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WAR TAX ON PAPERS.

COMMISSIONER GATES OF THE INTERNAL REVENUE REVERSES FORMER RULING.

How the New Order Is Interpreted by New York Publishers—New Ruling of Acting Commissioner Increases Tax on All Daily Papers of Large Circulation.

(Special Correspondence.)

WASHINGTON, D. C., March 26.—The Commissioner of Internal Revenue, in a decision under date of March 16, given to the press on March 19, has restricted the application of his decision of December 1, 1914, relative to the war tax on bundles of newspapers provided by the Emergency Revenue law. In his latest ruling he says that his first opinion to the effect that where there are two or more wagon loads of newspapers delivered to a railroad or express company in one shipment such shipment would require but one stamp, upon further consideration must be construed as applicable only where such shipment is to one consignee and to one destination.

When pressed for explanation as to the reasons for his later opinion, Commissioner Osborne refused to be quoted, stating that it spoke for itself.

The war tax revenue bill passed by Congress and signed by the President on October 22 last, as it relates to the tax on newspapers, is in part as follows:

THE LAW.

"Provided, That a consignment of newspapers to any one point or to different points by the same train or conveyance when inclosed in one general bundle at the point of shipment shall be considered as one shipment; and, in lieu of a bill of lading therefor, the publisher of such newspaper shall file on or before the fifteenth day of each month with the collector of internal revenue for the district in which such newspaper is published a report under oath showing the number of such shipments during the preceding month, to which report such publisher shall affix and cancel stamps equal in value to 1 cent for each shipment so reported. Provided further, That the report herein required shall not include shipments of newspapers delivered to points within the county in which the same are published. Any failure to issue such bill of lading, manifest, or other memorandum, as herein provided, shall subject such railroad or steamboat company, carrier, express company, or corporation or person to a penalty of \$50 for each offense."

Treasury Decision 2075, dated October 1, provided that: "One shipment to a consignee requires one stamp," and also, "where there are two or more wagon loads of newspapers delivered to a railroad or express company in one shipment to one consignee, such shipment will require but one stamp"; and further, "If the contents of a wagon delivered to a railroad or express company are one shipment to one consignee, such contents require one stamp and are considered one bundle."

The December 1 ruling was as follows:

Treasury Department, Office of Commissioner of Internal Revenue, Dec. 1, 1914.

Sir: In reply to your letter of the 23d instant to the Secretary of the Treasury, which has been referred to this office, the following answers are made to the questions relative to that portion of the act of October 22, 1914, concerning consignment of newspapers, numerically placed in your communication:

1. There is no objection to the use of shipping sacks similar to the United States mail bags.

2. One shipment to a consignee requires one stamp.

3. Where there are two or more wagon loads of newspapers delivered to a railroad or express company in one shipment, to one con-



RICHARD HOOKER,
WHO SUCCEEDS THE LATE SAMUEL BOWLES AS EDITOR AND PRESIDENT OF THE
SPRINGFIELD (MASS.) REPUBLICAN.

signee, such shipment would require but one stamp.

4. If the contents of a wagon delivered to a railroad or express company are one shipment, to one consignee, such contents require one stamp and are considered one bundle.

5. Bundle of papers taken by dealers or news companies from the office of distribution to points outside of a county are not subject to tax.

6. Shipments from New York or Brooklyn to other points in Greater New York, not in the same county, are subject to tax.

7. Each shipment or bundle must be counted as one.

You are also advised that the law provides that a consignment of newspapers to any one point or to different points by the same train or conveyance when inclosed in one general bundle at the point of shipment shall be considered as one shipment.

See T. D. 2058 relative to reports of shipments of newspapers to be made monthly to collectors in lieu of bills of lading, which will be shown you by the collector of your district upon application, to whom you are referred for further information.

Respectfully, W. H. OSBORN,
Commissioner of Internal Revenue.

The December 9 ruling provides "that if bundles of papers addressed to several different consignees at the same or different points are tied together, and so delivered to the transportation company at one time for transportation by the same train or conveyance, the bundles thus tied together should be reported as one shipment."

December 11 the Commissioner of Internal Revenue replied to an inquiry in a manner that seemed to be at vari-

(Continued on page 859.)

MR. HEARST'S A. P. SUIT.

CARVALHO PLACES HIGH VALUE ON ITS SERVICE TO DAILY NEWSPAPERS.

Its Loss to the San Francisco Examiner Would, He Said, Hurt Its News Worth and Prestige—Tells of Some Papers That Have Succeeded Without It—Melville E. Stone Testifies.

The validity of the by-laws of the Associated Press, under which the members may be fined, suspended or expelled, was attacked before Supreme Court Justice Benton in the suit of William Randolph Hearst against the Associated Press for a permanent injunction restraining the directors from disciplining him.

The charges against Mr. Hearst were made because he refused to obey an order of the news association to change the typography of the front page of the Oakland edition of the San Francisco Examiner, in which the words "Oakland" and "Examiner" appear in larger type than the remainder of the title.

When the case opened a stipulation was offered in evidence by which it was agreed between the parties that the legality of the organization of the Associated Press is not to be attacked in the present proceeding, although the plaintiff reserves his right to attack it in another action.

Mr. Hearst's counsel, Mr. Untermyer, said, in part: "These gentlemen are trying to stifle competition and to determine for us the typographical form of our paper. We are here to find out if they are to be permitted to tell us how to run our business and what title to put on our page, and also what else they can tell us to do, for if they have this power the next thing they would do perhaps would be to run our editorial columns. We are violating no law, legal or moral; it is simply a matter of business enterprise."

Counsel for Mr. Hearst said that if it were proved that he had violated the by-laws of the Associated Press he would show that such action had long been acquiesced in, and that it was a custom of many newspapers to publish local editions for nearby towns. He said the questions to be determined in the case are whether the plaintiff is within his rights under his franchise, issued by the Associated Press; whether it is within the power of the Associated Press to dictate the title of a newspaper, and, if the association has such power, whether it has the authority to discipline a member.

Melville E. Stone, general manager of the Associated Press, under examination by Samuel Untermyer, for Mr. Hearst, said that membership in his organization carries a right of protest in certain territory against granting a franchise to any one else. Such a protest could be overruled by a four-fifths vote of the board of directors, but he admitted that no protest had ever been overruled. He said that although there were about thirty newspapers in the country publishing various editions, he didn't believe any of them except the Examiner labelled its edition in the manner objected to.

Mr. Stone denied that he approved the title of the Oakland edition when talking in 1907 to Clarence J. Shearn, then counsel for Mr. Hearst and now a Supreme Court Justice. He said he now objects to the Oakland edition "because I think it carries a title deceptive to the

PULITZER SUIT SETTLED.

Missouri State University Gets \$19,700 From Inheritance Tax.

Judge Holtcamp, in the Probate Court, St. Louis, on Saturday confirmed a compromise of the suit of the Missouri State University against the estate of the late Joseph Pulitzer, publisher of the St. Louis Post-Dispatch and the New York World, to collect collateral inheritance tax fees alleged to be due under the publisher's will.

In the settlement the trustees of the estate issued a check for \$19,500 to cover the claim to City Tax Collector Koeln for the State University, the beneficiary of the collateral inheritance tax levy. Payment was made on the basis of \$14,637.50 for legacies left to the Philharmonic Society of New York, the Metropolitan Museum of Art of New York and Columbia University, and \$5,062.50 under the clause in the will which provides that a portion of the income from a specified amount of shares of stock in the Publishing Company shall be paid to such editors and managers of the Post-Dispatch who are considered most deserving and valuable.

G. Logan Payne & Co. have been appointed representative of the Bridgeport Herald in the east and west.

people of Oakland." In answer to questions as to whether he didn't know that the San Francisco Examiner is a trade name of great value and that it is the "leading newspaper west of the Rocky Mountains," he said he didn't know it, and added: "I do know that I have heard it criticised greatly."

NO WRITTEN COMPLAINT.

Mr. Stone admitted that no written complaint containing the charges against Mr. Hearst had been served on him, and that he had heard nothing of the charges until he got notice to appear before the board and defend himself. In explaining how he got the impression that the Examiner's method of putting out its Oakland edition was prejudicial to another member of the Associated Press, Mr. Stone said:

"By a mental process of exclusion I was led to the conclusion that the Examiner was trying to usurp the business of another Associated Press member." Mr. Stone referred to the Oakland Tribune, an afternoon newspaper.

"What in your opinion is a proper title for the newspaper which will not violate the by-laws," asked Mr. Jennings.

"Any title not tending to deceive the public."

Mr. Carvalho, who asserted he had been in the newspaper business for thirty-seven years and for eighteen years with the Hearst papers, testified that the Examiner's Associated Press franchise is very valuable, and said, "If the paper were sold without the franchise, it wouldn't bring half what it would bring with it. The franchise is quite necessary for the Examiner's success and the loss of it would hurt the Examiner's news value and prestige. The value cannot be estimated in dollars and cents."

NO PURPOSE TO DECEIVE.

Mr. Carvalho said there is no purpose to deceive in publishing the Oakland edition, and that it is not possible to deceive a purchaser of the paper. He said the same title has been used for almost seven years without protest from the Associated Press.

On cross-examination by Mr. Jennings the witness admitted that the Evening Journal has the largest circulation of any New York newspaper and yet has no franchise, and in explaining why it had prospered without a franchise he said:

"An afternoon paper can get along without a franchise because its news consists practically of bulletins and is not complete like the news in a morning paper. Evening news is practically free to all. There are from three to eight editions of the papers and no evening paper can beat another by more than a few minutes. They all exchange news, and news is not copyrighted per se. Afternoon papers are also made up largely of features."

Mr. Carvalho said the Chicago Examiner, a morning paper, had got along without a franchise, but had not succeeded as well as it would have done with a franchise, and it has been trying to get one through an action in the Illinois courts.

"We know, don't we, that the Sun continues to live without Associated Press service?" asked Mr. Jennings. "I object," said Mr. Untermyer, "into going into that. We don't know how much it costs the Sun to get its news or how successful it is. It is a great handicap to the Sun to have to depend on its own service, because it is litigating vigorously the encroachments of the Associated Press."

The case is still on.

Nothing But Newspapers.

The merchants of Fremont, Ohio, are said to be enthusiastic backers of the Chamber of Commerce in a movement to curtail all advertising except through the newspapers.

Programs, cook books, tickets and all kinds of graft and charity contributions, tended for the most part to defray printers' bills for others, are to be put on the black list.

CHICAGO HAPPENINGS.

Local Dailies Giving Generous Aid to Publicity Campaign of Ad Association—Changes on the Examiner—A Good Example of Brevity in Writing—Advertising Agency Moves—Some Personal Doings.

(Special Correspondence.)

Chicago, March 25.—De Witt Clough, chairman of the special committee of the Advertising Association, in charge of the movement to get publicity for the Association and its policies, credits the local dailies with generous aid. Space for 40-line ads has been donated by The Daily News, The Evening Journal, The Chicago Herald, The Examiner, The American and The Evening Post. Mr. Clough says: "While this advertising campaign was originally suggested as an aid in building membership for our Club, its scope has broadened to include convention work and to create added interest in advertising among merchants and the reading public generally. It was on this basis that the Chicago papers agreed to co-operate with us and even should the campaign not add members to our roll, it will have a decidedly beneficial effect in creating for our association and for the cause of advertising added prestige and influence."

The advertising agency of Cook & Joerns has moved its offices from the Westminster building to more spacious quarters in the new Lytton building at the corner of Jackson boulevard and Wabash avenue.

Clarence G. Marshall, who has been away from the Associated Press for almost a year, for his health, came back home last week, after spending a week or so in the New York office.

Christopher Hagerty has finished reporting the railroad arbitration hearing for the Associated Press and now is day city editor.

W. W. Chapin, first business manager of the Chicago Herald, has returned to the Pacific Coast where it is said he may purchase a newspaper.

Saturday, April 30, will be Press Club Dedication Day at the Panama Pacific International Exposition, according to a notice received here by Edward Persons of the A. P. The card says this dedication is to be the real event of this year on the Pacific Coast.

William Hale Thompson, Republican candidate for the Mayoralty of Chicago, addressed the Advertising Association at noon on March 25th.

E. G. Nichols, for the last four years associate financial editor of the Examiner, has gone over to The Daily News as financial editor. He succeeds J. M. Head, who like many other Chicago financial editors, has graduated into commercial life. Head has gone to New York as publicity manager for The Sperry & Hutchins Trading Stamp Company, of which George B. Caldwell, former Chicago banker, recently became president. Glenn Griswold has taken Nichols' place as assistant to "Boersinger" on the Examiner. For the last several years Griswold has been doing politics for the Examiner.

T. Wesson Cushing, assistant city editor of the Evening Post, has bought an automobile.

A story written by James Aloysius Durkin was posted on the Tribune bulletin board as a perfect example of brevity in newspaper writing. The same story as written by a city news bureau had three paragraphs and more than 350 words. Durkin told the story in every detail with twelve words.

Basil C. Wyrick, night news editor of the Associated Press, and Perlev Roone played each other a game of golf Tuesday, at which Wyrick won.

Edward Pickard, of the Western Newspaper Union, is home again after a fortnight at Palm Beach.

George Dodge, who has been editing the night West wire for the Associated Press, resigned last week. Dodge had a taste of publicity work last year for the Federal league, and when the ball season approached this year the lure of

the open was too much for him. He may come back next fall.

Melville Leroy Slater, of Waukegan, who came to the Herald office from the North shore more than four years ago, has joined the rewrite force of the Journal.

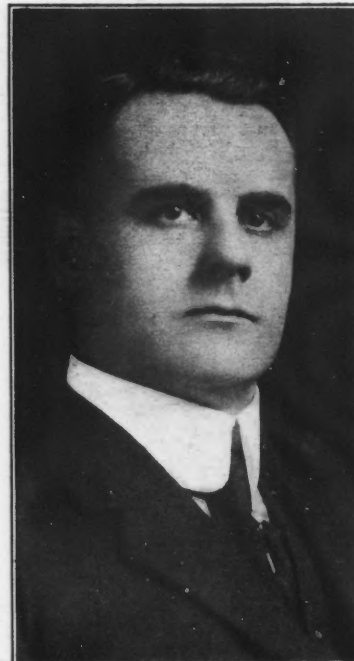
Harry Shroyer, Chairman of the Press Club's entertainment committee, has been appointed by the board of directors to fill the vacancy created in the Directorate when Percy H. Millar, of the New York Times, resigned to accept the recording secretaryship.

VANCOUVER WORLD SOLD.

Paper Taken Over by John Nelson—Press Conference at Port Huron.

(Special Correspondence.)

Toronto, March 23.—There is another change to chronicle in the newspaper field of Vancouver. On application of the bondholders of the World, the Court has made an order to sell the property to a new company formed by John Nelson, late business manager of the News-Advertiser. It is understood that Mr.



JOHN NELSON.

Nelson will pay about \$25,000 cash and assume certain obligations, bringing the price up to nearly \$100,000. This will give very little to the creditors and bondholders.

Meanwhile, L. D. Taylor, the former proprietor, who claims that the news franchise belonged to him personally, and was not included in the assets which could be sold by the court, says he will start another evening paper in Vancouver and call it the World also.

That a senatorship will shortly be conferred on W. S. Dingman, proprietor of the Stratford Herald, is generally expected. In elevating a newspaperman to this dignity the government has a good precedent in Senator William Dennis, editor of the Halifax Herald. There are several vacancies at present in the Dominion Senate and as a general election is in prospect, the likelihood is that appointments will be made shortly. Mr. Dingman is a past president of the Canadian Press Association and has long been an influential figure in the conservative party. In his case the honor will receive the hearty commendation of the press of Canada irrespective of party.

The best-attended of all the district press conferences recently held in Ontario was that at Port Hope on March 22. J. G. Keefer, editor of the Norwood Register, occupied the chair and addresses were delivered by W. E. Smallfield, Renfrew Mercury; E. Roy Sayles, Port Elgin Times; Loren A.

Eedy, St. Mary's Journal and J. G. Elliot, Kingston Whig. The Midland Press Association was subsequently formed with the following officers: President, J. G. Keefer, Norwood Register; Vice-President, C. A. Mundy, Oshawa Reformer; Secretary-Treasurer, D. D. Daw, Peterboro Review; Executive Committee, P. C. Lancaster, Havelock Standard; J. J. Cave, Beaverton Express; H. Keyes, Colborne Enterprise; G. H. Wilson, Lindsay Post and T. B. Lapp, Cobourg.

Supplementing its "Patriotism and Production" campaign in the Canadian press, the Government has launched a subsidiary campaign in city newspapers urging the public to go in strongly for the cultivation of back yard and vacant lot gardens. Both this campaign and the former one have had excellent results if one may judge by the number of inquiries that have been received at the Department of Agriculture at Ottawa for booklets giving information on the best methods of cultivation.

The Calgary Herald is conducting a tobacco fund to provide "smokes" for the Canadian soldiers in the trenches.

W. A. C.

CLEMENS ON MOBILE ITEM.

Managing Editor of Birmingham News Purchases Interest in Paper.

W. M. Clemens, of Birmingham, Ala., has acquired an interest in the Mobile (Ala.) Item, and will hereafter be in charge of the editorial department. This is another step in the transfusion of new blood into Mobile's only afternoon daily.

About two months ago Ralph R. Buvinger, owner of the Meridian Star and part owner of the Columbus (Ga.) Enquirer Sun, acquired a considerable interest in the Mobile Item and took charge as general manager. Almost immediately he adopted a business policy which is rapidly placing the Mobile Item on a far more substantial basis, and the above announcement seems to indicate that improvements are contemplated in the news and editorial departments.

Mr. Clemens, who is a Kentuckian by birth, received his earlier newspaper training in Louisville. He has had twenty years' experience since then in the Central and Southern States. He was formerly managing editor of the Memphis News-Scimitar and, during the receivership period, general manager as well. After a successful administration, which returned that paper to its owner on a money-making basis, Mr. Clemens three years ago became managing editor of the Birmingham News, which position he held until he went to Mobile.

He is also secretary-treasurer of the Southern Newspaper Publishers' Association, the headquarters of which will be moved to Mobile.

John R. Hornady has been promoted from associate editor to managing editor of the Birmingham News.

World Wins Long Fight.

The New York State Court of Appeals on March 23 handed down a decision in the \$100,000 libel suit that Christopher J. O'Connell brought, five years ago this month, against the New York World. The judgments of the Trial Term of the Supreme Court in Brooklyn in favor of O'Connell and of the Appellate Division affirming the same are all reversed and O'Connell's complaint is finally dismissed, with costs against him and in favor of the World, after the five years' litigation in all the courts. The opinion is by Judge Collin. The suit was brought upon articles published in the Morning and Evening World in December, 1909, rehearsing the news of the day in the proceedings of the United States Government against some of the officers and employees of the Far Trust growing out of the so-called weighing frauds. Howard Taylor, for the World, contended that the statements in the publications were not defamatory without some showing of particular and special damages.

WILL NOT SELL PRESS.

General Manager Meek Puts an End to Rumors in Regard to Philadelphia Newspaper—Change in Policy on Women's Suffrage—Interesting Facts Regarding Mr. Meek's Career.

(Special Correspondence.)

PHILADELPHIA, March 24.—All the real newspaper news of the past two weeks centers around the old building at Seventh and Chestnut streets, where Col. Forney used to harangue crowds from the windows in war times, and where Samuel W. Meek, late of Richmond, Va., and well known in other parts of the country, has been making himself felt—and liked—as general manager of the Press. There has been for some time much gossip about the ultimate destiny of the paper and repeated rumors of its projected sale, particularly to George W. Ochs, after his departure from the Ledger.

According to Mr. Meek, no one need now concern themselves any further on this score. The paper is not for sale at the present time—no matter what its owners may have had in mind in the not very distant past. Of course the gossips are not to be silenced all at once, but the plain facts are that all bets are off for as far ahead as any one can see, and it is highly probable that under the progressive and exceedingly capable management of the new chief newspaper making will again seem so much worth while that it will be a very considerable sum of money indeed that will tempt them to give up their interest in a journal which has always had a particularly warm corner in Philadelphia hearts.

NO STAFF CHANGES.

As yet there have been no changes in the staff, and none are especially imminent. "There are some square men in round holes," says Mr. Meek, "but that is easily remedied. There will be no restrictions on individuality. We are going to give every man his chance to be himself. The policy of the paper will be decidedly aggressive. We will take a clean-cut position on various public matters but not a bigoted one, reserving our right of opposition to any measure or person inimical to the general welfare. A newspaper belongs to the community. Its prosperity is in direct proportion to the service it renders the public. When a newspaper is run for self-aggrandizement or personal motive it always plays a losing game in the end. The Press is in excellent financial condition after its 58 years of existence and it has a splendid business which will be greatly developed as soon as our plans can be matured. We are going to tend to our knitting and "brighten the corner where we are."

Already the new ideas are in evidence. The Press, which has been one of the few anti-suffrage strongholds, has turned right about face and is decidedly favorable to "the cause" and has taken an equally friendly attitude toward local option. Mr. Meek, whose grandmother, by the way, was a Forney, is a full believer in votes for women. The whole staff feels better since his arrival, and there is buoyancy and hopefulness in the air which is warranty of notable achievements in the near future.

OFFICER RE-ELECTED.

The new manager has no financial interest in the sheet, the ownership resting wholly with the Wells estate. At the re-election of officers, John B. Townsend was again made secretary and treasurer, though his duties will be somewhat different than in the past. Mr. Meek has the highest appreciation of the local newspapers and the awakened Philadelphia, strongly approving the much-discussed and no-little-hated Curtis Publishing Company ads, and insisting that this city which has long been one of the leading intellectual and commercial centers of the country, stands second to none, not even New York, when it comes to journalistic opportunities and quality. He has an enviable reputation for building up successful business properties; and not alone in the newspaper field, since real estate and au-

tomobile manufacturing have also received a share of his attention. The latter, carried forward in Richmond, was begun as part of a town-booming measure, and proved singularly advantageous both for the city and the individual.

Arkansas is Mr. Meek's native state, and his first newspaper experience was gained in Nashville. He went to Akron and later to Cleveland, where as advertising manager of the Plain Dealer and afterwards business manager of the Leader he showed his mettle and scored

MISSOURI JOURNALISM WEEK.

Costs of Advertising One Subject to Be Discussed at the Meeting.

(Special Correspondence.)

COLUMBIA, Mo., March 25.—E. K. Whiting, of the Owatonna (Minn.) Journal-Chronicle, will deliver four lectures during Journalism Week, May 3 to 7, at the University of Missouri. His subjects will be "Cost of Advertising in Country Daily and Weekly Newspapers,"

FAVORS NEWSPAPER UNION.

