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A CONSTRUCTIVE PROGRAM FOR AMERICAN NEWSPAPERS

AS Grover Cleveland once said, "a condition, not a theory," confronts American newspaper makers.

Optimism is cheap—and meaningless.

Constructive rationalism is sensible—and profitable.

Seth Low, citizen-extraordinary of the U. S. A., once defined a pessimist as "one who sees two evils where but one exists, and accepts them both." Mark Twain, citizen-exceptional of the U. S. A., called a pessimist a man who had lived for a month with an optimist! His definition will endure.

The situation confronting the makers of newspapers in the United States—the exceptional situation created by the war-madness of the rest of the world is not one calling for either pessimism or optimism, but for constructive rationalism!

The constructive rationalist does not shut his eyes to a condition, as does the optimist; nor accept it as fixed and irremediable, as does the pessimist.

The constructive rationalist sees a condition and at once seeks and applies to it the sensible solution. With him a difficulty is not a thing to ignore, but a thing to defeat. He is an optimist-with-his-eyes-open.

Mr. Frank B. Noyes, President of the Associated Press, should be the chief constructive rationalist among American newspaper makers. His recent statement as to the ruinous effects upon American newspaper making of the European war is the extreme presentment of a condition which the business acumen of American newspaper makers will meet and overcome.

Mr. Noyes is impressed, naturally, with the enormous cost to American newspapers of war news. The Associated Press, a coalition of nearly a thousand American newspapers, dividing the cost of this war news equably between its members, finds the burden almost disastrous.

The Editor and Publisher, speaking to and for all American newspapers and newspaper makers, offers some suggestions for meeting this condition based upon constructive rationalism—which neither ignores nor despairs about real conditions.

FIRST.—Let the President of the Associated Press call an immediate meeting of the Board of Directors or, if necessary, an extraordinary meeting of the full membership, for the purpose of devising ways and means to reduce the expense of war news. War news is costing too much—and there is a reason. Much of the matter sent over the wires might just as well be mailed—for it is "side matter," and does not justify the expense entailed by cabling it here and repeating it over the wires to newspapers all over the country. Much of the cabled matter is mere repetition; and this may be remedied by having it pass through a central bureau in London, where the chaff and chatter and anecdote and reiteration are separated from the real news of the day, and sent—if at all—by mail. As a matter of fact, aside from the bulletins issued by the various official war news bureaus

at the capitals of the warring countries, little of enlightening value comes over the cables. The cable and telegraph expenses of the American newspapers may be cut in half without impairing the value of the news service in any essential way. Let Mr. Noyes and his committees get busy on this problem, and solve it in a rational way.

SECOND.—Let the American Newspaper Publishers' Association convene an extraordinary session, and consider other aspects of the situation. Let this body come to an agreement as to how far American newspapers are to be used as mere trade journals for European war makers. Let them agree that, from this time on, the war news is not to be made the one reason for printing the paper—that it is not, hereafter, to be spread not only all over the first page, but over all other pages of the paper, to the exclusion of local and domestic news and interests. Let them agree to break the spell of hypnotism thrown upon their readers by the practice of subordinating all else to the war news. American newspapers form and direct public thought; and if they are to use their great influence in this direction merely to keep the minds of American people centered upon the events of the war—upon its evil results to the industries of the world—upon its tragedies and menaces—then it can hardly be expected that the results upon business activity here at home shall be invigorating or helpful. By finding a common ground of rationalism in presenting the war news to their readers, the American newspapers may immediately counteract the bad effects of the policy thus far pursued.

THIRD.—Let every American newspaper publisher sternly resolve that from this time on the European war is not going to occupy the sole attention of his readers. Let him decide that, hereafter, the war is to be treated as a part of the news of the day—not as an overwhelming series of events, calculated to unsettle all life and all routine in America.

The publisher of a successful newspaper is a man of force and initiative, who has met and made small and harmless many business difficulties and menaces. Let him get down to "brass tacks" in regard to this war business, and solve his relation to the problem in a constructive way. To do this he should realize that now, as never before, his newspaper should influence the people on the side of poise and confidence and individual enterprise. He should "go after" local and National advertising more aggressively than he has ever done before. By cutting off the money spent for useless telegraph tolls on war news he may well afford to push the revenue-bringing ends of his business. He can afford to carry on aggressive campaigns for new advertising—to educate his readers to forget the war news long enough to take a real interest in the store news printed in his advertising columns—and he may exert greater pressure than ever before to show National advertisers why there is a market for their goods in his city.

Be a constructive rationalist—and make this war an opportunity, not a menace.

PHILADELPHIA NOTES.

The Record's "Made in Philadelphia" Week Participated in by 3,200 Merchants—Newspaper Advertising Is Boosted by Various Commercial Bodies—Ledger "Newsies" Given a Theater Party.

(Special Correspondence.)

PHILADELPHIA, Nov. 3.—The "Made in Philadelphia" Week, promoted by the Record, was an unqualified success, so much so that the good work is to continue. Nearly 3,200 merchants and manufacturers co-operated with that paper in the campaign to show that local enterprise was able to just about furnish everything needed in this community. Important ads by national advertisers are still appearing, the latest being that of Donovan and Armstrong, who used nearly half a page, with the caption, "To Advertise or Not to Advertise."

At the Jovian Electrical League luncheon, newspaper advertising was strongly advocated by several speakers, and the same position was taken at the annual convention of the Electric Vehicle Association, where reports from New York, St. Louis, Chicago and elsewhere testified to the remarkable success which had attended specific advertising in the press.

NEWSBOYS ENTERTAINED.

Social functions for the newsboys have already begun, though it is not yet Thanksgiving. The Evening Ledger's young merchants of the northeast section, some 300 strong, were given a theater party in Kensington by the Ledger "in appreciation of their efficient service." John C. Smith, manager of distribution in that section, was master of ceremonies. The entire selling force of the Evening Telegraph, a few days later was treated to an inspection of the old convict ship, "Success," which has been moored in this port for exhibition purposes for several weeks. The constant stream of visitors to the ship during its stay is further witness, if needed, to the efficient aid of extensive newspaper advertising.

The Evening Ledger is running two alternating series of important articles dealing with local political and transit conditions which are attracting much attention. The former has been entitled "The Hands of Esau."

WOMAN POLITICAL REPORTER.

The North American has the honor of introducing the first woman political writer in this city, Miss Rose Weston, who has been handling suffrage and women's organizations and activities for that paper for some time. She has covered many suffrage and federation conventions, but this fall, for the first time was assigned to Progressive party meetings, accompanying both Pinchot and Roosevelt on their campaign trips through Pennsylvania and turning in brilliant copy.

By the way, Van Valkenburg and Benn, who steer the good old North American ship, have not been arrested, despite their dare-devil bombarding of the armored cruiser, Penrose.

THEODORE WRIGHT IN TOWN.

Theodore Wright, the president and editor in chief of the Record, has been in town for the past week, but will shortly return to Los Angeles where he makes his home. In spite of his advanced age, he still keeps a firm hand on affairs and writes most of the important editorials concerning tariff changes and other party measures. He is rated as one of the foremost political economists in the country. His connection with the Record dates from 1875, when he joined the staff under Singler, who, in his characteristic manner, promptly recognized the conspicuous abilities of his new man and gave him rapid advancement. He commands the sincere and loyal admiration of every man on the paper, even if he is most of the year on the other side of the continent.

The Women's Press Association has taken the lead in this city in the movement started in England by famous literary women, to provide for destitute women writers, and other professional workers of moderate wages who have been thrown out of their positions through the war. The subject was introduced at the first meeting of the association at the Hotel Adelphia, which will be headquarters for the season, and taken up with enthusiasm. An appeal will be sent to other organizations of newspaper and professional women in the state, in order that the amount collected may be commensurate with the prevailing distress. "The War" was the theme of the evening's program, and the tales of well-known speakers who had recently returned from the danger zone, and war-songs of various countries, greatly stimulated the interest taken in the plight of the unfortunate professional women in London.

The Women Writers' Club gave a masquerade Hallowe'en party at Kugler's the other night.

John Callan O'Loughlin, Washington representative of the Chicago Herald, was in this city last week in connection with the local collections for the Christmas ship, "Jason," which is to carry a huge cargo for the war children. The North American, which is always on the side of the children, gave the plan unlimited endorsement and space.

Mrs. Grace Pennypacker, editor of the children's and school pages on the Record, was "at home" on Hallowe'en to the young people of Haddonfield, where she has lived and kept open house to her juvenile friends on that night for many years. There were over 150 costumed guests, who marveled at the skeleton butler, the mystic lights and the novel decorations.

PERSONALS.

John Gribbel, one of the heavy stockholders in the Public Ledger Company, spoke at the quarterly dinner of the Philadelphia Credit Men's Association at the Manufacturers' Club. His subject was "War and Finance."

Ring Lardner, the "You know me, Al," of the Saturday Evening Post, has been writing special articles on the Harvard-Michigan football game for the Evening Ledger.

Walter Henry Bonsall, founder and editor of the Germantown Guide, which he established in 1871, died at his home, last Monday. He had lived in Germantown all his life and was widely known and respected. He left an estate of \$20,000.

The funeral of William F. Maguire, a former resident of Philadelphia, and circulation manager of the New York Evening Mail at the time of his death, was held at the Elks Club in this city.

OKLAHOMA TIMES' TROUBLES.

Editor Edgar States That Not He But the Paper is Bankrupt.

Oklahoma City, Okla., Oct. 29.

THE EDITOR AND PUBLISHER:

In your issue of the 24th you have a misstatement in regard to the bankruptcy of the Times.

I am not a bankrupt—did not ask, as you affirm, to be so adjudged.

I asked it for the Times as its president—quite a difference. Your statement is libelous and likely to damage me.

You state the paper was suspended. It was not for a single issue even. The assets of \$55,988 were only for the visible plant and book account and did not include good will, Associated Press membership, circulation, etc. These are worth more than plant. The whole valuation was given at \$100,000, a low estimate.

The quick action defeated foreclosure and scured amount due employes, and many other claims of privacy.

A sale is now under negotiation that will satisfy bondholders and pay a good percentage to creditors.

C. B. EDGAR.

CHICAGO JOTTINGS.

Bogus Reporter Cuts a Dash at Lockport and Disappears After Cashing Worthless Checks—Nine State Street Stores Spend \$2,000,000 a Year in Advertising—Ad Men Urge Editors to Cut War News.

(Special Correspondence.)

CHICAGO, ILL., Nov. 4.—The police of Lockport, Ill., are looking for a bogus Chicago Tribune reporter who for a time cut quite a dash there. He claimed to be a society writer and easily got solid with the pretty girls by promising to notice them in the social columns and perhaps print their pictures also. He suddenly disappeared as soon as he was able to cash some small checks which proved to be worthless. He passed by the name of E. W. Zanger.

Julius Schneider and Hugo Scherer went down to Lincoln, Ill., last week and addressed a meeting of business men who are planning to organize an advertising club there. A committee was named to formulate an organization. Among the things Mr. Schneider said was that there were seven daily papers in Chicago among whom the nine largest State street stores spend \$2,000,000 annually for publicity alone.

The domestic troubles of Z. G. Dunn, publisher of a trade paper, and his wife, which have for some time been sensationally aired in the papers, appear to be settled for the present as a reconciliation has been effected and law suits dismissed.

The Press Club has recently had as speakers before it Raymond Robbins, Progressive candidate for Senator, Emma Goldman and Ben Reitman. This gave quite a variety.

Advices from France announce that G. A. LeRoy, the \$10,000 a year advertising manager for the Western Clock Company, has been killed in battle.

The announcement is made of the retirement of the Masonic Sentinel, whose subscription list has been absorbed by the Chronicle, an older and larger circulating weekly of similar nature. The Sentinel was established in 1905, the Chronicle in 1900.

The Polish Voice Publishing Company has just been incorporated for \$5,500 by Rev. Francis Mazur, Max L. Kaszmarek, and Thomas Miczek.

Newspaper golfers held their annual championship event at the Ravisole club links this week.

The Palette and Chisel Club, which has among its members numerous artists engaged in newspaper work or commercial advertising, has been giving an exhibition of the work of its members.

A mysterious fire damaged the office of the Red Book the other day. The office fittings were injured and many manuscripts in the vaults were also damaged.

Local advertising men are advising editors everywhere to cut down on the big display of war news which has gone on so long now. They argue that it is hurting business and detracting people's attention from their work. A number of editors concede this and have taken the advice and others would like to but consider the war news too important to be relegated to the rear this early.

The Illinois Woman's Press Association is publishing a holiday memorial book containing more than one hundred verse and prose selections by its members. The foreword was writing by Dr. Julia Holmes Smith.

The Jeffersonian, the local paper of the Irving Park region, is coming to the front through the new energy put into it by R. J. Peacock.

John R. Palendech, editor of the United Servian and the Balkan World, addressed the Northwest Side Commercial Association and warned those present not to forget our own affairs by giving too much attention to the war or engaging in heated discussions regarding it.

Randall Parrish, the well-known writer, has joined the Selig staff of film writers. He is thus assured a market for his stories and plays regularly.

ADVERTISING AND SALESMEN.

Subject Discussed at the Dinner of the League on Thursday Evening.

"The Salesman and His Company's Advertising" was the topic discussed at the dinner of the Advertising Men's League of New York on Thursday evening. The speakers were S. Roland Hall, advertising manager of the Alpha Portland Cement Co., Easton, Pa.; R. A. Holmes, sales and advertising manager Crofut & Knapp Co.; J. K. Frazer, vice-president Blackman-Ross Co., and O. T. Atwater, of Colgate & Co.

SALESMEN SHOULD BE CONSULTED.

Mr. Hall said that if the salesman were consulted when advertising matter is being prepared the manufacturer would be much more likely to secure his co-operation in making it effective among the dealers. Sometimes, in his own case, he had them write advertisements themselves. Because of their close touch with the field, they were able to suggest ways and means for increasing sales that might not occur to the office staff. It is a good thing to try out an idea before putting it up to the salesman, for then they will be more apt to have faith in it and back it up.

Mr. Holmes called the salesman, the dealer and the consumer the three graces of business. If the advertising has real merit, the salesman will be glad to use it of his own volition. Mr. Holmes said he consulted his salesmen in regard to his advertising campaigns, asking suggestions and criticisms. If objections were made, he argued them out with the salesmen. Later on, when the campaign was about to start, he called them together and explained it to them in detail.

Mr. Holmes said they had an expression at his office that was used when they wanted to express determination and power of effort. It consisted of one word, "Zowie." When a salesman starts out to land a customer he doubles up his fists and as he forcibly strikes downward with them he exclaims "Zowie." Later in the evening at the request of President Tipper, who said the league needed the best efforts of its members in carrying on the work of the league this season, everybody doubled up his fists and exclaimed "Zowie."

SALESMEN SHOULD BE EDUCATED.

Mr. Fraser said that too much should not be taken for granted in talking advertising with salesmen. In order that they may understand your point of view they must be given the steps you followed in reaching it. Then they will be able to appreciate what you are trying to do and will be much more liable to enter heartily into your plans and give them support in the field.

Mr. Atwater gave the salesman's position with reference to advertising. He said there was danger of placing too much reliance on the advertising. The salesman must put just as much steam into his work as he would if no advertising were being done. The advertising would give extra force to his own canvass of customers.

The evening's entertainment came to an end with the display of the photograph, "Mr. Norad's Adress Day," which was preceded by a film showing the presentation of a chest of silver to Herbert S. Houston from the Associated Advertising Clubs of the World.

NEW PAPER FOR HELENA.

Rumors That a New Afternoon Paper Is to Be Established in Montana City by Progressive Party.

It has been rumored for some time that the Progressives of Montana were contemplating the establishment of a newspaper in Helena and now it is generally understood that ex-United States Senator Joseph M. Dixon of Missoula and Sam D. Goza of Helena are in the East making arrangements for equipment, service and financial details incident to the early establishment of the paper.

This will make three daily papers in Helena.

NATIONAL AD. MANAGERS MEET.

Annual Session Held at the Biltmore, New York—Name of the Organization Changed to Association of National Advertisers—Harry Tipper Elected President.

Over two-thirds of the entire membership was present during the three days' annual meeting of the Association of National Advertising Managers which was held at the Biltmore, New York City, on Thursday, Friday and Saturday, October 29, 30 and 31.

The retiring president, Tim Thrift, advertising manager of the American Multigraph Sales Co., Cleveland, Ohio, in his address reviewed the different phases of the association's activities, which he felt the association had real reason to be proud of. Many creditable things had been accomplished but there were several matters he referred to which the association could profitably take up. Among these was the broadening of the educational work the association had been doing the past year, the making of greater efforts to eliminate objectionable advertising, and other subjects. These were acted upon during the three-days' meeting. In conclusion, he voiced his thanks to the directors, chairmen of committees, and to the secretary for their good work during the past year.

After the reports of W. G. Snow, advertising manager of the International Silver Co., Meriden, Conn., the retiring treasurer, and G. B. Sharpe, advertising manager of the DeLavel Separator Company, New York City, chairman of the finance committee, had been passed, the report of the committee on the revision of the by-laws was presented.

CHANGES ITS NAME.

The association decided to change the name of the organization from the Association of National Advertising Managers to Association of National Advertisers. This change was made because the original title was not expressive of the character of the association owing to the fact that the individual membership concerns are the members, and the accredited representatives of those 222 concerns today comprise among them 28 presidents and executive heads, 2 presidents and treasurers, 6 vice-presidents, and many others who are not advertising managers.

The association was organized by the advertising managers of a number of concerns. The greater importance of advertising questions taken up by the association is well illustrated by the increasing number of general and sales executives acting as active representatives of their concerns, and affords another instance of the enlarging value of the advertising outlook provided by the advertising managers in co-operative activity.

The new name of the association will unquestionably add to the reputation of the old association of National Advertising Managers and enable it to be of more benefit to its members and to advertising generally, and will increase the association's membership materially.

AUDITED CIRCULATION REPORTS.

The report of the circulation committee, J. B. Comstock, publicity manager of the P. & F. Corbin division of the American Hardware Corporation, New Britain, Conn., chairman, covered the progress of the movement for verified statements and audited circulation reports of publishers and recommended to the association that in future its members should insist upon a circulation statement from all publishers, such statement to be audited by one of the auditing organizations approved by the Association of National Advertisers and that in view of the desirability of this, the gathering of circulation information at headquarters be eliminated. The report was unanimously adopted.

WINDOW DISPLAY LISTING BUREAU.

The window display committee, W. P. Werheim, advertising manager of Pratt & Lambert, Inc., Buffalo, N. Y., chairman, presented a report in which it recommended the formation of a listing bureau in the secretary's offices of the var-

ious window trimming concerns located throughout the United States, and such information respecting each concern and its services as would be of interest to the members.

FRAUDULENT ADVERTISING WORK.

Harry Tipper, manager of the advertising division of the Texas Co., New York City, chairman of the executive committee, presented the subject of further work toward eliminating fraudulent and misleading advertising. The asso-

bered by the publication some time ago in advertising journals of a comprehensive report from the association's committee, taking up the subject in its relation to co-operation with the retailer on advertising material, booklets, circular matter, and window displays, etc. The new work will deal with the subject in a more advanced sense, inasmuch as it will cover the distribution of the goods themselves from the angles of selling and advertising, and the combination of both. At a subsequent meeting of the board of directors, R. A. Holmes, sales and advertising manager of the Crofut & Knapp Company, New York City, was appointed chairman of the committee.

CENSORSHIP OF ADVERTISING COPY.

Considerable discussion took place



ARTHUR CAPPER,
PUBLISHER OF THE TOPEKA CAPITAL, WHO HAS BEEN ELECTED GOVERNOR OF KANSAS.

ciation decided to actively carry on such work and to take up the matter with the publishers of magazines, newspapers, trade papers, and other media, and to secure their co-operation.

