONTO

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

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

**PROMOTION DEPT.
SHAFFER GROUP**

12 S. Market Street, Chicago

Buffalo News

EDWARD H. BUTLER
Editor and Publisher

"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."

Foreign Advertising Representatives
KELLY-SMITH COMPANY
220 Fifth Avenue Lytton Building
NEW YORK CHICAGO

THE PITTSBURG PRESS

Has the **LARGEST** Daily and Sunday **CIRCULATION IN PITTSBURG**

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

The Jewish Morning Journal

The Only Jewish Morning Paper
New York City

CIRCULATION IN NEW YORK CITY LARGEST OF ALL FOREIGN LANGUAGE PAPERS.

Next to the "World" in Want Ads.

HAIR DRESSING AND TINTING

Thousands of Dollars a Day

Go Into Hair Dressing and Coloring. This Book will tell you how to do it and what to use. It is a highly appreciated Premium. Readers will thank you for offering it. Do it NOW.

ELIOT LORD
110 W. 34th St.
New York

**CHICAGO'S PEN CLUB
MAKES ITS DEBUT**

Organizers Expect Membership of 400 By January—Fire Scare in the Tribune Office Causes Considerable Commotion, But Does Little Damage—W. Bourke Cockran Addresses the Ad Club.

CHICAGO, December 1.—The newly-formed Pen Club of Chicago has perfected a temporary organization. At a recent meeting, of which about thirty attended, a nominating committee was named to select candidates for office; a committee was chosen to revise the tentative constitution and by-laws, and another full meeting of the club's prospecting membership was called for Friday to receive the nominating committee's report. Officers will be elected on December 1 and installed that evening.

Leonard G. Edwardson, assistant to the publisher of the Examiner, acted as temporary chairman, and S. B. Kirby was made secretary pro tem. B. F. Nicholson, who assumed the title of organizer when Paul Neumann resigned, made a report. He said the club would start entirely free of debt, with furniture and club fixtures paid for.

There has been some talk that the Pen Club organization never would be completed now that the Press Club is in new quarters and many of the objectionable features in its make-up on the sure way to constitutional elimination. This is denied rigorously by Mr. Nicholson and other leaders of the Pen Club movement, however. They say that by January 1 the new club will be thriving with 400 members.

The Tribune, the other morning, occasioned quite a flurry among newspaper folk by coming out with a boldface box story in the first page of its local section announcing that the names of members of the Tribune staff had been used without their authority in the solicitation of life memberships from prominent Chicagoans. The charge was made that fictitious lists of "charter members" were being circulated in an effort to induce substantial citizens to contribute sums of from \$100 to \$500. Pen Club leaders assert that all solicitations made were in perfect order, and that all lists of charter members circulated were bona fide.

Jack C. Lynas, a restaurateur that every Chicago man knows, or ought to know, gave a Thanksgiving party to as many of the boys as could be handily rounded up last Thursday. At Lynas' place, 200 East Erie street, Walter I. Lynch shared honors as host. "Among those present" were Oscar Beckman, Harold Heaton, Heyward Pond, Gordon Seagrove, Charles J. McGuirk, Maurice Brown, C. Raymond Johnson, George Wolfe, Edward Moseman, J. G. Roundtree, Llewellyn Jones and De Lysle Feree Cass.

The Tribune had quite a fire scare Sunday night. A blaze in the ventilating shaft filled the press rooms, stereotyping rooms and mailing rooms with smoke, and the workers were obliged to flee to the street. The fire department was called, and it was some time before the blaze could be reached and combated effectively. In the mean time work in the three affected departments had ceased, and the Herald, Examiner and Journal had placed the mechanical equipment of their plants at the Tribune's disposal. This aid was not needed, however.

Pittsburgh Publishers Summoned

A dispatch from Pittsburgh states that T. H. Given, president of the Post Publishing Company; Col. Charles A. Rook, president of the Dispatch Publishing Company; Col. Oliver Hershman, president of the Press Publishing Company; George S. Oliver, vice-president of the Gazette-Times Publishing Company; Alexander P. Moore, president of the Leader Publishing Company, and W. H. French, a newspaper man, have been summoned as a jury by Coroner S. C. Jamison, to inquire into the circumstances surrounding the fire of October 15, when thirteen persons lost their lives.

NEW YORK TO SEE EXHIBITS

Some of the Principal Attractions of the San Francisco Fair Coming Here.

The Panama-Pacific Exposition closes today, but with characteristic alertness George Hough Perry, the publicity director, gets right to work on another job. It's a job that he has made himself, so that it simply has to be all right.

Mr. Perry is chairman of the board of managers of the Panama-Pacific Medal Winners' Exposition Association, his associates being the following: Stewart Spalding, business manager the Coliseum, Chicago, secretary and treasurer the Electrical Trades Exposition Company; G. Albert Wahlgreen, official publisher Panama-Pacific International Exposition, manager Denver Automobile Show, treasurer; Charles R. Hall, chief of installation, Coliseum, Chicago; Rich G. Hollaman, president International Exposition Company, member managing board Grand Central Palace, New York; Clyde L. Peck, manager bureau of tours, Panama-Pacific International Exposition, secretary.

The plan is to hold two exhibitions—in New York, in the Grand Central Palace, on February 12 to 22, and in Chicago on March 1 to 12—of medal-winning exhibits at the Panama-Pacific Fair.

It is realized that although there was an unexpectedly large attendance at San Francisco, a vast population still remains to which the great exhibits there are wholly unknown, but which would be glad to see them at a moderate cost.

When the Rabbit Jumps a Train

A truthful man is E. D. De Witt, general manager of THE EDITOR AND PUBLISHER AND JOURNALIST, a New York publication of credit and renown. He was in Mobile yesterday and visited the Register. His language was such that no one who met the journalist of journalism could doubt a word that he said, and yet—

Mr. De Witt was traveling this week on the Mississippi Valley train, from Memphis to Vicksburg. When the train left Rolling Fork, Miss., the conductor told him that there would be no more stops until Vicksburg was reached. The train proceeded on its way, making very good time, as trains go in those parts.

All railroad engineers and firemen are afraid of the deadly rabbit. There are more ways that a rabbit can work a jinx than are possessed by a black cat or any other animal. It is proven by statistics that when a rabbit runs across the railroad track and back again in front of the engine, something is bound to happen. All hunters know the danger of looking a rabbit straight in the face, and few are brave enough to attempt it.

Somewhere between Rolling Fork and Vicksburg a rabbit jumped on the engine of the train upon which Mr. De Witt was a passenger. For proof of this, he has the left hind foot of the very rabbit that did it. He saw the rabbit, but did not happen to be looking when the jump was made, but the engineer and fireman saw it and the fireman has resigned, while the engineer has increased his life insurance. Mr. De Witt has gone back to New York, and he is wondering what's going to happen.—Mobile (Ala.) Register, November 27.

The International Syndicate of Baltimore announces the following six half-page Christmas articles:

December 5.—"Christmas Customs and Their Origin." How our Christmas customs came about—their curious mixture of paganism and religion. "Christmas in the Trenches." How the men who are fighting spend Christmas, and how for a time the soldiers of the warring nations forget that they are enemies.

December 12.—"Christmas with the Soldiers of War-Torn Europe." How the Feast of the Nativity is celebrated in the military hospitals, prison camps, and by the soldiers at the front. "The Helping Hand—Christmas Eve in a Lodging House." A fiction article by Edward Riddle Padgett.

December 19.—"Christmas in Many Lands." How the natal day of the Christ Child is celebrated all over Christendom, from far-away Greenland to West Africa. "Wounded Soldiers Play Santa Claus." Exquisite dolls and wonderful toys, fashioned by Frenchmen recovering from their wounds.

Luke M'Glook

7-Column strip furnished in mat form, contains lot of "pep" and is really interesting.

WANT PROOFS?

World Color Printing Co.
R. S. Grable, Mgr.
Established 1900. St. Louis, Mo.

Good News Service

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

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

The New York Evening Mail

enjoys the confidence of its readers.
Its readers have a buying power, per capita, second to that of no other daily paper published in America.
Its average net paid circulation for August was in excess of
158,000
A desirable advertising medium.

The Detroit Free Press

"Michigan's Greatest Newspaper"

The Largest
2-Cent Morning Circulation in America

Rates and information direct, or from
VERREE & CONKLIN, INC.,
Brunswick Bldg. New York Steger Bldg. Chicago

Get the Best Always

The Pittsburgh Dispatch

Greater Pittsburgh's Greatest Newspaper

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

YOU MUST USE THE LOS ANGELES EXAMINER

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

W. ATLEE BURPEE

Death of a Well-Known Advertiser and Member of the Poor Richard Club.

