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TEXAS AD CLUBS MEET.

STATE ASSOCIATION HOLDS ITS FIFTH CONVENTION AT WACO.

W. V. Crawford Elected President for the Ensuing Year—Delegates Vote to Employ a Field Secretary—Addresses by Richard H. Waldo, of the New York Tribune—Local Papers Give Dinner in Honor of Visitors.

(Special Correspondence.)

WACO, TEX., Feb. 12.—At the close of the fifth annual convention of the Associated Ad Clubs of Texas, held February 9 and 10 at Waco, the following officers were elected for the ensuing year: Honorary president, Gus W. Thomasson, Dallas; president, W. V. Crawford, Waco; first vice-president, A. E. Clarkson, Houston; secretary-treasurer, J. H. Payne, Dallas; directors, H. C. Burke, Jr., Fort Worth; M. P. Carlock, El Paso; M. McBride, Greenville; L. Martin, Corsicana; A. L. Blanchard, Hillsboro; B. O. Brown, Austin.

The position of honorary president was created by the committee on nominations to give recognition to the efficient work of retiring president, Gus W. Thomasson, and will be made a permanent feature of the association in the future. George McCormick, of the Houston Post, was chairman of the nominating committee.

WILL TRAVEL IN STYLE.

The Texas delegates to the convention of the Associated Ad Clubs of the World, to be held in Chicago in June, will travel in a solid special train chartered for the occasion. Hugh Jameison, of Fort Worth, suggested that as there were two cities from which the start should be made, Dallas or Fort Worth, representatives of those cities should flip a coin to decide which city would be chosen. It was finally decided to make Fort Worth the point of departure. Fort Worth then announced that a banquet would be served to all ad club delegates on the night preceding the departure of the Texas delegation for Chicago.

President Crawford, of Waco, who was elected as ex-officio chairman of the "On-to-Chicago" committee, will call a meeting of that committee in the near future for the purpose of perfecting the plans of the Texas delegation for the Chicago trip.

The ad clubs that have already selected chairmen are as follows: Dallas, Gus W. Thomasson; Fort Worth, Al Shuman; Greenville, E. C. Bracken; Hillsboro, D. W. Campbell; Club at Large, L. Martin, Corsicana; El Paso, M. P. Carlock; Waco, W. H. Hoffman.

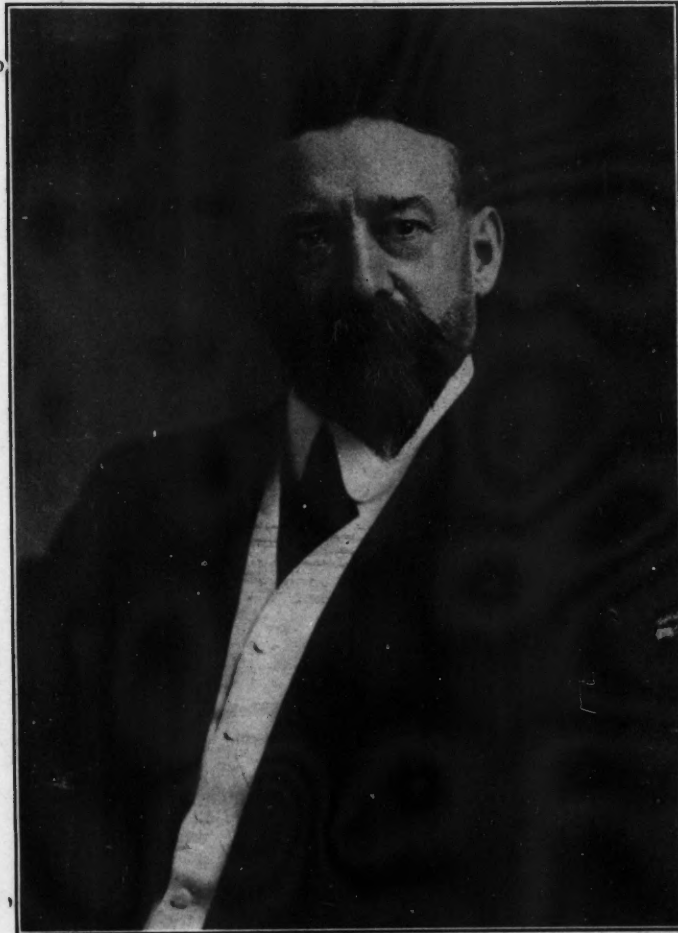
Resolutions were adopted thanking Richard H. Waldo, of New York; the committee arranging the Advertising Exhibit; the press of the State; Byron W. Orr, for handling the convention publicity, and W. V. Crawford, for getting the "Fraudulent Advertising Bill" before the State Legislature.

TO HAVE A FIELD SECRETARY.

The appointment of a field secretary was favored and the "Texas Feed Herself" campaign was indorsed. The convention also favored the bill now pending in the Legislature and a telegram was authorized to be sent to Austin asking that body to take speedy action in the matter.

The officers of the Associated Ad Clubs of Texas, according to the report made by the Committee on Con-

(Continued on page 732.)



JAMES CREELMAN.
NEW YORK WAR CORRESPONDENT AND JOURNALIST WHO DIED IN BERLIN LAST WEEK AFTER AN OPERATION.

A. P. LEGISLATION INTRODUCED.

Bill to Make News Service Public Property Introduced in Indiana.

A bill which would prevent any news distributing company from refusing to sell its service to any newspaper which desired it has been introduced in the Indiana Senate by Senator Clark, of Marion county. It was referred to the Committee on Corporations.

The bill provides a fine of \$1,000 a day for refusal to sell news service. It also makes it unlawful for any news service company to withhold any of its information from any one concern and provides that a schedule of all its rates shall be filed by each company with the Public Service Commission.

A provision is made that if any part of the bill should be held unconstitutional the rest shall be in full force and effect. The bill is aimed at the Associated Press.

Senator Clark, who introduced the measure, refused to discuss it, saying that the bill spoke for itself and that what he had to say about it would be said when it came up for discussion in public hearings or in the meetings of the committee to which it was referred.

New Bill Kills Papers.

It has been discovered that a bill by Assemblyman Hughes, of Passaic county, which was introduced last week in

the New Jersey House of Assembly, will prevent the publication of newspapers on Sunday, also on weekday mornings, and would also stop the operation of lighting plants. This phase of the measure has called forth such condemnation that the bill is sure to be defeated.

VANCOUVER'S NEW DAILY.

It's Going to Be Started by a Member of the British Parliament.

A new daily newspaper is to be launched at Vancouver, B. C., about March 1 by Joseph Martin, East St. Pancras member of the British House of Commons. It is to be called the Vancouver Evening Journal and will be conducted as a straight independent Liberal paper. George M. Murray, part owner of Chinook, published at South Vancouver, will be the general manager.

In speaking about the new paper to a representative of THE EDITOR AND PUBLISHER Mr. Martin said that he was convinced that there is, in Vancouver and elsewhere in British Columbia, a demand for a newspaper that cannot be controlled by any railroad or financial corporation or any group of politicians.

Mr. Martin has purchased the plant of the Vancouver Daily Times which gave up the ghost last week after forty-five issues had been published.

A. P.'S WORK IN SOUTH.

LEADING EDITORS ASSEMBLE TO CONFER ABOUT THE CHARACTER OF THE SERVICE.

Two Days' Convention Held at Knoxville by the Southwestern Association—Important Suggestions Made and Able Papers Read—Warm Welcome Given to Newspaper Men Who Attended.

At the recent two days' convention of the Southwestern Association of the Associated Press, at Knoxville, Tenn., a large body of newspaper men heard discussions of the scope, achievements and future possibilities of the Associated Press' day and night news reports as furnished to newspapers in Tennessee, Kentucky, Georgia, Alabama, Mississippi and Louisiana.

The convention was called to order in the assembly hall of the Hotel Imperial by Wiley L. Morgan, managing editor of the Knoxville Sentinel, who was chosen president of the association at its convention in Mobile one year ago. Capt. William Rule, editor of the Knoxville Journal and Tribune, extended the welcome to the visitors, speaking on behalf of the local Associated Press newspapers, and of the city at large. He felicitated Knoxville upon having the privilege of entertaining such a representative body of men.

PRESIDENT'S RECOMMENDATIONS.

President Morgan, in his message, recommended that a committee be designated to prepare a more definite policy upon which the association's work shall be conducted in the future. This, he said, should greatly strengthen its efficacy as an advisory body for the Associated Press. He favored an executive committee of five members, two from the afternoon and as many from the morning newspapers using leased wires and one from the "pony" papers in the association's territory. A committee of three on program, of which the president should be a member, was recommended. The president called attention to the fact that heretofore the so-called "pony" papers have not participated in the meetings of this association. He said he had this matter up with Supt. Robert T. Small, of the southern division, and it had been determined to invite the "pony" papers to have representation in the Knoxville meeting.

The president spoke praises for Melville E. Stone, of New York, general manager of the Associated Press, whose individuality and thorough progressiveness, he said, is ably reflected in the Associated Press policies, comprehensiveness and freedom from prejudice and partisan sentiment. He expressed regret that Mr. Stone was unable to attend the meeting and, in this connection, read a message from Mr. Stone explaining that on account of the war situation to which Mr. Stone is giving much personal attention, he was unable to attend the convention.

IMPORTANT PAPERS READ.

Among the papers read during the convention were: "The War News; Is It Adequately Covered?" M. B. Morton, managing editor of the Nashville Banner; "The Washington Service of the Associated Press," Alfred Mynders, telegraph editor of the Chattanooga News; "Southern News; Is It Adequately Handled by the Associated Press?" C. M. Stanley, managing editor of the Birmingham Age-Herald; "Afternoon Service; How It May Be Improved."

Clemens, managing editor of the Birmingham News; "The Morning Service; How It May Be Improved," George W. Denney, managing editor of the Knoxville Journal and Tribune; "Human Interest and Condensation," Richard Fitzgerald, telegraph editor of the Knoxville Sentinel; "The Associated Press Report as Viewed by the Publisher," E. A. Lovelace, managing editor of the Nashville Tennessean; "The Associated Press Report as Viewed by the Papers in Smaller Cities, and How it Should Serve Their Needs," E. A. Fitzgerald, business manager, the Vicksburg Herald; "The Associated Press Report as Viewed by the Editor," Horace Hood, editor of the Montgomery Journal; "Sporting News," J. A. Dunn, telegraph editor, the Knoxville Journal and Tribune.

A GOOD EATS AND TALKS.

On Monday night a fine dinner was served at the Cumberland Club, where the association members were guests of the Knoxville Sentinel and the Knoxville Journal and Tribune. Representatives of the Board of Commerce and of the Commercial Club were invited to meet the visiting gentlemen of the press. Judge John H. Franz, who was originally chosen as toastmaster, was stricken ill Monday, and Col. Cary F. Spence was selected to officiate in that capacity. Colonel Spence admirably fills this role. The toast card included these addresses: "The Associated Press, What It Has Accomplished," Clark Howell, editor of the Atlanta Constitution; "The Organization of the Associated Press," Melville E. Stone, general manager of the Associated Press, of New York; "Ante-Bellum Editors of the South," Dr. George F. Mellen; "Business and the Press," J. B. Criswell, representing the Commercial Club; "Commerce of the South," I. L. Graves, representing the Board of Commerce. Impromptu talks were made by several other visitors and local gentlemen. In the absence of Mr. Stone, he was being represented by proxy, his address having been forwarded to be presented at the banquet.

Among other pleasant diversions the convention visitors enjoyed a luncheon at the Cherokee County Club and an automobile tour of Knoxville and its suburbs.

PAPER TRADES' ASSOCIATION.

The National Paper Trades' Association held its annual meeting at the Waldorf on Tuesday, Wednesday and Thursday.

John H. Fahey, president of the United States Chamber of Commerce, addressed the convention on Thursday on "The Federal Trade Commission—Its Opportunities." Frank L. Moore, president of the association, presided.

The election of officers of the American Paper and Pulp Association took place at the Thursday afternoon session, the only change being the election of Frank J. Sensenbrenner as vice-president, in place of C. R. McNair. The other officers are Frank L. Moore, president, Arthur G. Morey, treasurer. A secretary has not as yet been chosen.

The banquet in the Grand Ball Room of the Association was largely attended, there being about 700 present. The speakers were William E. Humphrey, Job E. Hedges and the Rev. Neheimah Boynton.

Kelley Buys Toledo Express.

Martin V. Kelley, vice-president of the Charles H. Fuller Co., and head of the Toledo, Ohio, branch of that concern, has become owner of the Vortriede Publishing Company of that city. The consideration is said to have been \$150,000. The Vortriede Co., of which Henry Vortriede was president and controlling owner, was formerly the German Express Publishing and Printing Company. In addition to publishing the German Express, a daily German newspaper, it also had contracts for a large amount of job printing.

Ends Life by Gas.

Norman Boyer, formerly editor of the Smart Set, committed suicide in Washington on Wednesday.

KEYSTONE MEETING.

The Pennsylvania Associated Dailies Meets at Reading—What Pittsburgh Has Accomplished Through Co-operation—Several Bills Before the Legislature Discussed by Several Members of the Association.

A joint meeting of the Pennsylvania Associated Dailies held at Reading, February 10, was attended by twenty-six persons representing over fifty of the leading newspapers of the State. At the close it was generally agreed that it was one of the most valuable sessions ever held by the association.

J. H. Zerbey, of the Pottsville Republican, presided in the absence of President Stackpole who was ill. The first part of the session was devoted to remarks "for the good of the order."

E. R. Stoll, secretary of the Pittsburgh Newspaper Association, which includes the Chronicle-Telegraph, Dispatch, Gazette-Times, Leader, Post, Press and Sun, told what had been accomplished for the benefit of the members. He said that Pittsburgh papers had cut out all costly extras, had combined their local news gathering facilities on the fixed assignments, had cut out free advertising, had stopped unnecessary changing of ad proofs, headed off the unceasing, never ending labor troubles, and arranged that all the papers must help each other in case of mechanical strikes or business delays.

FAKE ADVERTISERS ROASTED.

R. L. McLean, of the Philadelphia Bulletin, Ernest G. Smith, of the Wilkes-Barre Leader, and John W. Rauch, of the Reading Telegraph, also spoke. M. C. Eaches, of the Reading Herald, told how fake advertisers work the newspapers, how they come along and get a puff about their going to start in business; then take this newspaper item to the big cities and on the strength of it get credit for thousands of dollars of merchandise; then come back and work the newspapers for some more free advertising on the promise that they are arranging big contracts to come later on; then how they break up in business and turn over the affairs to the son, or the cousin, or the clerk, and want to try the merry-go-round again of having the newspapers print glowing descriptions of remodeling the establishment under new management, and so on keep up a constant beating of the newspapers without spending any money for the advertising. Eaches had the members roaring with laughter at his take-off of certain business characters that every newspaper man frequently meets.

HABGOOD ON CONSTITUTION.

R. P. Habgood, of the Bradford Star and Record, made the speech of the day on the State Constitution and other State advertising bills that had not been paid properly. He was preceded by some general discussion, and then on request he told of his efforts to have the State pay its honest debts and how he was interfered with by some Philadelphia, Harrisburg and other newspapers whose bills had been paid in full, while the bills of the rest of the papers of the State had been outrageously cut down, and that it came with very poor grace from would-be reform newspapers to call black sheep at the others when these hypocritical reformers were getting what was unjustly deducted from the general run of the papers. He told how the Harrisburg correspondents misrepresented all newspaper legislation. He declared that the legitimate bills of the State newspaper men must be paid or the officials must stand the consequences of paying only 40 cents on the dollar. He said the time for using soft soap and honeyed words and coaxing was past.

The speaker was roundly applauded and motion was passed calling on every newspaper man to see his legislators in person and force fair play when Habgood brings up the matter again Monday night.

A discussion of various bills now before the house in the legislature fol-

lowed. These include the mother bill, which allows children under 14 years to sell papers and do light work outside of school hours; the Broker bill, requiring newboys to wear badges and subjecting them to fines if they lose them, and the Phipps bill, relating to factory employees.

PRINTERS' WAGES INCREASE.

Increase in Pay in Newspaper Offices as Recorded in the Typographical Journal.

The Spokane (Wash.) Spokesman-Review and Chronicle has signed a new five year scale. The old rate will apply for the first year, after which an increase of \$1.50 per week will be effective, making the night scale \$5.50 and the day scale \$5.00.

The Tampa (Fla.) Daily Times has agreed on a new scale based on an increase of \$1 per week, as follows: Floormen, \$22; make-up and ad foremen, \$25, and machine operators \$30 per week.

Greeley, Colo., foremen pay has been advanced \$2 per week and floormen \$1. In Davenport, Iowa, the scale has been raised \$1.50 per week for hand men and \$1 for machine men. Overtime price from price and one-quarter to price and one-half.

Huntington, W. Va. The scale has been raised as follows: Morning papers—Foremen, from \$21 to \$24 in 1915, \$24.50 in 1916 and \$25 in 1917; machine operators advanced from \$21 to \$22 the first year, \$23 second year and \$24 third year; other journeymen from \$19 to \$20 first year, \$21.50 second year and \$23 third year. Evening papers and book and job offices—Foremen from \$19 to \$22 in 1915, \$22.50 in 1916 and \$23 in 1917; machine operators from \$19 to \$20 first year, \$21 second year and \$22 third year; all other journeymen from \$17 to \$18 first year, \$19.50 second year and \$21 third year.

WOMAN ARRESTED AS A SPY.

Correspondent of Chicago Tribune Apprehended in Berlin But Afterward Released.

Miss Carolyn Wilson, of Beverly, Mass., correspondent of the Chicago Tribune in the war zone, was arrested in Berlin last week on suspicion of espionage. The charge against her was that she had displayed indiscreet curiosity concerning naval affairs, gun calibres and other matters. Subsequently she was released through the intercession of James W. Girard, the American Ambassador.

Miss Wilson has been doing newspaper work for a year and a half past on a Beverly paper and afterward on a Chicago daily.

At the outbreak of the European war, because of her knowledge of German, she secured an appointment from The Chicago Tribune to represent it in the war zone. She corresponded regularly with her parents until about a month ago. Three weeks ago she left Paris on a trip through Austria, Switzerland, and Germany, to gather material for stories of the war from personal observation. It was in the course of this trip that she was held for espionage.

TRU-AD CLUB WINS.

Louisville (Ky.) Organization Gains Important Point in Court.

The Tru-Ad Club, of Louisville, Ky., seems to be doing things. It got the General Council to pass an ordinance prohibiting misleading and deceptive advertising, got a case against the Barney Company, brought it to court, had the constitutionality of the ordinance challenged, took that point to a higher court—and has succeeded in having it upheld.

Now it is going on with the case and promise to make it interesting for other offenders. According to the ad men there will be no let up in their warfare against all fakers,

TALKED ACROSS CONTINENT.

Mr. Stewart, of Poor Richard Club, Chats With President Woodhead in San Francisco.

Rowe Stewart, advertising manager of the Philadelphia Record and chairman of the Convention Committee of the Poor Richard Club of Philadelphia, called up President Woodhead, of the Associated Advertising Clubs of the World, at San Francisco, on the transcontinental telephone line, Thursday, February 11, and the following conversation took place:

Mr. Stewart: "The Poor Richard Club sends you their greetings and best wishes."

Mr. Woodhead: "Thank you very much. I am glad to hear your voice and to hear from the Poor Richard Club. I also extend to them my very best wishes. I expect within a few days to start on a tour of the country, visiting the advertising clubs in the different cities and I will reach Philadelphia on April 16th, when I hope to see you all."

Mr. Stewart: "I am very glad to know that you will be here and we will take a lot of pleasure in entertaining you on that date. We want the 1916 convention in Philadelphia. We are working on it now and we fired the first gun on Wednesday, January 27th, when we had Mr. Dobbs and Mr. Pratt here at luncheon. We want you to be for Philadelphia and we want you to come to that convention. We have even established a new steamship line direct from Philadelphia to San Francisco for your convenience."

Mr. Woodhead: "That is fine. I will hope to see you on the 16th."

STAATS-ZEITUNG SHARES SOLD.

Son of Herman Ridder Buys Stock at Public Auction at \$750.

Twenty-five shares of the stock of the New York Staats Zeitung were sold Wednesday at public auction at the Real Estate Rooms by Adrian H. Muller & Co., for \$750 a share. A week ago a block of twenty-five shares was sold at \$1,025 a share.

According to the explanation of Bernard Ridder, a son of Herman Ridder, owner of the paper, these fluctuations in value are by no means significant. The stock represents security held by a bank for a loan made a year or so ago, and the shares have now come into the possession of Mr. Ridder, for they were bought by Bernard Ridder for his father. It was explained that all the five hundred shares of the Staats Zeitung are absolutely under the Ridder control, and that the transactions with regard to the sale do not in any way affect its status.

The Daily Kansan, published by the students in journalism at Kansas University, has established a fair play and accuracy bureau to reduce to a minimum the mistakes and inaccuracies that creep into the paper. This paper is the first college publication in the United States to do this.

Some Sound Advice.

In Ye Ad Club Crier, of February 13, published by the Advertising Club of Los Angeles, S. Wood, the editor, advises the members to read three publications, THE EDITOR AND PUBLISHER, Pilgrim Publicity and Chicago Advertising. Concerning THE EDITOR AND PUBLISHER he says:

"FROM THE EDITOR AND PUBLISHER you can get the news of the news. That sounds like our friend Ruggles and may call for explanation. However, instead of explaining 'what I mean to say,' let us add only that if you have one single interest in newspaperdom or in the advertising field, this publication of Frank Leroy Blanchard's will keep that interest alive and furnish it a good reason for living."

JAMES CREELMAN DEAD.

Famous War Correspondent and Journalist Passes Away in Berlin After an Operation for Bright's Disease—His Notable Career at Home and Abroad—Some of his Characteristics—Wrote Several Books.

New York City journalism has lost one of its most talented and well known journalists in James Creelman, correspondent of the New York American, who died suddenly in Berlin, on Friday, Feb. 12, after an operation for Bright's disease, at the age of 55. He has taken ill on Feb. 1, soon after his arrival in Berlin, and was attended by Dr. Von Meyer who said that while his case was critical he was in no immediate danger.

I became acquainted with Mr. Creelman soon after I joined the staff of the New York Tribune, in 1882. He was a reporter on the Herald at the time and even then gave promise of future success. We met occasionally while covering assignments and worked together on several important stories. The impression he made upon me was that he possessed unusual ability and had considerable confidence in himself. His skill in getting hold of the important facts in big stories and in presenting those facts in attractive form soon gave him considerable fame in newspaper offices.

HIS ADVENTURE WITH BOYNTON.
A few years before I first met him, accompanied by Capt. Paul Boynton, and clad in one of the latter's pneumatic life saving suits, he had floated and swam down the bay and out through the Narrows. The water was filled with ice and the weather was very cold. Both men became so benumbed that they could not reach the shore and had to be rescued. Creelman wrote a thrilling story of the adventure that made the pneumatic life saving suit famous.

In 1879 he made an ascent in Prof. Grimsby's airship from Montreal. The ship was wrecked and Creelman narrowly escaped with his life. He was dragged over a rough country for miles and had one arm broken.

The Herald sent him West to investigate the circumstances attending the death of General Custer. There he interviewed Sitting Bull and other Indian Chiefs who had participated in the massacre. After his return he went to Kentucky where he investigated the Hatfield-McCoy feud. While attempting to make his way through the woods to the Hatfields retreat he was shot at a number of times and was forced to spend several nights in the forest in constant fear of death.