Hamilton Holt Thinks Press Should Combine to Protect Itself.

Addressing the New England Women's Press Association in Boston, on March 20, on "Commercialism and Journalism," Hamilton Holt, publisher of The Independent, suggested a combination of newspapers for protection against advertisers, and said the yellow newspapers were losing influence.

He said publishers should form a



BILLY AND MA SUNDAY AND THE STAFF OF THE PHILADELPHIA PRESS.

Front row, right to left, are Charles P. Martyn, night city editor; Linton P. Martin, literary editor; Richard J. Beamish, directing editor; W. Barran Lewis, city editor; Benjamin G. Wells, president; Billy Sunday; Mrs. Benjamin G. Wells, Mrs. William A. Sunday, Samuel W. Meek, manager; Samuel C. Wells, editor; James L. Knapp, second row, right to left, are Edward R. Gudenus, political editor; Edward E. Davis, society editor; Howard T. Knapp, Jersey editor; W. J. Phillips, circulation manager; Louis C. Beattie, Arthur Bredenbeck. Standing in the rear are Abraham M. Rose and T. E. Mertz. On the right side, sitting at typewriters, are Thoren M. Bamberger, Frank J. Green, Herbert Hare, and on the other side of the table are William F. Hart and Gearhart Crate.

his first triumphs. For some time he was in New York with the Hearst papers, and in 1906 became business manager of the Richmond Times-Despatch, two years later going to the Washington Herald in the same capacity. Another two years and he was back in Richmond as publisher of the Virginian, and one of the leading factors in the commercial and civic life of the city.

He is a man of great geniality, possessing that poise so dear to Philadelphia editors, to which is added a lively humor, keen understanding, a close attention to details, no uncertain or timid point of view, and a broadmindedness and good-will which will add many more friends to the legions which are already his, and joined to his remarkable executive ability, make his acquisition by the Press a matter for the heartiest congratulations, both to that organ and to the local newspaper fraternity.

Billy Sunday Disappointed.

According to the Philadelphia paper Billy Sunday and "Ma" Sunday were much disappointed in the failure of the reporters who covered his meetings in that city to "hit the sawdust trail." Not one of the thirty who were in constant attendance at the services "came across." "Ma" Sunday frankly admitted that the Philadelphia newspaper men were beyond her understanding, because in other cities practically all of the newspaper men came forward to the mourners' bench. It has been Billy's custom at the wind-up of his meetings to make presents to the reporters as a kindly appreciation of their work. In Philadelphia, not having time to buy the presents "Ma" and "Billy" asked the reporters to accept some gold pieces and buy their own presents, but to a man they refused to accept them. If Philadelphia newspaper men are different from those in other cities, local "scribes" are inclined to wonder how many newspaper men will "hit the trail" in New York.

The South Bend (Ind.) Press Club has invited Secretary of the Navy Daniels to address the club at its annual banquet on May 31, when Mr. Daniels will be in South Bend to speak at Notre Dame University. Congressman Barnhart and other notable guests will also be invited and the club is planning to make the occasion memorable.

"Cost Finding in Printing Offices," "Accounting Methods in Newspaper and Job Printing Offices" and "The Efficient Printing Plant." Acceptances of invitations to speak continue to be received by the School of Journalism from editors of Missouri and other states. This year, for the first time, the religious press will be represented. The Rev. Father Daniel S. Phelan, editor of the Western Watchman, of St. Louis, one of the best-known Catholic publications of the country, will talk on "Fifty Years of Church Journalism." Arrangements are being made for speakers to represent periodicals of other churches.

Graduates of the School of Journalism show a higher percentage of marriages than any other department of the university. Of the 68 who have received diplomas since the first class in 1909, 22 are married. Nearly all of the 68 alumni are in active newspaper work.

C. A. Kimball has sold his half interest in the Columbia Daily Times (morning) to Fred A. Price, of Lawrence, Kan. E. A. Remley, Jr., the other owner, will continue as news editor, while Mr. Price will take charge of the business office. Mr. Kimball will resume newspaper work in Manhattan.

Twenty seniors in the School of Journalism, accompanied by members of the faculty, visited the offices of the Star, the Journal and the Post in Kansas City and those of the Gazette and News-Press in St. Joseph last Friday and Saturday.

Lectures by Missouri Editors.

The Journalism Students' Fraternity at the University of Missouri is arranging to have a series of addresses for its members by Missouri newspaper men. Mitchell White, junior editor of the Mexico Ledger, and Ovid Bell, editor of the Fulton Gazette, are the first to be invited to speak.

N. Y. Tribune Man Hurt.

William McCadden, forty, of Brooklyn, a reporter for the New York Tribune, was crossing a roadway in Brooklyn, Wednesday, when he was struck by an auto. The chauffeur, it is said, put on more speed and escaped. McCadden was taken to Kings County Hospital and was attended by Dr. Kidd of St. John's Hospital, who said the victim's left leg was broken.

committee of investigation to inquire into the withdrawal of an advertisement, and should the committee report that the withdrawal was for an improper reason, all the papers should refuse the advertisement. The newspapers would then have the whip hand, he said, but he feared the plan was impracticable because of jealousy among the publishers.

"Still," he added, "there are indications of a gentlemen's agreement in the air, for all other interests are combining, and newspapers will be forced to follow suit."

"In New York the yellow newspapers, while they still have an enormous circulation, are losing influence as a political and moral force. While commercialism is at present the greatest menace to the freedom of the press, just as it is to the freedom of the church and of the university, yet commercialism as it develops carries with it its own destruction, for no sooner is its blightful influence felt and recognized than all the moral influences in the community are put in motion to accomplish its overthrow, and as the monthlies and weeklies have thrived by fighting commercialism, it is reasonable to suppose that the dailies will regain their editorial influence when they adopt the same attitude."

- Mrs. Whitelaw Reid Home.

Mrs. Whitelaw Reid and Lady Evelyn Ward arrived in New York on Monday on the steamer St. Paul. Lady Evelyn is a sister of John Ward, who married Miss Reid. She is noted in England as a beauty. Both she and Mrs. Reid were members of various relief committees in London and saw thousands of wounded British soldiers in the hospitals they visited. Mrs. James Creelman, who went abroad to get the body of her husband, the journalist, who died in Berlin, returned on the St. Paul. She was unable to get further than London, but Ambassador Page arranged to have the body brought to New York on the Helig Olav, from Copenhagen.

The date for the International Press Congress at the Panama-Pacific Exposition, which has been fixed for July 5-10, will be found convenient for those publishers and ad men who attend the A. A. C. W. convention the week of June 20.

BOWLES' SUCCESSOR.

Richard Hooker Chosen as Editor and Publisher of the Springfield (Mass.) Republican—Well Fitted By His Experience and Convictions to Uphold Paper's High Standard.

The Springfield (Mass.) Republican announced on March 21 that Richard Hooker was on the day previous elected president of the Republican Company, succeeding the late Samuel Bowles as publisher and editor of the Republican. Sherman Hoar Bowles was elected to the Board of Directors, Solomon B. Griffin, managing editor of the Republican, and Richard Hooker being the other members. Mr. Bowles was also elected treasurer and Arthur H. Yunker assistant treasurer.

Mr. Hooker is a nephew of the fourth Samuel Bowles, who has just died, and a grandson of the third Samuel Bowles, who made the Republican a national newspaper. Since 1900 he has been a member of the Republican's staff in various capacities in both editorial and business departments, having served for some years as the Republican's Washington correspondent.

Sherman H. Bowles is a son of the late publisher and editor, and after having served for a time on the Republican has been preparing himself for further service by acquiring experience on the Philadelphia Public Ledger. Arthur W. Yunker adds the office of assistant treasurer to that of business manager, which he has held for a number of years.

Richard Hooker, the new head of the Republican, represents in his ancestry training and temper, those things which have gone to the building up of that newspaper in the confidence of its readers and the public. He was born in Augusta, Ga., February 20, 1878, the son of Thomas and Sarah (Bowles) Hooker, of New Haven, Conn. His mother was the eldest child of Samuel Bowles, 3d, whose leadership of the Republican gave it its national reputation. Mrs. Hooker before her marriage and after was very much her father's companion and confidant in his work. Thomas Hooker, the father, is a nephew of ex-President Timothy Dwight of Yale College. Richard Hooker prepared for college at the Hopkins grammar school in New Haven and the Taft school at Watertown, Conn., and was graduated from Yale in 1899. He then traveled and studied abroad for over a year, attending courses at the Sorbonne, Paris.

Love of newspaper work was an inheritance, and he began his service on the Republican in September, 1900. He has worked in both the editorial and business departments, and from December, 1904, to March, 1911, with some interruptions, acted as the Republican's Washington correspondent during the regular sessions of Congress. For some time until the recent death of his uncle, Samuel Bowles, Mr. Hooker had been literary editor of the Republican, as well as a constant contributor to its editorial page.

Mr. Hooker was married to Miss Winifred Eells Newberry, of Cleveland, O., December 31, 1910, and they have three children. While responsive to all opportunities for sound and helpful progress in the art of newspaper making, Mr. Hooker is rooted and grounded in the ideals which have served to give the Springfield Republican its remarkable place in American journalism.

A New Maine Daily?

Democrats of Sagadahoc County, Maine, are considering the advisability of starting an afternoon paper to be issued daily with headquarters in Bath. It is planned to cover the whole county and it has been suggested that it be called the Sagadahoc Journal. Active Democrats are confident that it would prove beneficial to the party.

BARIGHT LEAVES PRUDENTIAL.

"The Man Who Made the Rock of Gibraltar Famous" Enters General Field of Financial Advertising.

George F. Baright on March 15 resigned as advertising manager of the Prudential Insurance Company, after nineteen years' service, and will enter the general advertising field, specializing on financial, banking, trust company, insurance, municipal and chamber of commerce development work. His successor has not been announced as yet.

Prudential publicity in the formative period of the company's affairs was



GEORGE BARIGHT.

perhaps the most extensive and important ever undertaken by any financial institution, and every campaign has been conducted under the personal supervision of Mr. Baright.

In addition to the well known Rock of Gibraltar campaigns Mr. Baright conducted several unique special publicity efforts, one of which was carried out throughout the Provinces of Canada with particularly gratifying results.

About five years ago the Prudential decided to go into Canada for business. Fully realizing that there were a number of important Canadian companies writing insurance, and that there would be more or less prejudice to overcome, Mr. Baright went to Canada and, with the co-operation of Canadian newspaper publishers, mapped out a campaign consisting principally of half-page ads, and in two years' time the Prudential was writing as much insurance as any of the companies that had been there for years.

Another tremendously successful campaign was conducted in the newspapers of the Pacific Coast.

Mr. Baright is a great believer in trademarks. Ten years ago Senator Dryden said the Rock of Gibraltar trademark was worth over a million dollars to the Prudential. Mr. Baright is originator of the slogan, "Come in and talk it over," which has been used so successfully by the Fidelity Trust Company, of Newark, N. J., one of the largest trust companies of the United States. He also originated the slogan, "The City Without a Frown," which means Asbury Park, N. J.

Prudential advertising has been distinguished for truth, dignity and high purpose, and has been recognized as a model of high class financial publicity.

Mr. Baright enjoyed the confidence of the late United States Senator Dryden, founder of the Prudential, to a remarkable degree.

During the Senator's first campaign, which ended in his election, Mr. Baright had entire charge of the publicity, and his method of handling the work received high commendation from the newspapers of New Jersey.

Mr. Baright frankly states that his years of experience have taught him that newspapers are the most effective media to use for financial or insurance advertising and, as a believer in newspaper space, takes with him in his new field the good wishes of the newspaper fraternity.

In commenting on Mr. Baright's work, Mr. Forrest F. Dryden, president of the Prudential said, "So far as the prestige of the Prudential is concerned, there is no question as to the value of the part which advertising has played in the development of the company. Its growth from a company of nineteen millions of dollars of assets in 1896 to three hundred and fifty millions of dollars of assets in 1914, is sufficient evidence that advertising must have had much to do in bringing about the result."

Editor Gives Site for Hospital.

Elbert C. Livingston, a retired newspaper owner and editor, has presented the South Side Hospital, at Babylon, L. I., a plot of ground valued at \$5,000 as a site for a hospital building.

Heralds Wireless Aids Ship.

The New York Herald's wireless station at the Battery rendered efficient service Saturday night to the Nickerie, which sailed that afternoon for Hayti with a general cargo and three passengers. The steamship had collided, head on, with a barge. Her captain sent a wireless message for assistance which was picked up by the Herald's station and in a few minutes the police boat and a navy tug were on their way to the Nickerie, near Craven Shoals Buoy, off Staten Island.

The Boston Globe declares that if there should ever be a bean famine in Boston, the Western papers would not be surprised if some Bostonian should say: "Nota bene! Not a bean!"

DISTRIBUTION

The problem of distribution is lessened for advertisers who come into the Greater Pittsburgh field if they use

The Pittsburgh Gazette Times
Morning and Sunday

Pittsburgh Chronicle
Telegraph

Evening except Sunday

2 1/2c. Per Agate Line

is the flat combination rate for both papers. For further information or co-operation write.

URBAN E. DICE,
Foreign Advertising Manager,
Pittsburgh, Penna.

J. C. Wilberding, New York City
225 Fifth Avenue
J. M. Branham Company, Chicago
919 Mallery Building
Chemical Building, St. Louis

Circulation is a Commodity

☞ You can measure it exactly when it is placed on a "known value" basis through "A. B. C. Service."

☞ Circulation is no longer a mystery—it is a commodity.

☞ "A. B. C. Service" is the measure of space buying value.

☞ "A. B. C. Service" means that you are able to secure better results from your advertising—because your judgment of the value of publications is based on facts.

☞ You have right at your finger-tips uniform, standardized specifications and analysis of the commodity you buy, the same as your Purchasing Department.

☞ —and you KNOW that the information is authoritative, as all facts and figures regarding circulation are verified by personal audit made rigidly and impartially.

The Audit Bureau of Circulations is a co-operative organization—not for profit—its membership includes nearly one thousand Advertisers, Advertising-agents and Publishers, pledged to buy and sell circulation on a commodity basis—both as to quality and quantity. Complete information regarding the service and membership may be obtained by addressing—Russell R. Whitman, Managing Director.

Audit Bureau of Circulations

330-334 Railway Exchange Bldg., Chicago



Old as your great grandfather but youthful in its aggressive publication of the truth—The Evening Post.



NET PAID CIRCULATIONS THE BOSTON AMERICAN

Evening and Sunday

New England's Greatest Home Newspaper

Welcomes this opportunity of demonstrating its absolute supremacy in the local field on sworn net paid figures.

The Boston AMERICAN, both Evening and Sunday, goes into and stays in the homes.

There is some variation in the classifications of the three reports, as will be noted, but they are sufficiently identical to make comparisons interesting and significant.

An advertisement republished from the Boston Post of March 22, 1915.

Sworn Reports of **The Boston Globe** and **The Boston Post** to the Audit Bureau of Circulations for the Three Months ending Dec. 31, 1914

The Boston Globe publishes a detailed report of its Net Paid Circulation as made under Oath to the Audit Bureau of Circulations, for the three months ending December 31, 1914. This report is reproduced from the Globe exactly as printed, with the Globe's own comments. In adjoining columns is published the detailed report of the Net Paid Circulation of the Boston Post for the same period, also made under oath to the Audit Bureau of Circulations. There is some variation in the classifications of the two reports, as will be noted, but they are sufficiently identical to make comparisons interesting and significant.

The Audit Bureau of Circulations is a National Organization of Advertisers and Newspapers, with headquarters at Chicago, the object of which is to furnish reliable statements of the number of copies actually sold and paid for. As both the Boston Globe and Boston Post allow a limited number of returns of unsold copies to newsdealers and newsboys, it is not possible for either paper to state accurately its actual Net Paid Circulation until a month or more after publication, as a large proportion of newsdealers settle their accounts on a monthly basis.

October, November and December, 1914

The Boston Globe

(Republished from the columns of the Boston Globe with the Globe's own comments.)

Boston Paid	Morning and Evening Globe	Sunday Globe
Newsdealers	48,864	63,236
Street Sales	45,642	7,988
Counter Sales	845	916
TOTAL BOSTON PAID	95,351	72,140

Suburban Paid		
Agents	62,195	98,984
Subscriptions	550	18
Total Suburban	62,745	99,002

Total Boston and Suburban Paid (Within 20-Mile Limit)	158,096	171,142
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Country Paid		
Agents	61,180	117,359
Subscriptions	5,559	909
Total Country	66,739	118,268

*TOTAL PAID	224,835	289,410
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Unpaid	4,677	2,591
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TOTAL PAID AND UNPAID	229,512	292,001
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*All returns from news agents and newsboys have been deducted, nothing but actual, bona fide paid sales are included in the Globe's figures.

When considering the Boston field, please note that more than seventy (70) per cent. of the circulation of the Daily Globe is in the Boston shopping district.

When considering the Boston field, remember that the Boston Globe, Daily and Sunday, is circulated in the homes of the best people in all walks of life.

To cover the Boston Field Mark the Globe, Daily and Sunday, No. 1 on Your List.

The Boston Post

(From the Boston Post's Sworn Report to the Audit Bureau of Circulations.)

Boston Paid	The Daily Post	The Sunday Post
Newsdealers	124,338	60,172
Street Sales	26,712	6,081
Counter Sales	1,376	952
TOTAL BOSTON PAID	152,426	67,205

Suburban Paid		
Agents	166,724	151,585
*Subscriptions		
*Total Suburban		

**Total Boston and Suburban Paid (Within 50-Mile Limit)	319,150	218,790
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Country Paid		
Agents	93,301	80,311
Subscriptions	18,044	1,125
Total Country	111,345	81,436

TOTAL PAID	430,495	300,226
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***Unpaid	1,814	1,393
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TOTAL PAID AND UNPAID	432,309	301,619
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*The "Subscriptions" are Mail Subscribers. There are some Post mail subscriptions in the Suburban territory, but in the Post report all subscriptions are entered in one item under "Country Paid."

**The Bureau blank assumes that "City and Suburban" constitute Boston's Trading Territory. The Post in its report, believing that Boston merchants look for regular trade from customers living at least 50 miles out, reports its Net Paid Circulation in a 50-mile radius.

***The "unpaid" circulation here referred to consists of free papers for advertisers, employees, exchanges, etc. It does not include returns or unsold copies from either dealers or newsboys.

Make Your Own Comparisons Between the Two Reports. No Guide Book Needed!

The Boston AMERICAN has more net paid local circulation both daily and Sunday than any other Boston newspaper.

The Evening Boston AMERICAN has more circulation than all the other Boston evening newspapers put together

The Sunday Boston AMERICAN is absolutely supreme in circulation.

STUDY THE FIGURES
OCTOBER, NOVEMBER AND
DECEMBER, 1914

The Boston American

(From The Boston American's Sworn Report to the Audit Bureau of Circulations.)

*Boston Paid	Evening American	Sunday American
Newsdealers	124,481	96,231
Street Sales	62,155	13,281
TOTAL BOSTON PAID	186,636	109,512

**Suburban Paid		
Agents	115,641	113,106
TOTAL BOSTON AND SUBURBAN (Within 50-Mile Limit)	302,277	222,618

Country Paid		
Agents	74,084	104,631
Subscriptions	1,343	392
Total Country	75,427	105,023

TOTAL PAID	377,704	327,641
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Unpaid (Employees, Office Files, etc.)	4,131	2,925
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TOTAL PAID AND UNPAID	381,835	330,566
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*Boston is held to be Greater Boston, the metropolitan district, that territory, generally speaking, within ten miles of the State House.

**Suburban is held to be active trading territory, outside of the ten-mile zone of Greater Boston, but within fifty miles.

The Evening Boston AMERICAN is now on practically a no return basis.

The Sunday Boston AMERICAN is on an absolutely limited 5% return basis.

A comparison of the three reports demonstrates the supremacy of both the Evening and the Sunday Boston AMERICAN in the local field.

THE NEW JOURNALISM.

War Editor von Kaltenborn Compared Past with Present in an Address at Springfield, Mass.

Hans von Kaltenborn, war editor of the Brooklyn (N. Y.) Daily Eagle, addressing the Educational Club, of Springfield, Mass., at a recent meeting of the club, spoke earnestly and entertainingly on "The New Journalism." He spoke, in part, as follows:

"Whenever I am asked to speak publicly about newspapers and newspaper-making I vacillate between two points of view. It is such a self-satisfying thing to talk in highfaluting language about the great calling to which it has pleased God to call you, a maker of public opinion and hence a king-maker, for public opinion, according to James Bryce and Whitelaw Reid, is the king of America; to speak in rounded periods of the power of the press, and tell of its achievements; the sending of Stanley to Africa, the cleaning out of the Tweed ring, the creation of the Spanish war—although a Hearst-made war—is rather a dubious achievement. And then to close with an impassioned peroration on the beneficent influence, the glorious independence and the brilliant future of the great American press.

SENSING REAL VALUES.

"That sort of talk is easy to give, but it is insincere. Newspaper men have an uncomfortable habit of nosing into things and sensing out real values. They are so conscious of their own faults that they feel like hypocrites whenever they enunciate their virtues. A newspaper person is never so happy as when he damns the politics and practices of his own newspaper, and you will find that the most bitter denunciations of the press and its methods are contained in the confessions of editors themselves. And in the attempt to be cynically sincere they warp the truth.

"I should like to steer a middle course, by phrasing my theory with regard to the press in a sentence that can be adjusted to the predilections of any audience. If, for example, you believe in the greatness of the newspaper press of half a century ago—if you are inclined to cite the names of Greeley and Godkin, Dana and Raymond, I should answer by asserting that as good as it was and as bad as it is it's as good as it was as bad as it is. And if you refer slightly to the pig-headed partisanship, the vulgar personalities, and the frequent corruption of the newspapers read by our fathers, I should turn around and try to prove that as bad as it was and as good as it is, it's as bad as it was as good as it is.

"The truth is that you can say as many things about the American press as you can say about the American people, and all of them will be more or less true. So the only thing for me to do is to try and present in an expository way a few of the currents and tendencies in newspaper-making.

THE JOURNALISM OF ACTION.

