

# The Editor & Publisher

and The Journalist

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

Vol. 47, No. 49

NEW YORK, MAY 15, 1915

10 Cents a Copy

## THE MARKET PLACE

From January 1 to April 30, this year, The Chicago Daily News printed more display advertising *six days a week* than any other Chicago newspaper printed *in seven days*. The figures are:

The Daily News	(six days)	2,432,409 lines
The Tribune	(seven days)	2,429,412 "
The American	(six days)	1,645,275 "
The Examiner	(seven days)	1,569,351 "
The Herald	(seven days)	1,562,982 "
The Journal	(six days)	1,263,435 "
The Post	(six days)	792,909 "

The Daily News gained 112,002 lines in display advertising and 50,890 in daily circulation over the first four months of 1914.

The net paid circulation of The Daily News from January 1 to April 30, this year, averaged 411,423 daily—the largest average in the 39-years' history of The Daily News.

The Daily News sells more papers in Chicago than any other newspaper, morning or evening, daily or Sunday.

If you want the Chicago market, advertise in The Daily News, the paper with the largest circulation and the greatest amount of advertising—Chicago's market place.

# YOUR GOLDEN OPPORTUNITY

Cover Detroit With One Paper  
**The Detroit News**

## HERE'S THE PROOF:

Net Paid Circulation, April, 1915	- - - -	170,596
City Circulation	- - - -	121,096
City Directory Population	- - - -	658,970
English speaking (approximately)	- - - -	558,000

## This Is Better Than 1 in 5

To be exact it means 1 copy of The Detroit News distributed in Detroit for every 4.6 men, women and children who speak English.

SUCH THOROUGH CIRCULATION PAYS ADVERTISERS. AGAIN—HERE'S THE PROOF:

Inches of Paid Advertising published by News in April, 74,789  
 52% lead over next week day paper - - - 25,651

- The News 6 days a week carried more advertising than its 7 day a week competitor by 11,539 inches.

On Sundays it's the News Tribune.  
 New Rotogravure Section used.

NEW YORK—I. A. Klein, Metropolitan Tower

CHICAGO—John Glass, Peoples Gas Bldg.



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### CONVENTION CITY NEWS

**Mayor Thompson Issues a Proclamation to Chicago's Citizens Urging Them to Welcome Delegates to Big Meeting—Ad Club Paper Editor to Hold Session—Rival Ball Clubs Battle on Diamond.**

(Special Correspondence.)

CHICAGO, May 11, 1915.—“Advertising week” has officially been proclaimed. Mayor William Hale Thompson has signed a call issued to all Chicagoans urging them to give proper welcome to the delegates to the eleventh annual convention of the Associated Advertising clubs of the world, which convenes here June 21.

The week of June 20 to 26 is set aside as advertising week by Chicago's chief executive. So far as can be learned it is the first instance of the issuance of a like pronouncement on record. Here is the mayor's proclamation:

Recognizing the important influence of advertising in the upbuilding of American industries, recognizing the leading position that Chicago occupies in the business of advertising, recognizing the value to our city of the coming of the advertising hosts which will gather here for the eleventh annual convention of the Associated Advertising Clubs of the World.

Now, therefore, I, William Hale Thompson, mayor of the city of Chicago, do hereby proclaim the week of June 20, 26, 1915, advertising week in the city of Chicago, and I do call upon the people of our city to receive our guests of that week with a spirit of welcome and hospitality, and upon the merchants of our city to display especially during that week advertised, trademarked merchandise, and to decorate in suitable manner their places of business.

Present at the signing of the proclamation in the City Hall were these officials of the convention: J. R. Woltz, chairman of the pageant committee; H. E. Myers, general secretary of the convention committee; James M. Dunlap, chairman of the convention committee, and Homer Buckley, vice-president of that committee.

“I am a profound believer in the power of advertising,” Mayor Thompson told a representative of THE EDITOR AND PUBLISHER. “I am glad the advertising men are coming to Chicago. Chicago, as does every other community in the world, needs the lessons the ad men alone can teach us. As mayor of Chicago I mean to advertise Chicago. Chicago is the greatest summer resort in the country, a fact obscured because no one has advertised it. That's just one case in point. Officially and personally I welcome the ad men.”

MAYOR MADE AN AD MAN.

When the mayor was informed that the board of directors had just elected him an honorary member of the Advertising Association of Chicago, he said:

“It's an honor I appreciate deeply. I intend to find time from my other duties to attend meetings and get into the spirit of the organization.”

The only other honorary members of the Chicago association are Chief of Police Charles Healey and Congressman Joseph G. Cannon, of Danville, Ill.

The number of advertising men who will bring their wives and families to the convention will be particularly large. Automobile rides, receptions, lake excursions and theater parties have been planned for the women.

A conference of advertising club paper editors will be one of the features of the convention recently determined upon. Arnold Joerns, editor of Chicago Advertising, will speak on “How Can the Club Organ Best Serve the Membership?”

On the advice of fellow members of the Advertising Association of Chicago,

Fred Meyer, a haberdasher, has announced he will remove from the shelves of his stores all but national advertised goods.

Last Wednesday afternoon the Blues and the Grays, the two baseball clubs composed of the Advertising Association, members opened their season of weekly games at the Chicago avenue playgrounds. The game bore earmarks of a regular contest and victory was the Grays by a score of 5 to 2. Col. William Stiles, who played with the famous Red Stocking in 1882, before the advertising field claimed him, starred at third base and at the bat for the winners. Homer J. Buckley pitched for the Grays, and James Dunlap occupied the slab for the Blues.

The poems of Harlan E. Babcock, who writes daily in verse on current events for the Herald, were featured at a musical given by the Sherwood Music School in Thumber Hall, Sunday afternoon, May 9.

H. B. Snyder, who has been space buyer for the Charles H. Fuller Advertising Agency, has left, and gone with William & Cunningham as chief space buyer.

Julian Arnold, son of Sir Edwin Arnold, was here last week and addressed the Chicago Press Club.

### WILL NOMINATE HOUSTON

**His Name to Be Presented As Candidate for Presidency of A. A. C. W.**

Who will be elected president of the Associated Advertising Clubs of the World at the Chicago Convention? This question has been in the minds of many ad men during the last few weeks.

The first and only name thus far mentioned as a candidate for the position is Herbert S. Houston, vice-president of Doubleday Page & Co., of New York, and former chairman of the Educational Committee of the organization.

The movement to nominate Mr. Houston was started by Mac Martin, of Minneapolis, one of the leading men in the A. A. C. W. One week ago he sent a letter to the presidents of all the Ad clubs suggesting that Mr. Houston would be the best man for the place and asking their co-operation.

At a meeting of members representing several New York advertising organizations, held at the Aldine Club, it was decided to conduct a campaign to place Mr. Houston in nomination.

A telegram was sent to Mr. Houston in Cleveland telling him of their action and pointing out that the A. A. C. W. desired to recognize his great services to the organization and, moreover, that he was needed to carry on the work on the high plane upon which it has been conducted under Messrs. Dobbs, Coleman and Woodhead.

Mr. Houston in replying said that he would gladly respond to the call.

The meeting, of which Harry Tipper, president of the Advertising Men's League of New York, was chairman, decided to invite Sam C. Dobbs, of Atlanta, to make the nominating speech, and sent him a telegram to that effect. Mr. Dobbs telegraphed back that it would be a great pleasure and honor for him to make the presentation.

Mr. Houston is regarded as an unusually strong candidate for the presidency of the A. A. C. W. He has done yeoman's work for the organization ever since it was started. He is a forceful speaker, a deep thinker, a hard worker, and a man of unimpeachable character.

### A. N. P. A. PROTESTS INCREASE

**The Interstate Commerce Commission Shown How and Why News Print Freight Rates Should Stand.**

Representatives of The American Newspaper Publishers' Association and of many news print paper mills appeared before the Interstate Commerce Commission on Wednesday and protested against proposed increases on freight rates on news print paper east of the Mississippi and north of Ohio rivers. Representatives of the railroads were there to justify the increase.

Robert C. Morris, representing the Publishers' Association, said that an increase in cost of production of newspapers would work a hardship and that, as the railroads recently benefited by the 5 per cent. general increase they needed no other.

When it is considered that the total consumption of news print is, in round figures, one and one half million tons annually, and that in the territory affected by this increase consumes approximately 800,000 tons, and that the proposed increase in rates will mean an addition of \$500,000 expense in the production of newspapers, it is easy to see that this is an important matter to newspaper publishers.

### THE LUSITANIA STORY

**Press Associations Show that Their Facilities Are Ample to Handle Great Events.**

Nothing has better exhibited the perfection attained by news gathering organizations than the manner in which the Lusitania story was reported. It is difficult to imagine a more unlikely place from which a big news story might break than the Atlantic Ocean outside of Queenstown harbor.

Nevertheless, we have the word of the two big press associations that there was nothing in the least novel in the handling of the story, nor were any special arrangements necessary. The newspaper men responded to the call, covered the story, and that's all. Nothing in years has so demonstrated the smooth working of the wonderful and complicated machine which we call a press association.

“We handled the story of the sinking of the Lusitania just as we handle any other story,” said an official of the Associated Press on Friday. “There was no sensational feature, no hiring of special trains, or anything of that sort.”

“As soon as the news broke in London men from our London office hastened to Queenstown and Kinsale by the fastest means available, and they handled the event in the ordinary way. The sinking of the Lusitania was, of course, a big story, but there is no story in the way the news was handled.”

Roy Howard, of the United Press, said: “We are proud of the fact that Wilbut S. Forrest, of our London office, was the first American newspaperman to arrive at Queenstown after the blowing up of the Lusitania. The news broke in London at 6 p. m.—London time—and Mr. Forrest caught the first train, probably for Fishguard, and arrived first on the scene. He gave us a beat of several hours on the identification of the body of Charles Frohman. The body had been lying on a slab among a number of other unidentified dead.”

### HONORS FOR COLEMAN

**Former President of the A. A. C. W. Acting Mayor of Boston—McLaughlin's Success With Portland Press—Prominent Ad Men on Committee on Celebration of Landing of the Pilgrims.**

(Special Correspondence.)

BOSTON, May 12.—George W. Coleman, formerly president of the Pilgrim's Publicity Association and the Associated Advertising Clubs of the World, has been acting as mayor of Boston in the absence of Mayor Curley. Mr. Coleman is president of the City Council. When the Pilgrims go to Chicago, June 15, for the big convention, one of the prominent members to go on the trip will be Mr. Coleman. Governor Walsh has promised to see them off.

Friends of “Tom” McLaughlin, formerly of the Post, are congratulating him on his success as business manager of the Portland (Me.) Press. Mr. McLaughlin has brought the circulation up to 15,000, it is said. He is about to start a bulldog edition of the paper for “up state” that will contain box scores.

Publicity men will have an important part in the big Chamber of Commerce field day, banquet and show, that the Chamber plans to put on early in July. All the past presidents of the old Ad Men's Club, as well as the past presidents of the P. P. A., have been invited to serve on the committee to arrange for the celebration of the 300th anniversary of the landing of the Pilgrims.

Frank A. Black, advertising manager of Filene's, and also chairman of the retail division of the Associated Advertising Clubs of the World, has been elected chairman of the directors of the P. P. A.

Walter Sampson, office manager of the Major Patrick O'Keefe Agency, has returned from a trip through the West.

Carroll Swan was proudly calling attention yesterday to the fact that the Literary Digest, his only magazine connection, carried a story of the sinking of the Lusitania through the mails three days after it happened.

Charles Woodward has just returned to the New England field for the Woman's Home Companion after years in the Western field. Mr. Woodward has many friends here who welcome him “home.” Leonard Withington, a special writer of the Newburyport (Mass.) Herald, was among those lost on the Lusitania.

H. Burke, who is well known in Boston advertising circles, writes his friend Carroll Swan that he hopes Philadelphia will get the Ad Men's convention next year.

W. D. Nugent, formerly advertising manager of the Boston Evening American, has been made advertising manager of the Boston Morning Journal.

Prior to joining the American forces Mr. Nugent was connected for nearly six years with the Philadelphia Record as New York representative and advertising manager.

To your correspondent Mr. Nugent said: “The Journal is today on the soundest basis of its entire history, covering 83 years of existence. Under the ownership of Walton O. Green it has been transformed from a political organ, a Progressive sheet, to a real, independent newspaper, with a net paid circulation in excess of 60,000.”

“I joined the organization on Friday last on a contingent interest basis and feel altogether optimistic about the future of the property.”



## COUPONS DISCUSSED AT THE LEAGUE DINNER

## F. Huber Hoge Speaks for Them and S. H. Ditchett Opposes Their Use—Representatives of Coupon Companies Do Most of the Talking in the Debate That Followed.

[THE EDITOR AND PUBLISHER'S campaign against coupons is attracting wide attention. The articles and letters presented are only a few of the reports and expressions of opinion that have been received at this office during the past week.—Ed.]

The May dinner of the New York Advertising Men's League, which, by the way, was the last one of the season, was held at the Aldine Club, last Tuesday evening, and was one of the most interesting held during the year. Apparently the stage was set for the play, as produced, and events moved rapidly from start to finish.

The annual election resulted in the re-

such discussion, particularly when carried on by outsiders and when it got very close to personalities.

The general consensus of the meeting was that trading stamps are a splendid thing to get and hold trade for merchants, it being cited how well they had done that little thing for such stores as Greenhut's, the Fourteenth Street Store, Seigel's Boston store, O'Neil-Adams Co., Simpson, Crawford & Co., Kesner's and others. However, the question was not finally decided, and is still open to discussion.

S. H. Ditchett, editor of the Dry Goods

body else's proposition—spreads throughout the store. And if the soporific and slackening effects of trading stamps are apparent in the retail store, why should not similar effects arise with the manufacturer who seeks to attract customers by the gift enterprise route?

"Real advertising requires thought, brains and energy. It is forever fresh. It is a healthy stimulant, sending new life throughout the veins of the store and quickening its every impulse. There is no exhilaration, no stimulus about trading stamps.

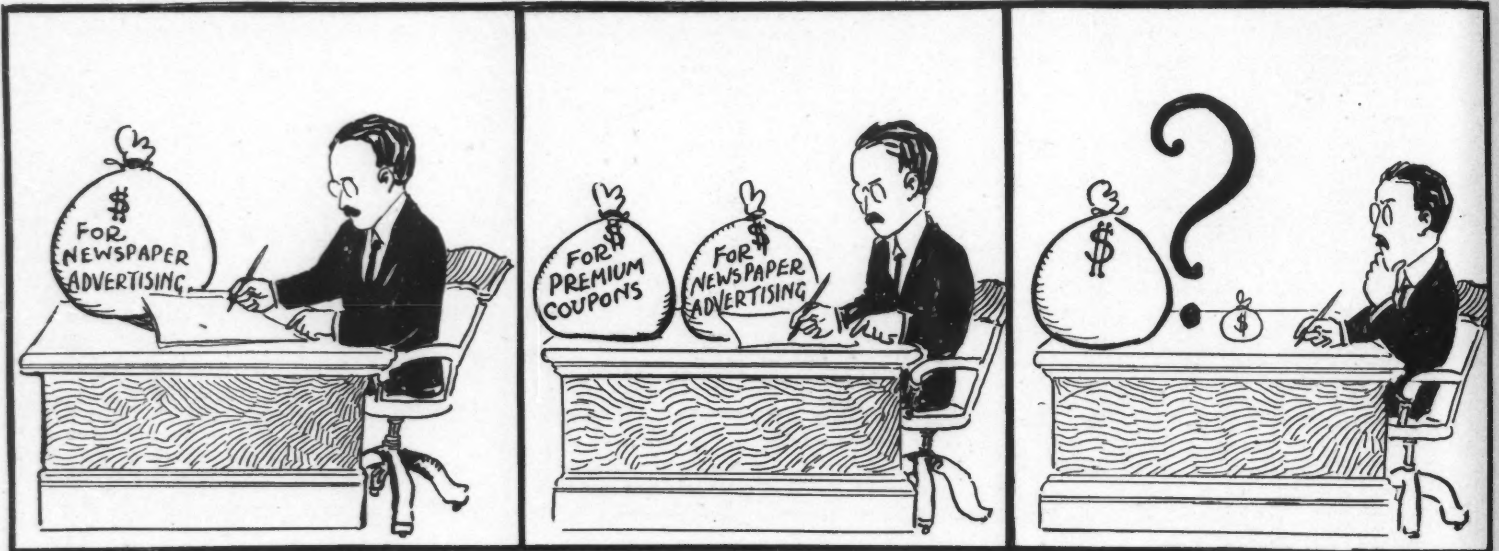
Mr. Hoge said in part:

This is not a partisan presentation, as might be assumed from being followed up by an opponent of coupons, but simply a little talk on what coupons are and how they work. Then Mr. Ditchett will tell you grounds about opposition to them, and I will try to give you the

some good, many bad or indifferent. Thus trading stamps were suddenly put into circulation by a multitude of retailers with no previous experience in their use. And there was no real limitations put on their use.

The result of this uncontrolled use was that the inexperienced in premiums, the unthinking or the weak-kneed retailer started giving double stamps, triple stamps—sometimes more than that. Some of the companies encouraged this by giving extra stamps free to their retailers to enable them to meet for short period, such double or triple stamp inducements on the part of competitors.

Gradually an awakening came. The fly-by-night trading stamp companies disappeared—the weak and badly managed ones broke up. The merchants who had bought of them sometimes had to redeem the stamps themselves. Disgusted, many merchants threw out trading



YESTERDAY.

TODAY.

TOMORROW.

election of the officers who have served during the year just passed, and was a mere formality, as the ballots, with the names of the candidates were printed and distributed at the tables, where they were viewed, marked with an "X" and all was over. The board is constituted as follows:

President, Harry Tipper, Texas Company; vice-president, O. C. Harn, National Lead Company; secretary, Fred A. Dibble, Harris-Dibble Company; treasurer, David D. Lee, Lee & Williamson. Directors, F. Huber Hoge, Frank Seaman, Inc.; Luther D. Fernald, Leslie-Judge Company; Dave Bloch, H. E. Lesan Agency; John Sullivan, 200 Fifth Avenue; W. S. Yerkes, Thomas Cusack, Inc.; Percy Marcellus, Kalkhoff Company; Harry D. Robbins, 43 Exchange place.

The big event of the evening was a discussion, or debate, regarding the coupon and trading stamp advertising idea. F. Huber Hoge, of the Frank Seaman Agency, read a paper favoring the coupon. He prefaced the paper by saying that he was going to speak from an entirely unprejudiced viewpoint, which makes a man wonder what he might say if he was prejudiced.