EDITED LONDON HERALD.

In 1889 Mr. Bennett sent Creelman to Paris where he worked on the Paris Herald for a while and was then placed in charge of the London Herald. He remained in London only a year and then returned to Paris, where he edited the Paris edition of the Herald. It was while occupying this position that he reported the Dreyfus trial, interviewed Pope Leo XIII, and Henry Stanley, who had just returned from Africa, and visited County Tolstoy at Yasnia Polniana.

From 1892-1894 Mr. Creelman was editor of the New York Evening Telegram. Then Mr. Pulitzer engaged him as correspondent to cover the Chino-Japanese war. His work in the field was so brilliant that he became known as one of the ablest correspondents at the front.

JOINS JOURNAL STAFF.

Mr. Creelman then joined the staff of the New York Journal and reported the Graeco-Turkish war of 1897, the Spanish-American war of 1898, and the war in the Philippines in 1899. In the Spanish war he distinguished himself for bravery and took part in several engagements. He was wounded in the battle of El Caney in Cuba while capturing a flag and received the surrender of the Spanish commander.

When he returned to the United States Mr. Creelman went to Washington as correspondent of the Journal and



NEW HOME OF LANSING (MICH.) JOURNAL AND C. N. HALSTED, ITS OWNER.

later was placed in charge of the editorial page of that newspaper. For several years he was editor of Pearson's Magazine to whose pages he contributed many valuable articles.

He served for awhile as a member of the Board of Education, and in April, 1911, was appointed by Mayor Gaynor president of the New York Civil Service Commission, which position he resigned Jan. 1, 1913.

Shortly afterward he became associate editor of the New York Mail and wrote for that newspaper a number of important articles on the Russian treaty which was then under consideration. On leaving the Mail Mr. Creelman went to the New York American and on Jan. 2, 1915, sailed for Berlin.

Mr. Creelman was the author of several books including "The Great Highway," "Diaz, Master of Mexico," and "Eagle Blood."

Few New York journalists have led such an eventful life as Mr. Creelman. Nearly every experience that can fall to the life of a newspaper man was his. He was a man of deep convictions and high principles. He was a thinker and a student. He threw himself into every subject he took up with a fervor and intensity that compelled its mastery. He was physically as well as mentally courageous, as was indicated by his conduct at El Caney. He wrote with earnestness and authority that aroused the admiration of those who differed from him.

FRANK LEROY BLANCHARD.

TO TEST NEW LIQUOR LAW.

Montgomery (Ala.) Advertiser Questions Its Constitutionality.

Legal proceedings have been started by Attorney-General W. L. Martin of Alabama against the Montgomery Advertiser to enjoin that newspaper from publishing liquor advertisements. The proceedings, it is said, will be the first step to test the constitutionality of the Denson anti-liquor advertising law, which was passed over the Governor by the Legislature.

The law makes illegal the sale within the State of papers carrying liquor advertisements coming from other States.

Too Young to Be a Bridegroom.

Through a queer twisting of types which sometimes occurs in even the best regulated newspaper offices, THE EDITOR AND PUBLISHER last week, in announcing the marriage of William H. Field, Jr., of Boston, made it appear that the bridegroom is the son of William H. Field, business manager of the Chicago Tribune. He is not. True, our Chicago friend named has a son, but the latter is not likely to contemplate marriage within the next twenty years, having just attained to the dignity of knickerbockers. This time we have it straight.

LANSING JOURNAL'S NEW HOME

Mr. Halsted's Paper Now Occupies a Model Newspaper Building.

Exactly one year after Charles N. Halsted, formerly advertising manager of the Grand Rapids (Mich.) Press, bought the Lansing (Mich.) State Journal, he moved it into one of the handsomest and best equipped newspaper plants in Michigan; a plant that he bought and will use exclusively for the publication of Michigan's capitol daily. The building, which is only a block from the center of the business district, is of brick and measures 66 by 88 feet.

In the basement, which is two stories in height, is installed a Duplex quadruple press, to which will be added a sextuple with a 48-page capacity. The mailing room adjoins the press room and is separated from the newsboys' lobby by a counter and grating. A separate entrance for the newsies has been provided.

On the main floor are the executive and business offices, and the advertising and circulation departments. These open from a spacious lobby in which are chairs and tables for the convenience of callers. A club room, 30 by 50 feet, is also one of the main floor features.

A handsome staircase leads from the lobby to a landing, where the telephone switchboards and information bureau are located. Stairways lead from this landing to the editorial and mechanical departments on the second floor.

The editorial department includes a large city room, a telegraph room for the Associated Press operator, and a private office for the managing editor. Commodious quarters have also been provided for the proof readers. In the composing room is a battery of six linotypes, including a No. 14 and a Model K. All the machinery in the composing room and stereotyping department is run by direct drive motors.

Each of the three floors has a good sized fireproof vault so that every department has plenty of storage space for valuable articles. Automatic sprinklers and shower baths are also provided.

Neither in its sixty years' history has the State Journal been in better condition. Its circulation of 15,200 net paid is the largest it ever had, and the paper enjoys the fullest confidence of both foreign and local advertisers. The G. Logan Payne Co., of New York, Boston and Chicago, represents the State Journal in the foreign field.

The Dundee (Scotland) Courier in a recent issue printed the portraits of 92 out of 107 members of the Courier staff who have joined the colors. This is said to be the largest number in the service from any newspaper office in Scotland.

WAR TAX ON LETTERS.

One of the Methods Used to Raise Money in Canada—Rumors Current Regarding Toronto News.
(Special Correspondence.)

TORONTO, Feb. 16.—Rumors affecting a pending change in the control of the Toronto Daily News are rife at present and it is expected that an announcement of an important character will be made public shortly. The News was acquired about ten years ago by a company in which several prominent Toronto citizens were interested. Sir John Willison became managing editor and, for a time, the paper was run as an independent organ on very expensive lines. It failed to receive sufficient support to maintain it on this level and eventually it threw its support to the conservative party. During recent years it has been conducted as a regulation evening paper, but has had to meet severe competition from the other two evening papers, the Star and the Telegram.

NOW A THREE-CENT RATE.

One of the numerous ways in which Canadians will have to meet the cost of the war is by the payment of a war tax of one cent on all letters and postcards mailed in the Dominion. This means that the letter rate will be three instead of two cents. One result of this special tax, it is expected, will be to bring the use of newspaper space into greater favor as an advertiser medium. Firms which have been accustomed to circulate the public freely will now object to doubling their postal bill and will be more inclined to try out newspaper advertising. The war tax on letters and postcards was announced in the budget speech last week, but will not go into effect until due notice has been given.

To launch a Made-in-Canada sale, the departmental store of A. E. Rae & Co., Ottawa, made use of a ten-page advertisement in the Ottawa Free Press on Saturday, February 13. This is said to be the largest ad of the kind that ever appeared in Canada.

SUBSIDIARY COMPANIES.

Several subsidiary campaigns have resulted from the Dominion Government's Patriotism and Production Campaign in 300 Canadian newspapers and farm journals. Seed houses are profiting by the attention which is being directed to agriculture to offer their wares to the public and one or two instances are to be noted of real estate firms placing on the market half-acre lots in the vicinity of cities for gardening purposes.

A half interest in the Vancouver News-Advertiser has been acquired by J. Lineham, formerly of the real estate firm of Grant & Lineham, Victoria, B. C. J. S. P. Matson, formerly sole owner of the News-Advertiser and also owner of the Victoria Colonist, retains practically a half interest. John Nelson, who has been manager of the Vancouver paper for the past five years and who is one of the best-known newspapermen in Canada, has resigned.

NEW TORONTO PRESS CLUB.

The recently reorganized Toronto Press Club had the pleasure of listening to a humorous reminiscent address from ex-President W. H. Taft on the evening of February 12. Mr. Taft has been delivering a series of lectures at the University of Toronto.

The Huron and Perth Counties Press Association, formed last month, will hold a special meeting at Stratford on February 22.

The Parliamentary Press Gallery at Ottawa elected the following officers at its annual meeting on February 13: President, Wallace Dafeo, Western Associated Press; vice-president, James Muir, Toronto World; secretary, Arthur Ford, Toronto News; Executive Committee, Charles Bishop, Toronto Telegram; E. W. Grange, Toronto Globe; J. A. Fortier, Montreal La Patrie; A. B. Hannay, London Advertiser; Paul Bilkey, Toronto Mail and Empire.

HE HAS THE HABIT.

W. H. Zelt, of Cleveland, O., writes: "I believe The Editor & Publisher has more real information in one issue than could be picked up in a whole year in the ordinary way. Looking for it Mondays is a hard, and not worth trying habit to break."

BLYTHE TO TRY AGAIN

Sails for Russia to Write on Spring Campaign in Poland—San Francisco Ad Club in Charge of Opening Program of the Big Exposition Feb. 20.

(Special Correspondence.)

SAN FRANCISCO, Feb. 13.—The San Francisco Ad Club will play an important role in the big popular demonstration to be held next Saturday—opening day of the Panama-Pacific International Exposition. Mayor Rolph has given over to this organization of live wires and boosters the preparation of programs and festivities for the occasion, which is an honor, aside from being a real man-sized job. The entire population of the city is expected to turn out on the opening day—a legal holiday by the Governor's orders—and these San Franciscans are critical people when it comes to judging fun-provoking and festive occasions; they have always enjoyed the best to be had.

Samuel G. Blythe, noted political writer and war correspondent, arrived in San Francisco last week, and left on the steamer Korea for Japan, from whence he will travel to Russia via Siberia. Blythe plans to write on the spring campaign in Poland, which, according to military authorities, is to start in earnest then.

DREADS LONG JOURNEY.

"There is just one thing," Blythe said, "which I do not relish and that is my railroad trip from Vladivostok to Petrograd, which is some trip, occupying nine days in normal times, but much longer when every now and then your car is shunted onto a siding to make room for troops trains."

Regarding the war's outcome, Blythe said: "It is humanly impossible to predict which side will win out, as things now stand. Shortly after the war broke out I traveled through Germany, France and England and wrote stories on the aspects of the war. I am now going to see the Russian side, and will see plenty of it."

Fred W. Lawrence, a native of San Francisco, and for fifteen years on the staff of the San Francisco Examiner and for another fifteen years connected with Hearst publications in the East, has arrived here to cover the Panama-Pacific International Exposition for the Hearst newspapers. Expressive of his new-born joy upon reaching his native heath and once again being privileged to mingle with the old crowd, friend Lawrence exuded the following:

Gee, but it's good to be home again.
How I hope I'll never have to roam again,
Back from the hurly burly Broadway,
Back to the shores of old Frisco Bay,
Here's where your pal always is your pal,
Here's where your gal always is your gal,
San Francisco is a grand old town,
Cause it's home, sweet home.

—Adapted from a ditty by George M. Cohan.
There will be no more legal restrictions upon cartoonists who caricature public men if a bill introduced by State Senator King to repeal an anti-cartoon statute is successful. King also put in a bill repealing the law that all newspaper writers must sign the articles they write. The bills were drawn by the California Press Association. They have been regarded as dead letters for some years.

Suit for \$10,000 damages for libel has been filed against Howard C. White, editor of the Oakdale (Cal.) Graphic, by W. A. Patterson, president of the Board of Directors of the Oakdale Irrigation District. White intimated that Patterson was a crook in the columns of his papers and the charges followed. A newspaper is to be printed daily

on the top of Mount Tamalpais (across the bay from San Francisco) and will be known as the Tamalpais Sentinel. It will start publication on the peak simultaneously with the opening of the Exposition.

James William Ryan, veteran newspaper man, is dead at his Richmond, Cal., home. He was assistant manager of the San Francisco Call when first established and had been connected with the Sacramento Record-Union, and various other papers, including the German Democrat of San Francisco.

A special committee, representing the Fresno County section of the San Joaquin Valley Press Association, has won its campaign to have Fresno County advertising, as authorized by the supervisors, distributed among all the papers of the county instead of a few of the larger Fresno City newspapers, who have enjoyed this liberal patronage in the past.

It strikes the writer that this movement could be tried out in other counties with equal success. It does not seem right that a few of the larger papers should hog all the pie, inasmuch as the owners of the smaller papers pay taxes just the same as their more influential brethren of the larger sheets. Anyway the latter plea won over the Fresno County supervisors and a list has been compiled of all the regular newspapers in the county, each of which is to have a turn in printing county advertising.

BLAMES THE NEWSPAPERS.

Judge Hand Holds Them Responsible for a Mistrial in Damage Suit.

In declaring a mistrial in the suit of Max Kleist against Mr. and Mrs. Breitung, his wife's parents, for damages for the lost affections of his bride, Judge Hand, in a New York Court, said to the jury:

"Gentlemen, I am going to bring this trial to an end, and discharge you from any further consideration of it. My reasons for doing this are the extreme abuse of the press of this city, in the reporting of this case while it has been going on. They have printed publicly, and no doubt many of you have read it, statements made by the plaintiff which were not made on the stand, and which were of an exceedingly prejudicial character to the defendant."

Judge Hand requested Mr. Nicoll, of counsel for the defendants, to look into the law and see if there was not some means by which the newspapers printing the Kleist statement might be punished. Later Judge Hand refused to discuss this statement or say whether it was his intention to start an investigation.

It was Judge Hand whose decision, ordering two men to jail for contempt of court for refusing to reveal their sources of information to the Federal Grand Jury, was recently overruled by the Supreme Court of the United States.

Helping Each Other Out.

C. S. Jackson, publisher of the Portland (Ore.) Journal, has sent to each employe of the Journal a letter urging support of the firms which advertise in the paper and thus help to pay the \$250,000 which goes in wages annually to the Journal's staff. The Journal will give in 1915 2 per cent. bonus on every dollar spent by employes with Journal advertisers and will add next Christmas \$50 additional to each of the ten members who so expend the largest proportion of their wages.

GOING AFTER WAR PICTURES.

Donald C. Thompson and E. F. Weigle to Represent Chicago Tribune at the Front.

(Special Correspondence.)

mick, of the Chicago Tribune, who, as announced in THE EDITOR AND PUBLISHER last week, has sailed for Russia to accompany the Russian army in the capacity of war correspondent, is accompanied by Donald C. Thompson, the war photographer who became famous in the early fighting in Belgium, and who received a wound at Dixmude.

Mr. McCormick has assurances that his work will be expedited by the Russian government and that he will be afforded an opportunity to see actual fighting at the front. Photographer Thompson is promised that he will be permitted to take pictures at will.

These pictures later are to be brought to America and exhibited under a joint arrangement with the Russian government, the proceeds to be divided equally between the Tribune and the Russian Red cross. The arrangement is similar to that which was carried out successfully by the Tribune and the Belgian government, in connection with the pictures which were made by Edwin F. Weigle, who probably now is the most celebrated war photographer in the world.

Mr. Weigle, who won his spurs at Vera Cruz by taking moving pictures at close range of the fighting which occurred with the landing of the American blue jackets, is on his way to Europe to take more battle scenes on his film. This time he will join James O'Donnell Bennett, the Tribune's correspondent with the German army. It is expected that the joint efforts of Weigle and Thompson will result in valuable pictorial history of the war.

The world's largest illuminated sign, measuring 130 feet in length, 50 feet in height, and with letters twelve feet high, has been erected at Randolph street and Michigan avenue to advertise the Chicago Tribune. On a clear day the sign can be read from a distance of a mile. Twenty-four lamps of special design and of 36,000 candle-power illuminate the board.

The Tribune, in a statement Feb. 7, announced a circulation of 565,384, the largest paid circulation ever attained by any Chicago newspaper, and exceeded by only one New York newspaper.

PERSONALS.

John Howard Todd, who held the post of Chicago correspondent of the New York World for a period of fourteen years, has taken the post of city editor on the Minneapolis Journal. According to local information, he is now the highest paid city editor in America.

Jack Cory, formerly with the New York World, is drawing cartoons for the Herald.

W. C. Oviatt has taken the place on the Herald local desk left vacant by the departure of Bob Maxwell, who has gone to the Examiner.

Shepard Butler, formerly Sunday editor of the Herald, and more recently a member of the Examiner staff, has returned to his first love, the Tribune. He has been away from the Tribune for five years.

Child Betterment magazine, edited by G. Frank Lydston, M. D., D.C.L., appears this month under the enlarged title of Child Betterment and Social Welfare. The business management is in the hands of Walter H. Wood.

H. W. Bloomington, who has been in Minneapolis for the past few years, has returned to Chicago as the local representative of the Insurance Field, of Louisville, Ky.

Blaine J. Brickwood, a member of the Press club, has been appointed Consul for Venezuela in Chicago.

CATHOLIC DAILY IN CHICAGO.

New Paper to Have Strong Financial Backing and Carry Features.

Arrangements are practically completed for the launching of a Roman Catholic daily newspaper in Chicago, the first number of which is scheduled to appear about the middle of April.

It will be a two-cent evening paper, with a Sunday morning edition, and it is understood that it will have the strongest financial backing of any Catholic venture ever launched in the country, \$400,000 having already been subscribed. It is to carry all the news of the world and the features of a metropolitan daily.

WALSH DEFENDS THE A. P.

Chairman of Industrial Relations Commission Says It Is Always on the Square.

Frank P. Walsh, chairman of the Industrial Relations Commission, which is engaged in inquiring into the state of labor in the leading industries and as to the causes of industrial satisfaction, in a talk with Charles H. Grasty last week, after complimenting the newspapers upon the accuracy of their reports of the committee's proceedings, said:

"I want to say a word about the Associated Press. That is such a big organization and covers so large a part of the newspaper field and people dealing with matters requiring publicity are so ignorant as to what press associations can handle and newspapers print, that everybody who gets less publicity than he would like takes a hack at the Associated Press.

"It would be a very serious thing, indeed, for the American public, and especially for such public interests as I happen to represent, if the Associated Press were, as has been so frequently charged, subject to corporate influence or bias of any kind. I have had a better opportunity to study the Associated Press than perhaps anyone else has ever had, and I am ready to give my final verdict upon its management. It is fair. It is absolutely on the square. And it is on the job, too. Everywhere we have held meetings the Associated Press has been capably represented and has sent out intelligent and adequate reports over its wires."



Only 4 out of 17 New York newspapers show a gain in advertising during 1914—one of them is The Evening Post.

Notice to Publishers

During the friendly Receivership under which this Company is now operating, pending reorganization, our machine and supplies business is being continued without interruption. The two injunctions which our competitor is advertising so extensively DO NOT prohibit the manufacture of Intertype machines, and they do not affect Intertype users in any way whatever. Publishers interested in further details regarding these injunctions are invited to write to International Typesetting Machine Co., foot of Montague St., Brooklyn, N. Y.

INTERTYPE

BUSINESS CONTINUES AS USUAL

IOWA PRESS ASSN.

Organization Formed at Des Moines to Bring All Factions Together in a Common Cause—Politics and Factional Fights Forgotten.

The Iowa Press Association was organized at Des Moines February 12 and the following officers were elected: Paul S. Junkin, of the Creston Advertiser-Gazette, president; S. G. Goldwaite, of the Boone News-Republican, vice-president; O. E. Hull, of the Leon Reporter, secretary; Elmer E. Johnston, of the Iowa City Citizen, treasurer. Executive committee, for one year, G. L. Caswell, of the Denison Bulletin; for two years, Gardner Cowles, of the Des Moines Register and Leader; for three years, Charles H. J. Mitchell, of the Storm Lake Pilot-Tribune.

The preliminary articles provide that one member of the executive committee shall be elected every year. A committee was appointed to draft articles and by-laws. Bernard Murphy presented the nomination committee's report.

MAY EMPLOY SECRETARY.

One of the important questions under discussion was the employment of a business representative of the association who shall have the title of assistant secretary at a salary of \$5,000 per year. In view of the fact that the person will have the arranging of bills and other matters to be taken up with the legislature by the association it was believed that the salary should be large enough to attract a man of caliber who can devote his entire time to this class of work.

The sentiment was expressed in the remark of the chairman of the meeting who said that the press of the State was a power on everything but matters affecting its own interests. Even the smallest favors of newspapers are met with refusal and there is an atmosphere of refusal when newspaper representatives approach a legislative committee.

It was decided to hold the business sessions in Des Moines during biennial sessions of the legislature.

George E. Hosmer, president of the National Editorial Association and collector of customs at Denver addressed the meeting Friday morning and invited the Iowa delegation to attend the meeting of the national organization at Los Angeles beginning June 29.

HOPE TO AMEND LAW.

The proposed amendment to the libel laws of Iowa was one of the subjects of discussion. This present law is regarded by the publishers as particularly unjust to the newspapers of the State. Other legislative questions were discussed.

The members of the organization committee are: O. C. Burrows, Belle Plaine Union; P. S. Junkin, Creston Advertiser-Gazette; Charles H. J. Mitchell, Storm Lake Pilot-Tribune.

The members of the nominating committee were: Lars Bladine, Cedar Falls Record; H. L. Rann, Manchester Press; L. H. Mayne, Emmetsburg Reporter; Bernard Murphy, Vinton Eagle.

On the evening of the 11th there was a banquet at which Harvey Ingham, of the Register and Leader, presided. He announced that Lafe Young, Jr., of the Capital, was to have told the editors of the hopes and aspirations of Iowa and Des Moines, but as Mr. Young is confined to his home with an attack of the grip Mr. Ingham gave a brief outline along that line.

EDITORS MADE SPEECHES.

There was very little speaking at the banquet, most of the orators preferring to reserve their smokeless oratorical powder for Friday. Senator Grant L. Caswell, of Denison, was the first speaker. He indulged in a humorous apology for descending from the editorial chair to enter politics. He was followed by W. G. Ray, of the Grinnell Herald; J. W. Doxsee, of the Monticello Express; A. F. Allen, of the Sioux City Journal, and D. C. Mott, of the State Board of Parole.

At the afternoon session Bernard Murphy, of the Vinton Eagle, made a strong address in favor of State organization and outlined the possibilities of such an

organization in directing the affairs of the State. His humorous thrusts frequently convulsed his audience.

O. E. Hull, editor of the Leon Reporter, and secretary of the meeting, said that he had attended many editorial meetings, but that the present one doubled in attendance any it had been his pleasure to attend.

Lars Bladine, of the Cedar Falls Record, said that one of the happiest things that has been accomplished by organization is to enable the editors to approach each other without barking. He gave a review of some of the great editors past and present who have been a directing influence in the affairs of the State.

GOVERNOR TALKS TO EDITORS.

Willis, of Ohio, Says Newspapers of the State Give People Square Deal.

Governor Willis was one of the speakers at the winter session of the Associated Ohio Dailies held in Columbus January 27 and 28. He said in part:

"Newspaper men occupy a peculiarly confidential relation to the people. I think I can speak without any bias, because some of them have been very kind to me, while some have lambasted me tremendously. I feel that the good things the fellows say about me are so much better than the bad things the other fellows say that they balance up about right.

"I said at a meeting yesterday made up of architects, contractors and builders that you can get a pretty fair estimate of the lives and thoughts of a people by its homes. It can be said in the same way that you can get a pretty fair estimate of a people's ideals by reading their newspapers, and to me it is significant that of all the newspapers published on this earth—60,000 in all—25,000 are published in the United States and Canada. I make no invidious comparisons but in our country and our sister country on the north one-half of all the newspapers in the world are published and read by the people. It is not necessary to say to you newspaper men that you are the fellows who get to the people. A person may make a speech, but few hear it, but all read the newspapers. The farmers read the daily paper. They have the time, and that is why the fellow out at Podunk knows more about politics than the fellow in the city. They are posted on the current events. The newspapers reach all of the people. The newspaper is the means whereby the best thought and ideals of the people are presented.