W. Atlee Burpee, founder and head of W. Atlee Burpee & Co., seed growers, Philadelphia, died November 26 at Fordhook Farms, near Doylestown, in the 58th year of his age. Burpee advertising has appeared in national mediums for more than 30 years. He was one of the first to use color reproduction in catalogue work.

Mr. Burpee was one of the most prominent and best-liked members of the Poor Richard Club of Philadelphia. Many members of that organization attended his funeral.

EDWARD W. HAZEWELL, for 35 years a member of the editorial staff of the Boston Evening Transcript, died on Monday last after an illness of eight weeks. He was born in Concord, Mass., in 1853, and obtained his early newspaper training on the Boston Traveler, of which his father, Charles C. Hazewell, was editor.

JAMES KENT, dean of Hudson (N. Y.) newspaper men and for more than 30 years city editor of the Hudson (N. Y.) Republican, died on November 23 at his home, aged 63 years.

PAUL FULLER, one of the oldest members of the New York Press Club, died in New York this week. The funeral, which was held at the Church of St. Vincent de Paul on Thursday, was attended by a delegation from the club headed by John A. Hennessy. The interment was at Hohokus, N. J.

JOAQUIN B. CALVO, founder of the first daily newspaper in Costa Rica, and minister from Costa Rica for a number of years from 1896, was found dead in bed at his home in Washington on November 22. He was 58 years old.

E. DWITE JACOBS, for a number of years associated with the Daily Eastern Argus, of Portland, Me., suddenly died last Monday in his 66th year. He was unmarried and is survived by but one living relative, his brother, William J. Jacobs.

Mrs. MARY ISABELLE FARRELL, wife of Major James F. Farrell, at one time associated with the New York Sun, died in the Kings County Hospital, Brooklyn, last Saturday. She was 64 years old.

WILLIAM H. TOLSON, Sr., father of William H. Tolson, advertising manager of the Detroit Journal, died in Baltimore on November 24. Mr. Tolson, Sr., was a prominent physician, and for years had been identified with the public school system of Baltimore.

GEORGE WASHBURN HAYS, formerly a reporter on the New York Times, and at one time associated with the Washington Star, died at his home in Brooklyn on Sunday last, in his 52d year.

PAUL D. McMICHAEL, manager of the classified advertising department of the Atlanta (Ga.) Journal, died at a local sanitarium on October 24, after a serious illness of several weeks. He was 30 years old.

FREDERICK PARRY MORRIS, who rose from a newsboy to the presidency of the Long Island News Company, died on Wednesday last at his home in Garden City, L. I. He was 63 years old. He is survived by his wife and a daughter, Mrs. Frederick S. Clarke, of Garden City.

LIEUT. G. K. WILGESS, I Company, 21st Canadian Overseas Battalion, only son of A. T. Wilgess, former publisher of the Brockville (Ont.) Times, and now King's Printer for Ontario, was killed in action "somewhere in France." The young officer was in his twenty-first year. He had assisted his father a good deal in the management of the Times, though prior to his enlistment for active service, he had taken up the profession of civil engineering.

EDWARD STOWE, for 22 years foreman of the Spokane (Wash.) Spokesman-Review's press room, and who held that position up to 1912, died November 15 at Fresno, Cal.

EDWARD A. PEABODY, editor of the Lawrence (Mass.) Eagle for 18 years, died at his home in Rockland, Mass., on November 23, at the age of 78. During his newspaper career, he was associated with the Boston Advertiser, Wor-

chester (Mass.) Gazette and the Lowell (Mass.) Mail.

HENRY SARGENT BROWNELL, 26 years old, who for the past four years was cashier of the San Diego (Cal.) Sun, died suddenly on November 23 at his home in San Diego, as a result of congestion of the brain.

CHARLES G. EASSON, for many years auditor of the San Francisco Examiner, died on November 23 at the Merritt Hospital in Oakland, Cal., from a fracture of the skull.

WEDDING BELLS

H. C. Hindmarsh, city editor of the Toronto (Ont.) Star, and Miss Ruth Atkinson, daughter of Mr. and Mrs. J. E. Atkinson, managing editor of the Star, were united in marriage last Saturday at the home of the bride's parents.

The Rev. Preston Wilkins Bradley, author and member of the Press Club of Chicago, and Miss Graee Wilkins Thayer were married in Chicago Thanksgiving day, Rev. Frank W. Gunsaulus officiating. Dr. Bradley, since his retirement from active newspaper work, has become pastor of the People's Church.

Clarence E. Watkins, business manager of the Chillicothe (Mo.) Constitution, and Miss Rose Bummer, of Purdin, Mo., were married on November 24 by Rev. Edwin S. Priest, pastor of the Christian Church. After a wedding tour of the East they will make their home in Chillicothe.

Frank J. McGarrigle, of the editorial staff of the Brockville (Ont.) Times and Miss Madeline M. Wall, daughter of Mr. W. J. E. Wall of the Merchants' Bank, Montreal, were married on Saturday last in Montreal.

SUSPENSIONS

BRIDGEPORT, CONN.—The Bridgeport (Conn.) Daily News, which started four weeks ago, has suspended publication. The venture, which started as a Republican organ, just before the city election, failed to receive the support of the public.

MADISON, IND.—The Madison (Ind.) Daily and Weekly Democrat has been sold by its owner and editor, Alonzo S. Chapman, to the Herald Company, publishers of the Democrat County organ.

Change in Interest

OKLAHOMA CITY, OKLA.—The Oklahoma Times has been sold to Thomas A. Lotta by John Fields and Frank Northrup, who also sold the Oklahoma Farm Journal to Arthur Capper, a Topeka, Kans., publisher, thus retiring completely from the publishing business.

EDITOR DINGLEY BACK

Writes Breezily to "The Editor and Publisher" About a Denver Experience.

Frank L. Dingley, editor of the Lewiston (Me.) Journal, is just back from a two-month trip to the Pacific coast. He writes to THE EDITOR AND PUBLISHER as follows regarding the article pertaining to himself that was lately published in these columns:

"On the very day on which I reached Denver there was thrust under my eyes a copy of the Denver Post, I think it was, reproducing in full the article in THE EDITOR AND PUBLISHER, and the photograph. I have heard from the article from various sources. Evidently, it is not necessary to be great in order to get into the limelight."

An Appreciation from Houston

Herbert S. Houston, president of the Associated Advertising Clubs of the World, writes: "I want you to know that the clubs greatly appreciate the hearty support that THE EDITOR AND PUBLISHER has always given to their activities."

YUKON, OKLA.—The Yukon Sun Publishing Company has been incorporated with a capital of \$2,000, with J. F. Kroutil, T. A. Kroutil and C. M. McComas as incorporators. The company will publish the Yukon (Okla.) Sun.

As a Home Newspaper
The Evening Post Leads—

The circulation of The New York Evening Post is primarily a home circulation. This means that THE POST is a HOME NEWSPAPER.

This means too, that it is NOT a street-car paper; that it is NOT a rubbish-can paper; that it is NOT a junk-shop paper printed to swell circulation figures and finally carted away in wagon loads to be converted into pasteboard.

The New York Evening Post is a REAL NEWSPAPER with a vital purpose in life, which it conscientiously fulfills. It has entrée every week-day evening to the BEST HOMES in the Metropolitan District.

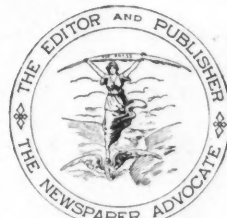
In these homes The Post's bright, clear cut and cleanly typographical pages are closely read. They are read by every member of the family, and every member of the family has ready money to spend, of his or her own.

The New York Evening Post

More Than a Newspaper—A National Institution

Member A. B. C.

Publication Office 20 Vesey Street, NEW YORK
Eastern Foreign Office 1103 World Building, NEW YORK
Western Office McCormick Bldg., CHICAGO



A Christmas Suggestion

Make that gift a year's subscription to

THE EDITOR & PUBLISHER

For \$2.00 you can send to him 52 copies, each of which will pleasantly recall to his mind the thoughtfulness of the giver.

Moreover, from The Editor & Publisher pages he will secure information that will materially help him, perhaps to increased prosperity in position or business.