"More than ever before the newspaper has become 'A map of busy life, its fluctuations and its vast concerns.' And as our lives have become more complicated and all-embracing, so has the map and mirror of those lives kept pace. As an example of the way in which the force of journalism has expanded to meet the more complex demands of modern life I would cite the development of what I like to call the journalism of action—the actual participation by newspapers in the progressive and helpful movements of the community they seek to serve. It is the newspaper's peculiar ability to render public service that distinguishes it from the ordinary business enterprise, and it deserves to be called great in just the proportion that it renders such public service. A man's position in his home community is not determined by his ability as a money-maker, nor by the number of his admirers. No more can you gauge a newspaper's importance by the statistics which tell its advertising revenues and its circulation.

"I believe that journalism is on its way back to the sounder basis of twenty years ago," said Mr. von Kaltenborn,

"and I believe that the two-cent paper and the five-cent paper are coming back." He described the columns of the average newspaper today as 20 per cent. unwholesome, 20 per cent. vicious, 20 per cent. silly and 40 per cent. wholesome.

IN AND FOR THE WORLD.

After discussing at length some of the present-day problems of circulation and advertising Mr. von Kaltenborn concluded:

"And so the sum of my little exposition is one of hope. Newspapers have become more complicated as our lives have become more complex. They have been confronted with new problems and with new responsibilities. On the whole they have met them well. The new militant journalism which calls for action as well as comment is putting us to the test and making us put our best foot forward. We are beginning to see that the newspaper which tries to please everybody may, in the end cease to please anybody. If we become less dependent upon the advertiser it means that we will become more dependent upon the discriminating reader who will be willing to pay for his newspaper what it is really worth. And under those conditions we shall much more easily keep ourselves unspotted from the world while working in the world and for the world."

TRIBUNE MAKES BOOSTERS.

Gives Prizes for Best Stories of Why Its Power Increases.

In order to find out why the Chicago Tribune is becoming one of the most popular newspapers in America, the management recently announced a prize contest open to the members of both the editorial and advertising staffs.

The condition of the contest was that the essays or articles could be written in any style the contestants preferred, but they must be descriptive of either the growth of the Tribune or of its tremendous influence and scope at the present time.

The first prize of \$100 was won by C. L. Pancoast, of the merchandising service department, and the second prize of \$50 by Burton Rascoe, a feature writer for the Sunday Tribune.

The article winning the first prize was entitled "A Photoplay from Real Life—the Power of the Chicago Tribune." It is arranged in the form of a moving picture scenario, in which the leading character is a salesman trying to introduce a new food product into Chicago and who is told by an up-to-date grocer that if his firm will advertise in the Tribune he will put in a stock of the goods. To find out why the Chicago grocers are boosting the Tribune, the salesman calls on people in various stations of life, and each scene relates to these people and what they think of the Tribune. There are ten scenes, the last one being a busy shipping room in the factory of the food product company six months later. The salesman and president of the company are discussing the results from the Chicago field.

The second prize was a short story, entitled "The Case of Jaroslav." It concerned a poor immigrant, who becomes a victim of an accident and sickness. Through the Tribune's "Good Fellow Department" the family is provided for, and the Tribune's "Legal Friend" of "The People's Department" found he was entitled to damages, and the invalid immigrant, his wife and children were taken care of by the Legal Aid Society.

James Creelman's Funeral.

The body of James Creelman, the war correspondent who died in Berlin, Germany, on Lincoln's Birthday, was brought home by the steamship Hellig Olav from Copenhagen Wednesday morning. The funeral service was held in All Souls' Church, on Thursday afternoon. The pallbearers were Dr. Talcott Williams, Dean of the School of Journalism of Columbia University; Don C. Seitz and John L. Heaton of The World, Edwin Wildman, Dr. John H. Girdner, Charles M. Schwab, Bradford Merrill and Lee Kohns.

OBITUARY NOTES.

JOHN A. WALLACE, editor of the Chester (Pa.) Times and Chester Morning Republican died at Chester, on March 23, aged 73. He was a native of Hyde Park, N. Y.

ADOLPH J. KOCH, of the editorial staff of the Wilmington (Del.) Sunday Star, and for many years editor and publisher of the Wilmington daily Freie Presse, died on March 16, aged 60.

JAMES H. BAIRD, editor-in-chief and principal owner of the Southern Lumberman, of Nashville, Tenn., was killed by a switch engine in Nashville, on March 16. Mr. Baird was 48 years old and was prominent in business and social circles.

WALTER MACMILLAN, aged 32, a reporter for the New York Evening World, shot and killed himself on March 24, at his home in New York. He was dead when found. No reason for the act is known.

MRS. ELLEN HENRY, aged 32, a magazine writer, formerly editor of a woman's magazine in Detroit and later a writer on the staff of the New York Evening World and other New York papers, plunged to her death while delirious from illness, on March 20, at her home in New York.

JAMES B. BRAY, formerly editor and owner of the Waverly (N. Y.) Enterprise and later of the Waverly Free Press, died at his home in Waverly, on March 17. He was a Civil War veteran.

HIRAM STRAUS, aged 59, for several years editor and publisher of the Cleveland (Ohio) Observer, died on March 20 at Cleveland. The burial was at Bridgeport, Conn.

J. F. MITCHIM, editor of the De Soto (Mo.) Press, widely known as a newspaper man and politician, died at De Soto on March 13, aged 49. During thirty years of newspaper work he edited daily papers in Springfield, Mo.; Los Angeles, Cal.; El Paso, Texas, and elsewhere.

J. A. MOFFITT, editor of the Ellicottville (N. Y.) Post, died March 14th, of apoplexy, aged 48 years.

GEORGE PERRIN, newspaper feature writer, died at Chatham, Ont., March 16th. The body was taken to Detroit, Mich., for burial.

JAMES O'DONNELL, publisher of the Jackson (Mich.) Citizen Press, died March 18th from a stroke of apoplexy, aged 73 years. Mr. O'Donnell was prominent in Michigan politics and was congressman from his district from 1884 to 1892. He was the originator of the Rural Mail Delivery.

ROGER J. MULLEN, of the Chicago Examiner, died March 19th, of an attack of grippe, which developed into pleurisy and pneumonia. He was 59 years old.

CHAS. A. PIERCE, proprietor of the Waltham (Mass.) Evening News, died March 9th, after a long illness, aged 76 years.

C. C. PEELEE, editor of the Winchester (Ind.) Herald, died March 12th, aged 63 years.

DARIUS M. COLGROVE, long connected with Canton, O., newspapers, died March 13th, of apoplexy, aged 67 years.

F. A. RUSSEQUE, for forty years connected with the editorial department of the Boston (Mass.) Times, died March 12th, at Cambridge, of heart disease, aged 68 years.

R. G. FITCH, editorial writer on the Boston (Mass.) Transcript, died at Alliston, Mass., March 18th, aged 69 years.

ALBERT L. FORCE, founder of the Plainfield (N. J.) Daily Press, died March 9th, of a complication of diseases, aged 69 years.

SAMUEL J. MCGOWAN, former manager of the St. John (N. B.) Telegraph, died March 13, aged 43 years.

CHAS. H. NEWELL, former editor of the Coldwater (Mich.) Courier, and at one time president of the Michigan Press Association, died at Oberlin, O., March 16th, aged 60 years.

There have been some inquiries as to the cost of my service to newspapers.

My minimum fee for one week's work in a small town for one newspaper is \$500 and expenses.

My maximum fee for two weeks' work in a city representing several newspapers is \$2500 and expenses.

The fee is regulated according to the returns in cash to the newspapers as a result of my efforts. Obviously, the advertising rates charged must determine the cash returns.

The development of a large lineage in one community might not mean a great amount of cash in the till, while in a larger community it would mean a great deal of money.

I will work just as hard in one community as in another. The size of the retainer fee will not influence me. I will give the best there is in me.

If a number of small communities in a state or section wish to combine and arrange a week's schedule for me, giving a day's time in each community, I am willing to be thus retained on the basis of \$150 a day and expenses.

Of course, a schedule would have to be arranged so that I could travel from one community to the other every night.

One day in each community would give me time to consult with newspaper publishers, their business and advertising managers, also to address the business men and Boards of Trade if meetings could be arranged.

I will not be able to give more than fourteen weeks in a year to this work.

William C. Freeman

Advertising

No. 2 West 45th St.

New York

Phone, 4817 Bryant.

CHAS. CAPEHART

CORNELL FREUDENTHAL

JOHN J. CAREY

R. KAY SMITH



TEL. MADISON SO. 7777

"THE WHITE HOUSE," 456 FOURTH AVE., NEW YORK CITY

March 18, 1915

Publisher,
New York World,
New York City.

Dear Sir:-

We always recommend your paper to our clients, feeling sure that it reaches the great buying class in this city and state.

Your policy of "Circulation books open to all" is to our minds a square method of operation that merits our support.

Very truly yours,

CAPEHART'S MAIKNOWN METHODS, INC.

Per

Chas Capehart

The New York World carries more business than any other New York newspaper because the men who know, from experience, just where results come from, recommend it.

Leads in Circulation, Advertising, Results

ON THE MAKING OF A NEWSPAPER

For a number of years the daily newspaper was looked upon as the easiest sort of a prey for the exactions and extortions of business agents and walking delegates of the labor unions. Fear of loss of circulation and advertising revenue through the influence and boycott of union men generally forced newspaper publishers to concede points out of all sense of reason.

A new newspaper enterprise launched in a field, naturally seeking the utmost circulation, has generally been easy fruit for the unions to use as a jimmy to crack off an hour less work for a day's pay or a larger slice of the bosses' money. Those back of the new enterprise as a rule have been found willing to pay this temporary price for a boost.

Union labor as represented in the modern newspaper office is well paid for the service rendered and any further demands until business conditions vastly improve and newspapers generally are able to increase their advertising rates will be met with a wall of resistance that would endanger the very existence of the unions by establishing open shops.

Improved labor saving machinery has made it easy for publishers to get out their product with men picked up off the streets. In a few days' time any expert stenographer can become a much more efficient compositor on the linotype than the present keyed down union operators.

Likewise the modern stereotype plants and presses can be operated by almost anyone with two hands and ordinary intelligence. Skilled labor has become more common than in the old days, and the wonders of the crafts are much less hidden mysteries than they used to be.

All of the recent clashes between the combined newspapers in the larger cities have resulted disastrously to organized labor. The Chicago stereotypers' strike of 1908, the Chicago Pressmen's strike of 1913, and the recent New Orleans strike of compositors have resulted in complete victories for the publishers.

Business men generally are now inclined to ignore the temporary efforts of organized labor to defeat business enterprises in detached units, all as part of a general plan to exact a higher toll from all business, for they know that sooner or later it may come their turn to be put through the paces.

In the old days it was considered dangerous business for a newspaper to discontinue publication for a single day or account of labor troubles. Today this is all changed. All the newspapers in a city stand together for self-protection against impossible demands, and the complete stoppage of all papers swing public opinion against the men rather than the newspapers.

Men familiar with best modern thought in the matter of relations between employer and employe notice a growing tendency to get together for greater efficiency and higher reward to those who produce the most. The traditional policy of the unions to fight for a multiplicity of positions for members rather than higher pay for greater competency is the chief drawback.

Unfortunately for conditions men holding executive positions in organized labor, who are brought into close touch with the executives of the employers and learn to see things from a wider angle, are so amenable to the votes of members more unreasonable in their demands, that they cannot do what they know to be right.

Modern business competition is constantly drawing a tighter cord about the cost of production. Of what use is it for an employer to invest many thousand dollars in improved equipment if the best men he can secure will only use the machinery up to about 50 per cent. of its efficiency.

Union men ostracize and otherwise discourage the compositor able and willing to set 80,000 or 90,000 ems a day of eight hours, because it is their desire to hold the output down to be-

tween 30,000 and 40,000 a day per man, the speed of the slowest and incidentally make more positions.

Time within time, priority, and arbitrary requirements as to the number of men who shall handle any piece of machinery are the rocks upon which union labor will come to grip if it foolishly attempts to maintain antique traditions radically out of time in modern business.

Every journeyman's livelihood depends upon the success of the institution for which he works, and he should not needlessly hamper those who are seeking to maintain that success and pay his salary by inflicting impossible and ridiculous conditions upon him.

All interests would best be served by a thorough understanding, with a fair minimum scale, with a bonus for the man who exceeds the minimum requirement on a piece basis. Something of this kind will be worked out amicably, or open shops will soon become more and more numerous. Modern business cannot much longer tolerate absurd restrictions

NORTHCOTE.

Published in the Trenches.

The Petit Echo du 18me Territorials is the name of a little paper published in the trenches of the French army. In spite of its diminutive size the newspaper is trying, so far with good results, to keep up to the standard of its larger contemporaries. In order to encourage patriotism and general vim this little journal is distributed free to the soldiers. It was founded by Lieutenant Colonel Rat right in the middle of the hot campaign. It is illustrated with graphic drawings and amusing cartoons, and even has a page devoted to music. The front page contains a list of the Eighteenth Territorials, followed by a detailed bulletin on the military happenings of the week. In the body of the newspaper are little stories of the war, anecdotes, humorous verse, compositions, riddles, etc.

The First Chinese Typewriter.

Huen Chi, a young student in the engineering department of New York University, has just invented what is said to be the first Chinese typewriter. It is designed for use in houses doing an import and export trade with China. Its standard keyboard has twenty-six letters and in most cases about a dozen keys devoted to figures and punctuation marks, while the new machine has 4,200 characters in all and only three keys. One of the three keys is a back spacer, another the space key, and the third is the key with which the 4,200 characters are struck. It is possible, according to the inventor, to make more than 4,200 characters by combinations of "radicals," or base characters. About 50,000 characters can be made by the machine, the inventor says.

Gillilan's Burdette Story.

Here is a gentle little story which Strickland Gillilan told the other day at the Cleveland Advertising Club's rooms, says the Plain Dealer. It concerns the late Robert J. Burdette and James Whitcomb Riley, and happened during Burdette's last summer on earth.

Somebody said to Riley: "There is one thing about Bob Burdette that particularly impresses me. When he says 'God bless you' he means it."

"Yes," replied Riley, "and God does it when Bob asks it."

The Editor & Publishing Co., 1117 World Bldg., 63 Park Row, New York. Gentlemen:

While circulation matters mostly interest me—still your journal is very interesting throughout.

I inclose two dollars for which enter my subscription, sending same to H. P. Smith, 326 Milton street, Cincinnati, O.

Yours truly,
H. P. SMITH.
Cincinnati, O., February 11, 1915.

NEWSPAPER SURVEY.

It Reveals High State of Efficiency Throughout Iowa, but Indicates Wide Differences of Editorial and Business Policy—Digest Read for Benefit of Students of Newspaper-men's Short Course.

At the newspaper men's short course at the Iowa State College of Agriculture, at Ames, Iowa, last week, H. M. Harwood, of the University of Iowa, read a digest of the Iowa newspaper survey made by him. It showed a high degree of newspaper efficiency in Iowa. The survey considered newspaper making from three angles—editorial, business and printing departments.

More than half of the Iowa publishers believed that the influence of the editorial page is on the wane, although the vote was almost even. Two were undecided; another thought the power of the editorial was at a standstill, while one editor contended that the editorial page was closely read by the older subscribers but that it did not interest the younger generation.

The financial side of instituting reforms was brought forth in the following: "Local papers should be ready to make a sacrifice for any movement tending to better civic conditions. But the editor can hardly be expected to finance reforms from his slender purse. It will not be necessary if he has tact and energy." Another said, "The small papers usually have not sufficient funds to back reforms," and a third had a similar view, saying that a paper "should bear only the share of expenses that its financial condition warrants."

SMALLER PAPERS PREDICTED.

The weight of opinion was almost evenly divided inside Iowa on the probable increase or decrease in the size of newspapers in 1925, but outside of the state almost all the experts thought that there would be fewer pages at the end of the next decade.

A large majority of editors and publishers declared in favor of every paper having a morgue, and few dissented from endorsing conservative headlines. Careless editing was generally condemned.

NO CONTROL BY ADVERTISERS.

Newspaper men in Iowa are almost of a single mind on one subject: The publisher who knuckles down to the advertiser cannot hope to succeed. The following reply is typical of many of the answers: "I have known it to be tried. Rarely will it succeed. The editor with backbone will hold the respect and patronage of the best advertisers by standing his ground." Another says, "No, a publication would justly lose the necessary standing to succeed."

One courageous publisher warns, "None can dictate here," and another says, "I have had it tried a few times but don't think it cuts a noticeable figure."

One unusual statement follows: "Too many Iowa newspapers have their hands tied by the local bankers." A good conclusion came from a Minnesota weekly publisher, who said, "Yes; but with most newspaper men no advertiser tries it more than once."

THE BUSINESS DEPARTMENT.

Opinions differed widely as to the value of premiums and contests, or both, as subscription getters. Also there was a division of opinion as to necessary division of income. One-third of the publishers thought that 25 per cent. was a good percentage of the gross income to receive from subscriptions. The others ranged around 33 per cent. and on up to 40 per cent. A few were 50 per cent. The proper percentage of the gross income from the advertising varied from 50 to 75 per cent.; the lowest, 33 per cent. Three or four figured the gross income from job work as comprising anywhere from a third to two-fifths of their total gross income. About 40 to 60 seemed a logical ratio based on the answers.

Most of the publishers derided as absurd the \$6 a subscriber profit theory. As to net profits, only three publishers

thought a small city daily should pay 25 per cent. profit. A fair sample of the sentiment on this question follows: "I don't believe it could be done in face of good, fair competition under present conditions." Another was more pessimistic when he said, "Nine out of ten are losing money and living off their interest and depreciation. The reason is ruinous advertising rates and lack of courage." A third view was expressed as follows: "If it pays its owner a fair salary and 10 per cent. profit on investment it is not doing as well as most businesses." Another stated, "Figuring 10 per cent. depreciation, 15 per cent. would look better."

SON OF A NEWSPAPER.

Canton (Ohio) Daily News Sets Precedent by Adopting a Boy to Show Need of a Home for Crippled Children.

The Canton (Ohio) Daily News has done something never before done by a newspaper. It has adopted a four-year-old victim of infantile paralysis, little Donald Watson, and will give him a chance in the world. Donald is known as "Sunny" Donald and has been placed in custody of the News by Probate Judge Krichbaum, of Canton.

For many years the News has fought for the establishing of a home for crippled children in Ohio. The building of such a home was authorized by the Legislature in 1906, but the appropriation was never made. Representative Oberlin, of Canton, has just introduced a bill to appropriate \$100,000 for the purpose.

Little Donald's parents are dead and he was kept in an infirmary at Alliance until, because relatives in straitened circumstances could no longer pay his board, it became a problem where to send him. The Canton News, using these conditions as a striking object lesson, came to his rescue.

FIELD FOR AMERICAN ADS.

Distant Markets Which Invite Publicity for Export Trade.

The United States Commerce Reports contain this communication from Commercial Attache A. H. Baldwin, in London, England, written under date of February 11, 1915:

"While it is true that London is one of the greatest purchasing centers in the world for the remote markets of India, China, Australia, South Africa, and other parts of the world, it is pointed out by the local agents of American manufacturers that a large proportion of the purchases which are made in this city for these distant markets are executed under specific instructions from the foreign firms, with respect to brands, quality, and character of goods.

"This emphasizes the importance of an active presentation of the merits of American manufactures in foreign countries, through advertising, exhibits of samples, or by other methods, in order that our goods may be specified in the orders which are forwarded to the many so-called 'indent houses' which handle a large proportion of the buying in this city. Of course, where the 'indent house' is permitted discretion as to the items of an order, there is a better chance that the local London representative of an American firm can execute a sale in competition with the manufacturers of other countries.

"This will indicate the importance of a careful study by exporters of suitable advertising methods in media and remote markets, and the bureau's recent bulletin on the subject of advertising for export trade should be of value in this connection."

Observing that the National Hotel Reporter reports the sale of the Bugg House, Hamlin Lake, Mich., to W. F. Schmidt, of Chicago, the New York Telegram remarks: "Some men will buy anything."

A Record of Record-Making

Being a Short Chapter on Proving "the Goods"



VERY newspaper owner wants Service that SELLS.

Any manufacturing man will tell you that a jobber's order or a wholesale delivery is only the beginning of his test. He knows that to win out his goods must **sell over the counter of the retailer.**

If a newspaper buys Service that doesn't make circulation it is in the position of the retailer who buys goods that stay on the shelf.

From the beginning of its work, in the fall of 1913, Newspaper Feature Service has spelled its aims in the eleven letters of one word—CIRCULATION.

Every man in the Service group was engaged to further this idea of **specializing in circulation-making.**

This Service began at zero as to clients.

First one, then two or three; then a bunch.

It began pretty near the top as to "the goods." In fact, it started with one of the most remarkable groups of comic artists and feature specialists ever brought together.

But, notwithstanding the most scrupulous preparation, and the assembling of men WHO HAD MADE CIRCULATION, and who had done it repeatedly, nothing as to this particular output was accepted as **proved** until the verdict of CIRCULATIONS came in.

After a year and a half of the most extraordinary growth ever recorded by a newspaper syndicate, after a multiplication of clients demonstrating unparalleled confidence in the CHANCES represented by the men and the goods, Newspaper Feature Service now has the PROOFS of success.

These proofs stand in the mounting circulation figures of our clients.

The record is written from coast to coast.

The testimony cannot be doubted. When the Toronto (Canada) Sunday World jumped 15,000, reaching the highest Sunday circulation in Canada, its manager, Mr. H. J. Maclean, wrote: "There is no question that the use of your material is responsible for a good portion of this increase."

When the net paid circulation of the Boston Sunday Herald **jumped 55 percent within a year**, this greatest percentage of increase in net paid circulation ever made in Boston by any Sunday newspaper within a like period, could not fail to indicate the value of the feature service **introduced at the beginning of that period.**

When the El Paso Morning Times announced the greatest advertising gains (1914 over 1913) of any newspaper in the United States, its General Manager, Mr. Wyche Greer, wrote: "**Our splendid circulation gains caused this**, and they in turn were caused largely through the excellence of Newspaper Feature Service."

Circulation gains—they make up a wonderful and inspiring story. They constitute the RESULTS Newspaper Feature Service went after. They constitute a big, practical answer to the question, "Shall we get Service help?" or "Which Service shall we take on?" **Consult any newspaper that takes our Service.** Or send to us for samples of the colored comics, daily comic strips, Sunday Magazine and daily magazine pages that have produced these results.

NEWSPAPER FEATURE SERVICE

M. KOENIGSBERG, *Manager*

41 Park Row, New York City

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

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

Issued every Saturday, forms closing one o'clock on Friday preceding date of publication, by The Editor and Publisher Co., Suite 1117 World Building, 68 Park Row New York City. Private Branch Telephone Exchange, Beekman 4330 and 4331.