"Running over a newspaper article I have I run across some figures that are interesting. We have not so many papers in Ohio as some other states, but they are so much better that what they lack in quantity is made up in quality. Ohio has 1,158 newspapers, New York 2,000 and better, Illinois 1,700 and Pennsylvania 1,300.

"There is another thing my attention was called to in reading that item. Not only are the newspapers the means for dissemination of knowledge in old established communities, but it is the pioneer. The newspaper is the pioneer of civilization. A territory has not commenced to be until the newspaper gets there. When I was in Congress and on the Alaskan Committee I became very much interested in this subject. Do you know there are about thirty newspapers in that far off Alaska? These newspapers were the most telling arguments that could be brought to bear on the minds of the men in Congress in giving to Alaska territorial government; giving them the right to make their own laws and to govern themselves.

"The people of this great State are to be congratulated upon the fact that our newspapers rank with the best. I am extremely glad to be here and congratulate the people of Ohio that we have at the head of the newspapers of the State, in the long run, men undertaking to give the people a square deal and tell them the truth. If I thought that were not so, I would not want to live in Ohio."

CORRESPONDENTS' CLUB EAT.

Annual Dinner Last Tuesday an Enjoyable Affair—Large Attendance.

The annual dinner of the Correspondents' Club of New York, held in the Blue Room of the Hotel McAlpin on Tuesday evening last, marked the twenty-first year of its existence.

The dinner was embellished by a splendid humorous speech by Charles H. Sherrill, United States Minister to Argentina during the Taft administration, now president of the Chamber of Commerce, who told of some of his experiences at Buenos Aires—"diplomatic secrets," he called them.

Charles P. Taft also was a guest of the club and spoke briefly on "scraps" between newspaper associations of other years.

Following Mr. Taft, President Whiting called on nearly everybody to make a speech. Among these were Ivy L. Lee, of the Rockefeller Foundation; Sereno S. Pratt, a charter member of the club, now secretary of the Chamber of Commerce; William Thayer, of the World; Howard Marshall, of the Herald; L. L. Redding, another charter member.

Among these correspondents were John F. Flagg, Timothy Sullivan, R. R. Ronconi, A. M. Kemp, Charles H. George, M. F. Murphy, F. Benzinger, H. E. Whiting, John T. McCarthy, Marion J. Pike, George R. Hill, John L. Balderston, S. S. Schroff and Morton Watkins.

The Advertising Club of Los Angeles has established an employment agency

for its members. Advertising men not actually out of positions will not be allowed to use the facilities of the employment bureau, and it will be conducted solely on a local scale.

An Organ of Good Cheer.

W. C. Walsh, manager Promotion Department, New York Tribune, is issuing a four page house organ entitled "The Bell Ringer." The January number carried a digest of the Tribune's fall campaign, a letter of commendation from the Rogers Peet Company, a list of the new advertising contracts written, during the last three months, by the advertising solicitors in which every solicitor was given credit for the business produced. A list is given of the newspapers that have adopted the Tribune's "guaranteed money back policy." The list includes the Bridgeport (Conn.) Herald, Denver (Col.) Post, Lynden (Wash.) Tribune, the Albany (N. Y.) Knickerbocker Press, and Kansas City (Mo.) Post.

The February 6 number contains a generous appreciation of Frank H. Simonds, new associate editor. The statement is made editorially that during January the Tribune led all other morning New York newspapers in advertising gains. The gain was 26,765 lines. The circulation gain of the Tribune for twelve months ending January 31 was given as 99 per cent.

Mr. Carr is credited with four new contracts and renewals, Mr. Haskell with seven new contracts and renewals, Mr. Lawton with four new contracts, Mr. Hawley one, Mr. Putnam one, Mr. Seixas three, Mr. Schoolfield one and Mr. Woodward four.



The Triple Alliance in Space Buying Efficiency

Advertisers, Advertising Agents and Publishers find mutual gain in membership in the A. B. C. Each is allied to the other by the bonds of truth, efficiency and increased business.

Doubt, misunderstanding, loss of confidence vanish. A. B. C. reports mean a better knowledge of space values, a desire to raise advertising standards and a complete understanding of the true positions of the three interested parties.

The Audit Bureau of Circulations is a co-operative organization, not for profit—its membership includes nearly one thousand leading Advertisers, Advertising Agents and Publishers, pledged to buy and sell circulation as a commodity—both as to quality and quantity.

Send for booklet "Standardized Circulation Information." Complete information regarding the service and membership may be obtained by addressing Russell R. Whitman, Managing Director.

Audit Bureau of Circulations
330-334 Railway Exchange Bldg., Chicago

WASHINGTON TOPICS.

How Senator Gronna Hopes to Make Trouble for Newspaper and Magazine Publishers — Representative Johnston Wants Political News and Editorials Signed in District of Columbia—Gridiron Club Dinner.

(Special Correspondence.)
WASHINGTON, D. C., Feb. 17.—News-papers and magazines are liable to a fine of \$1,000.00 under an amendment to the Postoffice appropriation bill, just proposed by Sen. Gronna, should they print as an advertisement any matter pertaining to the sale of articles prohibited by laws of the United States.

The amendment reads—

That it shall be unlawful for any person, firm, or corporation to send through the mails and newspapers, magazines, circular letters, or other matter advertising the sale or gift of any commodity or article the manufacture, importation, sale, gift, or transportation of which is prohibited by the laws of the United States, or to send through the mails into any State, Territory, or District of the United States any such matter advertising the sale or gift of any commodity or article the manufacture, sale, gift, or transportation of which is prohibited by the laws of such State, Territory, or District. Any person found guilty of violating this provision shall be fined not less than \$100 nor more than \$1,000 for each offense.

The publishers of newspapers in the District of Columbia will be subject to a fine of \$10,000 should the bill introduced by Rep. Johnson of Kentucky become a law, which would prohibit the publishing of political news and editorial articles which are not signed by the author.

PERSONALS.

Frederick W. Wile, London correspondent of the Chicago Tribune, is visiting in Washington.

John Callan O'Laughlin, chief of the Washington bureau of the Chicago Herald, who accompanied the Herald's Christmas ship to Europe, has returned to his duties here after an absence of several months.

ON THE RIGHT SIDE OF THE LEDGER

One Year Old and on a Paying Basis

WHAT DO YOU THINK OF THAT?

A complete news service, foreign and domestic, of highest quality, at the lowest price.

Central News of America
26 Beaver Street, New York

These war times

records are in dire danger of showing slumps. The wise publisher keeps them up by putting on a trade, industrial or feature edition. We believe that once you have put on an edition of this sort, using the GALLAGHER SERVICE, you will become one of our regular clients.

JOHN B. GALLAGHER & CO.

Western office: 1205 Cass St., Joliet, Ill.

You Would Enthuse Too

as many publishers do, over the increased business and efficiency of your Classified Ad Department

if you were using the Winthrop Coin Card Method of collecting and soliciting.

Prices, samples and full details of how other papers are using our coin cards successfully will be mailed on request. Or better still, send us your trial order now.

When you write us, mention this ad.

THE WINTHROP PRESS
141 East 25th Street New York City

The employees of the Senate Press Gallery finished a continuous 60 hours' stretch of employment when the Senate adjourned Wednesday night, after having been in session since Monday noon.

Representative Bowdle, of Ohio, in a speech on woman suffrage delivered in the House a few days ago, gave the results of his observations on street cars as to the number of men and women who were reading or carrying newspapers.

During a period of seven days out of 116 men 99 were reading newspapers, and out of 55 women only 1.

Not being satisfied with this result, Mr. Bowdle asked a newsboy at the corner of Pennsylvania avenue and 14th street to bring him at the end of the week the number of papers sold morning and evening. From the report furnished him it appeared that between 3.30 and 6 o'clock in the evening 71 papers were sold to women and 2,344 to men.

Mr. Bowdle summarized his conclusions as follows:

1. As an evening-paper buyer in this capital, women buy 1 paper to 33 bought by men.

2. As to a morning-paper buyer, the score stands 9 to 1 in favor of the fellow whose intelligence in managing the State needs feminine aid.

3. As a morning street car newspaper reader, the readers among men are 1 to 2. But among women the ratio of readers in the morning cars is 1 who reads to 99 who do not read.

4. A strong boy could print all the daily papers required by the intelligent ladies of Washington.

It is thus evident that women generally are not interested in politics—for which the saints be forever praised—for I do not like to think of the day when papa's purse will be called upon to contribute to two opposing wigwags. One is a plenty. [Laughter.]

The House of Representatives has passed a bill to provide better sanitary conditions in the composing rooms in the District of Columbia. The bill, introduced by Mr. Ten Eyck, of New York, requires that the melting pots of all typesetting, typecasting and similar machines and apparatus used in composing rooms "shall be piped in a proper manner, so as to effectually carry off all noxious fumes and gases arising during their operation." A fine of \$25 for each and every machine operated in violation of the law is provided, each day they are operated constituting a separate offense. The bill has not passed the Senate.

The famous Gridiron Club held its last dinner of the season last Saturday night. Vice-President Marshall and many members of the Cabinet were present. The more important events of the immediate past were burlesqued, and many of the distinguished guests present were put upon the grill. Three new members of the club were initiated. Those just welcomed to the club are C. C. Brainerd, of the Brooklyn Eagle; Harry J. Brown, of the Portland Oregonian, and J. J. Sinnott, of the Newark News.

SUSPENSIONS.

TROY, N. Y.—The Standard Press suspended publication February 1. It was a consolidation of the Evening Standard, established in 1877, and the Daily Press, established in 1863.

HORNELL, N. Y.—The Steuben Daily News, a morning paper, recently started here, has suspended publication as a result of an order issued to the proprietors by the board of safety, because the building is unfit for the heavy machinery. It will probably be resumed in a more suitable location.

SPRINGFIELD, Mo.—The Independent has suspended after an existence of a little over one year. It was established by Aaron D. States and Frank Arnold and later was sold to a company of business men.

Editor Seeks to Collect \$9,000.

Frederic H. Robinson, editor of the Medical Review of Reviews, has sued Richard Bennett, the actor, in the Supreme Court for \$9,000, which he said was due him because of an agreement by which the defendant was to pay him 3 per cent. of the receipts from the play, "Damaged Goods," for assistance rendered in preparing the play. Mr. Robinson said the receipts have so far amounted to \$300,000.

AFFILIATION MEETING.

The Second Largest Convention of Advertising Men to Meet This Year Will Convene at Rochester, N. Y., May 14—Noted Speakers to Address Meeting.

The Advertising Affiliation, comprising the advertising clubs of Detroit, Mich., Cleveland, Ohio, and Buffalo and Rochester, N. Y., will hold its annual meeting at Rochester May 14 and 15, with a hangover on the 16th.

This is the second largest convention of ad clubs to be held in America this year, and its importance is second only to the big Chicago convention.

All sessions of the affiliation are to be held in Convention Hall, which it is likely that the delegates also will be fed. The big banquet of Saturday evening, May 15, is also to be held there, no other room being large enough to take care of the crowd.

ADVERTISING EXHIBIT.

The original Convention Hall, or north building, is to be used to house one of the largest and most comprehensive exhibits of advertising that has ever been planned. This exhibit is already attracting widespread interest and attention by printers and publishers everywhere, many of whom have arranged for space in which to show their products. It will illustrate latest methods of printing, lithography and other advertising work of general interest. It will be open to the public.

HEADQUARTERS OF DELEGATES.

Headquarters of the delegates will be at Hotel Rochester, which is the headquarters of the Rochester Ad Club; but quarters are to be engaged at all the hotels, in order to accommodate the large number that is expected.

Friday will be given over to discussion sessions. One of these is to be on the subject, "How Far Should Art Be Carried in Order to Make Advertising Effective?" This will be opened by Claude Bragdon, the architect. Another session will be devoted to "Vigilance Work in Advertising," and it is expected that Samuel Hopkins Adams, of the New York Tribune, will begin the discussion.

There will be a big open mass meeting and "bull ring" on Friday evening, and on Saturday evening the convention will wind up with a banquet which is to include some of the "stunts" for which the Rochester club is famous.

NOTED MEN EXPECTED.

Prominent advertising and business men in the country have accepted invitations to take part in the program. These include William A. Marble, president of the Merchants' Association of New York, who is also vice-president of the "R. & G." Corset Company; F. Irving Fletcher, advertising writer, of New York, and a noted after-dinner wit; Harold Whitehead, president of the American School of Business, of Boston, who will talk on "Salesmanship," and Wilbur D. Nesbit, of Chicago, the noted writer. Negotiations are being carried on by General Chairman William H. Campbell with other men of note.

Clarence W. Campbell, president of the Rochester Ad Club, has named the following general committee that will have under its direction all the plans and details of the big meeting, the entertainment of the guests and the like, each member to be chairman of a sub-committee:

OTHER OFFICERS ELECTED.

Chairman, W. H. Campbell; vice-chairman, Benjamin R. Briggs; secretary, Charles G. Lyman; treasurer, Lee Richmond; Headquarters, Avery B. Davis; Hotels and Transportation, Eben Halley; Entertainment of Guests, Roland B. Woodward; Banquet Arrangements, Clinton G. Fish; Music, Joseph R. Wilson; "Speakers' Reception, Herbert W. Bramley; General Reception, William P. Perry; Printing and Publicity, Harry C. Goodwin; Decorations, Joseph P. MacSweeney; Acquaintance, Harry J. McKay; Registration, Francis J. Yawman; Checking, E. C. Mason; Automobiles, Guy W. Ellis.

R "Mr. Publisher
Please deliver to
Mr. Subscriber
1 BINGVILLE BUGLE
To be taken in weekly
laugh.
Dr. Fun."

A great prescription to throw added life into your pages—gives them the punch that wins circulation and loyal subscribers.

It solves a whole page problem for you. The BINGVILLE BUGLE is the greatest page of rollicking wit and quaint humor ever conceived—Snappily Illustrated. Furnished in mat form—20 or 21 in. Write for proofs and prices TODAY.

**THE WORLD COLOR
PRINTING CO.**

Est. 1900 R. S. Grable, Mgr. St. Louis, Mo.

ATTENTION

Publishers and Business Managers

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

Address

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

WAR NEWS
and
PICTURES

Unequaled service.
Moderate prices.
Splendid daily war
layouts in matrix
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INTERNATIONAL NEWS SERVICE
238 William St. New York City

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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 comica, daily magazine pages and Sunday magazine pages in black and colors.

NEWSPAPER FEATURE SERVICE
M. Koenigsberg, Manager.
41 PARK ROW, NEW YORK

Announcement.

To Better Serve Our Patrons, We Have Changed Our Location to New Albany, Ind., and Will Continue Our Business in Connection with Publishing The Daily Tribune of That City.

BRUCE W. ULSH CO.
New Albany, Ind. Wabash, Ind.

SPORT SERVICE

DAY and NIGHT

Box Scores

News
Pictures
Cartoons
Letters

Of all important leagues by leased wire or toll wire.

RACE ENTRIES AND RESULTS
EVERYTHING IN SPORTS

We will be RIGHT ON THE FIRING LINE at every important engagement in the sporting season of 1915, with our staff of reporters, photographers and telegraphers. If you want your sport page to win, YOU WANT US FOR YOUR ALLY.

NOW IS THE TIME TO MAKE YOUR ARRANGEMENTS FOR THE SEASON

Rates Reasonable.

Wire or Write.

INTERNATIONAL NEWS SERVICE

238 William Street, New York City

SIX POINT LEAGUE LUNCH.

George W. Hopkins Tells Representatives How to Get and Keep National Advertisers.

The Six Point League luncheon, held at the Martinique Hotel last Tuesday, was the occasion of an address by Geo. W. Hopkins, vice-president, sales and advertising manager of the Loose-Wiles Biscuit Company, who spoke on the subject of "Efficiency in Newspaper Advertising from the Viewpoint of the National Manufacturer."

Mr. Hopkins cited instances, pointing out that big national advertisers do not receive support from newspapers. He said that the least the newspaper man could do would be to go to local dealers and tell them that the national advertiser was going to run a campaign and get the local dealer to co-operate by having the goods on hand ready to supply the demand which would be created. He also spoke about the unfairness of the free write-up evil, telling of one instance where his firm, prior to and during a big food fair, ran large copy three times a week for seven or eight months; prepared a special display for the fair; took first prize for the display, and then, when the paper got out a special edition for the fair, the Loose-Wiles people stood on their schedule, and every manufacturer who went into this special edition got a free write-up, and the prize-winning display and regular advertisers were ignored.

He did not think the research work of most papers was worth much to the national advertiser because, as he put it, the sales manager who was onto his job knew all the details anyway. He told of one case, in Connecticut, where research statistics were submitted to him and he found, after careful analysis, that nearly all of them were incorrect. His idea seemed to be that it is the

duty of the newspaper man to take the national advertiser's advertising out and "sell it" to the local dealer in order to make it profitable.

He brought out one thought which, it seems, is worth a moment's consideration by asserting that there are newspaper publishers who frequently run page ads of grocers, by showing the grocer how to get national advertisers to co-operate, making it so the page costs the local advertiser little or nothing and, as he says, milking the national advertiser for the benefit of the local dealer.

One city he mentioned had a newspaper which, upon receipt of the order for copy, induced local dealers to make window displays of the merchandise, and bringing splendid returns for the national advertiser.

The talk was highly interesting, giving, as it did, the viewpoint of a national advertiser as to what co-operation a newspaper should give in making its columns profitable.

Howard Davis, of the American, was then requested to say a few words regarding the proposed advertising building, and his remarks were highly entertaining and informative. St. John Richards, president of the league, presided. Among those present were:

Geo. W. Hopkins, speaker, vice-president, sales and advertising manager of The Loose-Wiles Biscuit Co.
F. St. John Richards, St. Louis, Mo., Globe-Democrat.
Louis Gilman, R. J. Sylvia, Philadelphia, Pa., Press.
Howard Davis, New York American.
M. D. Hutton, Hearst's Examiner.
John Budd, J. T. Duffy, F. A. Kimball, A. Murphy, The John Budd Co.
Geo. B. David, Geo. B. David Co.
A. H. Young, E. E. Patton, Chas. E. Miller, of Cone, Lorenz & Woodman
Chas. H. Eddy, of Chas. H. Eddy Co.
M. R. Thompson, C. A. Christie, of J. C. Wilberding.
Dan A. Carroll, E. A. Benoeder, of Dan A. Carroll Co.
Thos. E. Conklin, of Ferree & Conklin.
W. H. Johns, F. K. Dresler, of Geo. Batten Co.
G. W. Brett, of E. Katz Agency.
W. S. Bird, of John B. Woodward Agency.
Geo. W. Walter, Warren C. Klein, Christian Science Monitor.

M. C. Watson, special representative.
C. S. Stevens, Omaha Bee.
F. J. Kans, of Blackman Ross Co.
T. F. Flynn, C. P. Caruthers, of the Beckwith Agency.
W. H. Lawrence, of Williams-Lawrence-Cresmer Agency.
W. G. Carpenter, of Carpenter-Scheerer Co.
Louis Klebahn, special representative.
W. E. Jewett, F. P. Alcorn, R. R. Mulligan, of Robt. E. Ward Co.
E. N. Freeberger, of L. Sonneborn & Sons.
W. H. Jeffries, advertising manager, Birmingham, Ala., Age-Herald.
Wm. J. Barrett.
Freeman Spicer, of the Fourth Estate.
G. P. Leffer, H. R. Drummond, of THE EDITOR & PUBLISHER.

WISCONSIN LEAGUE MEETS.

Prof. Merle Thorpe Tells of Kansas Daily and Weekly Doings.

The mid-winter meeting of the Wisconsin Daily League was held at the Hotel Pfister, Milwaukee, February 5, nearly all of the members being present. The morning session was devoted to business, at which the secretary's report was read and discussed. The present membership is twenty-four, five members having been added during the past month. A memorial to the late Charles G. Starks, of the Berlin Journal, was adopted. A number of important matters were discussed.

In the afternoon, Merle Thorpe, head of the Department of Journalism, University of Kansas, gave an interesting address on "The Creation of the Kansas Daily League and the Kansas Weekly League." Willard G. Bleyer, head of the Department of Journalism, Wisconsin University, also made an address, outlining the feeling at the Wisconsin institution toward the Kansas "idea."

Twenty-five invitations to publishers of newspapers not members of the league had been issued by the secretary, to attend the afternoon meeting, and as a result it was the most largely attended, and the most interesting in the league's history.

The officers of the league are: Frank E. Noyes, Marinette Eagle-Star, presi-

dent; O. J. Hardy, Oskosh Northwestern, vice-president; H. H. Bliss, Janesville Gazette, secretary and treasurer.

Other members are: Fred L. Berner, Antigo Journal; Sam Ryan, Appleton Crescent; J. M. Chapple, Ashland Press; J. S. Hubbard, Beloit Free Press; George H. Dee, Chippewa Herald; P. C. Atkinson, Eau Claire Leader; A. L. Waffle, Fond du Lac Commonwealth; A. L. Fontaine, Grand Rapids Reporter; N. C. Pickard, Green Bay Gazette; E. D. Head, Kenosha News; F. G. Cowles, LaCrosse Leader-Press; W. J. Evjue, Madison State Journal; W. F. Ohde, Manitowoc Herald; J. A. Chilsen, Merrill Herald; F. R. Starbuck, Racine Journal-News; C. E. Broughton, Sheboygan Press; E. MacLachlin, Stevens Point Journal; J. M. Hibbard, Stoughton Hub; J. T. Murphy, Superior Telegram; J. L. Sturtevant, Wausau Record-Herald; Emory Odell, Monroe Times.

MARCHING THROUGH GEORGIA.

Yankee Publishers Invading the South for Talent—Atlanta Scribes in Manhattan.

Many changes have taken place in the staff of the Atlanta Georgian in the last few months, in fact, if New York keeps on drawing on the Georgian's talent, they might as well move the whole Georgian office to Park Row.

Among those who have left the little Southern city in the last few months, and are now enjoying the sights of the Great White Way, are Keats Speed, former managing editor of the Georgian, now with the New York Press; M. D. Clofine, up to a few months ago the Georgian's city editor, is with the Telegraph; his successor, Wm. Minar, is with the Press. Bill Farnsworth, the Georgian's sporting editor, is in the New York American office. P. A. Carter, formerly in charge of the art department of the Georgian, and Herbert Asbury, of the reportorial staff, are also included in the recent recruits of Georgian men now on New York papers.

SPHINX'S VALENTINE.

How the Members Entertained Their Women Friends at the Waldorf-Astoria Tuesday Evening—Decorations of an Unusual Character—There Were No Speeches—Dancing Instead.

The members of The Sphinx and "The Ladies" payed homage to St. Valentine on the occasion of the one hundred and thirty-eighth dinner of The Sphinx Club in the Grand Ball Room of the Waldorf-Astoria on Tuesday evening last.

There were over two hundred and fifty at dinner seated at twenty-seven tables, in the midst of which in a miniature garden was ensconced the Sphinx Club Orchestra of five. And such a dinner. One may travel up and down the land and find no such delicious morsels as the Waldorf, through the good offices of its ever-efficient manager, familiarly known, seemingly to all, as "Oscar," delights to provide for his long-time friends of The Sphinx, an organization, by the way, representing all avenues of advertising activities and antedating all other advertising clubs.

