

THE EDITOR AND PUBLISHER AND JOURNALIST

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10 Cents a Copy

BOOM HOME PRODUCTS

MADE IN U. S. A. ASSOCIATION
HOLDS IMPORTANT MEETING.

Two Hundred Business Men Listen to Inspiring Speeches—Emphasis Placed Upon the Unusual Opportunity Now Presented to Win New Trade—Fund to Aid Movement to be Raised.

The Made in America Products Association held an open meeting at the Waldorf-Astoria in New York City, Wednesday, October 28, which was attended by over two hundred business men who were there to formulate and finance the organization.

Harry Tipper, chairman of the meeting, asserted that this is a propitious time for the American manufacturer to get right down to brass tacks regarding trade conditions and, taking advantage of the opportunity presented, get in and arrange to stay in on the big business that can be had.

He said that in order to make anything out of the association ample financial backing would be necessary, and that all of the money subscribed would be used in an extensive and extended publicity campaign of an educational character.

R. H. WALDO'S ADDRESS.

Richard H. Waldo, advertising manager of the Tribune, brought out the point that the European war has not had such a disastrous effect on the trade of the country as some suppose, and that, while many of the importers and foreign representatives are using the "sob stuff" and the "for God's sake don't desert us now" talk, and are securing goods for good "friends" to the exclusion of almost every one else, it is comparatively easy for one to get prompt deliveries of any foreign goods wanted.

This was brought out to emphasize the point that although the manufacturers of this country have a splendid opportunity to do something big, it will have to be something really big, as the field is not entirely deserted by foreign competition.

It was brought out, too, that Germany alone spends \$180,000 annually in advertising German made goods in this country.

URGES AN AD CAMPAIGN.

Mr. Waldo urged upon the association the necessity for a real advertising campaign, and pleaded with them not to try to press agent the scheme through. He admitted that, in the past Germany had been very successful in putting this kind of stuff over, but emphatically stated that the hospitality of the press has been abused, and that if such tactics are tried again they will meet with scant courtesy at the hands of publishers.

He maintained, however, that if a real campaign of advertising was launched, the press would cooperate splendidly, but that it must be a cooperative proposition.

Allan Walker, Secretary of the Executive Committee of the Chamber of Commerce of the United States, promised the active help of that organization in the new movement.

S. H. Ditchett, editor of the Dry Goods Economist, urged the changing of the name of the organization from the "Made in America" to "Made in U. S. A." and stated that, from inquiries made in various places he found that the other countries of America, including, of course, Central America and South America, resented the United



CAPTAIN JOHN A. COOPER,
EDITOR OF TORONTO'S NEW DAILY, THE COURIER.

States assuming that "America" meant the United States, to the exclusion of other countries in America.

John J. Fitzgerald, of the Paterson, N. J., Chamber of Commerce, said that practically 80 per cent. of the silk worn in America is made at Paterson, although much of it is merchandised under foreign labels.

Mrs. Julia Heath, president of the American Housewives' League, with a membership of 800,000, gave her support to the association and stated that the league members were very much in favor of buying goods of all sorts made in America.

Other speakers urged the forming of a permanent organization and its financing, so that the campaign could be put in work at once.

A vote of the meeting was taken on the question of the permanent name. It was unanimous for the title "Made in the U. S. A."

The postal department of the government, upon being asked, has advised that the Union of South Africa has an equal right to the term U. S. A. with this country. Perhaps some other name would be better.

Mr. Tipper emphasized the fact that action could not be taken looking toward any active work until at least \$50,000 has been subscribed, and that this \$50,000 does not in any way represent the necessary funds required to carry the campaign to a successful conclusion.

GAS CAMPAIGN FIZZLE.

MAGAZINES REACHING TWENTY
EIGHT MILLION READERS
BRING FEW REPLIES.

Only 15,000 Persons Ask for "Nancy Gay" Booklet—Boston Gets Only 200 Requests—Heaviest Burden of the Expense Fell on United Gas Improvement Co. and H. L. Dougherty Operating Co.

(Special Correspondence.)

PHILADELPHIA, PA., Oct. 29.—It is impossible to obtain any of the details here concerning the national advertising campaign of the gas companies in which the United Gas Improvement Company was the prime factor.

There is no disposition on the part of those who could tell to "give up." This much is known, that there are several thousands of copies of the booklet, "Nancy Gay," that are awaiting callers, but the 28,000,000 readers of weeklies and magazines show no disposition to send for copies.

As nearly as can be ascertained there were about 15,000 of the 28,000,000 readers of the publications used by the gas companies who accepted the invitation to send for the "Nancy Gay" booklet. Many hundreds of those who did write were children. It must be remembered that those 15,000 represent a circulation scattered from Maine to Alaska and not forgetting Canada. The turbulent conditions in Europe since the advertising started on July 10 has, of course, interfered with European requests for the "Nancy" booklet.

The brunt of the advertising bills has fallen on the United Gas Improvement Company of this city and the H. L. Doherty Operating Company of New York. Both concerns control many gas and electric companies scattered all over the country and therefore their companies have profited if any have.

The total advertising appropriation was \$65,000 although the first intention was to get an annual fund of \$250,000. Of course the gas companies generally could not figure it "at all, at all."

BOSTON, MASS., Oct. 28.—Providing the national gas advertising scheme continues it is said that Mr. Wrightington of the Consolidated Gas Company of Boston will endeavor to have his directors permit the company to continue to subscribe to the national fund.

Mr. Wrightington was an ardent supporter of the scheme. THE EDITOR AND PUBLISHER representative was told that the gas company has received about 200 applications for the "Nancy Gay" pamphlet. The gas company here contributed \$10,000 to the fund for this year, so it is said, but the exact figures could not be learned. The Consolidated company uses the newspapers in Boston and their ads in this direction prove a good investment.

NEWSPAPERS INDICTED.

They Are Charged With Running Lottery Ads.

Two Ogden, Utah, papers, the Standard and the Examiner, and the Box Elder News, of Brigham City, have been indicted by the Grand Jury for using the mails to forward their papers containing advertisements of lotteries and prize drawings contrary to federal laws.

This is a bit unusual, for, as a general rule, newspapers have learned to be careful of this kind of advertising, and it is rare, indeed, for any publisher to permit such practices.

BUSINESS GOOD WITH I. P. CO.

Officers Expect to Reduce Floating Debt Materially This Year.

Officials of the International Paper Company profess to be quite confident that the next ten or twelve months will witness a most substantial reduction in the floating debt. On December 31, the company had floating obligations, held by friendly banks, aggregating \$5,521,000. A moderate reduction from this figure probably will take place by the end of 1914. But within another twelve-month, a very substantial cut should be accomplished and it is likely that floating obligations can be brought to not over \$4,000,000, due in part to the conversion of an unusually large stock of raw material into paper.

Receiver for Lancaster Newspaper.

On petition of James C. Herbert, managing editor of the Morning News, of Lancaster, Pa., the court has appointed Horace E. Kennedy receiver of the Morning News Company. In the bill of equity the plaintiff sets forth that the company owes him \$500 and is indebted to other individuals and corporations.

Belgian Paper Moved to London.

L'Independente Belge, until the German invasion the foremost newspaper in Belgium, later published in Brussels and in Ostend, made its initial appearance in London October 21.

CHICAGO HAPPENINGS.

Tribune's Political Editorial Popular With Republicans—Blind Ads Produce 28,000 Replies—Large Circulations Gains Made by Foreign Language Papers—Shaffer Buys 3,000 Acres of Land—Honor for Editors.

(Special Correspondence.)

CHICAGO, Ill., Oct. 28.—The vast number of letters received by the Tribune in answer to blind advertisements in its columns is instanced by a count the other Monday which showed 28,000. This vast number was mostly in response to advertisements in its Sunday issue, which has a large sale.

The Illinois Daily Press Association at a meeting held here last week was addressed by John H. Harrison, of the Danville Commercial-News on the need of a pro-American newspaper in South America to advance our trade interests. James Keeley, of the Herald, also spoke on advertising in circulation and newspaper building.

The foreign language papers claim to have made larger circulation gains on account of the war than the English papers. The Staats Zeitung, for instance, claims to have secured a larger percentage of increase than all other papers together.

ARRESTED FOR FLIRTING.

The postal authorities have arrested a man for attempting to start a flirtation with a woman who advertised for a position through a want ad. He is charged with illegal use of the mails.

A Tribune reporter caused a flurry among the Zion City authorities by recklessly interviewing parties in houses afflicted with smallpox in his zeal to get the facts for a story.

The new State Public Utilities Commission has dashed the hopes of Illinois publishers by ruling that they may not exchange advertising for railroad transportation.

PERSONALS.

Hamilton Holt, editor of the New York Independent, addressed the Sunday Evening Club Sunday night on "The Way to Have Peace."

John Lee Mahin was the principal speaker at the banquet of the Upper Iowa Editorial Association and Associated Advertising Clubs of Iowa at Iowa City last week. He spoke on "The Prevention of Waste." Among other things he said that advertising saves time and trouble for the salesman because he finds his customers with their decisions largely made up.

A report from Colorado says that John C. Shaffer, owner of the Chicago Post and several other papers, has bought 3,000 acres near the proposed site of the summer white house on Mount Falcon, and will build a fine summer residence. The land is said to have cost him \$100,000 and it is believed he will spend as much more on the house.

Joseph Medill Patterson, who has been doing the war for the Tribune, has arrived home.

Elliott Durand gave an address at the Press Club last week on "Patriotism and Hyphenated Americans."

Dr. W. A. Evans, the Tribune's Health Editor, is giving occasional lectures at outside points on appropriate topics. He recently spoke at Racine on "The Church and Health Service."

John D. Shoop, Assistant Superintendent of Schools, will represent the Press Club as a delegate to the convention of the National Vocational Art and Industrial Federation to be held here November 19-21.

Frank L. Stockdale, of this city, addressed the Racine, Wis., Commercial Club the other day on "Keeping up with Rising Costs," in which he said that he considered newspaper advertising one of the best mediums through which to reach consumers.

Harold Heaton, a former Inter Ocean cartoonist, is giving an interesting entertainment at various clubs and gatherings. In the first part of the program he gives a talk on newspaper illustrating and cartoons illustrated by sketches.

The second part comprises dramatic readings, some being his own playlets.

A. A. Gray, president of the Chicago Trade Press Association, has been appointed a delegate to represent the Federation of Trade Press Associations at the National Industrial Arts convention here next month.

Editors in attendance upon the State editorial meeting here last week gave a dinner Tuesday evening to Thomas Reese, of the Springfield Register, and H. M. Pindell, of the Peoria Journal, who have worked hard in the interests of the society.

EDITS TORONTO'S NEW DAILY.

Sketch of Capt. J. A. Cooper, One of Canada's Leading Journalists.

Captain John A. Cooper, who is editing Toronto's new daily, the Courier, has had a lengthy experience in magazine work. Following graduation from the University of Toronto, he entered trade journalism with the Maclean Publishing Company. Then in 1895 he became editor of the Canadian Magazine, which he continued to conduct with considerable success for ten years. Following on this, he helped to establish the Canadian Courier, an illustrated weekly, modeled somewhat on the lines of Colliers, and has been its editor ever since its foundation. The Daily Courier is now an outgrowth of the weekly publication and Mr. Cooper is to continue as managing editor of both papers.

In 1904-5 Mr. Cooper was president of the Canadian Press Association and at the World's Press Parliament at St. Louis acted as Canadian representative. He was one of the founders and first president of the Canadian Club of Toronto and has done much to extend the Canadian Club movement through the Dominion. He is also actively interested in military affairs, being an officer of the Queen's Own Rifles. He is now forty-six years of age.

Journalists on Governor's Committee.

Governor Glynn on Tuesday named a Committee of Mercy which will work in co-operation with other committees of mercy in this and other countries to aid women and children who have been made destitute by the war. Among the members are Norman Hagwood, W. R. Hearst, Norman E. Mack, Frank A. Munsey, Adolph S. Ochs, Ralph Pulitzer, William C. Reick, Mrs. Whitelaw Reid, Ogden Mills Reid, H. L. Stoddard, Melville E. Stone and O. S. Villard.

Newspaper Man in the Toils.

Police Commissioner Hummelshime swore out a warrant before United States Commissioner Thomas J. Anderson for the arrest of William W. Brown, president of the Cumberland, Pa., Daily News, for alleged violation of the Federal statutes in publishing an advertisement of itinerant doctors who have opened an office there and not marking it "advertisement." The penalty is a fine of from \$50 to \$500.

WEDDING BELLS.

Chas. E. Shepard, editor of the Long Islander, and representative of the Brooklyn Eagle at Huntington, L. I., and M. Amanda Hillyer were married October 24 at Maple Hill, L. I.

C. R. Denson, editor and owner of the Minonk (Ill.) News-Dispatch, and Miss Jane Offal, of Ashley, Ill., were married at Ashley, October 24.

Eugene Prince Doane, night city editor of the New York Sun, and Mrs. Jeanne B. Marion, of Oceanside, L. I., were married October 28 in Brooklyn.

Frederick P. Tubby, advertising manager for the E. S. Brown Co., of Fall River, Mass., and Miss Amy Rhodes were married October 15 at Fall River.

C. R. Seelye, vice-president of the Sterling Advertising Co., of New York, and Renee Boucicault, an actress, and daughter of the late Aubrey Boucicault, were married in New York City October 21.

Walter Broilly, of the Lowell (Mass.) Courier-Citizen, and Miss Florence Traske, of Kewanee, Ill., were married at Kewanee on October 14.

PACIFIC COAST NOTES.

Bulletin's Parcel Post Department Proves a Winner—Progressive Chinese Daily—Hyde Gowan Arrested for Reprinting an Article Published in London in 1751—New Daily for San Diego May Soon Be Launched.

(Special Correspondence.)

SAN FRANCISCO, Oct. 23.—The installation of a parcel post department by a leading San Francisco paper has more than proven its worth in the short time it has been in operation. By reason of the great area of California territory this department lends itself particularly well to consumers, which fact is easily proven by the steady increase in advertising of this character.

A parcel post department should be a paying proposition to any paper in the larger towns and cities, and the wonder of it is that more publishers have not seen fit to embrace the opportunity. The department not only draws a class of advertisers that are not so apt to take space in the regular columns, but regular users of big space find it necessary to have a card in the P. P. department.

The parcel post department as conducted by the San Francisco Bulletin shows the ads of many firms who make a specialty of selling small-weight stuff to the out-of-town trade, via the parcel post—a class of merchants that has become quite numerous since the installation of the parcel post system by the government.

EXTENT OF THE FIELD.

It might be argued that outside of the larger cities this class of merchants does not exist, and perchance they don't, in name, but in name only. The regular retailer of any town or city should be able to find a lucrative field in the many outlying and sparsely settled communities so numerous in California, and the parcel post department of the daily paper should offer the means of stimulating and calling particular attention to this new method of buying goods.

The Chung Sai Yat Po, a Chinese daily newspaper, published at 809 Sacramento street, San Francisco, is one of the smartest Chinese publications published in this country. To say that the Chinese do not know how to get up an attractive sheet is a mistake. The makeup of a recent issue that your correspondent had the pleasure of examining would put to shame some of our "leading" dailies. The Chung Sai Yat Po has inaugurated improvements in makeup that have been adopted by many of the leading papers in the Chinese Republic, chief of which is the plan of running columns across the sheet—a most marked improvement over the old fashion of reading up and down the full length of the page.

The Bakersfield (Cal.) Daily News, which began publication on February 9 of this year, has suspended publication.

PUBLISHER ARRESTED.

Hyde Gowan, editor of the "Pink 'Un," "the Great Religious Weekly of the West Side," published in Bakersfield, Cal., has been placed under arrest by post office officials on charges of sending obscene matter through the mails. Gowan's preliminary hearing has been set for November 5. He was released on \$2,000 bail. The issue of the paper which is the basis of the charge contained an article taken from a London paper printed in 1751. Gowan says the same article was reprinted in London a few months ago and that he took the clipping from said paper.

Miss Geraldine Bonner, novelist and playwright, daughter of the late John Bonner, San Francisco newspaper man, and former editor of Harper's Weekly, was the winner of the Oliver Morosco \$1,500 play contest for a comedy. "Lady Eileen" is the title of the play. It will be produced in New York this winter. Miss Bonner is now in San Francisco but will shortly depart for New York to be present at the rehearsals.

Jos. V. Snyder, Democratic candidate for lieutenant-governor of California, is a Grass Valley newspaper man, and for many years has been prominent in the Democratic party.

L. A. Folden, of the Courier, Monterey, Cal., plans to move his newspaper plant to King City, where he will commence publication of a weekly paper.

Fred Lotz, editor and publisher of the Lewis County News, published at Vader, Wash., has been indicted by the federal grand jury on a charge of using the mails to defraud. Lotz, it is alleged, has used his paper to advertise the Lotz cure, by which, according to the indictment, he has announced he could cure fevers, tuberculosis and other chronic diseases by "dissolving" them in from thirty to ninety minutes.

Robert Smith has established a newspaper agency in Willows, Cal.

L. J. Wilde, San Diego banker and publisher, was a recent visitor in San Francisco. It is said that the present ambition of Wilde is to place a daily morning newspaper in the southern city.

CLARENCE P. KANE.

NEW A B C MEMBERS.