He was answered by S. H. Ditchett, editor of the Dry Goods Economist, who said that, as far as he was concerned, he was prejudiced against the use of coupons or prize package devices of any kind.

After the two speakers had finished the subject was thrown open to discussion. There were a great number of coupon men at the meeting and, seemingly, by a prearranged plan, they followed each other with painful regularity, "selling" coupons as fast as they could.

It was noted that the majority of the speakers were guests and not members of the league, and that it was decidedly a one-sided affair. Some of the members questioned the wisdom of the idea, and stated in no uncertain terms their disapproval of the league fathering any

Economist, presented arguments against the use of coupons from the standpoint of the retail merchants, and more especially that of the dry goods and department stores.

The difference between coupons and real advertising, said Mr. Ditchett, is this: Real advertising benefits the individual advertiser by increasing the general demand for the article he sells. Moreover, it is educative. The trading stamp, on the other hand, is distinctly a one-sided and selfish proposition. It is, unlike advertising, opposed to co-operation among merchants. If all the merchants are giving out trading stamps none are benefited. If all manufacturers of the same kind of an article pack coupons with their products none will be specially benefited by their use.

The Dry Goods Economist long ago recognized the inherent weakness of the trading stamp proposition and refused to accept advertising to promote their adoption. A number of trading stamp companies have failed and the merchants have been compelled to redeem their stamps themselves. The giving out of trading stamps is illegal in the District of Columbia. A New York store was obliged to sue a trading stamp company because it had refused to supply the establishment with more stamps or redeem those already issued.

One of the evil effects which retailers have experienced from the trading stamps, said Mr. Ditchett, is its tendency to lean too heavily upon it as a business support. There are some merchants who give trading stamps credit for being a help in their business, but you can find others who have tucked the crutch of trading stamps under their arms and gone on one leg ever since.

"Depending, then, on this form of attraction, the retailer gets slack. Less frequently is he able to devise really constructive plans; and, gradually, this slackness, this dependence on others—

for, after all, the trading stamp is some-

coupon side of the points he raises, as well as answer questions from the rest of you gentlemen.

Coupons being a form of the premium business, we should first glance at the premium business as a whole. And a very little virile business it is, manifesting itself in many forms. It may take the form illustrated by the newspaper which gives a lamp with a year's subscription, or the set of books given with a magazine. Here it is a buying concession put in more attractive form because the retail price of the article given is considerably more than the money concession the purchaser would receive, though the cost to the publisher or other firm giving it is the same.

Over one hundred million dollars annually is spent in the premium business, which means that it aided in the selling of over two billion dollars worth of goods. Anything that has helped sell goods to the extent of four times the value of the entire wheat crop of the United States is no experiment.

Like printed advertising premiums have had to struggle through dishonest use, ignorant use, abuse and misunderstanding. Printed advertising was first widely used by makers of quack medicine, sellers of charms, promoters of worthless securities, and a host of fraudulent or near-fraudulent propositions. But in spite of this handicap it brought a surprisingly increased sales for meritorious goods. And so the honest, efficient merchandiser used printed advertising and fought to clean it up, and we all are still fighting to polish off the job. Just so fake premiums were quite often used to sell worthless goods, or debased goods and the public were swindled and hoodwinked. In the premium field, too, the polishing off of the clean-up is still to be done.

First put out by the Sperry & Hutchinson Company, about twenty years ago, and sold to retail dry-goods stores, then to all kinds of retailers. Other trading stamp companies were formed—

stamps altogether. Every here and there merchants in a community banded together in agreement not to use stamps.

Trading stamps are a retail trade device, paid for by the retailer.

Coupons, on the other hand, are, with the exception of the United Cigar Stores, basically a manufacturer's device, and their characteristics, method of use, and relation to dealer and consumer entirely different from trading stamps.

And just remember this foundation truth. No sane person will buy goods merely because it contains a coupon. Nor will they buy low quality goods for the sake of the coupon when they know of any better quality goods that they can get at the same price. It's been tried and failed every time, just as unworthy goods branded and advertised are simply hastened to their death.

The vital thing is how well is it known. How much value has it in the eyes of the public. This is the thing that determines whether your coupon will be saved or not, whether it really is in the consumers' eyes a value worth saving.

Over one billion United Coupons were issued for the last fiscal year; over 880,000,000, or 86% per cent., were redeemed. That is why advertising any coupon is so important—the larger the number of present savers of a coupon the more profitable the publicity becomes because there is so much larger a base to build on. And it must be continuous advertising year after year to maintain the coupon's value in a consumer's eyes as well as spread its use.

In its relation to the merchant the coupon is quite different from trading stamps; the cost of coupons is met by the manufacturer. The merchant pays nothing for them. Indeed, the United Profit Sharing system and several other systems provide separate coupons given by the manufacturer for the merchant's own benefit, inducing him to feature and push the manufacturer's brand.

(See page 1064.)



# Many of Europe's "War Orders" for American Goods Come to New England

Because 42.1 per cent. of the manufacturing establishments in the country (employing over 500 persons) are located in New England.

Now with all Europe at war it is but natural that these warring countries turn to New England for their supplies.

Read the newspaper accounts of Europe's orders and how New England is being called on to furnish Blankets, Firearms, Ammunition, Shoes, Bridles, Stirrups, etc. Those goods are now being made in New England—many factories running at full capacity on double shifts.

**This means more money in New England pay envelopes to be spent for living expenses and luxuries.**

In normal times the wage earners of New England are paid the impressive total of approximately \$375,000,000 per year. The clerical workers and professional men and women earn more than that. A total of approximately more than \$800,000,000 per year, or over \$15,000,000 per week.

You want to get your share of millions of dollars that will be spent by this vast army of wage earners within the next few months.

The Boston American simplifies your problem by offering you the biggest home-going circulation in New England. Now over 335,000 Sunday, and over 400,000 daily, and growing.

**You can reach the greatest number of possible customers in this rich territory at the lowest rate per line per 1000 circulation by telling your advertising story in**



## Boston American

*Evening and Sunday*

80 Summer Street, Boston, Mass.

New York Office  
1789 Broadway

Chicago Office  
504 Hearst Building

### NEWSPAPER MAKING

A problem which in many cases has proved itself difficult of solution is the question whether or how far a newspaper should go to protect old customers against competition with new and probably less reliable concerns willing to use heavy space to promote sales. The bigger the town the less likely such a condition is apt to become acute.

The subject came up for discussion as a topic at the recent meeting of the A. N. P. A., and produced some highly interesting varieties of conceptions regarding newspaper practices, which most convincingly proves how newspapers, through lack of ordinary business sense, needlessly lay themselves open to serious and damaging attack.

In the smaller cities it is perhaps good business policy for the newspapers to protect the regular stores of the town from the fly-by-night fake sale adventurers who rent a vacant store for a few weeks activity. Such a policy may prove good business in the long run, both for its effect in establishing better relations with regular advertisers and for the protection of readers.

No other man in business would be expected to refuse trade for his own support and well-being, like the small city newspaper publisher who thus declines to sell the only article he has for sale on which he can make a profit. Because a man spends money for advertising in a newspaper there is no valid reason why he should seek to prevent it selling space to others.

The sooner newspapers in the various cities through co-operation are able to establish the principle that it is they that are extending a privilege to merchants in permitting them to address their readers through advertising, and to show them through demonstration if need be, that without advertising trade must languish, the simpler it will be to regulate relations.

The newspapers will generally be found to be willing to co-operate with local advertising clubs, which, through local vigilance committees, can easily investigate and point out unreliable stores whose advertising is undesirable or fraudulent, and thus bring all advertising that is printed into higher repute and make it yield larger returns.

A cleaning-up process is highly desirable from every standpoint, but the investigations, etc., must be handled in such a disinterested way by men unrelated to the business being investigated, that by no possible construction can they be made to appear as deciding against a man or concern whom they, for business reasons, would like to drive out of town.

A newspaper is made for its readers. The closer it is kept to such a standard free from the control or influence of advertisers or other interests, the more successful it will be. Advertisers should only be permitted to address the readers under such rules and under such conditions as the publishers think desirable for the best interests of the newspaper and its readers.

At times it may seem foolish to lose possible revenue by standing out for a principle, but a newspaper must do so from time to time if it is ever going to become a power in its community. Combinations of stores in a town to coerce a newspaper or newspapers, have always been failures where the newspaper stood pat and used their opportunities.

Frank admissions on the part of those controlling big stores to the writer indicates a growing appreciation on their part of their dependence on newspaper advertising. It is a well-known fact that any well-established newspaper could single handed cripple the business of any department store by printing the results of a careful investigation of its various relations with help, store equipment, etc.

Newspaper men are too apt to view their relations with big advertisers from the angle of their own trials and tribulations. They fail to give the subject consideration from the other side, or to bring themselves to a proper realization of their

great power. They control publicity, and without publicity no big store can prosper for any length of time.

So long as the newspaper can justify its position with its readers and the public it need not give in weak-heartedly to the many exactions of a group of cheap dealers in goods whose growth to imagined power it alone made possible. A keener appreciation of this power and a willingness to fight to maintain it would solve many a present day newspaper problem.

#### Paper Trade in the Far East

Since the war interfered with the European paper trade, inquiries have been sent to Japan from all over the East for paper, especially for printing newspaper. The first export orders were from Hongkong, followed by Tientsin, Shanghai, and the Yangtze ports. More recently orders have been received from Bombay, Calcutta, and Manila. About 1,000,000 pounds is the present monthly export, and according to the Mainichi (Osaka), Siberia and Australia are the only markets in these longitudes not taking Japanese paper. Tientsin is the largest consumer, taking about half the China imports.

Inquiries are being received from China for qualities of paper other than newspaper, but the news trade is believed to be the most promising one, and as the foreign demand increases more rapidly than the Japanese, the Japan Chronicle believes that Japan will be quite capable of capturing the whole of the oriental trade, and even of holding on to it in the face of the restoration of competition which will be seen when the war ends. The Chronicle adds that "Japanese news printings are confessedly poor stuff, but it is hoped to hold the market by the low price."

#### Picture Section for Detroit Paper

The Detroit (Mich.) News Tribune added a photogravure picture section to their Sunday issue, beginning with May 9.

#### Today: The Newsmen Speaks

By ROBERT W. NEAL.

You speak of death,  
But not so I.  
O'er hour when I shall cease  
To draw this mortal breath,  
I make no sigh.  
For coming death  
I have no fierce outcry

But I could weep for life,  
It is so brief;  
And I could bow the head  
To lose the strife  
And joy so brief—  
To know that life  
But glimpses joy and grief.

Nor this I do,  
My little time  
To waste on thoughts of death  
Or pleasure were untrue;  
A tale sublime  
'Tis but to do  
My best now. Else were crime.

I have today—  
Nought else—no more—  
My hand to the great task  
God's given man, to lay.  
Hence I would score  
My part today,  
Nor grieve o'er what's before.

You speak of death, but I—ah! I must pray,  
And think, and feel, and work, for but today.

#### Press Club's New Idea.

Instead of organizing its own entertainment, as it has done each spring heretofore, the Chicago Press Club is to offer a mystery play, "The King of the Dark Chamber," by Rabindranath Tagore, at the auditorium, on May 26.

For this first performance in America, Professor Benedict Papot, a member of the Press Club, has assembled a capable company of professional actors.

#### Wanted—Two Columns Free.

The Plainfield (N. J.) Courier-News recently received a 1,200-word article from Walton H. Marshall, manager of the Vanderbilt Hotel, New York, telling of the opening of the Hilltop Inn at Newport, with a request that it be published as news. Nothing was said about paying for it as pure advertising so it went into the waste basket along with articles of a similar character.

# A GAIN OF 18,839

The Average Net Paid Daily Circulation of

## The New York Press

for the Six Months Ending March 31, 1915, as by the official figures for the U. S. Government, was

**102,169**

For the corresponding period of last year the average net paid daily circulation was 88,216

For the last week in April, 1915, the average net paid Daily Circulation Was

**107,055**

April net paid gain over average of six-months period ending March 31, 1915,

**4,886**

April net paid gain over average of six-months period ending March 31, 1914,

**18,839**



# “What Do You Do With Complaints?”

When we engaged Samuel Hopkins Adams to slash into dishonest advertising through The Tribune's columns half of our job was to throw light on the most flagrant cases of unfair dealing. That Adams did—and will continue to do later.

The other half was to equip ourselves to get at the root of the practices surrounding deceitful advertising and merchandising—to distinguish between crookedness in the private office and carelessness among the counters—between basic rottenness in policy and inefficiency in management.

For this permanent, upbuilding work we have established

## The Tribune's Bureau of Investigations

and at the head of this Bureau we have placed

MR. C. E. LA VIGNE

who comes to The Tribune direct from the Federal Trade Commission in Washington.

With the Bureau of Corporations of the Department of Commerce, merged into the Trade Commission last March, Mr. La Vigne studied the problems of resale and distribution. For two years he has travelled over the country for the government, meeting manufacturers, wholesalers and small retail dealers, besides large department store managers and owners, mail-order house heads, and producers and distributors in many channels of commerce.

Single-handed, no one man could accomplish what we have outlined for this Bureau's work. But Mr. La Vigne will have behind him every resource of a great newspaper and, more than that, the active support of public sentiment in a Metropolitan City.

We have done much already to show that honesty in advertising is a perfectly practical profitable thing. This new bureau is one more step. And we are just beginning.

# The New York Tribune

FIRST TO LAST—THE TRUTH

NEWS—EDITORIALS—ADVERTISEMENTS

## FRENCH NEWSPAPERS HARD HIT BY WAR

How the Publishers Met the Crisis—Staffs Cut to the Bone and Salaries Reduced One Half to One Third—Many Newspapers Are Suspended—Directors Agree to Observe Rules of Censorship Effect on Circulations.

By GEORGES DROUILLY.

(Special Correspondence.)

PARIS, May 1.—In France, the war, which entailed mobilizing 4,500,000 men, has almost entirely paralyzed economic life. The French press, and especially the press of Paris, which derives almost its entire resources from publicity, has had, as a result, the conditions of its existence totally modified.

In the middle of July, during the period of tension which preceded the declaration of war, the directors of Paris newspapers, meeting at the offices of their association, took under consideration the disturbances that war would bring to the internal organization of their houses, receipts and employees, and drew up a programme of protective measures.

They did not discuss the duration of hostilities, the possibility of success of either side, the invasion of Belgium and part of the north of France; the problem before them was this: how to face the suppression of receipts due to the stoppage of business, the mobilization of part of their staff, on the editorial side as well as the business side, of their linotypists, distributors and sellers. They determined to continue to appear with a diminished staff, which would be only paid reduced wages, and to live on their reserve capital. A number of small papers, not having any reserve capital, decided to cease publishing. Such was the situation on the eve of the war.

### NEW RULES INAUGURATED.

The order for mobilization was issued on the afternoon of Saturday, August 1. On the following day the measures decided by the directors were put into practice. Small papers, like the *Rappel*, the *Nineteenth Century*, the *Evenement*, the *Siecle*, the *Autorité* (Bonapartist organ directed by the brothers Cassagnac), the *Lanterne*, the *Soleil* (an old-fashioned royalist sheet), the *Gil Blas* (which had become the semi-official organ of M. Joseph Caillaux), *Comœdia* (a daily devoted entirely to things theatrical), and all the racing organs, the *Jockey*, *Auteuil-Longchamps*, *Paris-Sport*, *La Veine*, *L'Echo des Courses*, the *Chasse-Illustré*, ceased to appear.

As to other papers, the directors held meetings of the staff and informed them that "owing to exceptional circumstances" they were obliged to reduce the size of their papers, or the number of sheets, and to dispense with all reporters who were not absolutely necessary and to pay those remaining half or one-third of their usual salaries.

Every mobilized reporter received three months' pay and in certain cases, such as *Le Temps*, the *Havas Agency*, the *Petit Parisien*, these reporters were assured that their wives or their families would receive half their salaries during the whole time of the war. Dismissed men received also three months' pay. Those who afterwards were unable to find work applied to the great press associations, the "Syndicat des Journalistes Parisiens," the "Syndicat des Journalistes Republicains," and the "Nouvelles Parisiens," which generously granted monthly allowances. These same bodies, all rich, granted monthly allowances from \$8 to \$20 to the wives of journalists under arms.

### ON A WAR FOOTING.

War was declared on August 4, 1914. Mobilization took its course and the Paris press presented itself under the following changes:

The *Temps*, the great evening paper, retained its size, but reduced its pages from six to four. The *Liberté*, an evening paper with two editions, at 4 p. m. and 6 p. m., suppressed one edition (as papers were soon forbidden to issue more than one edition a day) and appeared as a one-sheet paper, much re-

duced in size. The *Presse*, *Intransigeant*, and *Patrie*, three evening papers, reduced their size and printed only one sheet. *Paris-Midi*, appearing at midday, came out as a very diminished sheet. The *Information*, *Bonnet Rouge* (an advanced socialist organ), the *Journal des Débats* (an old literary paper of high standing) and the *Gazette de France*, a royalist sheet which dates from 1631, all had to reduce their size and be limited to a single sheet.

Morning papers, which are far richer than the evening, had the same experience for the first two months of the war, August and September. The *Petit Parisien* (circulation 1,400,000) and the *Journal* (1,200,000) printed four pages, instead of eight. The *Petit Journal* (900,000), founded by Marinoni, cut its six pages to four. The *Echo de Paris* was one of the few papers to see its circulation rise by bounds, from 250,000 to 750,000—it should be explained that all the foregoing circulation figures have nothing official about them, but represent the general estimate in newspaper circles.

### CIRCULATION INCREASES.

Before the war the total circulations of French newspapers (Paris and departments) amounted to 7,000,000 daily. At the present time, although many papers have disappeared, the total is 15,000,000, the increase chiefly due to extra sale of afternoon papers which give communique.

The *Echo de Paris*, after reaching 800,000 when Count Albert de Muu was writing for it, has now fallen to 400,000. *L'Information*, which appears about 11 in the morning, sells 100,000. The *Guerre Sociale*, of Gustave Herve, 80,000, and *Clemenceau's Homme Enchaîné*, 60,000. The *Petit Parisien* has reached about 1,800,000 for its various editions (always at least three, one at 6 p. m. for most distant provinces, one at 8, and Paris edition about 1 a. m.). *Humanité*, which had reached 150,000 in July, is now 75,000.

It is generally reported that the *Echo de Paris* had machines which did not allow a change to be made in the size of the paper. So that instead of reducing their news to the single page which made all papers about the same, as they contained little more than official communique, the *Echo* printed a brilliant series of articles by Comte de Mun (until he died), Maurice Barres and others and so reaped a fitting reward, as for months the *Echo* was the only morning paper that gave more than five or ten minutes' reading.