The Journalist, Established 1884; The Editor and Publisher 1901; The Editor and Publisher and Journalist, 1907. James Wright Brown, Publisher; E. D. DeWitt, General Manager;

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 rate

New York, Saturday, March 27, 1915

The talent of success is nothing more than doing what you can do well; and doing whatever you do without thought of fame.—LONGFELLOW.

IMPROVEMENT IN BUSINESS.

Simultaneous with the advent of spring are indications of the awakening of business. From the South and the West come encouraging reports from manufacturers, wholesalers and retailers. Even the East, which is slower to respond to the welcoming rays of prosperity's sun, gives evidence of increasing activity in commercial lines.

The advertising and circulation reports for March show a marked improvement over the corresponding month of 1914. A number of the New York newspapers report encouraging gains. Philadelphia, Chicago and San Francisco publishers are pleased with recent developments.

On Tuesday Wall Street enjoyed the largest day's business since the war started, the reason being a sharp rise in prices and an increased activity in stocks.

The Department of Commerce, at Washington, this week issued a report showing that the exports of this country for February were \$298,727,757, or, approximately, \$100,000,000 more than for the best preceding February.

The above facts are significant. They are indications that we have started on a period of pronounced business activity. The question is, Mr. Publisher, are you ready to take advantage of it? Have you cleared your decks for action? Have you presented in a convincing manner to both local and national advertisers the advantages of your newspaper as a medium for reaching buyers?

If you cannot answer these questions in the affirmative you cannot expect to get the full benefit of the good times that are directly ahead of us.

NEWSPAPER CO-OPERATION.

The time will probably never come when newspapers will be able to exist without advertising. In fact it is much to be doubted whether, if the matter should be put to vote, the public would want the advertising cut out even if such a thing were possible. Advertising is business news and therefore has a recognized value aside from the money it puts into the pockets of either the publisher or the advertiser.

Dependent as the newspapers are upon advertising for the bulk of their revenues it is for their interest to make advertising as productive as possible,

so that those who place business announcements in their columns shall receive a proper and satisfactory return upon their investment.

With these facts in mind the publishers have for several years been co-operating with the advertisers in various ways. They have furnished the manufacturer data upon which to base his plan of campaign; they have, at his request, reported on the sales made in the local field in response to the advertising, they have kept him posted on business conditions, etc.

The advertiser in buying newspaper space receives more than he pays for. He gets the active co-operation of the publisher in the various ways indicated above, a service that is often fully as valuable as that performed by the advertising itself.

The publisher in rendering this service is not governed by any philanthropic sentiment or any desire to give the advertiser bountiful measure for his money but because he knows that such a course will make the advertising more productive and, therefore, more profitable. The advertiser will, on his side, continue to use the medium as long as it brings him good returns.

A question that often arises is how far should this co-operation be extended? It is obvious that if it is carried too far such co-operation becomes too great a tax upon the resources of the newspaper. It is not the business of the publisher to do the work of a manufacturer's sales department. In other words he should not solicit orders for merchandise, make collections or render any other service that belongs to the manufacturer's own organization to perform.

The publisher should conserve and protect the interests of the advertiser to a reasonable degree. He should not allow one advertiser to use his columns to kill the value of a rival's advertising when the latter is conducting an honest business. He should bar from his paper the advertisements of fake concerns that come to town to unload "fire sale" and "bankrupt" stocks of goods upon the public at prices far in excess of their real value. He should stand by his local advertiser at all times because from them he derives the bulk of his revenues.

It is only when a newspaper intelligently co-operates with both local and national advertisers that he can expect to retain the continued patronage of the commercial world.

In another part of this issue of THE EDITOR AND PUBLISHER will be found a department headed "Important Letters to the Editor." This is a new feature and one that will, we believe, appeal to our readers. If there are any questions about newspaper editing, publishing, or advertising upon which you need light, or if you have discovered any ways for securing greater efficiency and economy in any of your departments, write to us about them.

Many Texas editors are bemoaning the defeat of the Pure Advertising Bill, recently killed in the lower house of the Texas Legislature. The Waco (Tex.) News thus raps its contemporaries who fought the measure: "When men engaged in the publication of newspapers bring about the defeat of measures that are calculated to promote the moral tone of newspapers and similar publications, and to protect the consuming public from fraudulent advertising, it appears that the sum total of human progress has not been reached by a great deal." Nothing daunted, however, the News continues: "But the work which the president and other officials of the Associated Ad Clubs of Texas have done in behalf of the bill that has been defeated will not be wasted. It has served to educate the people to the need of protection of the character this law sought to confer. When the matter is presented to succeeding Legislatures it will command stronger support than before, because the people as a whole will be wider awake to the need for it."

If you want to understand the new ruling regarding stamps on newspapers, read the article on the front page.

AN OPEN LETTER FROM JOHN BRISBEN WALKER.

NEW YORK CITY, March 25, 1915.

To the Editors and Publishers of the American Press:

Although no profession makes more serious demands upon the health and vitality of its members than that of journalism, no attempt has been made up to this time to establish a country home where those who have given their best efforts to the press may find a retreat in the event of a temporary or a permanent breakdown.

After conferences with some New York journalists, I have determined to offer, as a gift, a site of forty acres at Mount Morrison, in Colorado, as a contribution towards a movement looking to the establishment of such a home.

The suggestion has been made that the gentlemen whose names are on the enclosed list should be invited to become governors for the first year, and that an executive committee, consisting of Cyrus H. K. Curtis, Charles R. Knapp, Don C. Seitz, F. G. Bonfils, Talcott Williams, Robert R. McCormick, Charles S. Glead and John Brisben Walker be appointed as an executive committee to take in hand the preliminary work of organization.

While I am an owner in the country around Mount Morrison and therefore cannot claim to be disinterested, I believe that the site which I offer is at once the most healthful and the most delightful that could be selected for such a home. In the midst of a very wonderful scenic region, it enjoys cool summers and winter days filled with sunshine.

Denver is only from thirty-five to forty minutes distant by automobile, over a newly constructed municipal boulevard. Immediately to the west is Mount Falcon, upon which work has been begun for a summer home for the Presidents of the United States, to stand ready for use whenever the occupant of the White House may find it convenient to spend a portion of his summer in the Rocky Mountains. Nearby is the clubhouse of the Inter-Mountain Country Club of Denver; to the west, and reached by the Bear Creek driveway, is Denver's new mountain park of twenty thousand acres, now being laid out and improved by city appropriations.

A number of methods have been suggested for financing the building of a clubhouse and providing a permanent fund for the entertainment of those of its guests who may be in need of assistance. England has recently raised a fund of \$350,000 with a somewhat similar object in view. America should certainly do as well. I submit this matter for your earnest consideration.

Yours sincerely,

JOHN BRISBEN WALKER.

Mr. Walker nominates the following board of governors:

James Gordon Bennett,	William Reick,
Ralph Pulitzer,	Wm. Randolph Hearst,
Ogden Mills Reid,	Henry Watterson,
Frank A. Munsey,	Oswald Villard,
Adolf Ochs,	Cyrus H. K. Curtis,
William R. Nelson,	Frederick G. Bonfils,
E. A. Crozier,	John C. Shafer,
James Keeley,	Charles H. Taylor,
A. J. Blethen,	W. J. Murphy,
D. D. Moore,	John R. McLean.

ALONG THE ROW.

THE EXCHANGE EDITOR.

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

GOING UP.

Notice that an old German daily out in Peoria has gone up the flue. Sorry to hear it. Down in this neighborhood they go up in the air.

CARTOON COMMENT.

Some of the cartoonists ought to take a course of instruction in how to draw the American Flag. Cartoons with the flag in them are popular these days, but 99 out of 100 are dead wrong. They contain any number of stripes from 15 up to 25, while Uncle Sam's whiskers blow in one direction and the flag in another. Another weak point with cartoonists is anything in the marine line. The way they rig ships, and make them sail would drive an old tar insane. Of course we know that many of the cartoonists never came in contact with salt water, except when they took it in merry childhood's days for worms, but that is no excuse for turning out marine monsters, especially in a big seaport like New York.

MERE SUGGESTION.

Seems to be a good time now for a Department of Guaranteed War News. Tom W. Jackson.

PERSONALS.

Chester S. Lord, late managing editor of the New York Sun, was re-elected president of the Lotos Club last week, and Charles W. Price, editor of the Electrical Review, was re-elected secretary.

F. Packard Palmer, editor of the Ogdensburg (N. Y.) Journal, is a candidate for state conservation commissioner under the reorganization plan of a single commissioner.

Oliver A. Quayle has been elected director and vice-president of the Albany, (N. Y.) Evening Journal and will be business director of that paper.

H. H. McFadden, editor of the Gazette, and Chas. D. Sumeral, editor of the Herald-Star of Steubenville, Ohio, are rival candidates for mayor of that city.

H. D. Sibley, editor of the Olean (N. Y.) Evening Herald, has been appointed postmaster of that city.

John Bunney, a "movie" star has been working during the week for the Philadelphia (Pa.) Press, as reporter.

Joseph G. Leshner, editor of the Huntington (Pa.) Monitor, has been appointed postmaster of that city.

L. M. Davis has resigned his position of editor of the Fairmont West Virginian of Fairmont, W. Va.

Thos. S. Forsythe, editor of the Cohoes (N. Y.) Evening Dispatch, has resigned and gone to New York City.

Guy G. Michael has resigned as city editor of the Meadville (Pa.) Republican and has been succeeded by E. H. Martin, of Washington, Pa.

Lawrence Rowley, editor of the Mercer (Pa.) Western Press, has been named postmaster at Greenville, Pa., and will be succeeded on the Western Press by W. G. Brady, of Washington, Pa.

W. B. Bradley, editor of the Monroe County Sun, at Clarendon, Ark., mysteriously disappeared March 15th. His friends and family are much alarmed as to his safety.

A dinner was given at the Astor Thursday evening in celebration of the seventieth birthday of Theodore Sutro, editor of the German journal of New York. Dr. Charles W. Elliott declined an invitation to attend on the ground that Mr. Sutro and himself "do not hold the same views in regard to the European war and American duties in connection therewith."

Harry B. Stitt, managing editor of the Grand Rapids (Mich.) Evening Press, was tendered a banquet by his association on March 6th, in commemoration of the twentieth anniversary of his appointment to that position. E. W. Booth was toastmaster, and responses were made by M. J. O'Connor, J. R. Taylor, Arthur W. Stace, W. P. Lovett and Chas. R. Angell.

J. E. Blackford, who has been appointed postmaster at Martin's Ferry, W. Va., has been succeeded as city editor of the Wheeling, (W. Va.) News, by Howard Votile, sporting editor, who, in turn, has been succeeded by Wade Peper, formerly of the Intelligencer. Mr. Blackford was on the News for twenty-five years.

Pioneer Editor Remembered.

In the building of the School of Journalism at the University of Montana there hangs a portrait of Captain James Hamilton Mills, the pioneer editor of Montana, which was presented to the school last week by Joseph Smith II., editor of the Silver State, Deer Lodge, who delivered an address on "Loyalty," based upon the life and work of Captain Mills.

Zimmerman to Talk in Buffalo.

The Buffalo (N. Y.) Junior Ad Club members and their guests are to have a treat in the way of a talk from Alfred Zimmerman, better known as "Zim," of the New York World, at the Statler Hotel, that city, next Tuesday evening. Zim's talk will cover the solicitor's point of view on advertising and the managers of that department, as he has found them in his many years of touring the country.

IN NEW YORK TOWN

Thomas Y. Craft, advertising manager of the New York World, is now a grandfather. John Christopher Meyer, Jr., who by the way is John Christopher Meyer the 4th, arrived March 23, and his mother is Mr. Craft's daughter.

Jason Rogers, publisher of the Globe, returned Wednesday from a trip to Chicago.

W. H. Field, business manager of the Chicago Tribune, is in New York on a business trip.

John Lee Mahin, of Chicago, is a New York visitor this week.

GENERAL STAFF NEWS.

John R. Eustis, commercial vehicle editor of the Evening Mail, New York, and prominent as a lecturer on the subject, "The Motor Truck in Warfare," will attend the motor truck convention in Detroit, May 5 and 6, and may be induced to deliver his lecture.

Augustus Roeder, of the Morning World, is in Europe on business for the World. The steamer on which he sailed passed five miles as it neared Rotterdam.

L. B. Rucker, formerly cable editor of the United Press Association, has joined the staff of the International News Service, New York.

O. M. Hueffer has joined the staff of the New York Sun. He has had considerable experience as war correspondent in Mexico and lately with the English and French armies at the front.

Col. Franklin P. Sellers, religious news editor of the Brooklyn Daily Eagle, who has been on that paper for twenty-five years, was 68 last week.

WASHINGTON PERSONALS.

Bond P. Geddes, of the United Press Associations, has been transferred to New York temporarily.

Nelson Shepard, of the Central News Association, is in Dallas, Texas.

Robert B. Smith, who covered the State Department for the United Press, is now Washington representative of the Villistas.

Carl D. Groat, formerly of the Washington office of the United Press, is now in charge of the United Press Bureau in Chicago.

Kirk L. Simpson, of the Associated Press, and other friends of Carl H. Von Wiegand, have just received word that Mr. Wiegand, a prominent European war correspondent, has been secured by the New York World as their correspondent, leaving the United Press, which he has so ably represented recently.

Grafton Wilcox, chief of the capital staff of the Associated Press, went to Norfolk to cover the story of the arrival there of the German cruiser Prinz Eitel.

Skipper Meriweather, of the New York World, who went to Norfolk to cover the return of the Christmas ship Jason, arrived there just in time to get one of the first stories on the arrival of the German cruiser Prinz Eitel.

Joseph P. Tumulty, secretary to the President, gave a dinner to forty of the Washington correspondents, comprising the White House Newspaper men's Association at the Shoreham a few nights ago. Toasts were given by R. V. Oulahan, of the New York Times; Gus Karger, of the Cincinnati Times-Star; Roy Vernon, of the Chicago News; John Nevin, of the United Press; and James Grey, of the Minneapolis Journal. W. W. Price, of the Washington Star, president of the association, acted as toastmaster.

WEDDING BELLS.

Edward Schiml, a newspaper man of Youngstown, Ohio, and Miss Mary M. Doyle were married last week.

Edgar Meressee, part owner of the McMumville (Ore.) News-Reporter, and a former Salem newspaper man, and Miss Mabel E. Bryant, of Gaston, Ore., were married February 22.

Alice Eve McCardell, daughter of Roy L. McCardell, of the New York World, was married recently to Charles Strongood, Jr., at New Rochelle, N. Y.

HELP WANTED

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

Wanted—Advertising Manager for The Toledo Express (founded in 1855) only German Daily in N. W. Ohio. Preference will be given to experienced solicitor and one who speaks German. Correspondence solicited. The Toledo German Pub. Company, corner Superior and Jackson, Toledo, Ohio.

SITUATIONS WANTED

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

To Publishers and Special Representatives.

High grade man, of broad experience, possessing creative and executive ability and an intimate knowledge of general and specialized advertising, offers services as Publisher's representative in Chicago and the Middle West, or in the New England field.

Steady; Energetic; Resourceful. Satisfactory references.

Would consider Advertising or Business management of Newspaper or Magazine, or association with established Special Agency.

Address H., care The Editor and Publisher.

Reporter, experienced, desires position on newspaper. Shorthand writer and typist. References. Address Claude Parker, Point Pleasant, N. J.

Newspaperman, 26; 9 years on City, Sunday, Dramatic and Editorial Desks; out of game a year; wants permanent place. Best work—features. Knows something of makeup. Start at \$25; \$30 after two months. References if asked. Address "N."

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

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

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

I want a position as advertising or business manager, for a publisher who will appreciate experience, ability and faithful service. Address R. M. C., care Editor and Publisher.

FOR SALE

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

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

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

Dentists Differ as to Ads.

The Seelye bill, now before the New York Assembly, which would prevent dentists from advertising, has caused a heated discussion among the members of that profession. The members of the Empire State association, who oppose the measure, declare that it is an effort on the part of the New York State Dental association to monopolize the business, while the members of the latter association emphatically deny that it has any such purpose.

\$25,000 AVAILABLE

for purchase of a daily newspaper property. Locations within 25 miles of New York City preferred. Proposition L. P.

C. M. PALMER

Newspaper Properties
225 Fifth Ave., New York

DESIRABLE WEEKLIES

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

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

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

ADVERTISING MEDIA

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

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

BUSINESS OPPORTUNITIES

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

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

Newspaper opening—Old established weekly in Maine; linotype equipment; good business. \$4,000 cash, \$2,500 deferred. If interested in most inviting place to live, and good income, this will please you. B. J. Kingston, Newspaper Broker, Jackson, Mich. The little agency with a big business.

MISCELLANEOUS

Advertisements under this classification 15 cents per line, each insertion. Count six words to the line.

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

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

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

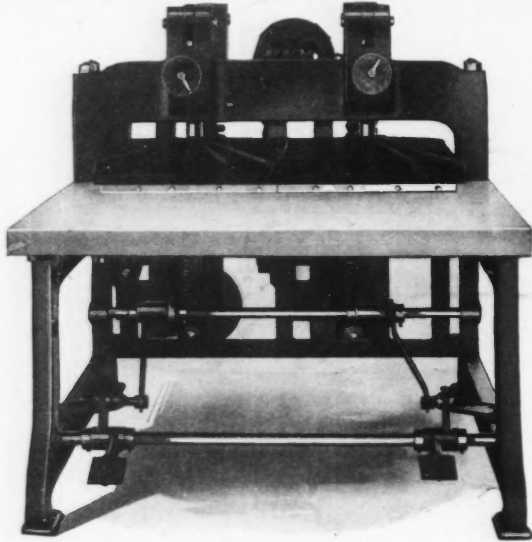
PACIFIC COAST NEWS CORRESPONDENT
For
Eastern Trade Journals
CLARENCE P. KANE
268 Market Street, San Francisco

The Duplex Mechanical Compressor

An Automatic Steam Table Wholly Self-Contained

(Patented in All Important Countries)

Another Duplex Product Far Ahead of Anything Hitherto Offered in Its Field. A Compact, Simple Mechanical Device That Does Away With All Air Tanks, Pumps, Air or Fluid Compressors and Other Auxiliary and Emergency Devices Hitherto Necessary in Any Pneumatic or Other Fluid Table.



FRONT VIEW

In this table complete and perfect "follow-up" of compression is secured by a very heavy and powerful mechanism plainly shown in the illustration; this compression being regulated at will by a single adjustment up to any desired pressure. The entire action is automatic, controlled by the operator simply pulling the lever at the side of the table, or it may be operated by foot-treadle if preferred. Either platen can be used independently of the other, and the entire machine, accommodating two forms as shown, is operated by a little two-horse power motor located practically within the table.

This machine, entirely self-contained, requires no fixtures, tanks, piping or other attachments in the room. It can be placed wherever wanted and freely and easily moved if desired. While regularly built for steam heating, the table can be adapted for electric heating.

From the Chicago Record-Herald

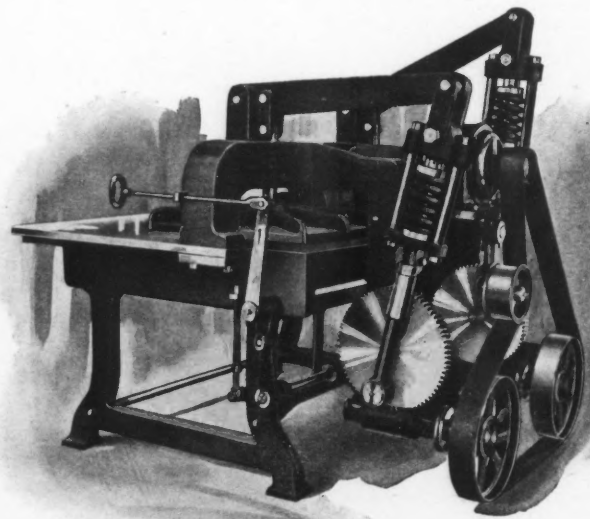
Duplex Printing Press Company.

Gentlemen:

We enclose herewith our requisition for another Double Steam Table with Mechanical Compressors. The first table, which was installed about sixty days ago, is **giving eminent satisfaction, and the results are so far superior to those previously had that we are anxious to get as quickly as possible to the point where we can have all our work done on the new equipment.**

Since the first Duplex Table was installed in our plant it has been inspected by interested experts and their approval was expressed in enthusiastic terms.

Please rush the delivery of this order.



Rear View (showing Complete Mechanism)—DUPLEX DOUBLE-PLATEN MECHANICAL-COMPRESSION STEAM TABLE

Used Exclusively by

New York Tribune
Publishers Matrix Syndicate
Newark (N. J.) News

Chicago Herald
Newark (N. J.) Star
Milwaukee Journal
Portland (Me.) Express and many others

Richmond Times-Dispatch
Chicago Daily News
Central Press Association

DUPLEX PRINTING PRESS CO.

BATTLE CREEK, MICHIGAN, U. S. A.

EASTERN OFFICE: WORLD BUILDING, NEW YORK

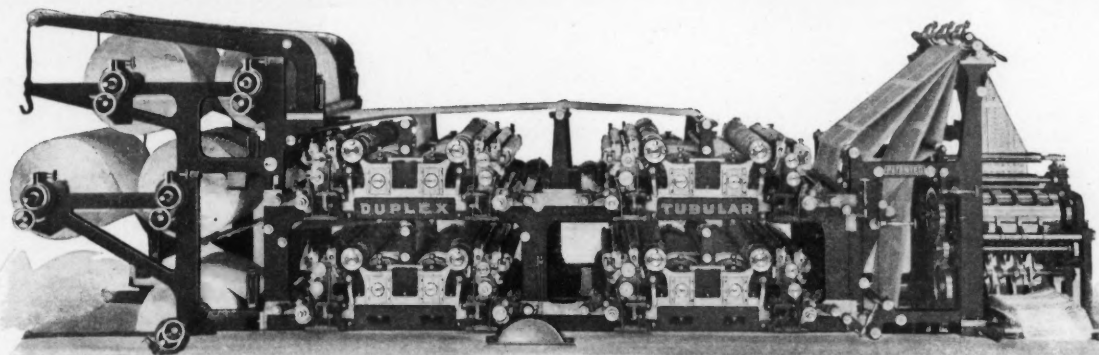
ROBERT HOE, President

I. L. STONE, Chairman of the Board

The Duplex Tubular-Plate Press

(Patented in All Important Countries)

Whatever rate of speed is practical on other machines, our Tubular-Plate Press can equal it and **DOUBLE THE PRODUCT**



SPEED: 30,000 per hour of 4, 6, 8, 10, 12, 14 and 16-page papers
All with single plates, straight run and book fold

The Duplex Tubular-Plate Rotary Press has become, in the past two or three years, the most talked-of invention in the newspaper field. In a remarkably short time it has become the choice of all discerning newspaper publishers because of its peculiar advantages and astonishing product.