796 Members Now Enrolled in the Organization and the 1,000 Mark Will Soon Be Reached.

Large advertisers and agencies all over the country are recognizing in A. B. C. membership as a qualification beyond question for any media, and the membership is growing splendidly. The following publications have joined recently:

NEWSPAPERS—La Gazette Di Syracuse, Syracuse, N. Y.; News, Joliet, Ill.; Mirror and American, Manchester, N. H.; Democrat (M.), Item (E.), Allentown, Pa.; Post-Standard, Syracuse, N. Y.; News, Batavia, N. Y.; Beacon, Ashabula, O.; Tribune, Billings, Mont.; Journal, Jamestown, N. Y.; Observer and Reporter, Washington, Pa.; Call, Allentown, Pa.; Mining Journal, Marquette, Mich.; News, Milwaukee, Wis.; Journal-News, Evansville, Ind.; News, Fitchburg, Mass.; Advertiser, Tiffin, O.; Post, Louisville, Ky.; Gazette, Burlington, Ia.; Times, Hammond, Ind.; Item, Richmond, Ind.; Tribune Republican (M.), Truth (E.), Scranton, Pa.; Telegram, Elyria, O.; Sentinel, Winston-Salem, N. C.; Pantagraph, Bloomington, Ill.; Gazette, Worcester, Mass.; North American, Philadelphia, Pa.; Sun, Springfield, O.; Missoulian and Sentinel, Missoula, Mont.; Times-News, Gadsden, Ala.; Observer, Charlotte, N. C.; Forum, Fargo, N. D.; Journal, Wilmington, Del.; Leader, Milwaukee, Wis.; Post, Appleton, Wis.; Post, Washington, D. C.; Chronicle, Augusta, Ga.; Inquirer, Philadelphia, Pa.

MAGAZINES—Masonic Home Journal, Louisville, Ky.; Mother's Magazine, Elgin, Ill.

TRADE PAPERS—Real Estate Magazine, New York City, N. Y.

The New Booth Publishing Company.

Some additional facts concerning the Booth Publishing Co., at Detroit, whose incorporation was noted in these columns last week, were made public this week. Of the authorized \$2,500,000 capital stock, \$2,300,000 has been already paid in. The list of stockholders includes, besides those mentioned, James S. Booth, Detroit; Hereward S. Scott, Detroit; Ellen S. Booth, Birmingham; Willoughby D. Boughton, Topeka, Kan.; Bertram N. Scott, Detroit; John George, Jr., Jackson, Mich.; Joseph R. Taylor, Grand Rapids, Mich.; John K. Kline, Saginaw, Mich.; Elmer J. Slemmons, Grand Rapids, Mich.; Arthur R. Treanor, Saginaw, Mich.; Fred Y. Wynkoop, Saginaw, Mich.; Roland B. Booth, Detroit; Harry B. Stitt, Grand Rapids, Mich.; James S. Booth, trustee, Detroit; Herbert Ponting, Detroit; Mollie S. Booth, Grand Rapids, Mich.; Mary M. Booth, Detroit; Charles A. French, Muskegon, Mich.; Bernard W. Wynkoop, Bay City, Mich.

Editor's Hearing Advanced.

The New York Tribune case, involving the right of the government to compel a newspaper editor or reporter to divulge the source of his information has been advanced for hearing for December 7 by the United States Supreme Court. This was done because of the importance of the question involved.

GAS CAMPAIGN A FROST

Advertising Manager of the Consolidated Gas Co., of New York, Expresses His Disappointment at Outcome—Insists That Newspapers Should Have Been Used Instead of Nationally Distributed Mediums.

The article on the National Commercial Gas Association's advertising campaign that appeared in THE EDITOR AND PUBLISHER last week aroused considerable interest among advertisers and publishers. The fact that thus far it has been a disappointment largely because magazines have been employed is regarded as significant. Many of our readers have expressed surprise that nationally-distributed mediums should be used to exploit a product that must be produced and sold locally.

One of the companies subscribing to the advertising campaign was the Consolidated Gas Company of New York. A representative of THE EDITOR AND PUBLISHER called upon Robert E. Livingston, the advertising manager, at his office in the Metropolitan Life Building, on Wednesday, and asked him this question:

"Have you had any reason to change your opinion as to the value of newspaper advertising since the advertising campaign of the National Commercial Gas Association started last July in publications having a national circulation?"

"Not the slightest," replied Mr. Livingston; "were such a thing possible, my advocacy of local newspapers for 'business getting' has been strengthened. If you have a worthy business proposition and the public's patronage is wanted, there is no advertising medium comparable with the newspaper."

For many years Mr. Livingston was connected with the New York Herald and was then considered—in fact, is now—one of the best known all-round newspaper men in this city. His advertising "copy" appearing in the New York dailies throughout the year has attracted country-wide attention. It was his "copy" that led gas companies in other cities, big and little, to patronize the advertising columns of their local newspapers. Mr. Livingston's long newspaper experience plus his remarkable acquaintance with persons who are constantly "up and doing" particularly qualifies him for his work. "Two years ago THE EDITOR AND PUBLISHER," said the reporter, "pointed out the weakness and futility of a national campaign for the gas business, and showed conclusively that it was unworkable. THE EDITOR AND PUBLISHER has scanned the ads in the magazines since July last and would like to know whether they have been effective?"

"That depends on the point of view and the National Commercial Gas Association should answer that," replied Mr. Livingston. "So far as this city is concerned I would say the advertisements have not produced any results. Twelve mediums are being used in the campaign and it was claimed that 'more than 28,000,000 people each month will see the subject of gas and its uses constantly brought to the attention of the public.'"

"There is something about those figures that brings to mind our lamented friend of by-gone years, 'Colonel Sellers,' of eye-wash fame. Based on the latest census figures and roughly figuring that each man, woman and child has two eyes—of course even that reasoning was erroneous—the 'Colonel' saw a tremendous market for his eye wash. 'Colonel Sellers' figured that every living mortal would use that eye-wash and exultantly exclaimed, 'There's millions in it.'"

"Of course," Mr. Livingston continued, "it's not at all probable that anywhere near 28,000,000 persons read one of the advertisements every month. You can divide that in half and then keep dividing. A general statement about anything in an advertisement that is not signed by the name of a known firm or



ROBERT E. LIVINGSTON,
ADVERTISING MANAGER OF THE CONSOLIDATED GAS CO., WHO BELIEVES IN NEWSPAPER ADVERTISING FOR GAS COMPANIES.

individual or corporation cannot be expected to prove effective in its results. Another, and a very important point, is that different conditions prevail in different localities throughout the country. What is absolutely essential in New York would be looked upon as a luxury a comparatively few miles away. We wear overcoats here and battle with blizzards while many are playing golf and tennis or lolling on the beaches in Florida.

"Every one of the Consolidated Gas Company's advertisements has a personal appeal to those who are living in Manhattan or the Bronx or who are doing business here," Mr. Livingston continued. "These people can be reached only

(Continued on page 388.)

Governor to Enter Journalism.

There is a persistent report throughout political circles of Alabama that, upon his retirement from the office of Governor, Emmet O'Neal will become associate editor of the Louisville (Ky.) Courier-Journal, and eventually the successor of Colonel Henry Watterson as editor.

Friends claim to have known for weeks that the Governor has been considering the proposition. Upon being questioned, he refused to either confirm or deny the rumor.

The Governor is sixty-one years old and was admitted to the bar in 1875 and has been prominent in Democratic politics, not only in Alabama, but in National affairs, for forty years.

AD CLUB'S GIFT TO HOUSTON.

Solid Silver Service Presented to Former Chairman of Educational Committee.

When Herbert S. Houston, vice-president of Doubleday Page & Co., walked into the studio of the Universal Film Co. in Eleventh avenue on Friday afternoon of last week, he had not the slightest idea of the surprise that awaited him. He had been told that a number of advertising men were to visit the studio to see a new reel entitled "Mr. Noad in Adless Town," which was to be sent out the following week all over the country, and he was invited to be one of them.

His astonishment when Sam C. Dobbs, former president of the Associated Advertising Clubs of the World, in a speech full of feeling presented him, on behalf of the Advertising Clubs of America, a beautiful chest of solid silver, suitably engraved, in appreciation of his services when chairman of the Educational Committee, was sincere. After Mr. Houston had expressed his gratitude for the gift, Joe Brandt, of the Universal Film Co., escorted them to a room in the studio, where a moving picture was taken of the presentation which was repeated in due form for the benefit of the camera man. The film picture taken will be shown at one of the Ad League meetings later on.

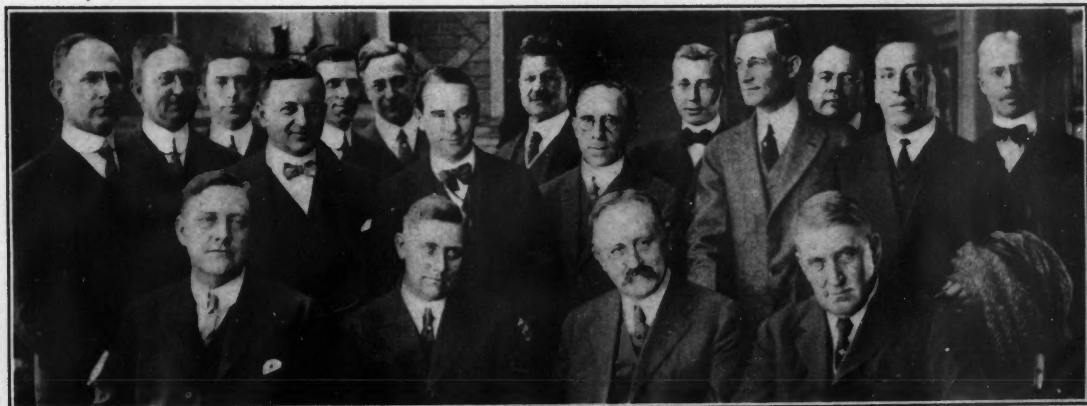
The guests of the company were then taken to another big room where "Mr. Noad in Adless Town" was run off. The reel is an excellent representation of the experiences of a man who couldn't endure advertising of any kind, it annoyed him so much. He falls asleep in his chair and the following scenes show his amusing experiences in a town where there were no advertisements whatever. His adventures in trying to find a grocery store and in purchasing a package of breakfast food and other things were greatly enjoyed by the spectators.

Old Time Journalist Dead in West.

William R. Thomas, manager of the Rocky Mountain News from 1867 until 1878 and of the Denver Times from 1880 to 1881, and chief editorial writer for the Rocky Mountain News from 1886 until 1892, and for ten years after that engaged in extensive newspaper writing throughout Colorado, died on October 20 at Fort Collins, Colo., where he has been a professor at the Agricultural College since 1902.

He was seventy-one years old and, during his journalistic career became acquainted with some of the most famous men of the times. He was a friend of Lincoln and wrote the obituary of the great President.

The Mergenthaler Linotype Co. has issued its report for the year ended September 30, 1914. Net income from all sources was \$2,547,849, as against \$2,767,936 in 1913, and \$2,738,522 in 1912.



Educational Committee A. A. C. W. and Friends.

Standing—O. C. Harn, F. L. Blanchard, J. M. Hopkins, J. H. Appel, W. H. Ingersol, Barron Collier, H. Tipper, O. J. Gude, Joseph Potsdamer, H. D. Robbins, W. C. D'Arcy, James P. Gilroy, J. G. Frederick, F. E. Morrison.
Seated—Lewellyn E. Pratt, S. C. Dobbs, H. S. Houston, W. C. Freeman.

WASHINGTON TOPICS.

(Special Correspondence.)

WASHINGTON, D. C., Oct. 28.—The Washington Herald Company, beginning with last Sunday's issue, will hereafter contain an art photographic section and a four-color magazine section.

Washington newspaper women will not be affected by the operation of the recently enacted law limiting the hours of employment of the women in the District of Columbia to eight hours a day.

Under the decision by Corporation Counsel Conrad H. Syme, today, women engaged in producing "copy" for newspapers or magazines do not come within the purview of the law. Those who do mechanical work in connection with the issue of a publication are subject to the law's provisions.

The Associated Press having discontinued its Louisville office, the men stationed there have been transferred to Washington. The Southern States formerly served from Louisville will now get the A. P. service from two special wires from Washington. N. M. Baskerville, B. H. Lambe and Bryon Price composed the Louisville staff which was transferred to Washington.

The National Press Club of Washington has issued its new year book. The club now has a membership of one thousand. Morton Milford of the Indianapolis News is chairman of the membership committee of the club.

Secretary of the Navy Daniels has designated the naval collier Jason as the Chicago Herald Christmas Ship which will sail from Brooklyn on November 10. The Chicago Herald and many other papers throughout the country have gathered enough presents to make happy many of the children made orphans by the European war. The Washington Star was the Chicago Herald's agent in this city and has secured many hundred dollars' worth of gifts.

Many of the Washington correspondents have been called in to the state campaigns by the election. William J. Cochran, of the St. Louis Republic, has gone home for the election as has Robert M. Ginter, of the Pittsburgh Gazette-Times; Arthur B. Krock, of the Louisville Courier-Journal, is writing the events of the campaign in New York State for his paper and J. Fred Essary, of the Baltimore Sun, is traveling in Pennsylvania and New York. Mrs. George F. Richards, of the Manchester Mirror, has returned to New Hampshire for the campaign. N. O. Messenger, of the Washington Star, has been in New York for several weeks covering the election news for his paper.

William J. Donaldson, superintendent of the House Press Gallery, helped Congress to adjourn twenty-five minutes earlier than it would have ordinarily by moving the hands of the clock ahead that much time.

George G. Thompson, recently appointed third deputy commissioner of charities for New York City by Mayor Mitchel, at an annual salary of \$5,000, after he had answered an advertisement in a newspaper, was formerly chief clerk of the Postoffice Department in Washington.

GAS CAMPAIGN A FROST

(Continued from page 387.)

by the New York dailies and our returns show that our advertisements do reach them. We sell gas in Manhattan and the Bronx, not in Brooklyn, Jersey City or Nyack. It's purely a local proposition. Very frequently our advertisements are prepared to fit in with the news columns. If Fire Commissioner 'Bob' Adamson and Mayor Mitchel are talking about Fire Prevention and not putting 'hot ashes in wooden boxes' we fit in by telling New Yorkers to use gas and thus do away with hot ashes, coal, dust and kindling.

"If at the time of a blizzard our streets are filled with discarded trucks and so forth we come to the front in the advertising columns of the newspapers and point out that our commodity is delivered into homes and places of business without interruption. We save all the carting trouble. Just see the way Postum and other national businesses confine themselves to the daily newspapers. See the success they have attained."

A card was handed to Mr. Livingston by his secretary at this juncture of the interview. A message was sent to its owner that "there was nothing in his line."

"There's a fellow who wanted to see me about 'advertising novelties.' If we went into one-tenth of one per cent. of the schemes that are being constantly brought to our attention we would have nothing left for our stockholders. A man showed me a 'novelty' yesterday and thought we ought to have at least 100,000 of them. I couldn't see how they could be used and finally I asked, 'What use could I make of those in the gas business?' He frankly admitted, 'I really don't know.'"

"These are the odds and ends that have to be considered every day and looked at from a score of angles otherwise you will find yourself scattered without the result desired—productiveness. The Consolidated Gas Company depends on the daily newspapers and our monthly distribution of 50,000 copies of Gas Logic which is a very efficient salesman as it goes into homes and places of business where our salesmen could not be seen. Copies of this month's issue were mailed to every barber and hairdresser in the city on account of a sterilizer advertisement in this issue. Other businesses were thus canvassed

and thousands were mailed to private homes.

"We are optimistic so far as business is concerned and in the newspapers we have been running 'big copy.' All other subjects are discussed except 'war.' That

subject should be 'tabooed' among our citizens and we should join in a chorus and shout for the advent of good times for we are on the eve of prosperity as one of the Consolidated Gas Company's advertisements was headed."

**PLEASE
PLEASE
PLEASE**

Please Send for Sample Copy and See for Yourself

The Denver Post, Denver, Colo., Daily and Sunday. The paper with a heart and a soul.

Paid Circulation: Sunday average, 97,637; week day average, 68,721

The Kansas City Post, Kansas City, Mo., Daily and Sunday. The paper that goes home.

Paid Circulation: Week day average, 128,281; Sunday average, 114,626

Our Country, Kansas City, Mo., Weekly. "May It Ever Be Right, But Right or Wrong, Our Country."

Paid Circulation: 92,819

The Great Divide, Denver, Colo. The mightiest Rocky Mountain Weekly.

Paid Circulation: 112,254

FOR BUSINESS WRITE TO THE PUBLISHERS OR TO

Cone, Lorenzen & Woodman

Advertising Building
Chicago

Brunswick Building
New York, N. Y.

Gumble Building
Kansas City, Mo.

Candler Building
Atlanta, Ga.



The United States afford a great laboratory for experiment in political administration.

Somewhere in the United States one may find in process almost every stage of success or failure in the business of self government.

From something closely akin to pure democracy to control by oligarchy; from woman suffrage as in California, to the practical disfranchisement of more than half the theoretically eligible voters, as in the Southern States—all of these intensely interesting phases of political existence are to be found at all times. The New York Evening Post keeps its readers informed constantly of the aspects of these conditions.