### THE MATIN FOUR PAGES.

The *Matin*, the nearest approach to an American idea of a newspaper, reduced its size to a sheet for months, and is still only four pages instead of six or eight.

The *Figaro*, which made the next best show to the *Echo de Paris*, appeared with four pages, and the *Gaulois*, the great royalist organ which shares the world of society with the *Figaro*, appeared with two pages until April, when it resumed its usual four. Arthur Meyer, its director, is one of the few directors who can compare the 1870 war and the present from personal recollections.

The following newspapers appeared as single sheets: *La Croix*, the great Catholic organ, with as many editions as there are departments in France; the *Radical*, a purely political paper; *Humanité*, the socialist organ, founded by Jean Jaures, who was murdered by a crank on mobilization day; the *Bataille Syndicaliste*, the journal of advanced socialists, which has managed to survive the war, not without difficulty; the *Republique Française*, Gambetta's paper and now supposed to represent M. Briand's policy;

the *Action Française*, the turbulent royalist sheet which would place the Duke of Orleans on the French throne; the *France*; the *Libre Parole*, Edward Drumont's anti-Jew paper; the *Action*, the *Eclair*, *Excelsior* and the *Homme Libre*, which the censor's attentions soon made the *Homme Enchaîné*, in which M. Clemenceau relieves his feelings every day. The French press had to submit to a new order of things to which it was not accustomed, although it was only a revival in its history.

### PRESS BUREAU ESTABLISHED.

As soon as war was declared a "Press Bureau" was established at the Ministry of War and all directors of papers were summoned to the Elysée Palace where they were addressed by M. Messimy, then Minister of War, in the presence of the President, M. Poincaré, and most of the cabinet. The minister told the editors that he counted on their loyalty to accept the new regime with good will. "You will not be told everything," he said, "but all that is told you shall be correct. Nothing shall be exaggerated or distorted, but silence must be kept on many things not to compromise the national defense." All directors promised to obey faithfully the wishes and instructions of the Press Bureau, unofficially known as the censorship.

From that day, an hour before going to press, proofs of everything to be printed must be submitted to the censor. They are read by a staff which numbers about eighty, and includes many well-known writers and press men, then stamped and sent back to the offices. Suppression of articles, phrases, and even words, are common. The position of an army corps or a regiment cannot be given; almost nothing can be told of German spying in France; numbers of spies have been captured, court-martialed and shot without a line appearing in the French papers, and, of course, any mention of the movements of troops is forbidden.

### NO CORRESPONDENTS AT FRONT.

No correspondents are allowed at the front. The Press Bureau issues daily bulletins and other communications and organizes trips to the front for a few journalists at a time, who are conducted by a staff officer, allowed to see what he chooses, brought back to Paris on a fixed day and put on their honor to submit everything they write about their trip to the censorship before cabling or mailing it.

The early events of the campaign in the Vosges were favorable to the French. Altkirch and Mulhouse in Alsace were taken and newspapers multiplied their editions, which an eager public tore from sellers' hands. Then came the invasion of Belgium; Mulhouse, Altkirch and Morhange were lost, the battle of Charleroi was a defeat and the French retreated on to the Marne. During all this period the censorship was severely strict. Newspapers could not be cried in the street; no headlines could cover more than two columns; official bulletins must not be commented on; the military writers who contributed to papers found their articles almost entirely deleted, and the one edition a day regulation made, thus preventing the morning papers continuing to issue an evening edition, as many had begun to do.

### MOVES TO BORDEAUX.

Early in September the government moved to Bordeaux and most newspapers determined to follow them. The *Liberté*

and *Presse* and *Gaulois* remained in Paris only, while the *Figaro*, *Echo de Paris*, *Petit Parisien*, *Petit Journal*, *Journal* and *Matin* brought out editions both in Paris and Bordeaux.

(Concluded on page 1064.)

## Cut Your Overhead Expenses

by using our Daily and Sunday high-class COMIC MAT SERVICE 7-COLUMN STRIPS, half and full page Sunday Comics; key or color mats.

Want proofs?

## World Color Printing Co.

R. S. Grable, Mgr.

Established 1900. St. Louis, Mo.

2

## THE TEST

CIRCULATION is the big asset. To earn it and HOLD it you must "deliver the goods." RESULTS are the true test. ASK OUR CLIENTS what the output of Newspaper Feature Service has done and is doing in the way of circulation making. LET US SEND YOU samples of our colored comics, daily magazine pages and Sunday magazine pages in black and colors.

### Newspaper Feature Service

M. Koenigsberg, Manager

41 PARK ROW, NEW YORK

## Sport Service

Everything for Your Sport Page

News Pictures  
Letters Box Scores

### DEMAREE CARTOONS

Write or Wire for Samples and Prices

### International News Service

238 William St., New York City

USE

## UNITED PRESS

FOR

### Afternoon Papers

General Offices, World Bldg., New York

## 460 Daily Newspapers

are profiting by the use of WINTHROP COIN CARDS

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

A letter will bring prices and details.

THE WINTHROP PRESS  
141 East 25th Street New York City

### Joseph P. Schiller Syndicate

Newspaper Sunday Supplement  
Schiller Building, CHICAGO

### Polly's Paper Playmates

again make their bow to the Sunday Newspaper Publishers.

A colored, pictorial supplement, 8x10 in size, printed from the very best half-tone plates in four colors on coated stock; each supplement has printed thereon a coupon calling for a ten cent pattern. The money received by the publishers for the patterns pays a margin of 50 per cent. to the newspaper. We mail and pay postage. Write or wire for sample in colors.

This is a great CIRCULATION producer and maintainer.



# SOMETHING DIFFERENT IN DAILY COMICS

TO BE RELEASED JUNE 7TH

## History In Corycatures

By J. CAMPBELL CORY

BEING A daily seven column strip by the famous cartoonist, depicting in humorous drawing and witty text the life stories of well known historical characters.

EACH WEEK a different character will be shown. Dates, names, location and other facts will be historically accurate, while the treatment will be intensely funny.

THE FOLLOWING reproductions, very much reduced in size, of the first and sixth chapters in the history of John Smith will serve to give some idea of the originality of the conception and the perfection of Cory's work. Samples of the complete week sent on request.

HISTORY IN CORYCATURES—John Smith—Chapter 1

Copyright, 1915, by McClure Newspaper Syndicate.

BY J. CAMPBELL CORY



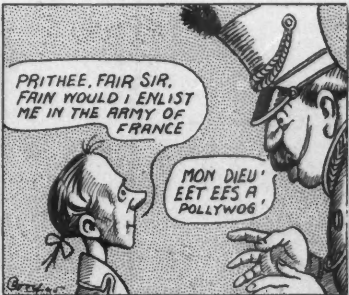
In 1580, George Smith, a well-to-do tenant farmer of Willoughby, in Lincolnshire, England, was congratulated by his neighbors upon the birth of a right comely son. In after life this child was destined to become the hero of many a romantic adventure, the which are to be faithfully chronicled in these memoirs.



At the tender age of fifteen, young John Smith became an orphan with a comforting inheritance, the which he lightly scorned, being minded to seek adventure beyond the seas.



The guardians of his estate gave little heed to the romantic yearnings of the stripling who, finally becoming disgusted with the monotony of country life, sold all of his inheritance for a paltry sum and fared him forth to tempt the founts of fortune.



PRITHEE, FAIR SIR, FAIR WOULD I ENLIST ME IN THE ARMY OF FRANCE

MON DIEU' EET EES A POLLYWOG

Thus it transpired that at the age of seventeen he enlisted as a soldier in the army of France under the banner of the reigning monarch, Henry IV. (Look for next installment tomorrow.)

HISTORY IN CORYCATURES—John Smith—Chapter 6

Copyright, 1915, by McClure Newspaper Syndicate.

BY J. CAMPBELL CORY



After his return to Jamestown Sir John Smith was severely injured by an explosion of gunpowder, the results of which so crippled him that his activities were deemed to have come to an end.



He therefore decided to return to England and to that end took ship October 4, 1609.



He devoted his latter days to literature and to the furtherance of the interests of the American Colonies. He died a comparatively poor man, June 21, 1631, at the age of fifty-one.

ALL OF NEXT WEEK —  
(BEGINNING MONDAY)  
WILL APPEAR IN LIKE FORM  
THE MARVELOUS STORY OF  
**ALEXANDER THE GREAT**

WHEREIN WILL BE HUMOROUSLY  
DEPICTED THE MANY AMAZING  
ACHIEVEMENTS OF THAT  
GREATEST OF ANCIENT  
CONQUERORS

AS IN THE PRECEDING "CORYCATURES"  
OF CAPT. JOHN SMITH  
THE DATES, INCIDENTS AND HISTORICAL  
SETTING WILL BE CORRECT

OUR ESTABLISHED DAILY COMICS ARE  
AMONG THE MOST SUCCESSFUL NOW APPEARING

Let us send you samples and quote prices on any of the following that may be open for your territory:

Grumpy and the Folks, by Clare Victor Dwiggin.  
Goldberg Cartoons, by R. L. Goldberg.  
The New Boarder, by "Kring."  
Snoodles' Diary, by C. R. Hungerford.

Doings of the Van Loons, by F. I. Leipziger.  
Ophelia's Slate, by Clare Victor Dwiggin.  
Uncle Eph Remarks, by A. E. Curtis.  
Things That Never Happen, by Gene Byrnes.

McCLURE NEWSPAPER SYNDICATE, 45 West 34th Street  
NEW YORK



# PROFITABLE NEWSPAPER ADVERTISING

## HOW THE JERSEY CENTRAL RAILROAD MADE ADVERTISING PAY

The Adoption and Popularizing of a Slogan, and How it Grew to Be the Heaviest Advertised Piece of Track in the World Figured from a Mileage Standpoint. A Splendid Example of How Newspaper Space, Judiciously and Persistently Used, Will Pay.

By H. R. DRUMMOND.

**Your Watch is your Time Table**  
**NEW JERSEY CENTRAL**  
**NEW YORK TO PHILADELPHIA**  
 A TWO HOUR TRAIN EVERY HOUR  
 ON THE HOUR FROM LIBERTY STREET  
 10 MINUTES BEFORE THE HOUR FROM 23<sup>RD</sup> ST.

There are business men, here and there, who contend that newspaper advertising, while it is good for some things, is not good for their business, and many of them are perfectly honest in thinking this is so.

It has been the endeavor of THE EDITOR AND PUBLISHER, in this series of advertising stories, to like the dictionary diversify the subjects as much as possible, and, as those who have followed the series will realize, the diversification has been fairly wide.

This has been done to show, as comprehensively as possible, that it does not make so much difference what line of human endeavor a man may be engaged in, newspapers, properly used, will increase business for him.

For this week's story we have selected a railroad that spends more money per mile in advertising for passenger business than any other road in the world and has made it pay.

It has been and still is good advertising, and has been directed against the strongest and best kind of competition, and has not only kept the competition from gobbling up everything, but has produced a steadily increasing business for the advertisers.

When one thinks of spending \$50,000 a year on advertising for passengers for a strip of ninety miles of track and making it pay, too, one can see that the ramifications of newspaper advertising are practically limitless.

To be beaten to a pulp by a larger and stronger adversary is an awful thing when one comes to think of it, even if one knows of it, but just think of being beaten to a standstill and not knowing it. That reads like a story of an Irishman.

When, after years of running out of the same station the great Pennsylvania railroad system tunneled under the Hudson River and put their passenger trains into the very heart of New York, everybody knew that the Jersey Central Railroad was through, finished and done, at least as far as passenger traffic between New York and Philadelphia was concerned. That is, everybody knew it except the people who were running the Jersey Central Railroad—and they didn't seem to know a blooming thing about it.

You see it's this way. The Jersey Central is a "differential" which, in railroad parlance means that it is not a trunk line—and differentials bear the same relation to trunk lines in railway life that country weeklies bear to city dailies in newspaper life.

The Jersey Central had ninety miles of perfectly good track between New York City and Philadelphia, and the general passenger agent, W. C. Hope, true to his name, hoped that he could get business for passenger trains. But how? He didn't just exactly know, but he was determined to find out.

He got his management in the proper frame of mind, secured equipment second to none and began running hourly express trains between the two cities. Then he got his advertising man, Raymond D. Carter, into his private office and gently, but firmly, told that gentleman to get busy.

**UP TO CARTER.**

"There are the trains, Carter, old top—one every hour, and they are regular railroad trains. They are equipped with everything that railroad trains need, except passengers. Go get the passengers,

Raymond. Get great lots of prosperous, happy passengers to ride on these trains. How? Oh, well, that's up to you. Just you go get 'em. Please close the door as you go out. Good day!"

It was up to Carter to create business. How? Where? That was up to Carter.



He could use either inks or liver pills—but he must get passengers.

On the face of it here was an up-hill proposition. Here was a railroad 677.93 miles long competing with another railroad 10,317.35 miles long. Of course one was just as long as the other between New York and Philadelphia, but look at the "feeder" the Pennsy had compared to the "feeder" the Jersey Central had, and look at the resources the Pennsy could command to compete.

**CLIMBING THE HILL.**

Being an up-hill proposition, Mr. Carter went to the hill, just like Mohammed went to the mountain, only in this case it was Elson C. Hill, of the J. Walter Thompson Advertising Agency, and the matter has been on top of the Hill ever since.

After a conference it was discovered that, notwithstanding the fact that the Pennsy was 9,639.42 miles longer than the Jersey Central it was not a single inch wider, and that helped some.

It was in 1910 that the Jersey Central Railroad plunged into a perfect riot of newspaper advertising in the newspapers of New York City. The initial advertisements were one inch deep and single column measure. They were not as regular as the trains they advertised, but they were merely a starter. They grew into two inch single column, then two inch double column, four inch double column and on and on into seven inch four column ads.

**ADOPTED A SLOGAN.**

A slogan was adopted, "Your Watch is Your Time Table," and people were told that Jersey Central passenger trains left "Every Hour on the Hour," and they did.

At first the passenger trains were run "light," some of them very light. A less far sighted or less tenacious management would have given up and acknowledged itself beaten, but the Jersey Central did not know that it was licked, you see.

The ads kept on appearing. The trains kept on running, and slowly, slowly but

surely the passengers appeared in increasing numbers until the balance on the ledger was shifted from the debit to the profit side.

It is an interesting campaign. It has been and still is unique. It is different from most railroad advertising, and that piece of track has received more advertising per mile than any other piece of track in the world, and it has paid, too.

The trade mark is a winner. The white space used judiciously makes the ads stick out, glaringly, no matter what surrounds them. They fairly slap you in the face, and compel your attention.

**PUBLICITY AND FEATURES.**

While most of the ads are "publicity" pure and simple, whenever there is a good excuse for special copy that special copy is produced. For instance, when big football games or baseball games are scheduled to be played in Philadelphia, such games are brought to the attention of New Yorkers in connection with the fact that the Jersey Central Railroad is engaged in running trains to Philadelphia, that the time between the two cities is two hours, and that "Your Watch Is Your Time Table. Every Hour on the Hour."

In the last five years the advertising appropriation has more than trebled, and last year there was over \$50,000 spent in New York newspapers telling this story, and this year's schedule is even greater.

Of course this advertising is backed up by good trains, by good service and by everything that goes to make "repeat orders" out of every ticket sold, and that has a great deal to do with the success of the campaign, but one must remember that the Pennsylvania Railroad runs pretty good trains, too, and that they run with painful regularity, furnishing competition that is not to be sneezed at.

**PROVES THE CONTENTION.**

It is good advertising, and it proves, beyond question, that, no matter what a man has to sell; no matter what kind of competition he is up against; no matter how hard he has to fight for business, newspaper advertising is the one best bet in getting business, provided the newspaper advertising is good, and is backed up by service equally good.

All kinds of deserved commendations are due to the board of directors of the Jersey Central Railroad who had the nerve to back up a general passenger agent who did not know when he was knocked out; to Mr. Hope, the general passenger agent who put it up to his advertising man; to Mr. Carter, the advertising man who went after business the right way; to Mr. Hill, the agency man who gave such excellent service, and to the newspapers which have again proven that, properly used and properly backed up, they will produce anything for anyone.

**Celebration at Lansing**

The State Journal, Lansing's oldest newspaper, celebrated its sixtieth birthday anniversary May 10 with the formal opening of its modern new building, in which it has been located since February. Thousands took advantage of the invitation to see how a newspaper is published and all departments were open and the employees engaged in their regular tasks. Plaster of paris casts of "The City Hall Grouch," a daily feature on the editorial page of the State Journal, were presented the ladies, more than 6,000 being distributed by "Si," who draws the pictures, and Pitt, who writes the logic and comments of the "Grouch." Charles N. Halsted, general manager of the paper, who purchased the local newspaper a year and a half ago, received the guests.

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

**THE SEATTLE TIMES**

"The Best That Money Can Buy"

**Daily, 73,000**  
**Sunday, 90,000**  
**57,000 in Seattle**

A copy to every family.  
 Largest circulation by many thousands of any daily or Sunday paper on the North Pacific Coast.

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

**Largest Quantity Best Quality Circulation**

**The S. C. Bekwith Special Agency**

Sole Foreign Representatives  
 New York Chicago St. Louis

**San Francisco Examiner**

FIRST IN INFLUENCE  
 IN CIRCULATION  
 IN ADVERTISING

Covers Greater San Francisco more completely than any other American city is covered by one newspaper

Sells at 5c. per copy, or \$9.00 a year

**Circulation** 122,000 DAILY  
 226,000 SUNDAY

M. D. HUNTON W. H. WILSON  
 220 5th Avenue Hearst Bldg.  
 New York Chicago

Il Progresso Italo Americano leads all Italian newspapers with a daily

**Circulation of 98,425**

which is 46,879 copies more than its nearest competitor, according to Post-Office statements of April 1st.

Advertise to the Italian in his mother tongue and the response will justify the investment. The Italian believes in his paper.



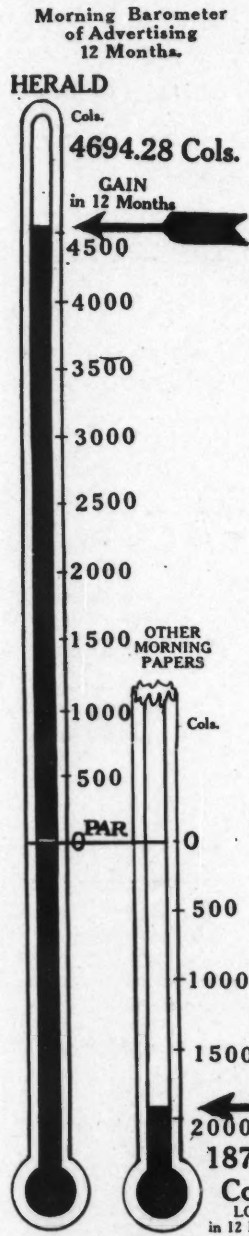
42 Elm Street, New York City

**Financial News-Editorial**

At a time when there is tense interest in the stock market, the financial news of The New York Evening Post is in demand for re-publication in other cities. Write today for information concerning daily market letter by mail, special Saturday financial cable, Weekly Review of Finance and other features for which exclusive syndicate rights can be secured. Address: Syndicate Department, The New York Evening Post, New York.