Send in your order today and we will start the subscription with our CHRISTMAS NUMBER.

THE EDITOR & PUBLISHER

1117 World Building

NEW YORK CITY

GREATEST GAIN

In November The New York Times published 905,026 agate lines of advertisements, a gain of 134,171 lines over the corresponding month last year, a greater gain than any other New York morning newspaper.

The New York Times with a circulation, daily and Sunday, greatly exceeding 300,000 copies, represents the greatest purchasing power in the world.

PITTSBURG

THE HOME OF THE

LEADER

You deal in certainties when you use space in the Leader

Write to W. E. Moffett, Advertising Manager, Pittsburg, or to Verree & Conklin, Brunswick Building, N. Y., Steger Building, Chicago, for any information desired.

NEWSPAPER

prosperity is based on circulation.

FEATURE

elements of the right kind make and hold circulation.

SERVICE

by experts means material and methods that have been PROVED.

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

Newspaper Feature Service

M. Koenigsberg, Manager
41 PARK ROW NEW YORK

You can now lease

for small monthly rental

National Electric Bulletins

Publishers everywhere should investigate. Write or wire for particulars.

National Electric Bulletin Corp.
New York City

The Automatic Press Blanket

Is everything the name implies. Eliminates all tympan cloth. Saves paper, time and increases press efficiency.

Write for sample and descriptive matter. We are the sole manufacturers.

"Quality Goods Only"

New England Newspaper

Supply Co.,

Worcester, Mass.

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

WHY IS IT?

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

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

NEWS OF THE SCHOOLS OF JOURNALISM

[In this department will be presented each week news items from the Colleges and Universities in which journalism is taught. Occasional contributions are invited from such institutions, the only restriction being that the matter sent in shall be brief, important, and of general interest.—Ed.]

PRAISES JOURNALISM SCHOOL

W. A. White Says the K. U. Students Are Well Trained, and He Knows.

BOSTON, November 30.—William Allen White of Emporia, Kansas, who made the country daily paper that he edits known everywhere in the United States, recently talked a little about Kansas to some Boston people. Mr. White is a graduate of the University of Kansas, has recently served on the board of regents that governs that institution, and is not only interested in that center of learning but in all universities.

So that one of the first pilgrimages he made after arriving in Boston was to Harvard. He reports Kansas through its university wholly committed to the "social service" theory of higher education, and doing that all that any state university is doing—in kind if not in degree—in bringing knowledge to the people. Anything like pseudo aristocracy in connection with education in a democracy he considers farcical.

For the school of journalism at the University of Kansas he has much respect, for he has tested its graduates and found them not wanting when set at work. In due time he expects to see the University devolving upon colleges much of the undergraduate work it now has to do, and which they can do far better at centers nearer the students' homes. A state educational policy that centralizes all its students in the higher courses in one town Mr. White does not approve.

University of Missouri

A series of thrift advertisements for the use of bankers that was prepared by the students in advertising in the School of Journalism of the University of Missouri last year, has been widely used all over the United States. There were twenty advertisements in the series and each urged parents to save money in order to give their children a higher education. The ads were used by a large trust company in Denver, by all the banks in Des Moines, Iowa, who united in a "thrift" campaign, by a leading bank in Dallas, Tex., and by a number of other banks and trust companies in Missouri, and other states.

T. E. Parker, class of 1913, who has been employed by an advertising agency in Fresno, Cal., for the last year, has resigned to become sporting and telegraph editor of the Fresno Morning Republican.

E. R. Evans, a graduate of 1908, and business manager of the University Missourian in its first year of publication, has just been appointed to a position with an advertising company in Detroit, Michigan, at a salary of \$100 a week. For the last year Mr. Evans has been in the foreign advertising department of the Boyce Publications, of Chicago. Previous to that he was connected with the advertising departments of the St. Louis Times and Farm Progress, St. Louis.

J. F. Williams, for the last three years managing editor of the Joplin (Mo.) News-Herald, has been appointed political editor of the Kansas City Star. Mr. Williams was a student in the School of Journalism for three years previous to 1912.

Dean Walter Williams, of the School of Journalism, addressed the students in journalism at the University of North Dakota, last week.

Ward H. Webb, who has been with the Potts-Turnbull Advertising Company, of Kansas City, for the last year, is now with the Finney Advertising Company, of the same city. Last week Mr. Webb addressed the Kansas City Ad Club on "How the Service of the Advertising

Agency Pays the Advertiser." Mr. Webb was graduated from the School of Journalism in 1914.

University of Washington

The members of the class in features and exchanges at the University of Washington will furnish a series of feature stories appropriate to the holiday season for the special Christmas number of the Seattle Town Crier. The course in features is taught by Professor Lee A. White, who previous to his coming to the university, was a member of the editorial staff of the Detroit News.

As a supplement to their regular classroom work the students in the department of journalism each week have an opportunity to listen to some newspaper worker talk on some phase of journalism on which he is an authority. Some of the speakers for the season are as follows:

Roy D. Pinkerton, editor of the Tacoma News, "The City Desk"; Jabez Nelson, Associated Press correspondent for the Pacific Northwest and Alaska, "The Associated Press"; Cyril Arthur Player, of the staff of the Seattle Post-Intelligencer, "The Censorship"; Edwin Selvin, financial editor Seattle Post-Intelligencer, "The Financial Editor"; Glen Farley, editorial writer, Seattle Post-Intelligencer, "Exchanges."

Fully fifty students in the department of Journalism of the University of Washington, are correspondents for newspapers and magazines of the Pacific Northwest or Alaska. This correspondence is furnished to the smaller papers of the state gratis while the larger papers secure this service at regular rates. The work is done under the direction of Professor Frank G. Kane and is a part of the courses.

University of Kansas

Two new linotype machines, one of them a multiple-magazine affair, are now clicking out a big volume of business in the composing room of the Department of Journalism, of the University of Kansas, at Lawrence. The department already had a linotype and a monotype, and the new equipment will necessitate the employment of an extra operator. The multiple-magazine machine will make it possible to abandon hand-setting of practically all advertising matter and of most of the heads for the Daily Kansas, and the saving will be very large.

The recent addition of rooms to meet the twenty-two per cent increase in students this year, has resulted, among other things, in the equipping of one of the new rooms for a department library. This will much more than accommodate the books now owned by the department. The eight or nine hundred volumes, the 45 technical magazines, in bound volumes and current numbers, together with the 36 metropolitan papers taken by the department, are now easily accessible to the students, and they are already taking full advantage of the opportunities thus placed in their way. In connection with the library, a very complete morgue will be established. Hitherto it has been impossible for the department to maintain a thoroughly satisfactory morgue, simply from lack of room and equipment.

University of Wisconsin

Both the president and the secretary of the Milwaukee Press Club were formerly students in the department of journalism at the University of Wisconsin. W. L. D. Distelhorst, the president, is doing dramatic and musical criticism and book reviewing on the Milwaukee Sentinel, and W. J. Bollenbeck, the secretary, who formerly was political reporter on the Milwaukee Sentinel, is now secretary of the Voters' League.

"Newspaper Editing," a new text book in journalism by Grant M. Hyde, who for five years has been instructor in journalism at the University of Wisconsin, has just been published by D. Appleton & Co. Mr. Hyde is the author of another

book, "Newspaper Reporting and Correspondence, published several years ago. He was feature editor of the Evening Mail and managing editor of Popular Science Monthly and World's Advance last summer.

Amos P. Wilder, formerly editor of the Wisconsin State Journal, and recently consul-general at Hongkong and Shanghai, addressed the students of the University of Wisconsin this week on "Life's Equipment, Natural and Acquired." Mr. Wilder now lives in New Haven, Conn., where he is secretary of the "Yale in China" movement.

B. W. Hocking, a graduate of last year's class in journalism at the University of Wisconsin, has just taken a place on the La Grange (Ill.) Citizen. R. R. Barlow, a junior in the Course in Journalism, has withdrawn from the university for this year to become a reporter on the Stevens Point (Wis.) Journal.

Harold C. Cary, formerly a student in journalism at the University of Wisconsin, is associate editor of Every Week, New York. He was associate editor of Technical World, now Illustrated World, Chicago.

Herbert R. Howe, who completed three years' work in journalism at the University of Wisconsin, is on the staff of the Sioux Falls Argus Leader this year. One of his short stories was recently published in Life. He expects to complete his college course at Wisconsin next year.