The explanation of this remarkable result lies in the fact that in all other rotary presses each stereotype plate is out of contact with the web one-half the time, and therefore **printing only half the time**, while in the Tubular-Plate Press every plate is in contact with the web and **printing all the time**.

The Metropolitan Tubular

The illustration above is of a sixteen-page two plates wide Tubular-Plate Press. This press will produce any even number of pages up to and including sixteen from the same number of plates at the rate of 25,000 to 30,000 per hour. The machine built four plates wide instead of two, and equipped with a double folder, will easily produce 50,000 copies of a sixteen-page paper per hour; or 25,000 copies of papers of any even number of pages from eighteen to thirty-two, inclusive.

It is to be noted that to obtain this unparalleled product the machine is not driven beyond a safe and normal rate of speed. **It is running at only half the rate** that would be necessary in other presses—were it possible to get such results from semi-cylindrical plates. To get 50,000 copies of a sixteen-page paper from our Tubular-Plate Quad press requires only the speed necessary to get 25,000 from any other quad press on the market.

We are now building the double width or four plates wide machine, **adapted to newspapers of the largest circulation**, and we are happy to announce to all newspaper publishers that we can now furnish you with presses occupying no more space than your present machines, costing no more to operate, but more simple and convenient in every way, which, **running at the same speed**, and equipped with the **same number of plates**, will give you just two papers to one as compared with the presses you are now using.

All publishers are cordially invited to visit **THE DETROIT TIMES** and see this four plates wide tubular plate press in practical operation.

DUPLEX PRINTING PRESS CO.

BATTLE CREEK, MICHIGAN, U. S. A.

EASTERN OFFICE: WORLD BUILDING, NEW YORK

ROBERT HOE, President

I. L. STONE, Chairman of the Board

CIRCULATION NEWS, VIEWS AND OBSERVATIONS

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

By Harvester

PRESIDENT A. E. MACKINNON, of the New York World, returned to New York this week from a trip into Canada, where final arrangements were about concluded for the 1915 convention of the International Circulation Managers' Association. It is planned to have the delegates rendezvous at Montreal, June 20th, from which point they will take the R. & O. steamer to Quebec and Murray Bay. The splendid Manor Richelieu at that place will be opened for the exclusive accommodation of the delegates. Three days will be set aside for the regular business of the convention. At the close of the session a special steamer will be taken for the trip down the St. Lawrence to Tadoussac and continuing up the Saguenay past Capes Trinity and Eternity, arriving at Quebec on Friday. Entertainment and side trips to St. Anne de Beaupre and the Falls of Montmorency, with drives about the city, have been planned by the local committee, and at Montreal on the following day there will be similar entertainment, including a drive and dinner on the mountain. Special rates have been secured for delegates and their families, which will include water trips from the west and through the Thousand Islands to Montreal.

To a representative of THE EDITOR AND PUBLISHER, Mr. MacKinnon said: "The feeling that the I. C. M. A. should follow its original plans and come to Canada was unanimous. At three or four cities, meetings of the entire membership were held and there wasn't a single dissenting voice. The argument was advanced that, notwithstanding the war, intercourse between the two countries is as free and unrestricted as ever and there is absolutely no logical reason why the members on this side of the line should consider going elsewhere. With this feeling of support, the completion of the details became a very simple matter, and there is no hesitancy in stating at the present time that when June comes around the members will have had prepared for them the best program for business and entertainment in the history of the organization."

THE EDITOR AND PUBLISHER for April 3d will carry a complete itinerary of the convention trip of the International Circulation Managers' Association, planned by the president, A. E. MacKinnon.

NO man ever achieved a large success in circulation who was careless about delivery and complaints. There are some men in circulation work today who recall with many a pang of regret of the slave driving days of George A. Montgomery, circulation manager of the Chicago Tribune under the managing directorship of the late R. W. Patterson, and yet the know that in those trying times Montgomery was placing the "fear of the Lord" into the hearts of the Chicago carriers and agents in such a way as the recollection of it remains to this day.

It was quite the usual thing for "Weisenheimer" to meet the carrier at the shops when he was getting "fits" for failure to deliver yesterday's paper and then to follow that same carrier all around the route so that he might give the exacting George A. a line on Mr. Carrier's predilections.

The late John R. Wallace, long proprietor of the Chester (Pa.) Times, was just about as exacting as Montgomery. This was especially true during the formative period of his newspaper.

In a town of 40,000 population situated within twenty minutes of Philadelphia he built up a newspaper property that is absolutely unique. His motto was give close attention to the little things and the big things will take care of themselves.

THE annual banquet of the United News Company, of Philadelphia, Pa., was held March 11th, and more than fifty of the employees participated. Edward Hoppe, general manager, was toastmaster.

Eleven men were given prizes because of their splendid efficiency records during the past year, and it was announced that similar prizes are to be distributed annually.

A. G. LINCOLN, circulation manager of the St. Louis Post-Dispatch, and chairman of the program committee for the next convention of the International Circulation Managers' Association, addressed the membership on March 24th, requesting suggestions for the I. C. M. A. program at Manier Richelieu. He said:

"It is not enough that it shall be merely interesting—it should be more interesting than that of last year.

"In our opinion it will be a big job to make it so. To accomplish it we must have the co-operation of yourself and every member of our great and growing association. We particularly desire to ask that you hold this letter in a conspicuous place on your desk for a matter of just two days; that you think of its purpose frequently during that interim, and that at the end of it you tell us your best thought: First, what subject may we present at the next convention that will appeal to the largest number of members; second, who, in your judgment, is the member best qualified to handle it."

THE Winnipeg Evening Tribune is sending to general advertisers and agents an announcement containing the reproduction of the heads of the circulation department and all of the city carrier boys, numbering 169. The statement is made that the tribune is making an average daily gain of over fifty new home subscribers in Winnipeg. It is easy to understand this when one sees the faces of the alert men and boys who have charge of the Tribune's distribution. H. S. Blake is the circulation manager. His country circulator is C. A. Shaughnessy. He has six district men, P. N. Blake, B. Bowman, B. Livingston, J. H. Brownell and W. J. Gray. As stated above, the carrier boys number 169. The best feature of the Tribune, according to this presentment, is the mutual co-operation and good will evidenced by every member of its big family. This spirit insures perfect delivery service, etc.

EARLY in April there will be a ten days' whirlwind campaign in New York City to raise \$250,000 for the purchase of a site and the erection and equipment of a building for the Newsboys' Home. During the campaign the city will be canvassed by fifty teams of ten men each and fifty teams of ten women each. Each team will be under the leadership of a captain, and will make daily returns.

The money raised during the campaign will be used to provide, in addition to the building, a free dental clinic for the boys, a commercial department, where members who have no other opportunity may receive instruction which will prepare them for business life, an employment bureau, work shops and a band for the boys.

Among those who are members of the Campaign Committee and who are enthusiastic for its success are: John Purroy Mitchel, Ralph Pulitzer, Thomas W. Churchill, George Gordon Battle, Samuel Untermyer, George W. Perkins, Chauncey M. Depew and many others.

THE old newsboys of Louisville, Ky., following the "stunts" of the old newsboys of Chicago, Columbus and other cities, got busy on March 19th and gathered in over \$3,000 for the benefit of the unemployed of that city.

Former Mayor Head headed the winning crew, stationed at Fourth and Jefferson streets, turning in \$543.30, and Dr. E. L. Powell's crew, at Fourth and Walnut streets, was second. The third largest returns were turned in by Fred Drexler's team, and R. G. Brice's team was fourth.

Ben F. Vogt paid \$100 for a paper, which was the top price recorded. Many of the old timers wore fancy costumes—"kids' clothes"—and the day was counted a success in every way.

WILLIAM HOFFMAN, manager of Herman Ridder's New York Staats-Zeitung, has returned from a trip to Ohio, where he went in the interest of his paper.

FRANK CLARKE, circulation manager of the Philadelphia Public Ledger, and Frank N. Ball, of the New York Tribune, have made application for membership in the International Circulation Managers' Association.

ALBERT D. MARTIN, who for forty-nine years has been employed in the circulation department of the New York Herald, died March 18th at his home in Brooklyn, aged 68 years.

DONATION DAY, recently held at Buffalo, N. Y., resulted in the "newsies" rolling in a total of \$2,400, which was the largest contribution to the fund. The Buffalo publishers donated their papers, and John C. Bachmann, of the Bachmann News Company, gave the New York City papers.

Many volunteer "newsies"—prominent Buffalo men and women—donated their services, and the women, collectively, turned in \$1,098.16.

ATLANTA, GA., March 10, 1915.

THE EDITOR AND PUBLISHER: I have read with a great deal of interest THE EDITOR AND PUBLISHER for several years. Through it, and one other paper of the same class, which I admire very much, I have been enabled to keep posted on the changes and the ups and downs of newspapers and newspaper men throughout the entire country.

I have also noticed that during the past year there has been considerable improvement in your publication, which, of course, caused me to become more attached to it.

I would judge from the announcement of February 27 that your new associate, Mr. DeWitt, and yourself are now in complete control of the publication.

I have noted a general improvement in THE EDITOR AND PUBLISHER for some time, and no doubt, with the new connection, it will continue to grow in importance and influence at a more rapid pace in the future than it has in the past, and unique points of interest along the proposed route.

JNO. T. TOLER,

Circulation Manager Atlanta Constitution.

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

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

**PROMOTION DEPT.
SHAFFER GROUP**

12 S. Market Street, Chicago

THE SEATTLE TIMES

"The Best That Money Can Buy"

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

A copy to every family.

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

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

**LARGEST QUANTITY
BEST QUALITY CIRCULATION**

The S. C. Beckwith Special Agency

Sole Foreign Representatives
New York Chicago St. Louis

Los Angeles Examiner

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

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

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

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

Il Progresso Italo-Americano

(Established 1880)

(Member Audit Bureau of Circulations)

The largest and most successful Italian newspaper published in the United States. The tremendous purchasing power represented exclusively by Il Progresso Italo-Americano cannot be reached by any other medium.

NATIONAL ADVERTISERS

are requested to write for information regarding our sphere of usefulness. Co-operation will be given and suggestions made as to the best methods of placing goods on sale, etc.

Average daily net paid circulation, October, November and December, 96,931.

IL PROGRESSO ITALO-AMERICANO

Ed. and Pub., CHEV. CARLO BARSOTTI

Telephone: 3470-1 Worth

42 Elm Street New York City

**YOU MUST USE THE
LOS ANGELES
EXAMINER**

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

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

J. P. McKINNEY & SON
New York Chicago

LATEST FROM BOSTON.

Hotels and Cafes Find Profit in Using First Page of Dailies for Advertising—Last Tributes Paid to Robert G. Fitch of the Transcript—Pilgrims to Hear Suffrage Talk.

(Special Correspondence.)

BOSTON, March 24.—Hotels about Boston, especially those of the better class, are using much advertising on the front pages of newspapers. The Post has the lead in this class of advertising, but the American, Globe, Herald and Record come in for a good share. Many of the cafes have also adopted this plan, although space costs more on the front pages than elsewhere. One of the latest hotels to adopt a publicity campaign is the Nottingham, managed by J. P. McDonald. Mr. McDonald has engaged Charles P. Haven to push the interests of his house and says that he is fully convinced that front page hotel advertising is a good investment. Just how many lines the Nottingham will place has not been decided, but it is expected that contracts will be liberal.

The real pioneer in hotel advertising, on a modern basis, is the Quincy House. The managers of this hotel claim that they have built up a large part of their tremendous business through this form of advertising. Other hotels carrying good amounts of space daily or every other day include the Westminster, the Hotel Lenox, the American House, Young's and Brigham's.

It is said that some of the members of the Pilgrim Publicity Association were rather startled when they received word that Mrs. Susan Walker Fitzgerald would address them at their next luncheon at Hurlburt's, March 29, on the subject of suffrage. Mrs. Fitzgerald is the recording Secretary of the National American Woman Suffrage Association, and holds other important offices in suffrage organizations.

The funeral of Robert G. Fitch, for many years an editorial writer on the Transcript and for a long time editor-in-chief of the Boston Post, was held Monday afternoon at the Mount Vernon Congregational Church. It was attended by many of Mr. Fitch's associates in newspaper work and others who were with him when he was chairman of the old Boston fire commission. The service was conducted by the pastor of the church, the Rev. James A. Richards. The body was taken to Forest Hills, but will later be interred at East Canaan, Conn., with those of Mr. Fitch's wife and child. Among those present at the funeral services were ex-Mayor Thomas N. Hart, delegations from the different departments of the Transcript, members of the fire department, the Boston Press Club, the Papyrus Club, Boston Veteran Journalist Association, the Alumni Association of Williams and the Columbian Lodge of Masons.

Charles Manning, Cambridge man for the Boston Globe, will shortly take a trip to Bermuda. Mr. Manning is also city editor of the Cambridge Chronicle, one of the oldest newspapers in the United States.

Newspaper advertising goes where a solicitor would be turned away.

JOHN H. PERRY,
LAWYER
Seattle, Wash.

Specialty Newspaper Law:

Civil and Criminal Libel,
Contempt, Right to Privacy,
Copyright, etc.

Practices in all States.

THOMSON REPORTS PROGRESS.

Director of the Bureau of Advertising Reports Much Encouragement on Recent Trips.

W. A. Thomson, director of the Bureau of Advertising, American Newspaper Publishers' Association, has just returned from a trip to Chicago and points in the Middle West.

Speaking of the trip to a representative of THE EDITOR AND PUBLISHER, Mr. Thomson said:

"I called on a great many advertisers and newspaper publishers and I was pleased to find a steady improvement in the business outlook. I was also glad to note a growing interest among national advertisers as to the value of newspapers. The concerted effort to create a better appreciation of newspaper space that publishers have been making through the Bureau of Advertising is having its effect in a big way.

"I spent some time in Chicago working out a plan for a western office for the Bureau of Advertising. In this the officers of the Chicago Special Representatives' Association were kind enough to help me and we were assured of the heartiest support on all sides. We expect to be in a position to open this office soon after the annual convention of the A. N. P. A.

"The bureau has been making a special effort recently to interest more publishers in its work. Scarcely a day goes by without some request for assistance from an advertiser who has a problem on his hands or some inquiry from a manufacturer who is considering newspaper advertising. All of these inquiries receive the closest attention we are able to give them and the need for a larger force is becoming more apparent all the time. That is why we are trying to increase our revenues. It is simply a case of obtaining adequate facilities to meet the big opportunities which we are developing from time to time."

NEW JERSEY PAPERS SOLD.

Congressman Gray and Others Buy Argus Press and Bayonne Review.

Edward W. Gray, of Newark, N. J., Representative in Congress, will soon re-enter the newspaper business, which he quit about twelve years ago. Mr. Gray is a member of a new corporation, the Argus Press, which has taken over the Bayonne Evening Review, a Democratic publication. Under the new management, it is announced to-day by Harold E. Stevens, also a former New York newspaper man, who is associated in the venture with Mr. Gray, The Review will be independent.

In the Argus Press with Mr. Gray and Mr. Stevens is Glen B. Winship, a New York newspaper man. Mr. Stevens, now secretary of the Bayonne Chamber of Commerce, will be managing editor. It is expected that the paper will be gotten out under the new management next week.

The price paid for the paper was \$28,000. It has been in existence for about thirty years and the purchase was from the Proctor Publishing Company.

Mr. Gray's latest newspaper connection was with the Newark Daily Advertiser. After he left his position there he became private secretary to Governor Edward C. Stokes.

Broke Local Ad Record.

As a result of the campaign of the White Plains (N. Y.) Daily Reporter for a "dollar" day in White Plains on March 24, the Reporter of March 22 carried nearly fourteen pages of local ads, or 1,600 inches of "dollar" day ads alone, setting a new record for advertising in White Plains papers.

Judge George Thomas, of Columbus, Ohio, recently decided that if a man accepts a paper that is sent him he must pay for it.

Establishes Service Department.

The Jackson (Mich.) Patriot has established a service department for its advertisers, and placed it in charge of James W. Wood, who, for the past ten years, has been making money and fame in Chicago, where, as advertising manager of the Hub, Hillman's and Carson



JAMES W. WOOD.

Pirie Scott & Co., and in agency work, he has successfully handled hundreds of thousands of dollars of advertising money. The free advertising service idea is a growing one, and, while at first it looks like an expense, it soon proves itself an economy, because it makes permanent, satisfied advertisers, if properly handled.

Joseph Pulitzer, Jr., Is Trustee.

Joseph Pulitzer, Jr., filed on March 24 in the Surrogate's Court his oath as testamentary trustee of the estate of the late Joseph Pulitzer. A codicil in his father's will provided that Joseph Pulitzer, Jr., should succeed to the position at the age of thirty. He takes the place of Frederick N. Judson of St. Louis.

"The man who does not advertise is the fellow who pays the cost of the other man's advertising."—C. F. Berg, Portland, Ore.

THE PRESS CLUBS.

The new Press Club of Hartford, Conn., has elected these officers: President, C. C. Hemenway, The Post; Vice-President, Roy W. Olmsted, The Globe; Secretary, E. Leroy Pond, the Courant; Treasurer, John G. Beckley, the Times; Historian, Hudson R. Hawley, the Times; Board of Governors—Roland F. Andrews, the Times; Frank G. Macomber, the Globe; Henry McManus, The Post; Horace B. Clark, the Courant.

The Birmingham, Ala., Press Club will hold its annual election on March 29, when it is expected the following ticket will be elected without opposition: For President, B. H. Mooney; vice-president, L. W. Friedman; treasurer, John L. McRae; corresponding secretary, Paoli A. Smith; board of governors (active), Charles Fell and C. M. Stanley.

The Seattle, Wash., Press Club will hold its annual ball on April 12. A brilliant function is assured.

NEW PUBLICATIONS.

A new daily, known as the Stillwater Daily Journal, has appeared at Stillwater, Minn. It is Democratic and the publisher is Frederick G. Neumeier, formerly deputy bank examiner.

THE NEW HAVEN Times - Leader
is the leading one-cent daily newspaper of Connecticut and the only one-cent paper in the State which has the full Associated Press leased wire service.
The only evening paper in New Haven, member of Audit Bureau of Circulations.
Bryant, Griffiths and Fredricks
225 Fifth Ave New York 716 Peoples Gas Bldg. Chicago

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

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

DETROIT SATURDAY NIGHT
is in itself a guarantee of its advertised products. It is unnecessary for the advertiser to discuss the honesty or reliability of his goods. The fact that the advertising was accepted by DETROIT SATURDAY NIGHT is sufficient guarantee to its readers.
Foreign Advertising Representatives
G. LOGAN PAYNE CO.
748 Marquette Building, Chicago
200 Fifth Ave., New York City
Publicity Building, Boston

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

HENRY N. HALL BACK.

Something About the Reporter Who Recently Interviewed King Albert, Joffre and the Prince of Wales in the War Zones.

Of all the war correspondents now in the public eye none is writing more informative and "gripping" stuff, or accomplishing more worth-while results than Henry Noble Hall, of the New York World staff. But it is, and long has been, his way of doing things and hence it is not astonishing, especially to those who know this quiet earnest fearless, gentlemanly reporter and special writer.

Mr. Hall has just returned to New York after four weeks spent at the front, during which time he traveled more than a thousand miles entirely within the army zones and visited the British, French and Belgian headquarters. He shared the hospitality of the highest and lowest in the field, saw some of the most desperate fighting, helped bury the dead, had two private interviews with King Albert, had a long talk with General Joffre and the Prince of Wales, and did numerous other notable things.

Although he will not reach his forty-third birthday until December 11 next, Mr. Hall has written for twenty-five years. He was born in England and was educated there and in Paris. In 1894 he married the daughter of Jean Marie Arot of Le Temps. He speaks French like a native, Spanish fluently and has a knowledge of German.

Beside doing much newspaper work in Paris and London, Mr. Hall covered assignments in Russia, Germany, Sweden, Spain, South Africa and Martinique, the last named at the time of the Mont Pelee eruption. He then went to Trinidad where his writings led to the recall of the Governor and the Colonial Secretary, after Mr. Hall had been tried and acquitted on charges of seditious libel. He then went to Venezuela, where he edited El Constitucional and wrote for Castro the Yellow Book of the Venezuelan Government that averted intervention by the United States and France.

WAYNE MACVEAGH'S TRIBUTE.

Mr. Hall worked on the Panama case for the World for more than three years and presented the evidence accumulated by The World to the House Committee on Foreign Affairs in a manner that elicited the following comment from Wayne MacVeagh, formerly attorney general of the United States: "Hall has acquitted himself in a masterly manner. They say such a competent yet modest witness was never seen here, handling the vast record with tact, patience and accuracy."

Mr. Hall came to New York as a freelance in March, 1906. Two months later he went on the staff of the Philadelphia North American as a copy reader, editorial writer and Sunday story writer. He covered the Thaw trial in 1907 and the first Carnegie Peace Congress. The same year he joined the staff of the New Orleans Item, and he did notable work in Louisiana. He was sent to Panama, where he edited the Panama Journal and also acted as correspondent for the London Standard and New York World.

He joined the New York staff of the World in 1909 and since then has made a remarkable record. He has written a page interview for nearly every Sunday issue of the World for five years. In these he has given the views of Presidents, Cabinet Members, Senators, Representatives, party leaders, legislative giants, captains of industry, leaders in science, philosophy and religion and likewise just plain people.

Mr. Hall's success is doubtless partly due to his winning personality, and still more largely due to his knowledge of human nature, his vast fund of information and his ability to adapt himself immediately to his surroundings and to put at perfect ease the person whom he is interviewing. He is a worthy product of the practical newspaper school of today and is an honor to the profession to which he devotes his tireless energies.

"MADE IN BROOKLYN" BOOM. BANQUET OF THE AD WOMEN.

Hardware Men Co-operate With the Eagle to Help Local Manufactures.