# CHICAGO HERALD'S First Year Record



UNDER THE OWNERSHIP  
OF JAMES KEELEY : :

## CIRCULATION

	DAILY	SUNDAY
Sworn Statement March 31, 1915.....	189,673	*223,881
Sworn Statement March 31, 1914.....	146,998	211,012
GAIN .....	42,675	12,869
*Average, April, 1915.....	236,435	

## ADVERTISING

An Unbroken Record of Gain for Twelve Months

	Cols.		Cols.
May, 1914 .....	354.77	November, 1914 ....	578.66
June, 1914 .....	83.98	December, 1914 ...	710.35
July, 1914 .....	433.07	January, 1915 .....	462.19
August, 1914 .....	296.95	February, 1915 ....	395.16
September, 1914 ...	257.24	March, 1915 .....	318.77
October, 1914 .....	328.43	April, 1915 .....	474.71

Herald Gains **4,694.28** Columns  
For 12 Months or 1,408,284 Lines

During the same period the advertising losses of the two other morning papers amounted to

**Others Loose—1,876.11** Columns

N. B.—Above figures from Daily News Audit Bureau.

In Chicago the Paper That Is Making Gains Is the  
**CHICAGO HERALD**

## The Editor & Publisher and The Journalist

FOR NEWSPAPER MAKERS, ADVERTISERS  
AND ADVERTISING AGENTS

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

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



The Journalist, Established 1884; The Editor and Publisher, 1901; The Editor and Publisher and Journalist, 1907.  
James Wright Brown, Publisher; E. D. DeWitt, General Manager; Frank Leroy Blanchard, Editor; George P. Lefler, Business Manager.

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

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

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

See Publisher's announcement for subscription and advertising rates.

New York, Saturday, May 15, 1915

*That man is your friend who brings out of you the things you know are best and real. Friendship makes each day as certain of success as though it had already been completed and filed away.—The Torch.*

### WHEN THE NEWSPAPER SCORES

The service that the newspapers render the public was never more apparent than during the past week in reporting the sinking of the Lusitania by a German submarine. The torpedo had hardly exploded against her hull before the news was flashed by wireless to land and then under the sea to the newspapers of all countries.

It was from the newspapers that New York received the first intelligence of the disaster; it was in them that they saw accurate lists of those who were lost and those who were saved. The offices of the steamship company were besieged day and night for details that were finally secured from the newspapers. The way the great story was handled reflected the highest credit on the enterprise of the news associations and the special correspondents whose activities during the days following the sinking of the Lusitania knew no cessation.

To the casual observer it seems marvelous that so much accurate news could be assembled in so short a time. Whole pages of pictures, interviews with passengers and members of the crew, and descriptive matter were published within a day after the destruction of the ship. The story as it finally appeared, was complete, not a link was missing.

It is the organization that counts in such emergencies. Every big press association or newspaper is represented by correspondents everywhere. These keep in touch with their employers by mail, by telegraph and by telephone. They are the antennae of the great news getting system whose arms or branches spread out over the habitable globe. When anything of importance happens—no matter where—a trained correspondent or reporter is present to record it. There is no delay. The electric current carries the message thousands of miles and delivers it to millions of intelligent readers. Yesterday it was the great earthquake at Martinique, the battle of Ypres, or the destruction of the Lusitania. Today it is the sensational tumbling of stocks in Wall Street, the sentencing of Frank at Atlanta and the visit of the

naval fleet to New York. Tomorrow? Whatever may happen, we may rest assured that the Argus-eyed press will record it for the benefit of mankind.

### GETTING ANXIOUS

That THE EDITOR AND PUBLISHER'S campaign against manufacturers' coupons is bearing fruit is shown by the anger and frantic activity of the coupon companies. Last Sunday there appeared in each of the leading newspapers of New York a two-column article, set in large body type and paid for as an advertisement. One was headed "The Fable of the Official Organ and the Coupon," the "Official Organ" referred to, of course, being THE EDITOR AND PUBLISHER. Another was entitled "A Model Bill for All Legislatures in the United States," and was a ridiculous attempt to be humorous. The third ad. was called "Mr. Dooley on Trading Stamps," with apologies to P. F. Dunne. These ads. must have cost the stamp or coupon company that paid for them, although its name was not mentioned, several thousand dollars—a mere trifle, of course.

When the subject of coupons was taken up at the Advertising Men's League dinner on Tuesday night more stamp and coupon company representatives were present than have been assembled in one spot in many years. Although the most of them were guests they were not at all backward in taking such an active part in the discussion that President Tipper had to ask them to give the members who were opposed to coupons an opportunity to be heard. A report of the proceedings will be found elsewhere in this issue.

If you will look over the arguments advanced by Mr. Hoge and others in behalf of the use of coupons you will not find one that proves that they save money for the merchant who uses them. If to the ordinary expenses of selling goods, including advertising, he must add still another expense of coupons or stamps he is still further increasing the cost of doing business and is adding still more to the retail price of his merchandise. Advertising is a necessity to tell the public what you have to sell and why it should purchase the goods. Coupons and trading stamps may help to retain business after it is once secured, but they add nothing to the value of the articles with which they are given and compel the purchaser to buy just so much more than is necessary.

One of the results of THE EDITOR AND PUBLISHER'S campaign against coupons has been to arouse interest in a subject to which business men have heretofore given little attention. They have often adopted them without making a careful investigation as to the experience of merchants in other cities with them. The articles appearing in these columns each week ought to be of inestimable value to any one who is tempted to adopt coupons as a business stimulant.

### THE PASSING OF ELBERT HUBBARD

Elbert Hubbard, editor of the Fra and the Philistine, lecturer, and newspaper and advertisement writer, who perished when the Lusitania was sent to the bottom by a German submarine, on May 7, was a dominant figure in American life. He was probably as widely known as a magazine editor as any in the country, with the exception of Frank A. Munsey and S. S. McClure. As a platform speaker he had few rivals in his ability to interest and hold the attention of his audiences. He was not an orator, if by orator we mean a speaker who successfully practices the electioneering art. His voice did not vibrate with passion or run the scale of tonal expression. He did not need to know or to practice tricks of speech to gain the applause of his hearers. He talked easily and quietly and yet with such earnestness that they hung upon his lips. Whenever he delivered a course of lectures the size of his audiences invariably increased to the capacity of the theatre or hall in which he spoke.

Mr. Hubbard wielded a fascinating pen. He wrote more copy than most men in the periodical field, and while in recent years there was a wearying sameness to the articles he supplied to his own magazines, those he contributed to the Hearst newspapers and some of

the general publications were of such a varied and interesting character that they were eagerly read by everybody.

"The Fra," as he liked to be called by his friends, had an unusual memory and was able to quote readily from almost any author whom he had ever read. His style was individualistic and attractive. He wrote epigrams as easily as most persons write commonplace sentences. Some of them will undoubtedly become the means of perpetuating his name for generations to come. His descriptive powers were of a high order. One of the strongest and most graphic stories of the sinking of the Titanic ever published was from his pen.

While Mr. Hubbard affected long hair, flowing neckties and broad-brimmed hats, his eccentricities were for advertising purposes only, and not an expression of an effeminate taste or an innate desire to attract attention. He was a born press agent and self advertiser, and loved the applause of men as dearly as any actor who ever courted public favor. His friends were legion. All who ever came in contact with him felt that his was an unusually magnetic personality.

While Mr. Hubbard's death will be widely mourned by people in all lands—for his books and periodical articles are thickly strewn across civilized countries, it will be at East Aurora, his home, that the blow will fall hardest. There the people with whom he worked and played in his shops will weep their hearts out, for he was their intimate counsellor and friend.

Every newspaper editor and publisher in the country should stand behind President Wilson in these troublous times. Politics, religious differences and foreign affiliations should be forgotten in an overwhelming desire to serve the nation under whose fostering care we live and pursue our avocations. All our interests centre here, no matter what country gave us birth. This is our country and our home. Our hearts go out in sympathy to our fellow men abroad who are fighting in the trenches; we are shocked at the barbarities of war and the destruction of historic cathedrals and cities. We send food, clothing and money to relieve those who have lost their all. But we must not forget that our duty lies here and not there. We must remember that our land, the land of liberty and freedom needs our support and our loyalty. President Wilson has shown that he has a level head and is not to be stampeded by the excitement of a critical moment.

The New York Herald on Monday appeared with turned rules as an expression of its grief over the loss of American men, women and children who went down on the Lusitania. Scattered through the columns of the editorial page were reproductions of this sentence: "What a pity Theodore Roosevelt is not president of the United States today!" The appearance of this sentence is remarkable in view of the fact for several years James Gordon Bennett would not allow Roosevelt's name to be mentioned in its columns. Perhaps the Commodore has experienced a change of heart.

FOR MERE MAN.

Brooklyn paper has awarded prizes to a bunch of lovely babies, and is going to send their photos to the Panama show. Manhattan paper is going to send a carload of the most beautiful girls to the same place. Wonder how a "beautiful man contest" would work as a circulation tonic?

TOOK NO CHANCES.

"In writing your stories," said the city editor to the cub he had just engaged, "avoid everything that savors of editorial comment." "Yes, sir," answered the cub. And that night he turned in some copy which started this way: "One of the worst alleged rain storms of the season visited the town last night and washed away the doorstep of Peter Smith's shop, the alleged result of which was that he broke his alleged right leg when he stepped out."

HOW IT IS WORKED.

Said the saloon man, "Sure, I think I'll give a coupon with a drink—Add some more water to my booze. So not a penny will I lose."



## PERSONALS

J. H. Adams, of the Baltimore (Md.) Sun; Stuart Oliver, of the News; W. W. Brown, of Cumberland; Isaac L. Field, of the Manufacturers' Record, and W. B. Clark, of the American, have been appointed by Governor Goldsborough to represent Maryland at the International Convention of Newspaper Men at the San Francisco Exposition.

John Janvier is to succeed A. F. Curran as editor of the Maysville (Ky.) Daily Public Ledger.

George A. Montrose, who has been editor of the Carson City (Nev.) News for seven years, has resigned to take up practice of the law at Gardnerville, Nev.

Mr. Fred T. Lincoln, city editor of the Grand Forks (N. D.) Daily Herald, has resigned his position to go into business.

Samuel G. Hoffenstein, who succeeded Acton Davies as dramatic critic on the New York Evening Sun, is to join A. H. Wood's staff as play reader.

Anxiety is expressed for the safety of Czapski, formerly of the Detroit Free Press, who was with the Canadians at the battle of Ypres, and has not been heard of since that time.

Claude McCaleb, formerly a member of the staff of the Fort Worth (Tex.) Star-Telegram, has been appointed assistant City attorney of Fort Worth.

T. H. Barrett, formerly of Galveston, Tex., has established a Trade News Bureau at Dallas, Tex., featuring news in the various trades. His service covers Texas and Oklahoma.

Frank I. Cobb, editor of the New York World, has been in Washington this week.

Morton M. Milford, of the Indianapolis News Bureau, who took an automobile trip to Indianapolis by automobile has returned to Washington.

Arthur C. Kroek, chief of the Louisville Courier-Journal Bureau in Washington, is in Kentucky for a short stay.

## IN NEW YORK TOWN

Abraham Cahan, editor of the Jewish Daily Forward, spoke at a meeting of the United Hebrew Trades and the East Side branches of the Socialist party, held in Carnegie Hall on May 1. Mr. Cahan told of his experiences on a trip to the war zone.

W. E. Haskell, Jr., of the New York Herald, has been elected chairman of the Full Copy Club, the new organization composed of newspaper ad men which was launched recently.

Clyde Oswald, editor of the American Printer, will deliver the concluding lecture in the Forum of Industrial Journalism at the New York University, Wednesday, May 19, his subject being "The Making of a Trade Paper." Tickets for the lecture may be secured from James M. Lee, at the University.

Arthur Bennington, of the New York World, a few weeks ago started a movement to celebrate the 650th anniversary of the birth of Dante, which occurs this month. Yale, Harvard, Princeton, Leland Stanford universities, Yassar and other colleges have approved of the plan and will hold meetings. On Friday, May 7, Mr. Bennington delivered an address on Dante at the Brooklyn Institute, at which meeting Frederick Ward presided.

Tom E. Powers, R. L. Goldberg, Winsor McKay, C. A. Biggs, George McManus and Hy. Mayer are among the New York cartoonists who will take part in the performances to be given by the Lambs for the benefit of the Actors Fund.

## J. P. Day Now An Ad Man

Joseph P. Day, sometimes known as the "million dollar real estate advertiser" has accepted a position as managing director of the advertising, vending and newspaper selling privileges of the Brooklyn Rapid Transit system. Mr. Day will have with him Stanley Eaton Gunnison, who was with Ward and Gow for ten years. Mr. Day is undoubtedly interested in more utterly different successful enterprises than any other man in New York.

## DONNELLY QUILTS THE LEADER

Starts for Himself as Efficiency Engineer for Newspapers.

D. B. Donnelly, mechanical superintendent of the Cleveland O., Leader and News resigned on May 1, and opened an office of his own in the Chamber of Commerce Building.

His new title is newspaper engineer and as such will furnish advice on matters pertaining to the mechanical construction and operation of newspapers.

Some time ago Mr. Donnelly worked in the Mergenthaler Linotype factory in Brooklyn, where he became thoroughly familiar with those machines.

Later he was with the Pittsburgh (Pa.) Post in various departments, finally being made mechanical superintendent, and leaving that paper, after seventeen years, to take a similar position on the Cleveland Leader and News, where he has been for five years.

## Gillilan Tells Story of His Life

Strickland Gillilan, of various literary and forensic activities, accepted an invitation from the Florestan Club of Baltimore to give an evening's resume of his newspaper career on the evening of May 11. Said career began when Gillilan was 15 years of age, as country (Cove Station) correspondent of the Jackson, O., Weekly Herald. Afterward he served in reportorial, editorial and feature-writing capacity on the Athens, O., Weekly Herald, Richmond, Ind., Telegram, the Palladium and Item, of the same city; the Marion, Ind., Tribune; Los Angeles Herald; Baltimore American and Sun; Chicago News and Post, and the Indianapolis Star. He now writes regularly for Judge, Ladies' Home Journal, Woman's World, The Baltimore Town Crier and trade publications.

## Reward for Roeder of the World

Gustave C. Roeder, who recently visited Germany for the New York World, and who, since his return, has written notable articles describing what he saw and heard abroad, was last week awarded a bonus of \$500 by The World for his excellent work during his assignment.

## The Item Loses Its Case

On May 12 the Supreme Court handed down an opinion against the Mobile (Ala.) Item in the matter of the Benson anti-advertising liquor law, thus affirming the decision of the lower court. The case arose out of the efforts of the Item to have dismissed an injunction restraining them, under the above law from publishing liquor advertisements. The Benson law is therefore declared constitutional.

## Ad Bill Signed by Governor

Governor Whitman this week signed Senator Mills' bill making it a misdemeanor to make misleading statements or advertisements relative to the sale of merchandise or services or inducing the sale of property or attempt to sell property by means of prize or puzzle methods.

## New Daily at Lorain, Ohio

(Special Correspondence.)

COLUMBUS, OHIO, May 10.—A new Democratic daily afternoon paper in Lorain, a growing Ohio city over 35,000, is planned by the Lorain News Company, which was incorporated by Cleveland and Lorain interests for \$30,000. Among the incorporators were Sam B. Anson, city editor of the Cleveland News, and John A. Kern, advertising manager of the Cleveland Leader. Both the Leader and News are owned by Dan R. Hanna. Dan B. Cull, judge of the Cleveland municipal court and a Democratic leader, and F. D. Witt, a Lorain merchant, and W. E. Knight, Democratic leader in Lorain County, are also interested in the company.

The Lorain Daily News has been in the hands of receivers for several weeks.

## CHICAGO PERSONALS

Philip Sampson, formerly on the staffs of the Herald and Examiner, who joined the Canadian contingent of the British army on the outbreak of the war, has been seriously wounded in the fighting around Ypres, according to information received by Mrs. W. D. Eaton, his mother. Young Mr. Sampson is well known among Chicago newspaper men. He is a great grandson, in the fourth generation, of Patrick Henry.

Col. Elijah W. Halford, of New York, who was the first editor of the Inter Ocean, was in Chicago last week as treasurer of the commission on finance, of the Methodist Episcopal church, which held a two days' session here.

Charles Lincoln Rhodes, whose writings in the old Chicago Morning News, under the sobriquet of "Dusty" Rhodes, brought him national fame twenty-five years ago, is in Chicago, the guest of W. K. McKay, managing editor of the Post, and Mrs. McKay. For seven years Mr. Rhodes was editor of the Honolulu (H. I.) Advertiser, a post he resigned to engage in commercial pursuits in San Francisco.

John McMabon, formerly of the Herald, has gone to the Post copy desk.

John Coleman has left the Post to take a position on the Louisville Herald.

George Wharton, for twenty years with the Chicago office of the Associated Press, is to be Mayor William Hale Thompson's secretary, according to printed reports.

W. K. McKay, managing editor of the Post, entertained the department heads of the paper and members of the staff at a dinner at Vogel's last Thursday. Edward Westlake, automobile editor was toastmaster.

H. Searle Hendee, associated editor of Popular Mechanics, and widely known Chicago newspaperman, and Miss Ruth Hunter were married on May 6 at Yona Vista, the home of the bride's parents at Cornelia, Ga.

Richard E. Lee, of the Herald local staff, and Miss Jane Louise Fraser, were married in Chicago on May 6. Miss Fraser was an assistant in the social service department of the county court.

Harry R. Dean, formerly of the advertising department of the Daily News, died April 28 at Colorado Springs, Colo. J. R. Remley has joined the sporting department of the Herald.

On May 8 a son was born to John L. Lovett, of the Tribune staff, and Mrs. Lovett. Mrs. Lovett formerly was Miss Marion Walters, club editor of the Tribune.

The annual memorial services of the Press Club of Chicago, the Old Time Printers' Association and the Typographical Union will be held at the Garrick theater, May 23.