Louis P. Lochner, who as secretary of the National Peace Foundation, is in charge of the arrangements for Henry Ford's peace ship, Oscar II, was the first alumni fellow in journalism at the University of Wisconsin.

DePauw University

Sixty-five men are taking either elementary or advanced courses in the DePauw department of journalism this year. This is the largest enrollment the department has enjoyed. Prof. N. W. Barnes, head of the English composition and commercial writing departments of the university, is in charge of advanced classes, composed largely of members of the staff of the college daily. F. C. Blood had charge of the first year students in journalism. Discussion of various newspapers of the country, filed in the newspaper library, and work in Bleyer's text book on the making and editing of a newspaper, combined with laboratory work, constitute the outline of the course.

The DePauw Daily, published by students of the department, but not under its supervision, has enjoyed a thriving existence since its establishment in 1906. DePauw University is the smallest school in the country, so far as has been determined, to support a daily paper. This year the paper is under the editorship of R. M. Williams, of Terre Haute, and the business managership of Don U. Bridge, of Richmond. It has a staff of eight editors and ten reporters.

Robert B. Phillips, telegraph editor of the Anderson Herald, addressed the students in journalism classes last week on "Faking." Mr. Phillips commented at length on the passing of "the malicious fake." He complimented Indiana journalism, asserting that the excellence of the average Indiana paper is far above that of papers in a majority of other states of the country. Mr. Phillips was the first of several newspaper men who will be brought here, during the year for addresses.

The DePauw chapter of Sigma Delta Chi, national journalistic fraternity, is the parent chapter of the order. The members brought the Chicago Tribune film, "Racing the Deadline," to DePauw recently and a large crowd welcomed it. The chapter published a five-column "pink" sport extra after the DePauw-Rose Poly football game on November 12. The game was the feature of Old Gold Day, the annual fall athletic festival with freshman-sophomore scrap in the morning and class games during the remainder of the day.

B. O. McAnney, who was an instructor in the department of journalism last year, went to the University of Maine this fall as assistant professor of journalism. McAnney is a graduate of the Pulitzer school at Columbia.

CIRCULATION NEWS, VIEWS AND OBSERVATIONS

Being a Department Edited by a Regular Circulation Man and Designed to be Helpful to Circulation Managers Everywhere.

By Harvester

GETTING THE FACTS ABOUT CIRCULATIONS

Audit Bureau a Protective Necessity—Sections of a Sunday Newspaper Once Counted as Separate Papers—Buyer of Space Should Know What He Receives—Trend Toward Clean Journalism.

BY EDWIN T. JONES.

When a body of national advertisers conceived the idea of organizing a company, and put the idea into effect, for auditing newspaper circulations, they took the most important step towards establishing not only honest circulation service on the part of the newspaper, but a harmonious condition between the advertiser and the newspaper—the buyer and seller of publicity—which is neces-



EDWIN T. JONES.

saty to business confidence. Confidence is a strong business asset, an asset which should, for mutual business profit, be enjoyed mutually by advertisers and publishers.

The establishing of the Audit Bureau of Circulation was a protective necessity to the general advertiser and will eventually eliminate the feeling of doubt which has been in the minds of the advertiser for a great many years.

TROUBLES OF OUR ANCESTORS

Thirty years ago it was almost impossible for an advertiser to obtain correct information regarding a newspaper's circulation, advertising selling in those days being accomplished upon circulation claims.

I have known of instances where newspapers, especially Sunday newspapers, in estimating circulation counted the different sections as separate papers, the sum total being the circulation claim to the advertising public. For instance, a Sunday newspaper with three sections of eight pages, printing 50,000 of each section, would claim a circulation of 150,000. I am giving these figures roughly to illustrate one of the different methods adopted to swell circulation figures. Another method frequently adopted was manipulating the press room report. For instance, the press room report of a newspaper with a circulation of seven thousand would be turned in to the office showing seventeen thousand, and was designed to substantiate circulation claims to advertisers.

ADVERTISERS' RIGHT TO KNOW

I am recalling some of the practices

of thirty years ago in hope that it may have a strengthening effect upon all publishers who believe in the right of the advertiser to buy "known circulation." There were exceptions to this general practice of overclaiming a newspaper's circulation, and in these cases figures were given reasonably correct; but unfortunately these cases were in the minority.

Many of the publishers of today resent the movement on the part of advertisers to force them to allow an outside auditor to go through their circulation books. This is to be regretted, because it delays the establishing of confidence between them.

The general adoption of the plan of buying and selling circulation of a known commercial value will naturally react against publishers who are not willing to openly show their hand. But even these will in time fall in line, and realize the benefit to be had from the establishing of perfect faith and harmony between buyer and seller. "Known circulation" is circulation that will stand the test of an audit by accountants outside of the newspaper office.

TREND TOWARD CLEAN JOURNALISM.

The strong trend towards clean journalism which is so general throughout the country is another substantial reason why newspaper publishers should be more than willing to answer the questions of advertisers. Clean journalism without clean circulation figures is a misnomer.

Advertisers have had the wool pulled over their eyes for a great many years, and they have spent enormous sums of money upon unverified circulation figures. To this wool pulling practice is due the present audited circulation movement and the organization of a bureau by advertisers for their protection. It is one of the results of business progress and should be so accepted by every publisher progressively inclined.

Audited circulation is here to stay, to grow, and to become the standard of daily newspaper space, buying and selling.

CHICAGO TRIBUNE'S GROWTH

Daily Goes Up 183,488 Copies in Seven Decembers, Record Shows.

The growth of the circulation of the Chicago Tribune was strikingly shown last week in a table giving the figures for seven Decembers, that of the present year being, of course, based upon the first six months' record. In 1908, the daily Tribune had a circulation of 171,032 copies, and in 1915, 354,520, or an increase of 183,488 copies; and the Sunday, in 1908, 296,816 copies, and in 1915, 558,396, or an increase of 261,580 copies.

Robert R. McCormick believes that these figures are unequalled in the history of journalism. In a letter to the editor of THE EDITOR AND PUBLISHER, after emphasizing this fact, he says:

"What is more important is that this is only the beginning. In addition to our daily attention to the news of the day we have plans laid ahead which assure the continuation of our increase in circulation during the next twelve months, and we will constantly lay our plans ahead so that our circulation will continue to increase at the same or a greater rate."

Mr. McCormick and his associates on the Tribune have good reason to be proud of the record already achieved.

Governor Entertains Newsboys

Governor R. L. Williams, of Oklahoma, entertained the newsboys of Oklahoma City on Thanksgiving Day with a turkey dinner. More than 200 newsies were guests of the governor. This has been an annual affair for several years.

ENGLISH PAPERS AND THE WAR

Five Dailies Have a Circulation of Over a Million Copies.

Herbert W. Peet, editor of Sells Worlds Press, who visited the United States last year, in an address before the Cardiff Business Club, November 9, said that despite the fact that American newspapers gave their advertisements and news on the "top note," their circulations, so far as the dailies were concerned, did not compare at all favorably with the British papers—750,000 being the highest—that of the New York Journal—but in Britain there were five dailies doing over a million. The advertising rates were about the same proportionately as those in London; and incidentally he mentioned that the British Government had taken space for the recent war loan in 600 American journals.

Discussing the way in which the British Press had been affected by the war, Mr. Peet said that in the first two months, only 30 weekly papers went out of existence, not a big percentage in a total of 5,000. Up to March last he noted 196 losses all told, but they included a number of very small publications, and the real loss of probably not more than 100 had been largely discounted by a number of papers recently started. The Continental Press had been much more disturbed by the war conditions. In Germany, it was said, 1,200 papers had died, and even if they cut that down by one-half, it represented 8 or 9 per cent., as against only 2 per cent. in this country.

La Presse Circulation Booklet

La Presse, of Montreal, which claims the largest circulation of any daily newspaper in Canada, has issued a twenty-eight page booklet showing just where its 148,000 copies are distributed. The exact number of papers going to the post offices in the several counties in Quebec Province is given and the totals in other provinces. The distribution of the weekly edition is also presented. One of the peculiarities of La Presse is that it publishes only one edition each day.

Starts a Civil Service Department

The Brooklyn Times has inaugurated a Civil Service Department in which is published each afternoon information for office holders, office seekers and others interested in the subject. Charles I. Stengel, a civil service expert, is in editorial charge of the department. It is believed that the new feature will add many new readers to the Times list.