ECONOMY

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



*The Charleston Evening Post
announces the appointment of
The John Budd Company
as its representatives in the
general advertising field*

*Burrill Bldg
New York*

*Chemice Bldg
St Louis*

*Felime Bldg
Chicago*

INTERTYPE

THE ACME OF HIGH QUALITY

Buy Intertype Parts
and Matrices
for your Linotype Machines

Interchangeability Absolutely Guaranteed

Get Superior Quality
for Less Money

Our Business is to Help You Sell Detroit and Michigan

Mayor Gaynor of New York once said that one newspaper read and respected in the home is worth several times as many that are bought for their headlines and then thrown away.



WILLIAM R. ORR, PUBLISHER

THE DETROIT SATURDAY NIGHT

NEW BUILDING OF
"DETROIT SATURDAY NIGHT"

Was built on the idea that in the growing city of Detroit there was not only room for but a *need* of a clean illustrated weekly newspaper that would get into the homes of its citizens. Our success proved the soundness of that idea.

We Offer You the Service of

a circulation that gets into the homes and stays there.

An editorial excellence that increases the pull of your advertisements.

No competition with the unclean and fake advertiser.

DETROIT SATURDAY NIGHT

154-160 Fort St. W., Detroit, Mich.

FOREIGN ADVERTISING REPRESENTATIVES

Charles Seested, 41 Park Row, New York City.

F. S. Kelly & Company, 1216 Peoples' Gas Building, Chicago, Ill.

NEWSPAPER VENALITY.

Corruption of Foreign Journals Is Treated by the New York Evening Post—American Papers Are Not Free From Blame—How Advertisers May Control Situation—Delicate Questions Involved.

In an editorial discussion of "Newspaper Venality" the New York Evening Post has presented some interesting facts, arguments and conclusions, after a consideration of the recent Caillaux trial. Among other things the Post says:

"The revelation in the Caillaux trial that the Figaro was in the pay of the Hungarian Government will hardly surprise any one familiar with Parisian journalistic conditions. The venality of the French press has long been beyond dispute, though it is rarely brought out so clearly as in this case.

"The difficulty is partly that in France newspapers are without the volume of advertising patronage which supports the press of Germany, England, and the United States, and must, therefore, seek to live chiefly on circulation income, too often inadequate; and hence that journals readily fall into the hands of unscrupulous men who seek a short cut to riches or to power. Then, the long-standing tradition of venality must in itself have its effect. No country in the world is wholly free from some sort of blackmailing, 'revolver' journalism; but there is probably far less deliberate cash purchasing of newspaper opinions in England and in the United States than anywhere else.

CORRUPTION IN ENGLAND.

"It is among the ranks of financial journals that the chief corruption has been disclosed in England. One reason is that foreign intrigues have never played such a part in England, nor in this country, since early in our political life, as in the universal atmosphere of suspicion, distrust, and underhand plotting which is so characteristic of politics on the Continent, where every country labors all the time to obtain some advantage over the other. We have heard rumors of efforts being made to win American newspapers to a warm interest in a given country, and others that the concern of a great daily in the affairs of a mighty empire was due to considerations not altogether altruistic. He who would believe these stories is gullible indeed.

"The severest critic of the Associated Press and of our newspapers does not charge that gold passes. When the capitalistic press is accused of being owned by the 'interests,' what is meant is that shares are held by financial magnates, or that their opinions are controlled by the advertising placed in their columns. The fear that Wall Street was gradually acquiring the American press was behind the law of 1912 compelling the newspapers to print the names of their stock- and debt-holders; but those who thought that this bit of legislation would reveal a malign control in unsuspected quarters, were disappointed. There have been no sensations whatever.

FLAGRANT AMERICAN CASE.

"Undoubtedly, the clearest case of the corrupt sale of American newspaper columns was brought out by Charles E. Hughes in his conduct of the insurance investigation, when it appeared that the Boston Herald and the St. Paul Pioneer Press and other prominent newspapers were printing bogus news of what was developed in the inquiry, at the rate of one dollar a line. It is interesting to note that these two newspapers, one of which, it now appears, was also subsidized by the New Haven Railroad, went through a financial collapse and had to be reorganized. It is folly for an American newspaper to attempt this game, for, aside from its being immoral, it can never be made to pay.

"In the long run, no community is deceived as to the character of its journals. None the less, it is true that far too many American newspapers bow down to the counting-room, with its de-

Representation That Represents

That's the kind I offer. I have been doing things for the Kansas City Star for fifteen years and during that time have formed acquaintances in the field that are valuable to me and to papers on my list.

Have recently started in business for myself, and there is room on my list for a few other good papers.

I have lots of energy, lots of "know how" and lots of standing of which I am pardonably proud.

Can arrange to sell you some of it, perhaps.

Can answer inquiries, anyway.

CHARLES SEESTED

41 Park Row, New York

Telephone 569 Cortlandt

mand that the editorial department should be lenient with the advertiser who uses large space. It was Philadelphia which furnished the classic instance of this, when a scandal of the first magnitude was suppressed at the instance of a page-a-day advertiser. At least the effort was to suppress the news; as a matter of fact it was a stupid undertaking, for the New York newspapers promptly entered the field and gave the facts in the case. The Philadelphia newspapers injured themselves irretrievably by this performance.

DELICATE QUESTIONS INVOLVED.

"That the relationship of the advertiser to the newspaper is one of great delicacy no one can deny. The advertiser, being a human being, is not unnaturally moved to withdraw his announcements when he reads in the columns of a newspaper something which he deems contrary to his interests, or a criticism of himself or one of his enterprises. 'Why,' he asks, 'should I spend money on a newspaper to call attention to an enterprise which that newspaper is denouncing in its news columns?'

"On the other hand, with a certain kind of journalism, a refusal to support its advertising columns and to buy its issues becomes almost a public duty, as in the matter of blackmailing society journals and newspapers that go beyond the limits of decency and become a public menace. But who is to decide when the limit is reached and to say when a boycott is proper and justifiable? And how can one be sure that the motive of an advertiser who deems himself injured and withdraws his support is without justification? Plainly, it is not easy to draw the line between an effort to control an organ of public opinion for one's own advantage or to dictate its policy and its news, and a defensible withdrawal when personal self respect or public policy demands it.

CHARACTER THE TOUCHSTONE.

"The touchstone would seem to be the character of the newspaper and the

good faith of its managers. Where a journal honestly criticises and fairly states its reasons, an attempt to punish it for its opinions by withholding support becomes an act contrary to public morals, however completely within the right of an advertiser it is thus to 'take it out' on the newspaper.

"Any newspaper which permits an advertiser to control its news columns weakens its influence, because it is at once untrue to its public duty. It moreover weakens its value as an advertising medium, for the best one must be that which soberly exercises the greatest control over public opinion and is known for the integrity of its columns."

TAKES OVER MANSON JOURNAL.

Thomas Walpole Buys Iowa Newspaper from T. D. Long.

Mr. Walpole has lived in Buena Vista for forty-one years and has been connected with Alta and Storm Lake newspapers for twenty-six years, having sold the Pilot-Tribune to the present publisher four years ago. For eight years he published the Alta Advertiser.

In 1896 he and A. C. Smith purchased the Pilot and Tribune, both being published at Storm Lake, and combined them into the Pilot-Tribune. The Manson Journal is one of the best newspapers in northwestern Iowa and was published for many years by the Long Brothers, George I. Long having died a few months ago.

Eagle's Current Topic Talks.

The Brooklyn Eagle holds weekly meetings in its building at which talks on current topics are given for the benefit of the public. On Tuesday, Chauncey C. Brainerd, the Eagle's Washington correspondent, outlined the main points of the eight important laws passed by Congress during the present administration. Hans Von Kaltenborn, a member of the staff, discussed the war.

LONDON TIMES' EXPERIENCE.

Loss in Revenue Attributed to Reduction in Price.

(From the London (Eng.) Accountant.)

The recently issued report of the directors of the Times Publishing Co., Ltd., for the year ended June 30 last discloses profits amounting to £6,072 2s. 1d., as against £19,571 8s. 6d. during the year ended June 30, 1913. This serious falling off, we are told, is entirely attributable to the great changes consequent upon the reduction of the price of the Times to one penny in March, 1914. It has been coupled, we are told, with a phenomenal advance in the circulation of the paper, which, it was thought, would ultimately greatly improve the company's financial position, although the anticipated improvement will be retarded by the war.

A point that must, of course, not be overlooked in this connection is that the reduction in price did not take place until two-thirds of the year under review had expired. Accordingly, until the anticipated improvement begins to take effect, the immediate results on the profits of a full year at the lower price will presumably be very marked indeed. Unless there is some very special point to be gained by an opposite policy, it is, we think, always better to introduce any drastic change at the commencement of a business year, so that its full effects may be apparent from the first.

LECTURES ON JOURNALISM.

The Rev. J. J. Wynne to Deliver a Course at St. Francis Xavier's.

For the past few years the School of Social Studies of the Laymen's League for Retreats and Social Studies, an organization of Catholic laymen, has been conducting a series of evening lectures on sociological subjects at the College of St. Francis Xavier, 30 West 16th street, New York City. This year a special feature of the department of literature and languages will be a series of four lectures on journalism by the Rev. John J. Wynne, S. J., editor of the Catholic Encyclopedia, as follows:

1. Elements of Journalism—(a) News of the day, (b) editorial comment, (c) correspondence, (d) advertising, (e) language, (f) personal equation of editors, (g) illustration, (h) controlling interests.

2. Journalism of the Past—History: ancient, mediæval, modern.

3. Present Day Journalism—(a) Enterprise, the chief note, (b) influence on public opinion, (c) special daily pages: the story, the woman's page, the sociological page, the book and art pages; (d) the Sunday issues.

4. Journalism as a Profession—The ideal Journal: (a) Daily, (b) weekly.

With the exception of certain courses in which special arrangements are made with the professors, no tuition fee is charged. To cover the necessary expense of administration, there is a registration fee of \$2. Degrees are awarded to those who satisfy the necessary requirements. Certificates for successful work in any one course will be given to those who pass the examinations in that subject.

Printed on Wall Paper.

County Assessor J. R. Seaman, of Fort Collins, Colo., owns a copy of a newspaper which has great value. It is a copy of the Daily Citizen of Vicksburg, set in type on July 2, 1863, dated on that day but not issued until July 4. It was printed on wallpaper by the owner and editor, J. M. Swords. The paper was without doubt favorable to the Confederacy, and the "Yankees," from President Lincoln down through Gen. Grant and other leaders, are given a scorching such as would cause editors of the worst muckraking type to blush. The siege of Vicksburg was on and the paper intimates that it would never succeed, but a paragraph in the bottom corner tells that it took place and the last issue on wallpaper has been sent from the office.

INCREASE SUBSCRIPTION PRICE.

Publishers Declare This Is Only Way to Overcome Advertising Losses.

The New York Herald has recently printed a number of articles on one cent newspapers in which several publishers express the opinion that owing to decreased advertising receipts the newspapers now selling at one cent will have to increase their price to two cents or more, in order to pay expenses. W. V. Tufford, of Clinton, Ia., secretary of the Inland Daily Press Association, in an interview with the Herald's correspondent said:

"The publisher must have added revenues. The war decreases advertising, especially on foreign made goods, leaving domestics only to bear the burden. It would seem that neither the quantity nor the price of advertising can be greatly increased. The alternative is to sell the papers at a higher subscription rate. They have been sold at a loss. That is to say, few of either the city or country dailies in this part of the country sell for enough to pay for the white paper and circulation, much less for enough to help bear the burden of publishing."

"I am emphatically of the opinion," said Stuart H. Perry, publisher of the Adrian (Mich.) Telegram, "that it is impossible to produce a good daily newspaper and sell it at one cent without loading a disproportionate and illogical share of the expense upon the advertiser. Often it is highly profitable. In some cases it might be profitable to load the entire expense on the advertiser, or, in other words, charge the reader nothing. But this would engender a whole train of evil results, the worst of which would be the debasement of the newspaper itself, the impairment or loss of all ideals and moral stamina, and, finally, the loss—well deserved—of public confidence."

"Opinion at our meeting, as far as members expressed themselves, seemed strongly in the direction of demanding a fair price for papers. In view of the tendencies of the paper market and of other factors, it seems to me that an upward tendency in subscription rates is inevitable, though it may be delayed in many places because of competitive conditions."

COTTON FOR SUBSCRIPTIONS.

Augusta (Ga.) Chronicle Has a Novel Scheme to Help Farmers.

The Augusta Chronicle, of which J. L. Boeshans is circulation manager, is accepting cotton in payment of subscriptions. Cotton is the "stand-by" crop in the lower tier of Southern States. This year, owing to the war and a record breaking crop, cotton is a drug on the market at 6 cents, at which figure the farmer doesn't much care whether he sells or not as there is no profit in the crop at that figure.

The Chronicle, in order to help along the farmers, offers to accept cotton in payment of subscriptions, and agrees to hold it until the market is restored to its normal condition. If other newspapers follow the Chronicle lead, and there are 334 daily papers in the South, thousands of bales of cotton would be taken off the market and the price of the remainder of the crop would be forced upward.

Newspaper Men Eligible.

At the regular weekly meeting of the Rotary Club of Cincinnati, O., October 5, which was largely attended, it was decided to allow representatives of all local papers memberships. The rule of Rotary Clubs, all over the country, is that but one member of any industry in each city be permitted membership, and, as far as known, this is the first digression from that rule.

Sixty-Year-Old Student.

Miss Lucy Stone, sixty years old, is a member of the freshman class in the Department of Journalism in the Ohio State University. She takes assignments as a reporter regularly.

Statement of the Ownership, Management, Circulation, etc., of

The Cleveland Leader

Published Daily at Cleveland, Ohio, Required by the Act of August 24, 1912.

NOTE—This statement is to be made in duplicate, both copies to be delivered by the publisher to the postmaster, who will send one copy to the Third Assistant Postmaster General (Division of Classification), Washington, D. C., and retain the other in the files of the postoffice.

NAME OF	POSTOFFICE ADDRESS.
V. Pres. and Gen'l Mgr.	W. P. Leech, Cleveland, Ohio.
Ass't Gen'l Manager—	Geo. F. Moran, Cleveland, Ohio.
Managing Editor—	T. A. Robertson, Cleveland, Ohio.
Publisher—	The Cleveland Company, Cleveland, Ohio.

Owners: (If a corporation, give names and addresses of stockholders holding 1 per cent. or more of total amount of stock.)

D. R. Hanna, Cleveland, Ohio.

Known bondholders, mortgagees and other security holders, holding 1 per cent. or more of total amount of bonds, mortgages or other securities:

All bonds sold on open market and company has no record of purchasers.

Average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date of this statement. (This information is required from daily newspapers only.)

Daily Morning, 70,466 Sunday, 86,093

J. J. LEVINS, Treasurer.

Sworn to and subscribed before me this 1st day of October, 1914.

(SEAL) F. R. GROSSER, Notary Public.

(My commission expires September 22, 1916.)

Statement of the Ownership, Management, Circulation, etc., of

The Cleveland News

Published Daily at Cleveland, Ohio, Required by the Act of August 24, 1912.

NOTE—This statement is to be made in duplicate, both copies to be delivered by the publisher to the postmaster, who will send one copy to the Third Assistant Postmaster General (Division of Classification), Washington, D. C., and retain the other in the files of the postoffice.

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Known bondholders, mortgagees and other security holders, holding 1 per cent. or more of total amount of bonds, mortgages or other securities:

All bonds sold on open market and company has no record of purchasers.

Average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date of this statement. (This information is required from daily newspapers only.)

Daily, 112,174

J. J. LEVINS, Treasurer.

Sworn to and subscribed before me this 1st day of October, 1914.

(SEAL) F. R. GROSSER, Notary Public.

(My commission expires September 22, 1916.)

AN IMPRACTICABLE SCHEME.

A Suggestion That Might Cause a Run-in with the Anti-Trust Law.

A circulation manager writing in a recent issue of another newspaper trade journal points out that the only way a raise in price may be brought about for newspapers is through the medium of an ironbound agreement by all of the publishers in any city. Such advice may work great harm to publishers. It is fraught with peril.

Virtually all newspapers large and small, circulate beyond the boundaries of their own states. They are articles of interstate commerce. The corporations publishing them are engaged in interstate commerce. The officers or editors of newspapers signing any such agreement will find that they can be reached under the provisions of the now greatly-strengthened Sherman law.

In one of the largest cities of the country a plan was proposed recently to discontinue the early morning edition of each afternoon paper published in the community. This was to be done by written agreement with an initial life tenure of twelve months. Consultation with the ablest legal specialists of the city revealed that each party to an agreement of this sort laid himself liable to indictment and prosecution under the Sherman law. Until that moment the curtailment of editions seemed a matter of slight consequence. A simultaneous raise in the price of newspapers "by agreement" will be of much more serious consequence.

Publishers contemplating a move of this kind will do well to consult good legal authorities.

CIRCULATION VALUE.

The following article from the *Newspaper World*, of London, England, was originally published in part in *The Editor and Publisher*. The additional illumination, however, will prove very interesting, particularly in connection with the original story. In the course of a thoughtful article, Mr. W. L. Halstead raises this question in *THE EDITOR AND PUBLISHER* (New York). His final conclusions are: "Let the audits give all the practical information about every circulation that anyone wants. Let there be no concealment. Let the audits go to the bottom of things. Let all the factors relating to the value of circulation to advertisers be developed in correct proportion. Let 'net paid' be retained, for it has its value, of course, as an important, but not a final or even semi-final test. Let the advertiser judge for himself the actual circulation of a paper, from the classifications of the audit. If the waste classifications are too high, let him fight the matter of price with the publisher. Let the advertiser judge for himself how much of a circulation is adaptable to his purpose, and not establish for him an arbitrary formula, false theoretically and practically of 'net paid.' Let every paper get credit for the papers it prints legitimately and not some lower figure made up from analytical reasoning. Let the advertiser do the reasoning. He is very capable of that."