Judge for yourself—here's the menu:

Martini Cocktail With Maraschino Cherry
Olives Radishes Celery
Blue Point Oyster Cocktail
Strained Gumbo in Cups
Clams a la Sphinx
Dry Monopole Brut Vintage 1906
Fresh Mushrooms Under Glass
Sorbet Richelieu
Breast of Turkey Stuffed Deviled Sauce
French Fried Potatoes Currant Jelly
Hearts of Lettuce Salad with Russian Dressing
Tutti Fruitti in Sphinx Forms
Coffee Assorted Cakes
Cream de Menthe (Green) Frappee
Cigars:
Imported Hamlet Cremas Fina
Imported Hamlet Especiales

Henry C. Brown, advertising manager Victor Talking Machine Co., president of the club, who presided, referred in a short pithy, witty speech to his "Boss," "Bob" Huntsman, treasurer, master of ceremonies, and general factotum who in his spare moments as the Hon. R. F. R. Huntsman presides over the destinies of the advertising department of the Brooklyn Standard-Union.

The entertainment committee provided a splendid musical program, the artists appearing at the far end of the gallery on a specially raised platform. Preston P. Lynn, of Wanamaker's, was chairman of the committee, of which the following members were present: Ewain F. Meyer, Joseph Potsdamer, Samuel E. Leith and Paul Meyer.

The artists were: Mrs. Frederick Gunther, soprano; Alice Louise Mertens, contralto; Gernon T. Carey, Tenor; Frederick Gunther, bass-baritone; Rudolf Polk, violin; Eloise Holden, dances; four folk dancers, in Swedish folk dances (under the direction of E. Sjogren); Alexander Russell, at the organ; McKee's orchestra (Frank McKee, director).

The decorations were a la Valentine—Love red! In the center of each table was a grotesque figure of a clown with a fishing pole over his shoulder from which was suspended a dozen big red souvenir balloons. Surrounding the columns were loosely hung red ribboned hearts pierced with an arrow and lettered "I Love You," which the members and guests later used for personal adornment. From the upper tier of boxes were suspended the flags of the Sphinx—old and gray and worn and beneath them resplendent in the chaste nudity charm of children hung a half dozen perfect cupids. At every one of the lower boxes an imitation owl sat his perch in the center of a hoop of electric globes and from the tail of each hung more of the heart shaped shields. The favors were gold traveling and mantel clocks.

There were no set speeches. It was an evening of clean wholesome fun and good fellowship and within fifteen minutes of the time the diners adjourned for a stroll through the Waldorf chambers "Oscar's" force had transformed the big room from a dinner room to "a-real-sure-enough-Grand-Ball-Room" in which "The Ladies" and their friends danced the latest dances until the "wee-sma'-hours."

Among those present were the following gentlemen and their guests: William Berri, proprietor Brooklyn Standard-Union; John C. Cook, publisher New York Mail; Louis Wiley, publisher New York Times; Joseph H. Appel, John Wanamaker's; Collin Armstrong, Henry C. Brown, Benjamin T. Butterworth, the New York Herald; G. F. Bailey, New York Globe; Dan A. Carroll, Charles F. Dodd, John F. Duggan, general manager Gimbel's; Leslie R. Fort, E. D. Gibbs, H. B. Harding, Humphry's Homeopathic; W. R. Hotchkiss, S. E. Leith, Preston P. Lynn, W. F. Larkin, P. J. Low, William J. Morton, F. St. John Richards, Justin McCarthy, Roger J. O'Donnell, John E. O'Mara, James O'Flaherty, Malcolm H. Ormsbee, Harry J. Prudden, Frank Presbrey's; E. O. Petersen, Bernard H. Ridder, Joseph B. Sheffield, advertising manager Gimbel's; and J. S. Stickley.

DINNER TO A. S. CRANE.

For Forty Years on the Elizabeth Daily Journal and Now Publisher.

A testimonial dinner was given in Elizabeth, N. J., February 4, to Augustus S. Crane, the publisher of the Elizabeth Journal, by sixty-nine members of the staff of that newspaper in celebration of the fortieth anniversary of his connection with the Journal.

The guests included Mrs. A. S. Crane, Edward K. Drake, Charles C. McBride, former editor of the Journal; Charles



A. S. CRANE.

H. K. Halsey, vice president of the Journal company; F. R. Northup and F. N. Sommer.

Elmer E. Stanion, assistant manager of the Journal, acted as chairman and George W. Swift, editor, was toastmaster. The toast responses were as follows: "The Newspaper, a Business Builder," F. Ernest Wallace, advertising manager; "The Newspaper and the Town," John A. Mitchell, city editor; "The Artisans of the Newspaper," Walter J. Burke, foreman of the mechanical department; "Forty Years of Newspaper Building," Augustus S. Crane. Impromptu addresses were made by the invited guests.

The Elizabeth Daily Journal, which was established in 1871, has made marked progress under the management of Mr. Crane. He started as an office boy and rose rapidly to positions of trust in the business department. His personal integrity and excellent judgment, as well as a strong purpose to make his newspaper serve the community and State, has created the largest measure of confidence in this important newspaper enterprise. The staff presented Mr. Crane with a pair of binoculars in commemoration of the anniversary event.

Another "Dollar Day" Success.

The Richmond (Va.) Evening Journal's seventh semi-annual "Dollar Day" was a big success. The Journal for Saturday, the 13th, carried over 125 columns of paid advertising from local mer-

chants and manufacturers announcing special "Dollar Day" bargain offerings for the following Monday. Charles Sherwood, the advertising manager, and his staff devoted only a week's time to the effort. It was rather unique, this publishing a bargain day advertisement on a Saturday for sales the following Monday, but in the case of the Journal it proved a big success. One of the department stores offered a suit case at a dollar and sold over five hundred of them. They make the claim that they could easily have sold another thousand.

It is said that Broad and Main streets on Monday morning looked like circus day; that most of the purchasing agents of Richmond families were out taking advantage of the opportunity to get real goods at small prices and that many farmers and their wives came in from the surrounding territory. Charles B. Cook is president of the Evening Journal and A. R. Holderby, the manager.

Editor and Publisher Pulls.

Will N. Hudiburg, the feature edition man, who has just issued a \$20,000 edition for the Times, of Tampa, Fla., a town of 60,000 population, writing un-

der date of January 18, says: "I am delighted with the results that I have received from my ad in the last issue of THE EDITOR AND PUBLISHER. It has brought me more requests for feature editions than I could possibly handle in the next twelve months if I signed all of them."

Ad Club Fights Premiums.

The Spokane (Wash.) Ad Club is fighting premium advertising again. Three years ago this club put the kibosh on the trading stamp promoters and now it is up to them to put the finishing touches on coupon rebaters, ironing board premium people and similar trade inducers.

Eagle to Hold Spelling Bee.

The Brooklyn Eagle is to conduct a spelling bee at the Brooklyn Academy of Music, May 7, for the benefit of boys and girls of the seventh and eighth years of public and parochial schools in Brooklyn and Queens boroughs. A list of 1,000 words has been compiled by a committee of school principals which will be used on that occasion.

The New York Evening Post
announces the appointment of
Messrs. JAMES F. RYAN
and HARRY P. INMAN as
special Western advertising rep-
resentatives.

Chicago Advertising Office
McCormick Building, Chicago

Member Audit Bureau of Circulations

G. Logan Payne Company

*Special Newspaper Representative
and Service Agency*

CHICAGO

NEW YORK

BOSTON

DETROIT

TALKED ABOUT AT HUB.

Military Topics Discussed at the Press Club—Newspaper Correspondents at Harvard University—Frank Tanner Now a Member of the Post Staff—Carroll J. Swan's Activities at Public Banquets.
(Special Correspondence.)

BOSTON, Feb. 17.—War was the topic that was discussed at the Boston Press Club Sunday afternoon by Forbes Sutherland, the Herald's military expert, and others. Mr. Sutherland, who was the principal speaker, has been a newspaper writer for many years in this country, Canada and abroad. He described his experiences at the front and the battle in which he was wounded by a piece of shell, and answered many questions concerning military strategy. Miss Dorothy Fairbanks, a well known Boston song bird, entertained the good sized gathering with vocal selections.

Stanley Milton Freedman, the seven months old son of Benjamin Freedman, sexton of the Post grave yard, already works a typewriter, so the proud father states. This indicates that the young man will some day become a regular reporter.

George B. C. Rugg, assistant city editor of the Post, is planning to publish in book form his "Mud-Digging Tales," which have appeared in magazine form and have attracted much favorable comment.

JERRY DELANEY BACK.

The boys on the Row are glad to welcome back Jerry Delaney, old time athlete and B. A. A. champion miler of fifteen years ago, who is now occupying one of the night rewrite chairs in the Herald office. Jerry has such a Taft like manner that the S. R. O. sign is in evidence. He is as well known in newspaper circles here as he is among the devotees of the spiked shoe.

Here are the Harvard newspaper correspondents: Robert L. Groves, Globe; Clement E. Kennedy, Journal; Walter L. Littlefield, Herald; C. F. Farrington, Record; Neal R. O'Hara, Post; Walter J. Wheeler, Traveller; L. J. D. Fuller, Christian Science Monitor. They admit that Roger Pierce, head of the Harvard Publicity Bureau, is of great assistance to them in preparing their news stories.

Sidney E. Cook, formerly police headquarters man and staff man of the American, Journal and Record, has recently been appointed secretary and treasurer of the newly incorporated National Publicity Society, of Washington, D. C., where he has opened an office in the Rigg's Building. Since leaving the Record last July he has done considerable globe trotting, visiting, among other places, Panama, where he showed his versatility by covering the shipping news for the Panama Star and Herald. At the opening of the war he returned to this country and was attached to the staff of the Army and Navy Magazine for some time.

FRANK TANNER RETURNS.

Frank Tanner, for several years a New York newspaper man, and for one year Paris representative of the New York Herald, has joined the city staff of the Post. Mr. Tanner has worked on the World, the Telegraph and the Evening Mail. He has just sold a novelty act which has been interpolated in the first act of the play, "What's Going On," which opened in Pittsburgh this week.

Charles P. Haven has rejoined the staff of the Post. He is now the official press representative of the Hotel Westminster. Roy Atkinson, who covers hotels for the Post, says that he hopes every hotel in town will get as good a press agent as "Doc" Haven, for he has the faculty of getting news that is news, as the poet remarked.

Paul Brown is now on the staff of the Boot and Shoe Recorder as a member of the art department. Edward D. Allen, who was with Mr. Brown for several years, has gone to Arizona.

Miss Dorothy D. Frooks, who studied

at Radcliffe, is editing the "Public Service Magazine," published in New York.

Frank Sibley, of the Globe, tried to tell some stories the other night at the beefsteak dinner of the Bay State Automobile Association at the Lenox but he had to sit down after one or two because the diners made so much noise eating beefsteak from their fingers.

Carroll J. Swan, of the Pilgrim Publicity Association, is greatly in demand these days as a toastmaster. He acted in that capacity a few nights ago at the big military banquet at the American House and the press table was unanimous in the opinion that the genial publicity man added just the proper touch of dignity and good fellowship that the occasion demanded.

Charlie McCusick, the well known advertising man for the W. S. Quimby Co., is attracting favorable comment upon the unique advertising campaign that he is conducting in the daily papers. Charlie is writing a "Business Romance" in seven chapters.

SOLDIERS PUBLISH PAPER.

It Is Issued at Lille and Has a Circulation of 30,000 Copies—Has Both Editorial and Art Staffs.

According to a special dispatch sent by an International News correspondent, German soldiers have taken charge of the largest newspaper plant in northern France at Lille and are printing a German newspaper which has reached a circulation of 30,000 copies. The plant formerly belonged to the Echo du Nord, a patriotic French Journal. The German paper is named "Liller Kriefszeitung" (Lille War Journal).

When the Germans entered Lille they found in the building of the Echo du Nord nine linotype machines, two stereotyping outfits, and a fast cylinder press. They soon made up their mind to utilize the plant for their own purposes and publish an illustrated newspaper. They were fortunate in having with them at the firing line Herr Arnold, the famous artist of Jugend and Simplicissimus.

Nine compositors were found in the trenches and although all were union men, for the first time in their lives they did not insist upon the regular scale of union wages. Still, the compositors immediately organized a local of their national union. The president of the local union is an artilleryman named Bommer, in civil life foreman of a big printing establishment in Munich.

There was little trouble in gathering the editorial staff. The managing editor is Paul Oskar Hoecker, one of the best known novelists in Germany, who at present is doing duty as a captain of infantry. George von Ompteda, a famous poet, serving with the Red Cross corps, has charge of the department of literature and art. Dr. Hesse, staff surgeon of the army, writes on sanitation. A number of privates in the trenches are writing news notes and poetry in their spare moments when not occupied with shooting at the enemy.

The title page of the latest issue shows the picture of a Bavarian reservist sitting in front of a house where he is quartered for the present and smoking his pipe. In his cheerful dialect he says "I never dreamt I would once be a landlord in France!"

There are a number of interesting advertisements in the War Journal. One reads:

"For sale, on account of scarcity of space, a piano, an Indian alive, a Venus (marble), a double sized brass bedstead, a manicure outfit, an English footbath, a pair of pumps, a rocking chair, a pair of skates. Private Lemke, trench to the left of D—Ferme. If you want to inspect the goods be careful and stoop when entering premises."

Another one says: "Swimming taught by Reservist Haberlein, trench of the third company, infantry regiment No. —." Or:

"Wanted—position as female impersonator, by William Pipe of the Scotch Highlanders, at present detained in Germany."

ON NEWSPAPER MAKING

In any other business enterprise but a newspaper those operating the plant would not take business which would involve direct loss except as occasional inducement to attract men and profitable trade.

If it were not possible for a newspaper to figure exactly how much advertising it could accept with profit for papers of the various number of pages there would be some excuse for the loss involved by adding an extra two pages to care for say two extra columns of advertising.

Taking the eight column page as the standard, with a requirement of 60 columns for news, features and departments we find 68 columns open for advertising in a 16 page paper.

In the case of a paper with say 50,000 circulation the paper for an additional two pages where the presses will produce an 18 page paper is approximately \$40. With advertising at 6 cents per line or \$18 per column the newspaper must get at least three additional columns to pay for the added white paper and as much more as is necessary to produce the additional matter and composition to fill the forms to come out whole.

Rather than throw in the extra paper at a loss it is best to bite into the reading matter for a column or two or even up to five columns if necessary to save the waste. In some situations it is good business to occasionally decline the business if it cannot be run with a profit and offer to publish it the next day.

Many newspapers unquestionably would have been better off had they adopted a limit of 16 or even 24 pages as the utmost they would print, and raise rates sufficient to hold down the volume of business. This has been done in a few notable cases with success and increased appreciation of the newspaper courageous enough to put it across.

Such a plan of operations automatically helps the publisher advance his rates to a profitable basis, while if he prints everything that is offered him he has less logical argument for asking higher rates.

To notify advertisers that on account of increased circulation and a determination to cut down the loss of handling it, you have decided to make 16 pages the limit and that all advertising over and above 68 or 70 columns will be held over until the next day, will make them more interested in getting their copy in early than any other device you can try, and will make your space more sought after than if they all feel that they can get it on their own terms.

The Philadelphia Bulletin has been made a great success and money maker by adhering to the 16 page standard. Mr. McLain, whose early training was as an advertising solicitor and manager, decided to steer clear of the big copy and big paper pitfalls.

He kept his rates purposely high to the big advertisers and devoted his energies to stimulating business from the smaller stores at rates only a cent or two a line over those paid by the department stores.

As a consequence he has never been flooded with spread-eagle space debauchery to the detriment of his newspaper and to the annihilation of his many and numerous small advertisers.

On the other hand the Chicago Daily News for years placed the limit at 28 pages and went to press three or four days a week leaving out from ten to twenty columns of business. Changing the form of the page from seven to eight columns recently they were able to care for just that amount of additional business.

In many offices enlarging the size of the paper cuts down the press efficiency to such a low level as to make the added business work a serious and doubly serious injury to the very life of the business.

NORTHCOTE.

F. G. Vogt & Sons, Inc., Philadelphia, are advertising Vogt's Philadelphia Canned Scapple in the newspapers.

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.
Bryant, Griffiths and Fredricks
225 Fifth Ave New York 716 Peoples Gas Bldg. Chicago

Buffalo News
EDWARD H. BUTLER
Editor and Publisher
"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."
Foreign Advertising Representatives
KELLY-SMITH COMPANY
220 Fifth Avenue NEW YORK Lytton Building CHICAGO

The Business Condition
in Washington is normal. The United States Government is employing just as many people or more than ever and the payroll is regular. Foreign advertisers, knowing this, used more space in the Star during the past year than ever before.

DETROIT SATURDAY NIGHT gets results
because its readers have learned that they can depend on every representation made in its advertisements.
GUARANTEED ADVERTISING
so far as Detroit Saturday Night is concerned, means that the publishers will make good if the advertiser doesn't.
Foreign Advertising Representatives
G. LOGAN PAYNE CO.
748 Marquette Building, Chicago
200 Fifth Ave., New York City
Publicity Building, Boston

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

THE EDITOR AND PUBLISHER AND 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 pre-
ceding 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. Jame
Wright Brown, Publisher; Frank LeRoy Blanchard, Editor
George P. Lefter, 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, Feb. 20, 1915

SOME AMAZING FIGURES.

That mail order swindling has become a popular method of relieving the American public of its money is shown by the annual report of the Post Office Department recently issued. From this it appears that last year persons were arrested who had robbed the people of \$68,000,000 through the mails and that in five years the enormous sum of \$351,000,000 had been fraudulently taken in the same way. If to these figures were added the amounts gathered in by swindlers who were not caught the total would probably be twice as large.

A significant fact about the figures for 1914 is that the thieves got away with \$14,000,000 more than in the previous year. Here is food for thought among all honest advertisers and advertising men, as it shows conclusively the need of increased activity on the part of the ad club vigilance committees throughout the country.

It is reasonable to suppose that a majority of the swindlers secured responses to their proposals through the advertising columns of the newspapers and magazines. Except in a comparatively few instances it is not probable that the publishers of these periodicals accepted their advertisements knowing that they were of a fraudulent character, for it seems incredible that any one would deliberately allow such rascals to rob his readers for any sum of money paid for such advertisements.

While it is practically impossible for every publisher to make an exhaustive examination of the character of every advertiser and of the article he offers for sale, yet, with due care, he should be able in most instances to separate the good from the bad. Experienced business men engaged in other occupations are obliged to use caution and common sense in passing upon propositions that are presented to them, for their own protection. Why should not these same principles be applied by publishers to advertisements?

Under the criminal law any one who deliberately aids a thief in a robbery is regarded as an accomplice. Does not the publisher who allows his newspaper to be employed for swindling purposes place himself in this class?

In order that there shall be no doubt about the matter twenty states have passed laws dealing with fraudulent advertising. That all of the states should pass similar laws is self evident. Tainted advertising has no place in a reputable newspaper, for a newspaper cannot remain reputable that continues to admit such advertising to its columns.

Publishers everywhere should work together to make advertising believable and dependable, not alone for their own benefit but for the benefit of those whose confidence they must have or go out of business. No newspaper can long survive the withdrawal of public confidence, and nothing is so conducive to its withdrawal as deceptive, misleading and fraudulent advertising.

The time is coming, we believe, when it will be impossible for any kind of a swindler to buy publicity in any reputable newspaper or magazine printed in the United States.

OPENING OF THE BIG EXPOSITION.

The International Panama-Pacific Exposition in San Francisco will open on time, today, with appropriate ceremonies under the direction of live advertising men of the city. It is not only the greatest of all expositions ever held on this continent but it has the most artistic setting. The numerous buildings are marvels of architectural beauty and the grounds are laid out in a most picturesque manner. No exposition was ever launched in such a completed condition. It starts full fledged, ready to entertain and instruct the peoples of the whole world.

This great enterprise has been carried through to fulfillment by the business men of California in a manner that arouses the admiration of all men. It was a gigantic undertaking calling for the expenditure of stupendous sums of money. In the face of innumerable difficulties, including a period of business depression, these men worked patiently, perseveringly. Even when, last summer, Europe was plunged into the most destructive war in all history and the fate of the undertaking seemingly hung in the balance; they went ahead fully confident of ultimate success. Today the gates of the exposition swing open to the public and the eyes of the visitors who throng its courts and streets will behold one of the most marvelous creations of man's genius. The fair deserves the patronage and the most earnest attention of the American people. May its success be commensurate with the amount of intelligent and earnest effort that has been put into it by the men responsible for its creation.

PLAINTIFF, NOT PAPERS, TO BLAME.

While there is no doubt of the legality or the propriety of the action of Justice Learned Hand of the United States District Court for New York in declaring a mistrial in a \$250,000 damage suit before him because the plaintiff gave to newspaper men certain information which was printed in all the New York dailies except the World, the fairness of Judge Hand's criticism of the newspapers may be questioned. After hearing in private the newspaper men and the plaintiff, who admitted giving to the reporters the story they published, Judge Hand discharged the jury, saying:

"My reasons are the extreme abuse of the press in reporting this case while it has been in progress. The newspapers have printed publicly—and no doubt you have read them—a statement made by the complainant which I consider prejudicial to the interests of the defendant. In this statement the plaintiff told the newspaper men he had been assaulted, and the inference drawn from the story is that there was a connection between the assault and this defendant. I need hardly tell you that in any civilized community such a thing should not be tolerated in fairness and justice. If that had been done without the concurrence of the complainant we would have had to worry along as best we could, but he admits giving out the statement, but declares he did not volunteer it."

The newspapers received and printed the story in good faith and it is difficult to see where a sense of fairness or justice was outraged by them. No collusion between the plaintiff and the press is charged and just how Judge Hand reaches the conclusion that the press has been guilty of extreme abuse is not clear. If the plaintiff cared to prejudice his legal rights it was not up to the reporters to warn him that he was so doing. He was obviously willing that his story should be pub-

lished and the reporters and their editors recognized that story as "good" news. The plaintiff, much more than the newspapers, should receive the blame for that mistrial.

It is significant, to say the least, that in both the so-called standard rate cards, reproduced in last week's issue of THE EDITOR AND PUBLISHER, the cards of the Hartford Courant and the Charleston Mail, the average net paid circulation figures were not given and not a word appears in the Hartford Courant card about circulation, notwithstanding the fact that according to the October figures filed with the government the Courant has a paid circulation of 16,721 copies per day, which is a mighty good circulation for a 3 cent paper in a town of the size of Hartford.

Charleston (W. Va.) Mail card has the following on the subject of circulation: "Net paid and guaranteed;" "Books constantly opened;" "Largest circulation in the county—nearly double that of nearest competitor, etc."—but not a word as to how much.

The right of a State to dictate what sort of advertising may not be circulated within its borders will doubtless be ultimately determined by the United States Supreme Court. In Alabama, legal proceedings have been started by Attorney General W. L. Martin against the Montgomery Advertiser to enjoin that newspaper from publishing liquor advertisements. It is said the proceedings are the first step to test the constitutionality of the Denson anti liquor law, which was passed over the Governor's veto on February 11. The law makes illegal the sale within the State of papers carrying liquor advertisements coming from other States. The new act also prohibits liquor advertising by circular, billboard display or otherwise. The provision affecting papers outside of Alabama touches, of course, every State in the Union, and is of vital importance. A stiff fight against the law may naturally be expected.

ALONG THE ROW.

SPRING THOUGHTS.

In the spring a young man's fancy—
That is, if he has a chance—
Leads him to a custom tailor
Who advertises pants.
In the spring the gentle maiden
Goes to purchase lingerie;
And she scans the ads of merchants
In the papers ev'ry day.
And of course there's many others
Who need things in spring, you know,
And the man who advertises
Is the chap who gets their dough.