The Brooklyn Hardware Dealers' Association and the Brooklyn Daily Eagle are cooperating in a campaign to advertise and sell "Made in Brooklyn" goods. At a meeting of the Association last fall, selling methods and a thorough analysis of the products which they handled, was gone into at length, and the tremendous possibilities of Brooklyn's manufactures were forcibly brought to their attention. The dealers found on their inventory sheets, hundreds of products made in Brooklyn, but that the sales of these products were ridiculously low. They immediately considered plans that would give Brooklyn-made goods prominence and consideration, at least in their own city.

A committee was appointed to take up the work, and the result first showed itself in the Brooklyn Eagle on February 24th, in the form of a page announcement of Brooklyn manufacturers, signed by each one of the dealers, and urging the Brooklyn public to buy products made in Brooklyn. This announcement started with an appeal to Brooklyn people to "Buy Products Made in Brooklyn" and encourage local industry. Reasons, appealing to civic pride, were given why this should be done, and then 35 separate spaces of 2 inches square, were provided, for the cards of the manufacturers, giving the names of their products and two or three facts regarding them. At the bottom of the page are given the names and addresses of the dealers endorsing the particular products listed. This announcement is, for the time being, scheduled to appear once every month for twelve consecutive months.

Window displays of Brooklyn-made products, from time to time, by each of the dealer members of the association, were agreed upon; placards were printed, and posted in all the stores, calling attention to the campaign, 50,000 pasters or labels reproducing the top of the page advertisement were distributed among the dealers to be placed on all stationery, etc., and several other promotion schemes were started to help the movement along.

The association has sent personal letters to Brooklyn architects, urging upon them the importance of the movement, and suggesting that they include, wherever possible, the names of the advertised wares in their specifications. Besides this, they have planned to send personal appeals to all of the change customers on the books of each dealer, to ask for the advertised products, and giving preference to Brooklyn-made merchandise.

Pastor on Church Publicity.

Addressing the Baltimore, Md., Ad Club at luncheon recently, the Rev. Dr. M. H. Lichliter, a Methodist pastor of Baltimore, said nothing "gets to" the man outside the church quicker than the frequent publication of striking sermons in the daily papers. "The very suggestion of advertising a church," Dr. Lichliter said in opening his address, "would have given a preacher of the last generation nervous prostration. Even today there are not a few men who hold with unquestioning sincerity the conviction that if the 'simple Gospel' be preached people will flock to the church. What are the facts? Put two men of equal ability side by side in an average city, let one cling to the traditional ideals and the other use modern methods of efficiency and publicity, and the results within a single year ought to convert the most conservative layman to the undeniable fact that it pays to advertise."

New York Press Staff Dines.

The annual dinner of the staff of the New York Press was held Sunday morning at Reisenweber's, with Edward Percy Howard, president of the Press Club and night editor of the Press, as toastmaster.

Manufacturers Contribute a Number of Prizes, Distributed by Lot.

The Hail Columbia Dinner given by the advertising women of New York at the Prince George Hotel, Tuesday Evening, March 16, eclipsed anything heretofore attempted by them, and their efforts made the third annual banquet of the League of Advertising Women a memorable occasion.

Manufacturers, over sixty in number, of products made in the U. S. A. contributed handsome and expensive articles, which were distributed by lot, among them being a silk dress vest for a gentleman and a silk dress pattern for a lady. Even the souvenirs were confined to "Made in the U. S. A." articles, such as the potato whistles of the Northern Pacific R. R., while the toast was drunk with Welch's grape juice.

Toast Mistress Mrs. Christine Fredricks introduced the speakers of the evening, who were: Mrs. Harriet Edwards Fayer, pioneer in the "Made in the U. S. A." movement, fashion and textile expert; D. LeRoy Reeves, of the National League of baseball; Mrs. Honore Willsie, managing editor of the Delineator; Edward J. Wessels, well-known advertising efficiency expert.

J. Clyde Oswald responded to the request of the president of the league, Miss Ida Clarke, and extended an invitation to the guests to join the National Editorial Association special train which leaves Chicago on the evening of June 23 over the Santa Fe R. R. after the convention of the Associated Ad Clubs of the World, for a month's trip to the Pacific Coast.

"Movie" Is a Proper Word.

One thousand editors in the United States, asked by the Photoplay Magazine whether the word "movie" shall be entered in the dictionaries and used as pure English, have decided that it shall. Of the 733 who voted, 511 voted "yes" and 222 "no."

BRIEF ITEMS OF NEWS.

Owing to a general strike of printers in Prague, Bohemia, the leading newspaper of that city was recently produced by photography from typewritten copy.

Twenty States now have a "truth-in-advertising" law.

Edward B. Clark, who for many years has been one of the foremost newspaper correspondents at Washington, is now on his way to the European war zones to write a series of war articles for the Shaffer group of newspapers, which, besides The Indianapolis Star, includes the Chicago Evening Post, the Muncie Star, the Terre Haute Star, the Louisville Herald, the Rocky Mountain News (Denver) and the Denver Evening Times.

More than one thousand persons are now engaged in censoring news entering or leaving Great Britain.

Topeka Daily Capital

Average net paid circulation for six months ending October 1, 1914 (Sworn)

32,917

Arthur Capper

TOPEKA, KAN.

Publisher

CHARLES SEESTED

DIRECT REPRESENTATIVE

41 Park Row

New York

Telephone 569 Cortlandt.

NEWSPAPER publishers who have received my new proposition are enthusiastic over it. I think I have solved the foreign representation proposition, as far as the compensation part is concerned, in a manner which is absolutely fair to all concerned.

It puts it up to me to make good before I get things on a paying basis for myself—which is a pretty safe proposition for any publisher looking for a foreign representative who will work hard.

Why don't you write to me about it? Such a letter will, no doubt, be mutually profitable.

GOVERNOR MAY HEAD AD MEN.

Texas Clubs Sound Slogan "On to Chicago" and Prepare for Trip.

(Special Correspondence.)

DALLAS, TEX., March 20.—The Dallas Ad Club held a rousing meeting this week, among the speakers being Harry Tipper, of New York, and C. E. Hudson, of Dallas.

W. V. Crawford, of Waco, president of the Texas Ad Clubs, presided over a meeting of the "On to Chicago" Committee, the committeemen present being: W. V. Crawford, Waco; Augustus W. Thomasson, Dallas; W. H. Hoffman, Waco; A. L. Shuman, Fort Worth; A. L. Blanchard, Hillsboro; Lowry Martin, Corsicana; J. H. Payne, Dallas. Communications and telegrams were read from M. P. Carlock, of the El Paso Ad Club, indicating their interest in the plans and arrangements for the trip to Chicago.

The meeting selected as "the official route" to Chicago for the Texas delegation the Texas & Pacific and Iron Mountain Route from Fort Worth to St. Louis and the Chicago & Alton Railway from St. Louis to Chicago. The solid Texas train will start from Fort Worth, and it is planned that this train will make several stops while en route to Chicago, possibly at Hot Springs, Little Rock and St. Louis.

Governor Ferguson, who was in Dallas while the meeting was in progress, was personally invited to head the Texas delegation to Chicago. Governor Ferguson, promised, if possible, to accept the invitation.

After agreeing upon a suitable badge and uniform to be worn by the Texas delegation, J. W. Carlin, of Waco, was appointed as chairman to arrange for the Advertising Exhibit of Texas at Chicago. A. L. Shuman, of Fort Worth, who will visit Chicago during the coming month, was delegated to arrange for hotel accommodations for the Texas delegation. Secretary Payne was instructed to advise all Texas Ad Clubs as to the action taken by the "On-to-Chicago" Committee at this meeting. The slogan throughout Texas from now on is "On-to-Chicago!"

New Telegraphing Record.

Walter W. Soergel, night traffic chief of the Associated Press in Chicago, set a world's new telegraphing record the other night when he was sending on the Chicago-San Francisco circuit. The circuit has approximately 2,500 miles of wire, with nine cities copying the report. He sent between 6 o'clock in the evening and 5 o'clock the next morning without a break, and maintained an average speed of 2,628 words an hour.

ON THE RIGHT SIDE OF THE LEDGER

One Year Old and on a Paying Basis

WHAT DO YOU THINK OF THAT?

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

Central News of America
26 Beaver Street, New York

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

ADVERTISING TOPICS.

Every time the auto bandits break loose in Chicago some advertiser finds something in the news of their exploits to turn into newsy advertisements. Capper & Capper recently reproduced a clipping of a newspaper story, regarding the attempt of auto bandits to break their show windows early one morning, under the heading, "They Couldn't Wait Until Morning." Then this explanation was offered: "Capper's Spring Styles have always brought forth early buyers who insist upon having the new fashions first, and for that reason we shall not prosecute these discriminating bandits."

The newspaper advertisements for Atlas Farm Powder made by the Atlas Powder Company, Wilmington, Del., contain a coupon which will secure for the sender a free book entitled "Better Farming." This book shows how to improve soil, raise bigger crops, and blast stumps and boulders.

Franklin Baker Co., Philadelphia, manufacturers of Baker's Cocoaanut, is now advertising to give a regular 15 cent dress pattern for 5 cents and a coupon from Baker's Cocoaanut package.

The Philadelphia newspapers are carrying advertising on Day & Frick's Novelty Borax Soap. The copy starts out with this unusual argument in soap advertising: "Why We Ask You to Pay 7½ cents for Novelty Borax Soap Instead of 5 cents." These are the reasons given:

First—Novelty Borax weighs a full pound (16 ounces), the 5 cent soap weighs 10 to 11 ounces.

Second—Novelty Borax is a pure-white-Borax-Soap; sweet smelling and a hard, solid cake. The 5 cent laundry soaps are a common brown rosin compound, soft and spongy when fresh, waste away quickly and ill smelling.

Third—In Novelty Borax you get more actual soap value in one pound than in two cakes of any 5 cent soaps. In short, 10 cents against 7½ cents, a clean saving of 2½ cents on each purchase.

The advertising copy on Wagner Cast Aluminum Ware, made by the Wagner Manufacturing Company, Sidney, Ohio, features this introductory offer: Send 20 cents in stamps with attached coupon properly filled out, giving your dealer's name, and we will send you a large Wagner Cup by parcel post prepaid. This remark stands out clearly: "The name 'Wagner' on every piece corresponds to the Sterling mark on your dinner service."

Mansfield's Pasteurized Ice Cream made in Milwaukee is being advertised by means of pictorial newspaper advertisements. The illustrations are largely familiar home scenes. One shows a nursery scene where dolls and books are tossed aside when the mother serves ice cream. The copy brings out the fact that Ice Cream is good for children. One paragraph reads: "As a dessert, it knows no rival. As a tonic, it brushes all weariness away. As a food, it furnishes added energy."

The Chicago Examiner is offering \$150 in prizes to the baseball fans who will tell where the three Chicago baseball teams, the Cubs, White Sox and Whales, will finish in 1915. Each contestant is limited to one guess on each team. If more than one reader gets the three right the prize will be divided. For a consolation prize the Examiner offers \$50 to the reader who first sends in the names of the three teams that win the pennants and \$50 to the reader whose true prophecy of the tail-enders reaches the Examiner office first.

The Licking Creamery Company, Newark, Ohio, advertised in local newspapers that it will make a regular monthly award of two \$1 sheets of milk tickets upon each of its retail milk wagon routes to private consumers of milk and cream. The following conditions were given:

"These awards will be made on the 15th day of each month.

"A duplicate receipt stub from every sheet of tickets sold during the preceding month will be placed in a box from which the stubs to receive awards will be drawn by a disinterested party, each route will be handled separately.

"There is but one condition qualifying these awards.

"All competitors must have their accounts with the Licking Creamery Company paid in full for the month preceding the one in which any given drawing occurs.

"In other words should a duplicate of one of your ticket receipt stubs be drawn March 15 it would not receive an award unless your account was paid in full for the month of February."

The Cleveland Plain Dealer has started a Weekly Market and Food Page feature. Ten dollars in prizes are offered each week in a "Menu Contest." The readers are asked to study the advertisements appearing on the page and then to write a well balanced menu for the three meals of one day, using in the menu some of the articles advertised on the food page. This menu must be mailed to reach the paper not later than Wednesday, as the Food and Market Page appears Friday. The first prize is \$5, second \$3, third \$2. The prize winners' names are published each week on this page.

William H. Luden, Reading, Pa., manufacturer of Luden Menthol Candy Cough Drops and Mint Chewing Gum, is conducting a newspaper campaign on Luden's Penny Candies. The copy calls attention to Luden's Chocolate Lady Fingers, Chocolate Eggs and Sweet Chocolate Rabbits for one cent each. The slogan, "Luden's Penny Candies—Made With Dollar Care," appears in each ad.

The Marietta Stanley Co., Grand Rapids, Mich., are using large space in newspapers in various cities to increase the sale on "Sempre Giovine," a complexion cake preparation. The feature of the campaign is the series of testimonials from well known movie actresses, such as Kathlyn Williams, Mary Fuller, Marguerite Snow and others.

Waxit, a cream-like body polish for automobiles, manufactured by the Waxit Manufacturing Company, Minneapolis, is now being advertised in a list of large city newspapers.

The Baltimore Umbrella Manufacturing Company, has started a newspaper campaign on "Protector" guaranteed umbrellas. The copy says: "Look for the Guarantee Tag. The name 'Protector' on the tag means a whole year's wear or a new umbrella free." This advertised trade-marked umbrella is sold through retail stores.

Defines Word "Advertising."

Clyde S. Thompson, who is president of the Thompson-Carroll Co., Cleveland, Ohio, is credited with this terse definition of advertising: "Advertising is telling people what you have that they want in such a way that they come to you for it." Thompson goes farther and explains that advertising often gives people what they need, but did not realize it until it was advertised. He says that aside from "paying" that advertising facilitates business and promotes the health and happiness of people. He points to the automobile as one of the best "examples" of what advertising can do.

New Zealand's Big Papers.

Australia and New Zealand, remote as they are from the rest of the world, publish newspapers of 20 to 40 pages, in general following the English style of display. Their articles are long and heavy, the heads containing little that indicates what the article is about. In those far away possessions, the newspaper reporters are graded and are paid according to a minimum wage scale, fixed by law.

BASE BALL POSTERS

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

Want Samples?

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

Educate Readers to Read Classified Advertising

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

ATTENTION

Publishers and Business Managers

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

Address

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

Sport Service

Everything for Your Sport Page
News Pictures
Letters Box Scores

DEMAREE CARTOONS

Write or Wire for Samples and prices

International News Service
238 William St., New York City

USE

UNITED PRESS

FOR

Afternoon Papers

General Offices, World Bldg., New York

PROFITABLE NEWSPAPER ADVERTISING.

HOW THE NEW YORK DAILY PAPERS GAVE THE BUSH TERMINAL ITS BIG BOOST.
President Irving T. Bush Tells The Editor and Publisher In An Interesting Way How the Original "Modest Campaign" Brought Enormous Commercial Success to a \$25,000 Enterprise.

By ARTHUR ELLIOT SPROULE.



IRVING T. BUSH,
President Bush Terminal Company,
New York.

Now, just because his name is Bush, don't expect me to start this article with any commonplace parody on "good wine needs no bush," by declaring, for instance, that "good old Brooklyn needs no Bush." I decline to do it. In the first place, I don't believe in puns, and in the second place, Brooklyn did need this particular Bush—and was lucky, at that. So—

The first question I asked Mr. Irving T. Bush, president of the Bush Terminal Company, when I called upon him at his New York office the other day, was to tell me how it happened that he got the idea, in the first place, to boost to success so prosaic an enterprise as his through newspaper advertising almost wholly—even if the plant did represent an outlay of \$25,000,000.

Tipping back easily in his office chair, and with a twinkle of the eyes, the reply came (and a hit to my surprise, I confess) in verse—thus:

"He who finds he has something to sell,
And goes and whispers it down a well,
Is not so apt to collar the dollars,
As he who climbs a tree and hollers."
"Excellent, so far," said I. "And so—?"

A POPULAR MISCONCEPTION.

"Well, and so it was this way with me. I had the foregoing lines in the back of my head somewhere, but they didn't get to the front all at once. Until five years ago, I thought as many others before me have thought about the particular business in which they were engaged—namely, that advertising was probably good for the business of the other fellow, but a waste of money for mine. It seemed to me that the Bush Terminal offered a service which only personal explanation could cause others to understand. We were not selling a commodity, but were offering the facilities of a complicated organization and of a plant created for the purpose of cutting out unnecessary expense to manufacturers. It might all be very well to repeat over and over again a trademark name like 'Castoria' until the baby cried for it, but it seemed difficult in newspaper advertising to bring home to a busy manufacturer, occupied with the cares of his own business, the thought that he could carry on his enterprise more efficiently and economically if he pulled it up by the roots and relocated it at a terminal center—

where, through the co-operative grouping of many other industries, facilities had been created which no one industry could afford to maintain for itself. I finally began to wonder whether the philosophy contained in the jingly lines that I just quoted to you might not be, literally, 'more truth than poetry.'"

HE SET UP A "HOLLER."

And Mr. Bush paused long enough for a broad smile at the recollection.

"I decided to climb a tree, and give at least one 'holler,' and see what happened. So we prepared a modest advertising campaign for the New York daily papers. We told our story as crisply as possible, kissed some of our good money good-bye, and waited for the results. Perhaps we happened to pick the psychological moment for our first campaign. At all events, the very next day after our first advertisement appeared I found waiting at the office a representative of the United Cigar Stores Company. This big organization had been apparently on the hunt for exactly what we had to offer, but had never heard of our facilities. We signed a lease with the 'United' almost at once, and the company has been our tenant ever since. It had formerly maintained an assembling plant in Manhattan for the merchandise for its thousands of retail stores all over the country. Its shipments had come in by rail, and it had paid the cost of carting merchandise to its warerooms, where the practice had been to assort it, repack it and again cart it to the railroads those shipments destined for points outside of New York. After that, every day's mail brought in some inquiries from prospective tenants, and we now have permanently located with us in our industrial buildings over 200 manufacturing concerns, and have several thousand customers who use our facilities in other ways.

"Some of these would probably have come to us in any event, for we had created facilities that were unique, and that appeal to the manufacturer as soon as he understands them, because they relieve him of trouble, and, at the same time, save him money. However, it would have been a long pull to accomplish the result that we desired if we had not taken the bull by the horns, and told our story through public advertisements."

"Give me, Mr. Bush, if you please, a single sentence that I can use to convey to the 'average man' some idea of the size of the job that was ahead of you when you engaged in your advertising campaign."

"A single sentence, eh? Well, here goes it a try for it, anyhow: Area, 200 acres; warehouses, 123; railroad tracks, 25 miles; piers, largest in New York; our own locomotives, carts, floats, lighters and tow boats. There! Will you let that go as 'a single sentence?'"

I said I would, and Mr. Bush went on—this time with no light touch, but gravely and carefully, as stating economic facts of importance:

BREAKING IN ON CUSTOM.

"One of the most difficult things to overcome is established custom; and the trouble with introducing efficiency, or scientific management, or whatever name may be given to the principle of doing better work for less money, is that the average manufacturer does not know that the real reason that he is not making a fair profit is that he is eaten up by a lot of small expenses that he overlooks in the hurry and worry of his business. He pays his cartage and insurance bills with a groan, when they are presented, but does not stop to think that it may be possible, through a better location of his plant, to cut out, or largely reduce, these items of expense.

"Our insane asylums are half filled with men who have tried to be their own traffic managers."

* * *

"A large part of the other half of our lunatic asylums must be occupied by men who have tried to write their own advertisements."

* * *

"Some of our customers would probably have come to us in any event. However, it would have been a long pull if we had not taken the bull by the horns and told our story through public advertisements."

* * *

"One of the most difficult things to overcome is established custom."

* * *

"The average manufacturer does not know the real reason that he is not making a fair profit."

* * *

"The good advertisement makes a continuing customer for the publication in which it is printed. The poorly written advertisement does not do anybody any permanent good."

IRVING T. BUSH.

nor does he realize the many other labor economies which can be made, if he will wake up and understand that it is possible to make these important savings."

"And now as to advertising, Mr. Bush," said I.

"The first requisite to a successful advertising campaign is really to have something to sell. Money has been wasted in large amounts in advertising articles that the people do not want, and also in telling in the wrong way about things the people do want. I have often said that our insane asylums are half filled with men who have tried to be their own traffic managers. The Bush Terminal is doing the best it can through its traffic organization, acting for its many tenants, to reduce this part of a great public burden; but I think that a large part of the other half of our lunatic asylums must be occupied by men who have tried to write their own advertisements. Writing successful advertisements is just as much of a special job as producing the articles themselves. There is occasionally a manufacturer who can do the 'stunt' for himself, but, as a rule, he wastes his money, and does not get the desired results.

HOW GOOD ADS HELP.

"The newspapers and magazines would a good deal rather print a good advertisement that will accomplish what the advertiser is after than a poor one that will fail of results. The good advertisement that succeeds in its mission makes a continuing customer for the publication in which it is printed. The poorly written advertisement does not do anybody any permanent good. The first thing, therefore, is to be sure that you have something to sell—something that the people want, and that there is a reasonable prospect of their buying, if they are told about it. The next step is to find somebody who is capable of telling them about it in a crisp, concise and convincing manner. The third thing is to take expert advice as to which advertising medium is read by the particular class of customers you wish to reach. If you are careful about these three things, you need not be afraid to spend good money in advertising, for it will produce good results."

Mr. Bush sat back in his chair and stopped talking. He evidently thought it a good place to stop. I thought so, too. Do you?

For Foreign Language Publications throughout United States and Canada consult

MODELL
ADVERTISING AGENCY

150 Nassau Street
New York City

Telephone Beekman 1142

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.

BURRELLE

60-62 Warren Street, New York City

Established a Quarter of a Century

Most Far Reaching Newspaper Reading Concern in Existence

ATLAS PRESS
CLIPPING BUREAU

CHARLES HEMSTREET, Manager

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

Our Motto—RESULTS COUNT

218 East 42nd Street New York

Canadian Press Clippings

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

The Dominion Press
Clipping Agency

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

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

74-76 CHURCH ST., TORONTO, CAN.

Price of service, regular press clipping rates—special rates and discounts to Trade and Newspapers.

TAKE IT TO
POWERS
OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH
ON TIME ALL THE TIME
POWERS PHOTO ENGRAVING CO.
64 Nassau St. N.Y. Tel. 4900-4 Beekman

THE
PROVIDENCE
JOURNAL

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

Let Us Figure It Out for You.

Walter Scott & Co.
Plainfield, N. J.

WHAT DOES A LINE OF TYPE COST?

President Edgar E. Bartlett, of the Rockford (Ill.) Register-Gazette, Presents Some Phases of the Problem Which Puzzles Publishers Throughout the Country.