On the same subject an influential daily and weekly paper proprietor in this country writes to the *Newspaper World*:

"I agree with the writer that a considerable portion of the circulation of a newspaper which is not paid for is of value to the advertiser, namely, the gratis copies which are supplied regularly to contributors, railway officials, guards, drivers of mail cars, and many others. That these are read and appreciated is proved by the fact that should one of these individuals happen to miss his copy, he will quickly remind the newspaper publisher he has not received it. In other words, every copy of a newspaper which gets into the hands of the public, and is read, is of value to the advertiser, whether paid for or not. Of course, no one would claim value for newspapers returned as unsold, and which have never been opened."

Bob C. Erwin has been appointed a member of the editorial staff of the *Chico (Cal.) Enterprise*.

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, 63 Park Row New York City. Private Branch Telephone Exchange, Beckman 4330 and 4331.



The Journalist, Established 1884; The Editor and Publisher, 1901; The Editor and Publisher and Journalist, 1907. James Wright Brown, Publisher; Frank LeRoy Blanchard, Editor; George P. Lefrier, Business Manager.

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

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

Telephone, Kearney 2121.

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

See Publisher's announcement for subscription and advertising rates

New York, Saturday, Oct. 31, 1914

POLITICAL ADVERTISING.

Who would have believed ten or twelve years ago that the time would ever come when candidates for public office would be allowed to purchase advertising space in newspapers of an opposing political faith, in which to present arguments showing why they should receive the support of the voters of the community?

One of the significant facts about the campaign now drawing to a close has been the appearance of many such advertisements in what were formerly hide-bound party organs. Most of us can remember when the editors of such newspapers bitterly opposed the election of any candidate, no matter what his character and standing might be, if he was not of the political faith to which it was committed. All considerations of decency and fair play in the treatment of such candidates were ignored. Their names were never mentioned except in a most contemptuous manner. If an exhaustive inquiry into a man's career did not reveal anything to his discredit reporters and editors were instructed to invent something that could be used to bring about his defeat.

What has worked the change that has come over the field of political journalism so that now the candidate for office is no longer treated as though he was a villain of the deepest dye, if nominated by the opposing political party?

In the first place there are mighty few of the old-time political organs left. Newspapers are now more independent, broader minded, and freer to express their honest convictions. Formerly those committed to the support of the Democratic or Republican causes did not dare to criticize the nominees of their own party for fear that they would arouse the antagonism of party leaders and thus lose a certain amount of political patronage that was given them as a matter of course.

Today a newspaper may be Republican or Democratic and yet not be controlled by, or forced to carry out the schemes of the bosses of either party. The publisher no longer ki-tows to them. He stands on his own feet. He will not lend his influence to secure the election of any man for office, if, in his judgment he is incompetent or unworthy of the place. Instances innumerable could be cited in which newspapers have repudiated party nominees because they believed that their election would be detrimental to the people's best interests.

Another reason for the change lies in the adoption of a higher standard of political and business ethics by the entire press of the United States. The

day of personal journalism is well nigh spent. Editorials now express the views of the newspaper in which they appear and not those of any one person. With this change has come a notable broadening of view in the handling of public questions. The tendency is to support men and measures that will be of benefit to the public at large rather than to a party or clique. More than ever before the editors realize their deep responsibility to the people they serve.

The newspaper that is living up to its opportunities today is the one that regards itself as a forum, open to all, for the discussion of topics in which a majority of the people are interested. That is why candidates of all political faiths are allowed a hearing providing they use the advertising columns in which to set forth their claims. To this course there can be no valid objection. People today declare their right to do their own thinking and therefore insist on being allowed to examine the arguments both for and against any candidate for office before casting their ballots on election day.

MAIL ORDER HOUSES NOT AFRAID.

The mail order houses are not crawling into their shells because there is a war in Europe and a lot of American business men are in the dumps. If hard times affects any one line of business more than another it is the mail order concerns. Therefore if advertising expenses are to be cut at this time surely it would be by those engaged in selling goods by post. With a strange disregard of their own interests every last one of them has recently started in on a new advertising campaign in which as much or more money will be spent than last year. Does this look as though they were afraid that people are going to stop buying?

Last year one Chicago house sold \$90,000,000 worth of goods by mail. Do you imagine that the war across the sea is going to seriously affect our demand for our own goods? Wouldn't it look a lot better to other nations if we showed a little more confidence in the stability of our own country than we do? The only way confidence can be restored is by a continuation of the same policies regarding advertising and general business that have prevailed heretofore. Raising the cry of "Wolf" in the business world is not going to do much toward establishing that peace of mind that is conducive to the encouragement of sales.

The Hartford Courant on Sunday commemorated its one hundred and fiftieth anniversary by issuing a special memorial edition and birthday number. The Courant was born October 29, 1764, and has been published uninterruptedly since that date. In the latter respect it holds the record among American newspapers. It is an institution of which journalism may well be proud. In the Republican ranks it has been a tower of strength in troublous times. Its editors, generation after generation, have conducted it according to the highest ideals of the profession. There has been no lowering of standards, no catering to vested interests and no yielding to party bosses. During its long career it has stood for honesty in the administration of public affairs, for integrity in business and for the protection and promotion of home industries. Charles Hopkins Clark, long its editor, ranks among the first journalists of his generation. THE EDITOR AND PUBLISHER extends to Mr. Clark and the Courant its congratulations and its best wishes for the future.

The newspapers have not yet agreed upon a name for the war now devastating Europe. By some it has been called the "War of the Six Nations"; by others the "European Conflict of Nations." Phil Dillon, formerly editor of THE EDITOR AND PUBLISHER, has suggested a title that seems to be adequate. He calls it the "Second War of the Nations." The Napoleonic wars, lasting from the French Revolution to Waterloo (1792-1815) are often grouped under the title of the "War of the Nations." In the light of this fact, Mr. Dillon's designation seems to be appropriate.

ALONG THE ROW.

TRY THIS.

Ah, shut your trap about hard times,
Go buy some advertising space.
'Twill quickly frazzle all your gloom
And put a smile upon your face.

BACK TO OLD RATES.

Ordinary whiskey at Mineola has been reduced from 25 to 10 cents since the close of the Carman trial. They did soak it to the newspaper men there for fair.

DON SWETT.

Printers and writers from San Francisco to New York will mourn the loss of old Don Swett. He stuck type with Henry George in the old days, and was one of the biggest hearted men that ever lived. Peace to his ashes.

OVERLOOKED BY BILL.

Some times we think that the Kaiser made a mistake when he did not appoint Herman Ridder Chief of the General Staff.

UNDER GENERAL REDUCTION.

One hundred and eighty-one English journalists have gone to the front and there are a lot of brave boys right in this town, making a tough fight all along the line.

FOOLISH MAN.

Mayor of Indianapolis has a grouch against the newspapers, and has ordered the street car company not to handle them. Reminds us of a dachshund that tried to prevent a steam roller from attending to its business and was transformed into a door mat.

ON SPACE.

'Tis sad to write a story—
About a column—say—
And find all but a stickful
Was cruelly cut away.

FROM THE SKINNERSVILLE SIGNAL.

If we would have sacrificed our principles last week we would have been the possessor of one gross of boxes of Rattler's Liver Pills. All we were asked to do to obtain these "boons to mankind" was to give them a half column reading notice—and then sell them to our friends—so the agent said. Right here we want to say that we have no room for pills of any kind that wish to graft on space. And we hereby give notice to patent medicine, gin mill, baseball, lawyer, real estate and other press agents, that if they want mention in these columns they must come across with the regular rates. Pills and things like that will only be received at the business office when accompanied by cash or certified checks.

NEUTRALITY.

Can't understand why the German press insists that this city is not neutral. Have they overlooked the fact that an order has been issued by the Board of Health requiring all dogs, including English bulls, French poodles and German dachshunds, to be muzzled?

LEFT AT THE POST.

"I see," said the publisher of the Daily Dictagraph, to the circulation manager, "that the Morning Bugle is printing a coupon good for six sanitary drinking cups. Now we've got to go them one better."
"Easiest thing in the world," replied the circulation manager. "We'll print a coupon good for one bottle of beer."

ON THE FIRST PAGE.

Next request of the Mayor of Berlin to Mayor Mitchel will probably be that the latter print German war news in the City Record.

ADS TO PROSPERITY.

A man in this city got a \$5,000 job by answering a want ad. Another man who answered a want ad got a job as a chauffeur, and the next week eloped with his employer's daughter. We could extend the merry list, but what's the use? The above samples show how they do the work.

STICK TO YOUR HOME TOWN.

They come and go along the Row,
They come with hope, and go with gloom.
'Tis not because the Row is cruel—
The truth is, Boys, there isn't room.

STILL IN THE GAME.

"What became of Williams who used to cover Wall Street for your paper?"
"He's still writing about stocks I think."
"Is he?"
"Yes—last I heard of him he was keeping books for a butcher."
TOM W. JACKSON.

PERSONALS.

A. H. Messing, assistant publisher of the Chicago Examiner, is spending a short vacation at French Lick Springs, Ind.

John D. Bogart, of the general management of the Hearst newspapers, is in Chicago.

Herbert M. Peet, of the Allegheny County (N. Y.) News, was a Democratic nominee for the New York State Assembly at the recent primary. He is only 22 years old.

Alexander Noyes, financial editor of the New York Post, addressed the City Club of Chicago at a luncheon October 20.

Monseiser Sa Lelaraco, editor of the Athenis, one of the leading newspapers of Athens, Greece, is touring this country, studying the condition of Greeks in America.

NEW YORK PRESS CHANGES.

Elmer Helms, formerly advertising manager of the Tribune, is now in charge of the foreign business in the east as special representative.

A. S. Klein, formerly of the German Journal, has been added to the local display advertising staff.

The classified advertising department has been concentrated and is in charge of L. De Lissier.

J. B. Sloan is in charge of a newly-organized branch of the business to syndicate Sunday features and Munsey fiction. A new press is being built by Hoe, on which it is planned to produce a greatly enlarged and improved Sunday paper with four color sections.

STAFF PERSONALS.

W. D. Lambert of Seattle is now managing editor of the Quincy (Wash.) Quill.

John P. Burkhart is the new editor of the West Salem (O.) Reporter, succeeding J. W. Dunlap.

W. K. Starrett, long time cartoonist on the Albany Knickerbocker Press, has joined the staff of the Philadelphia Public Ledger.

The Aberdeen (S. D.) Daily American has engaged Miss Marguerite Merriman, of the Moline (Ill.) Dispatch, to conduct a woman's page in that publication every day in the week.

Fred L. ("Pete") Estey, automobile editor of the Chicago Examiner, is making an extended trip through Indiana, Ohio and Michigan.

Philip Payne has resigned from the reportorial staff of the Hudson Observer, Hoboken, to take the position of city editor on the Hudson County Dispatch.

WASHINGTON PERSONALS.

Miss Mary Edna Noyes, society editor of the Washington Times, better known as Jean Eliot, was married to Roger Whitford in this city Wednesday, October 21. Among the ushers at the wedding the press was represented by Raymond W. Pullman and F. Lloyd Wright.

Roy W. Taylor, cartoonist, formerly with the New York World and Chicago Tribune, and more recently with the Philadelphia North American, died at the home of his mother, Mrs. A. L. Marshall, 723 3rd street, N. W. (Washington, D. C.), Wednesday, October 21.

William F. Keohan is now the chief of the New York Tribune bureau in Washington. Mr. Keohan is well acquainted with national affairs as he covered the movements of President Wilson from the time of his nomination and election until his inauguration. Mr. Keohan took formal charge of the bureau on Sunday, October 18.

M. P. Walsh, who has resigned the office of deputy commissioner, Department of Water Supply for Queens Borough, will be associated after November 1 with the advertising agency of the Hugh McAtamney Company.

Newspaper Float Wins \$100 Prize.

On this page is shown the picture of the Wilmington (Del.) Journal float which took the first prize of \$100 in the industrial and automobile parade held in that city during Old Home week, Oct. 12 to 17. The float was built on a 1915 Overland touring car, completely con-



WILMINGTON JOURNAL'S PRIZE FLOAT.

cealing the chauffeur. The base was covered with cloth flowers entwining through the lattice work with four large flower pots, one on each corner, filled with yellow chrysanthemums. A facsimile of the journal, made of crepe paper in lavender and white, carried the heading of the paper and the date of issue. Fifty boys with suits and caps of muslin, carrying the Evening Journal, accompanied the auto the entire route. The muslin was run through their press and then made into suits, which gave the impression that they were of paper, and made rather a striking appearance.

Memphis News-Scimitar Manager.

Bernard L. Cohn, who has been advertising manager of the Memphis News-Scimitar for the past year, has been made business manager to succeed Fred W. Orleman, who has resigned in order to take charge of the Fort Smith (Ark.) Record as part owner and manager.

Prior to his appointment as advertising manager, Mr. Cohn had several years' experience in the editorial department of the paper. In addition to having been appointed business manager Mr. Cohn has been elected secretary and treasurer of the News-Scimitar Company.

Mrs. W. R. Orr Is Dead.

Mrs. William R. Orr, wife of William R. Orr, president and manager of the Detroit Saturday Night, died suddenly October 24, from shock and worry caused by the illness of her son, John Orr, who was operated on for appendicitis the day before.

She was 49 years old and lived in Detroit 24 years. She leaves three sons, besides her husband.

OBITUARY NOTES.

JOSEPH GEER, associate editor of the Mansfield (Pa.) Advertiser, died suddenly of heart trouble October 15 in the office of the Advertiser, where he had been employed for several years.

WALTER H. BONSALL, founder and editor of the Germantown (Pa.) Guide, died at his home, 100 Harvey street, Germantown, October 21. He started the paper a weekly in 1871.

WILLIAM B. HANSFORD, aged 72 years, a native of Pulaski county, and one of the oldest newspaper men in this section of the state, died at Somerset, Ky., October 18, of asthma. He was the founder of the Junction City Herald and for many years ran the Somerset Paragon and, was the father of E. H. Hansford, present editor of the Somerset Herald.

FRED W. SIMMONS, a reporter on the Norristown (Pa.) Times, was instantly killed in an automobile accident at that city October 16.

FRED. LAWLESS, 40, and for twenty years engaged in printing and newspaper

work died October 15 at Atchison, Kan., of pneumonia. Lawless was active in Democratic politics, and at the time of his death was employed by the Kansas City Gazette-Globe as a traveling solicitor.

FRANK C. DEVERS, for six years editor and publisher of the Western Enterprise, a Democratic paper of Rich Hill, Mo., died very suddenly October 16 from a second stroke of paralysis.

J. B. KNIEST, editor of the Alliance (Neb.) News, died October 20 following a stroke of apoplexy. He was 54 years of age.

PUBLISHER'S NOTICE.

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

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

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

The columns are 18 picas.

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

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

Liberal discounts are allowed on either time or space contracts.

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

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

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

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

Pittsburgh—Davis Book Shop, 416 Wood street.

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

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

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

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

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

HELP WANTED

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

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

BUSINESS OPPORTUNITIES

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

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

ADVERTISING MEDIA

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

THE BLACK DIAMOND Chicago - New York - Philadelphia, for 20 years the coal trades' leading journal. Write for rates.

WHERE THE GOLD COMES FROM!

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

\$20,000 CASH

available for first payment on a satisfactory newspaper property located, preferably in western Pennsylvania. Proposition K. Q.

C. M. PALMER

Newspaper Properties 225 Fifth Ave., New York

\$37,500.00

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

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

SITUATIONS WANTED

Advertisements under this classification one cent per word each insertion.

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

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

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

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

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

Young newspaper man, two years' successful experience large dailies as reporter and writer; three years editor college paper, desires position with prospects. Address V. H. L., care The Editor and Publisher.

MISCELLANEOUS

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

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

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

Plan to Conduct An Impressive Adve

Fifty lines fifty times in each of the followi
would cost abo

Ten thousand lines in each of these new

There is a great desire among the progressive business men of Trenton, N. J., to make Trenton's industries known everywhere throughout the country.

This fact was brought out during an "experience" meeting which followed an address I recently delivered to the business men of that thriving municipality.

A manufacturer sought light. He wanted to know what plan should be followed. My answer was:

"Call a meeting of the manufacturers. Get them to agree to advertise. Then talk about the money needed—\$25,000, \$50,000, \$100,000—any sum you please.

"Apportion the sum agreed upon equally among the manufacturers, making each subscribe in proportion to the volume of his business. Then get the backing of the Municipal Government—get an appropriation from the City Fathers,—enlist the interest of the members of the Chamber of Commerce.

"Then employ a man who knows Trenton, who believes in Trenton, to write your advertisements, and run them first of all in the Trenton newspapers.

"Advertise Trenton to Trenton people first. Get them to appreciate and understand the enterprise of the business men in making Trenton's industries known.

"The average person in a community does not know all about the industries in his home town. Teach him and make him a booster. A town booster is a great asset for the town.