Newspaper Activities

The Decatur (Ill.) Herald modestly declares that it is "the most successful newspaper in the State outside of Chicago." It has a claimed circulation of 13,374 copies. One of its features is a daily woman's page that is deservedly popular with the Herald's readers. As an advertising medium the food manufacturers have found it efficient.

Former Office Boy Makes a Fortune

William F. Stafford, a curb broker, New York City, who has cleaned up \$200,000 during the past few weeks in the stock market, was formerly an office boy for the New York correspondent of the St. Louis Republic. He has purchased a seat in the Stock Exchange for \$72,000.

Will Townsley, proprietor of the Great Bend (Kan.) Tribune, justly directs attention to his paper's circulation of 3,000 in a town of a population of 5,000. Great Bend is the highest place in Barton County. The latter has a population of 17,000 and is a noted wheat-raising district.

Serving Your Client

It must be hard for the advertiser himself to be thoroughly posted on all the various mediums of advertising. He would have to be a human encyclopedia with all the other details of his business to attend to.

So naturally he puts these matters in the hands of his advertising agency, who are hired to serve him the best they know how.

The high standing of the New York Evening Post reader is recognized East, West, North and South by responsible advertising agencies.

Publication Office, 20 Vesey St., New York.

Member Audit Bureau of Circulations Eastern foreign office Western Office 1103 World Building McCormick Bldg. New York, N. Y. Chicago, Ill.

CHRISTMAS CARTOON

3, 4 and 5 col. sizes—mats or cuts 7 col. size—mats only.

Issued without restriction as to date of publication.

THE INTERNATIONAL SYNDICATE

Features for Newspapers Established 1899 BALTIMORE, MD.

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

LIVE PAPERS

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

Greatest circulation builder brought out in a long time.

The Vitagraph Company of America

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

SPECIFY CLINE-WESTINGHOUSE

Motor and Control Equipments

FOR WEB PRESSES

SPECIAL MOTOR DRIVES FOR STEREOTYPE MACHINES

LINOTYPE MOTOR DRIVES

CLINE ELECTRIC MFG. CO.

Fisher Bldg., Chicago

HOLLISTER'S CONTESTS PRODUCE RESULTS

Below is shown our records on six campaigns in different parts of the United States.

Los Angeles Times, Los Angeles, Cal.	Receipts
Courier-Journal, Louisville, Ky.	\$67,970.00
The Express, San Antonio, First Contest	50,000.00
The Express, San Antonio, Second Contest	73,000.00
Deseret News, Salt Lake City, Utah	33,000.00
Capital-News, Boise, Idaho	28,000.00
News-Courier, Charleston, S. C.	25,000.00

50,000 new subscribers were secured for the above papers. If you want more circulation call upon our old established dependable organization.

THE NORTH EASTERN CIRCULATION CO. C. B. HOLLISTER, Gen. Mgr. DAVENPORT, IOWA.

For Sale

DUPLIX FLAT-BED NEWSPAPER PRESS

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

Walter Scott & Co.
Plainfield, N. J.

Canadian Press Clippings

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

The Dominion Press Clipping Agency

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

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

74-76 CHURCH ST., TORONTO, CAN.

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

We can increase your business—you want it increased.

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

BURRELLE

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

Successful

Men in every walk of life are all familiar with

Romeike's Press Clippings

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

Romeike Clippings

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

HENRY ROMEIKE, INC.,

106-110 Seventh Ave., New York City.

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

TAKE IT TO

POWERS

OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

ON TIME ALL THE TIME

POWERS PHOTO ENGRAVING CO.
54 Nassau Street Tel. 6989-4 Downtown

PUBLICITY THE CURE FOR BUSINESS ILLS

American People Want "Big Business" Done in the Open—Then They Are Not Afraid of It—How Publicity Helps the President—Also Highly Important as Between Capital and Labor.

George W. Perkins, multi-millionaire and captain of industry, was the speaker before the Advertising Club of New York at its noon luncheon, yesterday. At the outset he expressed his long-standing belief in the value of publicity as, in a sense, a cure-all for many of the ills in our business and political life. He then went on to detail the highly beneficial results of the policy of publicity as finally worked out in the insurance business. He continued:

"I believe that the reason why publicity in our day and generation can accomplish so much is primarily because of the intelligence and fair-mindedness of our people. I firmly believe that all that our people as a whole want, or ask, is a fair, square deal. They do not expect managers of business concerns or leaders of political parties to be infallible—they know they are human and liable to make mistakes; but the people want to know how their business managers and political leaders handle the affairs entrusted to them.

"We Americans are not afraid of things simply because they are big, provided that they are big in the open, above-board; but we are afraid of secretive, blind-pool methods. And it is largely because of secretive, blind-pool methods that our people have been afraid of large aggregates of capital under what is known as corporate control. That is why they have been afraid of legislation conducted by a small group of men in star-chamber councils.

"Perhaps the best illustration of the value of publicity is found in the office of President of the United States. It is commonly conceded that no ruler in the civilized world has more complete and far-reaching individual power than the President of the United States; yet he is governed and controlled by very few specific laws, rules and regulations. But from the moment he arises each morning until he retires at night his every act, almost his every look, step and word are chronicled, published, criticized and analyzed. He is controlled and regulated by the strictest and completest sort of publicity. Our people would not for one moment entrust him with the power he has, even though he were surrounded and bound by a myriad of laws and rules, if he conducted his work and lived his life in comparative secrecy and away from the public gaze.

"In view of this satisfactory experience with the office of President of the United States might we not expect something at least approximately as satisfactory in the management and control of less important positions, such as State and Municipal offices, if the same policy of publicity were pursued? And is it not only fair to infer that the lack of publicity as a means of regulation and control in state and municipal offices accounts in large measure for the maladministration and inefficient administration that is so often noticeable in offices of this character in this country?

"From my observation I firmly believe that in another very important respect publicity is a great cure-all, viz., in the relations between capital and labor. Secrecy, concealment, lack of information, have done more than anything else to arouse suspicion on the part of labor that all was not as fair and equitable as it should be between capital and labor. I am perfectly satisfied that labor is more than willing that capital should have a handsome return in the way of interest or dividends; but when it does not know whether that return is fair, handsome or exorbitant you cannot expect labor to be contented and free from suspicion.

"I believe that when a business concern becomes so large that the capital it uses is represented by more than a

few people living in the same neighborhood, it should be required to furnish at least annually a complete statement of its affairs; that it should do this for the benefit alike of its stockholders, its consumers, its employees and the public generally. If this were required by law of all corporations, in place of being done as at the present time by a few corporations as a favor and because certain managers believe in it as a policy, we would be surprised at the rapidity with which many of the evils of which we complain would disappear.

"Publicity would accomplish what the Sherman Law does not, viz., abolish false prospectuses, over-capitalization and stock-watering. Full and complete publicity would practically do away with these and kindred bad practices and crimes which are constantly recurring and for which the public has no redress at present."

WANTED—EPIGRAMS

Advertising Men Urgently Invited to Come Forward with Pet Phrases.

William C. D'Arcy, of St. Louis, chairman of the committee on advertising advertising of the A. A. C. W., extends an invitation to all advertising men to supply the committee with epigrams that they have used to describe what advertising is and what it does, to be used as the basis for a piece of copy in the "advertising advertising" campaign.

It is the plan of the committee to have one advertisement of the campaign built out of advertising epigrams, and it is combing the advertising world for the brightest and most telling ones.

Starting off, as it will, with an advertisement in which the President of the United States will tell the public something of the work of the advertising clubs and the importance of advertising in present-day life, there will be copy from such men as Bishop Warren A. Candler, Arthur Brisbane, Joseph E. Davies, Henry D. Estabrook, W. R. Hotchkiss and others.

Later there will appear a series of advertisements, unsigned, in the preparation of which a number of the biggest men in the advertising field will collaborate.

It will be a campaign to advertise advertising in the broadest possible way, the committee has announced. No advertising medium or method will have the slightest advantage over any other if the committee can help it. Everyone interested in the campaign will have an opportunity to do his share toward making it a campaign worthy of the subject which it will present.

The campaign will not endeavor to justify advertising. Advertising needs no justification. It will merely present the facts of the case, which the public, in its own behalf, needs to know.

SUSTAINING MEMBERSHIPS

List of Recent Subscribers to Aid the Work of the A. A. C. W.

Additional sustaining memberships in the A. A. C. W. are being sold with encouraging rapidity.