[Publishers are striving more earnestly today than at any time in the history of publishing to get an "exact line on costs." This has been made necessary by unusual expenses foisted upon the newspapers by the great world conflict and the declining advertising earnings incident thereto. In an effort to "start something" with the idea of formulating certain underlying fundamentals The Editor & Publisher asked Edgar E. Bartlett, proprietor of that successful newspaper, the Rockford (Ill.) Register Gazette, to tell its readers about the cost of a line of type. "What does a line of type cost?" was the question propounded. This knowledge is vital to the profitable conduct of any property. Upon the correct solution of it rest basic rates and innumerable other questions. Mr. Bartlett has favored us with an intelligent analysis. You'll enjoy reading it. Please write to us if you have any comment to offer, so that your criticisms and suggestions may be placed before the trade through our columns for the edification and enlightenment of all. For it is only through such frank, neighborly interchange of ideas that real progress may be made toward standardization.—Ed.]

BY EDGAR E. BARTLETT.

In asking the apparently simple question, 'What does a line of type cost?' you are propounding a problem that the majority of publishers of the United States cannot answer intelligently, and perhaps there are some valid reasons why they cannot answer it. Circulation and local rate conditions, competition, etc., have such a strong bearing upon the question that it seems extremely difficult to erect a standard by which to gauge the different publications with equal fairness.

MUST STUDY PAST RECORDS.

I wish I might treat this topic more scientifically and, therefore, more authoritatively, but I confess to a deplorable ignorance and uncertainty concerning it, that really inclined me to maintain a modest silence instead of appearing in the role of an expert at figures.

It is a comparatively easy matter to figure this out on the basis of the business done by any individual paper during last month or last year, but it can not be figured out in advance, simply because conditions may change, as they suddenly did last fall, when the depression, due to the European war, hit this country.

The result of the consequent depression in business had the effect of depleting newspaper revenues, while in many instances, it also increased their cost for telegraphic tolls and their largely increased editions, resulting in increased cost in the production of their advertising space.

OPERATING EXPENSES FIXED.

Few newspapers can materially cut down their operating expenses, during dull periods, commensurate with the decrease of advertising carried, because their organization must be maintained, which fact lays an unjustifiable charge to the cost of the advertising space sold during such times. One reason for this is that the bulk of the news must be handled anyway and the proportionate percentage of news is relatively larger when the number of pages is smaller. In other words, the news must be handled whether the paper carries 500 or 1,500 inches of display. During any quiet period the proportion of news to advertising is therefore naturally greater when the number of pages is reduced.

Another thing that affects the cost of producing advertising space is the percentage of the circulation receipts to the total cost of production. If the circulation receipts are high, as is the case with the Register-Gazette, the cost of producing space is lowered proportionately.

Some publishers are inclined to consider that their papers are merely advertising mediums that are produced solely for the purpose of carrying advertising, that the news is merely incidental, and that the total cost of production should be charged independently of subscription receipts, to the aggregate of advertising carried. Of course, on this basis, the cost of production is increased very materially. Under this plan, circulation receipts are merely considered a by-product. I am not inclined to feel



EDGAR E. BARTLETT.

that this is a reasonable basis on which to estimate the cost of space, however.

ONE HYPOTHETICAL BASIS.

Suppose we take the following figures as a hypothetical basis to illustrate the more sane method of arriving at the cost of an inch of display space:

Total cost of year's production.....\$90,000.00
Less circulation receipts..... 40,000.00

Balance\$50,000.00

Suppose you actually run, during the year, 4,000 pages. Only 40 per cent. of your 4,000 pages will be available for advertising purposes—and 40 per cent. is really a little too small; it should be 45 per cent., with 55 per cent. devoted to news—on the basis of 40 per cent you will have 1,600 pages, which, on our own basis of 140 inches to the page, would give you 224,000 inches of advertising, which would cost \$50,000 to produce, or an average of 22.32 cents per inch.

Now, while you mak have 224,000 inches of space to dispose of, you may not be able to sell all of it; and that, of course, increases your cost again, because, if your paper is not filled on the above proportion of 40 per cent. for advertising, it is not on a paying basis and your advertising is costing you more than it should to produce.

Each edition of a newspaper is like a hotel or restaurant that has prepared a banquet for, say, 500 people, and if only 400 come, the proportionate cost of serving those actually present is really increased 25 per cent. and so it is with the cost of newspaper production.

AN ACTUAL SCHEDULE.

The Register-Gazette strives to adhere, as closely as possible, to the following schedule, in deciding the number of pages for the day's run, and we have found that its adoption has not only resulted in a saving in the composing and stereotype rooms, but also a considerable sum for paper and postage:

Pages.	Total columns.	Adv. columns.	News columns.	Per cent. of adv'g.
10	70	32	38	45
12	84	38	46	45
14	98	45	53	45
16 (Min.)	112	56	56	50
16 (Max.)	112	67	45	60
20	140	75 to 84	65 to 56	60
24	168	101	67	60
28	196	118	78	60
32	224	131	90	60

On the above basis you realize that the entire cost of producing the paper, both news and advertising, is charged to advertising expense. It really seems to me that the two departments should be separated and each be made to carry its own proportionate share of the cost. On the latter basis, the problem would work out this way—always provided that the 40 per cent. of advertising was really disposed of:

Total cost of production.....\$90,000.00
60% chargeable to news..... 54,000.00
40% chargeable to advertising.....\$36,000.00

Cost of producing the news.....\$54,000.00
Receipts for circulation 40,000.00

Loss of circulation\$14,000.00

Year's advertising receipts.....\$60,000.00
224,000 inches (40%), cost 1607c... 36,000.00

Profit on advertising.....\$24,000.00
Less loss on circulation..... 14,000.00

Net profit for year\$10,000.00
Cost of producing one inch of display 1607c.

Here are two ways of figuring out this tantalizing problem. You can take your choice. I'm not egotistical enough to assume any dictatorship as to which is correct. No one will more heartily welcome criticism and suggestions than I. I think either method might serve as a standard, if some recognized authority would say peremptorily which was the nearer correct and so influence the publishers of the country to adopt some sort of a uniform standard.

"I shall be personally obligated to anyone who will have the temerity to insist that he has a method that is absolutely infallible.

Milwaukee Free Press Sold.

The Milwaukee (Wis.) Free Press, owned by Isaac Stephenson, former United States Senator, has been sold to a new company, of which Theodore Kronshage, an attorney, is the head, for \$40,000.

Experience shows the advertising medium to be far more effective and more profitable than the traveling salesman.

WAR AGAINST FAKE SHOPS.

Broadway Association Hopes to Put Them Out of Business.

A committee of the Broadway Association at a luncheon held Monday at the Hotel Martinique, New York, discussed the desirability of eradicating "fake shops" along that thoroughfare and decided to take steps to drive them out of business.

Among those who spoke at the luncheon were Chester Alexander, of Rogers Pect Company; F. B. Wallace, of Brill Brothers; John David and Sylvester Byrnes, of R. H. Macy & Co., and David Robinson, secretary of the association. It was said by the speakers that between 23d and 50th streets there were more than twenty small shops conducting business with misrepresentations, which tend to affect the reputation of Broadway.

It is said that while there is a law against misleading advertisements and false signs in windows, it is so worded as to make conviction difficult. Therefore, the committee is advising a campaign of education, believing that not only will the public profit by this, but that the little shopkeepers whose methods are criticised will find that business on a higher plane will bring them a larger volume of trade.

The Johnstown (Pa.) Tribune thinks that newspapers for their own interests and integrity should take the initiative in urging such legislation and remove them from the realm of political patronage with its consequent graft and scandal.

A Religious Interest

MEMBERS of the Associated Advertising Clubs of the World are fervidly interested in the great movement which that organization represents. It is an interest born of the heart; an interest *religious* in its earnestness.

ASSOCIATED ADVERTISING is the mouth-piece of the Clubs—it is *their* magazine—one of the means of making the movement an all-the-year-around affair—a place where the Clubs gain information about the other Clubs and the members thereof.

No man interested in better things in advertising fails to read ASSOCIATED ADVERTISING.

ASSOCIATED ADVERTISING

Published by the ASSOCIATED ADVERTISING CLUBS OF THE WORLD At Indianapolis, Ind.

P. S. Florea, Business Manager Indianapolis

F. E. Morrison Advertising Manager 1133 Broadway, New York

E.P.
P. S. Florea, Indianapolis. Please let me see a sample copy of ASSOCIATED ADVERTISING.

Name.....
Street.....
City.....State.....

FOR SALE
Casting Box Bargains
 One Goss and two Hoe Casting Boxes, good condition, 1/2" thickness of plate, maximum page size 18" x 22". Will sell at sacrifice.
Also Plate Finishing Machine
 One McConnell finishing and cooling machine; patents now owned by Hoe people; good condition; maximum size plate 18" x 22". Apply to THE PRESS, Pittsburg, Pa.

There is no Duplication or Substitution in
Pittsburg Leader
Circulation
 Ask us about the Pittsburgh Territory and in what way the Leader is the important paper.
VERREE & CONKLIN
 Foreign Representatives
 Steger Building, Chicago
 Brunswick Bldg., New York

In Pittsburgh
The Post
 First in Quality of Circulation for 70 Years
 is growing so rapidly in quantity that we predict it will be first in both quality and quantity within a short time. The combination of energy, experience, money and force now pushing the circulation is producing wonderful results.
CONE, LORENZEN & WOODMAN
 Special Representatives
 New York Detroit Kansas City Chicago

Get the Best Always
The
Pittsburg Dispatch
 Greater Pittsburg's Greatest Newspaper
WALLACE G. BROOKE
 Brunswick Building, New York
HORACE M. FORD
 People's Gas Building, Chicago
H. C. ROOK
 Real Estate Trust Building, Philadelphia

Pure Food Atmosphere
 Promotes Sales
TRENTON TIMES
 Two Food Feature Pages
EVERY THURSDAY
 Whets the Appetite of Our
100,000 READERS
 2c. The Only Evening Paper
KELLY-SMITH COMPANY
 220 5th Ave., N. Y. Lytton Bldg., Chicago

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

A' TOP O' THE WORLD
 Being observations, pertinent and impertinent, principally about newspaper advertising and advertisers.

JOHN WANAMAKER'S ADVERTISING is probably the best-known and most copied retail advertising in the country, and yet it sticks out with an individuality and distinctiveness that seemingly cannot be duplicated, no matter how hard others try to do it.
 There is a large store in New York that is said to be contemplating a change in its advertising, and the big idea is to get it like Wanamaker's. It won't do it, though. There are lots of them who have tried it, but the imitations were like all imitations—merey imitations.
 There are a number of reasons responsible for this condition, but only one BIG reason, and that big reason is **JOHN WANAMAKER**.

During the past twenty-five or thirty years John Wanamaker has had some pretty capable advertising managers. He has some pretty capable advertising managers now, but he has never had a man who was as capable as John Wanamaker. That is one of the reasons. John Wanamaker is a mighty good advertising man himself. Then there is another reason. He is so capable, so discerning, so alert and such a keen student of psychology that he LETS his advertising managers BE advertising managers, and does NOT make office boys out of them for the convenience of the other employees.

Some of the best advertising men in the country MADE their reputations at Wanamaker's and have never equalled those reputations elsewhere. That is because they were given a CHANCE at Wanamaker's.

Three old Wanamaker advertising managers have followed each other in one store in New York, and NONE of them have done anything brilliant. And yet, when they were at Wanamaker's they did brilliant work—so good, in fact, that they were offered greater salaries to move, and Wanamaker pays good salaries, too.

The trip across town did not spoil these men. They were just as good men in their other places, and they worked for employers who were not as capable of advising them as Mr. Wanamaker was, and is, but they did not make good. THEIR HANDS WERE TIED. They were not given a CHANCE.

As a general rule the "advertising manager" of a store must play politics, toadying first to the boss, then to the buyers and then to any and every one else with whom he comes in contact; and that takes the pep and individuality out of a man, and no advertising man is worth much if his work is mechanical.

Another thing about the Wanamaker advertising: It is big enough to dominate. The advertising man is NOT compelled to PINCH SPACE. If a story is worth running at all it is worth running RIGHT.

There may be buyers in Wanamaker's who would LIKE to tell the advertising man just how to do it; there may be, for there generally are in ALL stores; but at Wanamaker's they can take it out in LIKING, and they have all they can do in keeping UP with the advertising department, rather than DIRECTING it.

BUT THE COLUMBUS MONUMENT I AM TO HAVE, if I ever have any, will be for discovering that the only newspaper advertising (unless you own the paper and it costs nothing to fill up space) is the daily newspaper of known circulation. All others are vanity and vexation of spirit. To have learned this fact has greatly helped my enterprises, though often there has been serious discomfort in saying so publicly, and in breaking away from posters, leaflets and weeklies.

So said John Wanamaker, in addressing a "bread line" at a banquet table on October 28, 1911, the occasion being the golden anniversary of his business career in Philadelphia.

Of course there are other ways of advertising beside the daily press, just as there are other ways of getting from one place to another beside riding on a train. You can walk, if you don't mind the time it takes, or you can ride in an automobile, if you don't mind the expense.

But in business the two great things to be considered are time and expense, just as in railway travel.

THE ATTORNEY FOR THE FIFTH AVENUE ASSOCIATION has broken into print with a defense of the activity, or inactivity, of that association in dealing with questionable trading methods that are active along that thoroughfare. He asserts that the association is using "moral suasion" with the fakers.

This explanation was called forth by the Samuel Hopkins Adams articles in the Tribune, in which Mr. Adams has eliminated the "moral suasion" part of the question and has handled matters with plain, blunt frankness.

Anent this "moral suasion" stuff, the Advertising Vigilance Association of Boston, Mass., managed to "morally suasion" one crooked merchant into paying a fine of \$200 in the Municipal Court on March 12th, which, after all, is the brand of "moral suasion" that will prove effective.

JUDGE AUGUSTUS N. HAND, OF THE UNITED STATES DISTRICT COURT for the Southern District of New York, in rendering a decision in the suit of the Victor Talking Machine Co. vs. R. H. Macy, handed the price maintenance people an awful jolt between the chin and the chest on March 23d.

The judge opines that when anyone buys and pays for anything that thing is "his'n" and he can do as he confounded pleases with it, selling it for any old price he wants to, without let or hindrance from prior owner.

Following the Judge's decision, Macy's advertised new and reduced prices on Victor machines.

This is a judicial decision that the term "regular price" or "regular value" is merely a play upon words—nothing more—and that goods of any kind are "worth" nothing more or less than the price you may buy them at.

THE POWER OF THE PRESS, as a business factor, was more or less emphatically illustrated when the New York bakers attempted to raise the price of bread from 5 cents to 6 cents a loaf.

Newspapers, without exception, seemed to think the raise unjustified, and they made no secret of their convictions. The result was, of course, that bread went back to 5 cents. It takes something bigger than the bread question to be more powerful than the newspapers.

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. New York Lytton Bldg. Chicago

The New York Times
 Daily and Sunday
300,000

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

"A world of facts lies outside and beyond the world of words."
 Proving its circulation to be the largest of the better kind in the New York Evening field, THE GLOBE sells it strictly as a commodity and has forced many of its competitors to do the same.
 That is why THE GLOBE costs less per line per thousand
 Average net paid circulation for year ended February 28, 1915.....181,058
 Net paid circulation for February, 1915170,779
The Globe
 AND GLOBE'S ADVERTISER.

"One paper in the home is worth a thousand on the highway"
THE EVENING MAIL
 goes into the home. Its readers have confidence in it and in the advertising it prints, which is one reason why advertising in its columns brings ready results.
THE EVENING MAIL
 283 Broadway, New York

THE NEW ORLEANS ITEM
 Accepts advertising on the absolute guarantee of the largest net paid circulation of any New Orleans newspaper or no pay.
THE JOHN BUDD COMPANY
 Advertising Representatives
 New York Chicago St. Louis

CENSOR CAUSES WOE.

New York Sun Writer in Paris Says That for Some Unknown Reason Mortality of "Copy" Surpasses That of the Trenches.

Leonora Raines, the Paris correspondent of the New York Sun, writes as follows of the existing censorship of news in the French capital:

"There is one man in Paris this winter who is very unpopular with a set of men who in turn hold the same place in some people's affections occasionally. I refer to the news censor and the newspaper correspondent. The former holds forth at the Invalides building and the others are scattered in all corners of the city. The censor has the correspondent under his thumb and often the pressure is galling and hurting to the tender feelings of the aspiring 'litterateur,' but the dignitary only smiles at complaints.

"He gives no explanation for his thrusts in the way of cutting cables in half or in prohibiting altogether the use of certain so-called news. After one has spent hours finishing off and trimming certain passages and phrases it is rude and heart rending to have the copy returned with a dagger formed by a colored pencil having pierced through; but the only mode is to grin and bear.

"Letters put in the post happily escape the eagle eye and the crayon, but it is the dispatches of importance that cannot pass the manipulator of the telegraph machine without the dub of the Government stamper. The nearer one attempts to recount movements in the trenches the more closely are lines scrutinized. If there's any objection to a phrase it doesn't pass muster. One must pelt flowers at the work of the armies concerned and near whose ranks the writer happens to be before the stamp will be annexed. In such cases it is indeed a brave man that writes an uncomplimentary sentence. Foreign correspondents are chafing at restrictions. Excepting names of places, officers and dates the censor in the trenches and at army headquarters is less difficult than the Paris man.

ENGLISH PAPERS SUFFER.

The two English written newspapers here have a rough road to travel. They get their sheets set up in type, send them to the Invalides, and in an hour they are returned with marks here and there. It is then too late to insert changes which must also be recommended by the censor. So the paper appears in the morning with vacant spots where they ought not to be. At first the reader put down the patches to mistakes of the printer, but he soon learned who was at work. Items are cut from one sheet and allowed to go in others for reasons best known by the censor. In explanation for not inserting a certain piece of information in one of the English printed papers the censor said recently: 'This piece of news would not be well received by your readers, for they would not understand. The working classes know of the existence of the facts (or customs) and there'd be no outcry. Each sheet has its own clientele, just as a house of industry has its customers, and different material must be prepared for both.'

"I only know of one Paris paper refusing to accept the ruling of the Invalides powers and print the news as it was before cut by the blue pencil. The sheet was La Libre Parole, well known and named. The matter was considered of great importance to the public, and the editor considered that he was within his rights in relating it, particularly when he had facts behind him. When the Parole appeared it was seized by the censor, who silenced the paper for a fortnight. The editor threatened proceedings, and the Invalides weakened to the extent that it shortened the punishment of the paper to one week. Since then all printers are held responsible if they put to press any sheet that is not stamped by the censor.

SEVEN MONTHS OF CENSORSHIP.

"Soon after the beginning of the war

the censor mounted his throne. It began almost with the publication of the arrival of General French on French soil. Tales went round that Kitchener did not want the fact to be universally known, and also that the freedom of the Paris press was commented on in Great Britain, and then began the advent of the censor and trouble for the writer. The only thing that one may absolutely rely upon nowadays is the printing of official communications. Nothing else in the way of dispatches is allowed a free hand, and criticising the Government is a thing of the past. The censor, while keeping his attention riveted on army news and suggestions referring to the great questions of the moment, is likely to let all sorts of anecdotes pass that encourage the people into feeling the Allies will win and in keeping up the spirits of the army."

VARIAN VICTIM OF TROLLEY.

Widely Known Newspaper Man Terribly Injured by Brooklyn Car.

Henry Varian, a member of the business staff of the New York World, and formerly a member of the editorial staff of the Morning and Sunday World, was run down by a trolley car in Brooklyn last Sunday morning, suffering severe injuries. Late reports indicate that there is a slight chance for his recovery.

Mr. Varian's skull, cheek bone, shoulder blade, elbow and five ribs were fractured and one of his ribs punctured the right lung. He was taken to Pros-



HENRY VARIAN.

pect Heights Hospital in Brooklyn, where a temporary operation was performed Monday afternoon by Dr. Hubley, in the hope of relieving the pressure of the broken skull and cheek bone on the brain. The temporary operation only was made for the reason that Mr. Varian's condition was such that he could not have survived an anaesthetic. While the operation relieved the pressure on the brain, it was found that because of the lung puncture there were pneumonia symptoms.

Just how Mr. Varian met with the accident may never be known. He was walking toward his home in Flatbush shortly after midnight, when apparently he misjudged the speed of a car as he started to cross the tracks. The car was almost upon him when the motorman saw him. He was struck with such force the car carried him twenty feet.

Mr. Varian is forty-seven years old and has a wife and two-year-old daughter. He is widely known as a newspaper man and is prominent in the California Society and other organizations. He was on the staff of the New York Globe and New York Evening Mail before he joined the World staff.

LIVE TOPICS DISCUSSED BY READERS

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

Maybe Mr. Miller Idealizes.

Indianapolis, March 22.

Editor & Publisher:

Appropos the testimony of Charles R. Miller, of the New York Times, at Washington, in which he said the Times' news columns are open to both sides of questions regardless of the editorial page views of that newspaper—

"True, no doubt. But there is one element in all such cases that can not be overlooked—which makes such a policy more or less impossible of perfect accomplishment, even when the general management does hope for the carrying out of the plan absolutely, and that is the desire of the newswriters, city editors and others, to please the management, and their natural prejudice, arising through a very proper loyalty to the paper. Then there is also the feeling on the part of the newswriter that a story in keeping with the editorial page will be very likely to be "played."

I write after sixteen years' experience as a newswriter on a number of city papers and I would not be surprised if Mr. Miller might not find that the newswriters on the Times are quite human, and quite like newswriters on all other newspapers.

If a newswriter is not loyal, he's a dead one. If he is loyal, he will do all he can to increase the prestige of his paper.

And when a reporter runs across a story that he believes is good enough to get the earnest attention of the men who run the editorial page—a story that will be the subject for an editorial—he will pursue it until he has cleaned it up to a frazzle. Surely no one would contend that he would work as hard to land the minute details of a story that was directly opposed to the editorial policies of the paper in whose fortunes he is vitally interested!

When the day comes for some newspaper to make a rule that any newswriter who reads the editorial page of his paper shall be fired instantly, probably such an ideal state as Mr. Miller believes exists on the Times might really come to pass.

I do not say—nor do I believe—that Mr. Miller was in any degree insincere. I believe he was honest in all he said. But I believe he does not take into account, sufficiently, the human nature of the staff that helps get out the Times.

Any newspaper which has a strong desire that there shall be no connection between news and editorials—so far as making the former seem to bear out the policy of the latter—could go a long way toward accomplishing this if the management would frequently confer with the newswriters and others in the news departments, and urge such a policy upon them.