The export committee presented a statement covering its work during the past six months. The work of this committee has been of extremely great value to those members interested in export matters, as was shown by many letters received and verbal testimony to that effect from heads of export and foreign departments of many leading concerns throughout the country.

DIRECT MAIL ADVERTISING WORK.

Tim Thrift presented the report of the direct mail advertising and house organs committee and outlined in detail the suggested work for the next year covering mailing lists, follow-ups, handling inquiries and office records.

It was resolved to appoint a dealer co-operation committee to take up comprehensively the work of co-operating with dealers in their distribution of goods from both the advertising and from the sales standpoints. This subject is one to which the association has given extensive study, as will be remem-

upon the matter of censorship of advertising copy and the following resolution was passed:

"That the Association of National Advertisers, as a body, approves the practice of certain publishers to protect their readers and to improve the power of advertising by eliminating exaggerated, invidious and unwarranted comparisons and misleading statements in advertising; that it will endeavor to any reasonable extent to meet such regulations; and that it welcomes an increase in the number of such publications and publishers. The Association urges, however, that, on account of the importance of this matter, that in all instances the merits of the case be investigated fully by the publishers both from the point of view of the manufacturer as well as from that of the readers before any such decisions as to their regulations are reached by such publishers."

Secretary Patman presented a detailed report, going into all phases of work viewed from the headquarters standpoint.

NEW OFFICERS ELECTED.

Harry Tipper was unanimously elected president of the association for the new fiscal year. R. O. Eastman, advertising department of the Kellogg Toasted Corn Flake Co., Battle Creek, Mich., was unanimously elected vice-president.

Elections also took place for vacancies in the board of directors. L. W.

(Continued on page 423.)

HERALD'S POLITICAL FORECAST

Remarkable Accuracy in Gathering Reliable Information

The New York Herald during the past ten years has been remarkably accurate in forecasting Election results. Political bias, personal wishes and hopes for the best seem to be thrown to the four winds and the straw votes are refreshingly accurate.

The record printed below is worth studying, as it is almost equally divided between the two political parties, indicating the subserving of party affiliation and of getting pretty close to truth, which, in this day and age, is the aim of all good newspapers.

In 1904 the Herald indicated the election of Theodore Roosevelt.

In 1905 the Herald indicated the election of William Travers Jerome as District Attorney and declined to make a prediction upon the Mayoralty contest, except that William M. Ivins, the Republican nominee, would be third, saying that it was so close that a plurality of 5,000 would cover it either way. Mr. McClellan's plurality for Mayor was 3,478.

In 1906 the Herald's forecast indicated the election of Charles E. Hughes, the Republican nominee for Governor, and Lewis S. Chanler, the Democratic nominee for Lieutenant Governor.

In 1908 the election of William H. Taft as President and the re-election of Governor Hughes were foretold correctly.

The Herald was again correct in 1909, when it predicted the election of William J. Gaynor, the Democratic nominee for Mayor, and of William A. Prendergast and George McAneny on the Fusion ticket.

In 1910 the Herald's estimate was that John A. Dix, the Democratic nominee for Governor, would receive a plurality of 50,000, only 17,000 less than he actually obtained. The Herald also predicted that year the election of Woodrow Wilson as Governor of New Jersey.

The Herald's poll again was a true barometer of political conditions in 1912, when it indicated the election of Mr. Wilson as President, with Mr. Roosevelt second and Mr. Taft third, as well as the election of William Sulzer as Governor.

In each of the biennial Congressional campaigns the Herald has correctly foretold the political complexion of the House and Senate, indicating with rather striking exactness the makeup of the new houses.



HARRY TIPPER,
New President of the A. N. A.

CIRCULATION CONTESTS CONDEMNED.

Experienced Manager Shows Why They Should Not be Employed—Subscriptions Thus Obtained Not of Permanent Value to the Paper—Renewals Often as Low as Six Per Cent.—Some of the Evil Results.

By H. H. FRIS,

Circulation Manager, El Paso (Tex.) Herald.

Circulation obtained through newspaper voting contests is of comparatively little value to the advertisers of a newspaper. For this reason the El Paso Herald has tabooed them for years.

The circulation that is bought and paid for because the people wish to read a newspaper is the sort of circulation that an advertiser wants and it is the sort that he is entitled to. People who pay for a newspaper because they want it, read that paper through and through. Naturally, such readers are the sort the advertisers seek.

Ninety per cent. of the subscriptions obtained in a newspaper contest are secured from people against their will. A contestant will prevail upon a friend or an acquaintance to take a paper to help him or her win the premium contended for. Oftener than not, the person sought as a subscriber will give a check to be rid of the solicitor or to assist him as a matter of charity. Many times the person subscribing is already a subscriber and orders the paper sent to some friend, away from the city.

Many newspapers make a business of conducting voting contests continually for the purpose of keeping up an inflated circulation with the sole idea in view of getting increased rates for advertising. The showing upon the circulation books is cited as a warrant for the rate charged. But this kind of circulation is absolutely worthless to the advertiser—most of it anyhow. The same amount of money, or less, spent with a newspaper that has a high class home circulation would bring far greater returns. It is because of this, largely, that I have opposed the circulation contest. I do not believe that any paper which gains its circulation by the contest method can give the advertiser full value for his money.

AUDIT BUREAU'S WORK.

The Audit Bureau of Circulations has been established for the purpose of securing information as to the quality as well as the quantity of a newspaper's circulation. Each report issued to members contains verified figures and facts bearing upon the quality, quantity, distribution, and character of the circulation of newspapers. This is a hard blow to the publisher who increases and holds his circulation by voting contest schemes, but it means the dawning of an era of justice for the publisher who frowns upon such practices and seeks to sell his paper as a commodity worth the price asked, and who must meet competition from one who doesn't hold to such standards.

The merchant does not attempt to sell his goods by any method except that which is honest and open. He advertises what he has and if the public desires it, it buys it. Why, then, should a newspaper attempt to secure circulation by any other than legitimate methods? The newspaper, to get a circulation that is of value to the advertiser, must make itself sought by the reading public. To do this, it must be a newspaper in every sense. Put out a paper worthy of sale and it will sell; it will not be necessary to offer automobiles, houses and lots, pots of gold and various other premiums

and prizes to induce young women to go out into the by-ways and solicit subscribers through sympathy and personal friendship. No legitimate business was ever built upon such a plan.

PULLING THE PUBLISHER'S LEG.

Hundreds of subscriptions are obtained in every voting contest from people who are already taking a favorite paper; many from those who would not read the paper represented by the contestant, yet they subscribe because of a feeling of friendship or pity for the contestant. Often the pitiful story of a needy mother, or of a broken home, manufactured for the occasion, is used to excite sympathy of the person whose subscription is sought. Often the paper is never opened after it arrives; more often it is sent to a friend in some other city. In other cases, the subscriber, even if he reads it, also continues reading his favorite paper.

Where does the advertiser benefit? It is not a healthy, legitimate circulation that is put on by contests and it is not worth paying money for; the advertiser who buys it is not getting value for his dollar. Therefore, the circulator who has at heart the interest of his paper, will avoid the voting contest.

I know of one instance where only 6 per cent. of the contest subscriptions were renewed upon expiration. I know of another that renewed nearly 25 per cent. The latter, however, is a rare case. The subscribers added by the "contest" method generally drop off at their expiration. The paper that would hold them would have to keep up the contest method. It is only a temporarily inflated circulation that is worth but little to anybody. The newspaper pays dearly to put them on and then it has little of real value to sell its advertisers.

A prominent Chicago newspaper man, expressing his views on newspaper contests, says:

"Is it not time that reform should begin at the top? These publishers who conduct voting contests know that they are sure of hundreds of workers because the masses are hungry. If a picture could be drawn showing the broken hearts, the distorted faces, the reeling homeward in despair, the tired eyes, the hands of thousands who failed, plucking nothing, would the selfish publishers' interest repent? Would they decline to again inaugurate this mad scramble of unpaid and disappointed workers? Not on your life. No, not until general intelligence rises to such a point that it will pillory or lynch all who attempt such campaigns of heartlessness and craft. Will those at the top forego any of their miserable customs or methods no matter how cruel or how bereft of the ethical standards about which they themselves prate so much?"

The better class of newspapers everywhere are now actively engaged in fighting the crooked "voting contest" frauds—and fraud is exceedingly difficult to separate from "voting contests."

Two years ago the "contest" grafters were doing a land office business in all parts of the Southwest. All of the newspapers that ran these fake "contest" games suffered after effects hard for them to live down. In a few of the contests the frauds were not discovered by the public because the huncno men who were at the head of the game were too smooth for the hardworking contestant.

In other contests, however, the losing contestants discovered the frauds before the closing days, in others while the judges were counting the votes. The result was that the publishers were threatened with suit for obtaining money under false pretenses.

In many cases after the fraud was discovered the publishers made good with the girls for fear that contestants would take the cases to court, where there would be no hope for the publishers.

On the closing night of one recent "popularity voting contest" nearly \$1,000 in subscriptions were sold in the last few hours to one contestant; can anyone doubt that this game had been "tipped off" to the favorites and that the losers had been marked for the slaughter from the beginning, and were merely being cheated out of more money by arousing vain hopes of victory? Furthermore, of what possible use to advertisers is a fake "circulation" built up in this way, in some case thousands of copies being sold in bulk merely for the purpose of turning them in as coupons for some favorite?

It is an unfortunate fact that it is practically impossible to run a "voting contest" on the square. In nearly every "contest" it is a clear case of holdup practiced by the promoters and their employers outside the regular newspaper force—a holdup game from start to finish, although the fraud has often been concealed even from the publishers, at any rate until the damage has been done.

On a recent trip to one of the cities of the Southwest, during a conversation with one of the publishers of a morning newspaper, who had a voting contest running last spring, I said: "They tell me that you are a great believer in newspaper contests."

He answered: "We have had a great many 'voting contests' on this paper but never again. Do you know there is no possible chance to conduct a contest legitimately? No more of them for us. We are through with them forever."

All of the newspaper publishers of the Southwest, save a few, are down on "voting contests" and are now using the money, which they formerly devoted to those purposes, for obtaining legitimate circulation.

The great majority of redoubtable newspapers have learned that they cannot control the methods of the men who make a business of conducting these "contests" and that the newspaper publisher himself is often victimized by them, not to mention the many disappointments among contestants when they at last realize that they have been duped.

A RECORD MONTH.

Los Angeles Examiner Advertising Staff Do Wonderful Team Work.

The advertising staff of the Los Angeles Examiner, twenty five classified and eight display men, enjoyed a sumptuous repast at the Cafe Nat Goodwin on Saturday last at the expense of Walter G. Bryan.

Bryan says he never paid a bill with so much real satisfaction and pleasure. The dinner marked the unheralded achievement of the staff in writing 285 new contracts during the months of September and October, 52 of which were closed the last week and 16 the last day. The face value of the contracts in money totaled about \$75,000. The September campaign was reported in the October 24 issue of THE EDITOR AND PUBLISHER. C. K. Gentry, the acting advertising manager, under the direction of Max Ihmsen, the general manager, had immediate charge of the campaign.

Bryan says this is an indication of the inherent ability of every well-organized staff to produce the business, despite all handicaps; that, after all, it is largely a matter of determination, force and joy—confidence plus guts. He asserts that if all publishers would show their faith in works, their faith in this country and their faith in advertising by playing them strong across the board three ways they would usher in bounteous prosperity in short order.

The Stalker Advertising Co., Toledo, O., has been granted recognition by the Quoin Club, the national periodical association.

NEARLY SPOILED.

"Well," said the editor, "how about that high-life-scandal story? Is it true?"
"No sir," said the reporter.
"No facts at all?"
"Not a chance."
"Everything denied?"
"Absolutely."
"Good Heavens! Cut it down to half a page then."—Yale Record.

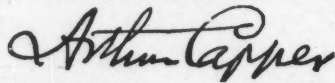
Topeka Daily Capital

LEADS IN TOPEKA AND KANSAS

Average Net Daily Total Circulation in October, 1914	36,297
Net Average in Topeka in October, 1914	9,830

It guarantees advertisers a larger local circulation than any other Topeka newspaper, and a larger Kansas circulation than any other Kansas daily.

Only 7-day-a-week paper in Kansas



Arthur Capper
PUBLISHER

TOPEKA, KAN. W. T. Laing, Flatiron Bldg., New York
J. C. Feeley, Mallery Bldg., Chicago

Connecticut's Biggest and Best Daily Newspaper

The Hartford Times

Hartford, Conn.

THE TIMES' circulation is 3c. circulation Home circulation

"One paper in the home is worth a hundred on the highway."

KELLY-SMITH COMPANY
Representatives

220 Fifth Ave. Lytton Bldg.
New York Chicago

IN

Colorado Springs

IT'S

THE TELEGRAPH

J. P. MCKINNEY & SON
New York Chicago

Deutsches Journal

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

INTERTYPE

THE ACME OF HIGH QUALITY

Ask your neighbor what he thinks of HIS Intertype. Ask his MACHINIST and OPERATOR about it. THEN ask us for details.

International Typesetting Machine Co.,
Foot of Montague Street Brooklyn, N. Y.

A Business Talk

To Advertisers and Agents

With no small feeling of pride The New York Globe presents for your consideration the following detailed statement showing its circulation growth for fifty-eight months.

The Globe's advertisers have been receiving increasing values in circulation steadily without any increase in the price they pay to address the larger audience.

January	February	March	April
1910 84,303	1910 82,818	1910 84,488	1910 101,586
1911 99,199	1911 97,099	1911 100,137	1911 107,968
1912 113,662	1912 114,163	1912 117,376	1912 144,656
1913 124,338	1913 125,593	1913 129,748	1913 143,408
1914 141,144	1914 138,678	1914 146,602	1914 170,474
May	June	July	August
1910 110,364	1910 109,106	1910 108,383	1910 107,516
1911 116,812	1911 118,695	1911 111,832	1911 115,939
1912 140,841	1912 137,348	1912 127,929	1912 124,314
1913 149,144	1913 153,237	1913 142,191	1913 145,794
1914 180,117	1914 174,206	1914 169,194	1914 213,768
September	October	November	December
1910 102,330	1910 107,024	1910 97,905	1910 94,048
1911 135,988	1911 144,997	1911 120,574	1911 121,123
1912 129,211	1912 149,485	1912 131,838	1912 120,791
1913 156,318	1913 153,140	1913 147,236	1913 142,470
1914 205,069	1914 196,944	1914	1914

Mr. Businessman!

When you want to know how things are going this month your favorite method is to turn back to the figures of the same month in previous years for your comparison. The Globe invites such a comparison.

Proved and guaranteed circulation is all that a newspaper has to sell to its advertisers. The Globe for nearly five years has sold advertising strictly as a commodity, and forced many of its competitors to do the same.

Look at the Figures!

They show the average net paid circulation of the New York Globe. They represent papers sold for cash to readers after deducting all unsold, waste, and free copies.

MYSTERY IN ADVERTISING COPY.

How Commercial and General Literature Differ from Each Other—
To Produce Desired Results in Publicity—It Must Touch
the Spring of Human Action.

By CHARLES W. MEARS,
Advertising Manager Winston Motor
Car Co., Cleveland, O.

AS OFFICE BOY in a paint factory, one of my duties was to send out circulars and booklets. To my surprise the office people called this printed matter "literature," and it took me some time to accept the term. Previously I had pushed a printer's cart loaded with circulars, booklets and other products of the press, but it had never occurred to me that I was pushing literature.

But when I learned in the paint factory not only that business men made use of literature for practical commercial purpose, but that it was actually written by business men themselves, I confess that literature began to command my respect.



CHARLES W. MEARS.

In speaking of commercial literature, I refer chiefly to so-called "consumer" advertising printed in magazines and newspapers, and speaking of general literature, I refer principally to the reading contents of magazines and newspapers.

General literature is bought by publishers and sold to readers. Readers buy it because they want it.

Advertising literature is bought by commercial houses, chiefly manufacturers. The latter do not sell it; they give it away. Indeed they give it away at heavy expense to themselves, paying large amounts to publishers to sandwich this advertising literature into the publisher's general literature.

NO PERSONAL FAME FOR AD WRITER.

General literature, if it is good, brings its author personal fame; but the advertising writer who intrudes his own name or his own personality into his work helps thereby to make it bad.

In general literature, the author's responsibility ends when the publisher has accepted his MSS. If the accepted story fails to win public favor, the publisher's judgment is at fault. But in advertising literature, if the copy fails to bring results, the blame is on the writer.

General literature has three objects: To entertain, to inform, to instruct. Sometimes these purposes overlap.

When a literary work contains one or more of the elements of entertainments, information or instruction, the author has accomplished his purpose. The subsequent failure of readers to read, to believe, to profit by what he has written, is not chargeable to his discredit.

Advertising literature has a totally different object. It must obtain results. Incidentally, it may entertain, inform or instruct. Whether it does these things or not is decidedly a secondary consideration. The main consideration is that it must bring returns.

The advertiser demands that his copy writer shall put into the printed page something that Kipling never even attempted to do in his entire career. That printed page must contain material that will break in upon the attention of an indifferent, if not unwilling and doubtful reader, create in the reader an interest in a particular commodity, and awaken in the reader's soul a yearning so intense as actually to force him to extract \$1,743 from his savings account and exchange that amount for an automobile.

THE ELUSIVE QUALITY.

Since advertising copy is required to pull, since it must possess a motive power demanded in no other type of literature, the conclusion is obvious that advertising copy must embody some element foreign to general literature.

When you ask your advertising writer to prepare copy that will promote the sales of your particular commodity, you are asking him to accomplish a work that is without precedent and without guide in general literature.

To the practices of the world's best writers he must add a distinctly different element. If he puts that element into his work, your advertising wins; if he doesn't, it loses. So that this peculiar and absolutely necessary element is very much like charm in woman. You will recall what J. M. Barrie says about charm, that if woman has it, she doesn't need much else, and if she lacks it nothing else will help her very much.

My purpose is to bring to your attention the overlooked fact that there is a

key to successful advertising, and that you can have that key if you seriously want it. But it is not to be found in general literature. It is not to be found in splendid art work or in precise and harmonious type composition, either, for general literature has long made use of these.

THE APPEAL TO READERS.

Advertising literature approaches the reader through the reader's mind. From this beginning it is commonly argued that the reader's reception of an advertisement will be logical—that if you supply him plenty of information about which to reason, he will act accordingly. And writers are sadly misled by this conclusion, because it contains just a delusive fragment of truth. The weight of evidence is greatly to the contrary.

Advertising aims to increase buying, and it is a most palpable fact that people generally do not buy along lines of logical thinking. We can agree that a professional purchasing agent buys logically, just as we can agree that a physician treats his patient logically. But these are instances of professional employment.

Not one human action in a hundred is the result of logical reasoning. Even the most tremendous and vital things of life are not done from logical premises at all. We enter into undertakings filled with vast consequences, and find afterward that our actions were not intellectually prompted.

Giant intellects have proved by logical processes that no God exists and that the human soul is a myth. But you don't believe that and neither do I. And the more convincingly these materialistic philosophers prove their case, the more strenuously do you and I cling to the faith that brings peace to the heart, however little it may satisfy the cold, deliberate and exacting intellect.

Immeasurable happiness in this and succeeding generations depends upon a man's choice of the woman who is to be his wife; yet how many men, do you suppose, are prompted by intellectual conviction to marry a particular woman?

Most decidedly it is not intellect that

impels men to action, for men without intellect act; they both eat and marry. They both labor and exchange. You who have read psychology know very well that intellect gives direction to human action, but does not create or impel action. Intellect is the pilot in the wheelhouse; the motive power in the hull is something totally different.

WHY DID YOU DO IT?