THE WAR REPORTER.

The war reporter has taken the place of the war correspondent; that is what the correspondent was, anyway. We never could understand why, when a man was sent fifty miles from Park Row, or even three thousand, to cover a story, he should be immediately changed from a reporter into a correspondent.

SURE THING.

With Sam Adams exposing advertising fakes, and F. P. Adams doing the funny stunt, the Tribune may be said to be turning out Adam good paper.

FROM THE SKINNERSVILLE SIGNAL.

"We hurl back with scorn the insinuation of our local contemporary that the reason why we are opposing the Prohibition movement is because Jeremiah Tompkins, while intoxicated, paid for three years' subscription to the Signal in advance. We oppose Prohibition because it interferes with personal liberty. We would rather see the whole world drunk of its own free will than one man sober by free—. However, there is no danger of the demon rum taking possession of this town. It is nearly four weeks since anyone asked us to have a drink."

SCOOPING IN SUGAR.

Spoon souvenirs seem to be stirring up considerable business.

CAUSES PAIN.

It seems to distress a certain class of hyphenated Americans because the editorials in our papers are not made in Germany.

TOM W. JACKSON.

PERSONALS.

Adolph S. Ochs, editor and owner of the New York Times, has accepted the invitation of the Chattanooga (Tenn.) Chamber of Commerce to attend the governor's conference to take place April 3.

Howard H. Fitzgerald, former proprietor of the Flint (Mich.) Daily Journal, has purchased the Pontiac (Mich.) Press-Gazette. His brother, Harry Fitzgerald, has left the Booth paper in Flint to manage the advertising department of the Press-Gazette.

W. Harold Kingsley, formerly of the Akron (O.) Beacon Journal, and state editor of the Detroit Journal, is telegraph editor of the Ithaca (N. Y.) Journal. He recently returned from Europe.

Robert W. Jones, city editor of the Columbia (Mo.) Daily Tribune, is a candidate for the city council. He is a Democrat.

Samuel H. Wood, who worked on the Denver Republican for a number of years as a reporter, and was afterward private secretary to Governor Peabody, has become an Episcopalian clergyman and will soon become a missionary in Wyoming.

R. F. Parkinson, advertising manager of the Ottawa (Canada) Evening Journal, will go to the front with the third Canadian contingent. He has been granted a commission as captain.

J. H. Green has been appointed editor of the Nevada City (Cal.) News. O. R. Nation is the manager.

Samuel Thomas Pickard, owner of the Portland (Me.) Transcript from 1852 to 1894, died in Amesbury, Mass., February 12, at the age of 87. He was the biographer and literary executor of John Greenleaf Whittier, his wife being a niece of the poet. He wrote a number of books.

Wylie B. Jones, the well-known advertising agent of Binghamton, N. Y., who is a member of the foreign trade promoting party now making a tour of Central and South American countries, writes from Panama that the tourists are having a royal reception wherever they go.

Governor Willis, of Ohio, has appointed John Kaiser, of Marietta, newspaper editor, to be trustee of the Ohio State University, in place of William F. Burdell, of Columbus, who had been appointed, but who declined to accept.

Charles Rathbun is the new dramatic critic of the New York Evening Sun, succeeding Samuel Hoffenstein, who, under the name of The Playgoer, had been reviewing the plays since Acton Davies retired from the paper.

Chas. H. Spencer has tendered his resignation as advertising manager of the Autocar Company, having been with that concern for about six years' time. He will undertake a program of work which will include writing on the subject of motor trucks and the opening of an advertising service office in the Land Title Building, of Philadelphia.

Jesse A. Winger, advertising and sales manager of the Automatic Electric Washer Company, Newton, Iowa, will shortly sever his connection with that company to assume the duties of postmaster at Newton, Iowa.

Hugh Faulkner, who has been Nashville, Tenn., representative of the advertising firm of Brown, Bigelow & Co., of St. Paul, has severed his connection with that company to accept the position of city salesman with the Bell Company, a novelty advertising concern.

J. M. Gawa, of the Nagasaki Press, Nagasaki, Japan, arrived in New York Sunday night. The object of his trip is to study at close range industrial and agricultural conditions in the United States and Canada. He says New York closely resembles the mental picture he had of the city. Talk of war between the United States and Japan is a child's cry, he says.

Col. A. R. McCollum, editor of the Waco (Tex.) Tribune, has been elected to the state Senate, to fill out an unexpired term.

Chas. Fell, telegraph editor of the Birmingham (Ala.) News, lost his father, who died February 13 of pneumonia.

Goefrey Parsons, for the past two years an editorial writer on the New York Tribune, has been made managing editor of that newspaper, succeeding W. C. McCloy, who has resigned.



GOEUFREY PARSONS.

Mr. Parsons was graduated from Columbia University in 1899, and from the Columbia Law School in 1903. After practicing law for three years, he decided to give up the legal profession for journalism, and became a reporter on the New York Sun. Later he was promoted to the editorial department, where he remained until he went to the Tribune in 1913.

WEDDING BELLS.

Paul Cowles, superintendent of the Associated Press office in Chicago, was married Saturday, February 6, to Mrs. Charlotte M. Wynne, of Lombard, Ill. The ceremony, which was private, was performed by the Rev. Henry S. Brown, of the Lake View Presbyterian Church. Mr. and Mrs. Cowles left Chicago for a short wedding trip.

Harold C. Stephenson, business manager of the Lowville (N. Y.) Herald, and Miss Grace Adalyn Parker, of Watertown, N. Y., are to be married in the near future.

Edwin C. Ranck and Miss Reita Lambert, both of the Brooklyn (N. Y.) Eagle, were married last week.

VISITORS TO NEW YORK.

H. S. Scott, general manager of the Detroit (Mich.) News.

Edward Flicker, business manager of the Cincinnati (Ohio) Enquirer.

E. B. Lilley, general manager of the Los Angeles (Cal.) Tribune and Express.

Chas. Lamada, advertising department "Grit," Williamsport, Pa.

Chas. Rook, Pittsburgh (Pa.) Dispatch.

C. H. Motz, circulation manager of the Cincinnati (O.) Times-Star.

J. M. Braham, special representative, Chicago.

W. H. Jeffries, advertising manager, Birmingham (Ala.) Age-Herald.

Miss E. B. Winter Dead.

Miss Emma B. Winter, advertising manager for James A. Hearn & Son, died February 13, after a brief illness. Born in Philadelphia, Miss Winter at an early age took a position with James A. Hearn & Son and later joined the advertising department of the firm. She became widely known in the advertising world.

The Pa Pro Company, Lowville, N. Y., has started an advertising campaign to introduce the San Lac Seal for milk bottles. A coupon when signed with both the reader's and her milkman's names will secure free samples.

SITUATIONS WANTED

Advertisements under this classification one cent per word each insertion.

Experienced deskman and writer free. Metropolitan training. New York State or Eastern paper preferred. Address Alpha, Editor and Publisher.

City or telegraph editor open for change. A first class worker, now on a salary of \$35 a week. Capable of taking charge of editorial department. D 1428, care Editor and Publisher.

Advertising Man—Modern business methods, broad experience and good salesman; can write and lay out copy, handle foreign advertising. Address AEV, care The Editor and Publisher.

CARTOONIST of real ability wants position on ART STAFF. Lately completed studies with the Landon School, Cleveland, Ohio, and anxious to secure work. Am entirely dependable, and can execute clean, snappy drawings. Glad to send samples for inspection. Address, Ned Cleaveland, Washington C. H., Ohio.

CIRCULATION MANAGER Seeks change for best of reasons; energetic, capable man of 36, fourteen years' experience, in cities of 100,000 to 850,000; best of references. Knows business thoroughly. Write or wire. Box 75, care THE EDITOR AND PUBLISHER.

BUSINESS OPPORTUNITIES

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

\$10,000 will buy a small technical monthly which will earn a living for advertising man from the start. Harris-Dibble Company, 71 West 23rd Street, New York.

DO YOU DESIRE A NEWSPAPER property or controlling interest in a daily or weekly paper? Time saved and unprofitable correspondence avoided by writing Wanner Machinery Company, Newspaper Properties Department, 703 S. Dearborn Street, Chicago. Fees paid by seller.

The big idea back of the campaign is to pull the milkman into line through the consumer. The copy reads "Use the coupon and let us send you samples of the San Lac Seal. Give some to your milkman—show him how it fits in the cap seat of the bottle and covers the entire top, keeping out all impurities. Tell him you want San Lac Sealed Milk."

SOME OHIO PERSONALS.

Deshler Dixon, for several years on the city staff of the Columbus Citizen, and who, during last year, was engaged in the oyster business in New Jersey, has returned to his old place on the Citizen.

Tom Terrell, popular sport writer on the Cleveland Leader, switched to the sporting staff of the Cleveland Plain Dealer this week.

Miss Marie K. Neary, stenographer in the Ohio House of Representatives, covered a day's session of the general assembly for the Cleveland News this week. Her stuff was well written, devoid of technicalities and full of the human side of the solons' work.

Miss Buda Stephens, of the city staff of the Toledo News-Bee, has become known as the Annette Kellermann of Toledo. She gives swimming and diving exhibitions at the Y. W. C. A.

J. E. Cross, editor of the Portsmouth Morning Star, has been appointed state printer by Governor Willis. The job pays \$2,400 a year.

Irvin S. Cobb invited the legislative correspondents to attend his lecture on the European war, at Columbus, Monday night.

William H. Shumaker, owner of the Three Rivers (Mich.) Commercial, will address the Michigan Press Association and the Michigan Federation meeting on the subject of "Free Publicity."

The Phoenix Cotton Oil Co., of Memphis, has started a newspaper advertising campaign on Phoenix Shortening for cakes, pies and pastry. The ads are illustrated with half-tone pictures of a maid serving foods made with Phoenix.

\$5,000 CASH

Available for first payment on small daily or good weekly newspaper property. Locations within 25 miles of Boston preferred. Proposition L. H.

C. M. PALMER
Newspaper Properties
225 Fifth Ave., New York

We have a customer with

\$35,000

in cash for first payment on a Daily newspaper property, Evening preferred, located in a good sized growing city. This customer is a successful Editor and Publisher, has experience as well as money and will consider only a property that has a field offering substantial development opportunity.

HARWELL, CANNON & MCCARTHY
Newspaper and Magazine Properties
Times Bldg., New York City

ADVERTISING MEDIA

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

THE BLACK DIAMOND

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

WHERE THE GOLD COMES FROM!

THE FAIRBANKS (ALASKA) DAILY NEWS-MINER, the oldest paper in Interior Alaska, where the gold comes from, reaches the highest-paid class of workers in the world. There are only 16,000 people in the News-Miner's district, but they produce and spend for \$5,000,000 to \$10,000,000 a year. The smallest piece of money there is 25c. piece—which is the price of a newspaper, cigar or drink. One million was sent out of Fairbanks in one year to mail-order houses. The average per inhabitant annually is \$135 freight paid. Everything is dear except advertising—advertising agents take notice—and the people buy whatever they want when they want it.

MISCELLANEOUS

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

DAILY NEWS REPORTS.

Special and Chicago news. YARD'S NEWS BUREAU, 167 W. Washington St., Chicago Ill.

PACIFIC COAST NEWS CORRESPONDENT

For Eastern Trade Journals

CLARENCE P. KANE

268 Market Street, San Francisco

FOR SALE

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

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

For sale—Newspaper publishing equipment. One No. 2 and three No. 1 Mergenthaler linotype machines, one Cox duplex printing press, complete stereotyping outfit, and full equipment for publishing daily newspaper; in good condition and will be sold cheap. Address W. G. Newman, Box 663, Zanesville, O.

Two Great Ane



FIRST IN WAR

FIRST IN PEACE

FIRST IN THE HEARTS OF HIS COUNTRYMEN

They Both Obtained and Maintained Leadership

In 1914 THE WORLD Carried 164

This was 1,482,889 more lines than the *Times*; 1,611,387 more lines

In January, 1915, THE WORLD Carried

This was 62,657 more lines than the *Times*; 78,933 more lines

In Circulation, according to

World, 385,505; *American*, 299,354; *Times*, 59,

merican Leaders!

The



World.

"Circulation Books Open to All."

"Circulation Books Open to All."

FIRST IN ADVERTISING VOLUME
FIRST IN RESULTS PRODUCED
FIRST IN CIRCULATION

Ship through Character, Force and Fearlessness

1,647,816 Agate Lines of Advertising

more lines than the *Herald* and 1,759,034 more lines than the *American*

and 836,862 Agate Lines of Advertising

more lines than the *American* and 108,432 more lines than the *Herald*

ditto Government Figures:

es, 59,673; *Herald*, 109,192 net paid circulation

PROFITABLE NEWSPAPER ADVERTISING

"ROOMS FOR RENT" ADVERTISEMENTS OF REAL CLASS

The Story of What Is Probably the Greatest Campaign of Its Kind Ever Attempted; How It Was Started; How It Was Worked Out, and Something of the Man Who Wrote the Copy.

By HARRY R. DRUMMOND.

The Equitable Building will be conducted on equitable lines

Obviously we refer to rentals, and unequivocally we intend that they shall be equitable to all concerned.

We will not in any circumstances subscribe to the pernicious practice of persuading a lease from one tenant by a concession which we cannot afford to give to another.

We have the biggest building in the world, the latest to be built, and therefore the most modern; and no building in existence can match its advantages nor claim equal facilities.

And if these considerations, together with reasonable rents, are not sufficient inducement to locate in the Equitable Building, we will lose a tenant rather than relinquish a principle.

A body of experts, after months of conference and study, have created and fixed the Equitable rentals, and these rentals will be religiously adhered to.

Equitable Building
Temporary Office
27 Pine Street

It would take a great stretch of "poetic license" to claim that every man or woman who wrote a "Rooms For Rent" advertisement was an ad writer, just as it would take a great stretch of the same license to claim that the "sandwich men" who stroll up and down our principal thoroughfares are "advertising men."

"Rooms For Rent" advertisements are generally much alike. They are written with a view of economy in the first place; they are set in solid agate, and are placed as closely together as cold type will get.

Here is a story of a series of "Rooms For Rent" advertisements which were written by a regular advertising man; were lifted from the "classified" columns into the class columns; were set in type befitting their importance; have been running for two years or more; are considered highly successful, and yet the advertisers have not, as yet, received one cent of revenue from rental of any of the rooms; in fact, none of the rooms have tenants in them, and still the advertising campaign is said to be a success.

Rather a strange story, and worthy of notice, so it seems.

When the Equitable Building in New York burned down, some three years ago, to borrow a theatrical term, it furnished a "hot sketch," and, after the smoke cleared away, plans were commenced for the erection of a new building on the site, which is considered one of the most valuable in the city.

When the architect had had his in-ning, it was decided that the new building would be the largest office building in the world, and that the owners would have it tenanted by the time it was finished.

So, about two years ago, just as they put the fence around the site, and began excavation for the new building, they commenced advertising in the daily papers for prospective tenants for a building that, at that time, was no building at all, but merely a hole in the ground.

The idea, of course, was to acquaint those doing business in lower Manhat-

tan with the splendid advantages this building would offer, and the campaign was not so premature as might seem from first glance, as leases are not made by the week for offices, and there were, no doubt, many leases which might expire about the time the building would be finished, which might be turned toward the new building if the matter were properly presented early enough.

The original advertisements were approximately 200 lines deep on two columns and told intimate things about the building that was to be. They were put out at the rate of three advertisements a week, going to two papers one day, two papers the next day and two other papers the third day. That meant that Equitable Building ads appeared in two New York papers every day of the week.

Later they began to grow smaller; after the attention had been attracted, it was kept and teased along by more or less insistent references to the new building. The plan was all thought out at the beginning, and followed right through. Now the ads run from 50 to 75 lines, double column.

This campaign has already cost thousands of dollars, and has resulted in the signing of many leases, and in a great amount of interest being manifested in the new building, which, according to the advertisements, is to be a model of convenience and luxury, surpassing anything heretofore attempted.

There are several interesting points about this campaign. In the first place, the gentlemen who backed it up (which means the board of directors of the Equitable Building Corporation) were not niggardly in their expenditures. They bought space in sufficient quantities to attract attention. They paid for positions that were valuable and they put the writing and typing of the copy in the hands of a man who knew just what to do and how to do it.

As the building was erected by the Thompson-Starrett Co., and as the Thompson-Starrett Co.'s advertising is, perhaps, the most remarkable copy of its kind ever run, the chairman of the board consulted the president of the Thompson-Starrett Co. as to how to go about this business and who to get to do the work.

L. J. Horowitz, who is president of the Thompson-Starrett Co., naturally referred to the man who writes their copy, Frank Irving Fletcher, and Fletcher got the job.

Probably that is the principal reason why the campaign has been as successful as it has been for this man Fletcher is a genius at putting words together in an interesting way.

At any rate, these "Rooms For Rent" advertisements, written about rooms that were as ephemeral as the rooms in any one of the thousands of "Castles in Spain" which we dream of; these advertisements which were taken out of the "classified" columns and given a proper setting in expensive space; these ads which were written by a master hand, have served their purpose, and served it well.

At the outbreak of the European war it was suggested that the advertising campaign be called off, pending a decision as to what effect the trouble was going to have on business on this side of the ocean, but, upon sober second thought, it was decided to continue advertising, just as if nothing was happening; and that has been the course pursued.

The building is to be opened on May 15 and will open with a list of tenants which will be large and a splendid tribute to the proper and fearless use of newspaper advertising space.

And now a word or two as to the man who is responsible for the copy.



F. IRVING FLETCHER.

If this was the only campaign he had ever written he would have sufficient glory for one man; but it is only one of a number of equally brilliant campaigns which he has handled during his somewhat brief, but brilliant, career as a user of the King's English.

This term is used advisedly, for Mr. Fletcher is an Englishman, whose father was a writer and editor and whose mother was, in her early days, a teacher. He was born in Yorkshire, England, thirty-one years ago and landed in New York ten years ago, "accepting" a position as stenographer and private secretary to L. J. Horwitz, president of the Thompson-Starrett Co.

When those people decided to go into an advertising campaign, Fletcher asked for a chance to write the copy, and he has been at it ever since.

About four years ago he was made advertising manager for Saks & Co., and the copy he turned out for that store has been the admiration and despair of copy writers everywhere. It was more than good.

He did work "on the side" while at Saks, and perpetrated some whaling good stunts that did much to make his work known.

A printer, working on one of the newspapers of New York, in talking to an advertising man once said, "Say, do you know the fellow who writes Saks copy?" "Yes," was the reply. "What is his name," asked the printer. He was told and then asked, "Why?" "Oh, nothing; only he's the daddy of them all," said the man who read advertising because he made a living setting advertising.

The "work on the side" finally got to be a pretty big proposition with Fletcher; in fact, to use an old saying, it was a case of the tail wagging the dog, and he finally made up his mind to devote his entire time to "working on the side" and quit his position with Saks & Co., opening an office at 171 Madison avenue, where he has a suite of rooms.

In leaving Saks store he left an opening that will be enough to drive his successor to much mental anguish if that gentleman attempts to keep up the batting average on well written copy.

The new venture is to be a one-man affair. Fletcher will only accept a few accounts, accounts where "copy" is regarded sufficiently important to make it worth real money. It is understood that he already has five or six good commissions, which will keep him fairly busy and leave room for but a few more.

For Foreign Language Publications throughout United States and Canada consult

MODELL
ADVERTISING AGENCY

150 Nassau Street
New York City
Telephone Beekman 1142

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

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.

TAKE IT TO

POWERS

OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

ON TIME ALL THE TIME

POWERS PHOTO ENGRAVING CO.
654 Nassau Street Tel. 4900-4 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.

JOURNALISM IN CHINA

Chang Ling-Koh, Special Correspondent of the Far Eastern Bureau, Gives Some Late News of Chinese Journalism—An Exclusive Feature, Showing the Scope of the Activities of The Editor and Publisher.

(Special Correspondence.)

PEKING, CHINA, Feb. 1.—Peking is to have a press club. A committee of four of the leading journalists in China's capital has been appointed to draw up a constitution and by-laws for the club. The ways and means committee is arranging the matter of maintenance. The club is sure to be a big success, and will have international prestige and practical influence.

The oldest newspaper in the whole world is the Peking Gazette, lineal successor of a publication which appeared at regular intervals many centuries before the evangelists reported the world's great tragedy. But until the advent of Yuan Shih-kai and the Chinese republic the lid was kept tight down on real news in China, and the lot of the old Chinese editors was by no means a happy one.

Apart altogether from the force of natural progress, there are reasons why the press should have a big place in the program of China's new government. It is much to be doubted if there would be a republic in China today, in fact, those who know most about China will admit its improbability, but for the fact that Chinese with great journalistic capacity backed the China reform movement of twenty years ago, and dared all in defence of their deep-rooted beliefs. The man who enabled K'ang Yu-wei to reach the ear of the dreaming emperor, Kwang Hsu, was a journalist. When K'ang fled for his life from this then Forbidden City, his companion in danger and in exile was this great Chinese journalist, Liang Chi-ch'ao. Mr. Liang is today one of the half-dozen "strong men of China."

Since he began his wonderful literary propaganda for true liberty and democratic ideals in China, he has seen grow up quite a respectable crop of editors whose minds are molded along western lines, and whose pens are adept in slinging both the vinegar and the molasses. The Chinese vernacular newspaper has made tremendous strides of late years, and so, too, has news gathering for the American and European papers in China. The lid is really off today. Actual facts are ascertainable, just as they are in Washington or in New York. At the Waichiaopu, our Chinese foreign office, officials welcome with courtesy and kindness the men who "cover" the capital for the big agencies and western newspapers. Wherever possible, the news is given out with willingness, and you can always rely upon whatever is given—a story which could not be truthfully told of Chinese officialdom under the Manchus.

CHANG LING-KOH.

OBITUARY NOTES.

C. A. STOWELL, one of the founders of the Wyalusing (Pa.) Rocket, and for many years its editor, is dead at Towanda, Pa., aged 72 years.

LEIGH R. FREEMAN, a pioneer of the Yakima valley, and for fifty-five years publisher of the Northwest Farm and Home, died February 8 at North Yakima, Wash., of uremic disorder, which had impaired his health for several months.

LUTHER A. PHELPS, thirty-five years connected with the L. J. Finch Advertising Agency, New York, and known to every member of the business staffs of the various newspaper offices in the city, died at his home, 876 Greene avenue, Brooklyn, February 10, from a complication of diseases, aged 71 years. His death occurred exactly two months after that of L. J. Finch, head of the concern which he so long served.

HENRY BUSHLOPER, assistant editor of De Telegraaf, a Holland weekly newspaper of Paterson, N. J., and editor of the Sabbath Day Bode, died February 9 at his home in Passaic. He was born in the Netherlands and had lived in this country fifteen years. He was 58 years old.

J. H. FOSTER, 76, editor of the Van Wert (O.) Bulletin, died February 1.

FRANK L. MAYES, owner and editor of the Pensacola (Fla.) Journal, and part owner of the Meridian (Miss.) Dispatch, died in Pensacola, Fla., February 1, aged 41.

DANIEL F. TOOMEY, editor and proprietor of the Dunkirk (N. Y.) Daily Herald, died February 6, aged 66.

L. A. BEATY, editor of the Georgetown (S. C.) Times, died February 3 of pneumonia, aged 52.

OF INTEREST TO PUBLISHERS.