The sustaining membership plan was started at the Chicago Convention as the most practical means of enabling the organization to go forward more rapidly with the big things that have presented themselves to be done for the benefit of advertising. Such memberships are sold at \$25, \$50 or \$100 a year for a term of three years, payable annually or semi-annually. The sum and the manner of payment are optional with the purchaser, but the term must in all events be three years.

Those who have joined since the last list was published, and up to the time this is written, are:

Dort Motor Car Company, Flint, Mich.
Frank Seaman, Inc., New York City.
John Clyde Oswald, New York City.
Arthur Capper, Topeka.
J. F. Jacobs, Jr., Clinton, S. C.
William P. Jacobs, Jr., Clinton, S. C.
Yawman & Erbe, Rochester, N. Y.
Dakota Farmer, Aberdeen, S. D.
Minneapolis Journal, Minneapolis.
Aluminum Sign Company, Keweenaw, Wis.

New Orleans Item, New Orleans.
Farm, Stock and Home, Minneapolis.
Carl M. Green, Detroit.
E. L. Shuey, Dayton.
E. I. Dupont and DeNemours & Company, Wilmington, Del.
The Killian Company, Cedar Rapids, Ia.
Today's Magazine, New York City.
Barnum Trunk Company, Minneapolis.
Mrs. Jean G. Belford, Oakwood, Mich.
Cheney Brothers, South Manchester, Conn.
The Juvenile Instructor, Salt Lake City.
Caron Directory Company, Louisville.

British A. A. C. Near Its End

Information comes from London, Eng., that the British Association of Advertising Clubs is in a most parlous state. Messrs. Hartland Swann and John Hart, who have made a good fight for the continued existence of the association, have been compelled to resign through the conditions they have had to face. Their most determined propaganda has not succeeded in converting the scattered clubs from indifference to interest, and the resignations are announced because both these earnest workers, seeking better advertising conditions, do not think their efforts have been adequately supported by the advertising clubs and the advertising interests in general. The primary cause of failure is the war. The movement, which took definite and promising shape in the days of peace, has not been able to organize itself under war conditions.

LIVE AD CLUB NEWS

Few organizations to further the work of advertising men are succeeding in reaching the end desired as well as is the Speakers Division of the Cleveland Advertising Club. At regular meetings experts of speaking tell the members how to drive home points in their arguments. All agree it is one of the best forms of training yet devised.

Another step toward better advertising is planned by the Cleveland Advertising Club. While the movement will not get under way until after the first of the year, it is the general opinion among the members a working basis such as has been adopted by the vigilance committees in Milwaukee, Minneapolis, Boston, Portland, Ore., and New York, can be put in force.

The Advertisers' Club of Indianapolis attended in a body the initial performance in Indianapolis of the play "It Pays to Advertise." More than 300 seats on the lower floor of the house were taken by members of the club and their wives. Several "stunts" were provided for the intermissions.

Cyrus H. K. Curtis, of Philadelphia, will be the principal speaker at the luncheon of the Advertisers' Club of Cincinnati, January 27.

A "Test of Native Ability" was discussed by the Dallas (Texas) Advertising League at its last regular meeting, a series of questions and tests designed to show the ability of applicants for positions as salesmen being asked and answered. The program afforded much amusement, as well as helpful suggestions for the advertising and sales managers. J. H. Payne, secretary, led the discussion. A plan to advertise advertising will be taken up next. Harry Olmsted is the originator of the plan, which members of the league think will boost the advertising business here and also prove of great assistance to Dallas firms that need such help. The league will get behind one Dallas firm that needs assistance and handle its advertising for a certain period and the skill of the advertising experts will be centered on making this one business a success by properly placing its advertising. The service will be free to the firm selected and it is believed that the object lesson of what well directed advertising will do will be of general benefit. Every fourth meeting of the league will be given to a discussion of "Advertising Dallas."

Concentrate—Concentrate—Concentrate

Emil M. Scholz, publisher of the New York Evening Post, is issuing a series of large placards advertising his paper. In one of them he says: "Concentrate your effort—like the sunbeam, the more it is condensed the deeper it bores."

Advertising Agents

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

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

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

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

ARKENBERG SPECIAL AGENCY,
Publishers' Representatives,
Classified Advertising Exclusively,
406A Madison Ave., Toledo, O.

Publishers' Representatives

M. L. KATZ,
Peoples Gas Building, Chicago, Ill.

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

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

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

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

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

R. J. BIDWELL CO.

Pacific Coast Representative of

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

742 Market Street
SAN FRANCISCO

Saxon Reincorporates

A new \$6,000,000 corporation has been formed to take over the business of the Saxon Motor Company. One-half of the new stock has been offered to the public at 75. Harry W. Ford heads the new company.

WHAT PHILADELPHIANS ARE TALKING ABOUT

Wilson, of the Record, Denies Yarns About the Liberty Bell—Stage Society Productions—Full Page Ads Popular—M. R. O'Connell to Manage Ledger News Bureau—Foley Speaks.

PHILADELPHIA, December 2.—Henry P. Wilson, night editor of the Record, has returned from San Francisco, where he went three weeks ago to help bring back the Liberty Bell. He was the only newspaper man in Philadelphia to accompany the official party, both on the out trip and on its return with the revered relic. According to Mr. Wilson, the journey was a wonderful revelation of the patriotism of the country, and he is strongly in favor of a repetition of the plan whenever a similar request is made of the city. He denies absolutely a story which appeared in the Public Ledger, that a delegation from Cleveland, including the Mayor and other important personages, which met the Bell early one morning, found everyone asleep, including even the police guard, claiming that the Ledger man wrote the tale in pique, because he was refused permission to board the special train at that point. He also brands as a fabrication the story sent out broadcast from El Paso that Carranza placed a wreath on the Bell, claiming that the thing never happened, and that it was a press agent story issued by the Carranza Publicity Representative.

The recently formed Stage Society of Philadelphia, of which Maurice J. Speiser, a well-known attorney is president, and which includes in its membership many leading newspaper men, has produced its second bill in the series planned for the winter. It was mighty good, especially so considering that the society but yesterday got under way. The stage "waited" just a bit too much; some of the players failed to get over with sufficient force or to deliver their lines with just the right degree of momentum; but these are things which the future will adjust, and there is every reason to believe that in another month or so, the standard will be higher than that of some professional performances which cost two or three times the price of admission.

The North American ran a humorous page on Thanksgiving Day, made up of contributions from members of the staff, which was excellent fooling. Among the wits were of course Bradford, with one of his justly famous characters, Hannibal Hambone; John Miller Bonbright, who does the daily "News and Comment" on the editorial page; William S. Dutton, F. T. Richards, cartoonist; Cunningham and others.

Maurice R. O'Connell, who has been on the night desk of the Public Ledger for a year, has been advanced to the post of manager of the Ledger News Bureau, and is fully determined to make things hum in that quarter. The former incumbent, Charles P. Sweeney, has gone to Cohoes, N. Y., where he will be business manager of the Evening Dispatch, Everhardt Armstrong, also of the Ledger staff, becoming editor. Richard A. Douglas, another Ledger man, is vice-president of the newly-acquired concern, but will remain in this city. They say that the new editor's pronounced Socialist views modified wonderfully after the arrangement was put through. Some interest is also expressed regarding the revised make-up of the sheet, and I have heard a number of people wondering whether it will include a dramatic page and a woman's department. Mr. Armstrong's wife is a sister of James O. G. Duffy, chief editorial writer on the Press, who married Miss Armstrong.

Richard A. Foley, of the well-known advertising agency which bears his name, spoke on the importance of advertising before the dormitory men of the West Branch of the Y. M. C. A. recently. James Montgomery, of the same agency, described the methods of work of the advertising man at the Robert Morris Club, on another evening.

W. Wallace Roberts, general manager

of the cake and cracker firm of J. S. Ivins' Sons, Inc., told the Rotary Club of Philadelphia at a recent luncheon, that his house had increased its business 500 per cent. during the last eight years through newspaper advertising. The newspapers have been the only mediums used to obtain this tremendous result.

BLIND MEN LEARN ADVERTISING First Class of Its Kind in the Country Organized in Brooklyn

With eyes sightless, but with mental perceptions abnormally keen, a group of fifteen earnest young men are undertaking the study of advertising and salesmanship in Brooklyn.

A short time ago, Charles B. Hayes, director of the work for the blind division of the local Association for Improving the Condition of the Poor, hit upon a plan whereby the adult blind who have reached an academic stage in their education could become useful and independent members of society by entering branches of the trades and professions wherein lack of eyesight would not prove an unsurmountable obstacle.