The thief knows intellectually that he should not steal, but in spite of that knowledge he does steal. Last night you were expected at a committee meeting. You had no other engagement and it was really your duty to go. You knew that intellectually, yet you stayed at home. Can you still say that intellect causes human action?

Instances without number can be cited to show that intellect has no motive power, yet we go on worshipping intellect and trying to secure advertising results through the intellectual appeal. Every advertiser asks the reader to "Believe what I say." The keynote of intellect, on the contrary, is: "Doubt everything. Believe nothing."

For his own safety, the advertiser must have some appreciation of the requirements in advertising copy, and yet the advertiser himself is often the poorest judge of the worth of copy before it is printed. He knows himself, his own business and his particular goods too well, and he knows the raw material of human nature too little.

Through all the stages of advertising experiment and expenditure, the one signal fact that points the way to success has been often ignored. That fact informs us that human nature, however much it may change in degree, has never been changed in kind. It is still elemental human nature, not intellectual nature. Intellect grows and improves; inventive genius reaches results previously never dreamed of; man's welfare is promoted by constantly improved conditions; in short, man's notions, work and surroundings are distinctly not those of his primitive ancestor.

That unchanged element within him is the one element, the only element that impels him to action, and it is the one and only element that advertising literature must reach and influence.

Men have faith in religion today from the same impelling motive that actuated religious faith in the days when the world was an intellectual blank. Men marry today from the same impelling motive that they married around the tower of Babylon.

We know very well that advertising literature, to be successful, must touch impelling motives. It must touch the spring of action in the man to whom it is addressed. That spring of action resides in one single element of the individual human organization, and it is set into motion today through the same impulses that operated effectively in the garden of Eden.

SOME CONCLUSIONS.

It would be idle to say that every advertisement, great or small, of every commodity, good or bad, can be written to contain a factor that will teach this single spring of human action, and produce any given number of immediate sales. Infer nothing of the sort.

It would be equally idle to believe that any house can advertise successfully when quality of product, adequacy of distribution, financial resources and the like are deficient. Advertising cannot resurrect what is already dead. The advertising writer who has both feet on solid earth will not promise miracles. All that can be asked of advertising is a profitable return on a warranted expenditure.

But we are not even remotely certain of this profitable return unless we understand how we are to touch and influence the human spring of action. When we realize that we have only a gambler's chance to win, with the odds greatly against us, unless our copy contains this one single prime essential, then we can approach our advertising campaigns with a real intelligence.

SIXTEEN YEARS' EXPERIENCE AS DIRECT REPRESENTATIVE In New York City

THE SERVICE I am offering to the right kind of newspapers is based on a long period of intimate association with the foreign field, during which time I have made good.

I now want to make better by assuming more responsibilities and am looking for a few clean cut papers where representative representation will be mutually profitable.

Haven't time or inclination to try out dead ones, but will gladly work hard for the right kind.

Supposing you start something. A letter will do it.

CHARLES SEESTED

41 PARK ROW

NEW YORK

TELEPHONE 569 CORTLANDT

PROFITABLE NEWSPAPER ADVERTISING

A campaign which has been making good for fifteen years and has built up the greatest corset business in the world, with a few remarks about the men and merchandise back of it.

Published as a concrete example of how good goods, brains and good newspaper space can be combined profitably for all concerned if worked consistently and continuously.

By HARRY R. DRUMMOND.



J. W. MORTON, JR.

Experience has convinced me that the surest, quickest and most economical way to reach women—who do nine-tenths of the buying—is through daily newspapers of high class and wide circulation.

The place to advertise goods is the place where they are to be sold. Newspaper advertising is a force that can be kept under daily control and made intensive. It is on-the-spot publicity.—J. W. MORTON, JR.

THE IDEAL IRON TONIC
"Nemo" Tablets

BROADWAY & 9th ST.

BEAUTIFUL SYMMETRY
is figure with high abdomen can only be obtained by wearing the proper corset. The "Nemo" Self-Reducing is the proper corset for portly figures, because it is made to do two things particular—

"NEMO SELF-REDUCING"
is the proper corset for portly figures, because it is made to do two things particular—

Y'S DEATH
has the Cause, a Fe. Se. mite.

THE IDEAL IRON TONIC
"Nemo" Tablets

This is not intended to be a boost for Kops Bros., their corsets or their advertising agent. It is not a paid write-up for the largest corset business in the world. We do not care a whoop whether you wear a Nemo or a Smart Set Corset.

You don't? Neither do we. The reason Kops Bros. have had this story wished onto them is because they have used newspapers almost exclusively in building up the greatest business of its kind and that in twenty years they have grown from almost nothing to a whole lot.

When this firm reached the fifteenth milestone of its existence the event was celebrated by issuing a handsome booklet, in which was set forth their early struggles, and a few intimate personalities regarding the business.

Kops Bros., Daniel, Max and Samuel, started in business on December 1, 1894. Now, that they are on the sunny side of easy street, financially, they admit that they did not have as much money as they wanted at that time, and their original organization was not as comprehensive as the present plant. But they had a good idea, lots of ambition, and a double barreled determination to make good, and they have made good.

Originally they specialized on fat ladies' corsets, the kind that are adapted to hard work and plenty of it; corsets that would hold a corpulent person in shape, and stay on the job a long, long time. Later they included corsets for other figures, and gradually, as the demand increased, went into the making of higher priced goods.

WHEN IT STARTED.

For five years they struggled along without any advertising, and then, on January 15, 1899, they published their first advertisement in the New York Herald, 50 lines single. They entrusted their advertising to the J. W. Morton, Jr., Advertising Agency. Mr. Morton for nine years had been advertising manager for Strawbridge and Clothier's retail store in Philadelphia.

Mr. Morton went to Strawbridge and Clothier about the time that firm was reorganized and infused the advertising department with young blood. While he was connected with the firm the business more than doubled, which it may be remarked in passing is some growth.

Of course Kops Bros.' advertising was experimental at the start. It is said that they originally chose newspapers be-

cause they did not have enough money to spare for higher priced media. At that time, too, Mr. Morton's experience was largely in retail department store work, and he had an abiding faith in daily papers.

In the beginning their advertising was published in cities where their goods could be found. They did not advertise to the trade, but to the consumer. They told their story to women who were in need of good corsets. The advertising of corsets in newspapers was not particularly new or novel, but the way Kops Bros. used newspapers was distinctly different from the general method.

SHORT RATES IGNORED.

As a general rule corset manufacturers pin their faith to trade papers and magazines and supplement this work with "co-operative advertising" in newspapers, going in on a 50-50 basis with local dealers. This plan is not so bad, if you look at it right. It is an open secret that local advertising, contracted for in great quantities, earns a lower rate than "foreign" copy which is spasmodic.

So, by going 50-50, the corset manufacturer not only gets a low rate, but, inasmuch as the retailer pays half of that, he cuts the low rate in two, which is high finance in the nth power. However, just like any other "bargain" there is a distinct come back in this proposition.

From years of intimate connection with department store advertising and its various twists and turns, it can safely be said that practically all co-operative advertising is placed—not where it will do the most good, but where it will eat up space, and earn a rate for the copy which is used to sell goods.

Just to illustrate. The writer once made a contract in which it was stipulated that a very low Sunday rate could be earned if the paper was used every day in the week, and a minimum of 20,000 lines used in a year, exclusive of Sunday copy. There were grave doubts as to the value of this daily space, especially on Mondays and Saturdays. Sunday's big ad was supposed to carry Monday's business and to go in Monday morning was almost foolish.

Friday night's ad took care of Saturday, and Saturday morning's paper was not worth much for business, but they had to be used. Consequently all of the corset advertising, the shoe advertising and any other that was paid for,

in part or in full by the manufacturer, went in on Mondays and Saturdays.

A WISE OLD OWL.

Perhaps Mr. Morton knew something of these things. Perhaps his nine years' experience had taught him a few things, but, be that as it may, it would not be very hard for you to find a department store advertising manager who would tell you, if he knew you pretty well, that when it comes to co-operative appropriations Mr. Morton does not seem to think any more of a nickel than he does of his right eye. In fact he is reputed to be as close as the next minute.

And as to trade papers and magazines—well, there is a general consensus of opinion in that field that J. W. is a hide-bound old Scotchman who is so bull headed and "set in his ways" that he is almost beyond hope.

There have been advertisements in trade papers. There have been advertisements in magazines, but when you digest the fact that Kops Bros' corsets have been advertised for fifteen years; that they have the largest corset business in the world today; that they started their advertising in newspapers, and that over 95 per cent. of their advertising money has been spent in newspapers, you begin to realize that the right kind of newspaper advertising is really worth something.

PAY THE PRICE.

Kops Brothers are not bargain hunters or rate breakers when it comes to buying newspaper space. They pick the best papers—they willingly pay the full rate and get the best positions, on the best days.

With all deference to Mr. Morton, and all glory to good newspaper advertising, and, although this is not supposed to be a boost for "Nemo" or "Smart Set" corsets, neither Mr. Morton and his good copy, or all the good newspapers in the world could have made this the greatest corset business in the world unless Kops Bros. had put pretty good merchandise back of their advertising—and they did that little thing.

They now have a big factory in Stuttgart, Germany; the "Galeries Lafayette," the big store, catering to royalty and the fancy ladies of Paris, feature these goods; Selfridge's big London store specialize on them and it is a poor store indeed in this country where a woman could not find a Nemo corset.

ANSWERS TO CORRESPONDENTS.

Goldfield, S. D., Oct. 21.
Will you kindly give me the address of Hugh O'Donnell, whose article on "Winning South America," which appeared recently in your columns interested me very much?
A. M. A.

4847 Walnut street, Philadelphia.

Richmond, Ind., Oct. 31.

Should the publisher of a newspaper in a small city or town accept advertisements from the merchants of a nearby large city?
S. E. I.

It all depends. If he is getting the hearty support of the local merchants at reasonable rates it might be good policy to refuse such advertising, especially if there is much objection to such a course. On the other hand if the local support is insufficient to make the publication of the paper profitable he should accept it. Loyalty to the town and its interests is praiseworthy but there is such a thing as carrying it too far. No merchant refuses to sell his goods to a man who resides in another city. To be sure he is running a different kind of a business than the publisher but both are trying to make a living. There is nothing reprehensible in selling advertising space to whoever may want to buy it providing the advertising is not objectionable.

Muskegon, Mich., Oct. 25.

What is a fair rate for a county seat daily in a small or medium-sized city to charge for its advertising?
R. A. WHITE.

One and a half cents an agate line, or 21 cents an inch for 10,000 circulation; 2½ cents for 5,000 circulation or less.

THE ADVERTISING FAKER.

The Clearwater (Fla.) Sun raises a plaint which applies, not only in Florida, but throughout rural communities generally.

Already the advertising faker is abroad. He will be here by the hundreds within a short time. Florida is easy picking. He can get \$100 to \$250 out of every small community without any trouble—and always from the men who will not advertise in the newspapers because "advertising doesn't pay." All over the state you will find swinging mile posts—which cost the advertisers tens of thousands of dollars. The posts refuse to swing, and the advertiser who paid \$50 to \$100 for space on the posts and find their ad turned away from the road, or hidden completely from view by the weeds, or knocked down, or pulled down, and generally disfigured, is the advertiser who says: "Advertising doesn't pay." Why do these fakers work small communities? Because in cities advertising is done by experts—advertising men—who wouldn't listen to one of these fakers for a minute—not a little measly minute.

JOURNALISTIC CHRONOLOGY.

Anniversaries of Interest to Newspaper Folk the Coming Week.

NOV. 8.—Louisville (Ky.) Courier-Journal first issued (1868).

NOV. 9.—John Temple Graves, editor-in-chief of the New York American, president of New York Press Club, born at Willington Church, N. C. (1856).

NOV. 9.—Burgess Johnson, journalist and publisher, born at Rutland, Vt. (1877).

NOV. 9.—The Sentinel of the Northwest Territory, now the Cincinnati Gazette, the first newspaper and first printing office north of the Ohio, was established by William Maxwell (1793).

NOV. 9.—The Boston (Mass.) Post was first issued, by Charles Gordon Greene (1831).

NOV. 10.—Winston Churchill, author, former journalist, born at St. Louis, Mo. (1871).

NOV. 11.—Josiah Dwight Whitney, of the editorial staff of the New York Evening Post, born at Beloit, Wis. (1878).

NOV. 11.—Henry Mills Alden, editor of Harper publications since 1863, born near Danby, Vt. (1836).

NOV. 12.—James Greelman, noted war correspondent, associate editor of the New York Evening Mail, born at Montreal, Canada (1859).

NOV. 13.—The Anglo-Russian Trade Messenger was first published in Moscow (1897).

NOV. 14.—Silas McBee, veteran religious journalist, now editor of The Constructive Quarterly, born at Lincoln, N. C. (1853).

NOV. 14.—T. P.'s Weekly was first published in London (1902).

NOV. 14.—Jacob Saphirstine, managing editor of the New York Jewish Abend Post and Jewish Morning Journal, born in Russia (1853).

PACIFIC COAST NEWS.

New Press Building at the Exposition Grounds Ready for Occupancy—Col. Blethen and Seattle Times Printing Co. Defendants in a \$25,000 Libel Suit Brought by W. J. Burns.

(Special Correspondence.)

SAN FRANCISCO, Oct. 30.—The press building of the Panama-Pacific International Exposition has been completed and will be occupied by the exposition division of exploitation within a few days. The building is a handsome structure, conforming in architecture with the French Renaissance style of the Palace of Horticulture and Festival Hall and is situated in the South Gardens. It is a two-story building, flanked with ornamental caryatides.

It has been thoroughly equipped with all appliances and conveniences for the newspaper men who will make it their headquarters during the exposition. Reception and lounging rooms for correspondents are located on the first floor. A large room on this floor will serve for outside newspaper men. Telegraph, telephone and typewriter equipment will be provided.

On the second floor will be three rooms for the executive offices of the exposition press bureau and one very large room for all the typing, clerical and other force of the division.

Any newspaper man who contemplates doing work on the exposition grounds during the coming year should immediately get in touch with the Division of Exploitation and officially request desk room in the press building. State the sort of work you intend doing and give a list of the publications which you will represent. No time should be lost in this matter as all the available room in the building will soon be taken. If you succeed in getting space you will also enjoy additional privileges that should make the average newspaper man very happy.

A. J. Blethen and the Times Printing Company, of Seattle, have been made the defendants in a suit for \$250,000 instituted by William J. Burns, the detective. Burns alleges defamatory statements against him were printed in the Seattle Times on November 3, 1912, in connection with the convictions obtained by Burns in the Oregon land fraud deals.

SOME NEW PUBLICATIONS.

The first issue of the Alameda County Workman, spokesman for organized labor in Alameda County and published in Oakland, Cal., has made its appearance. It is published weekly by Arthur A. Hay and bears the union label and the endorsement of the building trades council of Alameda County.

The Thunderer, a new San Francisco weekly, has made its appearance. It is edited by Will Davis, a brother of Sam Davis of Carson Appeal fame. The Thunderer describes itself as a "courageous medium of honest and serviceable information for the public."

C. R. Evans, late of the Lodi (Cal.) Post, will start a newspaper at Lockeford, to be known as the Lockeford Reporter.

The Educational Digest, a journal for the busy teachers, was recently issued for the first time at Fresno, Cal. The paper will be especially considerate of the needs of the teachers of San Joaquin Valley. George H. Hunting is editor, Edna Orr, James and Maude E. Schaeffer, associate editors.

BOOSTS NEWSPAPER PUBLICITY.

The Rev. Dr. Matt S. Hughes of Los Angeles gave a strong boost for newspaper advertising in an address at the last meeting of the Los Angeles Ad Club. He declared it to be the best and most desirable of all mediums. Dr. Hughes also made a plea for advertisements that are founded solely on the truth. John H. Pape made an informal speech on the relation of the consumer to the advertiser. J. A. Eliason, physical culture expert, gave a practical demonstration on increasing physical effi-

ciency and how it would be beneficial to every business man.

The San Francisco evening newspapers are waging a bitter war as the result of an order issued by the managements of the Bulletin and the Call-Post prohibiting newsboys selling their papers from handling the Daily News, the third paper. As a result the News has been forced to do some tall hustling to get its paper on the streets, but as the probable outcome of extra inducements, has succeeded fairly well in so doing.

Fred E. Manning and K. Williams Guhl have dissolved partnership in the publication of the magazine Punch of San Francisco.

A San Francisco type foundry has brought suit against the California Oil World of Bakersfield, Cal., to recover personal property consisting of printing equipment, said to be worth about \$4,000.

F. M. Woodmansee, business manager of the Gazette Publishing Company, Alturas, Cal., has purchased the machinery, accounts, etc., of the Big Valley Gazette from H. E. Wood, CLARENCE P. KANE.

CHARLES J. BROOKS DIES.

Charles J. Brooks, for many years eastern representative of the San Francisco Chronicle, died at his home in Montclair, N. J., on Monday after a lingering illness. Mr. Brooks was stricken with paralysis several months ago and never recovered his health from that time. He was well known in newspaper and advertising circles all over the country. His wife and eldest son were at his bedside when the end came.

Mr. Brooks was married twice. By his first wife he leaves a son, Lester, and by his second a daughter, Vivien. For several years he had lived in Montclair, N. J. Mr. Brooks for years was secretary and treasurer of the California Society of New York and a member of several fraternal orders.

Mr. Brooks had many friends among advertisers and agents. His connection with the San Francisco Chronicle covered so many years that no advertising man could think of the Chronicle without immediately associating Mr. Brooks with it. He was an optimist of pronounced type. He could always see a silver lining behind the darkest cloud.

OBITUARY NOTES.

GEORGE C. DEMING, editor of the Palestine (Tex.) Daily Visitor, died October 23, aged 90 years.

WILLIAM S. MAGUIRE, circulation manager of the New York Evening Mail, died of apoplexy at Atlantic City on October 30, aged 52 years.

BERNARD P. J. KAVANAUGH, an old-time reporter on Louisville, Ky., papers, and editor of the Kentucky Irish-American, died October 27, aged 47 years.

ROBERT EMMET MCGILIN, formerly night editor of the San Francisco Morning Call, met a mysterious death. His body was found near Pier 34, San Francisco on October 21, and had apparently been in the water a week or more. He was 29 years old.

E. H. SALAZAR, of El Independiente of Las Vegas, N. Mex., died at Albuquerque October 19, aged 50 years.

Story of an Advertisement.

A rather interesting expedient was resorted to by Newspaper Feature Service in the matter of the ad that appears in this issue. The management prepared three ads, all with the same keynote—the extraordinary increase in circulation by the Boston Herald since the taking on of the colored-comics and features by this service. Several score of publishers were asked by letter to express their preference and incidentally were quite frankly told that the vote was by way of bringing a significant fact to their attention. There was a bare plurality for one ad and this ad is printed today with modifications of form that express the composite of opinion by sixty publishers.

SPHINX CLUB DINNER.

To Be Held Tuesday, Nov. 10, at the Waldorf Astoria Hotel,

The Sphinx Club's next dinner will be held Tuesday evening, November 10. Dr. Frank Crane, of the editorial staff of the New York Globe, will be one of the speakers. His subject has not been announced, but it will be one well worth hearing. The other speaker will be Mr. Alvin Hunsicker, vice-president and general manager of the Standard Oil Cloth Company, whose subject will be "Opportune Advertising."

The committee appointed in connec-

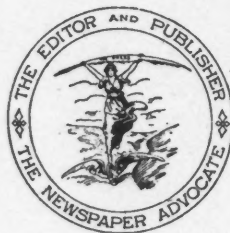
tion with the proposed advertising building will have definite progress to report.

The wives and daughters of the members will be in the balcony boxes for this dinner.

National Press Club Annual.

The new year book of the National Press Club of Washington, D. C., just out shows that among its members are President Wilson, and three members of his cabinet and many men occupying high positions in public and private life. The volume is embellished with pictures of the new club quarters, cartoons, and portraits.