Mister Squeegee of Akron, Ohio, a quaint little professor looking man, spectacled and carrying an umbrella, has just been introduced to the public through the newspaper advertising of the Diamond Tire Co. The opening paragraph of one ad reads: "Use Diamonds to cut out the skidding; to cut down tire expenses and to cut off the trouble before it begins—Mister Squeegee." The illustration shows Mister Squeegee perched on top of a tire protected by his umbrella.

A series of teaser ads announcing "C. S. B. B. stands for Common Sense Business Building," "C. S. B. B. stands for Can Strength Be Bought," "C. S. B. B. stands for Customers Satisfied Built Business," "C. S. B. B. stands for Clogged Stomach Bad Breath," "C. S. B. B. Stands for Coming Sunday Better Buy," finally terminated in a large newspaper advertisement which announced that "C. S. B. B. stood for Carl Sulzer's Bran Bread."

This was the novel way employed to tell the people of Chicago about the new home of Carl Sulzer, the successful baker whose business has grown from a small bake shop turning out 1,800 loaves of bread a day to a big new factory turning out 7,000 loaves a day, all through newspaper advertising.

The American Exterminator Company, Chicago, recently published a series of newspaper ads offering \$10 for a name which could be adopted for a new product for driving away rats and mice. The new product is claimed to be non-poisonous and odorless.

The latest advertising copy of the Buffalo Specialty Company on Liquid Veneer features this special inducement offer in the headline and opening paragraph: "Next Friday—Take the coupon printed below to your grocer, druggist, hardware, paint or furniture dealer, and you will receive without cost a 25 cent L. V. Crepetite Dust Cloth with the purchase of a 50 cent bottle of Liquid Veneer. The coupon is good on any Friday before March 6." A note to the dealer states that if he has no dust cloths, to sell the bearer of the coupon a 50 cent bottle, and then send the coupon to the Buffalo Specialty Company and he will receive a dust cloth free for the customer.

The Whiz-ard Twins have been added to the large family of advertising characters who represent trademarked products. The Whiz-ard Twins appear in the ads of the H. M. Hollingshead Co., Camden, N. J., manufacturers of Whiz Stove Polish.

The only illustration appearing in the newspaper copy of the Lehigh Valley Coal Sales Co., of Buffalo, N. Y., is a trademark sign which is displayed by dealers who sell this coal. The object of the advertising is to get people to order coal by name. The headline is "Know the Coal You Buy."

COUNTRY RATE CARDS.

How They Should be Figured Out to be Equitable and to Bring Best Results to All Concerned.

By O. F. BYXBEE.

One of the most perplexing problems of the country publisher is his advertising rate card. It is a problem divided into several problems, each puzzling and apparently incapable of being decided with any degree of permanency. There is the problem of the kind of rate card—shall it be a flat rate, an open-space rate or a graded card? If it is to be the latter, then there is the problem of how to grade the card accurately. And then there is the greatest problem of all—what shall the prices be?

First, let me say, and say emphatically, that advertising rates in the country papers are not nearly as high as they should be. I hope the time will come when the very lowest price will be 25 cents an inch on a yearly contract. It seems ridiculous, when you stop to think of it, that an advertiser can purchase a four-inch ad for less than a dollar.

Many newspaper publishers find the cards they are now using inconsistent, and when they attempt to eliminate the inconsistencies discover they have created others.

There is only one basis upon which an equitable card can be drafted, and that is the basis of the number of inches in each contract. Just as soon as a publisher attempts to deviate from that basis he is in trouble, and every attempt to overcome a difficulty leads to new and greater difficulties.

A QUESTION OF EQUITY.

It is just as equitable to average the cost of composition and charge every man in equal proportion whether he changes or not, as it is to charge two men equally for a page advertisement when one fills the space with solid six point and the other believes in white space and a few big lines. In either case it is the advertiser's option.

Then there is the advertisement usually received through the agency, which is electrotyped. The agency, endeavoring to secure lower rates, points how there will be no composition, that the publisher not only saves the composition on the advertisement but also on the reading matter which he would be obliged to place in the space if it was not occupied by the plate.

When you attempt to grade a rate card on any other basis than the number of inches in each contract—in other words, when you attempt to grade a rate card so as to give the small and continuous advertiser an advantage over the large and spasmodic advertiser (as most rate cards attempt to do)—you encounter a difficulty which it is impossible to overcome.

The country newspaper, more than any other publication, should make a strong appeal to the prospective advertiser, on the basis of services rendered. Many prospects—and the advertising agencies are the most persistent, will tell you that you should charge according to your circulation—but it is not circulation, but service, that really counts. The paper with 1,000 circulation, reaching practically all the best families in its community, is entitled to a higher rate than the Saturday Evening Post.

FIXING A MINIMUM RATE.

The lowest price per inch should be ten cents. By the lower price I mean the cost of a column ad every issue for a year. Contracts calling for a fewer number of inches should be higher, and graded according to the number of inches in each order.

Briefly, my plan is this: I am usually asked to grade a card from a certain price for the first inch one insertion, down to a certain price for one column every issue for a year. We will suppose that the price for the first inch is 50 cents. For each additional inch up to five inches I add 40 cents an inch. For example, a two-inch ad would cost 90

cents, a three-inch ad \$1.30, a four-inch ad \$1.70 and a five-inch ad \$2.10. For the next five inches I add 32 cents for each additional inch, making a six-inch ad cost \$2.42 (or \$2.40 in round numbers), and so on up to ten inches, and from there up to 25 inches each additional inch cost 25 cents.

You will notice that I say each additional inch. The first inch is always 50 cents on this particular card, no matter what the size of the contract, but the cost of each additional inch grows less and less as the size of the order increases."

PROFIT SHARING COUPONS.

Report of Action Taken by Retail Dry Goods Association in New York.

The so called profit sharing coupon idea, under a number of names, has been dignified by an investigation by the Retail Dry Goods Association of New York and has been reported on as follows:

"The discussion of the matter of so-called "Profit Sharing Coupons," by whatever name called, has disclosed a general opposition to their use by manufacturers and a disposition to either refuse to handle or discourage the use of goods using them.

"Many of our merchants have already found means of meeting the evil. In some cases, retailers themselves remove the coupons and demand their redemption. Others have insisted on having their goods put up without coupons and then demand extra discounts to the value of the coupons. Still others refuse to place on sale any goods containing the coupons. In many instances retailers have been successful in obtaining these concessions.

"Your committee appointed to consider and report with regard to the inclusion of so-called "Profit Sharing Coupons" by manufacturers in merchandise sold over the counter begs to submit:

That they believe the custom to be detrimental to the interests of the retailer, for the following reasons, among others:

To the extent of the cost of all the coupons purchased, it adds to the cost without adding to the value of the merchandise.

It injects a new interest (the coupon company) between the manufacturer and the consumer, which draws a profit out of a transaction to which it does not contribute.

It creates a competition between articles of the same sort, artificially stimulating the sale of goods which it may not be advantageous to encourage.

If the use of these coupons becomes general, it will be imposing a tax on business. It is, therefore, recommended that the use of this device be discouraged by every legitimate means and that manufacturers be advised that retailers object to these coupons or any extension of their use.

Ladies' Night at Press Club.

The New York Press Club announces a Ladies' Day for next Sunday, February 21. The afternoon entertainment will commence at 4 o'clock. At 6 p. m. dinner will be served. After dinner the orchestra will play for dancing until midnight. Those who attend the Ladies' Day entertainment, dinner and dansant last month were surprised and delighted. No club in New York offers to its members and their guests such a full and delightful program as this—musical, malange novelty, readings, dinner and dance.

Post Photoplay Page.

The Chicago Evening Post, beginning February 27, will devote a page each Saturday to news of the photoplay world. Newly released films will be criticized by experts and all the news of the actors themselves will be printed for the benefit of the movie fans. C. E. Eckels, formerly a member of the editorial staff of Billboard, and later connected with several film companies, has been placed in charge of The Post's Photoplay Page.

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

FROM the editorial page of the Peoria Herald Transcript Saturday, January 16, 1915: "The Lincoln Courier-Herald, in announcing its revolt against catchpenny circulation schemes, makes the following statement of its findings and policy:"

"The management of the Courier-Herald has made a thorough experiment of these various circulation builders. The experiments and investigations have led the management to the following definite conclusions:

1. No newspaper has ever conducted a circulation contest that did not cost at least 35 per cent. of the gross receipts. The newspaper paying this much for its circulation cannot afford to give its readers any expensive news service.

2. Circulation secured in a contest is not bona-fide, because the subscriptions are not secured on the merits of the newspaper. Most subscriptions and orders are given to help home contestants out.

3. A circulation that must be helped by means of flattering inducements is not a bona-fide circulation. A newspaper constantly offering special inducements admits difficulty to hold its subscribers.

4. Premiums cost anywhere from 10 to 40 per cent. of the subscription price. The publisher must save this money in some other way. He cannot curtail his expense without lessening his service to advertisers and subscribers.

5. A good part of the money secured in subscription contests or through the premium offers, leaves the city never to return.

"Both the observations and conclusions of the Courier-Herald are in full accord with ethical journalism and approved newspaper making. When prizes, aggregating thousands of dollars, are pledged against paid-in-advance subscriptions, it is notice to the reading public that circulation is slumping, and to the advertiser, that he is receiving decreasing values for his money.

"Voting contest and premium-bribed circulation is a fraud on both reader and advertiser, and is so regarded by national advertisers who look upon circulation campaigns of this character as virtual assignments in bankruptcy. A circulation thus attained, bears no calculable ratio to purchasing power, and advertising obtained on the strength of it, is, in good morals, tantamount to receiving stolen goods or getting money under false pretenses.

"Compared with hypothecated circulation, a newspaper mortgage has this virtue: that it saves a subscription list from taint, whereas voting-contest or premium-bought circulation perpetuates the deceit after the immediate necessities of the publisher have been bridged.

"Offering something for nothing is immoral. Expecting something for nothing is folly. Both are delusions."

* * *

THE Jackson Patriot was the first newspaper in Michigan to inaugurate what might be regarded as the first rural free delivery system in that State. Twenty-five years ago it began distributing its papers by a special mounted carrier at the doors of farmers and residents west of the city before breakfast each morning.

This first and experimental route was quickly followed by others north, south and east, and was maintained and extended until the introduction of the rural delivery relieved the Patriot management from the burden of doing upon its own initiative.

There is no question but the Patriot's enterprise in thus catering to the proper needs of its legitimate rural constituency was an important factor in securing for the entire population of the contiguous territory to Jackson the early introduction of that great postal boon, the rural delivery.

All of which goes to show that when Columbus showed how easy it was to make an egg stand on end he did not forever stop others from showing how other matters could be accomplished without stress, and bringing increased privileges in their accomplishment.

* * *

W. G. NAYLOR, the circulation expert, who last year was the business manager of Puck, previous to which he has been doing special work on daily papers in the United States for the past five years, has returned to the editorial side of newspaper making and has assumed the editorship of the Olean (N. Y.) Evening Times, succeeding Thomas Sullivan, of Buffalo, resigned.

Mr. Naylor is no stranger in Olean, having served the Herald there in a news capacity a number of years ago, and it is like returning home to him. His only boy was born in that city. Before going to Chicago, about seven years ago, Mr. Naylor has served New York, Rochester, Syracuse and Buffalo papers in both business and editorial capacity. He is a newspaper man of the old type who began in the country office and secured an experienced foundation and he has been adding to that experience for 20 years. Besides being an all-round newspaperman, Mr. Naylor has made a special study of circulation matters and has originated several building propositions which he has copyrighted and which will be handled by a company hereafter, in which he will be interested. He will devote his time personally, however, to the Times, in an editorial capacity.

THE newsboys of Chicago were given a demonstration of how their business should be transacted by a large number of old timers who got their start in life "just that way" and who are now doing various other things from being mayor to rustling baggage.

Mayor Harrison, "Hinkey Dink" Kenna, who is perpetual alderman from the first ward, Chas. A. McCulloch, general manager of the Frank Parmalee Co. and former circulation manager of the Journal and the Post, and many other prominent citizens got busy on the street corner and peddled "papes."

Arrangements are now being made for a full report of the day's events, which will probably appear in next week's issue of THE EDITOR AND PUBLISHER.

Advance information is that there were many stunts, one man even having a trained bear to attract attention.

* * *

JOHN H. PETERS, formerly attached to the circulation departments of Baltimore and Philadelphia newspapers and who for the past eight years has been city circulator on the Washington Times, has been appointed circulation manager of the Washington Herald.

* * *

THE New York Evening and Sunday Telegram is offering a Police Whistle to readers on the coupon plan. A recent office ad announced that the coupon will appear "exactly sixty days, ending on March 25." It will be printed each day and twice on Sunday. Fifty coupons entitle the holder a "fine nickel-plated police whistle." The coupons may be redeemed at the main office and at all branch offices. When redeemed by mail, 2 cents additional postage must be sent. A three months' subscription for the daily and Sunday, or a year's subscription to the Sunday only, also entitles new subscribers to a whistle.

* * *

FRED VOGT, circulation manager of the Milwaukee (Wis.) Leader, writes us, outlining a circulation promotion plan that is bringing him new business at a small cost, and seems worth passing along. We quote from his letter:

"We have thirty distributing agencies that handle between 200 and 1,000 copies of our papers each day. Between twenty and forty boys carry from each of these stations. We have made arrangements with twenty-five nickel theaters in the immediate vicinity of the stations, whereby they give us 150 tickets in return for a small notice in our paper every week.

"Three district men each take a separate station or branch every night during the week. Every boy who takes out two additional papers and pays for them receives a free theater ticket. We have an appropriate slip printed in which we ask the people with whom he leaves a sample copy to become subscribers and tell them that the boy will earn a prize if he secures the subscription. At the end of the week, every boy who gets one new customer receives two free theater tickets. Every boy who gets two customers receives a pillow top which we buy at a wholesale price of 30 cents. This means that we distribute about 1,000 sample copies each week, for which we receive our regular rate.

"The boys who pay for the papers naturally will try hard to get new customers, or sell the papers on the street, and in this way there is no cost to them for the theater tickets. The whole scheme means that we are getting paid for all our sample copies and in addition are getting new subscribers. This plan has produced over 100 new subscribers each week and is working out very successfully.

* * *

THE Pennsylvania Associated Dailies held a meeting at Reading, February 10, to arrange for combating legislation prejudicial to the newspaper interests likely to come up at this session, with particular stress against the child labor law that prohibits boys and girls under sixteen years of age selling newspapers. The newspaper men say that they will not object to a ten-year-old limit, but that they cannot see any harm accruing to children selling newspapers when it does not interfere with their school attendance before and after school hours. They claim that if men must sell papers it will mean the increase of all daily papers up to two and three cents. Official advertising bills now in the legislature or to be presented also were discussed.

Among the members present were representatives from Pittsburgh, Philadelphia, Pottsville, Harrisburg, Chester, Lebanon, York, Lancaster and from other leading cities of the state.

* * *

FRED P. CAIN, formerly of Chicago, has taken charge of the circulation of the Marshfield (Wis.) News.

* * *

TONY, the paper man, whose real name was Antonio Rinaldi, and who has for years been stationed a few feet from the steps of the City Court in City Hall Park, New York, and was known to many around Park Row, dropped dead at his post, February 11. He was an octogenarian.

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 agate lines. The Times gained 33,000 lines and P. I. lost 650,000 lines.

LARGEST QUANTITY
BEST QUALITY CIRCULATION

The S. C. Beckwith Special Agency
Sole Foreign Representatives
New York Chicago St. Louis

Los Angeles Examiner

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

Circulation } Week Days, 69,560 Net
Sundays, 144,979 Net

The only non-returnable newspaper in Los Angeles. Over 90% delivered by carrier into the homes. Reaches 78 1/4 % of families listed in Blue Book of Los Angeles.

M. D. HUNTON W. H. WILSON
220 Fifth Ave., New York Hearst Bldg., Chicago

The Florida Metropolis

FLORIDA'S GREATEST NEWSPAPER
JACKSONVILLE, FLA.

GUARANTEES TO ALL ADVERTISERS MORE DAILY, NET PAID, HOME DELIVERED CIRCULATION IN JACKSONVILLE AND WITHIN A RADIUS OF 100 MILES IN FLORIDA THAN ANY OTHER NEWSPAPER.

FOREIGN REPRESENTATIVES
KELLY-SMITH COMPANY

New York, 220 Fifth Ave.
Chicago, Lytton Building.

YOU MUST USE THE
LOS ANGELES
EXAMINER

to cover the GREAT SOUTHWEST

Sunday Circulation
MORE THAN - - 150,000

IN
Colorado Springs
IT'S
THE TELEGRAPH

J. P. McKINNEY & SON
New York Chicago

THE PITTSBURG PRESS

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

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

There is no Duplication or Substitution in

Pittsburg Leader Circulation

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

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

IN PITTSBURGH

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

The Post and The Sun WHY?

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

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

Get the Best Always

The Pittsburg Dispatch

Greater Pittsburg's Greatest Newspaper

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

In 1914

New Jersey's leading Food Medium

THE TRENTON TIMES

carried 6,681,626 lines of advertising
Evening and Sunday

502,064 Lines Food Advertisements

30 Grocery Stores on Thursdays
A TWO CENT PAPER

23,000 net 5c. flat rate
150,000 pop. 75 Suburban Towns

KELLY-SMITH COMPANY
220 5th Ave., N. Y. Lytton Bldg., Chicago

The Peoria Journal

"Guarantees a larger bona fide circulation than any other Peoria newspaper and also guarant es as much city circulation, in Peoria as both other Peoria newspapers combined."

H. M. Pindell, Proprietor
Chas. H. Eddy, Fifth Ave. Bldg., New York
Chas. H. Eddy, Old South Bldg., Boston
Eddy & Virtue, People's Gas Bldg., Chicago

A' TOP O' THE WORLD

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

THE publishing business has, in the past, been presided over by men who, doing the best they know how, according to their lights, did things which are not considered good business now.

In the magazine field, for instance, many of the representative publications of today were mere house organs at the start. The Delineator was originally a catalogue for the Butterick Pattern Company; The Designer served a like purpose for the Standard Pattern Company; The New Idea Woman's Magazine was started to boost the New Idea Patterns, while McCall's was the "house organ" for McCall's patterns. Colliers was a pamphlet exploiting books put out by P. F. Collier, the publisher, and Everybody's was started as a house organ for Wanamaker's store.

They were turned into magazines and run as such in order to enjoy the second-class mail rate.

Newspapers, practically all of them, were originally, and up to within a comparatively few years, mouthpieces of political parties—biased, prejudiced and wholly untrustworthy—because their editors, no matter how honest they were, were intensely partisan.

The trade press, too, owes its start principally to the house organ idea, as most of the publications were originally started to boost some particular institution.

Printer's Ink was originally a house organ for Geo. P. Rowell, who was one of the big advertising agents of his time; Judicious Advertising was and still is, a house organ for Lord and Thomas; Standard Advertising started with the backing of a magazine whose advertising manager wanted a "house organ." THE EDITOR AND PUBLISHER was born to boost a news agency, and The Journalist owes its existence to that prince of press agents, Allan Foreman.

In the old days it was customary in trade press circles, to see to it that the really important matter regarding the particular business represented was given prominence, after which the remaining space was filled with by-products in the form of clippings, advertisements and free write-ups for advertisers.

Now, however, things are different, at least in the majority of cases. The magazines mentioned above are all highly regarded for their own genuine worth, and have outgrown their original mission. Newspapers are serving their readers by supplying news, editorial comment and features.

Printer's Ink is, perhaps, the leading publication in the general advertising field while, with becoming modesty and pardonable pride it is asserted that in the daily newspaper field THE EDITOR AND PUBLISHER stands today as the leader.

However, some of the evils of yesterday die hard, and some people take a long, long time in realizing that times have changed and that free write-ups are no longer the easiest things on earth to get in trade papers any more than that politicians can tell the editor of the daily papers what he can print.

THE EDITOR AND PUBLISHER will go a long way to get a good story that is informative to its readers, but the entire force is actuated with an honest desire to make a newspaper that will serve a real purpose to its readers, firmly believing that, in so doing, it serves its advertisers to the utmost.

However, we do retain the privilege of editing any and all stories that come to us, and are perfectly frank in saying that there will be no hesitation in boiling them down until they contained all of the news and none of the hot air.

"Loaded" stories are pretty hard to get by the editors. The news is welcome, always welcome, but as for the rest—well, send it along, it don't take long to cut it out before it goes to the composing room.

WE OVERLOOKED A GOOD POINT in our commenting on the case of Kosofsky and Solomon, in The Editor and Publisher of January 16, when we failed to emphasize the fact that these near-merchants did almost everything short of murder to ring in somebody's good name to trade on.

This was an admission on the part of the faker that a good name is the most valuable part of any man's business. Just think, for a minute, what it means to any man's business to have a good name back of it.

This is not the only case where good names have been appropriated by others for commercial purposes, but it is pretty good evidence that it is a profitable proposition to have one's name in that class.

It is a point worth thinking about when you are planning your advertising. Spending money to build up reputation is spending money profitably.

IT HAS BEEN BROUGHT TO OUR ATTENTION that some of our good newspaper, as well as trade paper, friends have, from time to time, reprinted some of our stories, regarding Profitable Newspaper Advertising.

We are glad to see them do so. The stories are written with a view of helpfulness, and to furnish concrete examples of what has been done and is now being done in the way of making newspaper space pay big returns on the investment.

In every instance the stories are written after exhaustive investigation has proven the facts to be right, and anyone may reprint them with a full knowledge of their being correct throughout. But give us credit, please.

AN ADVERTISING MANAGER who is a notoriously good copy man, tells us that he always rewrites all the copy submitted by department heads, no matter how good it is.

That, of course, is what should be done, but too often it is either passed along without any changes or merely edited.

He tells of how, some years ago, he received an ad from a department head and admired it so much, because of the splendid way it was prepared that he passed it in its entirety.

Later, in talking to the department head, he complimented him on the splendid copy submitted and was almost floored by the reply—"Yes, I saw that in a Wanamaker ad and clipped it out, thinking it was good enough for my department."

IN WESTERN PENNSYLVANIA

You will make no mistake by using

The Johnstown Leader

Member A. B. C.

The management of this newspaper believes in co-operating with national advertisers.

S. G. LINDENSTEIN, INC.

Special Representative

18 East 23rd Street New York City

The New York Times

Daily and Sunday

300,000

The Jewish Morning Journal

NEW YORK CITY

(The Only Jewish Morning Paper)

The sworn net paid average daily circulation of The Jewish Morning Journal for 110,520 six months ending Sept. 30, 1914.

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

The Jewish Morning Journal prints more **HELP WANTED ADS.**

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

I. S. WALLIS & SON, West'n Representatives
1266 First National Bank Bldg., Chicago

"A world of facts lies outside and beyond the world of words."

Proving its circulation to be the largest of the better kind in the New York Evening field, THE GLOBE sells it strictly as a commodity and has forced many of its competitors to do the same.

That is why THE GLOBE costs less per line per thousand

Average net paid circulation for year ended January 31, 1915.....178,557
Net paid circulation for January, 1915178,054

The Globe

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

THE EVENING MAIL

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

THE EVENING MAIL
203 Broadway, New York

THE NEW ORLEANS ITEM

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

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

THE DOMINANT NEWSPAPER

*A Presentment by
William C. Freeman*

Reach Practically All of New England's
at a Cost of One Cent Per In

Depression in business did not deter these fifty-one New England publishers from going ahead with their broad, cooperative plan to develop greater interest among general advertisers in territorial advertising in newspapers.