The writers, in the absence of better information, merely do what they believe is best for the paper. And on too many papers, the newswriters are not even known personally, to the general management. I have worked on papers where not more than two or three of a staff of fifteen ever so much as heard the voice of the man who directed the general policy of the paper. How in the world, under such circumstances, could an ideal situation exist? There is too little contact between the big chiefs and the men in the trenches.

CARL HUNT.

As to Commission on a Renewal.

May I ask you to kindly inform me as to what are the accepted rules and practices of newspaper publishers generally, relative to the rights of advertising solicitors in a case similar to the one quoted herewith.

Mr. A (advertising solicitor) brings in the account of Mr. B (advertiser) on a contract covering a period of six months, for which contract Mr. A receives commission in full. After the expiration of this contract Mr. B, through channels other than Mr. A and through no solicitation on the part of Mr. A, sends in another order.

The point in question is whether or not Mr. A is entitled to commission on the second order.

Trusting that you will enlighten us in this matter, and thanking you in advance for your courtesies, we are,

S. S.

Can You Help Him Out?

As Business Manager of one of the New York papers, I want to put a query to you, and would like an expression of opinion. Our Dry Goods advertisers set a very considerable amount of their space in our composing room. About 10 or 15 per cent of this is killed for one reason or other. Sometimes the advertiser says the weather has changed, and the copy is useless. Other matter he leaves standing in the galleys for two weeks or more, and when questioned about it, the advertiser says the matter is too old, and should be killed. All this is an expense on

the newspaper business. Can the other publishers take up through your Journal the question of finding an equitable adjustment of the advertising set and killed?

Will you let me know what the rule is in other cities regarding this same problem?

BUSINESS MANAGER.

March 2, 1915.

The editor feels that the above query states succinctly one of the real problems of the New York newspapers. We should like to hear expressions from business managers throughout the country as to how they handle this problem.

Responsibility of Publishers.

St. Louis, March 3, 1915.

Editor and Publisher,

New York. When corrections are marked on an advertiser's proof and are not made by the paper it is obligatory for the publisher to stand responsible for any loss the merchant suffers through making good? Should the paper not be responsible for such errors?

AN ADVERTISER.

It is the general custom for a publisher to make good any losses sustained by an advertiser through typographical errors for which his employes are responsible.

Praise for an E. and P. Editorial.

Louisville, Ky., March 13.

Editor & Publisher:

Our attention has been called to an editorial in the February 13 issue of the Editor & Publisher, and we wish to express our appreciation of the fair-minded attitude displayed in this article.

It is to be regretted that all editors are not, as yourself, solicitous for the promotion of good will among people of all denominations. Constitutionally, this is a free country and the American people are imbued to the core with the spirit of fair play, but occasionally, a few self-seeking hypocrites set out to stir up enmity among neighbors and friends who otherwise would continue to enjoy their free rights in peace and comfort. A concerted action to this end is evidenced by the two or three score publications over the country, which do not deserve the title of newspaper and which exist only to stir up religious excitement from which all citizens must suffer. We are, indeed, happy to place you on the "fair" list.

We hope you will have no objections to our giving your editorial wide publicity.

F. H. CALLAHAN,
Chairman of Commission,
Knights of Columbus.

New York, March 8.

Can you give me the names and addresses of any publications that will be helpful to an ambitious young writer who wants to learn what kind of articles the various publications will buy and from which he can get helpful hints as to construction and arrangement of literary matter?

A. E. S.

The Writer, 88 Broad street, Boston; the Editor, Ridgewood, N. J., and the Writers' Bulletin, 32 Union Square.

DENIED USE OF THE MAILS.

Postoffice Department Issues a Fraud Order Against the Oxypathor Co.

The Postoffice Department has issued an order denying the use of the mails to the Oxypathor Company, of Buffalo, and to companies allied with it, in selling a fraudulent device advertised as curing a great variety of diseases.

The iniquity of the exploitation of quack remedies through untruthful advertising is laid bare in the report on the "oxypathor" swindle made by Mr. W. H. Lamar, the solicitor of the Postoffice Department. He says:

"When it is considered that the company sells this instrument for the treatment of practically every known disease, many of which if allowed to continue without immediate medical treatment may prove fatal to the patients, and that those who buy the device may be lulled into a sense of false security from all disease, necessarily resulting in many cases in a serious or even fatal outcome which might have been prevented had medical treatment been promptly resorted to, the vicious nature of this scheme becomes apparent.

Mobile Paper Restrained.

Judge Berney, in the Mobile, Ala., law and equity court, has granted the application of the state for an injunction against the Mobile Item, an afternoon newspaper, restraining it from publishing any kind of liquor advertising, in accordance with the Denson anti-liquor advertising bill.

TIPS FOR THE AD MANAGER.

The Sidener-Van Riper Advertising Company, of Indianapolis, is placing 35-line daily copy in small city newspapers for the A. Kiefer Drug Company, presenting the Dividend Cigar.

The Beers Advertising Agency, Havana and New York, is now running a series of ads for the Richardson Ball Bearing Skate Company, in Cuban and English papers of Cuba, for city of Havana and interior towns, for ten weeks, two-inch two-column copy.

The Callopy Advertising Company, Ltd., of Vancouver, B. C., is sending out 156-time orders on 14, 28 and 56-line copy for the Canadian Australasian Royal Mail Line. Contracts are also being placed for the government of British Columbia for various sized advertisements in metropolitan dailies in Canada and the United States. The agency is about to make contracts with American newspapers and magazines for advertisements designed to attract California exposition tourists to Vancouver.

Collin Armstrong, Inc., 115 Broadway, New York City, is making 3,500 l. contracts with Bridgeport, Conn., newspapers for Moller & Schumann Company, Varnish, Marcy and Flushing Avenue, Brooklyn, N. Y. Other newspapers will be taken up later.

Tracy-Parry Company, Lafayette Building, Philadelphia, Pa., is now sending out newspaper orders for the Du Pont Powder Company, Wilmington, Del.

It is reported that Wood, Putnam & Wood Company, 111 Devonshire Street, Boston, Mass., will shortly place orders with some large city newspapers for the Royal Worcester Corset Company, "Bon Ton Corsets," Worcester, Mass.

Nelson Chesman & Company, 200 Fifth Avenue, New York City, are handling the advertising account of the Rheuma Company, Buffalo, N. Y.

M. P. Gould Company, 120 West 32nd street, New York City, is making 10,000 l. contracts with Pennsylvania newspapers for Wm. A. Rogers, Ltd., "Silverwear," Niagara Falls, N. Y.

George Batten Company, Fourth Avenue Building, New York City, is issuing orders to New England newspapers for Eisner & Mendelson, "Johann Hoff's Malt Extract," 90 West street, New York City.

George L. Dyer Company, 42 Broadway, New York City, is forwarding orders with some large city newspapers for B. Kuppenheimer & Company, House of Kuppenheimer Clothing, 415 So. Franklin street, Chicago, Ill.

Hanff-Metzger, 95 Madison avenue, New York City, is placing orders with some Western newspapers for F. M. Hoyt Shoe Company, "Beacon Shoes," Manchester, N. H.

Matos-Menz Advertising Company, Bulletin Building, Philadelphia, Pa., is

renewing contracts where they have expired for the Eckman Mfg. Company, Sixth and Market streets, Philadelphia, Pa.

H. H. Levey, Marbridge Building, New York City, is making trade deals for the Marie Antoinette Hotel, Broadway and 67th street, New York City.

Ernest J. Goulston Advertising Agency, 18 Tremont street, Boston, Mass., is placing orders with some Southern newspapers for Cammeyer Shoes, Sixth avenue and 20th street, New York City. This agency is also sending out 5 in. d. c. 10 t. orders to Middle West newspapers for Boot and Shoe Workers Union, Boston, Mass.

James Howard Kehler, 70 Fifth avenue, New York City, is issuing orders to large city newspapers for Collier's Weekly, 416 West 13th street, New York City.

Van Haagen Advertising Agency, 1420 Chestnut street, Philadelphia, Pa., is sending out 95 l. 2 t. orders to Pennsylvania newspapers for Fritz & La Rue, Oriental Rugs, 1142 Chestnut street, Philadelphia, Pa.

Stack Advertising Agency, Heymouth Building, Chicago, Ill., is making 1,000 l. contracts with some Western newspapers for Monon Route R. R. Also renewing contracts for Swift & Company, of Chicago, Ill.

H. E. Lesan Advertising Agency, 440 Fourth avenue, New York City, is putting out orders with newspapers in New York City and vicinity for the Gramatan Hotel, Lawrence Park, Bronxville, N. Y.

The Greenleaf Company, 185 Devonshire street, Boston, Mass., is placing orders with New England newspapers for Walker & Pratt, "Crawford Ranges," 31 Union street, Boston, Mass.

Morse International Agency, Fourth avenue and 30th street, New York City, is issuing orders to newspapers in New York City and vicinity for Richardson & Boynton Company, heaters and boilers, 31 West 31st street, New York City.

C. Brewer Smith Advertising Agency is forwarding orders to some New York State newspapers for W. A. Varney Company, "Var-ne-sis," 25 Hamilton avenue, Lynn, Mass.

Dunlap Ward Advertising Company, 123 West Madison street, Chicago, Ill., is making contracts with some Western newspapers for Hurrah & Stewart Mfg. Company, "Little Polly Broom," Des Moines, Iowa.

Pomeroy Advertising, 225 Fifth avenue, New York City, is placing orders with a few newspapers in selected sections for Warner Bros. "Warner's Rust Proof Corsets," Bridgeport, Conn., and 225 Fifth avenue, New York City.

Lord & Thomas, Mallery Building, Chicago, Ill., are issuing 12-inch two-time orders to a few Texas papers for J. I. Case Machine.

George Batten Co., Fourth Avenue Building, New York City, is sending out renewals for the Niagara Silk Mills.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., are handling 480 inches for R. J. Reynolds, "Camel Cigarettes."

Frank Presbrey Co., 456 Fourth avenue, New York City, is forwarding 14 inches for 36 weeks to a few papers for Piper Heidsieck Company.

George Batten Co., Fourth Avenue Building, New York City, is sending out renewals for the Chalmers Knitting Company.



"ABOVE BOARD CIRCULATIONS"



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

ALABAMA. NEWS Birmingham Average circulation for 1914: Daily, 36,235; Sunday, 37,762. Printed 2,207,884 lines more advertising than its nearest competitor in 1914.	NEW JERSEY. PRESS (Circulation 7,945) Asbury Park JOURNAL Elizabeth PRESS-CHRONICLE Paterson COURIER-NEWS Plainfield
ARIZONA. GAZETTE (Average Circ. Oct. 1, 1914, 6,125) Phoenix	NEW YORK. COURIER & ENQUIRER Buffalo IL PROGRESSO ITALO AMERICANO New York
CALIFORNIA. EXAMINER Los Angeles A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.	OHIO. PLAIN DEALER Cleveland Circulation for February, 1915: Daily 127,167 Sunday 163,485 VINDICATOR Youngstown
GEORGIA. JOURNAL (Cir. 57,531) Atlanta CHRONICLE Augusta LEDGER Columbus	PENNSYLVANIA. TIMES Erie DAILY DEMOCRAT Johnstown TIMES-LEADER Wilkes-Barre
ILLINOIS. HERALD Joliet STAR (Circulation 21,589) Peoria	SOUTH CAROLINA. DAILY MAIL Anderson
IOWA. REGISTER & LEADER Des Moines EVENING TRIBUNE Des Moines Essential to covering Des Moines and vicinity	TENNESSEE. BANNER Nashville
KENTUCKY. MASONIC HOME JOURNAL Louisville, Ky. (Semi-Monthly, 32 to 64 pages.) Guaranteed largest circulation of any Masonic publication in the world. In excess of 90,000 copies monthly.	TEXAS. ENTERPRISE Beaumont Covers East Texas and West Louisiana STAR-TELEGRAM Fort Worth Net Paid Circulation, 35,000 daily. Over 50% more net paid city circulation and over 5,000 more net paid Sunday circulation than any other paper in Fort Worth. CHRONICLE Houston The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday. POST Houston Over 80% city circulation to regular subscribers by carrier. The "Home Paper" of South Texas, 30,000 guaranteed. TELEGRAM Temple Net paid circulation over 6,000
LOUISIANA. TIMES PICAYUNE New Orleans	UTAH. HERALD-REPUBLICAN Salt Lake City
MARYLAND. THE SUN Baltimore Has a combined net paid circulation of 135,000 copies daily, 100,000 of which go into homes in Baltimore City and suburbs.	WASHINGTON. POST-INTELLIGENCER Seattle
MICHIGAN. PATRIOT (No Monday Issue) Jackson Average 12 months, 1914: Daily, net 10,933; Sunday, 11,935. Member "American Newspaper Pub. Ass'n." "Gilt Edge Newspapers," and A. B. C.	WISCONSIN. PRESS Sheboygan
MINNESOTA. TRIBUNE, Morning and Evening Minneapolis	WYOMING. LEADER Cheyenne
MISSOURI. POST-DISPATCH St. Louis	CANADA. BRITISH COLUMBIA. WORLD Vancouver ONTARIO. FREE PRESS London
MONTANA. MINER Butte	

ROLL OF HONOR

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

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

Charles H. Fuller Co., 623 South Wabash avenue, Chicago, Ill., is placing 40 lines four times with a selected list for M. H. Jackson Co.

D'Arcy Advertising Company, International Life Building, St. Louis, Mo., is making 1,000-line one-year contracts with a few papers for the Missouri Pacific Company.

Many advertising campaigns fail because they are "penny wise and pound foolish."

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.

J. J. Apatow, formerly with Sears, Roebuck & Co. and the Chicago Tribune, has been appointed advertising manager of the American Druggists' Syndicate, with main headquarters at Long Island City, N. Y.

J. M. Head, of the editorial staff of the Chicago Daily News, has been appointed advertising manager of the Hamilton Corporation, of New York.

G. Reynolds Miller, formerly of the staff of Wallace C. Richardson, Inc., has joined the Robert MacQuoid Company and the latter concern has changed its name to MacQuoid-Miller Company, Inc., with offices at No. 23 East 26th St., New York City.

E. W. Hazen has been elected a director and president of the Millbrook Farm Dairy Company at Haddam, Conn., where he will engage in the active management of his farming property.

The Cutaway Harow Co., of Higganum, Conn., has engaged as sales and advertising manager Everett R. Smith, formerly business manager of the New Haven, Conn., Journal-Courier.

Gifford Wood has resigned as advertising manager for Bloomingdale Bros., New York. His wife's health has been very bad for some time, she having undergone four serious operations within the past three months. Mr. Wood's future plans will depend largely upon Mrs. Wood's condition.

L. H. Lent, vice-president and secretary of Earnshaw Lent Company, advertising agents, 80 Maiden lane, retires from the firm April 1. His future plans have not been announced.

J. B. Wygal, general manager of the Wygal Slusher Advertising Co. of Roanoke, Va., has retired from that firm. It is understood that he will enter the automobile business.

A. H. Doolittle has sold the A. H. Doolittle Advertising Service to the Louis A. Pratt Advertising Co., Detroit, Mich., and has been made advertising manager of the Zenith Carburetor Co. of that city.

R. M. Nicholson, formerly advertising manager of the Neenah Paper Co., Neenah, Wis., has been appointed advertising manager of the Berger Mfg. Co., Canton, O.

AMONG THE AGENCIES.

Homer V. Winn, formerly with the Barnes-Crosby Company, and later conducting a service agency in Indianapolis, has joined the staff of the Sidener-Van Riper Advertising Company of Indianapolis. This company has recently taken possession of enlarged offices at Suites 1206-1207 Merchants' Bank Building, Indianapolis.

The W. F. Long Co., Inc., 25 West 42d street, New York, has been appointed special eastern United States representative for the following list of Canadian publications: Hamilton Times, Windsor Record, Woodstock Sentinel-Review, Berlin News-Record, Stratford Beacon, Chatham News, Belleville Intelligencer, Charlottetown (P. E. I.) Patriot. This company also represents the Toronto Daily and Sunday World.

Sullivan With Bromfield & Field.

George L. Sullivan, well known in advertising circles, has joined the staff of Bromfield & Field, Inc., 171 Madison avenue, New York, and has been placed in charge of special research merchandising work.

Mr. Sullivan's newspaper experience includes editorial and business connections with the Boston Globe, Denver Post, New York World, New York Times and New York Tribune.

AMONG THE AD CLUBS.

The Joliet, Ill., Ad Club a few days ago heard James M. Dunlap, of Chicago, speak on "What to Say in an Advertisement," followed by discussion by Eugene Dinot, Lee Gelder, E. B. Lord and George F. Seely.

H. W. Ullman addressed the Toledo, Ohio, Ad Club at a recent meeting and lunch. His topic was "Taking the Bull by the Horns." Ullman is advertising manager of the Swiart Optical Co. He was formerly an active member of the St. Louis Ad Club and he told how they do things in the Missouri metropolis.

W. J. Merrill, manager of the merchandise advertising service of The Chicago Tribune, gave an illustrated address on "Analyzing a Metropolitan Market," before the Advertising Club of St. Louis at its weekly meeting last Monday.

The Poor Richard Club, of Philadelphia, hopes to land the 1916 convention of the Associated Advertising Clubs of the World for that city. The members are working to this end with all their might. As an encouragement Provost Smith has offered the use of the buildings of the University of Pennsylvania for the convention.

Oklahoma Ad Clubs use display advertising space in their local newspapers to call the attention of all business men of the city to their important meetings. "Why Farmers Should Advertise" was a subject recently discussed at one of the advertised meetings.

The Newark (N. J.) Advertising Men's Club has begun the publication of the Ad-gitator, a small eight page monthly devoted to ad club and Newark interests.

The Detroit, Mich., Ad Craft Club has elected the following officers for 1915: H. T. Ewald, president; H. P. Breitenbach, vice-president; executive committee: H. T. Ewald, H. D. Breitenbach, David A. Brown, Joseph Meadon, V. W. Tucker, Lee Anderson and R. C. Fowler.

NEW CORPORATIONS.

PITTSBURG, PA.—David Publishing Company. Capital, \$50,000. General publishing business, lithographing, etc. Incorporators, Reese C. David, S. C. David, both of Pittsburg, Pa.

MR. JEWETT, PA.—Summit Publishing Co. Capital, \$5,000. To publish Mount Jewett Herald.

NEW YORK CITY.—United States Novelty Stand Advertising Company, Inc., Manhattan; \$25,000; Nicholas Cella, Marx Colle & Isidore Krause; Loeb, Bernstein & Ash, No. 55 Wall street.

WAR TAX ON PAPERS.

(Continued from first page.)

ance with previous decisions and with the act itself, by widening its scope so that any number of bundles sent to any number of consignees at either the same or different points if sent by one train

should be taxed but one cent and as one shipment.

An internal revenue collector for a district in Massachusetts declined to follow the terms of the decision of December 11 and was instructed by the Commissioner of Internal Revenue at Washington to do so, and the decision of December 11 has presumably been followed by shippers.

The Treasury Department seems to have reversed itself by publishing Treasury Decision 2178, under date of March 16, 1915, which provides that different bundles to different consignees or different destinations each require the payment of the tax, and therefore the present condition is the same as it was prior to the decision of December 11, that is, but one cent tax is required for a shipment by one train of any number of bundles to one consignee at one destination.

That one cent tax is required for each general bundle containing consignments to different consignees at different destinations.

The latest ruling is as follows:

Treasury Department, Office of the Commissioner of Internal Revenue, Washington, D. C. March 16, 1915.

Sir: Referring to your letter of January 28th, 1915, in regard to consignment of newspapers, you are informed that this office has considered further the proviso in Schedule "A," Act of October 22, 1914, in regard to shipments of newspapers when enclosed in one general bundle.

The law provides that a consignment of newspapers to any one point or to different points by the same train or conveyance, when enclosed in one general bundle at the point of shipment, shall be considered as one shipment. T. D., 2075, dated December 1, 1914, Paragraph No. 3, provides as follows:

"Where there are two or more wagon loads of newspapers delivered to a railroad or express company in one shipment, such shipment would require but one stamp."

Upon further consideration, you are advised that this is to be construed as applicable only where such shipment is to one consignee and to one destination. The bill of lading which is required to be given to the shipper by the carrier is superseded in regard to newspapers, but when they are shipped from the station by the carrier they must under the law be enclosed in one general bundle to be regarded as one shipment, when consigned to different consignees or different destinations.

(Signed) DAVID A. GATES, Acting Commissioner.

The returns of New York newspapers are made to the Internal Revenue Department, New York office, at the first of the month, on regular forms supplied for that purpose, with cancelled stamps affixed covering the shipments of the preceding month. It is thought here that the present ruling does not materially affect the present status.

It is said that in some communities special trains have been despatched and the entire train load of newspapers construed as one shipment, for which a one cent tax return was made to the government.

An attempt was made by THE EDITOR AND PUBLISHER to secure expressions of opinion from secretaries of publishers' organizations in Chicago, New Orleans and other cities, and on going to press only the Pittsburgh association had been heard from. Elmer R. Stoll, secretary Pittsburgh Publishers' Association, wired that "Pittsburgh publishers have taken no action on the matter."

Publisher's Representative

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

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

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

BROOKE, WALLACE G., 225 Fifth Ave., New York City. Tel. 4957 Madison Sq.

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

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

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

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

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

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

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

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

Advertising Agents

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

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

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

FRANK, ALBERT & CO. 26-28 Beaver St., New York. Tel. Broad 3631

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

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

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

A PUBLICATION ON THE NEWS-STAND SAVES MANY FROM THE JUNK PILE
Established 1892

DUHAN BROTHERS

WHOLESALE DEALERS IN

NEWSPAPERS AND PERIODICALS

TRIBUNE BUILDING
NEW YORK CITY

Telephone 3584 Beekman

Distributing Specialists Daily Weekly Monthly Newspapers Periodicals

Circulation Builders Bill Posting Advertising Display Periodical Promotion

High Water Mark

With its issue of March 14,
the paid circulation of *The
Chicago Sunday Tribune*
reached

600,745

With the exception of one
New York paper, this is the
largest Sunday circulation in
the United States.

The Chicago Tribune.

The World's Greatest Newspaper

(Trade Mark Registered)

Member Audit Bureau of Circulations

Eastern Advertising Office: 251 Fifth Avenue, New York City.
Pacific Coast Advertising Office: 742 Market Street, San Francisco.