Trade Newspaper Advertising—"Why" Talks--Number Ten



"We Can Sell OUR Goods Without Advertising Them—But YOU MUST ADVERTISE YOURS!"

Is not that, in effect, about what a good many publishers of newspapers say to National advertisers?

This is not written to apply to that very goodly number of newspaper publishers who have long realized that advertising is as useful in selling advertising space as it is in selling any other commodity. It is written for that goodly number of publishers who have not, as yet, come to practice, in their own business, the creed which they prescribe for other business men.

THE EDITOR & PUBLISHER reaches and influences the buyers of advertising space in newspapers just as thoroughly and just as effectively as your newspaper reaches and influences the buyers of advertised goods in your city.

Your problem in selling your advertising space to National advertisers is to convince these men that they can utilize your space PROFITABLY: If your proposition is a good one, these men are only too anxious to be so convinced.

But you must GET YOUR FACTS AND YOUR ARGUMENTS TO THEM IN A BUSINESS WAY—through advertising to them in the columns of the trade paper which they read, and in which they EXPECT TO FIND YOUR ADVERTISING.

When you tell them that they should use your newspaper as a sales-influence in marketing their goods in your city, and state your reasons for the claim, you will be urging upon them an undeniable business truth. When we tell you that you should use the advertising space in THE EDITOR & PUBLISHER to "market your goods" (and your advertising space is as much an advertisable commodity as Royal Baking Powder), we are urging upon you the same sort of business investment which you propose to them.

National advertisers employ expert "copy men." The publisher of a newspaper usually has available, in his own organization, such men—so that your copy may be made convincing and interesting. But, if it happens that you lack such aid, THE EDITOR & PUBLISHER, through its SERVICE DEPARTMENT, will gladly supply it—taking your facts and turning them into result-bringing advertisements. This service will cost you nothing.

"Take your own medicine," and take it in such liberal doses that National advertisers will realize your own complete confidence in its value!

WASHINGTON TOPICS.

Correspondents Enjoying a Respite from Congressional Work for First Time in Eighteen Months—Parcel Post News Appears—Conferences with President Wilson Are Called Off for the Present.

(Special Correspondence.)

WASHINGTON, D. C., Nov. 4, 1914.—With interest centered in the Election and Congress taking a much-needed rest, the majority of the Washington correspondents are enjoying a short respite from their arduous labors. Many of the chiefs of the large bureaus are just returning from participating in the campaigns in their home states, a diversion which they enjoyed after having reported the proceedings of Congress for eighteen continuous months.

A jolly crowd gathered at the National Press Club, Election night, to hear the Election returns as they were read from the Western Union and United Press wires. The entertainment committee of the Press Club provided clever vaudeville artists to entertain the correspondents during the dull moments between the bulletins.

The National Parcel Post News has made its debut. The News is a weekly and is devoted to advocating marketing by mail. The National Parcel Post Publishing Company, of 730 13th street, N. W., is its sponsor.

B. P. Anderson, correspondent of southern papers, had his automobile stolen from in front of his office in the Wyatt Building, Monday.

Many of the Washington correspondents regret to note the defeat of Henry F. Allen, editor of the Wichita Beacon, for governor of Kansas on the Progressive ticket. Mr. Allen was for several years correspondent for the Kansas City Star in this city.

The Monday morning and Thursday afternoon conferences with the correspondents at the White House have been called off during the recess of Congress. Beginning Tuesday, November 10, and each Tuesday thereafter the conferences between the President and newspaper men will be held at 10 a. m.

The Washington Post and the Washington Star gave excellent Election returns service to the general public, having large screens erected in front of their offices on which the results of the elections were flashed every few minutes.

When Congressman Augustus P. Gardner, of Massachusetts, made his speech in the House of Representatives setting forth the unprepared condition of this country for war, he had a very interested listener in the press gallery. In the course of his speech Mr. Gardner said: "In Cuba during the Spanish war, in the month of July, two militia regiments went into battle with short-range Springfield rifles, shooting black powder cartridges. There in the press gallery (pointing aloft) sits Sergeant Goodwin, of Company K, Third Texas. Were he on the floor he could tell you how his company for five months had to put up with antique black-powder Springfields. To be sure, many of those valuable ancient relics were at least safe, for they had no triggers and no plungers." The Goodwin to whom Mr. Gardner referred was Mark L. Goodwin, who is correspondent of the Dallas News, the Galveston News and the Dallas Journal. He served for quite a time with the Texas militia. "Mr. Gardner was right about those old guns," said Goodwin, "and he might have gone farther and said that they were more dangerous to the man who fired them than to the man who was in front. Kick? Why, they would knock a man half across a lot. Every man in my company who had a gun which would shoot at all had such a sore shoulder that he didn't dare put the gun against it. My shoulder was so black and blue that I was afraid it would never turn white again."

Louis Brownlow, who has for some time represented Tennessee papers at Washington, has been made a commissioner of the District of Columbia.

GRAFT ADVERTISING.

The Postal Life Insurance Company is trying to get newspapers to oppose a bill recently introduced in Congress prohibiting insurance companies using the mails to solicit business in states where they are barred out.

They seem to think that newspaper agitation can accomplish this, but they prefer to get this agitation free, rather than to buy space and tell their story.

Of course, if editors give them the space for nothing they will not pay for it. See to it that your paper gets revenue from this.

The press department of the Eastman Kodak Company is looking for come-ons to give space to war pictures taken by Kodaks and give credit to the Kodak. It is mighty good advertising for the Kodak, but should be paid for. It is advertising.

The Eugene McGuckin Company, 105 West 13th street, Philadelphia is trying to graft 250-word free readers for the International Correspondence Schools, entitled "Making Men to Meet the New Demands of Industry." Publish this if it is paid for. It is advertising.

The International Exposition of Inventions, which will be held at Grand Central Palace, New York City, December 12 to 19, is after a column of free advertising for the show. They will, of course, issue "passes." Don't fall for this. Make them pay for it. It is advertising.

The American Society for Thrift, Chicago, is trying to graft six newspaper articles regarding that institution. As an example of thrift they are sent to be published free. Poor thrift on the part of newspaper men. It is advertising.

The Taylor-Critchfield Company, Detroit office, is trying to graft a free writeup for Fenestra Steel Windows. It is advertising and should be billed back to the advertising agency for revenue.

The Wisconsin Machinery & Manufacturing Company, of Milwaukee, is trying to graft some stories about the buy-a-bale-of-cotton situation. It is a graft advertising scheme; all right if paid for, but not free stuff.

James T. Wetherald Adv. Agency, Boston, is trying to graft some free advertising for "Vinol," a patent medicine. They are perpetrating a "Vinol Week" and want to get theirs for nothing. Let them pay for it.

W. G. Sherer, of the Sherer-Gillette Company, Clark and 17th streets, Chicago, is boasting a "bat the rat" week, grafting free space for the occasion and at the same time is selling a rat-proof counter for grocers. Let's have him buy some space and tell his story.

The Greater Des Moines Committee, Coliseum Building, Des Moines, will furnish all kinds of reading boosting Des Moines, but they will not pay for it, of course. They also furnish articles about the agricultural wealth of Des Moines, but no advertising orders. And why should they, if newspapers print this stuff free?

George R. Meeker, Times Building, New York City, will furnish good natured publishers with free advertising notices about Raymond L. Witmar's Book of Nature, illustrated with motion pictures.

The Pathe fortnightly Bulletin, Vol. II, No. 20, is sent to newspaper publishers without cost, and then it may be used as free advertising.

Alco Film Corporation, 218 West 42d street, New York City, is sending out full-page notices about films which they are releasing. They will also furnish mats and cuts. This is good advertising, and they would be foolish to pay for it if they can get it for nothing.

Miss Agnes Kessler, 225 Fifth avenue, New York City, is going strong. She has some press stuff about motion picture actresses who are now instructing American women how to dress, and incidentally get their pictures into the press, but she wants not only the space but pay for the stuff. Oi! Oi! such a business!

Walter Baker & Co., Ltd., 45 Broad street, New York City, is grafting some free publicity regarding the value of cocoa and chocolate as food. This is good advertising, but should be paid for.

ENGLISH PUBLICITY IMPROVES.

Advertisers Now Over Their War Scare and Are Resuming Their Expenditures.

The advertising situation in England is improving according to the editor of Advertisers' Weekly, who in a recent issue said:

"As far as the advertising situation is concerned, our world still suffers because those who produce do not yet know where they stand, and until they do, we cannot hope for much improvement. On the whole, the signs are encouraging. There is more business stirring. One of the interesting features of the week has been the steady resumption of store advertising. Another has been the growth in volume of general advertising.

"It would be idle to say that there is anything like the volume of advertising stirring as there is in a normal September—indeed, there is a woeful shortage. On the other hand, there is more advertising about now than there has been during the opening weeks of the war. News that would in any way influence the public confidence would do much for us at this juncture, but in the meantime, we see a tendency on the part of some classes of advertisers to feel their way carefully, undeterred by the withholding of information likely to give them more confidence.

"Few of us know just where we stand at the moment, but business, as it is reflected by advertising conditions, does undoubtedly show a tendency amongst certain firms towards actual experiment, with a view of finding out exactly how things are going in the world of buying and selling. At present, we should think that many firms which can handle or produce goods at a profit are hampered in their advertising operations

tions through the shrinkage of credit. "With newspapers, on the one hand, demanding cash, and bankers on the other hand husbanding their resources and making arbitrary conditions regarding the administration of their accounts, many firms who could and would advertise, and consequently might be trading under conditions approaching the normal, still remain inactive in the publicity world. We fear this is a difficulty that cannot be overcome until representatives of the press, the manufacturer, the big retail houses, and the advertising world, meet and thrash out the one great problem which is holding us all back."

ECONOMY

Covering the field at one cost through the **one great edition** of The Evening Star is the economy practiced by the majority of Washington, D. C., merchants. Many national advertisers do likewise.



Every Saturday The New York Evening Post issues as a regular part of the paper for that day a special Magazine section, printed in colors, on high grade paper.

This section contains almost 100 fine half-tone illustrations and other engravings, covering the current events of American public life, society, sports, the theatres, fashions, and many other fields.

Other features in the Saturday issue include an entire supplement devoted to finance.

The price of The Evening Post on Saturdays is 5 cents per copy. Subscription price by mail, postpaid to foreign countries, daily \$18 yearly; Saturday, \$5.50 yearly; semi-weekly, \$4 yearly.

REAL NEWSPAPER REPRESENTATION

A man who served for many years as Advertising Manager and more recently as publisher of a Metropolitan daily newspaper, who has taken an active part in directing the work of successful advertising promotion organizations, and is well known to advertisers and agencies, desires to act as special representative for a **limited** number of efficiently managed daily newspapers.

To the publisher who for any reason desires to make a change, this is an exceptional opportunity to secure **real representation**—the kind that not only produces increased advertising, but does so in a manner that builds for the future. The advertiser's experience and training qualify him to know the kind of service the publisher desires and is entitled to receive.

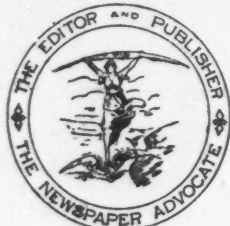
The best of references will be supplied as to character, financial standing, ability and past experience. Present business connection prevents personal signature to this advertisement. For further information address Box 1336, The Editor and Publisher.

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 4380 and 4331.



The Journalist. Established 1884; The Editor and Publisher,
1901; The Editor and Publisher and Journalist, 1907. James
Wright Brown, Publisher; Frank LeRoy Blanchard, Editor.
George P. Leffer, 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, Nov. 7, 1914

SOME CHEERING FIGURES.

According to an estimate made by one of New York's bankers who is in touch with commercial affairs new export business amounting to \$200,000,000 has been done by this country during the past three weeks as a direct result of the war. This estimate includes purchases and orders partly for future shipment.

The Commerce Department officials at Washington on Wednesday estimated October's export balance in favor of American trade would amount to \$60,000,000. This is an increase of \$44,000,000 over September's balance. The imports for the month amounted to \$140,000,000.

These figures show that our export trade is fast establishing new high-water records. They should bring cheer to the downhearted and hope to those who have been blind to the wonderful recuperative power of our country. With exports rapidly increasing in volume and our domestic trade going ahead by leaps and bounds there is every indication that the volume of advertising will become better each month as the days go by.

ENFORCE THE PUBLICITY LAW.

It is to the credit of American newspaper publishers that so few of them have failed to comply with the spirit and letter of the publicity law requiring them to file statements of ownership and circulation on April 1 and October 1. From an investigation made by THE EDITOR AND PUBLISHER it is apparent that more publishers complied with the law on October 1 than at any other time since the law went into effect. The probable reason for this is that the purpose of the act is better understood than formerly and that its tendency has been to strengthen the confidence of advertisers in the newspapers themselves.

Publishers who at first considered the law as unjust and as class legislation of an objectionable character now admit that its effect has been beneficial instead of harmful.

So far as we know there is but one fly in the ointment, and that is the failure of the government to take action against those who have failed to comply with its provisions or those who have filed what are believed to be false circulation statements. Publishers who have made honest reports declare that it is unjust to allow false statements to stand unchallenged by those whose duty it is to prosecute the offenders. At present the publisher who swears to

a lie stands on precisely the same footing as the one who tells the truth.

The indifference of the legal department of the government to act upon a number of cases that have been called to its attention is a great disappointment to the rank and file of newspapers. There can be no valid excuse for this indifference. The law provides for the punishment of those who disobey it. Will some one tell us why the law is not enforced?

THE MYSTERY IN ADVERTISING COPY.

The address delivered at the Affiliation meeting in Detroit, on "The Mystery in Advertising Copy," by Charles W. Mears, and printed elsewhere, contains an amazing amount of good logic—much of it expended in proving the utter worthlessness of logic when applied to the preparation of advertising copy.

Mr. Mears contends that we do not buy things because our need of them is set forth with convincing logic, but that the "spring of action" which impels us to buy this automobile or that soap is something wholly apart from our intellectual equipment; that it is the inborn impulse which we share with all the sons of Adam, and existed in Adam quite as strongly, perhaps, as in any of us.

This very successful creator of sales copy has not, according to his expressed views, quite solved the "mystery in advertising copy," but he believes that the solution lies in the direction of an appeal to very primal instincts—self-interest; the lure of something which will contribute to ease, to enjoyment, to profit, or even to vanity.

Mr. Mears urges us to discover the "key to the mystery." It is a voyage of discovery alluring and tantalizing, and has been attempted by about every man who has tried to put selling-force into advertising. If, however, the "mystery" should ever be really solved, and advertising should approximate to an exact science; if certain results from an advertising campaign could be predicated with almost mathematical exactness, then business success would be too simple a matter to attract the best wits of men.

The "mystery" will stand, we predict, unrevealed, except through the small glimpses which chance and circumstance give us, for, until human nature is understood and mapped and charted, the secret of advertising copy which accomplishes all that is expected or hoped of it will remain immune to cold analysis.

The writer of advertising copy who makes his appeal, however, direct to "human nature," as Mr. Mears suggests, will always be on the right track, and he will always "get somewhere."

William Allen White, editor of the Emporia (Kan.) Gazette, contributed to the Saturday Evening Post, of Philadelphia, a few weeks ago, an article which showed conclusively that prohibition had converted Kansas into a veritable Utopia. While some of us smiled at his somewhat extravagant statements we were not inclined to take issue with him because we know William. When a man has a chance to say good things about his State he ought to make a good job of it. It is not a time to be modest and retiring but rather an opportunity to blow for all one is worth. Mr. White went the limit. If there is anything that could be said in favor of Kansas that he did not say and did not attribute to the prohibition law, we do not know what it is. Therefore we were considerably shocked last week to find in the Saturday Evening Post a reply by Hugh F. Fox, secretary of the United States Brewers' Association, in which Mr. White's most telling statements were shamefully attacked and disproved. And the particularly exasperating thing about it is that Mr. Fox did not content himself with general denials of these statements but actually produced proof from various government and State reports, in each instance quoting the page and paragraph where the data would be found, and from the columns of Mr. White's own newspaper! After reading Mr. Fox's article we feel sorry for Mr. White, because he has evidently forgotten since he became one of the high brows of American literature that accuracy is one of the foundation principles of successful journalism.

DIVERS DASHES.

There never was a time when the newspapers of the United States have done greater public service than at present or in a more unselfish way. Despite the business depression due to various causes, the press of the country, irrespective of political affiliations, has united in sounding notes of cheer and in pointing to the rainbows of promise which span the commercial skies. Editorial utterances from the Atlantic to the Pacific and from Canada to Mexico have been optimistic, and the news desks have welcomed and given prominent place to reports and interviews tending to show that business big and little will speedily boom if everyone will help. Earnest pleas have been made for a speedy trial of the merits of new national legislation the grasping of splendid opportunities has been urged, self-confidence and confidence in fellow men has been preached and the voice of pessimism has been rebuked. It is true that newspapers share in a country's prosperity but not to the extent to which other lines of business are benefited. The best newspapers seek the profits that come incidentally through real public service, and that service is continued just as earnestly even when such newspapers are not making money, which is the case with most of them today.

The application of the doctrine preached by THE EDITOR AND PUBLISHER that liberal advertising is a cure for hard times was very successfully made by W. G. Tucker, Jr., in the interests of the Electrical Exposition, recently held in New York. Mr. Tucker's testimony as to the efficacy of such a method is this: "Instead of omitting the Electrical Show or cancelling the advertising, the exposition was held just as usual and we were authorized to conduct a large advertising campaign in the daily papers. The result was that the sales at the exposition were the largest in its eight years' history; hundreds of thousands of dollars in orders will be placed following the show, and the attendance was approximately 200,000. It seems to me that two deductions may fairly be drawn from these facts: First, that we are on the eve of good times, and, second, that advertising hastens their coming." Mr. Tucker's conclusions are as sound as a five-dollar gold piece. Advertising creates business, and plenty of business means widespread prosperity.

"Yes," said the man in the subway train to his friend, "it's a good scheme possibly to do your Christmas shopping early—provided you get a square deal. Last year I read articles in all the papers calling on all good citizens to do the early shopping stunt—and I read the ads of the stores asking me to do the same thing—to 'buy early' and 'avoid the rush,' and to 'shop in comfort,' and 'help the employes.' So I did. I was an early bird, and felt proud of myself for having consideration for the store help. Then, the day before Christmas, I picked up the papers and found that the stores where I had made my purchases were advertising cuts of from 25 to 50 per cent. on the same line of goods that I had purchased. I helped the stores out, and they soaked me in the neck. This year my heart bleeds for the overworked help as usual, but I shall do my Christmas shopping late—about 10 o'clock Christmas Eve—and you can't blame me can you? Twenty-five and 50 per cent is something to save—ain't it?"

The Maine Public Utilities Law which went into effect October 30 prohibits transportation companies from carrying newspapers without charge. Heretofore the railroads running out of Portland, and most of the trolley lines have carried bundles of papers free. Now they are required to make a charge, and some rates have been named varying from three-eighths cent to five-eighths cent a pound, and will undoubtedly prove burdensome to the papers. We understand that these rates cannot be changed, except by consent of the Public Utilities Commission. Added to this will be the tax on bundles under the United States War Revenue Tax Bill, which is effective December 1, and which affects the whole country. The path of the Maine newspaper publisher is not as smooth as it is in many other states.

ALONG THE ROW.

POLITICAL NOTE.

John Robinson went on the stump,
Thought it the proper caper.
But Brown, the rival candidate,
Talked to folks in the paper.
He bought a lot of space did Brown
His matter was selected.
John Robinson got a sore throat
And Brown—he got elected.

TO RAISE PRICE OR NOT

That is the Question That Is Commanding Particular Attention of Many Publishers Who Are Looking for a Way to Meet Cruel and Unusual War Expenses.