They will reap their reward in the volume of new business which is on its way to newspapers. It is in the minds of many general advertisers to use newspapers in sections of the country where they are certain to secure trade, rather than to spend their money in a hit-or-miss campaign all over the country, not touching any territory thoroughly, therefore, not developing their business on a sound basis anywhere.

It is very significant that department stores generally are beginning to realize that they must sell trade-marked articles and that they must cooperate with the manufacturers who advertise trade-marked articles, in order that their volume of business shall be sustained.

The newspaper is the logical medium for both the general and the local advertiser. It touches the community where both must do business. No other medium gets so close to the people. If the general advertiser and the local advertiser both appeal for trade in a specialized article in the newspapers in any community or section, the results cannot fail to prove satisfactory.

The big clothing manufacturers of the country are gradually learning their lesson. They are beginning to cooperate with their agents in communities—sometimes through campaigns of their own in which they use the name of their local agent. Such cooperation as this develops the local agent into a larger and steadier advertiser. The manufacturer's special brand of clothing becomes vastly better known and his volume of business naturally increases.

Following this plan, each community is educated to buy reliable clothing of fixed value, thus making it impossible

for dealers to continue to successfully sell shoddy clothing. The public is very keen these days about buying substantial, reliable merchandise. There is a conviction in most people's minds that a store selling trade-marked products of reliable manufacturers is a good store to patronize for the reason that with every purchase goes the double guarantee of both the owner of the store and the manufacturer.

Stores that have been in the habit of insisting that manufacturers furnish them with labels bearing the store's name, instead of that of the manufacturer, are finding out that it is better business to say in their advertisements—"Mr. Jones, noted for the high quality of the silks he manufactures, has supplied us with a wonderful assortment of silks which we are glad to offer you because we know they are all right. This store cooperates with the best manufacturers in all lines, consequently our customers may be assured of always buying the best there is at the right price."

Cooperation of this kind is working satisfactorily in many directions, with the result that more manufacturers are encouraged to advertise in newspapers. Lack of cooperation on the part of local stores drove general advertisers into general media—but now that local dealers are beginning to realize the necessity of cooperating with manufacturers, a change has come about which, in time, will furnish newspapers with the kind of advertising they all want but never went after—until the newspapers began to cooperate among themselves, as these 51 New England newspapers have done.

I have talked with Mr. H. R. Mallinson (who recently took over the ownership of the M. C. Migel & Co. "Qualite Silks" under his own name), about territorial advertising in newspapers. He is greatly interested. He advertises now in newspapers to some extent. He will advertise to a greater extent in them—but he naturally wants his silks

NEWSPAPERS OF NEW ENGLAND

Population of 6,552,681 People
Per Inhabitant Per Annum.

sold as his silks, because he is proud of their quality, their original designs, etc. No merchant need be ashamed to sell Mallinson silks—and Mr. Mallinson is willing to create a demand for his silks by generous advertising.

Other manufacturers, not only of silks, but in all lines, are working out a plan to advertise in newspapers because stores are willing to sell their products under the name of the manufacturers.

They are all thinking of the economy and effectiveness of advertising in New England newspapers, which enables them to reach over SIX MILLION PEOPLE at a cost which is absurdly low when compared with the cost of any other form of publicity.

They cannot get away from the fact that newspaper advertising in any community or section costs from one cent per annum per inhabitant up to ten cents per annum per inhabitant—the latter price only where an enormous expenditure for advertising is made.

If an advertiser, for instance, spends \$60,000 annually in New England newspapers, the cost is one cent per annum per inhabitant—if \$600,000 annually, the cost is ten cents per annum per inhabitant.

In either case, it is the cheapest, the most effective, most responsive advertising in the world.

Two Million One Hundred and Five Thousand One Hundred and Ninety-five Circulation at \$2.35 Per Line

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

The 51 leading New England dailies listed on this page offer 2,105,195 circulation at \$2.35 a line, or over 700,000 more circulation at about one-third the cost per line.

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

MAINE.			
Portland Argus (M).....	8,443	.0178	.0143
Portland Express (E).....	19,533	.0535	.0375
Portland Telegram (S).....	14,029	.0393	.0321
Portland Press (MS).....	12,686	.02	.02
Waterville Sentinel (M).....	6,754	.0285	.0143
Maine totals.....	61,445	.1198	.0861
Population, 742,371.			

NEW HAMPSHIRE.			
Manchester Union & Leader (ME)	**25,000	.08	.05
New Hampshire totals.....	25,000	.08	.05
Population, 430,572.			

VERMONT.			
Barre Times (E).....	5,815	.0215	.015
Burlington Free Press (M)....	9,241	.025	.0157
Burlington News (E).....	7,093	.0214	.0171
Rutland Herald (M).....	6,063	.0214	.0171
Vermont totals.....	28,212	.0893	.0649
Population, 355,956.			

MASSACHUSETTS.			
Boston Globe (ME).....	209,486	.30	.30
Boston Globe (S).....	279,583	.30	.30
Boston Herald-Traveler (ME) ..	160,215	.25	.25
Boston Herald-Traveler (S)...	80,591		
Boston Journal (M).....	**80,000	.16	.125
Boston Post (M).....	422,350	.35	.35
Boston Post (S).....	289,565	.35	.35
Boston Transcript (E).....	28,069	.15	.15
Gloucester Times (E).....	7,066	.0214	.015
Haverhill Gazette (E).....	9,973	.0214	.0185
Lynn Item (E).....	13,209	.0535	.0357
Lynn News (E).....	8,769	.0357	.0207
New Bedford Standard and Mercury (ME).....	*20,838	.03	.03
New Bedford Standard and Mercury (S).....	*15,006	.03	.03
Newburyport News (E).....	5,538	.0178	.0125
Northampton Gazette (E).....	5,105	.021	.014
** Pittsfield Eagle (E).....	12,374	.02	.0157
Salem News (E).....	18,325	.042	.03
Springfield Republican (MS)...	15,116	.075	.0625
Springfield Union (MES).....	27,494	.075	.06
Taunton Herald-News (E)....	4,470	.025	.0178
Taunton Gazette (E).....	5,917	.0215	.015
Worcester Gazette (E).....	23,094	.0435	.032
Worcester Telegram (MS)....	26,236	.05	.05
Worcester Post (E).....	12,566	.0285	.0221
Massachusetts totals.....	1,673,311	1.86	1.64
Population, 3,336,416.			

RHODE ISLAND.			
Providence Bulletin (E).....	48,018	.09	.09
Providence Journal (M).....	22,032	.07	.07
Providence Journal (S).....	33,581	.08	.08
Westerly Sun (E).....	5,727	.0178	.0128
Woonsocket Call & Reporter (E)	12,000	.0357	.0214
Rhode Island totals.....	121,358	.2140	.1942
Population, 542,610.			

CONNECTICUT.			
Paper	Circulation	2,500 1.	10,000 1.
Bridgeport Farmer (E).....	10,567	.0285	.0175
Bridgeport Post (E).....	11,944	.035	.025
Bridgeport Standard (E).....	8,350	.035	.015
Bridgeport Telegram (M).....	10,870	.02	.02
Danbury News (E).....	6,272	.0118	.0118
Hartford Courant (MS).....	16,721	.06	.035
Hartford Post (E).....	13,500	.025	.02
Hartford Times (E).....	22,791	.06	.04
Meriden Journal (E).....	7,000	.03	.015
Meriden Record (M).....	7,000	.0357	.015
New Haven Journal-Courier (M)	12,020	.03	.025
New Haven Union (E).....	17,187	.05	.03
New Haven Union (S).....	9,046	.0285	.02
New London Day (E).....	7,932	.0285	.0157
Norwich Bulletin (M).....	9,315	.04	.018
Waterbury American (E).....	7,300	.0357	.0235
Waterbury Republican (M)....	9,065	.0285	.02
Waterbury Republican (S).....	8,989	.0285	.02
Connecticut totals.....	195,869	.5537	.3465
Population, 1,114,756.			
New England totals.....	2,105,195	2.90	2.35

* Net paid figures supplied the A. B. C.
** Net paid guaranteed by the Publisher.
*** Estimated Circulation.

WESTERN WORKERS.

Washington Newspaper Institute at Seattle Largely Attended and Had Important Session.

The editorial page, correspondence, advertising display, quality in job work, newspaper law, and legislation that ought to be passed for the benefit of the country editor—or that he thinks ought to be enacted for his benefit—were the chief topics considered by the editors and publishers of Washington State in the third Washington Newspaper Institute, recently held at the university of Washington, in Seattle.

This Institute is conducted annually by the Washington State Press Association and the University of Washington. The latter institution co-operates through its extension division and its department of journalism. A committee of State editors is appointed at the summer meeting of the State Press Association, and the members of that committee outline for a committee of the university faculty the program they would like to have considered in the mid-winter assembly. The Institute of 1915 enjoyed an increase of more than 100 per cent. in attendance over the Institute of the previous year.

CONFERENCE IN FOUR SECTIONS.

The conference was divided into four sections, a day for consideration of editorial concerns; an evening for legislative matters, and a half day each for advertising and for printing. It developed that perhaps the most interesting part of the Institute was the session on "Needed Legislation." A committee was appointed to take over all suggestions for legislation and work them up into bill form in co-operation with professors in the University of Washington School of Law. After the editors had approved of the committee's report, the committeemen were sent to Olympia, where the State Legislature had just begun its biennial session. There the affairs were taken in charge by State Senator A. A. Smith, editor-owner of the Port Angeles Tribune-Times. One of the suggestions proposed the definition of the State's legal type square, because there is wide variance in the recognition of it in different parts of the State; another, increased compensation for the publication of such legal as county commissioners' proceedings; and a third proposal would limit severely the power of the State's courts to hold editors in constructive contempt of court.

SPEAKERS ON PROGRAM.

Tom Dillon, managing editor of the Seattle Post-Intelligencer, spoke on "The Editorial Page." Robert Glen, night editor of the Spokane Spokesman-Review, gave the Institute the benefit of his years of experience in obtaining, holding and directing correspondents, in editing the product of the correspondents, and in displaying it.

Melvin W. Cassmore, until recently associated with Gerald Wadsworth of New York, gave an illustrated lecture on "Principles of Advertising Display." J. C. Kaynor, editor of the Ellensburg Record-Press, and W. B. Jessup, editor of the Bremerton Searchlight, led a symposium on "Employing an Outside Man." Charles R. Rode, of Seattle, spoke on "Accounting," and E. C. Tripp, publisher of the Kennewick Courier-Reporter, on "Quality in Job Work." Dr. Oliver H. Richardson, professor of European history in the University of Washington, lectured on "The Causes of the European War."

BEGAN WITH A SMOKER.

The Institute was ushered in with a smoker, given by the Seattle Chamber of Commerce. The Faculty Club of the university extended to the editors the privileges of its clubhouse. The Faculty Women's Club held a reception for the accompanying ladies, and the Moore Theater management gave them a matinee party. At the Institute dinner, E. S. Meany, professor of history in the University of Washington, presided. He and one of those on whom he called, Regent John A. Rea, of Tacoma, were correspondents for New York newspapers in territorial days in Washington.

NEW INCORPORATIONS.

NEW YORK.—The Culture Publishing Company; \$25,000. Herbert C. Schmutz, 315 Ward street, Richmond Hill, Harry Karasik, Lillian Rein, Brooklyn.

NEW YORK.—George Ullrich & Co., Inc., general publishing; \$20,000. Lester N. Zelig, William R. Jackson, William A. Thue, Hirsh & Newman, 391 Fulton street, Brooklyn.

LOS ANGELES, CAL.—Newman Publishing Company; \$20,000. E. B. Armstrong, I. W. Bull, A. Larsen.

NEW YORK.—The Agricultural press; \$150,000. W. A. Johnson, Pleasantville, P. C. Long, R. E. Booth, New York City.

AUBURN, N. Y.—Advertisers' Journal; \$27,500. W. L. Packard, E. J. Cooke, Geneva, H. J. Fowler, Auburn.

CHICAGO, ILL.—The Chicago Telegram; \$2,000. Thomas Lindsog, Geo. A. Asselin, M. L. Igoe.

PORTLAND, ME.—News Publishing Company; \$10,000. E. E. Noble, E. V. Mann, E. E. Huston.

INDEPENDENCE, KAN.—The Publishers' Association; \$500,000. H. M. Snyder, Independence, Kan.; Harold H. Johnston, Norwood, Ohio; Arthur E. George, Cincinnati, Ohio (Delaware Charter).

PALMYRA, ILL.—Palmyra Printing Company; \$6,500. Ross Etter, Aug. Zelmer, L. H. Nifong.

KNOXVILLE, TENN.—The People's Advocate; \$5,000. E. L. Waldins, Jesse Evans, C. W. Conslor and others.

CHICAGO, ILL.—Webster Publishing Company; \$2,500. Ivan Heymanson, Charles Adelman, Ed Gunter.

CHANGES IN INTEREST.

WOOSTER, OHIO.—M. M. Vannest, W. W. Wearandt and F. D. Covey have purchased a controlling interest in the Wayne County Democrat Company, publishers of the Wayne County Democrat and Wooster News.

NATCHEZ, MISS.—The Natchez Democrat will be sold to the Evening News Publishing Company for \$20,000. The Democrat was owned by Capt. James W. Lambert, who died in 1907. His widow transferred the property to their son, James K. Lambert, who has agreed to sell it to the News. The News was started six years ago, and was sold at trustee's sale last September to Capt. R. F. Learned and Melchoir Beltz Hoover, who recently incorporated the company with a capital stock of \$30,000.

NEW PUBLICATIONS.

CROWLEY, LA.—Another daily newspaper will be published here about March 1. The Daily Rice City News will be an eight-page quarto and will be published and operated by L. Nussbaum, who heretofore has been running a job printing office. He will be associated with H. R. Dupre, former editor of the Crowley Daily Signal. The new paper has strong financial backing.

PLACQUEMINE, LA.—The Daily Iberville South, a newspaper to be published daily in this town will make its appearance February 8, being issued by Messrs. Joseph Voigt and Buford Reynolds.

Course in Public Speaking.

The New York Trade Press Association announces a course in public speaking, to be given on fifteen Monday evenings, beginning February 15, under the direction of Joseph A. Mosher, of the College of the City of New York, at New York University, 32 Waverly Place. The cost of the course is \$15 and the class will be limited to twenty-four men.

York (Pa.) Gazette Bars Rum Ads.

The York (Pa.) Gazette, a morning newspaper, has joined the rapidly growing number of newspapers which are barring liquor advertisements from their columns. The management of the Gazette announced their decision to exclude all advertisements of alcoholic liquors and beverages.

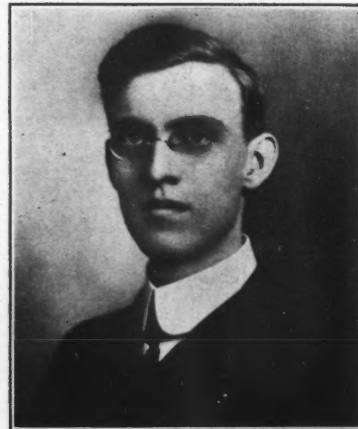
TEXAS AD CLUBS MEET.

(Continued from front page.)

stitution and By-laws, which was adopted, provides that the officers of the State Association shall consist of a president, vice-president, secretary-treasurer and the appointment of a field secretary by the executive committee. The president is also authorized to designate the Vigilance, Research and Educational Committees.

RECOMMENDATION BY COMMITTEE.

The committee to which the annual address of President Thomasson was referred made recommendations as follows: Designating of a Truth Sunday for this year; adoption of a well-defined system of principles, as applied to advertising; active co-operation with the advertising course of the State University; employment of a State field secretary and support to a National field secretary and the Vigilance Committee; the continuing of an advertising exhibit at all future sessions of the State association.



W. V. CRAWFORD.

Newspaper publishers of Waco, which included the Waco Morning News, the Waco Times-Herald and the Waco Tribune, were hosts at the banquet Wednesday night at the Riggins Hotel, tendered the visiting and local ad men at the convention. I. Friedlander of Waco acted as toastmaster.

The El Paso delegates made such a favorable impression by their efforts to secure the State convention for that city for 1916 that no opposition was presented and by unanimous consent El Paso was selected as the city for the next meeting place of the Associated Ad Clubs of Texas.

CONVENTION SPEAKERS.

At the first day session, Tuesday, February 9, the addresses were delivered by the following: Address of welcome on behalf of the City of Waco, by J. W. Riggins, Mayor; address of welcome on behalf of Waco Ad Club, by C. B. Harman, president; response, by Fred Johnston, Dallas; president's annual address, Gus W. Thomasson, Dallas; annual report of secretary-treasurer, W. V. Crawford, Waco; address, "The Advertising Appropriation," A. G. Chaney, Dallas; "The Functions of the Advertising Agency," H. C. Burke, Jr., Fort Worth.

In the evening the delegates attended a presentation of "Mr. Noads Ad-less Day" at the Hippodrome Theater at 7 p. m., and at 8 an evening session was held at convention headquarters in connection with the Young Men's Business League, presided over by W. W. Woodson, president of this organization. The speaker of the evening was Richard H. Waldo, of the New York Tribune. A luncheon followed the closing of the evening program.

SECOND DAY'S SESSION.

At the second day's session, addresses were delivered by Clairborne Adams, of El Paso, who spoke on "The Vigilance Work; What It Has Done for Texas;" O. S. Bruck, of Dallas, on "What the Vigilance Work is Doing

Nationally;" W. V. Crawford, Waco, on "The Texas Fraudulent Advertising Law;" L. A. Rogers, Dallas, president the Dallas Display Men's Association, on "The Eyes of a Store;" Warring Sherwood, Little Rock, Ark., on "Brevity in Copy;" C. R. Atchison, Atchison Poster Service, Atlanta, Ga., on "Outdoor Advertising;" Carl Yates, Celina, Texas, on "The Small Advertiser and His Problems;" Dean J. L. Kesler, Baylor University, Waco, on "Advertising as an Essential in Our Educational System;" Hugh Jamieson, president Fort Worth Ad Club, on "Texas at Chicago."

Richard H. Waldo, of the New York Tribune, was again the principal speaker at the second day's session at the convention. His subject was "Advertising as a Business Force."

WALDO SPEAKS AT DALLAS THURSDAY.

Mr. Waldo came to Dallas on Thursday, following the close of the Waco convention, and addressed the Dallas Ad Men's League and Dallas Rotary Club, who combined their meeting at the Oriental hotel on that day in order to give both organizations an opportunity to hear him. The main dining room of the Oriental was packed. Mr. Waldo received an ovation from the ad men and Rotarians. His address was received with great interest and rounds of applause.

Fred Johnston, of the Dallas Ad League introduced Mr. Waldo, who said that it was "Truth in Advertising" that he was advocating today. This precept, he declared, was the most important in all those to which the advertising world was concerned. Advertising, he said, is identification and identification is advertising, for everything that we do or say each day is advertising. It is the same way when we want to sell an article. If we tell the truth about it we identify it properly. If we do not, we identify it harmfully.

Mr. Waldo gave a number of interesting incidents showing how truth in advertising paid. Among them were his own experiences as advertising manager of the New York Tribune, one of the first papers in this country to guarantee its advertisements. He also paid a fine compliment to the cleanness of the advertising columns of the New York Times. He concluded his remarks with an appeal for the statutes providing to making it an offense to present false and misleading advertising to the public.

BYRON W. ORR.

VIRGINIA EDITORS TO MEET.

List of Correspondents Who Are Covering the General Assembly.

(Special Correspondence.)

RICHMOND, VA., Feb. 16.—The executive committee of the Virginia Press Association has selected July 15-17 as the dates, and Newport News, Va., as the place, for the annual meeting of the association. George O. Green, editor of the Clifton Forge Review, is the president of the association.

The Virginia General Assembly has taken a recess to reconvene on March 8. Covering the special session, which is dealing with tax reform exclusively, are the following: Robert Golden, for the Times Dispatch; Carter W. Wormley, for the News-Leader; Taylor Robertson for the Evening Journal, and Robert Glass, for the Virginian, in the House. The Senate is being covered by A. D. Jones, for the Times-Dispatch; "Bill" Owen, for the News-Leader; Horace "Pop" Hawkins, for the Evening Journal, and James Cannon, Jr., for the Virginian. Though several of the reporters are covering the legislative bodies for the first time in their experience they are grasping the various and technical points of taxation and their articles are comprehensive and clear. The Lynchburg News, Staunton News, Bristol Herald-Courier, and other state papers and the Washington and Baltimore papers are served by the Times-Dispatch News Bureau under the direction of James C. Latimer, who has covered the past three sessions.

U. M. NEWSPAPER WEEK

Irvin S. Cobb, Charles H. Grasty, Chase S. Osborn and Dr. Henry Pritchett Among the Speakers—Graduates of Journalism School Who Have Landed Jobs—Daily University Missourian's Supplement.

(Special Correspondence.)

COLUMBIA, Mo., Feb. 16.—Several nationally known speakers are already announced for the sixth annual Journalism Week at the University of Missouri, May 3 to 7. Irvin S. Cobb, of the Saturday Evening Post, will talk on "The Work of the Reporter." Fred G. Cooper, of Collier's Weekly, is on the program for a talk on "The Cartoonist at Work." An address by Chase S. Osborn, former Governor of Michigan, editor of the Sault Ste. Marie News of that State, will be the closing feature of the week. His subject will be "The Journalism That Serves."

With these exceptions, the speakers thus far listed are all Missourians or former Missourians, the idea being to make the 1915 session as far as possible a "Made in Missouri" affair. The opening address will be by Dr. Henry S. Pritchett, president of the Carnegie Foundation for the Advancement of Teaching. Dr. Pritchett is a Missourian by birth and for twelve years was a professor in Washington University of St. Louis. He will talk on "The Press as an Educator." Charles H. Grasty, of the Baltimore Sun, a former student of the University of Missouri and at one time managing editor of the Kansas City Times, will give an address on "Tendencies in Modern Journalism." Congressman Tom Stout, of Montana, a native of Missouri and also a former student here, will discuss "The Country Newspaper." He is editor of the Lewistown (Mont.) Democrat. Judge Henry Lamm, of Sedalia, Mo., until recently chief justice of the Missouri Supreme Court, will speak on "The Newspaper and the Law."

STATE PRESS TO MEET TOO.

Arrangements are under way for other speakers of national prominence. In addition there will be the usual daily conferences by newspaper workers from city and country. Meetings of the Missouri State Editorial Association and of other organizations of newspaper and advertising men will be held. A Missouri Writers' Guild will be formed.

George E. Hosmer, president of the National Editorial Association, was a recent visitor at the School of Journalism. He addressed the students, explaining the plans for the association's trip to the fair at San Francisco. At his invitation, several students will go on the special train with the editors. Mr. Hosmer is collector of customs for Colorado, with offices in Denver. His son, J. B. Hosmer, was a student in the School of Journalism last term.

Graduates of the School of Journalism seem to have little difficulty in finding openings in the newspaper field. Glenn Babb, of Columbia, a mid-year graduate, is now with the St. Joseph Gazette. J. D. Ferguson, of Nevada, Mo., and Houston Harte, of Knob Noster, Mo., have purchased the Central Missouri Republican at Boonville. John C. Sinfel, of last year's class, has leased the Atchison County Mail at Rock Port, Mo., from his father.

UNIVERSITY DAILY'S SUPPLEMENT.