President Daniel Boyle, John McGovern, Peter B. Olsen, Emory F. Harman, William Mill, John M. Ryan and William C. Hollister comprise the committee named to represent the Old Time Printers' Association at the dedication of the association's memorial window in the Henry O. Shepard public school, on May 24, the anniversary of Mr. Shepard's birth.

Howard M. Briceland, manager of the Tribune News Bureau, won the spring golf tournament of the Press Club by defeating D. J. Lavin, chief of the Tribune art department at Jackson park on Monday. In the first competition Mr. Briceland and Mr. Lavin were tied. On the playoff Briceland's score was 88, his opponent's 92.

## New York Catholic Writers Dine

On the first and third Saturdays of each month, some of the Roman Catholics in New York City who earn their living by their pen, meet for luncheon at the Forty-second Street Grill. Among the regular attendants at these meals are: Joyce Wilmer, W. P. Hamilton, editor of the Wall Street Journal; Dr. James J. Walsh, Dr. Condé B. Pallen, Tom Walsh, the poet; Thomas Woodlock, former editor of the Wall Street Journal; Dr. Edward L. Veyes, Arthur Bennington of the World, and Thomas F. Meenan.

## OCHS AND HIS PRINTERS

How in His Early Days He Ended a Strike With Plugs of Tobacco.

Adolph S. Ochs, publisher of the New York Times, recently entertained as his guest Col. Henry Clay Collins, under whom he served his apprenticeship as a printer in Knoxville, when a youngster.

Col. Collins, in speaking of those days, recently said:

"During the early days of the Chattanooga Times a very peculiar strike occurred. Pay day was a movable feast; printers established headquarters in the office to avoid board bills. A crisis came. They found themselves, one day, without tobacco. Not a chew could be found among the gang.

"A meeting was held in the composing room. Their grievance was discussed, a committee was appointed to wait on the management and inform them that they could stand the bachelor boarding house, they could look upon pay day as a six-point fortune, but tobacco they must have. The committee performed its duty and the bunch calmly awaited results.

"Presently Mr. Ochs, who was trying to put the paper on its feet, came into the composing room carrying an armful of plug tobacco, and placed a plug on each printer's case; then they belled their coats and went back to work.

"Before leaving for Chattanooga, the printers in Knoxville presented Mr. Ochs with a volume of Tom Moore's poems at a banquet, in which the names of the donors were written on the flyleaf with the inscription that some day the recipient would become one of America's honored sons. That has been realized."

## MELVILLE STONE'S BEREAVEMENT

His Son Herbert S. Stone Lost his Life in the Sinking of the Lusitania.

Melville E. Stone, general manager of the Associated Press, has received many telegrams and letters expressing sympathy for him in the loss of his son, Herbert Stuart Stone, who was one of the victims of the Lusitania disaster. The younger Stone was born in Chicago, May 29, 1871. He was educated at Geneva, Switzerland, and at Harvard University, from which institution he was graduated in 1894.

Mr. Stone started the publishing business of Stone & Kimball in 1894, while still at Harvard. He was the founder of the Chap Book, a semi-monthly literary magazine which created some interest and had a host of imitators. He sold his interest in the publication in 1897.

The firm of Stone & Kimball was succeeded by the firm of Herbert S. Stone & Co., which purchased the magazine The House Beautiful, founded in 1896. In 1901 Mr. Stone personally took the magazine and since that time had edited and published it.

He married in Baltimore, Md., on December 12, 1900, Mary Grigsby McCormick. Their children are Herbert Stuart Creighton, Mary Eleanor McCormick, and Melvin Edward 3d.

Mr. Stone was a Republican in politics. He was a member of the Chicago University, Onwentsia, Saddle and Cycle, and Saxton Clubs of that city, and also of the Players' Club, New York. He had lived in New York of recent years.

## OBITUARY NOTES

WESLEY B. HEAFN, formerly editor of the Cadiz (Ohio) Republican, died April 30, aged 75 years.

JOSEPH BUSSEY, 52 years old, former treasurer of Big Six Typographical Union, and a compositor in the employ of the New York Tribune for the past thirty years, died suddenly last week at his home, 235 West 140th street, Manhattan.

WILL G. NICHOLS, a newspaper man of forty-three years' experience on various dailies throughout the country, is dead in New York.

JAMES F. HUDSON, of the Pittsburgh (Pa.) Dispatch, died suddenly at his residence there on May 1. He was well known in the newspaper world and had been connected with the Dispatch for years.



## 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



EDWARD GANS has been appointed circulation manager of THE EDITOR AND PUBLISHER. Mr. Gans is well known in circulation circles, having had a number of years' experience. He began this class of work under A. G. Lincoln, of the St. Louis (Mo.) Post-Dispatch, where he was for some time, leaving there to take charge of the circulation of the Louisville (Ky.) Herald. From there he went to the Nashville (Tenn.) Democrat, where he made a record, both for business-getting and efficient management. His record there attracted the attention of the New York Globe, where he is for some time. It is ex-

pected that this addition to THE EDITOR AND PUBLISHER family will soon show itself to be a good one.

THE Toronto Globe recently banqueted eighty-eight of their delivery boys, this being the third annual banquet given the boys, primarily to encourage them to greater efficiency. Out of a staff of eighty-eight, forty-three were awarded prizes. Twenty-three were awarded first prizes, valued at \$5 and a medal; eleven second prizes and nine third prizes.

It is interesting to note that, at the first banquet, three years ago, only three boys qualified for medals, and last year the number was twelve.

Five years ago there was an average of thirty complaints daily of irregular delivery, and this year the average was nine, while the city circulation of the Globe has increased over two and a half times.

Of course, there are those who contend that it is all more or less "bunk" to have these banquets, and all that sort of thing, but in the last analysis it shows that loyalty, especially loyalty of boys, cannot be bought with money, and that loyalty and a constant striving for efficiency on the part of the boys is the one thing that really builds circulation.

THE present "war footing" is a pleasant path of peace for the circulation manager. Newspapers increase in circulation, even faster than desired, and publishers, as a rule, are not particularly insistent on hard work tending to increase circulation, so the manager has more or less time for other things.

Naturally, during the past nine months advertising has not kept up its average, and when advertising is not coming in increased circulation is not an unmixed blessing, for what is the use in creating something that cannot be sold.

This, however, does not mean that the circulation manager who is wide awake can afford to lay down on his job. While he is not vigorously pursuing an aggressive campaign, he can use his time to splendid advantage working out economies and increased efficiency in his department.

There are always investigations to be made, schemes to try out and ideas to be considered, and when the one big idea is taking care of itself nicely is a mighty good time to give thought to other, less important, perhaps, but none the less vital questions that daily arise to perplex a circulation man.

Then, too, the time is coming (and all hope that it will not be very long) when the war will be a thing of the past, when the world will again be at peace with itself, and, naturally, the present inflated circulation will take a tumble.

When this happens there will be a keen revival of the advertising, and it will be highly important that circulation managers have well-laid plans they can spring to keep things at a high pitch, for then the publisher will want all the circulation he can get, will be able to market it profitably, and there will be an insistent howl for everyone to get busy.

#### March Back to Buenos Ayres

George A. March, who has represented the London Times in Buenos Ayres, Argentina, for several years, and who has secured over \$100,000 worth of financial and promotion advertising annually, was compelled, by the European war, to make other arrangements.

Financiers naturally stopped looking to England for loans and March came to the United States to make other connections.

He is now going back, and in the future will represent the Sun and Post of New York; Tribune and Daily News, of Chicago; Record and Telegraph, of Philadelphia; Globe, of Boston, and Star, of Washington.

#### Increases for Printers

Not many increases appear to have been granted to compositors in the last month. Those announced are as follows:

The following three-years agreement has been entered into between the Cheyenne (Wyo.) Typographical Union 184, and the employers: Day work on newspapers, for machine operators, ad men and floor men, per week, \$25; foremen, \$27. Night work on newspapers, machine operators, ad and floor men, \$28; foremen, \$30. Apprentice scale, for the first six months of the third year, \$12; for the second six months, \$14; for the first six months of the fourth year, \$16; last six months of the fourth year, \$18.

THE El Paso (Tex.) Herald is offering to supply baseball uniforms to any boys' baseball team in the Southwest in exchange for a number of new subscribers. They also offer an individual prize of a "Boy Scout Tent" to be given to any boy who enrolls a certain number of new subscribers to the Herald.

THE Rhode Island Legislature on April 23 passed a bill barring boys under 12 years of age and girls under 16 from selling or offering for sale newspapers, magazines or any other article in any street or other public place, or exercising the trade of boothblack or scavenger. The act further provides for the licensing of newsboys and youthful street vendors, and prohibits boys under 16 years of age from selling their wares on the streets after 9 o'clock in the evening or before 5 o'clock in the morning. The provisions of the act apply only to cities of more than 70,000 inhabitants.

THE official program of the Seventeenth Annual Convention of the I. C. M. A. at Murray Bay, Que., June 22-24, has been completed by the committee of which A. G. Lincoln, of the St. Louis, Mo., Post Dispatch, is chairman.

The Board of Directors will hold their meeting on the evening of the 21st, at which time the entertainment, auditing and convention committees will render their reports.

The list of speakers provided promises of most interesting and instructive convention. D. B. G. Rose, of the Louisville, Ky., Post; W. J. Little, of the Montreal, Que., Star; W. M. Inman, of the Chicago, Ill., Daily News; Daniel Nicoll, of the New York Evening Mail, and R. S. Weir, of the Detroit, Mich., Journal, being the speakers for the morning; Thomas Downey, of the Boston, Mass., Globe; M. W. Florer, of the Dallas, Tex., News; J. H. Miller, of the Pittsburgh, Pa., Chronicle-Telegraph; W. L. Dunston, of the Birmingham, Ala., News; J. A. Mathews of the Oklahoma City, Okla., Oklahoman, and G. R. Mundy, of the Philadelphia, Pa., Inquirer, the afternoon speakers for the first day.

On the second day the convention will be addressed by M. Levy, of the Cincinnati, O., Post; E. R. Sterbenz, of the St. Louis, Mo., Republic; E. S. Dobson, of the Detroit, Mich., News; W. J. Darby, of the Toronto, Can., Mail and Empire; R. L. McLean, of the Philadelphia, Pa., Bulletin, and J. M. Schmid, of the Indianapolis, Ind., News, in the morning, and T. V. Armstrong, of the Ottawa, Ont., Journal; J. McKernan, of the New York World; Max Annenberg, of the Chicago Tribune; D. A. Maloney, of the Boston, Mass., Post; P. L. McCrary, of the Superior, Wis., Telegram; J. J. Lynch, of the Cleveland, O., Press; F. M. McClure, of the Cleveland, O., Plain Dealer; W. B. Baker, of the Chattanooga, Tenn., News, and Harry L. Starkey, of the Chicago Herald, in the afternoon.

On the third day the speakers will be Harold Hough, of the Ft. Worth, Tex., Star Telegram; R. S. Craft, of the Jackson, Mich., Citizens Press; Sidney D. Long, of the Wichita, Kan., Eagle; E. C. White, of Houston, Tex.; F. L. Frugone, of the New York Bolletino Dello Sera; Charles Payne, of the Indianapolis, Ind., Star, and L. P. Rutherford, of the Philadelphia, Pa., Record, in the morning, and H. B. Baker, of the Reading, Pa., News; W. F. Herron, of the Pittsburgh, Pa., Gazette Times; H. H. Fris, of the El Paso, Tex., Herald; E. McSweeney, of the Boston, Mass., American, and R. J. Corrigan, of the St. Louis, Mo., Times, in the afternoon.

The subjects assigned cover practically every phase of circulation building and circulation holding, and have been given to men whose knowledge of each particular point is admittedly authoritative.

In addition to the papers prepared there will be discussions and special meetings in which certain phases of circulation work will be taken up.

The convention will adjourn after the election of officers for the ensuing year, the selection of the next meeting place, the completion of unfinished business and the final meeting of the board of directors.

This program, in addition to the elaborate and extensive arrangements for entertainment, which has been chronicled in this paper, makes this a convention that no circulation man can afford to miss.

#### Overtime price and one-half.

The Pittsburg journeyman's scale has advanced from \$16.50 to \$18.

The printers of Youngstown, Ohio, have received an advance of \$1 per week, which makes the day scale \$24 and the night scale \$27.

The Springfield (Mass.) Publishing Company has granted the second increase of the new scale of prices adopted by Union No. 117. The increase was due last October, but owing to had business nothing was done.

The New York City Newspaper Golf Club has opened its season and will hold monthly tournaments on the 15th of each month hereafter.

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### THE NEW HAVEN

### Times-Leader

is the leading one-cent daily newspaper of

Connecticut and the only one-cent paper in

the State which has the full Associated

Press leased wire service.

The only evening paper in New Haven,

member of Audit Bureau of Circulations.

Eryant, Griffiths and Fredericks

225 Fifth Ave. 716 Peoples Gas Bldg.

New York Chicago

IN

### Colorado Springs

IT'S

### THE TELEGRAPH

J. P. MCKINNEY & SON

New York

Chicago

NIAGARA FALLS, N. Y.—The Niagara Peninsula Fruit Growers' Association is planning to raise a fund of \$4,000 to advertise Canadian tender fruits.

EL PASO, TEX.—The Chamber of Commerce has voted the sum of \$5,000 for the use of its advertising committee. J. F. Williams is chairman.



## LIVE TOPICS DISCUSSED BY OUR READERS

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

## Cent Sunday Paper Only a Dream

New York Evening Post, May 19.

## THE EDITOR AND PUBLISHER:

Referring to the 1-cent Sunday paper—it is an iridescent dream. By far the average man or woman who buys a newspaper on Sunday wants bulk. It is unfortunate, but true. The Sunday reader, in most cases, wants to consume time, not save it. The best picture of the Sunday reader of newspapers is a man on his front porch in an armchair or hammock with the various parts of the newspaper spread before him—or in his armchair at home in the winter.

In Philadelphia they tried hard to put over this idea, several newspapers selling for 2 cents on Sunday, and after a long experience they finally went to 5 cents, because 5-cent newspapers grew more rapidly in circulation.

A 1-cent paper on Sunday would have a most serious drawback in its distribution, because the newsdealer is not going to sacrifice the larger profit on the 5-cent paper by urging the reader to buy a penny paper instead—and I doubt if the penny paper could be sold to the man who buys a 5-cent paper regularly.

What good argument has the 1-cent paper to overcome the contention of the advertiser that the man who pays 1 cent for a newspaper on Sunday instead of 5 cents buys it because it is cheap—to save 4 cents and not to save time. What value is there in such circulation for the advertiser who wishes quality and desires to make an appeal to readers who should buy his offerings?

Nevertheless, I will watch the 1-cent experiment with a good deal of interest, even though we do not issue a Sunday paper, except in an emergency. Twice during the present war we have issued on Sunday, producing a sixteen-page paper, for which we charged 5 cents a copy and found sufficient demand at that price to fully reimburse us for the effort put forth.

EMIL M. SCHOLS,  
Publisher.

## Is England "Censored to Death?"

NEW YORK, May 12.

## THE EDITOR AND PUBLISHER:

In President Roy W. Howard's article, "Censored to Death," in your issue of May 8, it is urged that the censorship, since the beginning of the war, of the English press is an absurdity and is resented by the British public.

It might not be out of place to suggest that while President Howard is undoubtedly right from the viewpoint of the Journalist, the publisher, newspaper men generally and financial possibilities, that it is possible that those who represent England seriously and with responsibility may be pardoned for overlooking, or disregarding the opportunities that the most ghastly war in history offers for cleverly written "thrills," well exploited "human interest" stories and "extras" which would have to be sold on merit, as I understand that they cannot be yelled ardently through the streets.

It is always difficult to grasp just what a writer means when he refers to the sentiments of a whole nation, especially when those sentiments have not been recorded, except individually. A German-American wrote from Berlin, three days after his arrival there, that everybody in Germany had plenty to eat and that there was so much prosperity all over the country that it was difficult to believe that the nation was at war! The source of his information could not be questioned, so it was a matter of believing or disbelieving as one preferred.

Perhaps President Howard's feeling that England is dissatisfied with the censorship of her press does not reach very far beyond Newspaper Row. All around Fleet street is the rest of London, and around and beyond London are the big provincial towns with their millions of subjects who, as testified by American correspondents, among them Will Irwin and Frederick Palmer, look with tremendous faith and admirable patience to the men who are guiding England through this great crisis. It would be very difficult to get any noticeable number of these men to whine for "thrilling" and "human interest" stories of their dead and dying in the morning paper, or to subscribe to President Howard's somewhat laughable suggestion that because Lord Kitchener is located in London and cannot gain any publicity from war correspondents that, therefore, there are no war correspondents at the front.

Kitchener looking for publicity! Kitchener fearing that some newspaper man

might make some other than himself famous! It is to laugh!

But Germany, we are told, has done better for the newspaper man—has become his "paradise." And again, "the Germans are frankly striving for American popular sentiment."

If there were no other reason surely this would be enough to justify England's attitude toward and through the press. England has not talked, has not bluffed, has not had her representatives over here explaining her in a loud voice, has not tried to "put over" anything on the American public, has even resisted the opportunity to write "sob stuff," and how does she stand today in the eyes of the American public?

Germany has used all the time honored press and publicity methods, she has made a thorough campaign, first, second, third and innumerable "follow-ups," her representatives have talked themselves black in the face, and how does she stand today in the eyes of the American public?

There has been much more, of course, than the difference between press censorship and press freedom to account for the American attitude toward the two warring nations. But I doubt if running into print would have strengthened England's position in the eyes of America.

As for the English themselves, I am inclined to think that their own government knows them far better than any on-looker. It was not many years ago that a certain American firm of publishers decided that England was ripe for hustling, American methods of doing business. The result was trouble, and it took the firm a good many years to strike a compromise.

It is difficult for any foreigner to estimate what an Englishman's grumbling means. He is apt to take it seriously. Whereas, and I speak with knowledge, he looks upon it merely as a privilege, a safety valve, almost a means of entertainment. He is doing less grumbling than usual just now, because there is serious business on hand. But a habit of generations is hard to break. An illuminating sidelight on an Englishman's grumbling may be obtained by agreeing with him!

While the sinking of the Lusitania is bound to increase the recruiting in England and Ireland, it is doubtful whether cleverly worked-up "human interest" articles would have the same effect. Revival meeting tactics may crowd the sawdust trail for a night, and utterly fail to win men of a caliber to fight and die in water-filled trenches.

Kitchener learned a bitter lesson in Egypt of what welcome war correspondents and an uncensored press can do. Perhaps he has gone to the other extreme. But when the entire story is told we may look with fuller knowledge and less criticism on the "distorted English view," the "generous to a fault" appreciation of the French for what the English have done, and the manner in which "the doors have been thrown open to American newspapermen" in Germany.