Publishers of one-cent newspapers all over the country are seriously considering the advisability of a "war measure" in behalf of their own business interests.

It is becoming more and more apparent as the war in Europe drags along in an indecisive fashion, that readers of one-cent newspapers must be asked to bear a part of the extraordinary expense of securing war news. A "war tax" of one cent a copy seems to be the only sensible solution which offers; and many publishers of newspapers are preparing to raise the price of penny papers to two cents.

A recent compilation shows that of the daily newspapers in the United States having considerable street sales there are 243 selling for one cent a copy, 341 selling for two cents, 70 selling for three cents, and 206 selling for five cents.

The readers of these one-cent papers, if frankly told that the expense of producing and delivering a penny paper is more than they are paying for it, will cheerfully pay two cents—at least they will pay it more cheerfully than they will pay the newly-imposed federal war taxes.

The only obstacle at present seems to be the reluctance of the publishers to "get together" on the proposition. In New York, for example, it is reliably reported to THE EDITOR AND PUBLISHER but two of the publishers of penny papers refuse to take the step, and thus the majority of publishers of such papers are held back. In other fields it is said that the fear is held that if the papers increase their price to two cents an opening would be made for new competition at the one-cent price. But as such competition would involve large financial losses to those undertaking it, it is doubtful as to whether any such thing would materialize.

On the Pacific coast there are practically no penny papers. The people out there realize that the cost of telegraphic news, and the additional transportation costs of materials entering into the making of newspapers render the penny paper a commercial impossibility. Yet, here in the eastern and middle states, the additional cost of war news presents a still more serious financial burden and fully justifies the publishers of penny papers in making the proposed increase in price.

In all other lines of business practical men "get together" on these matters. If the conditions call for it, prices are raised. Meat prices are frequently advanced, often on small provocation. The same rule applies to the production and sale of all commodities. Good business men do not adhere to a policy which spells certain and increasing loss day by day. It is not good business, nor good sense.

Sometimes a jury is "hung" through the obstinacy of one juror. This is not a time for the one-juror rule in the business of newspaper-making.

Newspaper publishers, like all other business men, must face different business situations as they arise, and cannot be expected to render a service at a loss which, if continued for a long period, will drive them to bankruptcy.

The publication of news, and especially big news, of the greatest war the world has ever seen constitutes a public service of the utmost importance. Nearly every newspaper reader would gladly pay a nickel a day for a telephone call to ascertain the latest developments of the war, and much more so one cent more a day for his newspaper.

Competition alone accounts for much of the foolishness in the newspaper business. If all newspapers in any field will simultaneously go to two cents, they must all profit by the result.

The difference between selling papers at 50 or 60 cents a hundred and selling them at \$1.15 or \$1.25 is going to mean

the difference between survival or bankruptcy to a number of dailies in the smaller cities which have been and now are merely holding on by their eyelids, as it were.

Any temporary loss in circulation will be of trifling importance compared with a surplus in the bank if this European war is to continue for two years or more, as it now looks probable. In case any new aspirant for fame threatens to break loose in any community with a one-cent paper it would be an easy matter to blanket his ambitions in twenty-four hours.

A New York publisher, in speaking on this subject, said:

Drawing on past experience, as soon as the war was declared I commenced to sound out some of the New York newspapers as to how they felt about going to two cents. After considerable discussion I induced all but two of the evening newspapers to think favorably of the move provided all could be brought into line.

I think things are going to improve very rapidly; but, nevertheless, we are willing to profit by past experience and ensure ourselves against any possible change in conditions during the continuance of the war.

If the public were frankly told that in paying two cents for a newspaper they would only be paying for the white paper represented in their copy and the cost of delivery to them, which is an absolute fact in most cases, there would be little protest.

The whole theory of the modern one-cent newspaper is that a large quantity of advertising must of necessity make it a possibility. When the quantity of advertising shrinks, as it has in the case of many one-cent papers around the country, they must get increased support from their readers, which they will easily get provided they are real newspapers, in order to live and serve their communities.

In times such as the present, when a number of our small city papers are finding it impossible to get sufficient advertising at present rates to make both ends meet, any talk of meeting the situation or increasing rates to make up the deficiency is obviously out of the question.

No newspaper man wants to increase the price of his newspaper from one to two cents. He does not want to undo the work of years in building up. We are now living at one of the most momentous times in the history of the world, and as a war measure I would not hesitate to grasp the life belt if in the shoes of many publishers about the country.

VISITORS TO NEW YORK.

A. F. Sanford, president and owner of the Knoxville (Tenn.) Journal and Tribune.

F. W. R. Hinman, publisher of the Jacksonville (Fla.) Times-Union, president S. W. P. A.

R. S. Grabel, president of the World Color Printing Company, St. Louis.

Colonel Henry Watterson, editor of the Louisville Courier-Journal.

Chance for Special Writers.

The World Outlook, a monthly magazine soon to be issued at 150 Fifth avenue, New York City, desires articles on the commercial, industrial, social, intellectual and religious life of North Africa, and later on other countries.

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

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. Payable yearly in advance.

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—Morris Book Shop, 71 East Adams street; Post Office News Co., Monroe street.

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

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

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

HELP WANTED

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

Wanted—Live wire advertising man in every city over 100,000 in the United States. Big chance. Author's Syndicate, Inc., Tribune Building, New York.

Help Wanted—Traveling representative, forceful man of good character to sell subscriptions for live trade paper. Splendid side line, liberal commission. Address Trade Paper, care The Editor and Publisher.

BUSINESS OPPORTUNITIES

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

WAR REVERSES the trend of prices of Publishing Businesses. Get started now and enjoy opportunity when peace is established. HARRIS-DIBBLE CO., 71 West 23rd Street.

Additional capital required for Philadelphia Sunday Evening Journal. First issue 33,000 sold. Investigation invited. Wire or write immediately. Sunday Evening Journal, 28 South Seventh Street, Philadelphia, Pa.

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 trader's 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 from \$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.

LEADING EVENING

paper of rapidly growing southern city can be bought for \$27,000. Will return owner 10% on investment and a fair salary. Control can be secured for \$7500 cash, balance deferred. Proposition K. V.

C. M. PALMER

Newspaper Properties
225 Fifth Ave., New York

\$37,500.00

one-half in cash, balance easy payments, will buy fifty per cent. of the stock of an evening daily in rapidly growing manufacturing city of over sixty thousand population in Middle Atlantic State, earning net about \$10,000 per annum. Modern equipment.

HARWELL, CANNON & McCARTHY

Newspaper and Magazine Properties
Times Bldg., New York City

SITUATIONS WANTED

Advertisements under this classification one cent per word each insertion.

Somewhere there is a good Newspaper, Trade Journal or Magazine in a good town that wants me. I've been a newspaper man for years; Sunday Editor, City Editor, Managing Editor, Special Writer on metropolitan papers. Also Editor and owner of small town papers and Editor of Trade Journal. Am familiar with all branches of editorial work, including make-up. I am not looking for just a "job," never had to. I want to find some good paper or magazine where I can have a good field for my ability as editorial executive. Am virile, energetic. Thirty-eight years old. A good, clean record. I am not a "cheap" man, but would not be unreasonable in my demands. Am a resident of Chicago, but have no objections to going elsewhere to make a home and get an interest eventually, if possible. Address C. L. H., 601 Hartford Building, Chicago.

Pressman-Stereotyper, wants to make a change, best of references; can make good on any web press. Guarantee results. Address Practical, D 1332, Care The Editor and Publisher.

Foreman-Pressman, now making good, open for position, 20 years' experience on Hoe, Goe, Scott and Duplex presses. Can refer to present and past employers. Address, Permanent, D 1333, Care The Editor and Publisher.

London Dramatic Critic (Lady), with wide experience of the English, American and Foreign stage, is open to accept an engagement on a New York paper. Address B. Room 1022, Hotel Knickerbocker, New York.

London Dramatist would Anglicize American Plays for English Market, or would read, criticize and give advice on plays for New York stage. Playwriting taught, proper technique, simple method. Apply for terms, B., Room 1022, Hotel Knickerbocker.

Experienced in the resultful efficient management of large news departments; skilled in dressing a paper modernly; thoroughly practical in developing features; hard and conscientious worker, energetic and resourceful; above-the-average ability, coupled with twelve years' metropolitan and country experience—strictly high-class young man, wants position as managing or city editor. Address EDITORIAL EXECUTIVE, care The Editor and Publisher.

Wanted position as cartoonist or in art department. Can work in any medium or on chalk plates. Address "Cartoonist," 201 West 20th Street, Erie, Pa.

FOR SALE

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

FOR SALE—Thompson Type Casting Machine, used less than six months. Replaced a large daily display type plant at an average cost of less than 10c. a pound. Owner has retired, and now, contrary to expectations, has no prospective use for machine. Same as new and can be had at a bargain. Address D 1335, Care The Editor and Publisher.

GETTING OUT THE SUNDAY EDITION.

Some Practical Hints by an Experienced Journalist—Have at Heart One Big Thing for Each Issue—How to Give a Distinctive Character to the Paper.

By LYNN S. METCALF,

Of the Newspaper Enterprise Association and Formerly Sunday Editor of the Chicago Tribune.

Except in a few specific cases, in the large cities, Sunday circulation getting is a haphazard process at its best. There is either absolutely no corporation between the man directing the editorial end of the Sunday edition and the circulation department, or, the circulation manager is not permitted to have anything to say about the general policy of the matter printed. The Sunday editor too often prints features merely because they appeal to his own tastes, seldom taking into consideration who is reading his paper and the effect it will have upon the reader. In many cases syndicate stuff is chucked into a limited space, hit or miss, just because it may have been a success in New York.

There is a close relationship, and should be, between the circulation department and the Sunday directors of the most successful newspapers in New York and Chicago. This is crystallized by weekly or daily conferences, giving the circulation department beforehand knowledge of what is to be printed and how, and giving the circulation manager an opportunity to make suggestions, based on his intimate knowledge of who is reading his paper. *It is unwise to print a single feature without a reason better than the mere individual taste of the Sunday head.* He should map out his readers, according to their financial conditions, probable education and social habits. While this cannot be done in New York, where conditions are too shifty, smaller cities can easily tell where their Sunday editions are being read.

THE NEED FOR A BIG LEADER.

Every edition of a Sunday newspaper should have one big thing to shout about, and upon this feature the Sunday editor should use all of his ingenuity—not only in creating it—but in letting the public know about it. Every Sunday newspaper, practically speaking, carries the same news or nearly the same news, cable, society, drama, local, etc., which is the best reason in the world for making a stir with one thing. In other words, if a Sunday director hasn't something worth advertising or shouting about or good enough to interest the circulation manager, he has fallen down that week.

It is possible, as demonstrated by two of the biggest Sunday papers in the world, that a policy which will cater to the more intelligent as well as to the more sensation craving population can be followed safely. In this way a "certain yellow journalist" found his chief and growing opposition by the New York Times, whose gains in the best districts have been a matter of newspaper history for two years or more. In order to fight the Times this paper started a special feature section, carrying serious and intellectual articles and interviews without cutting down the color sheet.

ARRANGEMENT OF PICTURES AND MATTER.

It is easily possible to so arrange and display matter of both the sensational and serious kind to hold all classes of

readers. Segregation or dividing up sections is not good because the serious minded reader who looks only at the serious stuff believes he is getting too little for his money. This applies to the other element as well. As long as there are people of low intellect buying the Sunday paper, pictures are necessary to convey ideas and the more pictures the better. By giving the paper a different dress each week though printing matter in line with the direct policy, the interest of the average reader is held.

Color is useless if not intelligently taken advantage of and valuable if properly used. To merely show photo frames or decorations in color is a waste. The mission of color is to accentuate the point illustrated—to make it stand out—a contrast. Two colors, ordinarily, beat three or four. Line cuts run in color fulfil the mission exactly. Half tones, unless printed from electros, never do.

A capable Sunday director has a definite plan—a direct route mapped out to his reader's mind. That's why he must bring together every angle of his work to further the plan he has designed to follow. He has made a study of his readers, with the circulation manager—he knows what route is quickest to them, weighed against local conditions and the offerings of his competitors.

HAS TWO MAIN STAYS.

Next, he must get a couple of good writers—a man and Woman—and let them in on his views. He must tell them how to write each story to the end that it will look and read as he wants it to look and read and as he believes it will please his public. He will know when a certain story is right. This gives the paper "character"—one man's character, true, but providing he has the gift of expressing his ideas, he will keep the circulation gains he makes from week to week. For this reason, the space writer must be left out as an expensive nuisance. One good man and one good woman, even of ordinary reportorial ability, properly gingered up by a competent director, can carry forward the general scheme of the Sunday edition better than an army of space writers who are ignorant of anything but selling their stuff.

Every Sunday paper—with a few exceptions—has followed the trend of printing a great mass of expensive half tone and type matter, pertaining to women. This is a gross error, in the writer's opinion. A test case among twenty-five women not long ago showed

that the woman's column wasn't read. Women get all they want in the monthly magazines. But it is a different thing with pictures. Fashion cuts, attractively displayed—conveying the idea at a glance and spread over the pages, gives the woman all she has time for on Sunday—a glance.

Dramatic news is scarcely a heading for any great amount of suggestion. It is certain that where the dramatic man is capable, he should be consulted on the Sunday summary.

ART AND SOCIETY NEWS.

Art, in the smaller cities, is seldom worth considerable attention unless the individual paper has found the art dealers responsive and willing to advertise and build up public interest.

Society news is the biggest "fake" in a Sunday newspaper. The foolish idea that it is read by the greatest number who spend their nickel for the paper is silly. High society news has its place and I think it wrong to mix up the "nobody's" with the "somebody"—at the same time, for circulation purposes, the telephone girl's name, printed once, is worth many times the debutante's name printed fifty times. The debutante seldom knows her name was printed. She certainly doesn't tell her friends—but when the cash girl gives a party and it is mentioned with the names of her friends—every friend and relation becomes a reader. By this is meant, close attention and ample space should be given a half dozen social events among this class of people every issue.

RUNNING A PAPER CHEAPLY.

If a Sunday editor hasn't the ability to do the work of two men or even three, he falls short. If he isn't ingenious enough to "pick up" the cream of what he uses, what business has he got on the job.

A man soon learns to piece a good story together with little but a cobweb to work on. The average Sunday appropriation is too big—it is better given to the circulation manager to spend in development of the features offered. The trained Sunday man has his eye on circulation—results.

Business Building Suggestions.

The Baltimore News is carrying a series of strong business building display ads emphasizing the importance of classified advertising. Current events are linked up with advertisements that tell of the many result producing advantages of the want ad pages. Arthur S. Turner, the classified manager, states that these ads have been read and widely commented upon in Baltimore.

Tell your friends that they need THE EDITOR AND PUBLISHER.

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 OUT OF 24

THE FASTEST ENGRAVERS ON EARTH

ON TIME ALL THE TIME

POWERS PHOTO ENGRAVING CO.

154 Nassau St. N.Y. Tel. 4900-4 Beckman

The Printer as a Manufacturer Should Look Well to Production Cost

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

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

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

Miller Saw-Trimmed Company - Pittsburgh, Pa.

501 Fisher Building
Chicago, Ill.

1125 World Bldg.
New York, N. Y.

FOR SALE.

Duplex, Twelve Page, Flat Bed Perfecting Press

prints four, six, eight, ten and twelve pages from type; speed, 4500 per hour; length of page, 22½"; folds to half and quarter page size. Press is in good condition and can be shipped quickly.

WALTER SCOTT & CO.
Plainfield, N. J.

PRESS ASSOCIATIONS.

In annual session the Oregon State Editorial Association met Friday and Saturday, Oct. 16 and 17, at Oregon City. The program prepared included talks on live topics by many of the successful newspaper men of Oregon. Friday night there was a banquet by the Oregon City Commercial Club, preceded at noon by a luncheon by the Willamette Pulp & Paper Company. Following the luncheon the visitors were taken through the immense paper mills. Saturday's entertainment consisted of a trolley trip to Cazadero, with luncheon at Estacada, as guests of the Portland Railway, Light & Power Company, and inspection of the company's hydro-electric plant at River Mill. Officers elected for the coming year are: President, E. E. Brodie, Oregon City; vice-president, Sam Evans, Klamath Falls; secretary, Phil S. Bates, Pacific Northwest; one member of executive committee, A. E. Voorheis, Grant's Pass. Retiring President Bede's address on "The Biggest Job for Country Editor," summed up the task in a demand that experimental legislation cease. Phil Bates' report as secretary showed the association to be in a flourishing condition.

The fall meeting of the Illinois Publishers' Association was held at the Hotel La Salle, Chicago, Oct. 20 and 21. The make-up of a paper and the placing of ads were discussed and several interesting points brought out. A testimonial dinner was given to Thomas M. Rees, Springfield, Harry M. Rindell, Peoria; John H. Harrison, Danville, and Lewis Miner. President A. M. Snook, of Aurora, presided.

The Lake Region Press Association was in quarterly session in Orlando, Fla., Oct. 7th. Some of the visitors were late in arriving and the business session followed dinner at the San Juan Hotel, the local newspaper men being the hosts. At the business session various matters of interest to newspaper men were discussed and the invitation of Editor Holly that the association meet

in January at Sanford was accepted. During the meeting of the Tennessee Press Association, held in Memphis, which was attended, by the way, by only a few newspaper men from West Tennessee, an organization was formed to be known as the West Tennessee Press Association. East Tennessee has its divisional association and so has Middle Tennessee, and it would seem that West Tennessee should do likewise. The first meeting was held at Jackson, on Oct. 24, where there was a permanent organization formed and officers elected.

The first annual meeting of the Montreal Press and Advertising Club was held in the clubrooms, 38 Cathcart street, Oct. 22nd. H. R. Charlton, the retiring president, welcomed a large attendance of members. He stated that it had been decided to widen the scope of the club by the admission of members of the editorial staffs of recognized publications. He expressed his conviction that with the educational and entertainment programs which were being arranged a busy and very successful season was at hand. Ralph W. Ashcroft, advertising manager of the Canadian Consolidated Rubber Company, Ltd., was elected president, to succeed Mr. Charlton, who was unanimously elected to be one of the honorary presidents of the club. Several of the club's members having enlisted for active service with the Canadian contingent, a resolution was adopted with enthusiasm that they be carried on the membership rolls of the club without any action on their part. The officers elected included: Honorary presidents, Lord Northcliffe, O. S. Perreault, H. R. Charlton; honorary vice-presidents, G. H. Ham, W. W. Southam, Lorenzo Prince, Eugene Tarte and Capt. Filiatrault; treasurer, J. H. Thompson; secretary, Charles E. Peabody.

Chicago advertising golfers have received notice that arrangements have been made for the annual tournament of the Winter League of advertising interests on the links of the Pinehurst Country Club of North Carolina. The event is to be staged from Jan. 11 to

18. Many of the Chicago ad men are preparing to compete in the tourney and predict a record attendance.

The fall meeting of the Connecticut Editorial Association was held at the New Gande Hotel, New Haven, Oct. 26th. There was a business meeting at 12 o'clock, followed by a luncheon at 1, after which there was a general discussion of matters of interest to members of the association.

The October meeting of the Western New York Newspaper Publishers' Association was held Oct. 17 at the Powers Hotel, Rochester. The keynote was "Cooperation." In the absence of the president, C. H. Betts, of the Lyons Republican, Frank Walker, vice-president, of the Hamburg Independent, presided.

The fall meeting of the Central New York Newspaper Publishers' Association was held at the Yates Hotel in Syracuse, Saturday, October 10th. Dinner was served at 12:45. Following dinner President Child introduced C. S. Theis, representing the American Press Association, who made an interesting address on the relations of the country paper and the advertiser. C. F. Hodge, representing the Western Newspaper Union, also made impromptu remarks. Mr. Theis' paper explained many things concerning the attitude of national advertisers and the weekly newspaper as an advertising medium. The meeting also voted to establish a credit rating bureau for advertising agencies and W. Stanley Child of Oneida was placed in charge. The matter of advertising rates in general and particularly the relations of the publishers to the State Fair were also discussed. The meeting was an enthusiastic one and was well attended.