MAY BRING TEST CASE

Associated Clubs to Place Dishonest Advertising Where It Belongs.

WASHINGTON, December 1.—A test case to determine whether or not dishonest advertising constitutes an unfair method of competition within the meaning of the prohibiting clauses of the Federal Trade Commission act is to be brought by the Associated Advertising Clubs of America before the Federal Trade Commission, it was learned here yesterday on reliable authority.

"Take advertising out of business and there will be no business," said Charles J. Columbus, secretary of the Washington Retail Merchants' Association, at a special hearing granted the local merchants' association by the Federal Trade Commission yesterday: Like the half a dozen representatives of national advertisers, who appeared before the commission last week, Secretary Columbus was arguing for relief from the ravages of dishonest advertising on business, consumers, public confidence and the press.

COLLECTING HOLIDAY RELIEF

Indianapolis Papers All Raising Funds—Associated Advertising Prospers.

INDIANAPOLIS, December 2.—All three Indianapolis papers, the News, the Star and the Times, are collecting charity funds for Christmas relief. The News and the Star are promoting their funds by daily publicity. The Times is simply acting as the receiver and trustee for any funds that may be turned over to it. The Star is arranging for its annual Old Times Melodies concert, in which local talent that is good, gives the old time melodies in the old time way, each singer appearing in costume, and in other ways making the affair enjoyable. Between three and four thousand dollars' worth of Christmas relief is collected and expended by the newspapers each year in this work.

Stanley Smith, of the News, has been appointed editorial assistant to Carl Hunt, editor of Associated Advertising, the organ of the Associated Advertising Clubs of the World. Mr. Smith's departure from "the Court House run" for the News was signalized by the returning of an "indictment" against him which, summed up and stripped of its verbiage, was that he has been guilty of getting the news and printing it regardless of whom it hit. Judge Collins of the Criminal Court, when Mr. Smith was "arrested" and brought before him, sentenced him to carry a handsome traveling bag which the court house attaches insisted that he accept. Smith pleaded guilty and accepted the sentence.

Stanley Eichert, who was Mr. Hunt's editorial assistant, has been transferred to the office of Park S. Florea, business manager of Associated Advertising. Mr. Eichert is to handle the western advertising territory, which was formerly

a part of the duty of Frank A. Morrison, the representative of the publication in New York City. The growth of the magazine in the last year has been such that it was found advisable to divide the territory, and Mr. Morrison is now the eastern representative, with Mr. Florea in charge of the western business which he handles from the Indianapolis headquarters.

CLEVELAND PERSONALS

George M. Rogers, assistant business manager of the Plain Dealer, is in New York on business this week.

Charles H. Grasty, president and general manager of the Baltimore (Md.) Sun, will be the guest of the City Club here Saturday, and will speak on his experiences as a war correspondent abroad and his adventures in the trenches. Mr. Grasty spent five months at the front.

Roy W. Howard, president of the United Press Association, stopped off at Cleveland Tuesday to see officials of the Scripps-McRea League while on his way to Chicago.

Loren T. Robinson, of the editorial staff of the Detroit Free Press, and Miss Hazel Elizabeth Hilliker, were married at Ann Arbor, Mich. Both graduated in 1913 from the University of Michigan.

Fred Turbeyville, formerly sporting editor of the Leader, is now connected with the International News Service, Boston. Before coming to Cleveland he was with the Minneapolis Journal and the Indianapolis Star.

AMONG BOSTON AD MEN

Henry Humphrey, of the Humphrey Agency, celebrated his birthday Saturday night. It was a half century ago that Mr. Humphrey first saw the light of day, but his friends assured him, when they cut the birthday cake, that he looked and acted younger than many a man who is just rounding "Cape 30."

The F. P. Shumway Company has moved from the Jewelers Building to a new location.

The P. F. O'Keefe Agency is placing a large amount of copy in general publications for the Whitfall Carpet Works of Worcester. It is said that the copy will have an educational character that will instruct the reader as well as give selling facts.

A. T. Bond is using the New England papers in a campaign for White House coffee.

James H. Bear, of the Publicity Building, is fully convinced that large space in city newspapers pays on a special offer. He has been placing the advertising for Palm Olive Products, the results of which have been simply tremendous. In Boston the drug stores have handled tons of the Palm Olive goods. The Boston papers have been given large space orders.

Louis Liggett, head of the great Liggett combination of drug stores, and known to advertising men far and wide, has been elected president of the Boston Chamber of Commerce. The Chamber of Commerce "Prosperity Advertisements" have attracted much attention.

The Boston American is doing some advertising in various papers outside of Boston. It is shown to the public that it practises what it preaches, the value of publicity. The copy is being placed through the E. J. Goulston agency.

Two New National Advertisers

National advertising was begun by two New Orleans manufacturers last week, marking the first time when that city has been represented in so broad a field. The advertisements appeared in a weekly magazine of large circulation and it is said that the results obtained by these companies have been so satisfactory that further steps in that direction may soon be undertaken. The two concerns are the Interstate Electric Company and the Ivory Garter Company. Each one used a quarter of a page and the ads incidentally carried a big boost for New Orleans as the greatest manufacturing city in the South.

The two things that distinguish the newspaper from all other advertising mediums are timeliness and concentration.

TIPS TO THE AD MANAGER

Cheltenham Adv. Agency, New York City, placed large copy with a selected list of newspapers for the Chalmers Motor Car Co., "Chalmers Automobile," Detroit, Mich.

Dauchy Co., New York City, are placing orders with some New York State newspapers for O. S. Woodward, "Racoon" Antiseptic Plasters, Le Roy, N. Y.

Chas. L. Doughty, Cincinnati, O., is placing orders with New York State newspapers, where representatives will call for the Cooper Medicine Co., Dayton, Ohio.

Dunlap-Ward Adv. Co., Chicago, Ill., is placing 224 1. 2 t. orders with a few large city newspapers for the Federal Rubber Mfg. Co., Auto Tires, Cudahy and Milwaukee, Wis.

Federal Adv. Agency, New York City, is placing the advertising for McKesson & Robbins, "Calox Tooth Powder," etc., New York City.

Fenton & Gardiner, New York City, are now doing the advertising for M. Tecla & Co., "Tecla" Pearls, New York City.

W. R. Finney Adv. Co., Kansas City, Mo., it is reported will place the advertising for the Witte Iron Works Co., "Witte" Engine, Kansas City, Mo.

Friend Adv. Agency, New York City, is placing 2 in. 6 t. orders with Pennsylvania newspapers for D. Walter Solomon, Medical, New York City.

Gardner Adv. Co., St. Louis, Mo., is renewing contracts with newspapers for A. Guckenheimer & Bro., "Guckenheimer" Rye Whiskey, Pittsburgh, Pa.

Johnson-Dallis Co., Atlanta, Ga., is making 5,000 1. contracts with some Southern newspapers for the Southern Express Co., Chattanooga, Tenn.

Hugh McAtamney Co., New York City, is placing 16 in. 1 t. orders with a few papers for Pathe Freres Phonograph.

Moser & Cotins, Utica, N. Y., are placing orders with Farm newspapers for the American Separator Co., Bainbridge, N. Y.

O'Shaughnessy Adv. Co., Chicago, will have their representative visit some Pennsylvania cities and later advertise in selected newspapers for the Wm. J. Moxley Co., "Moxley's Butterine," Chicago.

Brearley-Hamilton Co., Grand Rapids, Mich., placed orders with a selected list of large city newspapers for the United Motor Truck Co., Grand Rapids, Mich.

N. W. Ayer & Son, Philadelphia, are now placing the advertising for the American Sugar Refining Co., "Crystal Domino Sugar," New York City. They are also placing orders with New York City newspapers for Wm. C. Demuth & Co., "Wellington" Universal Pipe, New York City. This agency is asking rates in newspapers on 40 in. 26 t. orders, which are believed to be for R. J. Reynolds

Tobacco Co. "Prince Albert" Smoking Tobacco, Winston-Salem, N. C.

Amsterdam Adv. Agency, New York City, is again placing 42 1. 36 t. orders with some Eastern newspapers for the Atlantic Coast Line, New York City.

Atlas Adv. Agency, New York City, is placing 196 1. 4 t. orders with some large city newspapers for the Bahama Government, Nassau, Bahama, and New York City.