"Teach him by advertising in the newspapers. Pay them their price. Don't expect your home newspapers to do all of the boosting for Trenton for nothing. It costs money to run newspapers.

"Then advertise in some section of the country as the next step in the program. Don't try to cover the whole country at once.

"For instance, there is the New England section. You all know the New England character. No people in any section are more responsive to intelligent advertising than the people of New England.

"Acquaint them with what Trenton produces. By appealing to them through a combination of 51 daily newspapers that are united in an effort to make known every legitimate product, you will get their attention, and, through them, the local dealers in communities will be persuaded to sell your products.

"You can conduct an impressive advertising campaign, practically covering every important community in the New England section, at a cost of \$25,000 for one year.

Two Million One Hundred and Five Thousand One

A Presentment by Wil

CONNECTICUT.			
Paper	Circulation	2,500 l.	10,000 l.
Bridgeport Farmer (E).....	10,567	.0285	.0175
Bridgeport Post (E).....	11,944	.035	.025
Bridgeport Standard (E).....	8,350	.035	.015
Bridgeport Telegram (M).....	10,870	.02	.02
Danbury News (E).....	6,272	.0118	.0110
Hartford Courant (MS).....	16,721	.06	.035
Hartford Post (E).....	13,500	.025	.02
Hartford Times (E).....	22,791	.06	.04
Meriden Journal (E).....	7,000	.03	.015
Meriden Record (M).....	7,000	.0357	.015
New Haven Journal-Courier (M)	12,020	.03	.025
New Haven Union (E).....	17,187	.05	.03
New Haven Union (S).....	9,046	.0285	.02
New London Day (E).....	7,932	.0285	.017
Norwich Bulletin (M).....	9,315	.04	.018
Waterbury American (E).....	7,300	.0357	.0235
Waterbury Republican (M)....	9,065	.0285	.02
Waterbury Republican (S).....	8,989	.0285	.02
Connecticut totals.....	195,869	.5537	.3465
Population, 1,114,756.			

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

MASSACHUSETTS.			
Boston Globe (ME).....	209,486	.30	.30
Boston Globe (S).....	279,583	.30	.30
Boston Herald-Traveler (ME)...	160,215	.25	.25
Boston Herald-Traveler (S)...	80,591		
Boston Journal (M).....	***80,000	.16	.125
Boston Post (M).....	422,350	.35	.35
Boston Post (S).....	289,565	.35	.35
Boston Transcript (E).....	28,069	.15	.15
Gloucester Times (E).....	7,066	.0214	.015
Haverhill Gazette (E).....	9,973	.0214	.0185
Haverhill Herald (E).....	8,200	.02	.0171
Lynn Item (E).....	13,209	.0535	.0357

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

Assuming that it would be possible to buy in twenty-one leading magazines on a pro rata a gross circulation of 1,339,006.

The 51 leading New England dailies listed \$2.35 a line, or over 700,000 more circulation at

This proves beyond the question of a doubt by one-third more circulation at one-third the

In fact, the general advertiser could use even less cost than a similar campaign in a general medi

General advertisers seeking further light in distribution facilities in the New England territory important newspapers listed above will aid and a requested to communicate with THE EDITOR AND PUBLISHER, THE NEWSPAPER ADVOCATE, Suite 111 Beekman 4330.

Advertising Campaign in New England

Following important New England Newspapers
 at about \$7000.
 newspapers would cost about \$24,000.00.

and One Hundred and Ninety-five Circulation at \$2.35 Per Line
 by William C. Freeman

MASSACHUSETTS—(Continued).

Paper	Circulation	2,500 1.	10,000 1.
Lynn News (E).....	8,769	.0357	.0207
New Bedford Standard and Mercury (ME).....	20,672	.03	.03
New Bedford Standard and Mercury (S).....	*13,839	.03	.03
Newburyport News (E).....	5,538	.0178	.0125
Northampton Gazette (E).....	5,105	.021	.014
Pittsfield Eagle (E).....	12,374	.02	.0157
Salem News (E).....	18,325	.042	.03
Springfield Republican (MS).....	15,116	.075	.0625
Springfield Union (MES).....	27,494	.075	.06
Taunton Herald-News (E).....	4,470	.025	.0178
Taunton Gazette (E).....	5,917	.0215	.015
Worcester Gazette (E).....	23,094	.0435	.032
Worcester Telegram (MS).....	26,236	.05	.05
Worcester Post (E).....	12,566	.0285	.0221
Massachusetts totals.....	1,673,311	1.86	1.64

Population, 3,336,416.

NEW HAMPSHIRE.

Manchester Union & Leader (ME).....	**25,000	.08	.05
New Hampshire totals.....	25,000	.08	.05

Population, 430,572.

RHODE ISLAND.

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

Population, 542,610.

VERMONT.

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

Other circulation ratings are from Government statements for October, 1914.

Population for New England, 6,552,681.

possible to buy exclusive New England circulation on a pro rata basis, it would cost \$6.29 per line for

dailies listed above offer 2,105,195 circulation at circulation at about one-third the cost per line.

on a doubt that newspapers are the best buy, one-third the cost.

could use every daily paper in New England at less general medium.

further light in respect to marketing conditions and New England territory, and the degree to which the im-

will aid and assist with "local co-operation," are

THE EDITOR AND PUBLISHER AND JOURNALIST, Suite 1117 World Building, New York. Phone

"Don't you suppose that a year's campaigning in a section known to be inhabited by a thrifty, intelligent people will pay?"

"Don't you think that an investment of \$25,000 would return to you a great many thousands of dollars of extra business in the New England territory."

"Of course it would. It could not fail."

"Community advertising heretofore has been entirely national in scope. Consequently, it has been a flash in the pan. Large sums of money have been spent in a few publications consuming big space for two or three times."

"That is not the way to permanently boost a town. The campaign must be regular and it must be intelligent. Each point of interest about the community should be brought out in an instructive manner."

"You should give consideration to this thought of advertising regularly in one section at a time. It is the least costly as well as the most effective way of getting definite results."

"An accounting of business done in New England at the end of a year's campaigning would demonstrate the effectiveness of it."

"Putting \$25,000 or \$50,000 or \$100,000 into general publicity would not scratch the surface. You would be scattering your fire."

"An experiment in the New England territory will unquestionably develop splendid results."

"Then, when that territory has become familiar with Trenton's products, take up another section while still keeping up the campaign in New England."

"Thus you will gradually and economically develop business without entailing a financial hardship on any one of you."

What is true of Trenton is likewise true of any other community in the United States.

In New York City, for instance, a pooling of interests on the part of manufacturers would prove a profitable investment for them all if they advertised in New York State and New England daily newspapers, reaching a population of about 16,000,000 people—one-sixth of all the people in the United States.

We have these people right at our door, yet many manufacturers spend thousands of dollars to go after a smattering of people here, there and everywhere, and ignore the people round about them who can be reached regularly through newspaper advertising at a cost of about ONE CENT PER ANNUM PER INHABITANT.

NEWSPAPER WOMEN OF AMERICA.

Miss Rosalie Armistead Higgins, of the Montgomery (Ala.) Advertiser, Is a Dixie Girl Who Has Made Good as a Reporter and Editor in the Last Five Years.

By A. C. Hasselbaeth.

Most young women who enter newspaper work in a comparatively small city begin to long for metropolitan experience as soon as they have achieved a degree of success at home. An exception to this class is Miss Rosalie Armistead Higgins, society editor of the Montgomery (Ala.) Advertiser, a Dixie



MISS ROSALIE ARMISTEAD HIGGINS.

girl through and through, whose newspaper fame is not confined to her own town.

Miss Higgins was born in Montgomery and went from High School into newspaper work. She showed aptitude from the start and her enthusiasm has never flagged. She has turned to good account her knowledge of her city and its people and has also manifested literary ability in addition to her skill as a news gatherer. She is capable both as a reporter and as an editor, making her a valuable sort of person in a newspaper office.

DON LORD SWETT DEAD.

Old-Time Printer Who Was Known from Coast to Coast.

Don Lord Swett, until two years ago foreman of the composing room of the New York Press, and known among printers from coast to coast, died October 25 at his home, 672 Macon street, Brooklyn, N. Y.

He was born in Maine in 1848 and went around the Horn to California with his parents when he was only two years old. He lived in San Francisco until he was sixteen and then enlisted in the Union army.

When he was honorably discharged in 1866, Mr. Swett went back to San Francisco and took up the trade of printer, which brought him into contact with Bret Harte, Mark Twain, Joaquin Miller and other men, since famous. He worked on the Overland Monthly, which Bret Harte edited. Bret Harte used to go into the composing room to read his proofs and he soon became fast friends with the young printer.

Mark Twain had just reached San Francisco, fresh from his experiences at Virginia City.

Henry George, who then was a compositor on the San Francisco Alta-Californian, was another of Mr. Swett's friends in the early days.

Coming to New York, he became foreman of several book and newspaper plants, among them the Truth, Mail, Recorder and Press. He remained with the Press for twenty years.

He was a member of Gouverneur K. Warren Post 286, G. A. R., and the Press

Club. He leaves a widow, two sons and a daughter. G. A. R. services will be held Tuesday evening in the chapel at 503 Atlantic avenue, Brooklyn.

Miss Higgins has been society editor of the Advertiser, one of the oldest and most substantial dailies in the South for more than five years. During that time, in addition to the society work, she has edited a Sunday page of interest to women and a Sunday dramatic page. She has also made a specialty of dramatic interviewing and among the many well-known stars she has interviewed are Forbes-Robertson, Viola Allen, Blanche Ring, Elsie Janis, Billie Burke, Margaret Illington, Edith Helena, Ida St. Leon, Charlotte Walker and others. She also does feature work, including special stories of local interest and writes musical criticisms. One of the most popular features of her page is the daily poem and "Thoughts for the Day," with which she heads her column. The poem is always something helpful and the "Thoughts" are bits of cheer.

Speaking of her chosen profession in which she has so steadily advanced, Miss Higgins says:

"I think newspaper work for women is a wide field which requires unlimited energy and perseverance and no small amount of tact. It is very broadening and possesses a certain fascination, but at times it makes one rather restless. One is brought in contact with all sorts and kinds of people and I do not think there is any field of labor in the world, in which as much can be learned of human nature."

Miss Higgins believes in utilizing photographs. She uses on her page each day a picture of a local or visiting club woman or some other maid or matron of prominence and on her Sunday page uses from four to five pictures. She has a private office, attractively furnished, where she answers a million questions a day, more or less, on all subjects.

Miss Higgins, who is very proud of her Confederate ancestry, is a descendant of several of the oldest and most distinguished families in the South and is a granddaughter of the late Benjamin Fitzpatrick who was one of Alabama's most noted Governors, United States Senator, and for four terms President of the United States Senate. Her line of ancestry runs also from the Armisteads, of Virginia.

Club. He leaves a widow, two sons and a daughter. G. A. R. services will be held Tuesday evening in the chapel at 503 Atlantic avenue, Brooklyn.

Prosperity Talks to Advertisers.

F. D. Caruthers, assistant business manager of the New York World, awhile ago prepared a series of "Prosperity Talks to Advertisers," which were run in the morning edition of that newspaper. They were also used on the backs of monthly calendars sent to advertisers and prospects. The talks, because of their originality and force, attracted considerable attention. Melville Snowdon, of the Advertisers' Club of Cincinnati, wrote to the World a letter of appreciation concerning them. Since then copies of the ad talks have been furnished to over one hundred advertising clubs to make such use of them as they see fit.

The Progressive Herald of Newcastle, Ind., has suspended.

JOURNALISTIC CHRONOLOGY.

Anniversaries of Interest to Newspaper Folk the Coming Week.

NOV. 1. London Morning Herald founded. (1780)

NOV. 1. Elizabeth Brown Cutting, associate editor of North American Review, born in Brooklyn, N. Y. (1871)

NOV. 1. Justus Niles Forman, writer, born in LeRoy, N. Y. (1875)

NOV. 1. London Chemical Gazette founded. (1842)

NOV. 2. The Daily Mirror, the first daily newspaper published expressly for women in Great Britain, was begun. (1903)

NOV. 2. Ben. Perley Poore, noted New

Trade Newspaper Advertising—"Why" Talks—Number Nine



A Bald-Headed Man Doesn't Make the Best Sort of Salesman for a Hair Restorer.

THE EDITOR AND PUBLISHER believes that newspaper advertising is better than billboard and circular advertising IN EVERY WAY AND FOR ALL PURPOSES. That is why this journal is called "THE NEWSPAPER ADVOCATE."

We believe that our conviction on this point is shared by a majority of successful advertisers—and that, after we have preached the truth long enough, it will be shared by ALL ADVERTISERS.

It should be taken for granted, of course, that all publishers of newspapers are in hearty accord with us on this matter. But the inference would be wrong. For, in some instances, the men who publish newspapers, and who must rely upon their sales of advertising space in them for their profits in the business, are THEMSELVES LARGE USERS OF THE BILLBOARDS AND OF CIRCULARS!

To suggest that these men are not "keeping the faith" is not to be harshly critical. To suggest that the commodity of ADVERTISING SPACE may be best marketed through the use of advertising space in their trade journals is merely to urge consistency upon them.

Men are not easily persuaded to buy a hair restorer from a bald-headed salesman; nor newspaper advertising space in a newspaper which does not believe in newspaper advertising for itself!

ADVOCATE NEWSPAPER ADVERTISING IN
THE NEWSPAPER ADVOCATE.

England journalist and Washington correspondent, born near Newburyport, Mass. (1820). He died in 1887.

NOV. 3. Henry George, journalist, author and lecturer, born in Sacramento, Cal. (1862)

NOV. 3. London Saturday Review founded. (1855)

NOV. 3. William Cullen Bryant, poet, for fifty-three years on the editorial staff of New York Evening Post, forty-nine years its managing editor, born at Cummington, Mass. (1794). He died in 1878.

NOV. 4. Frederick Abbott Stokes, publisher, president of the Frederick A. Stokes Co. and American Publishers' Association, born in Brooklyn, N. Y. (1857)

NOV. 4. Stephen Iraneus Prime, editor of the New York Observer for nearly fifty years, born at Ballston, N. Y. (1812.) He died in 1885.

NOV. 4. Thomas McDonald Patterson, long proprietor of the Rocky Mountain News, born in Ireland. (1840)

NOV. 5. The New York Weekly Journal was established by John Peter Zenger. (1773)

NOV. 5. London True Patriot founded. (1745)

NOV. 5. Frederick Wadsworth Loring, journalist, with six companions, killed by Apache Indians near Wickenburg, Arizona. (1871)

NOV. 5. Ida Minerva Tarbell, associate editor of the American Magazine, born in Erie, Pa. (1837)

NOV. 6. Thomas S. Jones, Jr., author and journalist, born in Booneville, N. Y. (1882)

NOV. 6. London Test founded. (1756)

NOV. 7. William J. Kline, senior publisher of Amsterdam (N. Y.) Evening Recorder, born in Fuitonville, N. Y. (1848.)

NOV. 7. The London Gazette, of the existing series, was first published at Oxford, the Court being there because of a plague in London. (1665)

NEWSPAPER ADVERTISING STANDARDS.

Prof. Beckman of Iowa State College Shows How They Have Been Improved—Result of Inquiries Made of Forty-five Daily Papers—Some Significant Facts.

F. W. Beckman, of the department of agricultural journalism of the Iowa State College, read a paper before the Associated Advertising Clubs of Iowa at their convention at Iowa City, which was held October 22 and 23.

This paper was prepared, after much research, and bore upon the question of newspaper advertising standards.

Amongst other good points made in the paper were: More than two-thirds of the daily newspapers refuse to print any kind of beer wine or whiskey advertising. In five daily newspapers out of six no loan shark advertising can find space. The newspapers are unanimous in making a rule against advertisements that are suggestive either in illustration or text. Six out of ten daily newspapers refuse to accept the alleged bankruptcy and fire sale advertising of transients and some of the other four out of ten charge such advertisers double rate. Of most significance is the fact that nine daily newspapers out of ten investigate the character of the business or article advertised and reserve the right to reject any proposition that does not appear honest. Everywhere there is a growing feeling that a publisher is as much responsible for what appears in the space he sells as in the space he uses for news and editorials. The business needs no reform from the outside but will care for itself.

DAILY PAPER STANDARDS.

Forty-five daily papers were queried as to their standards regarding copy. Thirty-one replied. Of the thirty-one dailies answering, all thirty-one declared that they rejected objectionable medical advertising. One of the thirty-one already rejects every form of medical advertising; another will, with the expiration of three present contracts, also reject every form of medical advertising except two which perhaps do not come under the common class of medical preparations. Twenty declared that they accept no intoxicating liquor advertising of any kind. Four others refuse to accept whiskey advertising while printing beer advertising.

In answer to the question if the copy of alleged bankruptcy and fire sale transients is accepted, eighteen newspapers of the thirty-one declared that they refused it, absolutely; eight said they accepted it; five others said that they accepted it but charged a double or higher rate.

One publisher sets forth his position upon this kind of advertising in a statement which has in it a thrust at "legitimate" business that is not wholly unfair:

"We do not have to pass on transient sale advertising much," he writes, "but are not capable of saying how much more highly colored such announcements are than the ads of some of the regular merchants. They all talk in superlatives when they get ready for clearance sales. As our home merchants are fairly liberal in advertising and are here all the year round we would in case of having to make a decision of any importance decide in favor of protection of the men who pay the most money to us for advertising—the home men."