New "Made in America" Magazine.

Harry A. Cochrane, president of the Annual National Printing and Advertising Exposition, New York, is the publisher of a new monthly magazine, the Made in the U. S. A. and Made in America Magazines Consolidated. The editor is A. D. V. Storey, for many

years editor of commercial and financial newspapers. The publication is the official organ of the "Made in the U. S. A. Consumers' League." The office of the magazine is in the Fifth Avenue Building.

REPORTING AS FICTION GUIDE.

Best Story Telling Results From Highest Ideals of Good Newspaper Work.

The highest quality of fiction is produced only by the accurate reporting of life, and the fiction writer cannot have a better guiding aim than that of the great reporter. This idea is repeatedly advanced by Prof. Robert W. Neal, of the Massachusetts Agricultural College, in his new book, "Short Stories in the Making," now in press with the Oxford University Press. He says:

"It is the 'big story' written by the good reporter and placed prominently on the front page, that sells the paper. It sells the paper because it is that wherein the reader finds immediate contact with life and men; the editor gives him a formal interpretation of men and events, but the reporter (if he be a good reporter) comes far nearer to giving him the men and the events themselves. And the men and the events, not primarily the statement of their meaning, is the thing of interest to the reader. According to his ability—greater or less as the case may be—the reader will find the interpretation for himself if the report be adequate.

"Herein is more than a passing hint for the writer. As it is primarily the news reports and not the editorial article that makes the newspaper, so it is primarily the report and not the interpretation that makes the drama, either acted or narrated. He can have no higher ideal than the ideal of the great reporter—so accurately to report the significant facts that their meaning is evident without extraneous interpretation."

The present form of this advertisement is the product of criticism by sixty publishers.

PREDICTED RESULTS

EVERY SUCCESSFUL MAN should be interested in this striking story of how a newspaper organization challenged the newspaper community to watch the results it would produce for a client, and HOW THE RESULTS FITTED THE PREDICTION. Here is the story—in two chapters.

What WE said in December, 1913

Extracts from an advertisement prepared and paid for by Newspaper Feature Service and printed in "The Editor and Publisher" of December 13, 1913:

Watch The Herald of Boston

The Boston Herald several years ago abandoned the use of colored comics because it could find none in keeping with its high character. The Boston Herald has executed a contract under which it will publish the colored comics and other features of Newspaper Feature Service.

J. H. HIGGINS, General Manager of the Boston Herald, states that the full month-by-month proportion of this increase proves that it was established BEFORE THE WAR BEGAN

This is only one of many chapters of a remarkable story of newspaper triumphs extending from coast to coast. If you want other chapters—or specimen proofs of the superior features that have produced these results—the strongest group of colored comics and daily and Sunday features now available—write or telegraph to

NEWSPAPER FEATURE SERVICE

M. KOENIGSBERG, Manager.

41 Park Row, NEW YORK CITY.

What the Boston HERALD said in October, 1914

Extracts from a full page advertisement printed in the Boston "Herald" of October 3, 1914:

In September, 1913, the average net paid circulation of the Sunday Herald was 58,053.

Last month it was in excess of 90,000—an increase of 32,000 or 55 per cent.

This is phenomenal growth for a Sunday newspaper of high class. In fact it is the greatest percentage of increase in net paid circulation ever made in Boston by any Sunday paper within a like period.

CIRCULATION NEWS, VIEWS AND GOSSIP

BY HARVESTER

W. L. Halstead, who has had many years' experience in circulation work, and knows the ins and outs of the work in various parts of the country, in a recent interview with a representative of THE EDITOR AND PUBLISHER gave some highly interesting information regarding the circulation of the Montreal Star. He said, in part:

Montreal has a population of about 600,000, of which 400,000 is French Canadian reading French newspapers, making an English reading field of 200,000, or approximately 50,000 homes.

The Star is a one cent afternoon paper, printing as a rule but one edition. During the baseball season a sporting edition is usually made, which has been continued this year on account of the war. There is no noon edition, no prelates and no mail editions, although "extras" are put out quite frequently for news events that justify them, but not counted in the published circulation.

Its normal circulation is 105,000 daily, which has been increased by the war to about 120,000. Of this 65,000 is in Montreal and 40,000 outside. The Family Herald and Weekly Star, an agricultural family weekly, has 150,000 normally and 170,000 at present.

DEALER AND NEWSBOY DISTRIBUTION EXCLUSIVELY.

The Montreal distribution is entirely through newsdealers and newsboys. The wholesale rate is uniformly 8 cents a dozen or 67 cents a hundred. The bundles wrapped and tied, are delivered to 2,500 dealers by wagons, automobiles being impracticable on account of the heavy snows in winter. There are no returns, rebates or allowances of any kind. Three collectors cover the entire city, reaching the dealers at about the same hour of the same day, obviating the pretext of "I didn't know you were coming." No credit is extended to dealers. If they don't pay they don't get papers. The loss in dealers' accounts is less than \$100 a year.

No bills are made out for dealers. The collectors carry a book, posted in the office, showing the number of papers each dealer received. The dealer pays by that, being given a receipt only when he asks for it.

There are no sub-stations, district managers or inspectors. The distribution is direct from the printing office.

Except in rare cases there is no house to house delivery. Every reader is his own carrier. Papers are bought on the street or at the corner store and taken home by the subscriber himself. There is little house to house delivery in New York and it is only partial in Chicago, St. Louis and other large cities. If my information is accurate every other city of the relative size of Montreal has house to house delivery in some form. It is generally regarded as one of the most difficult things to get efficiently done, and very expensive. Many of us have dreamed of the day when the public were educated to have its own carrier. Many publishers believe that is the inevitable corollary of the penny newspapers.

WONDERFUL UNIFORMITY OF CIRCULATION.

Except for the "extras" the circulation in Montreal does not vary 2,000 a day. I have observed entire weeks when the maximum fluctuation was less than 1,000. Bad weather seems not to affect the sale.

That 95 per cent of the paper's readers buy it every day is shown by this uniformity of sale and has been proven by repeated test censuses. The fine and constant results the Star produces for advertising addressed to women is another proof. The Star usually ranks fourth or fifth on the American Continent in volume of advertising printed. There is no canvassing, no premiums, no popularity contests and no big campaigns of any kind for circulation, either in the city or country. The circulation department proper consists of a circulation manager, a clerical staff of about a dozen for each publication and the dealer collectors.

The circulation promotion is all indirect, that is, featuring to the limit big news events; a finely developed bulletin service; an occasional sale of books or pictures by the coupon plans, and human interest or public-spirited enterprises in the paper itself.

The rate to outside newsdealers, which receive about 10,000 a day, is 8 cents a dozen, or 67 cents a hundred, with no returns. The mail rate has been low, especially for a paper that averaged 24 pages an issue, but has been advanced recently. There are no traveling men, collectors or canvassers. A few postmasters receive a commission of 25 per cent. Rarely are premiums offered. When subscriptions expire a printed notice is inserted in the paper and if renewal is not made immediately the paper is stopped.

The Family Herald and Weekly Star for which the subscription is \$1 a year and which literally has more than one subscriber in every post office listed in the Canadian Postal Guide, has no canvassers, no agents and offers no premiums except in the early fall, when a map or a picture costing a few cents may be offered as an inducement for the renewal of summer expirations.

REQUESTS TO OLD READERS.

Listen to this: About twice a year, a request is made in the paper of old subscribers to speak to their neighbors who are not taking the Weekly Star and ask them to subscribe. No commission or remuneration of any

kind is suggested. Merely their loyalty to the paper is appealed to. *This fall 22,000 new subscriptions were received in that way.*

In short the 100,000 daily and 150,000 weekly circulation of the Star is practically volunteer, held and increased rapidly by the intrinsic merit of the publications themselves, and the prestige which they have with the public of Canada, resulting in a maximum of subscription revenue and a minimum of circulation department expense.

Money is spent lavishly on the papers. The Daily Star spends \$75,000 a year on foreign and domestic telegraphic news alone. The Weekly Star outclasses any similar paper on the continent in editorial excellence. Both papers are somewhat crude in mechanical and editorial technique in comparison with American papers, but in "meat" they are a yard wide and all wool.

I doubt if the competitive conditions are as severe as in most situations in the United States but the semi-monopolistic situation of the Star has been created by constant and unwavering adherence to the policy of making the publications unapproachable in intrinsic merit by printing all the news obtainable regardless of cost and of keeping the ethical standards very high. The publisher has successfully relied on those things for constant circulation increases, instead of direct circulation promotion, by canvassing, by premiums, contests, etc., which are in vogue practically everywhere in the United States.

SPENDS LESS THAN \$5,000 ANNUALLY.

The Star does not spend an aggregate of \$5,000 a year in direct circulation promotion. Hundreds of thousands of dollars have been spent by its competitors in that way without appreciable effect.

All of us believe in the theory that a newspaper should circulate upon its merit as a commodity. The Star comes more nearly doing it in practice than any newspaper with which I have come in contact. I regard the circulation system of the Montreal Star as more nearly approaching the ideal, from the standpoint of sound practices, earnings and economy of operation, than any I know of.

The system is, of course, the produce of many years' development, and the methods are not applicable generally, on account of various peculiarities of the field. They merely show the ultimate result of sticking consistently to sound newspaper business principles and as a practical lesson to those of us who believe that wild-cat, extravagant, ultra-progressive circulation methods are unavoidable in these times.

* * *

A. E. MacKinnon, president of the International Circulation Managers' Association, is assistant secretary of the New York Commercial Tercentenary Commission, the organization which is now directing the big celebration of the third century of New York's existence.

The festivities started Saturday, October 24, and will be continued until November 21.

This work, in connection with his regular work on the World, leaves Mr. MacKinnon little time to argue the European war situation.

* * *

David B. G. Rose, vice-president of the International Circulation Managers' Association, circulation manager of the Louisville Evening Post, proprietor of the Standard Printing Company of Louisville and editor and general manager of the Masonic Home Journal, the official organ of the Grand Lodge of Kentucky F. & A. M., is the recipient of quite a distinguished honor by the members of the Grand Lodge of Kentucky Masons, when at the recent meeting in Louisville the following resolution was passed:

"Upon motion of Past Grand Master H. S. Holman the following was unanimously adopted: 'Resolved that the Grand Lodge of Kentucky extend to Brother David B. G. Rose, editor and general manager of the Masonic Home Journal, its thanks and appreciation for the able, efficient and business-like manner in which he has conducted its affairs. So efficient has been his management that today its circulation exceeds that of any Masonic Home paper in the world and all Masons have grown to look forward to its issue with great pleasure.'"

* * *

The Charles Levy Circulating Company, of Chicago, has recently signed a long-term contract for the delivery of the Chicago Herald in the city of Chicago, commencing December 1.

Sixty-one wagons, harness and horses will make the first delivery under this contract.

The equipment will be entirely new and first class in every particular and will be handled from three new barns which Mr. Levy has leased on the North, West and South sides.

Without question this is the largest and most important delivery contract made by any newspaper in this country. Charles Levy has been actively engaged in the newspaper and magazine delivery service in Chicago for many years, and his present organization is one of the largest and most thoroughly equipped in the United States.

THE SEATTLE TIMES

"The Best That Money Can Buy"
Circulation for 6 months ending
Sept. 30th, 1914, per P. O. State-
ment—

Daily, 71,523
Sunday, 89,079
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 first nine months of 1914, the Times led the P. I. by 2,856,700 agate lines. Times gained 307,818 lines and P. I. lost 412,062 lines, compared with same period of 1913.

**LARGEST QUANTITY
BEST QUALITY CIRCULATION**
Buy the best and you will be content.

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

Seven strong newspapers—
each wields a force in its
community that honest ad-
vertisers can employ to advantage.

THE CHICAGO EVENING POST
(Evening Daily)

"The Star League"
(INDIANAPOLIS STAR
(Morning Daily and Sunday)
TERRE HAUTE STAR
(Morning Daily and Sunday)
MUNCIE STAR
(Morning Daily and Sunday)

THE ROCKY MOUNTAIN NEWS
(Morning Daily and Sunday)

THE DENVER TIMES
(Evening Daily)

THE LOUISVILLE HERALD
(Morning Daily and Sunday)

The Shaffer Group

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 78¼% 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

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

Standing always for Progress, for Honesty, for Cleanliness, these two newspapers are family friends.

THE PITTSBURGH POST
(Morning)

THE PITTSBURGH SUN
(Afternoon)

CONE, LORENZEN & WOODMAN
Foreign Representatives
New York, 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

New Jersey's
Leading 7 Day Paper

Trenton Times

More circulation than corresponding period in 1913
U. S. Report, 23,985 Paid
and 200,000 more lines of display advertising

Kelly - Smith Co.
CHICAGO NEW YORK
Lytton Bldg. 220 Fifth Ave.

The Peoria Journal

"Guarantees a larger bona fide circulation than any other Peoria newspaper and also guarantees as much city circulation, in Peoria and Pekin, 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.

WALLACH BROS., New York clothiers, published a heart to heart talk ad in the newspapers of Nov. 2d, in which they said in part:

"While we cannot literally see ourselves as others see us, still we attempt to. That is why we have always asked you business men to come in and tell us about ourselves. We are here to serve you and if you do not advise us—if you are not critical, we will never know what you want—

And that's what we are here for—to give you what you want.

Keeping this in mind, we have gathered together the finest line of overcoatings available, from all parts of the world.

Crombie Chinchillas and Sedan Montagnacs from abroad and selections from the very best American mills—all tailored as only Hart, Schaffner & Marx know how, and at prices very much below an exclusive tailor.

Just at present we feel that we are offering a very unusual opportunity.

SOME HART, SCHAFFNER & MARX

\$25, \$28, \$30 and \$35
Winter Suits at \$19.50.

Now how does it strike you? Don't try to read between the lines. Take it for what it says, and see.

There has been no cold weather in New York yet this season, and, naturally, buying has not been heavy.

But here, in November, the "values" of Wallach Bros. merchandise has begun to topple. These goods have been shown, but, for some reason or other, they have been weighed in the balance and found wanting.

They are now offered with an apology. They could not stand the gaff, and prices have to be reduced.

What do you make out of it? Don't it look to you as if there is something wrong? Rogers-Peet Co., Saks & Co., Brokaw Bros., Weber & Heilbronner and John David are holding their "regular" prices up—their goods, apparently, are measuring up to the standards set for them.

To our way of thinking this advertisement is an admission that, by comparison, the goods carried by Wallach Bros. do not measure up to standards set and maintained elsewhere—that it is "bargain counter" stuff.

* * * * *

HERE is a suggestion for newspaper managers. In the organization of every advertising department there is room for a merchandiser—preferably a man who has been advertising manager of a big department store, who has been a space buyer and who has been right down on the firing line, writing, advertising, watching sales, studying merchandise and knows the ins and outs of real advertising, as applied to retail stores.

He should have no regular assignment, but should be on hand at all times, to help small advertisers by writing copy, advising as to sales, and, in short, making space really worth while.

It is really surprising how much business a man of this kind can develop for a newspaper.

With all due respect to the average solicitors, few of them can go into a store and talk intelligently to the proprietor about the goods in stock.

Take, for instance, a haberdasher. Suppose a man can go into his store, talk suspenders, Sox, shirts, handkerchiefs, or underwear, and talk them intelligently. Such a man can suggest good merchandising stunts, help the merchant to get ready for a sale, write the copy and offer suggestions that will go a long way towards making the advertising a financial success.

This kind of cooperation breeds confidence, makes friends for the paper and, what is more to the point, turns occasional users of small space into regular users of larger space.

As a space buyer I have listened to more fool solicitation than many people would believe could be given out, solicitation that was not only valueless, but positively harmful.

Suppose, for instance, that a newspaper solicitor should go to a merchant and talk familiarly about brands, jobbers, terms and the general condition of trade—don't you suppose that man could get a whole lot closer to the merchant than could the solicitor whose solicitation consisted of a bunch of conversation about the paper?

Find room, lots of room, on your paper for this kind of a man, and you will profit by having him with you.

* * * * *

THERE is no use, brother, for you or me to try to prolong the hard times agony which has been the favorite bugbear of this country during the past three months. We can't do it and we might just as well face the front and, catching step, march right along toward renewed prosperity in every line of work.

There have been failures—there will be more. The lines of human endeavor which were builded on sand will have difficulty weathering the gale—but the solid, substantial, trustworthy institutions are safe—yes, not only safe, but strengthened.

In August business suffered a terrible slump. That was, of course, due to the European war. September found us all more or less "in the air" and the air was full of rumors of dire disaster, but September was an improvement over August.

October found things looking up, and, a retrospect of August found that, in European commerce, the balance of trade was in our favor.

Large manufacturers throughout the country have booked tremendous orders from European nations—orders which will keep factories going that will consume raw material, that will furnish abundant labor, that will keep the wheels of progress moving with a vim for a long time.

It's up to you, brother, to preach optimism. You can find plenty of good news on every hand. Look for it. Your readers need to know all about these things much more than they need to know about the war. Feature the good news. You can cash in on it, just as sure as fate.

IN WESTERN PENNSYLVANIA

You will make no mistake by using

The Johnstown Leader

The only newspaper between Philadelphia and Pittsburg printing an eight-page two color Saturday Feature Magazine Section.

S. G. LINDENSTEIN, INC.

Special Representative

18 East 28th Street New York City

TIMELY

At this time of economy—when efficiency and concentration of effort are the order of the day—it is fortunate for newspaper advertisers that The New York Times now embraces in its 275,000 circulation—both daily and Sunday—a mass of newspaper readers that a few years ago could be reached only by the use of four high-class newspapers.

The Jewish Morning Journal

NEW YORK CITY

(The Only Jewish Morning Paper)

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

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

The Jewish Morning Journal prints more HELP WANTED ADS.

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

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

The Globe

reaches more of the better class people in Greater New York than any other Evening paper.

Net paid circulation for year ending Sept. 30, 1914

165,423

Net paid circulation for Sept. 30, 1914

205,069

Growth of THE EVENING MAIL

The average net paid circulation of The Evening Mail for the six months ending September 31, 1914, was

157,044

This is an increase of

26,738

over the corresponding period of 1913.

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

TIPS FOR THE MANUFACTURERS OF SUPPLIES

CHANGES IN INTEREST.

ORLANDO, FLA.—W. M. Glenn has purchased a half interest in the South Florida Sentinel and will assume editorial charge.

PONTIAC, MICH.—Howard H. Fitzgerald has purchased the Daily Press-Gazette from Harry Coleman.

PARKSVILLE, ARK.—G. L. Wright has purchased the Semi-Weekly Democrat from R. P. Holbrook.

DARDANELLE, ARK.—The Post-Dispatch and the Democrat are to consolidate and be known as the Post-Dispatch. George F. Apton is editor.

WHITESVILLE, MO.—Parrett Robinson, late editor of the Pen Hook News, has assumed the editorship of the Northwest Missourian.

EDGEVILLE, KY.—Miss Hortense A. Calmes has succeeded her father as editor and publisher of the County Herald.

HONOR, MICH.—C. D. Belding has disposed of his interests in the Benzie County Leader to Franklyn Whipple.

WARREN, ARK.—The Bradley County Eagle, formerly published at Hermitage, has been moved to Warren under new management. J. C. Jolly is managing

editor and R. T. Barter business manager.

SEDALIA, MO.—J. E. Swanger, former bank commissioner, and C. M. Harrison of the Gallatin North Missourian have purchased the Capital from J. S. Breneman.