F. E. O'DELL.

## Law Favors Dishonest Publisher

New Haven Times-Leader, May 4.

THE EDITOR AND PUBLISHER: I wish to compliment the excellent letter from H. H. Horton, manager of the Phoenix Printing Co. of Muskogee, Okla., which appeared in the current issue of THE EDITOR AND PUBLISHER. Mr. Horton has hit the present circulation situation squarely on the head. As Mr. Horton indicates, the circulation liar, who is still abroad in the land, would just as soon lie to the United States government under present conditions as he would to anyone else. In fact he would prefer to do so, as the false statement is given a certain standing by the post office department without any likelihood of it being checked up or verified by anybody.

On the other hand, the circulation liar does not dare, unless he is about ready to go out of business, to file his false circulation figures with the Audit Bureau of Circulations, because that means that such figures will be carefully audited, with a possible re-audit in which competitors can participate.

A space buyer who places any dependence upon the circulation statements made to the United States government under the present ridiculous law is pretty certain to buy a large proportion of "wind," but it is surprising how many are doing so, even space buyers of wide reputation and considerable ability. The only explanation is that they have not thoroughly considered the situation.

The present law regarding newspaper circulation statements to the United States government is a friend in need to the dishonest publisher especially in view of the strength of the A. B. C. movement to get at the real truth, and the sooner the law is changed so as to provide for a thorough investigation of all statements the better it will be for space buyers and honest publishers.

WM. A. HENDRICK,

## A Real Necessity

No advertiser can successfully develop trade in the New York market unless he employs the advertising columns of the

## New York American

Remember that its circulation represents one-fourth of the New York community, and one-sixtieth of the United States.

It is necessary to use the NEW YORK AMERICAN to make any good business proposition a success.

Its readers represent the same general average of people as any other big crowd—they represent rich people, well-circumstanced people and medium earning power people, but collectively they are all-powerful.

They make New York successful. Without them New York would be unsuccessful.

They buy one-fourth of everything that is sold in the New York territory.

They have the money to buy luxuries as well as necessities.

They have the money to invest in good securities.

They do their one-fourth share in paying taxes.

They are a big, mighty crowd.

To neglect them—to ignore them means lack of business judgment.

The NEW YORK AMERICAN is the vehicle for Advertising Democracy—the only kind that pays.

The trade of all classes of people is necessary to the success of any business.

Those who have employed only Advertising Aristocracy wish now that they had not.

It requires the support of the big crowd to put things over.

## NEW YORK AMERICAN

DAILY AND SUNDAY

MEMBER AUDIT BUREAU OF CIRCULATIONS



## NEWSPAPER DELUSIONS

John A. Sleicher Says the Press is Now More Accurate than It Was Twenty-five Years Ago—Less and Better News Needed.

[The following is part of a paper read by John A. Sleicher, editor of *Leslie's Weekly*, during *Journalism Week*, May 3-7, at the University of Missouri.—Ed.]

One of our delusions is that the public has an infallible conscience, and that newspapers that follow public opinion cannot go wrong. Conscience is not infallible. A certain class of newspapers is sometimes responsible for creating a vicious public opinion and then running away from its evil consequences, like the boy who lights a fire on top of a haystack and has to fly to save his life.

It is a delusion to imagine that if you see it in the newspaper it must always be so. In some journals it is not so half the time, and is only half so all the time. Say, if we will, that we give the people what they want, yet the fact remains that while the newspapers have, as never before, convenient access to reliable sources of information, yet they are not more accurate now than they were a quarter of a century ago.

## WHY THEIR CHARACTER CHANGES.

Newspapers are business propositions. Their purpose is no different from what it was twenty-five years ago. Why has their character changed?

The public has come to believe that the newspaper has taken the place of the theatre and circus as well as the school and the pulpit; that it must embellish the news until it reads like fiction, and tolerate a code of morals that will take the starch out of the Ten Commandments. Newspapers that cater only to the good are therefore as lonesome as a solitary tombstone in a newly opened cemetery.

The press will be what it is until public opinion rests upon a higher plane. The reader buys the newspaper that appeals to him. He prefers one that supports his political views, that flatters his conceits, and that patronizes his prejudices. It may be inaccurate, misleading and unfair, but that makes no difference to the man who is a partisan in everything.

The credentials of a popular journalist in these days, I am sorry to say, are no

longer found in a university education or the acquirement of universal knowledge, but in the possession of a vivid imagination and the ability to write fiction. Is it surprising that the suggestion is heard that journalism should be made, by statute, a regular profession, with entrance into it dependent upon one's ability to pass a rigid examination, such as that required for the practice of medicine or the law? If such a statute should be passed the entire body of journalism would be highly benefited.

## THE PAPER WE NEED.

The urgent need of every great American city is for a daily newspaper that shall print less and better news; that shall exercise such censorship over its columns that no one's character shall be assailed, no institution's standing be discredited, no vested right be jeopardized, and no man or woman's motives impugned until the editor has justified his statements. Better less news and real news; better news a day later and right than a day earlier and wrong.

Are we of the fourth estate deluding ourselves with the thought that our position is secure? Do we not see manifold signs of a decided reaction against sensationalism on the part of our best readers? Would it not be better if we conceded more to the growing demand for accuracy and moderation?

Ought we not to do this, moved by a patriotic purpose, in view of the appalling danger to republican institutions that so many foresee in the rapid spread of class hatred and socialistic notions?

## ON REVENUES AND POLICIES

George B. Dealey Declares That a Newspaper to Be Successful Must Be Honest and Have High Ideals.

[Excerpts from an address delivered during *Journalism Week* at the University of Missouri, May 3-7, by George B. Dealey, general manager of the *Galveston (Tex.) News*.—Ed.]

Any policy, in brief, which makes its appeal to a limited class has its influence in limiting the circulation of that paper to that class. People who are not of the class appealed to and not in sympathy with the policy, will take the paper, perhaps; read it, and pay for it, but the number is relatively small and the circulation unsatisfactory from the standpoint of revenue.

Broadly speaking, I believe the gross circulation revenue should be about one-half the gross advertising revenue. But this rule varies with almost every paper, and perhaps a large majority of the big papers secure the great bulk of revenue from advertising.

This is the result of cut-throat competition coupled with an insane desire for quantity circulation, frequently illegitimate, as against natural yet progressive growth based upon real newspaper merit.

## THE TWO-CENT NEWSPAPER.

I have never been able to see the business sanity of continually selling an article at less than its cost of production, nor can I see in such practice the evidence of common sense or good judgment.

Why should the price of newspapers go down while the price of practically every other commodity has gone up?

If the price of every 1c. paper were tomorrow raised to 2c. the average circulation would experience a temporary drop, but in a year's time would, I believe, and venture to assert, completely recover. The public is always willing to pay a fair price for a good article.

Protestations to the contrary notwithstanding, newspapers do in fact shape their policies in every department, in a broad way, to considerations of revenue. Just as truly as the support of most big newspapers is largely derived from advertising, just so surely is the foundation of advertising laid in legitimate circulation. In turn, the foundation of a legitimate circulation is laid in a new service that is dependable, efficient, truthful, fair and impartial, and in an editorial service which bears the imprint of honest conviction and which merits the confidence even

of persons holding views adverse to those therein expressed.

## POLICY AND REVENUE ON PARITY.

Theoretically, the policy of a newspaper (as expressed both in its editorial columns and its news columns) is less important than revenue, but practically they are on a parity. For a newspaper, to be permanently successful, must live a life of rectitude and must approximate the high ideals, intellectual and moral, set for it by the thinking minds of the public.

The control of newspaper policies by advertisers is practically negligible, the only exception being in the very indirect way, namely, that an honest policy means not only large circulation but high-grade circulation, and that the appreciation of this truth by the advertisers is an incentive to their patronage and an added stimulus to the publisher to continue in this policy.

But as for direct influence, no publisher can shape his policies at the behest of any advertiser or class of advertisers for the sake of the revenues to be derived from these, without imminently endangering his enterprise.

But it is possible, truly, for a newspaper unconsciously to grow immoral. That is, by consulting self-interest before it consults moral interest. Right there is the crux of the whole issue between revenue and policy. It is sometimes exceedingly hard to see evil in a method or a practice that puts money into our pockets.

## VIRGINIA PRESS ASS'N MEETING

Programme Arranged—July 15-16-17 the dates. Newport News the Place.

(Special Correspondence.)

RICHMOND, Va., May 3.—George O. Greene, editor of the Clifton Forge Review, and president of the Virginia Press Association, with the assistance of Col. W. S. Copeland of the Newport News Press, and Charles B. Cooke, of the Richmond Evening Journal, has completed the arrangements for the annual meeting of the Virginia Press Association, which will be held at Newport News on Thursday, Friday and Saturday, July 15, 16 and 17.

The editors and their wives will attend the launching of a large merchant vessel at the plant of the Newport News Dry Dock and Shipbuilding Company, and afterwards will be the guests of Manager H. L. Ferguson, of the shipbuilding company, at a luncheon. A visit will be made to the Hampton Normal School, and one day will be spent at Buckroe Beach. On Friday night the president's banquet and dance will be given at Hotel Warwick, and Saturday afternoon will be given over to an excursion on the Chesapeake Bay.

## NEW PUBLICATIONS

VANCOUVER, B. C.—L. D. Taylor, former editor of the World, will publish early in May a new daily paper, the Globe.

NEW YORK CITY.—Joseph S. Schwab, former State Tax Commissioner, will manage and edit a new paper called New York Truth. It will be issued as a weekly for the present, but will later become an afternoon daily. Mr. Schwab states that the publication will be strictly independent, and will specialize on finance, real estate and politics.

MATTOON, ILL.—D. Summerline is arranging to start a new evening paper here. It will be called The Herald. Equipment has already been ordered. Mattoon has one evening and one morning paper now.

CHARLESTON, ILL.—The Tribune, which recently started as a morning paper, changed to an evening paper on May 10. R. T. Prather is business manager, and Harold W. Norfolk is editor.

BRIDGEPORT, OHIO.—The Patriot is the name of a new German four-page daily to be published by the International Publishing House, on May 10. The Freiheits Banner, a German paper formerly published here, has been consolidated with the new paper.

**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

Most Far Reaching Newspaper Reading Concern in Existence

## ATLAS PRESS CLIPPING BUREAU

CHARLES HEMSTREET, Manager

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

Our Motto—RESULTS COUNT

218 East 42nd Street New York

## THE EMPIRE STATE ENGRAVING COMPANY

165 WILLIAM STREET  
NEW YORK

Open Day and Night

Tel. 3880 Beekman

TAKE IT TO  
**POWERS**  
OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH  
ON TIME ALL THE TIME  
POWERS PHOTO ENGRAVING CO.  
154 Nassau St. N.Y. Tel. 4200-4 Beekman

## THE PROVIDENCE JOURNAL

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

Let Us Figure It Out for You.

Walter Scott & Co.  
Plainfield, N. J.

## 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.

## Porto Rico and Latin-America Mailing Lists

A TRADE DISCOVERY!!! It pays to use them freely. Here is what one of our customers says: "Mailed fifty letters to Porto Rico and got 45 replies, of which 37 resulted in sales. Mailed one hundred same letters to prospects here in the U. S. and received about 13 replies and No sale!!! You have a TRADE DISCOVERY, indeed." Ask for particulars and our list containing hundreds of different classifications of Porto Rico and Latin-America mailing lists. Specify your wants, please.

THE MAIL ORDER CO., Box 148, L. S., San Germán, Porto Rico.  
Reference: Bank de Economías, San Germán.

## JACOB FRIEDMAN, Lawyer.

302 Broadway New York, N. Y.  
Telephone, Worth 1676.

## ADVERTISING ACCOUNTS COLLECTED.

Probably 60% or more of your suspense accounts are collectible.

Pleased to have you send them to me.

References: Publishers, Advt. Agts., etc.



## PACIFIC COAST NOTES

John C. Eastman, of the Chicago Journal Visits the Fair and Praises It—San Francisco Chronicle's New Departure—Col. Alden J. Blethen III—Visitors Who Have Registered at Press Bureau. (Special Correspondence.)

SAN FRANCISCO, May 7.—John C. Eastman, publisher of the Chicago Journal, who was vitally connected with the Columbian Exposition, and is now a member of the Illinois Commission to the Panama-Pacific Exposition, recently left this city with Mrs. Eastman. Before his departure he unqualifiedly pronounced the exposition the greatest success, from every point of view, of any international exposition ever held.

He said in an interview: "You are fortunate in holding the exposition at a time when the whole country is on the verge of the greatest boom America has ever known. Within a few weeks you will be overwhelmed by Eastern tourists. Nobody is going abroad this season. Americans who spend \$200,000,000 in Europe, each year, will now get acquainted with their own country."

The San Francisco Chronicle recently departed from its old style, followed for the past fifty years, and now has its editorial page on the back cover of the paper. The innovation has been well received by the Chronicle's many readers.

Colonel Alden J. Blethen, editor and publisher of the Seattle Daily Times, who attended the Associated Press convention in New York last month, has returned to Seattle, seriously, but not critically, ill. The family physician went to Spokane, Wash., and met Colonel Blethen, who was accompanied by his son, Clarence B. Blethen.

San Francisco's colony of writers and poets attended a dinner on May 4 given in honor of Edwin Markham, the famous poet and litterateur. Lannie Haynes Martin, of Altadena, was the hostess. All of those present read poetry or sketches written for the occasion. Miss Martin rendered a bit of verse written in honor of the candlesticks in the cafe, which have been burning for three years continuously. Among those present were: George Wharton James, Helen Dare, Madge Morris Wagner, Herman and Mrs. Whitaker, Arnold Breakey, Grace McGowan Cooke, Eugene von Kuester and Emise Kraniel.

Mayor John Purroy Mitchel, of New York, is now on his way to San Francisco to visit the Panama-Pacific Exposition, in accordance with his promise, which was made to Mayor James Rolph, Jr., of San Francisco, by long distance telephone at the time of the recent banquet of local newspaper men and business men, when the Press Building at the exposition was connected with the banquet of the Newspaper Publishers' Association of America, in New York.

## LE BOUTILLIER ON TRADE NAMES

The Full Copy Club, of New York, at its weekly luncheon, at the McAlpin Hotel, on Wednesday, was addressed by Philip LeBoutillier, general manager of Best & Co., who spoke upon the question of the stealing of good names by fakers, to be used into fooling the public into thinking that they are buying goods from reputable concerns.

Mr. LeBoutillier spoke feelingly, for his own name, slightly changed, was appropriated recently, and he was compelled to seek redress through the courts.

He told how the new amendment has been recently passed by the legislature, making it a misdemeanor to do this, and urged, for the sake of decency, that the right kind of merchants and newspapers would co-operate in compelling all merchants to do business under their own names, or at least stop stealing good names to do business under, thereby victimizing the public and dragging honest names in the mire.

One splendid point brought out by Mr. LeBoutillier was as follows:

"And what about the newspaper that permits crooked advertising? The big-

**\$5,000 CASH**

buys substantial interest in dominant daily of city of 20,000. Owner prefers man competent to act as business manager, advertising solicitor or news editor. Proposition L. Y.

**C. M. PALMER**

Newspaper Properties

225 Fifth Ave., New York

**New York State Daily**

Evening newspaper located in one of the best cities of the state. Web perfecting press and other equipment is up to date and adequate to meet growth of next ten years. Present business and conditions surrounding this property and field makes opportunity especially attractive to a buyer. Price and terms right.

**HARWELL, CANNON & McCARTHY,**

Newspaper & Magazine Properties,  
Suite 1201-1202 Times Bldg.,  
New York City

**SITUATIONS WANTED**

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

Live, up-to-date successful advertising manager wishes to make change—experience metropolitan dailies—thoroughly competent—knows how to handle department to get best results—total abstainer. Address Advertising Manager, Flat 4, 356 Garfield Avenue, Chicago.

Circulation Road Man or Canvasser wanted for country work, large metropolitan newspaper; must be bright, energetic, well recommended and of strictly sober habits. Address "Joseph," care Allen Agency, 116 West 32d Street, New York.

**FOR SALE**

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

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

**MISCELLANEOUS**

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

**WANTED.**

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

One half interest in a trade publishing business valued at \$65,000 can be bought by the right man. The ability to manage the office, as well as to solicit advertising, is necessary. Harris-Dibble Company, 171 Madison Avenue, New York.

gest offenders in the misuse of trade names, the biggest offenders in fake advertising are absolutely dependent on advertising for their existence. Refuse them your columns and their fraud expires.

"There is today an opportunity to boom the advertising business, and it lies with the newspapers. What a fellow merchant can do may be laid to spite, and miss the mark, but the newspapers control the situation absolutely. Some newspapers should not do this as high arbiters of the public morals, but in self-defense. Honest men outnumber crooks by 100 to 1."

**BUSINESS OPPORTUNITIES | BUSINESS OPPORTUNITIES****Advice To Publishers**

Your "Special Representative" should visit the Pacific Coast this year. Many big, new things are brewing and almost every existing account will be increased for the 1915-1916 campaign.

The above advice is soundly based.

To secure any one of the Pacific Coast accounts would almost justify the entire expense of the trip across the Continent.

I am leaving New York on or about June 5 for an extended tour of the West Coast and will personally undertake to present the claims of a limited number of newspapers that are not now enjoying this business, but whose influence and selling power in their respective communities are so potent as to merit serious consideration.

I make no promises other than that an unusually intelligent and vigorous presentment will be made in your behalf by one who is qualified to do so, through broad, practical experience in advertising and merchandising in the National markets, but I have faith in my ability to produce business.

Write today for interview, as the time is short. Address until June 5,

**NEW BUSINESS**

Care of The Editor and Publisher  
New York.

**SITUATION WANTED | SITUATION WANTED****I Am A Competent Circulation Manager,**

22 years in the newspaper business and now still under 40. I am young enough to possess all the active essentials so necessary in a city of active competition. I am matured enough to have passed the stage of hazarding experiment.

Have been in large metropolitan cities as well as small ones. Can furnish unquestionable references.

Have changed my connections only four times in twenty years. Am not one of the roughneck type. Mechanical experience included in a general rounded-out career.

Newspaper owner in a large city seeking competent permanent circulation manager, or owner in small city desiring competent business manager can reach me promptly by telegraph or mail through

**HIGH GRADE,**

Care Post Office Box 794, New York City.