AN UPWARD TENDENCY.

Two characteristic attitudes upon this matter of dishonest advertising are reflected in these statements received:

"We certainly do not want to aid anybody in 'skinning' our subscribers. On the other hand, we will not undertake the job of censoring everything which may have a wrong influence. It is a little too big a job. On the whole, the standards of advertising is rising in our paper we believe, but perhaps it is because the standards of the advertisers are better themselves. There still is room for improvement"

"The publishing business has arrived at an age of restriction in the matter of advertising copy at least. Just before I picked up your letter, I handed

to a piano salesman his copy and one dollar bill mailed us some days ago from Milwaukee. He did not sign his name so I could read it or give an address, or I would have sent his copy and one dollar bill back to him. He sent us a keyed ad which I knew was misleading, which read: 'Wanted—Place to store piano for winter, by party who is going to California.' I knew this was not true, and that it would be unfair to our subscribers and readers to have them answer any such ad. His object, of course, was to learn of prospective buyers. The second ad, as he sent two of them with his one dollar bill, read: 'Forced to sell a \$350 piano for \$90. Address E. J. K., care this newspaper.' This was too ridiculous to be true, and neither of them found their way into our classified columns."

TAKING A LOSS.

It seems too bad always to be asking the question whether or not righteousness pays in dollars and cents, but after all it is sometimes a fair question and it was asked of the daily newspaper publishers. Of the thirty-one answering, thirteen declared that their revenues were reduced more or less by the rejection of questionable advertising; one publisher said that \$50,000 worth of business had been rejected in a year or so passed; others put the amount to thousands of dollars. Eleven declared that there had been no net loss in revenues, some said that the local advertisers were advertising more heavily and others that new lines of business had opened up for them making their income even larger than before the adoption of the policy of restriction. Seven of the thirty-one said that they did not know whether their revenues were greater or less. In practically every instance, there was enthusiastic declaration on behalf of the policy of the close supervision of advertising columns.

"It may not pay in dollars and cents," said one publisher of this policy, "but it does in clear conscience."

"Financially it has not paid, but ethically it has."

"It has paid big in satisfaction."

Many other answers of this type indicate that the editors who do restrict the use of their advertising columns to honest enterprises go to bed with a new satisfaction and arise with all the restfulness that comes from a sleep untroubled by bad conscience.

MORE WORK AHEAD.

It might be inferred that the millennium had arrived among newspaper men, but that is not quite true. Some publishers among the daily newspaper owners have not yet reached the high standards here indicated and in their publications may be found advertising which is not clean, or which is not honest. However, we are on our way towards a millennium. Every newspaper or advertising man whose recollection goes back ten years or more, can remember what a great volume of questionable advertising was carried in all newspapers only a dozen years ago. Today not even a tenth part as much finds its way into their columns. The testimony of a few publishers of long experience will suggest the progress that has been made.

"I wish to state," said one publisher, "that there is a wide difference between the attitude of publishers nowadays and in the early days in the newspaper business. I have been in the newspaper business for twenty-five years and my early schooling was to tie up every one for as big a contract as possible, accept all lines of business, and get the money, regardless."

Of course, in recent years advertisers themselves have cleaned up their copy and that has made it easier for newspaper publishers to set up and maintain better standards, but the greatest credit for making advertising columns cleaner is due the publishers themselves.

The Illinois Staats Zeitung

Leads all other Chicago daily papers in Gain in Circulation.

WITH A GAIN OF 116% IN LAST 6 MONTHS

And of the entire circulation not over 6% is newsstand sales, leaving 94% strictly Home Circulation.

According to reports printed in Chicago daily newspapers, the increases in circulation between April 1st, 1914, and October 1st, 1914, were as follows:

Tribune	20%	Evening News	6%
Herald	21%	Journal	3%
Examiner	8%	American	2%
Abendpost	8%		
Evening Post	8%	TOTAL COMBINED	76%

Illinois Staats Zeitung

(On October 1st)

116% Increase over April 1st—more than all other Chicago papers combined.

Moreover, among the **Illinois Staats Zeitung Subscribers over 60% have no other daily paper delivered into their home.**

Affidavits in support of above statements furnished on request.

SOME OWNER

is looking right now for a manager who is a REAL newspaperman; one who has the rare editorial knack that makes the popular publication; one who can get the greatest efficiency out of mechanical departments on minimum operating expense; one who has made good as business manager; one who can get advertising; one who can build solid circulation.

The publisher looking for such a combination can get a \$10,000 man on favorable terms by addressing Ability, Box 1328, The Editor and Publisher.

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

Buffalo News

EDWARD H. BUTLER
Editor and Publisher

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

Foreign Advertising Representatives
KELLY-SMITH COMPANY

220 Fifth Avenue Lytton Building
NEW YORK CHICAGO

The circulation of the Omaha Daily News is 30,087 more than the combined circulation of the Evening World-Herald and the Omaha Evening Bee.

C. D. BERTOLET, 1110 Boyce Bldg.,
Chicago, Ill.

New York Representative: *A. K. Hammond, 366 Fifth Avenue.

THE

Detroit Saturday Night

guarantees the reliability of every advertisement appearing in its columns.

Whiskey, Beer, Cigarette and Patent Medicine advertising is tabooed.

The publishers reserve the right to reject any advertising which in their opinion is undesirable or does not conform to the general policy of the paper.

Foreign Advertising Representatives
CHAS. SEESTED F. STANLEY KELLEY
41 Park Row Peoples Gas Bldg.
New York City Chicago, Ill.

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.

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

A' Top o' the World

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

DURING war times magazine circulation slumps and newspaper circulation increases.

This, of course, is due to perfectly natural conditions. While there is real "human interest" news, filled with romance, adventure, excitement, heart throbs and every other emotion, fiction does not appeal as strongly as at other times.

By the time most magazines reach their readers the information contained is stale and worthless, while newspaper stories are fresh and new.

This might point out the fact that just now is a pretty good time to advertise in newspapers.

IT is gratifying to note that, during this period of "watchful waiting" in the commercial world the advertised brands of merchandise of all kinds are suffering less than the unadvertised brands.

During every period of cautious buying the public, trying to get the most out of every dollar, seems to be afraid to take a chance, and spend its money on unknown and untested merchandise, but, rather, it turns to stores and brands where standards are recognized. That is pretty good evidence that advertising is business insurance, and a good investment, particularly during a business depression.

NOT very long ago "The House of Kuppenheimer," of Chicago, ran some big copy in daily papers, copy containing a few kind words regarding the goodness of their clothes.

It was good copy—mighty good copy, well written, well typed and well displayed—but it didn't have a chance on earth to make good.

While no one could accuse the writer of this advertising of undue modesty in the treatment of his subject, still it was not unduly bombastic, either, but it had no chance.

He who ran might read that Kuppenheimer Clothes at \$20 to \$40 were a good investment; how this clothing was built on honor, and represented all that good clothing could represent, but that same reader has but to look back less than a week to find that same brand of clothes, emblazoned across the same papers, in even larger type, and being sold at half price.

The general proportion of advertising as it is being done now is about ten per cent. of the regular goods at regular prices and ninety per cent. of regular goods at cut prices—which is why such good copy does not have a fighting chance.

Newspapers are not to blame. It is the merchant who is misusing the space.

ADDRESSING The Rotary Club of Boston on Oct. 14th George W. Hopkins, of New York, pointed out that 84 per cent. of the business firms which fail are not advertisers.

He might have continued and shown that most of the advertising firms who fail do so because their advertising does not conform to their merchandise and methods.

There is an awful lot of good advertising that is NO good because it is TOO good. Think that over.

LAST WEEK we published a letter which had been sent to various Vigilance Committees by H. B. Clafin Co. protesting against the foisting of fake special sales by various department stores, and advertising the merchandise as having been bought from the bankrupt Clafin stock.

The letter read good. It sounded like an attempt, on the part of high-minded men to regulate, in a measure, one of the most disgusting practices of merchants who, in their terrific effort to get the money, no matter how, are working any and every kind of a fake possible for human ingenuity to devise.

In New York papers of Sunday, October 25th, appeared large ads announcing that The Simpson Crawford Stores had purchased "O'Neill Adams Co.'s entire stock of furniture, etc.," at prices averaging 65c. on the dollar, which was the hinge upon which a "great sale" was swung.

Then, elsewhere in the same paper appeared a large ad announcing that Hahne & Co., of Newark, N. J., had purchased the "Huge O'Neill Adams Co.'s Dry Goods Stocks" and would place them on sale at about half price. To quote from the ad. "In connection with this great event we announce a Mammoth Furniture Sale! In addition to this great purchase of O'Neill Adams Company's stocks, we have bought the surplus stocks of three of the finest and best furniture makers in the United States."

Now, in the first ad, that of the Simpson Crawford Store, the "etc." is the joker and MIGHT be taken to mean the \$1 petticoats at 69c.; the \$1.50, \$2 and \$2.50 dress silks at 88c. or anything else in the ad—or it might not. It don't SAY. One might INFER from Hahne's ad, from the way it is worded, that the three "biggest and best furniture manufacturers" surplus stocks had been ADDED to the O'Neill Adams Co. stock for this sale—although a careful reading of the ad would show that this is not really there.

And then we get to the meat of the story. O'Neill Adams Co., Simpson Crawford Stores and Hahne are ALL owned and operated by H. B. Clafin Co.—ALL the same people, and the whole thing is so "a la 14th St." that it really amounts to the pot calling the kettle black for H. B. Clafin Co. to protest against any crooked advertising.

IN OUR OPINION the American press in general is giving over entirely too much valuable space to jingos who are rushing into print, upon every conceivable occasion with more or less lengthy defense of their native land in this great war, which, as is generally known, is occupying the time and attention of several well and hitherto favorably known countries of Europe.

Officially the United States is neutral. We people don't care a whoop which side wins. They are all friends of ours, and it is none of our business.

If it is reported that the Allies have suffered a reverse Englishmen, Frenchmen, Belgians flood newspaper offices with protests against the publication of such stories, and in case Germany or Austria are reported to have received a jolt of any kind, Germans and Austrians are equally anxious to rush into print to class all such news as untruthful, prejudicial and subject for repression.

THE SEATTLE TIMES

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

Daily, 71,523
Sunday, 89,079
57,000 in Seattle

A copy to every family.

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

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

LARGEST QUANTITY
BEST QUALITY CIRCULATION

Buy the best and you will be content.

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

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

THE CHICAGO EVENING POST
(Evening Daily)

INDIANAPOLIS STAR
(Morning Daily and Sunday)
TERRE HAUTE STAR
(Morning Daily and Sunday)
MUNCIE STAR
(Morning Daily and Sunday)

THE ROCKY MOUNTAIN NEWS
(Morning Daily and Sunday)

THE DENVER TIMES
(Evening Daily)

THE LOUISVILLE HERALD
(Morning Daily and Sunday)

The Shaffer Group

Los Angeles Examiner

Sells at 6c. per copy or \$9.00 a year

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

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

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

The Florida Metropolis

FLORIDA'S GREATEST NEWSPAPER
JACKSONVILLE, FLA.

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

FOREIGN REPRESENTATIVES
KELLY-SMITH COMPANY
New York, 220 Fifth Ave.
Chicago, Lytton Building.

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

THE PITTSBURG PRESS

Has the Largest Daily and Sunday

CIRCULATION IN PITTSBURG

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

There is no Duplication or Substitution in

Pittsburg Leader Circulation

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

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

The Buying Power of Post reader is far greater than that of any other newspaper in Pittsburgh.

THE PITTSBURGH POST

CONE, LORENZEN & WOODMAN
Foreign Representatives
New York, Kansas City, Chicago

Get the Best Always

The Pittsburg Dispatch

Greater Pittsburg's Greatest Newspaper

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

New Jersey's Leading 7 Day Paper

Trenton Times

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

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

The Peoria Journal

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

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

We would suggest to our editorial friends that upon receipt of such communications be returned to the writer, with the information that he is now an American, or should be, and consequently neutral, and it might be added that if he is so all fired anxious to defend the land from which he came there are practically unlimited opportunities along various battle fronts, where he can get into a real fight.

Writers of such letters are merely cheap jingoos at best, and their communications are not worth much. The columns of the American Press represent our idea of no place to fight this war, and, as we view things from the Top o' the World, everyone would be just as well off if the practice of publishing this stuff was discontinued.

While we are, at all times, unqualifiedly in favor of a free press, we think that, while our European friends are busy settling their difficulties and misunderstandings, our press should not be so free as to open its columns to those who thought so well of their native land that they left it to live elsewhere.

* * * * *

TWO WEEKS AGO we announced the appointment of H. S. Tibbs as advertising manager of Bedell's chain of stores. Mr. Tibbs lasted two weeks on the new job, and is now pleasantly associated with the O'Flaherty organization.

The Bedell job is a good deal like the old Ehrich Bros. job, always open. Unless the man is a pretty good advertising man he can't stick, and if he is a good man he WON'T stick—and there you are.

The fact that Mr. Tibbs made good at Gimbel Bros. argues that he is a good man, if any argument were necessary—and the conclusion is that he was too good a man for the job.

* * * * *

IT is to be hoped that our gas story of last week started something. We want to go further in this work if within our power.

If every advertising manager got busy there should be some successes to be reported—and there should be some failures.

If the successful ones will tell us about how they put it over, and the unsuccessful ones will ask us for something tangible to work on we should be in a position to give some valuable advice where it would do some good.

This kind of service always affords us a great deal of pleasure, and we hope every one will let us help wherever we can.

* * * * *

IT is but natural to suppose that every reader of this column knows that he could fill it a whole lot better than it is now filled. The supposition is based on the supposition that all readers are human and, being human, believe they can do a given thing better than it is being done.

By the same token it seems to us that if we were filling the job of advertising manager of a newspaper we would do some things at variance with the accepted standard of methods.

For instance, we would not put our best men out calling on our largest accounts. Quite to the contrary, they would be the fellows who nursed the little, growing accounts, and the big ones could be handled by the smaller salaried men, or by the manager, personally.

When a newspaper solicitor calls on a small account he should call as a guide, philosopher and friend. He should be prepared to whisper wise counsel into the small merchant's ear—be able, in short, to educate the small advertiser into a judicious use of well filled space.

The big people, as a rule, have advertising men who have a pretty keen idea as to what they are going to do, and the call is generally a call of good fellowship, pure and simple.

But the little fellow is entitled to the best of advice and treatment. If properly taken care of he will grow into a big fellow, and the high-priced solicitation showered upon him at the start, will, in time, return a hundred-fold. Think it over, boss.

* * * * *

BEST & CO., Fifth Avenue and Thirty-Fifth Street, New York, are running a new series of advertisements in the New York papers. These advertisements are good. They are quite a change from the usual run of department store ads, and are revealing what has hitherto seemed to be a secret in store management.

In this copy they tell the reader that they are running a store where reliable merchandise, honestly priced and honestly represented may be obtained.

Any one reading the general run of department store advertising would never suspect that there ever was anything but "sale" stuff to be found therein. The appeal is based almost entirely on price and it is said that all goods are sold for much less than they are worth. But Best & Co. come out with a different appeal.

It is not as stilted as the usual copy, neither is it so hard to understand. It is simply a pleasant, human message from men with something to sell to people who need the goods.

In these advertisements there are no apologies for the goods or their "regular" values, nothing is said about their having been "marked down" nor are goods catalogued. They are appealing, though.

* * * * *

ON MONDAY, October 26th, Alexander Smith & Sons, of Yonkers, carpet and rug manufacturers, opened an auction sale of their goods at a warehouse on Fifth Avenue, New York city.

It might be remarked, in passing, that it is customary to sell the output of carpet and rug factories at auction, annually or semi-annually, so there is nothing remarkable in the auction sale as an auction sale.

However, Alexander Smith & Sons is but one of a number of big manufacturers of this kind of goods, although they are pretty big and pretty good people.

The peculiar thing about the sale is that the goods were put in work before the European war broke out, and when they got ready for the sale they had an accumulation of about \$4,000,000 worth of goods to dispose of.

Up to Wednesday evening over \$2,000,000 worth of these floor coverings had been sold, and the indications were that the rest of them would be disposed of by the close of the week.

The prices were about normal, there being a very small drop in values.

Mention is made of this fact to point out that business is in a very healthy condition, and that, through their making this sale known to the trade they received a splendid response, sold their goods and had no trouble in finding people with money, ready and willing to buy.

Perhaps there is a lesson in this for men who have something to sell. There is a big, active market. Go out and find it, or, better, put the newspapers to work finding it for you.

IN WESTERN PENNSYLVANIA

You will make no mistake by using

The Johnstown Leader

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

S. G. LINDENSTEIN, INC.
Special Representative

18 East 28th Street New York City

Tenth Edition Enlarged to include the Belgian "Gray Paper," "White Papers" of England and Germany, "Orange Paper" of Russia, and other diplomatic correspondence and documents relating to the European War. 10c per copy; on newsstands or by mail.

The New York Times

Times Square, New York

The Jewish Morning Journal

NEW YORK CITY

(The Only Jewish Morning Paper)

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

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

The Jewish Morning Journal prints more HELP WANTED ADS.

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

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

The Globe

AND COMMERCIAL ADVERTISER

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

Net paid circulation for year ending Sept. 30, 1914

165,423

Net paid circulation for Sept. 30, 1914

205,069

SUCCESS

has followed The Evening Mail's policy of refusing unreliable advertising.