EVENING SHADE, ARK.—C. L. and M. S. Coger have purchased the Sharp County Record and will have entire charge of that paper in the future.

UNDERWOOD, N. D.—The newspaper plant of the Journal was destroyed by a fire which started from the explosion of a gasoline engine.

NEW INCORPORATIONS.

CHICAGO.—Tamanevich Publishing Co., \$100,000; printing and publishing business. The incorporators are Stanley R. Tamanevich, Anton J. Tamanevich and Paul D. Baltutis.

CHEYENNE, WYO.—The Monitor Publishing Co., \$100,000, has been incorporated to publish a newspaper and do other printing. William J. Wood is president.

PORTLAND, ORE.—The Oregon Redman, \$200, to publish a fraternal paper. J. T. Parmelee heads the corporation.

NEW YORK.—General Merchandise Exchange, \$100,000, to publish trade papers. J. H. Bailey, Anna Behrens, Lester E. Covert.

CHICAGO.—Polish Voice Publishing Co., \$4,500, Rev. Francis Mozur at the head.

HARRISBURG, PA.—Cresset Publishing Co., \$15,000.

QUEENS, N. Y.—Argus Printing and Publishing Co., \$10,000, J. C. Young, G. G. Valentine, G. F. Vreeland, 28 N. Y. Hammel avenue, Rockaway Beach, N. Y.

HOBOKEN, N. J.—North Hudson News Co., \$25,000, Edwin Strings.

LANSING, MICH.—Press Publishing Co., \$40,000.

NEW PUBLICATIONS.

HARRISTON, ONT.—The Tribune plant has been taken over by Mr. Finlayson of Woodstock who will shortly issue a new paper here.

COPPERAS COVE, TEX.—The New Era was first issued October 23, being edited by Mr. Downey.

MARTINS FERRY, W. VA.—The Independent, a new paper, made its first appearance October 22.

LIVE OAK, CAL.—H. R. Cleveland is arranging to start a new weekly paper here.

WINSTON, N. C.—The Daily News, a new morning paper, was started October 23. Charles W. Falaw is one of the editors.

AUBURNDALE, FLA.—Elmer E. Cline is soon to start a new weekly newspaper here.

LEWISBURG, KY.—The Leader made its initial appearance October 23. It is a weekly, edited by L. C. Newman.

LEIGHTON, PA.—The Carbon County Mail, a new weekly, is shortly to be issued, under the management of William and Melville Worthimer.

COLORADO SPRINGS, COLO.—The Silent Courier, a semi-monthly publication for the deaf, is being edited by Geo. W. Veditz. Jesse A. Waterman, 526 Davis street, Evanston, Ill., is the manager. It is to be national in its scope.

WALLINGFORD, CONN.—The Tribune, under the management of Thomas R. Dawley, Jr., of Middletown, and Daniel W. Delano of New-Haven issued Vol. 1 No. 1 on October 30.

PETERSBURG, MO.—The Progressive, a new weekly paper, is being issued under the editorial direction of William H. Barger.

LLANO, TEX.—A. H. Wilburn will have charge of the Searchlight, a new weekly paper, the first issue of which will appear the second week of November.

LOCKEFOR, CALIF.—The Reporter, weekly paper, issued its first number October 26. C. R. Evans is editor.

LESLIE, ARK.—The Record, a newspaper, appeared October 29.

ABBEVILLE, LA.—The Laborer, Free Press is a new paper which made its appearance October 19,

DISPLAY WEEK A SUCCESS.

Five Hundred Newspapers Cooperated in the Plan.

National Newspaper Window Display Week, under the auspices of the Bureau of Advertising of the American Newspaper Publishers' Association, October 19-24, was a great success in every way.

Retailers were asked to display in their windows nationally trade marked goods that have been advertised in daily papers.

Five hundred newspapers in three hundred cities of the United States and Canada co-operated in the plan.

Detailed reports now being received indicate a great interest in the event and it is pleasing to notice that many department stores which hitherto opposed trade marked goods gave window space to the event. The grocers and druggists were particularly enthusiastic in their support.

About two hundred nationally advertised products were featured and it is estimated that twenty thousand show windows were given over to this form of display.

One of the most pleasing features of the whole campaign is the way in which national advertisers watched this demonstration of the newspaper's influence on the local dealer. The Bureau of Advertising has been flooded with inquiries and it is anticipated that some excellent prospects will develop from them.

WORLD'S SUREST MEDIUM.

A Man Who Knows Tells Why Newspapers Are Best for Manufacturers' Advertising.

Joseph W. Gannon, of the Royal Baking Powder Company, in addressing the Representatives' Club, an organization composed of representatives of monthly magazines, at their regular monthly gathering at the Hotel Martinique, New York City, October 19, had the following to say regarding newspaper advertising:

"I am convinced that the daily newspaper offers to a general advertiser of an article of home consumption the best medium and the one of greatest known value. It affords the best means to accomplish the most essential thing in advertising, which is the establishment of a permanent mental impression in the minds of a large number of individuals.

"The newspaper is the best and surest medium for making this kind of an impression, because it permits the most frequent repetition of the merits or claims the advertiser wishes to advance. Day after day he can bring his facts to the minds of readers who are consumers, never permitting them to forget.

"The magazine, if he gets one, may be taken up in a leisure hour, if he has one, but the newspaper is a necessity.

"We have, then, in the newspaper the medium which reaches the greatest number, one having the greatest human interest appeal and one that has greatest adaptability to varying conditions. It comes nearer than any other class of publication to having known advertising values."

After Fake Photo-play Schools.

The Photo Authors' League, Inc., of Los Angeles, is undertaking a campaign on "fake" photoplay schools which are advertising for students in the magazines and newspapers, and also against the word "movies" to designate photoplays.

International Harvester Co. trying to graft a fifteen hundred word "reader" advertisement headed "Tractor Against Horse Power on Farm." It is advertising and should be paid for.

WAR NEWS
and
PICTURES

Unequaled service.
Moderate prices.
Splendid daily war layouts in matrix form. Special signed cables day and night.
For details and prices write or wire to

International News Service
238 William St. New York City

1914 AERIAL
Christmas Cover

It is a gem picturing "Old St. Nick" descending from his airship into a quiet, peaceful, snow-clad village.

Any good advertising man can secure many pages of additional advertising on the strength of this forceful and beautiful cover design.

We supply it in a seven-column one-color mat—and in black and red color plates OR in four colors.

OR as a four-page supplement—the first page printed in colors—three other pages blank for additional Christmas advertising.

This is an exclusive feature—one paper in a town.

No orders accepted after December 10th, so take our advice and mail reservation blank today.

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

USE

UNITED
PRESS

FOR

Afternoon Papers

General Offices, World Bldg., New York

Our new eastern office in the New York World building will greatly improve our facilities for rapid handling of our illustrated news service, already second to none. Ask for samples.

THE CENTRAL PRESS ASSOCIATION
New York and Cleveland

"Women and Their
City"

A Record of Women's Current Achievements
Real Circulation Builder
Write for Samples
BRUCE W. ULSH COMPANY
Prestige Builders, Wabash, Indiana

Every Daily Newspaper in London

(Except The Morning Post)

purchases and prints the CENTRAL NEWS WAR SERVICE. (Comment unnecessary.) This service is procurable by newspapers on the American continents, only through

THE CENTRAL NEWS OF AMERICA,
26 Beaver St., New York City

THE TEST

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

NEWSPAPER FEATURE SERVICE

M. Koenigsberg, Manager.
41 PARK ROW, NEW YORK

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

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.

Tulane-Newcomb Building
NEW ORLEANS, U. S. A.
Eastern Office: Equitable Building
Baltimore, Md.

Newspaper
Correspondents

Increase your list of papers by registering in the forthcoming edition of the Newspaper Correspondents Directory. A stamp will bring you information which should be of material help to you.

National Association Newspaper
Correspondents

Germania Savings Bank Building
PITTSBURGH, PA.

DETROIT'S ADCRAFTERS

They Plan an Ambitious University Extension Course in Advertising for the Season Now Opening.

For several years the Adcraft Club of Detroit has been doing earnest and successful educational work among its members, holding weekly "Target Talks" with addresses by advertising men of prominence from all parts of the East and Middle West. This year an unusually comprehensive educational course has been planned of a somewhat different and more advanced nature than any before attempted, and a program laid out which promises to be of great value. The course will be free to members of the club, but a fee will be charged to non-members.

So important is the course considered by the directors of the Detroit Board of Commerce, with which the Adcraft Club is affiliated, that they voluntarily put the price charged to members of the Board at double the amount suggested by the club, making it \$10 instead of \$5.

PLAN FOLLOWED IN PART.

"Practically ever since the Adcraft Club was organized," said H. P. Breitenbach, chairman of the club's educational committee, "we have been holding an educational course during the winter on more or less systematic lines. A fixed logical arrangement has seldom been held to in the past, however, and our efforts have been directed somewhat toward the surface manifestations of merchandising and advertising problems. Each weekly talk was complete in itself, and while an effort was made to group the talks on similar subjects on successive weeks, the speaker was the main consideration and his subject was often left to his own choosing.

"This year the course will be more along the lines of university extension work. The month rather than the week has been taken as the logical unit. Beginning with the first week in November, the course will extend through five or six months. In each month one general subject will be considered, and each of the four weeks devoted to one phase of it. Thus a certain coherence and continuity in the work will be accomplished, which could be obtained in no other way, and better results secured.

"Our aim is to study advertising in a substantial, practical way, first getting down to the fundamentals, and then, building on this solid basis, to work up to the more obvious features as illustrated by the problems which come up every day. With this in view, general subjects have been selected of such nature that we can draw upon those sciences which bear most directly upon advertising problems, namely economics, sociology, psychology, aesthetics and rhetoric.

OUTLINE OF COURSE.

"The outline of the course illustrates our plan:

- First Month—General subject: Advertising from the viewpoint of economics.
- First Meeting—Academic, or theoretical.
- Second Meeting—Business, or practical.
- Third Meeting—Local.
- Fourth Meeting—Round Table Discussion.
- Second Month—General subject: Advertising from the viewpoint of Sociology.
- Subject divided as before.
- Third Month—General subject: Advertising from the viewpoint of Psychology. Subject divided as before.
- Fourth Month—General subject: Advertising from the viewpoint of Aesthetics. Subject divided as before.
- Fifth Month—General subject: Advertising from the viewpoint of Rhetoric. Subject divided as before.

"In this way each general subject will be attacked from three sides, theoretically, practically and in the local application, while at the end of the month the whole will be rounded up by a general discussion in which the whole club takes part.

"The first meeting will be devoted to a theoretical study of advertising from the viewpoint to be considered during the month, and the club will be addressed by some eminent authority on the subject, from one of our universities, or possibly from the staff of some publication. He will discuss those principles

of his science which apply most directly to advertising. The second phase of each subject will be treated by a business man in a more practical way, but still confining his discussion to the broad phase of the subject. The third meeting will be devoted to the local application of the principles outlined, with direct reference to specific problems of our own. Finally, the round-table discussion will take up questions from the three preceding meetings, with the discussion guided along somewhat predetermined lines so as to be of the greatest profit.

"If possible, permission will be secured from each of the speakers to use his material as far as may be desired, and at the end of the year to incorporate it into a book to be published by the Adcraft Club. These books will be sold at a price necessary to take care of the expense of publication, and if the course works out as planned will be an exceptionally valuable work on advertising. At the end of the course an examination will be given for such as wish to take it, also, and a certificate awarded for its successful completion.

"The speakers on the course have not all been selected as yet, with the exception of those coming the first month. Professor Edward D. Jones, of the Department of Economics of the University of Michigan, will preside over the first meeting, discussing the economic basis of advertising from the theoretical side. A. W. Shaw, of 'System,' has been requested to speak on the business or practical side of the same general subject, and C. A. Pfeffer, treasurer of the Chalmers Motor Car Co., on its local application. Negotiations are under way with a number of the prominent authorities in the country in their respective lines, and the list when completed will be an imposing one."

NEW AD CLUB AT LINCOLN, NEB.

Through the active interest of Walter Niebuhr, campaign manager for the election of Raymon Robbins, Progressive candidate of Illinois for the United States Senate, Lincoln, Ill., will send a representative club to the convention of the Associated Advertising Clubs of America, in Chicago, next year. Mr. Niebuhr owns two of the Lincoln newspapers.

At the last meeting of the Commercial Club, at Lincoln two well known advertising men were the speakers of the evening. Julius Schneider, formerly an Illinois publisher, later advertising manager for one of Chicago's large department stores, and now a general advertising counsel of the Chicago Herald, urged the local merchants to organize and increase their volume of business by advertising.

H. Edmund Scheerer, secretary and treasurer of the Carpenter-Scheerer Company, New York and Chicago, presented the value of close co-operation between the general advertiser and the local merchant, and told why merchants should push standard advertised goods. A local organization was perfected.

How Horace Greeley Wrote.

James Burrill Angell, president emeritus of the University of Michigan, recounts this reminiscence of Horace Greeley:

"During war-time I was editor of a paper in Providence, Rhode Island, and saw something of Horace Greeley. I remember one night when he was in our office—a night of excitement, when there was great news at hand. He wished to write and I offered him my desk, only to be greeted with a snort of disgust.

"That's no way to write," he said. "Give me some books."

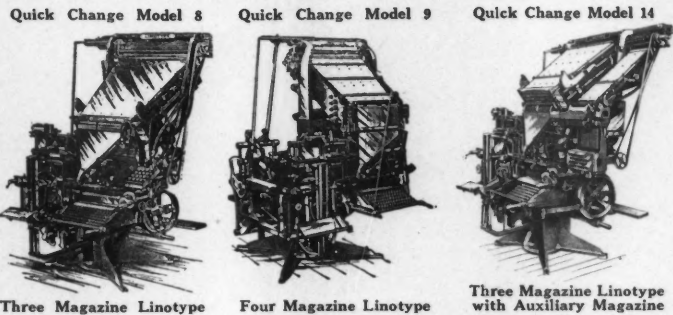
"Several bound volumes were brought and he placed them on the table before him, already a high one.

"More," he called.

"He erected a pile, the top of which was level with his chin. On top of this he placed the copy paper and, with his hand even with his eyes, settled himself with the remark:

"That's the way to write."
"Since then I have never wondered that Greeley wrote badly."

Linotype Success



Three Magazine Linotype Four Magazine Linotype Three Magazine Linotype with Auxiliary Magazine

Is Not Due to Accident

THE LINOTYPE IS A SUCCESS BECAUSE IT IS BUILT RIGHT BY THE BEST WORKMEN FROM THE BEST MATERIALS

An Incomparable Experimental Department Keeps the Machine Up to the Last Minute

The Multiple Linotype Way Is the Modern Way

Mergenthaler Linotype Company

Tribune Building, New York

- CHICAGO SAN FRANCISCO NEW ORLEANS
- 1100 South Wabash Avenue 638-646 Sacramento Street 549 Baronne Street
- TORONTO: CANADIAN LINOTYPE, LIMITED, 35 Lombard Street

With Our Advertisers.

To John H. Eggers, president of the Winthrop Press, belongs the credit for putting short stories by well known authors in the packages containing American tobacco products. His firm has supplied millions of these attractive "wait a minute" stories.

Undesirable Publications.

The Customs Department of Canada has prohibited the importation of the following publications as undesirable: "The Vital Issue," published by Francis J. L. Dorr of New York, and "Illustrated Bits" and "Ally Sloper's Half Holiday," two British weeklies.

BUILD YOUR CLASSIFIED MEDIUM RIGHT

Increased volume, improved service to readers and advertisers, efficient constructive sales organizations, and additional increased revenue, are the results of our methods for several of the largest classified mediums in the United States.

THE BASIL L. SMITH SYSTEM

will build for you a perfect and profitable classified medium.

Cost of our service entirely dependent on increased business.

Philadelphia Address, **BASIL L. SMITH, Haverford, Pa.**

Daily Sale 40 Copies vs. \$100.

Thomas A. Edison is one of the greatest advertisers in the world. He tells when the first reports of the battle of Pittsburgh Landing came to Detroit he was a newsboy on a train running between that city and Port Huron. His usual daily sale was forty papers. That day he took 1,000 papers and paid the telegraph operator at Detroit to wire an announcement of the battle on ahead of his train. At every station he was besieged by anxious inquirers for papers, sold all he had, his whole pack being finally exhausted at fancy prices, the total day's work netting him \$100.

This is but one instance of what enthusiasm on the firing line will do. The DUHAN organization is composed of live circulators acquainted with New York City and the up-to-the-minute methods for creating stand and street sales in this territory.

Write—Phone—Wire

DUHAN BROTHERS

Newspaper Distributors Who Have Made Good Since 1892.

- TRIBUNE BUILDING 'Phone: 3584 Beekman NEW YORK CITY

TIPS FOR THE AD MANAGER.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., are resuming the advertising of R. J. Reynolds Tobacco Co., "Camel Cigarettes," Winston-Salem, N. C.

Frank Presbrey Company, 456 Fourth avenue, New York City, is again placing orders with a select list of papers for the city of Pinehurst, N. C.

Hanff Metzger, 95 Madison avenue, New York City, is handling the advertising account of the Waterson, Berlin & Snyder Co., music publishers, Strand Theatre Building, New York City.

Bates Advertising Company, 15 Spruce street, New York City, is forwarding 42 line 13 time orders to some New England papers for the Pinkus Brothers, cigarettes, 98 West street, New York City.

Nichols-Finn Advertising Company, 222 South State street, Chicago, Ill., is issuing orders to some Western papers for the Northland Knitting Co.

Taylor-Critchfield Co., Brooks Building, Chicago, Ill., is sending out 50 line double column 1 time a week for ten insertion orders to a selected list of papers for the Book Supply Company, 231 West Monroe Street, Chicago, Ill.

Julian J. Behr, Lyric Building, Cincinnati, O., is making new contracts with selected papers for I. Trager Company, "Cream of Kentucky Whiskey," Cincinnati, O.

Frank Seaman, 116 West 32nd street, New York City, will in the future place all the advertising of the Studebaker Corporation, "Studebaker Automobile," Detroit, Mich.

Earnshaw-Lent Co., 80 Maiden Lane, New York City, is resuming the advertising of E. De Raimbouville, "Vichy Celestins," 220 Broadway, New York City.

Berrien-Durstine, Inc., 42 Broadway, New York City, is forwarding 56 line 1 time orders to a selected list of large city papers for the Batavia Rubber Company, "Batavia Tires," 20 Broad street, New York City.

Nelson Chesman & Company, 200 Fifth avenue, New York City, are issuing orders to Southern papers for the National Remedy Company, "Dr. Swans Livery & Kidney Remedy, and En-Ar-Co Oil," 530 Washington street, New York City.

W. S. Hill Company, Vandergrift Building, Pittsburgh, Pa., is sending out 250 inch 1 year orders to a selected list of papers for P. Duff & Sons, "Duff's Molasses," 918 Duquesne Way, Pittsburgh, Pa.

H. H. Levey, Marbridge Building, New York City, is making orders on a trade basis for A. E. Outerbridge & Co., 29 Broadway, New York City.

It is reported that Richard A. Foley Advertising Agency, Bulletin Building, Philadelphia, Pa., will shortly place a

chewing tobacco on the market and will place the orders for Liggett & Myers Tobacco Company, St. Louis, Mo.

Guenther-Bradford Co., 64 West Randolph street, Chicago, Ill., is sending out orders to a few Western weekly papers for the Roncs Remedy Company.

Sidener-Van Riper, Hume-Mansur Building, Indianapolis, Ind., is putting out orders with Indiana papers for the Kiefer Drug Co., "Dividend Cigar," Indianapolis, Ind.

Metropolitan Advertising Company, 6 Wall street, New York City, is forwarding orders to magazine sections of large Sunday papers for A. Weinberger & Co., rubber boots, 112 South street, New York City.