## THE PITTSBURG PRESS

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

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

There is no Duplication or Substitution in

## Pittsburg Leader Circulation

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

**VERREE & CONKLIN**  
Foreign Representatives  
Steger Building Brunswick Building  
CHICAGO NEW YORK



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

## Get the Best Always

**The Pittsburg Dispatch**  
Greater Pittsburg's Greatest Newspaper

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

## 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

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

## A' TOP O' THE WORLD

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

THE COUPON INTERESTS seem to have become "peevish" at this butting into their business by what they term "The Official Organ," and last Sunday they put out some "blind" ads in the New York papers regarding coupons. After reading the ads the coupon people may be well excused for not signing them, neither would we.

One paper carried a more or less clever imitation of a "Mr. Dooley" story, for which due apologies were made to Finley Peter Dunne (although the ad made it to P. F. Dunne).

Mr. Dooley told Hennessey all about trading stamps, and argued how beneficial they are to the man who runs the corner grocery. It failed to state that Mr. Dooley himself gave no trading stamps at his wet goods emporium, but it cinched the argument, for who is there capable of putting up concrete argument against the corner saloon keeper on intricate matters of business?

In another paper a follower of George Ade (following a long way off), wrote a "fable in slang" about the "Official Organ and The Coupon," which was a whole lot of conversation, and nothing more.

In still another paper appeared a proposed bill regulating the merchandising methods of the modern storekeeper, and it was a burlesque from start to finish.

THE EDITOR AND PUBLISHER, as the "Official Organ" of newspaper advertising, has started something along this line, but, be it noted, the ideas and opinions which have been published, have, for the most part, been those of merchants, big merchants, mind you, and successful merchants, although it is admitted that they are not, nor never have been users of coupons or trading stamps.

If the coupon interests really want to do something constructive for their game; if they want to put out an argument, why do they resort to piffle of this kind?

In all friendliness and the proper spirit of brotherly love which actuates the propaganda as put out by THE EDITOR AND PUBLISHER, let us make a suggestion that instead of doing the thing crudely, why would it not be a good idea for the coupon and stamp interests to take the arguments already published by THE EDITOR AND PUBLISHER, reproduce them, stating that they are opinions of big merchants who are prejudiced and do not know the stamp and its potentialities from personal experience, and then in a parallel column run stories written by big merchants who have had personal experience with stamps and can testify as to their wonderful power to get and hold business. As a suggestion it might be set something like this:

### Against Coupons

Marshall Field & Co., Chicago,  
John Wanamaker, New York,  
R. H. Macy & Co., New York,  
Wm. Filene's Sons Co., Boston,  
B. Altman & Co., New York,  
The Emporium, San Francisco.

### For Coupons

J. B. Greenhut Co., New York,  
The 14th St. Store, New York,  
O'Neil Adams Co., New York,  
Henry Seigel, Boston,  
Simpson Crawford Stores, New York  
A. L. Kesner, New York.

and it might be extended. You see, on the one side you find stores (insignificant, poorly managed stores, perhaps) who do not endorse coupons or trading stamps, and on the other side, you find big, progressive, successful, money-making institutions where trading stamps are used, or have been used.

Why not get down to brass tacks, fellows? Then, again, another thing that it is possible to explain is that, inasmuch as the same interests that own and control the Surety Stamp Co. own and control a large assortment of department stores, why is it that Surety Stamps are not given at McCreery's, Lord & Taylor's, Gunther's fur store and with Onyx Hosiery? Come on, boys, don't dodge the question; don't fill space with balloon juice, but come across with some real dope.

\* \* \*

JOHN G. HAM, advertising manager of The Centaur Company, manufacturers of Castoria and Centaur Liniment, writes to The Editor and Publisher, under date of May 7, in this wise:

"Am enclosing a clipping from 'The Evening Sun.' And yet some newspapers object to the unreasonable claims of some proprietary preparations." The "clipping" which brought forth this charitable and Christianlike comment from Mr. Ham was an advertisement of Bonwit, Teller & Co., published April 29, in which it was announced that women's suits in the season's most desirable styles had been reduced.

One hundred and fifty suits were reduced from \$49.50 to \$19.50. Other suits had been reduced from \$350, \$325, \$250, \$175 and \$165 to \$75.

Well, what about it? Is there anything fundamentally wrong in a firm telling the general public of reductions in prices? Surely not! Of course it may be figured that the general public is thoroughly acquainted with the basic fundamental that every merchant must make an average profit on everything he sells, and that it is more or less asinine for a merchant to spend money to tell the public that his "regular" prices are so prohibitively and ridiculously high, so far out of proportion to the real value of the merchandise that they can stand reductions of from sixty to eighty per cent and still yield a good profit—it may be very foolish to thus tell people to stay away from regular goods at regular prices—but it is merely a case of giving the buying public fair warning and there is nothing wrong in that.

\* \* \*

THE STORY IS GOING THE ROUNDS about how Wm. Wrigley, the gum manufacturer, has made a nice thing out of packing coupons in his gum. It is said that, inasmuch as there was more or less premium stock floating around Wall street, looking for takers at more or less "easy" prices, Mr. Wrigley went down into the marts of trade and secured sundry, diverse, numerous and various blocks of this stock at what might be termed interesting price concessions, and then announced the fact that in the future these coupons would be packed in his gum. This started a "bull" movement, and Mr. Wrigley cleaned up enough money on the stock transaction to pay for all the coupons he will use for several years. There are ways and ways of making money out of coupons.



## "From Press to Home Within the Hour"

Universal Home circulation is what makes the Evening Star of Washington, D. C., the great advertising medium that it is.

There are 115,514 more people reading New York morning newspapers than three years ago.

OF THIS INCREASE  
88,497  
PREFERRED  
THE NEW YORK TIMES

To any of the other six morning newspapers.

## DETROIT SATURDAY NIGHT

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

### Foreign Advertising Representatives

G. LOGAN PAYNE CO.  
748 Marquette Building, Chicago  
200 Fifth Ave., New York City  
Publicity Building, Boston

## The Jewish Morning Journal

NEW YORK CITY

(The Only Jewish Morning Paper)

The sworn net paid average daily circulation of six months ending March 31, 1915, **112,056**

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

The Jewish Morning Journal prints more

### HELP WANTED ADS.

than any paper in the city, excepting the New York World.  
I. S. WALLIS & SON, West'n Representatives  
1246 First National Bank Bldg., Chicago.

## The New York Evening Mail

enjoys the confidence of its readers.

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

Its average net paid circulation for April was in excess of

**156,000**

A desirable advertising medium.

## THE NEW ORLEANS ITEM

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

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



Advertising Agency  
Announcement

MARTIN V. KELLEY, formerly Vice-President of the Charles H. Fuller Company, begs to announce that he has taken over the interests of the Toledo Office of that Agency, and will establish an entirely separate and complete advertising agency organization known as---

**The Martin V. Kelley Co.**

Second National Bank Building  
Toledo, Ohio

*Incorporated Capital \$200,000*

*Effective June 1, 1915*

*Martin V. Kelley*  
President

*R. E. Keller,*  
Vice-President

## WHY GILLAM OBJECTS TO COUPONS

Advertising Expert Analyzes the Situation in an Appealing Manner

Manly M. Gillam, of Gillam's Service, New York City, in a letter to THE EDITOR AND PUBLISHER says:

"I have read with much interest the many views you have published on the premium question. I can see in this form of advertising no cause for hysteria on the part of agents nor for alarm on the part of newspapers. Matters of this kind balance themselves. If it is good, lasting and lifting advertising to give premiums with goods, no amount of newspaper opposition can kill the idea; if it is not permanently good no amount of effort on the part of insiders or anyone else can keep the thing indefinitely alive.

"I have felt from the first that premiums with goods are not a wise form of advertising. They have surely given forward impulse to certain enterprises, but that they can be continually helpful in the same degree I have not believed. In a general business of my own, like a department store for instance, I would not use premiums.

"So far as I know, no big store that uses premiums has done less, or is likely to do less newspaper advertising because of it. What I have objected to in the premium plan has been:

"1—The impression given in the earlier days of the movement that a very much larger bonus value was given to the purchasers than was actually the case. Deception.

"2—The feeling inevitable on the part of any thinking customer that the store charges prices so high that it is able to give a discount to any buyer, and consequently that fictitious values may have been placed on goods—as there doubtless sometimes are.

"3—That it apparently outrages the broad idea that sound storekeeping consists in buying as thriftily as possible and passing the goods along to customers as

free from additional costs as may be—letting the goods do the talking and tempting no one to buy for the sake of an over-estimated reward.

"I know very well that any advertising—newspaper, catalogue, poster, store decoration, window display, what not—adds to the cost of doing business, and is to be covered with other expenses by the price put on the goods. But those additions are not glaringly in evidence. They are like an indirect tax—often not suspected, and in any case easily excused. The premium is like a bait, advertising its own character and cheapening the store that uses it as a blanket.

"I notice that some of your correspondents deny that premium giving is advertising. What are the premiums given for? Surely to attract attention and custom to the store, to make the store talked of. If that isn't a form of advertising I am all at sea. Then, too, the value of cash custom is often held to be worth all of the extra premium cost—and more.

"The department store keeping I believe in is based on straight merchandising with no sops nor chromos; just buying goods and selling goods without tricks or tempters or entangling features of any kind. As I glance over the mercantile world I find that this is the sort of store that seems to do the best and safest business."

## Six Point League Stamp Committee

The committee appointed by the Six Point League, to investigate the trading stamp and coupon business, and its relation to newspaper advertising, of which Louis Gilman is chairman, held a meeting Tuesday and made arrangements to investigate conditions all over the country and get down to basic facts. This investigation will be carried on systematically, and the results will be of great importance to newspaper interests as well as to merchants and manufacturers everywhere.

## WAR AND FRENCH PRESS

(Continued from page 1052.)

The material difficulties to be faced were enormous. Bordeaux was overcrowded by the official world and by those who were unwilling to remain in Paris. The few printing establishments of the city, already fully occupied by the important local dailies, could not satisfy the demands of their Parisian visitors. The Temps had to be satisfied with becoming a single small-sized sheet. Other papers had to be printed at Toulouse. Paper was hard to get and the price rose thirty per cent.

The hattle of the Marne and the certainty that Paris could not again be threatened allowed the government to return and with it the newspapers. From December the most of the papers were able to resume their usual size. Salaries again became normal, but in every editorial office losses could be noted. Guy de Cassagnac, joint director with his brother of Autorité, had been killed, and almost every paper could count two or three of its number who were missing.

## WEEKLIES IN BETTER SHAPE.

The "heavy" reviews have not been so seriously interfered with as the dailies; the Revue des Deux Mondes, the Correspondant, the Revue de Paris and La Revue all succeeded in bringing out numbers, irregularly but without fail.

L'Illustration, the great French illustrated weekly, has scored a great triumph by appearing regularly. Le Miroir, a new and struggling weekly, has jumped from 60,000 to 400,000, by cutting its price to 5 cents and printing only war photographs, without reading matter.

New publications have been born to

compete with the Miroir, in giving war photographs, with names like J'ai vu (I have seen) and Sur le vif, and Anti-Boche, a name which is a programme.

Most monthly magazines of a lighter kind disappeared during the first four months of the war and are only slowly resuming a regular appearance now.

A special type of Paris weekly, generally called humorous, but chiefly dedicated to the female form divine and undraped, disappeared entirely with the war. The Rire, now christened the Rire Rouge, has reappeared, but is a greatly chastened Rire. Fantasio and the Vie Parisienne have also resumed publication; the latter still giving its charming female studies, slightly more clothed than "before the war." The fashion newspapers suffered an eclipse from which one or two (of the dozens that existed) are only just emerging. Some will never be seen again, for, although they had French names, they were conducted by Germans.

## PAPERS FREE TO TRENCHES.

All directors of daily papers and illustrated publications have been sending from 5,000 to 10,000 copies a day to the trenches, free of charge (there being also no postage charged), and the government has issued a paper, Le Bulletin des Armées, which is sent to every regiment, one copy to every ten men, which contains all the official information issued, as well as articles by the best-known writers, specially written for it or selected from the daily press. But this supply has not sufficed. Many regiments in the trenches have produced papers of their own, printed on some kind of copying press, and written by the men themselves, among whom, of course, are many of the best young writers of the day.



## What "A. B. C. Service" Means to the Advertising Agency

"A. B. C. Service" takes the guess work out of making up a schedule.

It is the definite insurance with which you protect your customers on every dollar they spend for space through your office.

The definite facts concerning the quantity, quality and distribution of circulation of the various publications are in concise form at the finger ends of your space buyer.

It gives you an absolutely impartial and exhaustive audit on the actual and comparative value of the various publications in all fields—covering the same period of time—and

brought up-to-date every three months.

"A. B. C. Service" relieves you of the expense of installing and maintaining a file of circulation information. It is ready made *for you*—and better, uniform, standardized, more comprehensive, more far-reaching than you can make it.

The Agency whose space buying judgment is backed by "A. B. C. Service" has a tremendous advantage in serving its customers.

The Audit Bureau of Circulations is a co-operative organization—not for profit—its membership includes nearly one thousand Advertisers, Advertising-agents and Publishers, who believe in standardized circulation information. Complete information regarding the service and membership may be obtained by addressing—Russell R. Whitman, Managing Director.

## The Multiple Linotype Way Is the Modern Way

It needs the same kind of skill and genius to set type well by hand that it takes to set type well on the Linotype. The hand compositor, who fails in appreciation of beauty of type form and arrangement, fails by hand—he would also fail with the Linotype

MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK

CHICAGO

SAN FRANCISCO

NEW ORLEANS

CANADIAN LINOTYPE, LIMITED, TORONTO



Audit Bureau of Circulations  
15 East Washington Street, Chicago



## AD FIELD PERSONALS

E. Leroy Pelletier has opened an agency in Detroit, under the name of E. Leroy Pelletier—Advertising.

J. W. Swaren, advertising manager of the Pelton Water Wheel Company, San Francisco, is giving stereopticon lectures before the students of engineering and industrial schools on the Pacific Coast.

The Ralph A. Sweet Advertising Agency, of Binghamton, N. Y., has appointed Walter L. Johnson general manager.

T. F. Flanagan, formerly advertising manager of the C. J. Tagliabue Manufacturing Company, is to become assistant sales and advertising manager of the Pyrene Manufacturing Company, of New York City.

Harold A. Stretch, formerly with the New York American and the Globe, has joined Reuter's Advertising Agency in that city.

Herbert T. Proudfoot, for five years advertising manager of the Aeolian Company, has resigned to join the Blackman-Ross Company.

Henry G. Evans, for five years with the Siegfried Company, Inc., has been appointed sales manager for the Northam Warren Corporation, New York City, manufacturers of maniere products and toilet preparations.

Robert Mears, Jr., formerly with the Sherman & Bryan, Inc., Advertising Agency, has organized an agency in New York City, known as Mears' Advertising Agency, Inc.

H. L. Goldman, for the past six years a member of the staff of the New York Times, has resigned as want advertising manager to become classified manager of the New Orleans Item.

Friends of W. B. Baneroff, the English ad man, who has been in New York the past year, recently with the Anglo-American Relief Fund and who took passage on the Lusitania, will be glad to learn that he was saved.

Scott Hughes, advertising manager for Rothschild & Co., Chicago, is going back to the J. L. Hudson Company, of Detroit, Mich., on June 1, succeeding J. B. Mills, who has been promoted to sales manager.

Mr. Hughes was advertising manager for the J. L. Hudson Company some years ago, leaving there to go to Crowley Milner & Co., Detroit, and later to Chicago.

Walter L. Johnson, formerly connected with John O. Powers, Street & Finney, Inc., and The Cheltenham Advertising Service, has resigned from the latter organization, and is now general manager of the Ralph A. Sweet Advertising Agency at Binghamton, N. Y.

M. M. Hunting, a well-known Cincinnati advertising man, has been appointed advertising manager of the American Laundry Machinery Company of that city.

Lee Anderson, formerly advertising manager of the Chalmers Motor Company, has been appointed sales manager of the Hupp Motor Car Company, to succeed Frederick A. Harris, who resigned recently.

H. L. Whittemore, late of the O'Sullivan Rubber Heel Company and the George L. Dwyer Advertising Agency, has been appointed advertising manager of the Auto Car Company of Ardmore, Pa.

## AMONG THE AD AGENCIES

Harold A. Liebler has been elected secretary and a director of Sherman & Bryan, Inc., advertising agents, New York and Chicago. Mr. Liebler has been connected with the organization for the past three years.

The Margon-Robinson Advertising Agency has been established in Louisville, Ky., with S. Margon as president and general manager, and J. C. Robinson as secretary and treasurer.

Frank R. Northrup, special representative, with offices in the Brunswick building, 225 Fifth avenue, New York, and 1510 Association building, Chicago, has been appointed as foreign advertising representative of the Passaic (N. J.) Herald, thereby adding another "Guaranteed Largest Circulation" to his list.

## PRESS CLUB HAPPENINGS

R. B. Wallace was elected president of the Omaha Ad Club by the directors in regular meeting on April 30. Other officers elected are: Henry Browning, A. J. Samuelson, vice-presidents; treasurer, O. T. Eastman. The executive committee consists of: R. B. Wallace, A. J. Samuelson, Henry Browning, O. T. Eastman, A. S. Borglum, Victor White, A. L. Green, Thomas Devaney and John Mullen.

The Booster's special train of the St. Louis Ad Club delegation stopped at Columbia long enough to permit John C. Reed, vice-president of the National Oats Company, and Carl Hunt, editor of Associated Advertising, of Indianapolis, to extort the students of the University of Missouri to believe in and work for honest advertising. Then they moved on.

The third annual dinner of the Charter Oak Ad Club, of Hartford, Conn., was held at the Hartford Club in that city on April 27. Arthur J. Birdseye, retiring president of the club, was toastmaster, and the speakers who addressed the three hundred guests were John Lee Mahin, of the Mahin Advertising Agency of Chicago, Bert M. Moses, of New York City, Rev. Percy E. Thomas, of Rockville, and Frank E. Stacy, mayor of Springfield, Mass. Brown paper bags containing a potpourri of advertising samples were given the diners as souvenirs of the occasion.

## Milwaukee's "Persuasive" Way

The Milwaukee Ad Club's Vigilance Committee reports a number of instances where local merchants have changed their advertising at the request of the committee. A cut-rate shoe store advertised a trustee's sale, but when confronted with facts to prove that there was no trustee the store closed. Another store advertised men's suits as from bankrupt stock, which was not true. The signs were removed from the front of the building. A woman's apparel store advertised wool skirts for \$2.98. An investigation persuaded the company to place a sign on the goods saying they were "not all wool." A department store advertised "Shur-On" eye glasses for \$1. valued at \$4. They were not "Shur-On" and the advertising was changed to read eye glasses for \$1. The Chicago Wrecking Company advertised men's all wool suits for \$6.75, worth \$18. A suit was purchased and was found to be 45 per cent. cotton. The company was arrested and fined \$25.