Picard & Co., New York City, are placing orders with some large city newspapers for the Pier Realty & Holding Co., Philadelphia, World's Fair Garden Pier, Atlantic City, N. J.

Frank Presbrey Co., New York City, is placing orders with newspapers in selected sections for the Munson Steamship Line, New York City.

Stack Adv. Agency, Chicago, is making 1,000 1. contracts with some Middle West newspapers for the Standard Oil Co., of Indiana.

Street & Finney, New York City, is placing the advertising for the Beechnut Packing Co., "Hams, Bacon and Chewing Gum," Canajoharie, N. Y.

Taylor-Critchfield-Clague Co., Chicago, is again making 5,000 1. contracts with a few selected newspapers for H. S. Peterson & Co., Medical, Chicago.

J. Walter Thompson Co., New York City, is placing 100 1. 2 t. orders with a few large city newspapers for Harper's Bazaar, New York City.

Triangle Adv. Agency, New York City, is placing classified advertising with a selected list of newspapers for the Mina Mfg. Co., New York City.

Vanity Fair Magazine, New York City, is placing 728 1. 1 t. orders with a few city newspapers through various agencies.

H. E. Lesan Adv. Agency, Detroit, Mich., is renewing contracts for the Queen & Crescent Ry.

D'Arcy, St. Louis, is placing 300 in. 1 yr. orders with a selected list for G. A. Dickel. This agency is also putting out copy with papers of the Middle West for the American Wine Co.

Beers Adv. Agency, Havana and New York, is placing in large Spanish papers some financial advertising for the Investment Securities Co. This agency is also placing orders in Cuba and Porto Rico for the Buist Co. "Seeds."

Sidener-Van Riper Adv. Co., Indianapolis, is placing orders with a selected list of newspapers in Indiana for the Taggart Baking Co., "Taggart Tags," Indianapolis.

Erwin-Wasey, Chicago, are now handling the advertising for the Goodyear Tire & Rubber Co.

E. T. Howard, New York City, is putting out some Christmas copy for the Waterman Fountain Pen.

E. Schiele, Kansas City, Mo., is placing with Middle West newspapers 5,000 1. 1 yr. orders for the Heycliffe Dist. Co.

Levin & Bradt, New York City, are putting out with a few papers 1,000 1. orders for the Phoenix Knitting Mills.

The Freeman Advertising Agency, Richmond, Va., is making contracts with the magazines for the famous Virginia-Mecklenburg Mineral Water, 56 to 100 lines are being used. This agency is also placing advertising in farm papers and weeklies in Virginia and North Carolina for the Stockell Myers Co., agricultural implements, Petersburg, Va. Also making contracts for insertions in the Spring for the Mixon Seed Co., using Southern farm papers. Also the Billups Plow Co. in Southern farm papers.

The Following Newspapers are Members of
THE AUDIT BUREAU OF CIRCULATIONS

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

ALABAMA. NEWS Birmingham Average circulation for October: Daily, 37,393; Sunday, 38,750. Printed 2,207,884 lines more advertising than its nearest competitor in 1914.	NEW YORK. COURIER & ENQUIRER.....Buffalo IL PROGRESSO ITALO AMERICANO.....New York DAY.....New York The National Jewish Daily that no general advertiser should overlook.
CALIFORNIA. EXAMINER Los Angeles A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.	NEBRASKA. TRIBUNE Hastings Circulation A. B. C. report, 7,100. Full leased wire report United Press.
GEORGIA. JOURNAL (Cir. 57,531).....Atlanta CHRONICLE Augusta LEDGER Columbus	OHIO. PLAIN DEALER.....Cleveland Circulation for October, 1915: Daily 134,978 Sunday 166,411 VINDICATOR Youngstown
ILLINOIS. HERALD Joliet STAR (Circulation 21,589).....Peoria	PENNSYLVANIA. TIMES Erie DAILY DEMOCRAT Johnstown TIMES-LEADER Wilkes-Barre
IOWA. REGISTER & LEADER.....Des Moines EVENING TRIBUNE.....Des Moines Essential to covering Des Moines and vicinity.	SOUTH CAROLINA. DAILY MAIL.....Anderson
KENTUCKY. MASONIC HOME JOURNAL.....Louisville, Ky. (Semi-Monthly, 32 to 64 pages.) Guaranteed largest circulation of any Masonic publication in the world. In excess of 90,000 copies monthly.	TENNESSEE. BANNER Nashville
LOUISIANA. TIMES PICAYUNE.....New Orleans	TEXAS. AMERICAN Austin "The Twentieth Century Paper of Texas" is absolutely independent, printing all the news all the time and printing it first. Seventy per cent. city circulation by carrier. CHRONICLE Houston The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday. POST Houston Over 90% of carrier circulation stays in the homes. Proof on request. Government Report, 28,810 net. TELEGRAM Temple Net paid circulation over 6,000.
MICHIGAN. PATRIOT (No Monday Issue).....Jackson Gov. Statement Oct. 1, 1915—Daily, 11,403; Sunday, 12,568. Member A. B. C. and A. N. P. Assn. Flat rates, 28 cents. Guaranteed position, 35 cents.	UTAH. HERALD-REPUBLICAN.....Salt Lake City
MINNESOTA. TRIBUNE, Morning and Evening...Minneapolis	VIRGINIA. DAILY NEWS-RECORD.....Harrisonburg In the famous Valley of Va. only paper in the richest Agricultural County in United States.
MISSOURI. POST-DISPATCH.....St. Louis Is the only newspaper in its territory with the beautiful Rotogravure Picture Section. Circulation first six months, 1915: Sunday average 350,066 Daily and Sunday 204,497	WASHINGTON. POST-INTELLIGENCERSeattle
MONTANA. MINER Butte Average daily, 11,684; Sunday, 17,971, for 3 months ending March 31st, 1915.	CANADA. FREE PRESS London DAILY HERALD.....Stratford Largest circulation in Perth County. The paper that Perth County people want to read.
NORTH CAROLINA. SENTINEL Winston-Salem October gov't report 5,843 net gain October, 1915, over October, 1914, 1,028 copies.	ONTARIO.
NEW JERSEY. PRESS (Circulation 7,945).....Asbury Park JOURNAL Elizabeth PRESS-CHRONICLE Paterson COURIER-NEWS Plainfield	

ROLL OF HONOR

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

ILLINOIS. SKANDINAVEN Chicago	NEW YORK. BOLLETTINO DELLA SERA.....New York
INDIANA. THE AVE MARIA.....Notre Dame	PENNSYLVANIA. TIMES Chester
NEBRASKA. FREE PRESSE (Cir. 128,384).....Lincoln	

New Orleans States

Sworn Net Paid Circulation for 6 Months Ending Sept. 30, 1915

33,142 Daily

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

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

Circulation data sent on request.

The S. C. BECKWITH SPECIAL AGENCY
Sole Foreign Representatives
New York Chicago St. Louis

NEW YORK ADVERTISING SITUATION

Lines of Advertising Carried by All Daily Newspapers
From January 1st to November 30th, 1915

Compiled by Statistical Dept., N. Y. Evening Post

THE NEW YORK GLOBE

With a Gain of 1,230,827 lines, leads

EVENING NEWSPAPERS (6 days)

	1915	1914	Gain	Loss
The GLOBE	4,881,206	3,650,379	1,230,827
The Journal	6,209,565	6,316,506	106,941
The World	4,694,654	5,129,925	435,271
The Sun	4,372,217	3,646,059	726,158
The Mail	4,044,997	3,716,954	328,043
The Post	3,093,661	3,101,059	7,398
The Telegram	5,763,214	5,842,917	79,703
Totals			2,285,028	629,313

MORNING NEWSPAPERS (7 days)

The Tribune	2,954,377	2,303,642	650,735
The Times	8,779,446	8,406,183	373,263
The American	7,909,627	8,211,597	301,970
The World	9,643,820	9,911,225	267,405
The Herald	7,288,365	8,431,002	1,142,637
The Sun	3,479,789	3,396,479	83,310
The Press	1,866,080	2,749,414	883,334
Totals			1,107,308	2,595,346

Net GAIN evening newspapers..... 1,655,715

Net LOSS morning newspapers..... 1,488,038

About 1,500,000 lines changes from morning to evening newspapers because
advertisers have found better results from papers that got
to the homes.

O'MARA & ORMSBEE, Inc.

CHICAGO
Tribune Bldg.

Special Representatives

NEW YORK
Brunswick Bldg.