Philip F. Donohue, Woolworth Building, New York City, is issuing orders to mail order papers for Henry Linse, 467 Broadway, New York City.

W. N. Gates & Co., Garfield Building, Cleveland, O., are placing orders with some Metropolitan papers for the Halle Brothers Company, Cleveland, O.

Greene-Lucas Company, 21 West Fayette street, Baltimore, Md., is sending orders to some large city papers for the Fidelity Trust Co., commercial cruise around South America, Baltimore, Md.

Hanff-Metzger, 95 Madison avenue, New York City, is again forwarding orders to some large city papers for the Chamberlain Hotel, Old Point Comfort, Va.

Hollbrook & Schaefer, 286 Fifth avenue, New York City, are sending classified orders to Western papers for the Regime Shoe Co., 4 White street, New York City.

W. H. H. Hull & Co., Tribune Building, New York City, are issuing orders to New York City papers for D. Auerbach & Sons, "Auerbach's Chocolates," Eleventh avenue and 46th street, New York City.

The Peruna Company is making 5,000 line contracts direct.

H. W. Kastor & Sons Advertising Company, Chicago, Ill., is sending out 100 line orders with Sunday Texas papers till forbidden for the Fels Distilling Company.

Schenck Advertising Agency, 9 Clinton street, Newark, N. J., is making 5,000-line one year contracts with western papers for I. Lewis Co. "J. Ruskin Cigar," Newark, N. J.

Matos-Menz Advertising Co., Bulletin Building, Philadelphia, Pa., is placing 5-line 30-time orders with a selected list for the Philadelphia Business College.

Nelson, Chesman & Company, Goddard Building, Chicago, Ill., is issuing 25-line 30-time contracts to weekly papers for William Schotten Company.

Bayer-Stroud Corporation 200 Fifth avenue, New York City, is putting out copy for the United Shirt & Collar Co.

Earnshaw-Lent Company, 80 Maiden Lane, New York City, is forwarding 4-inch 8-time orders to a few Sunday papers for Le Maire Opera Glasses.

D'Arcy Advertising Company, International Life Building, St. Louis, Mo., is making contracts with G. A. Dickel Company, "Cascade Whiskey."

Graham-Miller Company, 2 Cary Building, Milwaukee, Wis., is placing advertising orders generally for the products of the United Doctors' Laboratories of that city.

ROLL OF HONOR

Publications examined by the Association of American Advertisers, of which a COMPLETE EXAMINATION of the various records of circulation was made and the ACTUAL CIRCULATION ascertained, with later figures in some instances furnished by the publisher.

ARIZONA.	NEW JERSEY.
GAZETTE—Av.Cir. 6,125.....Phoenix	PRESSAsbury Park
CALIFORNIA.	JOURNALElizabeth
THE NEWS.....Santa Barbara	COURIER-NEWSPlainfield
BULLETINSan Francisco	NEW YORK.
GEORGIA.	EVENING NEWS.....Buffalo
JOURNAL (Cir. 57,531).....Atlanta	BOLLETTINO DELLA SERA, New York
CHRONICLEAugusta	EVENING MAIL.....New York
LEDGERColumbus	OHIO.
ILLINOIS.	PLAIN DEALER.....Cleveland
POLISH DAILY ZGODA.....Chicago	Circulation for October, 1914.
SKANDINAVENChicago	Daily134,219
HERALDJoliet	Sunday161,322
HERALD-TRANSCRIPTPeoria	VINDICATORYoungstown
JOURNALPeoria	PENNSYLVANIA.
STAR (Circulation 21,589)Peoria	TIMESChester
INDIANA.	DAILY DEMOCRAT.....Johnstown
THE AVE MARIA.....Notre Dame	DISPATCHPittsburgh
IOWA.	PRESSPittsburgh
REGISTER & LEADER...Des Moines	GERMAN GAZETTE.....Philadelphia
THE TIMES-JOURNAL.....Dubuque	TIMES-LEADERWilkes-Barre
KANSAS.	GAZETTEYork
CAPITALTopeka	SOUTH CAROLINA.
LOUISIANA.	DAILY MAIL.....Anderson
DAILY STATES.....New Orleans	THE STATE.....Columbia
ITEMNew Orleans	(Sworn Cir. Mch, 1914, D. 22,850; S. 23,444)
TIMES-PICAYUNENew Orleans	TENNESSEE.
MARYLAND.	NEWS-SCIMITARMemphis
THE SUNBaltimore	BANNERNashville
has a combined net paid circulation of 127,000 copies daily, 80,000 of which are served in Baltimore homes.	TEXAS.
MICHIGAN.	STAR-TELEGRAMFort Worth
PATRIOT (No Monday Issue) Jackson	Sworn circulation over 30,000 daily. Only daily in Fort Worth that permitted 1912 ex- amination by Association of American Ad- vertisers.
Average 9 mo. 1914; Daily 11,042; Sunday 12,117. Member "American Newspaper Pub. Ass'n." "Gilt Edge News- papers," and A. B. C.	CHRONICLEHouston
MINNESOTA.	The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday.
TRIBUNE, Mon. & Eve....Minneapolis	WASHINGTON.
MISSOURI.	POST-INTELLIGENCERSeattle
POST-DISPATCHSt. Louis	WYOMING.
MONTANA.	LEADERCheyenne
MINERButte	CANADA.
NEBRASKA.	BRITISH COLUMBIA.
FREIE PRESSE (Cir. 128,384) .Lincoln	WORLDVancouver
	ONTARIO.
	FREE PRESS.....London
	QUEBEC.
	LA PATRIE.....Montreal
	LA PRESSE.....Montreal
	Ave. Cir. for 1913, 127,722

H. Parker Willis, associate editor of the New York Journal of Commerce, has been elected secretary of the Federal Reserve Board.

J. D. Crate, of the Toronto Globe, has been appointed editor of the Ottawa Journal.

Kenneth McGowan, of the dramatic staff of the Boston Transcript, has re-

signed, to join the staff of the Philadelphia Public Ledger.

Henry M. Riddlesberger, secretary and treasurer of the Waynesboro Printing Company, publishers of the Evening and Weekly Herald, has been elected secretary and treasurer of the Flinebaugh Manufacturing Company, Greencastle, Pa.

New Orleans States

Sworn Net Paid Circulation for 6 Months
Ending Oct. 1, 1914

33,271 Daily

Per P. O. Statement

Local paid circulation averages over 24,000 per issue. We guarantee the largest white home circulation in New Orleans. It is less expensive and easier to create a new market in a limited territory by using concentrated circulation. The States fills that need in New Orleans.

**THE S. C. BECKWITH
SPECIAL AGENCY**

Sole Foreign Representatives
New York Chicago St. Louis

AD FIELD PERSONALS.

Ren Mulford, Jr., vice-president of the Blaine-Thompson Co., has been appointed instructor in the new course in advertising which opened at St. Xavier's College, Cincinnati, in the Department of Commerce, Finance Accounts and College of Journalism November 5.

E. St. Elmo Lewis, well known in advertising circles for his work as advertising manager of the National Cash Register Company and the Burroughs Adding Machine Company, and now vice-president and general manager of the Art Metal Construction Company, of Jamestown, N. Y., has been elected a member of the board of directors of the Art Metal Construction Company, Limited, of London, England.

Eugene L. Grey, a compositor employed by the Chicago Examiner, was struck by an automobile last week and killed.

Donald F. Whittaker, formerly of the Jackson (Mich.) Patriot, has gone with the Detroit Free Press display advertising department.

C. H. Mann, general agent of the American Express Company at Los Angeles, Cal., has severed his many years' connection with the American to take up the duties of sales manager of the Vermont Farm Machinery Company with offices in Chicago. Mr. Mann was a director of the Los Angeles Advertising Club.

Carleton J. Birchfield, advertising agent of the Santa Fe Lines, west of Albuquerque, formerly of Los Angeles, Cal., has been appointed assistant general advertising agent of the Santa Fe System at Chicago.

At an evening session, Tuesday, October 27, the Advertising Club of Los Angeles spent "A Night with the Movies," the feature film being a record of the last Pacific Coast Ad Men's Convention at Vancouver, B. C.

Mrs. E. G. Kleinsorge, president of the H. E. James Agency, of Philadelphia, was in New York several days this week on business. The James agency handles the accounts of some of the largest proprietary medical products in the world. It is probable that a New York office will be opened in the near future. Mrs. Kleinsorge leaves shortly for an extensive trip through the Central West and to the Coast, where she will spend a month before returning to Philadelphia.

Willard Goss Carpenter, president of the Carpenter-Scheerer Company of New York and Chicago, is back in New York for the winter, after spending the summer visiting papers and advertisers in the Middle Western States. He says that while in some sections there was a shortage of crops on account of drouth, in Michigan they had too much rain, but taken as a whole the farmer has nothing to complain about for even though he may have sold his wheat too early to get the full value of the war price, he did receive excellent prices for fair sized crops and the farmers are all in splendid financial condition.

Demerest Lloyd has joined the staff of the Boston Journal. He is well known in the newspaper field in Boston and Chicago.

Robert F. Guild, formerly of the Boston News Bureau, is now Boston representative of the Butterick Trio.

F. W. Tulley is the new advertising manager for R. H. White Co., Boston, succeeding Robert Reinhart, who has gone to the Dimond Co., of Providence, Rhode Island.

Kurtz Wilson has resigned his position as Eastern representative for the Philadelphia North American.

George Wilson Craig is the new advertising manager of the Cohn Goodman Co., of Cleveland, O., succeeding Sam Davis. He was formerly with the American Multigraph Sales Co.

C. V. McGuire is the new advertising manager of the Olds Motor Works, Lansing, Mich. He was formerly with the Lozier Motor Co., the Paige-Detroit Motor Co., of Detroit, Mich., and the United States Tire Co.

RURAL PUBLISHERS MEET.

They Hold a Meeting for the Benefit of Advertising Managers.

The Agricultural Publishers' Association, recently organized in Chicago, held a special meeting at the Biltmore, New York, November 6, for the special benefit of the members of the Association of National Advertising Managers, who were holding their annual convention at the same hotel. An invitation had been extended to and accepted by the association and a large number of the members attended.

Charles F. Jenkins, of Philadelphia, was chairman. Henry Wallace, of Des Moines, Ia., one of the leading authorities on western agricultural development, gave a valuable talk on the changes that had taken place in the home conditions of the farmers.

Prof. Chamberlain, head of the educational department of the International Harvester Company, had for his subject "The Farmer as He Really Is," and gave a wonderfully interesting description of the manner in which farmers were being taught to take advantage of the opportunities presented through modern advertising, and what such work has accomplished up to the present time.

"The Country Market," its possibilities, and some idea as to how best to cover it, was the subject answered in three divisions, "As the Manufacturer Sees It," by George Frank Lord, of the Du Pont Powder Company, Wilmington, Del., "As the Dealer Sees It," by H. G. Larimer, a successful clothing merchant of Iowa, "As the Consumer Sees It," by John W. Cooper, a characteristic farmer of Pineville, Pa.

"Dealer Work—What, How and Why," the wind-up subject of the evening, was ably handled by S. R. McKelvie, of the Nebraska Farmer; Hugh McVey, of Successful Farming, and Horace C. Klein, of the Farmer's Wife, three men, each one of whom has accomplished really remarkable results in their efforts to assist advertiser, dealer and consumer by a co-operative work in the home territory.

Hawkins with Ethridge.

G. H. E. Hawkins, formerly advertising manager of the N. K. Fairbanks Co., of Chicago, has been elected vice-president of the Ethridge Co., and is in charge of the Chicago office, succeeding A. Rowden King, who has returned to the New York office.

William T. Jefferson and Louis R. Wasey have resigned as solicitors for Lord and Thomas, advertising agents, Chicago, Ill., and have gone into the advertising agency business for themselves.

Charles L. Green has resigned as advertising manager of the United States Cartridge Company, and will go into business for himself in Boston.

Louis F. Fowler has become associated with the John Morgan Advertising Agency, of Boston.

"Big Ben" Advertising Man Killed.

G. A. Le Roy, advertising manager of the Western Clock Company, of La Salle, Ill., has died of wounds received in battle, while fighting in the French army.

Mr. Le Roy, who was a native of France, was in Rouen visiting his mother, when the war broke out, and on August 2 he joined the 155th Regiment as a private.

He was the originator of the "Big Ben" alarm clock advertising campaign.

The Corning (N. Y.) Evening Leader has been elected a member of the American Newspaper Publishers' Association.

Didn't Size Him Up Right.

Mrs. Snowden stole silently upstairs one evening, to be sure that her little one was sleeping safely. As she paused at the door she saw Melville standing beside the crib, gazing down at the sleeping child. Tears filled her eyes, and she thought, "How dearly Melville does love our little one." But just then Melville turned and saw her. "Dear," he said, "I don't see how on earth they can get up a crib like this for three dollars and sixty-five cents."—Cincinnati Ad Club News.

Publishers' Representatives

ALLEN & WARD
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.

CARPENTER-SCHEERER-SULLIVAN SP. AGENCY
Fifth Ave. Bldg., New York.
People's Gas Bldg., Chicago.

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.

HENKEL, F. W.
People's Gas Bldg., Chicago. . .
Metropolitan Bldg., New York.

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.

AD MANAGERS MEET.

(Continued from page 407.)

Ellis, sales promotion manager, Holt Manufacturing Co., Stockton, Cal.; A. C. Reiley, advertising manager, Remington Typewriter Co., New York City; Tim Thrift, advertising manager, American Multigraph Sales Co., Cleveland, Ohio; J. H. Weddell, advertising manager, Gage Brothers & Co., Chicago, Ill., were each elected for a three year period; Edward Hungerford, advertising manager, Wells Fargo & Co., New York City, for a two-year period, and Messrs. E. A. Walton, advertising manager, Timken-Detroit Axle Co., and Timken-Detroit Roller Bearing Co., Detroit, Mich., and W. P. Worheim, advertising manager, Pratt & Lambert, Inc., Buffalo, N. Y., each for one-year periods.

On Friday evening nine groups of members interested in the same classes of manufactured products or having problems of an allied character, met together in private dining rooms for round table discussions on matters particularly interesting to them. This was not an innovation as group meetings have been held before, but never on such a large scale. These meetings presented a splendid opportunity for discussion of the members' individual problems and naturally were highly valuable.

On Thursday evening a very successful "get together" dinner was held at which over one hundred members were present. The program included advertising stunts and selections by members, and selections by professional talent.

Advertising Agents

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

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

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

During the course of the evening, O. C. Harn, advertising manager, National Lead Co., New York City, on behalf of the members of the association, presented E. St. Elmo Lewis, one of the organizers and first president of the Association of National Advertising Managers, now vice-president and general manager of the Art Metal Construction Co., Jamestown, N. Y., a fine bronze statuette with a suitable inscription engraved on the base, in recognition of Mr. Lewis' work in the upbuilding of the association. This original work of art was modeled by the well known sculptor Ricopin, and the bronze was cast by the Gorham Manufacturing Company.

High Speed Paper Machine.

A paper-baking machine, 200 feet in width, made by Rice, Barton & Fales Machine & Iron Co., is being set up in the Millinocket Mill of the Great Northern Paper Co. that will run a thousand feet a minute. Fifteen years ago the average speed of fast machines was 350 feet a minute. Its capacity will be between 60 and 70 tons a day.

Good Cuts For Newspapers

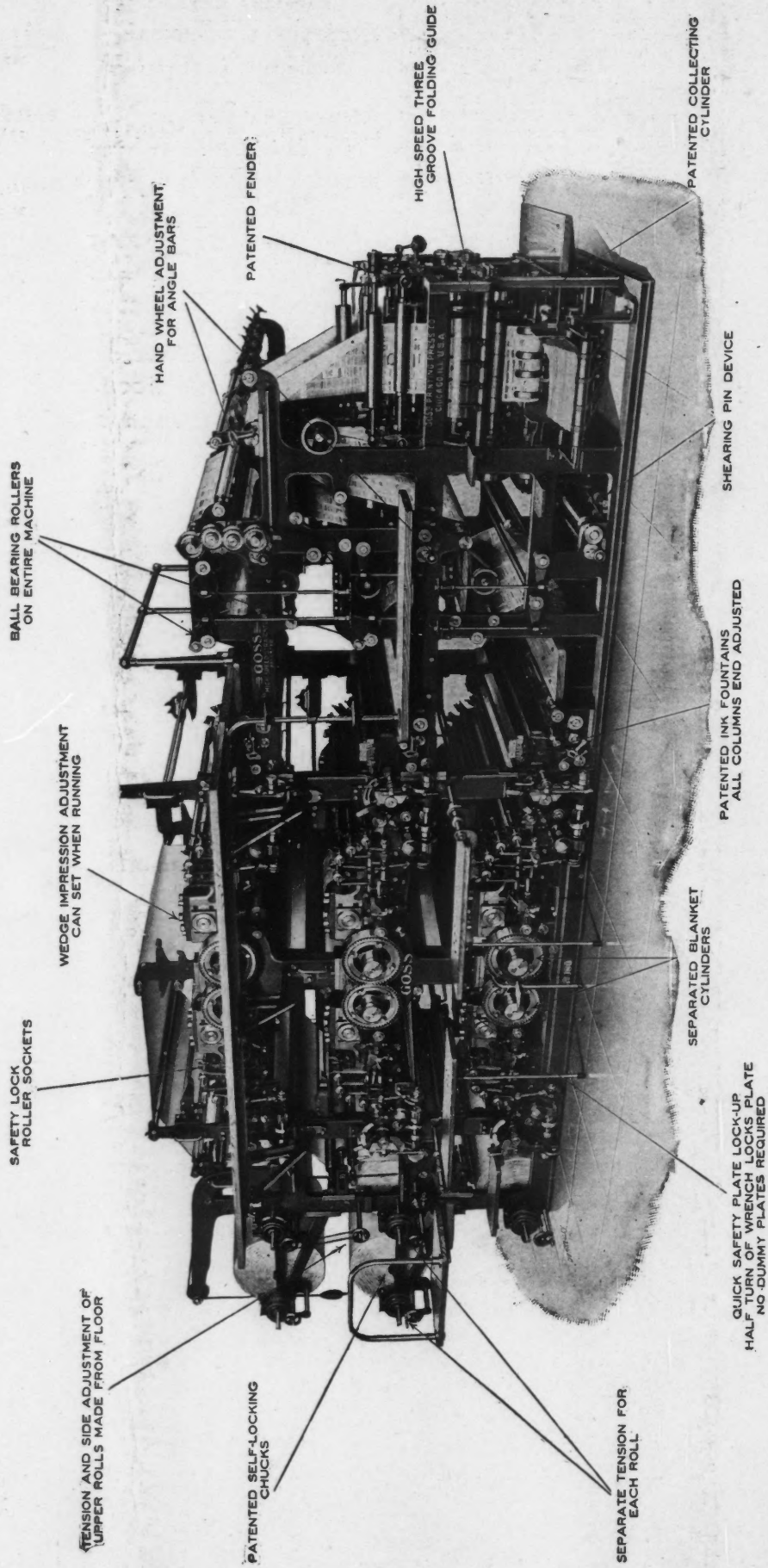
We make plates for newspapers that are etched deep and will print well.

Our prices are right and as we operate a day and night force, we are able to give newspapers a highly satisfactory service at all times.

Atlas Engraving Company
205 West 40th Street New York

GOSS PRESSES EFFICIENCY

THE GOSS "HIGH SPEED STRAIGHT LINE" PRESSES



There is a "HIGH SPEED" Press built for your needs. Let us tell you about it

NEW YORK OFFICE
METROPOLITAN BUILDING
No. 1 MADISON AVE.

THE GOSS PRINTING PRESS CO.

MAIN OFFICE AND WORKS
16TH STREET AND ASHLAND AVENUE
CHICAGO, ILL.