## A. N. P. A. Increases Membership

The American Newspaper Publishers' Association has elected the following papers to active membership: New York II Progresso Italo-Americano; Quebec, Can., Le Soleil; Montreal, Can., Le Devoir; Toronto, Can., News; Arizona Republican, Phoenix, Ariz. (transferred from associate).

Associate members have been elected as follows: Lockport, N. Y., Journal; Barre, Vt., Times; Martinsburg, W. Va., Evening Journal; Easton, Pa., Free Press; Asheville, N. C., Citizen; Winona, Minn., Republican-Herald.

## MORE ADVERTISING TIPS

E. H. Clarke Advertising Agency, Steger Building, Chicago, Ill., is making 3,000 l. 1 yr. contracts with Western papers for James S. Kirk, "Jap Rose" Soap.

MacManus Company, Detroit Journal Building Detroit, Mich., is sending out 5,000 l. 1 yr. contracts to Western papers for R. A. Carmichael & Co.

Nelson Chesman & Co., 1127 Pine street, St. Louis, Mo., are placing 100 line, t. f. Sunday orders with a selected list for Mrs. M. Summers.

Frank Presbrey Company, Inc., 456 Fourth avenue, New York City, is forwarding 56 line, 26 time orders to a few papers for The Greenbrier, N. C.

W. Montague Pearsall, 203 Broadway, New York City, is issuing 50 l. Sunday t. f. orders to a few Southern papers for a hotel in New York City, located at 33 West Fifty-first street.

J. W. Thompson Company, 44 East Twenty-third street, New York City, is sending out renewals for the Chichester Company.

George Batten Company, Fourth Avenue Building, New York City, is placing 10 in. 40 t. with a few papers for the National Lead Company of New York City.

Dauchy Company, Inc., 9 Murray street, New York City, is issuing 1 in. 26 t. orders with a selected list for A. S. Olmsted, Le Roy, N. Y.

The Amsterdam Advertising Agency, 1178 Broadway, New York City, is making 84 l. 5 t. orders with a few Eastern papers for The Griswold, New London, Conn.

## NEW INCORPORATIONS

CINCINNATI, O.—The Cincinnati Record Publishing Company, \$15,000; general publishing. Robert E. Mullane, Thos. J. Noctor, Cecile Ouert, Nelson B. Cramer and C. L. Taylor.

BOSTON, MASS.—The Swedish News Publishing Company, Inc., Boston, \$50,000. Ernest L. Gissier, Carl F. Asplind, Gustaf Sundelius.

PLYMOUTH, MASS.—The Plymouth Republican Company, \$20,000; publishing. S. E. Boys, F. A. Boys, F. W. Riddick.

NEW YORK CITY.—American Sales Association, Inc., \$25,000. To conduct a general advertising agency.

INDIANAPOLIS, IND.—The Rho-Mah Company, \$10,000; to do a publishing business. G. Rhodey, A. M. Rhodey, C. W. Humphrey.

## Peanut Politicians

Hammond, Ind.—Whether or not the phrase "peanut politician" is libellous is now engaging the attention of a Hammond jury. John A. McFarland, Democratic city chairman, has sued Frank Bahcock, editor of the Jasper County Democrat, because the editor referred to him as a "peanut politician." The case is being tried at Crown Point, Lake county, before Judge W. C. MacMahan.

## Publisher's Representative

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

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

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

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

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

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

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

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

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

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

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

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

## Advertising Agents

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

COLLIN ARMSTRONG, INC., Advertising & Sales Service, 115 Broadway, New York.

BRICKA, GEORGE W., Adv. Agent, 114-116 East 28th St., New York. Tel. 9101-9102 Mad. Sq.

FRANK, ALBERT & CO., 26-28 Beaver St., New York. Tel. Broad 3831.

HOWLAND, H. S., ADV. AGENCY, INC., 20 Broad St., New York. Tel. Rector 2573.

LEVEY, H. H., Marbridge Bldg. Tel. Greeley 1677-78.

THE BEERS ADV. AGENCY, Latin-American "Specialists," Main Offices, Havana, Cuba. N. Y. Office, Flatiron Bldg.

## A PUBLICATION ON THE NEWS-STAND SAVES MANY FROM THE JUNK PILE

Established 1892

## DUHAN BROTHERS

Distributing Specialists Daily Weekly Monthly Newspapers Periodicals

WHOLESALE DEALERS IN NEWSPAPERS AND PERIODICALS TRIBUNE BUILDING New York City

Telephone 3584 Beekman

Circulation Builders Bill Posting Advertising Display Periodical Promotion



**TIPS FOR THE AD MANAGER**

The Boston branch of the N. W. Ayer & Son agency is placing nearly all the advertising for New England schools and colleges. It is said that this company has about 200 such accounts.

F. B. Shumway Company, Boston, is placing the advertising for the two Whipple hotels, Young's and the Parker House.

Jersey Ice Cream and Van Nostrand's Ale are being placed in the newspapers by Wood, Putnam & Wood, of Boston. The same firm also places the Peerless Knitting Mills in this city, using good-sized space.

The Boston branch of the Amsterdam Agency is placing some copy for King's Pure Malt.

The George Batten Agency is placing a large amount of advertising for Cliquot Club ginger ale. The campaign is national in its scope.

Tracy-Parry Company, Lafayette Building, Philadelphia, Pa., has placed orders with Jackson (Mich.) newspapers for a try-out campaign for the Ridgely, Trimmer Company, "Lustrewool." This agency will later extend the list to other cities.

Maclay & Mullaly Advertising Agency, 60 Broadway, New York City, are placing the following accounts: Harris, Winthrop & Co., 15 Wall street, New York City, with New York City newspapers; Asphalt Ready Roofing Company, shingles, 9 Church St., New York City, with some New Jersey, Albany and Philadelphia newspapers; Cowperthwaite Furniture Company, 782 Sixth avenue, New York City, with New York City morning and evening newspapers twice a week, and the So-Luminum Manufacturing and Engineering Company, 1790 Broadway, New York City, with newspapers of Akron, Ohio, Detroit and New York City.

Chambers Agency, Maison Blanche Building, New Orleans, La., will shortly issue orders to a selected list of newspapers in large cities for the Galvez Hotel, Galveston, Texas.

Martin V. Kelley Company, Second National Bank Building, Toledo, Ohio, claims to have secured the following accounts: Willys-Overland Company, Toledo, Ohio; Stewart-Warner Speedometer Corp., Chicago, Ill.; Electric Auto-Lite Company, Toledo, Ohio; Garford Motor Truck Company, Lima, Ohio; Champion Spark Plug Company, Toledo, Ohio; Milburn Wagon Company, Toledo, Ohio; Temco Electric Motor Company, Leipsic, Ohio; Magic Figure Mold Garment Company, Columbus, Ohio, and Buckeye Brewing Company, Toledo, Ohio. See report in "A" Bulletin.

Nelson Chesman & Co., 200 Fifth avenue, New York City, are placing orders with a selected list of newspapers for the Manahan Moth Paper Company. "Manahan Tarine Moth Bags," 370 Pearl street, New York City.

H. K. McCann Company, 61 Broadway, New York City, is placing 948 in. contracts for one year with a selected list of

papers for the Standard Oil Company, New York City.

Dorland Advertising Agency, Atlantic City, N. J., is issuing 10 l. 30 t. orders with a few large papers for The Aspinwell, Lenox, Mass. This agency is also placing 2,516 l. in 12 insertions for the Crex Carpet Company, New York City.

Charles H. Touzalin Agency, Kesner Building, Chicago, Ill., is forwarding 200 l. 8 t. orders to Middle West papers for the Chicago, Duluth & Georgia Bay Transit Company.

Nichols-Finn Agency, 222 South State street, Chicago, Ill., is making 5,000 l. 1 yr. contracts with Southern papers for the Great Northern Railway Company.

George Batten Company, Fourth Avenue Building, New York City, is placing 63 l. 4 t. with a few papers for the Cosmopolitan Magazine.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., are placing 2 inches 15 times with a few papers for Hot Springs Hotel, Hot Springs, N. C.

Taylor-Critchfield Company, Brooks building, Chicago, Ill., is making 2,000 l. contracts with some Western newspapers for the Tropical Fruit Juice Company, "Grape Smash," Chicago, Ill.

Hugh McAtamney Company, 233 Broadway, New York City, will shortly place orders with New York City newspapers for S. L. Golden Company, "Golden Shoe" and "Budd Shoe" Company, 96 Reade street, New York City.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., are sending out 6 in. 52 t. orders to some Western newspapers for the Diamond Match Company, 111 Broadway, New York City.

Blackman-Ross Company, 95 Madison avenue, New York City, is resuming newspaper advertising for the H.-O. Company, "Force," "Presto," Buffalo, N. Y.

Ottamar Dietz Advertising Bureau, 140 Nassau street, New York City, is issuing orders to a selected list of newspapers for De Miracle Chemical Company, 1907 Park avenue, and 130th street, New York City.

Birch-Field & Co., 110 West Fortieth street, New York City, are placing orders with newspapers in cities where they have stores for Kaufman Hats, 123 West Forty-second street, New York City.

J. H. Cross Company, 1524 Chestnut street, Philadelphia, Pa., is handling the advertising with a selected list of newspapers for the Botanical Manufacturing Company, 255 South Fourth street, Philadelphia, Pa.

Wood, Putnam & Wood Company, 111 Devonshire street, Boston, Mass., is forwarding orders to some New England newspapers for the Bunker Hill Brewery, "P. B." Ale.

Will H. Dilg, 12 State street, Chicago, Ill., is sending out 496 l. 2 t. and 500 l. 1 t. orders to large city newspapers for the Anheuser Busch Brewing Association, "Budweiser Beer," St. Louis, Mo.

Ferry-Hanly-Schott Advertising Company, Commerce Building, Kansas City, Mo., is making 2,000 l. contracts with a selected list of newspapers for Nonafir Company.

Cowen Company, 50 Union Square, New York City, is placing orders with a selected list of newspapers for the Lorillard Tobacco Company, "Murad Cigarettes," Jersey City, N. J., and 119 West Fortieth street, New York City.

The New York Coil Company, 338 Pearl street, New York City, is issuing 5-in. 1 and 2-time orders to a selected list of newspapers.



**"ABOVE BOARD CIRCULATIONS"**



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

<b>ALABAMA.</b> NEWS ..... Birmingham Average circulation for 1914: Daily, 36,235; Sunday, 37,762. Printed 2,307,884 lines more advertising than its nearest competitor in 1914.	<b>NEW JERSEY.</b> PRESS (Circulation 7,945).....Asbury Park JOURNAL .....Elizabeth PRESS-CHRONICLE .....Paterson COURIER-NEWS .....Plainfield
<b>ARIZONA.</b> GAZETTE .....Phoenix (Average Circ. Oct. 1, 1914, 6,125)	<b>NEW YORK.</b> COURIER & ENQUIRER.....Buffalo IL PROGRESSO ITALO AMERICANO.....New York
<b>CALIFORNIA.</b> EXAMINER .....Los Angeles A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.	<b>OHIO.</b> PLAIN DEALER.....Cleveland Circulation for March, 1915: 128,687 Daily .....165,332 Sunday .....165,332 VINDICATOR .....Youngstown
<b>GEORGIA.</b> JOURNAL (Cir. 57,531).....Atlanta CHRONICLE .....Augusta LEDGER .....Columbus	<b>PENNSYLVANIA.</b> TIMES .....Erie DAILY DEMOCRAT .....Johnstown TIMES-LEADER .....Wilkes-Barre
<b>ILLINOIS.</b> HERALD .....Joliet STAR (Circulation 21,589).....Peoria	<b>SOUTH CAROLINA.</b> DAILY MAIL.....Anderson
<b>IOWA.</b> REGISTER & LEADER.....Des Moines EVENING TRIBUNE.....Des Moines Essential to covering Des Moines and vicinity.	<b>TENNESSEE.</b> BANNER .....Nashville
<b>KENTUCKY.</b> MASONIC HOME JOURNAL.....Louisville, Ky. (Semi-Monthly, 32 to 64 pages.) Guaranteed largest circulation of any Masonic publication in the world. In excess of 90,000 copies monthly.	<b>TEXAS.</b> AMERICAN .....Austin ENTERPRISE .....Beaumont Covers East Texas and West Louisiana STAR-TELEGRAM .....Fort Worth Net Paid Circulation, 35,000 daily. Over 50% more net paid city circulation and over 5,000 more net paid Sunday circulation than any other paper in Fort Worth.
<b>LOUISIANA.</b> TIMES PICAYUNE.....New Orleans	<b>UTAH.</b> HERALD-REPUBLICAN.....Salt Lake City
<b>MARYLAND.</b> THE SUN .....Baltimore Has a combined net paid circulation of 145,562 copies daily, 110,000 of which go into homes in Baltimore City and suburbs. Sunday net paid, 57,376.	<b>WASHINGTON.</b> POST-INTELLIGENCER .....Seattle
<b>MICHIGAN.</b> PATRIOT (No Monday Issue).....Jackson Average three months ending March 31, 1915: Daily, 11,349; Sunday, 13,104. Member "American Newspaper Pub. Ass'n." "Gilt Edge Newspapers," and A. B. C. THE STATE JOURNAL.....Lansing Leading afternoon daily of Central Michigan; three editions two cents. Guaranteed net circulation, 15,000.	<b>CANADA.</b> BRITISH COLUMBIA. WORLD .....Vancouver ONTARIO. FREE PRESS .....London
<b>MINNESOTA.</b> TRIBUNE, Morning and Evening.....Minneapolis	
<b>MISSOURI.</b> POST-DISPATCH .....St. Louis	
<b>MONTANA.</b> MINER .....Butte	

**ROLL OF HONOR**

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

<b>ILLINOIS.</b> SKANDINAVEN .....Chicago	<b>NEW YORK.</b> EVENING NEWS.....Buffalo BOLLETTINO DELLA SERA.....New York
<b>INDIANA.</b> THE AVE MARIA.....Notre Dame	<b>PENNSYLVANIA.</b> TIMES .....Chester
<b>NEBRASKA.</b> FREIE PRESSE (Cir. 128,384).....Lincoln	<b>QUEBEC.</b> LA PRESSE .....Montreal Av. circ., 1912, 114,371; '13, 127,722; '14, 140,342

Procter & Collier Company, 16 East Thirty-third street, New York City, are placing a tryout campaign with Philadelphia newspapers for John Opitz, Inc., "J. O." Roach and Rat Paste, 183 East Third street, New York City.

Wendell P. Colton, 165 Broadway, New York City, is forwarding orders to some New York City and New Jersey newspapers for the Hudson River Day Line, Desbrosses street pier, North river, New York City.

**New Orleans States**

Sworn Net Paid Circulation for 6 Months Ending March 31, 1915

**33,796 Daily**

Gain over October 1, 1914..... 525 copies  
Morning paper LOST.....7,045 copies  
Other evening paper LOST.....7,873 copies

We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans.

To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium.

Circulation data sent on request.

**THE S. C. BECKWITH SPECIAL AGENCY**  
Sole Foreign Representatives  
New York Chicago St. Louis



# PUBLISHERS

ON TO

The Third National Exposition of the  
Printing, Advertising, Publishing, Lithographing,  
Engraving, Paper, Business Equipment,  
Stationery, Paper Box Manufac-  
turers and all Allied Trades.

Coliseum, Chicago, June 9th to 26th, inclusive

CONVENTION WEEK

OF THE

ASSOCIATED ADVERTISING CLUBS OF THE WORLD  
INTERNATIONAL ASSOCIATION OF MANUFACTURING PHOTO ENGRAVERS  
AMERICAN ENVELOPE MANUFACTURERS ASSOCIATION  
THE AUDIT BUREAU OF CIRCULATIONS and  
OTHER AFFILIATED ORGANIZATIONS

(Special Railroad Rates from all points)

Do not miss the Biggest Event that has ever happened in the Allied Trades, where you can see and study machines, supplies, devices and ideas, the use of which will mean the saving of thousands of dollars in conducting your business.

Liberal Allotments of Free Tickets will be given to all Exhibitors for distribution among their regular and prospective customers.

This Management will also be glad to furnish, free of charge, two tickets to any interested person, upon receipt of an addressed, stamped envelope.

For marked diagrams, tickets and further particulars, address,

**NATIONAL EXPOSITION CO., Inc.,**

HARRY A. COCHRANE, President

Telephone, Randolph 883

Suite 1305 Advertising Bldg., Chicago, Ill.

# The New York Advertising Situation

Shows THE GLOBE to lead all other Newspapers, morning or evening, in gains

## January 1st to April 30th Inclusive

DAILY AND SUNDAY

Compiled by Statistical Department,  
The New York Evening Post

	1915	1914	Gain	Loss
American - - -	2,788,309	3,033,085	.....	244,776
Brooklyn Eagle - - -	2,804,506	3,072,042	.....	267,536
Evening Journal - - -	2,438,838	2,381,677	57,161	.....
Evening Mail - - -	1,530,455	1,496,174	34,281	.....
Evening Post - - -	1,113,020	1,200,896	.....	87,876
Evening Sun - - -	1,610,200	1,416,825	193,375	.....
Evening Telegram - - -	2,176,617	2,098,669	77,948	.....
Evening World - - -	1,918,643	2,039,267	.....	120,624
Globe - - -	1,713,049	1,390,401	322,648	.....
Herald - - -	2,662,575	3,096,977	.....	434,402
Press - - -	629,525	1,030,191	.....	400,666
Staats Zeitung - - -	1,458,087	1,376,126	81,961	.....
Standard Union - - -	1,784,945	2,034,460	.....	249,515
Sun - - -	1,163,000	1,346,910	.....	183,910
Times - - -	3,007,430	3,160,278	.....	152,848
Tribune - - -	924,511	865,827	58,684	.....
World - - -	3,238,841	3,736,045	.....	497,204
Total - - -	32,962,551	34,775,850	.....	1,813,299 Decrease

## The Globe's Circulation Progress

Year ending June 30, 1911	-	-	-	103,333
" " Apr. 30, 1912	-	-	-	122,981
" " " " 1913	-	-	-	132,194
" " " " 1914	-	-	-	148,946
" " " " 1915	-	-	-	184,929

No increase in rates for nearly double the circulation.

MEMBER AUDIT BUREAU OF CIRCULATIONS

### O'MARA & ORMSBEE

Special Representatives

CHICAGO  
Tribune Bldg.

NEW YORK  
Brunswick Bldg.