The Evening Mail carries more advertising than any other New York evening paper in its class.

The Evening Mail combines quantity with quality in circulation.

The Evening Mail

New York's Great Home Paper.

THE NEW ORLEANS ITEM

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

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

TIPS FOR THE MANUFACTURERS OF SUPPLIES

CHANGES IN INTEREST.

EAU CLAIRE, WIS.—A. J. Hartley has purchased the Cornell Courier from George W. Duel.

BROKEN BOW, NEB.—The Republican has been taken over by C. E. Shea of Brainerd.

MANSON, IA.—The Journal, which has been conducted by Thomas D. Long for several years, has been sold to Thomas Walpole, formerly postmaster of Storm Lake.

SEDALIA, MO.—It is persistently rumored here that John E. Swanger of St. Louis, former Secretary of State, and the newspaper syndicate of which E. E. McJimsey of the Springfield (Mo.) Republican is a member, has purchased the Sedalia Morning Daily and Weekly Capital. It is said the new owners will take charge November 1. J. S. Brennerman, publisher of the Capital, will neither confirm nor deny the sale.

PONTIAC, MICH.—The Daily Press Gazette has changed hands. The new owners are Harry Coleman, H. H. Fitzgerald, G. H. Gardner and H. Y. Fitzgerald, former owners of the Flint Daily Journal.

THE TEST

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

NEWSPAPER FEATURE SERVICE

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

You Would Enthuse Too

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

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

When you write us, mention this ad.
THE WINTHROP PRESS
111 East 25th Street New York City

These war times

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

JOHN B. GALLAGHER & CO.

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

Newspaper Correspondents

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

National Association Newspaper Correspondents

Germania Savings Bank Building
PITTSBURGH, PA.

PRINCEVILLE, ILL.—Harry C. Rose, city editor of the Peoria Star-Courier, has purchased the Telephone, and will take charge at once.

HECLA, S. D.—E. C. Cole has sold his interest in the Standard and will be succeeded as editor on Nov. 1 by Thomas Van Meter.

HIGHGATE, ONT.—The Monitor has been sold by W. K. Maclean to H. M. Kedwell, who is now in charge.

HARRISTON, ONT.—W. C. Finlayson, of Woodstock, has purchased the plant of the Tribune and will publish a daily.

GEDDES, S. D.—Eugene Ryan has purchased the Record and the Ravina (S. D.) Booster and will merge the two into a new Geddes paper which will have a new name.

FAIRFIELD, IA.—The Tribune has been acquired by E. R. Smith. Elmer Hinkhouse is to continue as publisher, for the present, at least.

JACKSON, KY.—The Times has been acquired by J. L. McCoy and Thomas M. Owsley, of Lexington, and Captain McCoy is now in editorial control.

CHERRY VALLEY, N. Y.—D. Monroe Green, part owner of the Waterville Times and editor of the Poultney Husbandry, has bought the Gazette of John Sawyer & Son.

HUDSON, WIS.—J. Ettamway has purchased the Watrous County Tribune of A. J. Mekler.

MEADVILLE, MO.—The Messenger has been purchased by Earl Williams, who will conduct it in the future.

SEDALIA, MO.—John E. Swanger has purchased the Daily and Weekly Capital.

WANSON, IA.—Thos. Walpole has purchased the Journal from Thos. D. Long.

WATERLOO, IA.—E. L. Hahn, H. H. Koenke have purchased Der Deutsche American, a German weekly, of H. C. Finner.

AUBURN, CAL.—W. B. Hotchkiss & Sons, publishers for three months of the Placer Republican, have sold the paper to E. B. Willis, of Sacramento, a former owner of the publication. Willis was the owner of the paper for a number of years and sold it five or six years ago to A. E. Falch, who disposed of it to Hotchkiss.

SAN RAFAEL, CAL.—H. De La Montanya has purchased the Toscin. Edward W. Netherton, who for the past two years has served as editor of the paper, has resigned that position.

NEW PUBLICATIONS.

LESLIE, ARK.—The Leslie Record is the name of a new weekly to be launched here by L. R. Alexander. It will consist of eight pages and will be independent in politics.

LLANO, TEX.—Beginning the second week in November A. H. Wilburn will publish a new weekly to be called the Search Light. C. B. Boswell will have charge of the plant.

ABBYVILLE, LA.—The Laborers Free Press is the title of a new comer. It is published by Socialistic leaders.

ATKINSON, ILL.—R. R. Garner, formerly publisher of the Wyand Review, will shortly begin the issue of a new weekly in this place.

HOPKINSVILLE, KY.—A new paper will be started here by John F. Bible, who will be the editor and manager. It is reported that \$10,000 has been subscribed for the enterprise.

KINSTON, N. C.—The Daily News made its debut here on October 20. Charles W. Forlaw and Wiley M. Beasley are the editors. William Hayes, superintendent of the Carolina Railway, is president of the publishing company.

WORCESTER, MASS.—The Sake Company recently incorporated to publish books and periodicals in the Lithuanian language, will shortly issue a monthly newspaper called Sake. The president is Adam Bushas, 149 Mulberry street.

COPERAS COVE, TEX.—The New Era has made its first appearance. Mr. Downey is the editor.

WHEELING, W. VA.—The Daily Independence, a new morning newspaper, has entered the local field.

PALO ALTO, CAL.—It is reported a new paper will soon be launched in this city. Particulars are lacking.

POINTS FOR AD CLERKS.

Brooklyn Eagle's Instructions Contain Helpful Advice.

The Brooklyn Eagle has issued a little folder giving instructions to clerks at the cash advertising counters of the main and branch offices that are so pertinent that we reproduce them below for the benefit of other publishers who may want to use them:

"When a prospective advertiser enters the office he has fully made up his mind to advertise in the Brooklyn Eagle. The missionary work of inducing him to use printers' ink in the Eagle's columns has already been done. But the actual sale has not been made. That is your job. And there are many things that must be considered in your business dealings with the people who step up to your counter.

"Two things should be remembered always: courtesy and attention. They are the very first qualities for a successful salesman, whether he sell automobiles or advertising space in a newspaper. The salesman who shows courtesy and strict attention to his customers makes friends for himself and for his firm. It is a pleasure for people to do business with him. Don't be curt or snappy in your remarks. Avoid the grouch.

"When you approach your customer, do so in an alert, dignified manner. Don't slouch up to the counter and rest on your elbow as if you needed sleep. To the customer it would seem that it is too much trouble for you to take his money. Get on a springy step, stand straight, and look the customer in the eye when you are talking to him. Answer his questions in a firm but friendly tone. Make him feel that you know what you are talking about. It is never good to take liberties by using first names. Always prefix Mister. Even an old acquaintance might resent being called 'Tom' or 'Bill' under certain circumstances.

"Your selling problem is to induce your prospect to take a consecutive-time advertisement and not a one-time insertion only. In the first place the advertisers' chances for results on a running advertisement are 100 per cent. greater, and running advertisements mean more revenue for the office.

"If you have both the interest of your customer and the Eagle at heart you will use your best efforts to obtain consecutive-time orders and not one-timers. Point out the low weekly rate; a 33 1-3 per cent. reduction from the rate for one insertion only. And inform the advertiser that his ad will be stopped, and a refund made, should the advertisement produce the desired results before it expires. Every time you succeed in securing a weekly advertisement from an advertiser who intended to go in but once, clip the ad out of the paper and keep a record of it. The fellow that is interested in his work is the one that gets ahead.

"The size of the advertisement is another item to think about. Don't suggest a three or four-line advertisement when the proposition to be advertised deserves thirty, forty or fifty lines. An advertisement, for instance, of a \$20,000 house for sale would seem ridiculous in a space of three or four lines. Such a proposition deserves a display announcement with a picture. Suggest to such an advertiser that the Eagle would be glad to send its photographer to take a picture of his house for use in his advertisement free of charge. Be able to write his advertisement if necessary. Make suggestions. Show him the display ads of other advertisers in the Eagle columns. Talk big space at the start because you can come down in your argument much more easily than you go up. Study carefully the Eagle rate card, know it by heart. Learn the features of your newspaper."

WAR NEWS
and
PICTURES

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

International News Service
238 William St. New York City

1914 AERIAL Christmas Cover

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

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

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

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

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

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

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

USE
UNITED
PRESS
FOR
Afternoon Papers

General Offices, World Bldg., New York

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

THE CENTRAL PRESS ASSOCIATION
New York and Cleveland

"Women and Their City"

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

WAR NEWS. AUTHENTIC WAR NEWS.

We receive the complete cable dispatches of the Central News, Ltd. of London, The Agence-Fournier of Paris, The Telegraphien-Union of Berlin, in addition to our own special correspondents.

CENTRAL NEWS OF AMERICA, 26-28 BEAVER STREET, NEW YORK

Third Patent Suit Linotype vs. Intertype

We desire to announce that we have instituted a third action in the United States District Court of the Eastern District of New York against the International Typesetting Machine Company (manufacturers of the Intertype) for infringement of the following United States Letters Patent:

W. S. Coe.....	No. 619,393	H. A. Agricola, Jr.....	No. 789,646
Isaiah Hall	No. 665,212	J. R. Rogers.....	No. 792,851
Isaiah Hall	No. 665,326	P. T. Dodge.....	No. 797,412
J. R. Rogers	No. 740,470	T. S. Homans.....	No. 825,054
J. M. Cooney and H. L. Totten.....	No. 759,501	D. S. Kennedy.....	No. 888,176
P. T. Dodge	No. 761,289	J. R. Rogers.....	No. 945,608
		D. S. Kennedy.....	No. 1,104,512

We have recently announced a first and second action, now pending, in the United States District Court of the Southern District of New York, brought by us against the International Typesetting Machine Company for infringement of the following United States Letters Patent:

Reissue	No. 614,229	No. 661,386	No. 757,648	No. 826,593
	No. 614,230	No. 718,781	No. 758,103	No. 830,436
	No. 13,489	No. 719,436	No. 759,501	No. 837,226
	No. 586,337	No. 734,746	No. 787,821	No. 848,338
	No. 619,441	No. 739,591	No. 797,412	No. 888,402
	No. 630,112	No. 739,996	No. 797,436	No. 925,843
	No. 643,289	No. 746,415	No. 824,659	No. 955,681

MERGENTHALER LINOTYPE COMPANY Tribune Building New York N Y

FIELD SELLS BRANDS

A New Departure for the World's Greatest Department Store. Queen Quality Shoes and Knox Hats Featured in Advertising.

One of the traditions of Marshall Field & Co. was that no trade-marked, advertised brand of goods of any kind was to be featured in that store, except the private brands, owned or controlled by the firm.

That tradition has been smashed. Queen Quality Shoes and Knox Hats are now being featured in the newspaper advertising of this store and it is a noteworthy occasion, pointing, as it does, to the fact that persistent advertising will, in time, accomplish almost anything.

Of course Marshall Field & Co. have handled nationally advertised goods for many years but they have never been featured until now.

And, too, many manufacturers have had their goods in Marshall Field & Co.'s store under Marshall Field & Co.'s own private brand.

How the Thos. B. Plant Co. got their Queen Quality shoes into Field's bargain basement would be an interesting story, if it were known.

How the Knox hat people got in is an interesting story, and part of it is known.

When the new men's store, on the southwest corner of Wabash avenue and Randolph street was opened it was recognized that something very unusual and distinctive would be a splendid idea to get people talking about the new store.

Representatives of Marshall Field & Co. approached check boys at various smart hotels and clubs and got them to keep tab on what kinds of hats were checked.

Knox hats were overwhelmingly in the majority, and a deal was put through whereby Knox hats were put into the new store. It is a significant fact, too,

that the first two branded articles that were advertised were articles of known value—that is, articles whose retail selling price is fixed by the manufacturer, at the factory.

This plan is derided by many manufacturers who seem to think that they cannot regulate the resale price, but, by stamping or otherwise designating the resale price, they do establish a standard of value which ultimately works to their benefit.

GRAFT ADVERTISING

By reading this column newspaper men can keep posted as to who are trying to get advertising without paying for it. See to it that this matter is paid for in your publication.

Safety First Society, an association of manufacturers of safety devices for automobiles, are trying to graft free advertising of a tour its secretary is taking boosting the various devices. Don't fall for it.

Chicago & Alton Railroad Company column free ad, "The Annual Pilgrimage to the Dairy Show." They should pay for it.

N. Y., N. H. & H.—Stories on a special train schedule, an address to the annual convention of the G. P. & T. A. Association and a story about a diner on that road.

"The Midnight Girl," "Peg O My Heart" and "Today," all playing in Chicago, are trying to graft press agent stuff.

"Bringing up Father," a play, now touring in the West, sending out free press agent stuff through Gus Hill, New York.

Our attention has been drawn to a moving picture advertisement in the Winfield (Kan.) Courier, in which ap-

pears: "Watch the papers for cuts and stories." Our special correspondent asks:

"Are we coming to this when the publicity moochers not only gloat over the free space that they are able to work the newspapers for but actually come out in their advertising and call attention to the free space they are grafting?"

Holland Film Mfg. Co., 105 Lawrence avenue, Boston, clippings from the Christian Science Monitor about the work of this company in producing films.

Welsbach Co., through Alfred Gratz are asking for free readers on a new series of ads, promising permanent place on all future lists made up for Welsbach advertising to all who are weak enough to be grafted on.

Union Pacific Railway and Panama-Pacific Canal Exposition, through Stack Advertising Agency, Chicago, are ask-

ing for free readers on a booklet, featuring these institutions.

Western Union Telegraph Co. asking for free notices of rate revision. It is advertising that should be paid for.

Balboa Amusement Producing Co., Long Beach, Cal., 500 words of instructions to budding authors of moving picture scenarios.

The Society for Electrical Development is asking for free publication of an item headed "Free Electrical information." It is advertising that should be paid for.

The World's Newspapers.

More than 60,000 newspapers are now appearing at daily or weekly intervals in the various quarters of the globe. Of these, considerably over one-half are printed in the English language, there being 23,000 in the United States and 13,000 in the British empire.

I am pleased to announce that Mr. Owen H. Fleming—for a number of years well known to Eastern Advertisers and Agency men—has joined our staff.

I also wish to announce that we have just opened an office in the Kresge Building, Detroit, Michigan, in charge of Mr. Victor B. Baer.

Through our four offices, we aim to keep advertisers fully informed regarding the publications which we represent.

Victor B. Baer

NEW YORK CHICAGO BOSTON DETROIT

TIPS TO THE AD MANAGER.

Malloy, Mitchell & Faust, Security Building, Chicago, Ill., are placing 30 line 5 time orders with Western weeklies for Funston Brothers & Co., Furs, 119 South 2nd street, St. Louis, Mo.

Amsterdam Advertising Agency, 1178 Broadway, New York City, is placing 35 line 9 time orders with a selected list of papers for the Atlantic Coast Line, 71 Broadway, New York City.

Hostetter Company, "Hostetter Bitters," Pittsburgh, Pa., is resuming its advertising.

Frank Kiernan & Company, 189 Broadway, New York City, are sending out one time orders to a few large Eastern papers for T. F. Nolan, 7 Pine street, New York City.

Collin Armstrong, Inc., 115 Broadway, New York City, is making 3,000 line contracts with California papers for Moller & Schumann Company.

The Mutual Service Corporation, 140 Cedar street, New York City, is handling the advertising account of the Northwestern Fruit Exchange, "Skookum Apples," 90 West street, New York City, and Portland, Ore.

The Walton Advertising & Printing Company, 15 Exchange street, Boston, Mass., is forwarding orders to a selected list of papers for William W. Brown, "Brown's Beach Jacket," 395 Chandler street, Worcester, Mass.

Gundlach Advertising Company, People's Gas Building, Chicago, Ill., is issuing orders to some New York City papers for the Phonograph Corporation of Manhattan, "Edison Phonograph" and "Edison Shop," 473 Fifth avenue, New York City.

Wendell P. Colton, 165 Broadway, New York City, will shortly make up a list of newspapers for the Porto Rico Line, 11 Broadway, New York City.

Andrew Cone General Advertising Agency, Tribune Building, New York City, is placing 90 line 2 time orders with papers in metropolitan cities for Mitchell Kennerley, Publishers, 32 West 58th street, New York City.

Lyddon & Hanford Company, Cutler Building, Rochester, N. Y., and 200 Fifth avenue, New York City, is sending 5,000 line contracts to New York State papers for the German-American Brewing Co., "Maltosia Beer."

Goldsmith Company, 207 Market street, Newark, N. J., is forwarding orders to some New York City papers for James Everard's Breweries, 12 East 133rd street, New York City.

S. Greve Agency, Oppenheim Building, St. Paul, Minn., is sending 100 line 2 time orders to some Western weeklies for the Northwestern Blau Gas Company.

R. A. Mathews Advertising Agency, Marquette Building, Chicago, Ill., is issuing 27 line 4 time orders to Western weeklies for the American Well Works.

Bayer-Stroud Corporation, 200 Fifth avenue, New York City, will shortly place new copy for the United Shirt & Collar Company, "Lion Brand" Collars and Shirts, Troy, N. Y.

Louis Brown, 99 Nassau street, New York City, is putting out classified orders generally for the Photographic News Service, 39 West 21st street, New York City.

G. H. Haulenbeck Advertising Agency, 2 West 45th street, New York City, is placing 28 line 3 time orders with New Jersey papers for the Language Phone Method, 2 West 45th street, New York City.