The University Missourian, the daily issued by the students of the School of Journalism, is now publishing, as a monthly supplement, an illustrated feature magazine of eight to twelve pages in the flat-form magazine size. An attractive feature in the last issue was a full-page cut showing the war headlines of the foreign papers—English, French, Russian, German, Indian, Polish, Arabic and others—on the exchange list of the University Missourian. All cuts for the daily Missourian and the magazine are made in the school's photo-engraving laboratory, under the direction of Herbert W. Smith, a graduate.

Among the students now in the school is a Filipino, Vicente Marfori, a graduate of the oldest university under the American flag and one of the oldest in the world. This is St. Thomas' University of Manila, founded 305 years ago. Marfori knows several languages and prefers Esperanto.

John F. Williams, managing editor of the Joplin News-Herald, a graduate of the school, is covering the Missouri Legislature, now in session, for his paper.

A \$10,000 APPROPRIATION.

The budget submitted by the University to the State Legislature includes a \$10,000 item for the School of Journalism. The appropriation is sought to cover the special expenses of the school, such as those for equipment and Journalism Week, for the next two years.

A new course dealing directly with the editorial management of the country paper will be offered next year by Charles G. Ross. Instruction in the business side of country publishing is already given by John B. Powell, who has charge of the courses in advertising.

Frank L. Martin of the faculty represented Dean Walter Williams at a recent conference in Washington to plan for the International Press Congress at the Panama-Pacific Exposition. Dean Williams is director of this conference.

OPPOSES SIX DAY BILL.

Mr. Reynolds Speaks on Subject Before Legislative Committee.

The Publishers of Massachusetts dailies appeared in force before the committee on labor and industry of the State Legislature in opposition to a bill filed together with a petition from the Massachusetts Civic Alliance providing that employes be given one day's rest in seven.

George H. Reynolds, circulation manager of the New Bedford Standard and Mercury opposed the bill insofar as it affects the publication and distributing of newspapers.

Mr. Reynolds laid particular stress upon the work done by the employes of newspapers in the publishing and distributing of the Sunday editions, in view of the fact that Sunday should be the day of rest, according to the backers of the measure.

Most of the employes of his paper, he said, have good hours during week days and all of them are willing and anxious to do extra work on Sundays for extra pay.

Mr. Reynolds went on and said: "Most of the men who work on the Sunday paper, work only from three to four hours and most of them are willing to do that. My position as representative of the New Bedford Standard would, in my opinion, be advocated by the other Sunday newspapers in the State and by all newsdealers who hire the boys to deliver the papers."

"Boys who carry the papers week days know the paper routes, and it would be impracticable to hire boys just to deliver the Sunday paper, when the boys who deliver the papers through the week are willing to distribute them on Sunday."

The bill was advocated by E. S. Alden, president of the State branch of the American Federation of Labor; Henry Sterling, secretary of the Home-stead commission, and other labor leaders.

The committee has asked leave to withdraw the bill, it is understood.

Bill to Check Muckraking.

A bill was introduced in the New York legislature last week providing that any one filing charges against a public official must file a bond approved by the accused person, out of which shall be paid the cost of the defense of the accused if the charges are not sustained. Mr. Shannon, who introduced it, says the law aims to put an end to wholesale muckraking and unfounded political charges against public officers.

BELOIT'S JOURNALISM COURSE.

Students for Five Weeks Issue a Newspaper to Put Into Practice What They Have Learned.

By GEORGE C. CLANCY,

Head of the Department of Rhetoric.

That a course in journalism may form a legitimate part of a distinctively cultural college education is the belief of those who have planned the curriculum at Beloit College, Wisconsin. The ideal of the so-called "small college" is to make men of broad interest, fineness of feeling, quickness and accuracy of thought, and soundness of judgment—to build a foundation in character and mental efficiency.

It is to these very ends that training in journalism contributes materially. But more important still, it kindles the fire of knowledge. Before he has been at his job a week the cub reporter has had more than one occasion to berate himself harshly for neglect of many a means of education placed in his path. In a dozen stories he finds himself unable to measure up to his task. He can't interview his man properly because he does not know enough to ask the leading questions, he misses the big story because he fails to recognize the tell-tale marks, he feels ill at ease in the company of his intellectual superiors because he is an ignoramus.

Then, stared in the face by his mental inefficiency, he "gets busy," trying to build the foundation that he never before thought essential. "A newspaper man has got to be tall enough to reach the apple himself, and must not be compelled to send round to the neighbors for a ladder," recently said Charles R. Miller, editor of the New York Times; and it will help mightily to show a student how callow, how puny, his mentality is, if you let him measure up his mind in the actual stir of life with another mind that is strong and mature. Give him a bit of perspective. For many students the academic courses of the

college itself are sufficient to call forth the desire to know; for others, only the direct contact with the world of affairs, with its imperious insistence upon the trained mind, will accomplish this.

With this primary purpose in mind, the course in journalism in Beloit College is conducted as a part of the work in rhetoric. It is a semester course of three hours a week. Though it is obviously impossible to develop a journalist in this brief time, yet a considerable amount of practice is given in the various forms of journalistic writing, such as news stories, editorials, criticisms, and the like. For five weeks the class conduct a little newspaper of their own. It is printed by the Beloit Daily News and appears three times a week. All the work, aside from the actual running of the linotype machines, is done by the students. After the regular city daily is out, the journalism students are allowed to appropriate for their own uses the offices and press room. They act as editors-in-chief, reporters, business and circulation managers; they correct copy and read proof, they boss the make-up man, daub themselves with printer's ink, and breathe the bad air of the job office. The basic theory of journalism is taught in the classroom by means of lectures and recitations, and the student is given some understanding of the ethics and responsibilities of the profession.

The greater number of the students who select the course at Beloit have no intention of following journalism in actual life. They wish, however, to secure at least an introduction into one of the most significant fields of modern activity.

The Johnstown (Pa.) Postscript, devoted to the social, industrial and civic news, made its debut February 6. It consists of 16 pages and is printed in brown ink on tinted paper. The first number contains a generous amount of advertising and has every indication that it has come to stay. Edward Gans is publisher, Howard E. Way is editor and W. E. Anderson advertising manager.

CHARLES SEESTED

DIRECT REPRESENTATIVE

41 Park Row

New York

Telephone 569 Cortlandt.

DETERMINATION to reach the people who have business that interests me prompts these advertisements. I am reaching them too and have recently added two good papers to my list, and am looking for a few more.

I am prepared to offer representation in this field that has been making good for other papers for sixteen years, and which should make good for your publication.

I will not take an account unless I can assure myself that I can make a record with it, and any contracts that I make will have to prove mutually profitable.

Perhaps you want this kind of representation in the foreign field.

Write for my proposition.

TIPS FOR THE AD MANAGER.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., it is reported, will shortly place large orders with newspapers featuring the March and April issues of the Curtis Publishing Company, "Ladies' Home Journal," Sixth and Walnut streets, Philadelphia, Pa.

Albert Frank & Company, 26 Beaver street, New York City, are sending out 50-line 4-time orders to middle west newspapers for the Cunard S.S. Company, "Cunard Line," 24 State street, New York City.

The Stalker Advertising Company, Nasby Building, Toledo, O., will handle the newspaper advertising for the Regal Motor Car Company, 201 Piquette avenue, Detroit, Mich.

Benson, Campbell & Slaten, Corn Exchange Bank Building, Chicago, Ill., are issuing 3-time orders to some western newspapers for the Oshkosh Overall Company, Overalls, Oshkosh, Wis.

Ireland Advertising Agency, 136 South Fourth street, Philadelphia, Pa., is forwarding 21-line 156-time orders to Pacific Coast newspapers for Dr. Stedeman's Teething Powder, Philadelphia, Pa.

George Batten Company, Fourth Avenue Building, New York City, is placing orders with Pacific Coast newspapers for T. J. Dunn & Company, "Rosadora Cigar," 438 East 91st street, New York City.

It is reported that M. Weingarten, 286 Fifth avenue, New York City, will shortly place orders for the Klosit Petticoat Company, 35 West 34th street, New York City.

The Dupont Powder Company, Wilmington, Del., is again putting out orders with large city newspapers direct.

Calkins & Holden, 250 Fifth avenue, New York City, it is reported, are contemplating using newspapers for the Kelly Springfield Tire Company, Springfield, O., and Broadway and 57th street, New York City. The above agents handle the advertising for this company.

The Dauchy Company, 9 Murray street, New York City, is issuing orders to some New York City newspapers for the Wheatena Company, "Wheatena," Wheatenville, Rahway, N. J.

Erickson Company, 381 Fourth avenue, New York City, is forwarding orders to farm papers for C. W. Ferguson Collar Company, 383 Third street, Troy, N. Y.

Frank Kiernan & Company, 189 Broadway, New York City, will shortly place orders with a selected list of newspapers for the Trutone Company, 1777 Broadway, New York City, it is reported.

Richard A. Foley Advertising Agency, Bulletin Building, Philadelphia, Pa., is sending out a few orders with a selected list of newspapers for the Stewart Distilling Company, "Carstairs Whiskey," New York City, Baltimore and Philadelphia.

J. Walter Thompson Company, 44 East 23d street, New York City, is making contracts with some New Jersey newspapers for the Central Railroad of New Jersey, 143 Liberty street, New York City.

George L. Dyer Company, 42 Broadway, New York City, is reported to have placed the newspaper advertising for the Kellogg Toasted Corn Flake Company, Battle Creek, Mich.

Snitzler Advertising Company, Hearst Building, Chicago, Ill., is issuing orders to some Ohio newspapers for the Hamilton Pharmacal Company, Chicago, Ill.

Frank Presbrey Company, 456 Fourth avenue, New York City, is placing the following accounts: 3-time orders with some western newspapers for Harris, Winthrop & Company, Bankers, 15 Wall street, New York City, and 5-inch double-column one-time orders with newspapers in Detroit, Chicago, New York City and Philadelphia for W. W. Nible, "Modern Manufacturing Plant," foot of 32d street, Pittsburgh, Pa.

Vredenburg-Kennedy Company, 456 Fourth avenue, New York City, is putting out orders with a selected list of newspapers for the Ambre Royal Toilet Powder, 71 West 38th street, New York City, and are also placing orders with newspapers in cities where the Air in All Liquid Company's agents will visit.

H. E. Lesan Advertising Agency, 440 Fourth avenue, New York City, it is reported, will shortly handle the newspaper advertising of the Paramount Film Corporation, 110 West 40th street, New York City.

Lord & Thomas, Mellers Building, Chicago, Ill., are issuing 150 line, 4 time orders to a selected list for J. T. Case Threshing Machines.

J. B. Haines Agency, Philadelphia, Pa., is placing classified orders with a large list for Gartside Soap Company.

Van Cleve Company, Inc., 1790 Broadway, New York City, is forwarding 180 line, 1 time orders to a large list of papers for Eugene Meyers.

Frank Presbrey Company, 456 Fourth avenue, New York City, is sending out to a few papers 2 line readers 30 time, for the American Tobacco Company. ("La Carolina Cherutos.")

The Blackburn Advertising Agency, Patterson Building, Dayton, O., is issuing renewals for the Prescription products.

The Vogue Company, 443 Fourth avenue, New York City, is placing 462 line, 2 time with a selected list through various agencies.

Wylie B. Jones Advertising Agency, Binghamton, N. Y., is forwarding to a large list 3 inch, 26 time orders for the Othine Company.

Payne Opens Detroit Office.

G. Logan Payne has just made another move by opening a Detroit office. Fifteen years ago, Mr. Payne opened offices in Chicago as a newspaper representative. Nine years ago he established a New York office, and two years ago opened a Boston office. The opening of the Detroit office gives the company offices in the four leading cities in the territories from which advertising is placed. The G. Logan Payne Company have just been appointed Western representative of the Boston Herald and Traveler.

"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.

ARIZONA. GAZETTE—Av.Cir. 6,125....Phoenix	NEW YORK. EVENING MAIL.....New York
CALIFORNIA. ExaminerLos Angeles A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.	OHIO. PLAIN DEALER.....Cleveland Circulation for January, 1915. Daily127,662 Sunday163,153
BULLETINSan Francisco	VINDICATORYoungstown
GEORGIA. JOURNAL (Cir. 57,531).....Atlanta	PENNSYLVANIA. DAILY DEMOCRAT.....Johnstown
CHRONICLEAugusta	TIMES-LEADERWilkes-Barre
LEDGERColumbus	SOUTH CAROLINA. DAILY MAIL.....Anderson
ILLINOIS. HERALDJoliet	THE STATEColumbia (Sworn Cir. Mch. 1914. D. 22,850; S. 22,444)
STAR (Circulation 21,589)Peoria	BANNERNashville
IOWA. REGISTER & LEADER...Des Moines	TEXAS. STAR-TELEGRAMFort Worth Sworn circulation over 80,000 daily. Only daily in Fort Worth that permitted 1915 examination by Association of American Advertisers.
THE TIMES-JOURNALDubuque	CHRONICLEHouston The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday.
LOUISIANA. TIMES-PICAYUNENew Orleans	POSTHouston Over 92% city circulation to regular subscribers by carrier. The "Home Paper" of South Texas, 80,000 guaranteed.
MARYLAND. THE SUNBaltimore Has a combined net paid circulation of 135,000 copies daily, 100,000 of which go into homes in Baltimore City and suburbs.	WASHINGTON. POST-INTELLIGENCERSeattle
MICHIGAN. PATRIOT (No Monday Issue). Jackson Average 9 mo. 1914; Daily 11,042; Sunday 12,117. Member "American Newspaper Pub. Ass'n." "Gilt Edge Newspapers." and A. B. C.	WISCONSIN. PRESSSheboygan
MINNESOTA. TRIBUNE, Mon. & Eve....Minneapolis	WYOMING. LEADERCheyenne
MISSOURI. POST-DISPATCHSt. Louis	CANADA. BRITISH COLUMBIA. WORLDVancouver
MONTANA. MINERButte	ONTARIO. FREE PRESS.....London
NEW JERSEY. PRESS (Cir. 7,945).....Asbury Park	
PRESSAsbury Park	
JOURNALElizabeth	
PRESS-CHRONICLE..... Paterson	
COURIER-NEWSPlainfield	

ROLL OF HONOR

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

ILLINOIS POLISH DAILY ZGODA.....Chicago	NEW YORK EVENING NEWS.....Buffalo
SKANDINAVENChicago	BOLLETTINO DELLA SERA, New York
INDIANA. THE AVE MARIA.....Notre Dame	PENNSYLVANIA TIMESChester
NEBRASKA. FREIE PRESSE (Cir. 128,394) .Lincoln	GAZETTEYork
	QUEBEC. LA PRESSE.....Montreal Ave. circ. 1912, 114,371; '13, 127,722; '14, 140,342

Birmingham's New Agency.

The Direct Advertising Service is a new firm in Birmingham, Ala. The members are H. D. Cullen, secretary-treasurer of the local Ad Club, and G. A.

Hegeman, formerly publisher of Practical Poultry. They have opened offices in the Chamber of Commerce building and will specialize in direct advertising for local and foreign clients.

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

AD FIELD PERSONALS.

J. F. Beale, Jr., has succeeded Frank Irving Fletcher as advertising manager of Saks & Co., New York department store.

H. T. F. Husted, formerly advertising manager of the Fra and the Philistine, East Aurora, N. Y., is now in the Chicago office of the Root Newspaper Association.

Ward A. Scranton has been appointed advertising manager of the American Electrical Heater Co., Detroit.

J. E. Wingate is now secretary of the Philip Goodman Company, advertising agents, New York.

Vernon Young, formerly advertising manager of the Art Stove Co., of Detroit, Mich., has been appointed advertising manager of the Peninsula Stove Co., Detroit.

The advertising of the Chase Motor Truck Company, of Syracuse, N. Y., is now being handled by the Caslon Co., of Cleveland, O.

Gerald Mygatt has joined the George Batten Co. He was formerly with Calkins & Holden and later director of publicity for Leslie's Weekly.

A. D. Lasker has been elected president of Lord & Thomas, Chicago, succeeding C. R. Erwin.

G. M. Sanford is now in the advertising department of the United Drug Co., Boston. He was formerly advertising manager of Morris Allister Ball Co., Chicago.

Frank S. Sims has succeeded E. A. Walton as advertising manager of the Timken Detroit Axle Co., and O. B. Winters has been made editor of the "Timken Magazine."

R. N. McCabe, formerly advertising manager of Moorehouse & Martin, Columbus, O., has been appointed advertising manager of the Brandeis Stores, Omaha, Neb.

Paul A. Reynolds, former advertising manager of the Philadelphia Evening Times, and, later, the combined office manager, circulation manager and credit and collection manager of the Washington Herald, has tendered his resignation, due to impaired health, caused by excessive labor of many months. His work will be taken care of by the organization.

Milton Ball has left the Philadelphia North American and joined the staff of the Washington Herald. While being one of the heaviest producers on the Philadelphia Evening Times he had the least percentage of loss on collections, covering a period of at least five years. When the Times quit the field he went to the North American.

PUBLISHER'S NOTICE.

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

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

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

The columns are 13 picas.

Advertising will not be accepted for the first three pages of the paper.

Advertising Rates: Transient Display 25c. an agate line.

Liberal discounts are allowed on either time or space contracts.

Small advertisements under proper classification will be charged as follows: For Sale and Help Wanted fifteen cents a line; Business Opportunity and Miscellaneous ten cents a line, and Situations one cent a word; see classified pages.

The Editor and Publisher can be found on sale each week at the following newsstands:

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

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

Pittsburgh—Davis Book Shop, 416 Wood street.

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

Chicago—Post Office News Co., Monroe street.

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

Detroit—Solomon News Co., 69 Larue street, W.

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

PRESBREY IN PHILADELPHIA

Excitement ran high last week in the advertising circle of that otherwise quiet Quaker City when the visiting specialists learned that the esteemed Presbrey company had opened an office there at 628 Commercial Trust Building. And it opened, doing a rushing business, too, for that popular young rate man, Charlie Strobel, had the job of his life getting out at a minute's notice the advertising of the Railroad's Executive Committee to every newspaper in the States of Pennsylvania and New Jersey, and to every morning and evening newspaper in New York City (Brooklyn excepted).

The account has added a big feather in Billy Boyd's cap—in fact, he is quite a few inches taller than when last seen in New York. Mr. McDonald wrote the copy to the perfect satisfaction of the railroad magnates, and Mr. Strobel's fame as a campaign manager and rate man is established.

Seested Gets Another One.

Montreal (Can.) Le Devoir, of which J. N. Chevrier is general manager, announces the appointment of Charles Seested as special representative of Le Devoir in the general advertising field. Mr. Chevrier writes that Le Devoir has a circulation of 20,000 amongst French Canadians; that no other Canadian daily has so high class and popular a circulation; that this concern is a member of the A. B. C. and that only such advertising is accepted that can be sufficiently recommended to Le Devoir readers. The statement is made by Mr. Chevrier, who, by the way, is the vice-president of the International Circulation Managers' Association, and in line for the presidency of that organization, that Montreal proper, that is, excluding suburban cities, such as Westmount, etc., has 470,480 inhabitants of which 298,878 are of French origin, 121,128 British and 50,474 of divers origin. The French Canadians thus number 63 per cent. of the whole population, according to Mr. Chevrier.

New Chicago Specials.

James F. Ryan, for several years president of the Johnstone Advertising Corporation of Chicago, resigned that connection on February 1 to organize a special representative firm in connection with Harry P. Inman, son of Walter N. Inman, of the Chicago Daily News, under the name of Ryan and Inman. The offices of the new company are located in the McCormick Building. It is the purpose of the men behind this new company to represent a restricted list of high class daily newspapers and they announce that they have secured the western representation of the New York Evening Post, of which Oswald Garrison Villard is owner, Rollo Ogden, editor and Emil M. Scholz, business manager.

New Advertising Agency.

Charles C. Delmonico and George N. Wallace, for years associated with the Cheltenham Advertising Service, have left that organization to form the Delmonico & Wallace Agency, with offices in the Metropolitan Building, New York. Mr. Wallace was office manager of the Cheltenham Agency and previous

to that he had been connected with the Morse International Agency. Mr. Delmonico was in charge of the copy department at the Cheltenham, working under such well known men as Ingalls Kimball and W. J. F. Dailey. The new agency has been formed to give very definite and personal services to a few high grade advertisers.

"The World's Greatest Newspaper."

The largest illuminated sign in the world has been erected on Michigan avenue, Chicago, by the Chicago Tribune. The sign advertisement is as follows:

"The Chicago Tribune
News
Public Service
Circulation
Advertising

"The World's Greatest Newspaper."

The letters in the words "The Chicago Tribune" are twelve feet high, and can be read at a distance of a mile and a quarter on a clear night. The illumination is furnished by twenty-four specially designed reflector lamps having a combined value of 36,000 candlepower, or an average of 1,500 candlepower to every sixteen square feet of the sign.

The lettering is painted on rolled steel, and the supporting framework is held in place by 215 steel rods, which are attached to the building. The four upper stories of the building are covered by the sign. Unlike most electric signs, it is just as effective by daylight as at night.

Times' Current War History.

The New York Times magazine "Current History of the European War," issued monthly, is one of the most valuable publications of the hour, as it preserves in convenient form all the important official papers, reports of important battles, interviews with commanders, statesmen and rulers; maps, portraits of the leading officers in the army and navy of all the belligerents; articles on the war by distinguished and authoritative writers, etc. The demand for the magazine is much larger than was anticipated by the publishers when it was launched, as libraries all over the country are keeping it on file, and many public men are following the same course.

Still Hope For an Appropriation.

Sunset Magazine.
San Francisco, Feb. 9, 1915.

Editor and Publisher:
I note in the issue of Editor and Publisher of January 30th, page 671, a letter from Mr. T. S. Neal, Advertising Manager of the Shreveport Journal, Shreveport, La., in relation to the advertising, or the lack of advertising of the Panama-Pacific Exposition.

Mr. Neal is evidently confused by the advertising of the Panama-California Exposition at San Diego in the magazines and periodicals. There has been no advertising of the Panama-Pacific Exposition at San Francisco in either magazines or newspapers.

As you know, Mr. Chandler of the Los Angeles Times and the undersigned were appointed a committee to represent the newspapers and magazines in an effort to secure an advertising appropriation for the San Francisco Exposition. We are still working on this and still have some hopes that an appropriation may be forthcoming to advertise what we are pleased to call THE GREATER EXPOSITION, namely the Pacific Coast itself in connection with the San Francisco and San Diego Expositions.

WM. WOODHEAD,
General Manager.

Publisher's Representative

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

ANDERSON, C. J., SPECIAL AGENCY
Marquette Bldg., Chicago, Ill.
Tel. Cent. 1112

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

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

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

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

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

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

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

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

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

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

Advertising Agents

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

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

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

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

HOWLAND, H. S. ADV. AGCY.
Inc.
20 Broad St., New York.
Tel. Rector 2573.

GUENTHER-BRADFORD & CO
Chicago, Ill.

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

THE EXPORT ADV. AGENCY
Specialists on Export Advertising,
Chicago, Ill.

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

Established 1892

DUHAN BROTHERS

WHOLESALE DEALERS IN

NEWSPAPERS AND PERIODICALS

TRIBUNE BUILDING

NEW YORK CITY

Telephone 3584 Beekman

Distributing Specialists Daily Weekly Monthly Newspapers Periodicals

Circulation Builders Bill Posting Advertising Display Periodical Promotion

January Eighth, Nineteen Hundred and Fifteen

Perpetual Injunction

Against the Intertype Company

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

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

January Twelfth, Nineteen Hundred and Fifteen

A Second Perpetual Injunction

Against the Intertype Company was ordered

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

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

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

MERGENTHALER LINOTYPE COMPANY

Tribune Building, New York