Frank Presbrey Company, 456 Fourth avenue, New York City, is handling orders for the Permutit Company, "Permutit Water Softener," 30 East 42nd street, New York City, with New York State papers in cities where representatives will call.

Wylie B. Jones Advertising Agency, Binghamton, N. Y., is issuing classified orders generally for the National Co-operative Company, Washington, D. C.

George M. Savage Advertising Agency, Newberry Building, Detroit, Mich., is sending 7 inch 2 time a. w. 10 time orders to some Western papers for the Numeral Method Music Co., Detroit.

The Co-operative Advertising Company, Real Estate Trust Building, Philadelphia, Pa., is placing 18 line 1 time orders with mail order papers for the Philadelphia Bird Food Company, Philadelphia, Pa.

Will H. Dilg, 12 State street, Chicago, Ill., is forwarding 520 line 2 time orders to some Iowa papers for the Phoenix Horse Shoe.

Lesan Advertising Agency, 440 Fourth avenue, New York City, will shortly place orders with a few Western papers for the Queen & Crescent Route.

Wylie B. Jones Advertising Agency, Binghamton, N. Y., is putting out classified orders generally for the Washington Civil Service School, Washington, D. C.

Ewing & Miles, Fuller Building, New York City, will shortly send out orders to a selected list of papers for "Dr. Marshall's Catarrh Snuff," Savings Building, Cleveland, O.

Lyddon & Hanford Company, Cutler Building, Rochester, N. Y., and 200 Fifth avenue, New York City, is issuing orders to a selected list of papers for the Urbana Wine Company, "Gold Seal Champagne," Urbana, N. Y. This agency will also shortly place orders for the winter campaign of A. C. Meyer & Co., "Dr. Bull's Cough Syrup," 210 East Lexington street, Baltimore, Md.

The Frederick N. Sommer Agency, 810 Broad street, Newark, N. J., is placing the advertising of the "Bel Bon Company" Toilet Cream, Tooth Powder, Tooth Paste, in selected newspapers.

The J. W. Barber Advertising Agency, of 338 Washington street, Boston, will shortly send out contracts for "Colorite" in the Sunday.

Blomfield & Field, 171 Madison avenue, New York City, are sending out orders for 100 line advertisement in the leading monthly publications and half page in the standard magazines, for W. Atlee Burpee & Co., Seedsman, Philadelphia.

W. H. H. Hull & Company, Tribune Building, New York City, is placing 600 lines, one time, with a selected list for Lord & Taylor Company of New York.

E. D. Kollock, 201 Devonshire street, Boston, Mass., is forwarding four line readers two times a week for five months to a few Texas papers for Eimer & Amend.

ROLL OF HONOR

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

ARIZONA.	NEW JERSEY.
GAZETTE—Av. Cir. 6,125.....Phoenix	PRESSAsbury Park
CALIFORNIA.	JOURNALElizabeth
THE NEWS.....Santa Barbara	COURIER-NEWSPlainfield
BULLETINSan Francisco	NEW YORK.
GEORGIA.	EVENING NEWS.....Buffalo
JOURNAL (Cir. 57,531).....Atlanta	BOLLETTINO DELLA SERA, New York
CHRONICLEAugusta	EVENING MAIL.....New York
LEDGERColumbus	OHIO.
ILLINOIS.	PLAIN DEALER.....Cleveland
POLISH DAILY ZGODA.....Chicago	Daily Circulation for August, 1914.
SKANDINAVENChicago	Sunday129,503
HERALDJoliet	Sunday154,902
HERALD-TRANSCRIPTPeoria	VINDICATORYoungstown
JOURNALPeoria	PENNSYLVANIA.
STAR (Circulation 21,589)Peoria	TIMESChester
INDIANA.	DAILY DEMOCRAT.....Johnstown
THE AVE MARIA.....Notre Dame	DISPATCHPittsburgh
IOWA.	PRESSPittsburgh
REGISTER & LEADER...Des Moines	GERMAN GAZETTE.....Philadelphia
THE TIMES-JOURNAL....Dubuque	TIMES-LEADERWilkes-Barre
KANSAS.	GAZETTEYork
CAPITALTopeka	SOUTH CAROLINA.
LOUISIANA.	DAILY MAIL.....Anderson
DAILY STATES.....New Orleans	THE STATE.....Columbia
ITEMNew Orleans	(Sworn Cir. Mch, 1914. D. 22,850; S. 23,444)
TIMES-PICAYUNENew Orleans	TENNESSEE.
MARYLAND.	NEWS-SCIMITARMemphis
THE SUNBaltimore	BANNERNashville
has a combined net paid circulation of 127,000 copies daily, 80,000 of which are served in Baltimore homes.	TEXAS.
MICHIGAN.	STAR-TELEGRAMFort Worth
PATRIOT (No Monday Issue) Jackson Average 1st qu. 1914: Daily 10,963; Sunday 12,384. Member "American Newspaper Pub. Ass'n." "Gilt Edge News- papers," and Am. Audit Ass'n.	Sworn circulation over 30,000 daily. Only daily in Fort Worth that permitted 1912 ex- amination by Association of American Ad- vertisers.
MINNESOTA.	CHRONICLEHouston
TRIBUNE, Mon. & Eve....Minneapolis	The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday.
MISSOURI.	WASHINGTON.
POST-DISPATCHSt. Louis	POST-INTELLIGENCERSeattle
MONTANA.	WYOMING.
MINERButte	LEADERCheyenne
NEBRASKA.	CANADA.
FREIE PRESSE (Cir. 128,384) .Lincoln	BRITISH COLUMBIA.
	WORLDVancouver
	ONTARIO.
	FREE PRESS.....London
	QUEBEC.
	LA PATRIE.....Montreal
	LA PRESSE.....Montreal
	Ave. Cir. for 1913, 127,722

Block Opens Office in Detroit.

Paul Block, Inc., has just opened a new office at Detroit, Mich., in charge of Victor B. Baer to supplement the work of that organization through the New York, Chicago and Boston offices. Mr. Baer was formerly with Lord & Thomas at their New York office,

later in Mr. Block's New York office and for the past year has been connected with the Chicago organization.

The Charleston (W. Va.) Mail is installing a new 24-page Hoe press. This is a part of the new \$20,000 equipment recently purchased.

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.

William Woodhead, president of the A.A.C.W., will address the Los Angeles, Cal., Y. M. C. A. class in advertising today.

A. M. Cabler, late business manager of the Sacramento Star has been appointed advertising manager of the Salem (Ore.) Statesman.

H. T. Sigwalt has been appointed advertising manager of the Federal Motor Truck Company, of Detroit, Mich. He was formerly with the Corrugated Paper Company, of Fort Wayne, Ind.

Dean M. Linton has joined the Chicago office of the J. Walter Thompson Company. He formerly handled the advertising for the Channel Chemical Company (O-Cedar products).

Francis Lawton, Jr., is now on the advertising staff of the New York Tribune. He was lately with the McClure publications.

C. F. Worfolk, formerly advertising manager of the H. M. & R. Shoe Company, of Toledo, O., has been appointed advertising manager of the Regal Motor Car Co., of Detroit, Mich.

C. M. Bleyer is now with the Taylor-Critchfield Company, Chicago. He was recently with Klau, Van Pietserson & Dunlap, Inc., of Milwaukee, Wis.

Owen H. Fleming now represents Paul Block, Inc., in the Eastern field. His previous connections have been with the People's Home Journal, Scribner's Magazine and the National Sunday Magazines.

A. R. Johnson, who has been with H. Walton Heegstra Advertising Service, Chicago, and prior to that on the Tribune, has been made advertising manager of the Hartman Trunk Co. of Racine, Wis.

The Perry-Hanly-Schott Advertising Co. of Kansas City, Mo., has a new copy chief in the person of Steinger Clark, who was at one time with the Federal Advertising Agency's Chicago office and later with the Curtiss-Rowe-Pierce Advertising Company, of Kansas City.

James G. Jarrett has been made Eastern manager of Collier's. He has been connected with the advertising department of that publication for nine years.

Herbert A. Mooney has joined the staff of the Dunlap Ward Advertising Co. of Detroit, Mich. He was formerly assistant advertising manager of the Oakland Motor Car Company and advertising manager of the Paige Motor Car Co.

Conklin Mann, formerly with Collier's will work the Eastern territory for the Leslie Judge Co. in the future.

W. R. Evans has secured a connection on the advertising staff of Boyce's weeklies, Chicago. He was formerly on the St. Louis Republic.

W. Powell Bradburn, formerly with the Leslie-Judge Co. is now with Lee & Williamson, special representatives, New York.

William Robie has assumed charge of the advertising department for the Brandeis stores of Omaha, Neb. Mr. Robie was formerly in Milwaukee, Wis., Cleveland, Ohio, and New York City.

LIVE AD CLUB NEWS.

Dr. H. S. Clemmer, president; S. R. Stern, first vice-president; C. C. Koerner, second vice-president; R. C. Steeple, treasurer. These are the officers of the Ad Club for the coming year, as elected by the Spokane (Wash.) Ad Club at the annual meeting held Oct. 14th. C. Herbert Moore, former mayor of Spokane, was admitted to active membership and an honorary life membership was conferred on Miss Para Dalton, assistant secretary of the club.

A campaign against the appearance of fraudulent advertising in newspapers was inaugurated Oct. 14th at the regular meeting of the Cincinnati Advertisers' Club in the Hotel Metropole, Sunday, Oct. 18th, the club ran advertisements in the local papers announcing that they will prosecute any one offering or publishing fraudulent advertisements. A membership campaign was launched.

At the October meeting of the Birmingham Advertisers' and Merchants' Association the educational committee reported that arrangements had been made to cooperate with the Y. M. C. A. in establishing a course of instruction in advertising and salesmanship.

The Clayton antitrust bill was referred to at the meeting of the St. Louis Advertising Men's League Oct. 27th by

Publishers' Representatives

ALLEN & WARD
Brunswick Bldg., New York
Advertising Bldg., Chicago.

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

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

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

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

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

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

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

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

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

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

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

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

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

Charles L. Grigg as a measure that will be of no benefit to the advertiser, because it is against uniformity in prices. The president was authorized to appoint two committees to prepare two tickets for the annual election of officers at the meeting on the first Tuesday in December, and to prepare a platform or policy under which the league may be conducted in the future.

The Pilgrim Publicity Association will give a course in advertising this winter, including twelve lectures and a series of group meetings. The lectures on the general topic of "Distribution" will be given by Prof. Paul Cherington of Harvard University on Oct. 21, Nov. 5 and Nov. 19. Prof. Colin Scott of Boston Normal School will lecture on the "Principles of Appeal" on Dec. 3, Dec. 10 and Jan. 7. N. C. Fowler, Jr., will take for his subject "Copy" in addresses to be given Jan. 21, Jan. 28 and Feb. 4. "Service" will be elaborated in the lectures of Thomas Dreier on Feb. 18, March 4 and March 18. All of these lectures will be held in Union Hall, Y. M. C. U., 48 Boylston street, at 8 P. M.

The Toronto Ad Club has inaugurated a series of departmental sessions, to be held every Tuesday and Thursday evening during the winter. For the time being nine groups have been selected, dealing with advertising agents, direct advertising, graphic arts, magazines and farm press, newspapers, outdoor advertising, retail advertising, sales managers, and trade and technical advertising. Opportunities will be given

Advertising Agents

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

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

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

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

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

GUENTHER-BRADFORD & CO.,
Chicago, Ill.

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

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

to members to discuss problems and acquire knowledge about the different forms of advertising in which they are interested.

SPECIAL EDITIONS.

The Newburgh (N. Y.) Daily News on Saturday, October 24, issued a special "Equal Suffrage Number," which was edited by the members of the Political Study Club of Newburgh, an organization of women who advocate equal suffrage. The paper consisted of twenty-four pages and had a circulation of 25,000 copies. The special contributors included Katherine B. Davis, Commissioner of Correction of New York City. Col. Theodore Roosevelt was the guest of Mrs. William Vanamee at a luncheon on the day the paper was issued. Mrs. Vanamee was the editor-in-chief of the day, and Col. Roosevelt spoke in highest terms of her work.

W. B. Finney Advertising Company, Keith & Perry Building, Kansas City, Mo., is issuing 336 line, two time orders to a few Texas papers for the Shawhan Distilling Company.

BUILD YOUR CLASSIFIED MEDIUM RIGHT

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

THE BASIL L. SMITH SYSTEM

will build for you a perfect and profitable classified medium.

Cost of our service entirely dependent on increased business.

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

Daily Sale 40 Copies vs. \$100.

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

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

Write—Phone—Wire

DUHAN BROTHERS

Newspaper Distributors Who Have Made Good Since 1892.

TRIBUNE BUILDING

Phone: 3584 Beekman

NEW YORK CITY

Good Cuts For Newspapers

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

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

Atlas Engraving Company
205 West 40th Street New York

THE WORLD SYNDICATE COMPANY

Announces a new member to its family of successful circulation builders and friend makers.

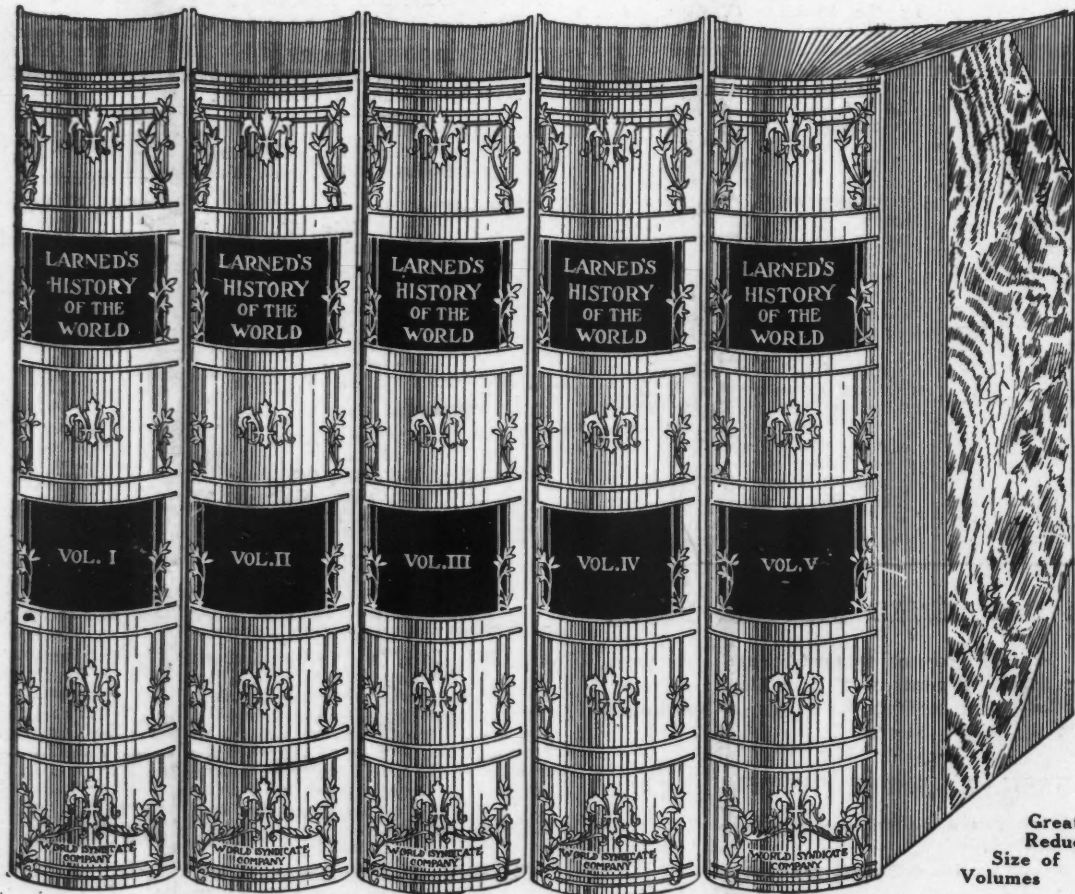
Larned's History of the World

Five volumes—new plates, good paper, good printing and handsome binding.

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Call up your college professors, Superintendent of Schools and Librarians and they will one and all tell you LARNED stands at the head of the list of all American Historians. LARNED is honored both North and South on account of his absolute fairness. Larned's History is standard in Catholic as well as Protestant institutions of learning. He knows NO PARTIES OR CREEDS.

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U. S. Bureau of Civil Service,
U. S. Bureau of Education,
U. S. Bureau of Ethnology,
U. S. Dept. of Agriculture,
U. S. Dept. of Commerce,
Labor, Interior, Justice, Navy, State, War, U. S. Geological Survey, U. S. Mint, U. S. Public Documents, U. S. Smithsonian Institute, U. S. Library of Congress.

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Bound in a beautiful de luxe binding; gold lettering, fleur-de-lis and tracery design, rich half-calf effect. Marbled sides with gold and colors. Full size of volume 5½ x 8 inches.

Greatest Running Story of the World Ever Told

THESE ARE WORLD HISTORY TIMES eagerly sought and read by all classes of men, women and children.

Many of the largest papers have contracted for its exclusive use in their territory.

Wire or write for our most liberal terms.

WORLD SYNDICATE COMPANY

L. M. RANKIN, President

110 WEST 40TH STREET

NEW YORK CITY

