

THIRTY-SECOND YEAR

# The Editor & Publisher

## and The Journalist

32 PAGES

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

32 PAGES

\$2.00 a Year

Vol. 48

NEW YORK, NOVEMBER 27, 1915

No. 25

10 Cents a Copy

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## Two and one-half times around the world every 30 days to deliver The Daily News in Chicago

Every day The Daily News distributes over 375,000 copies in Chicago and suburbs (the total circulation is over 400,000). This great task requires a fleet of 34 automobiles and 65 wagons. Every thirty days these vehicles cover a combined total distance of 65,000 miles, or over two and one-half times around the world at the equator.

The Daily News has a larger circulation in Chicago and suburbs, by over 100,-

000, than the next highest daily circulation, and has over 80,000 more than the highest Sunday circulation. As there are approximately 450,000 families in Chicago, you can readily see that The Daily News reaches practically *every worth-while family* in the city.

If you want to *cover* Chicago—use The Chicago Daily News—over 400,000 daily.

# The Evening Sun

## OF NEW YORK

is making the most rapid strides in popularity with advertisers of any newspaper in the New York field. This is shown by the October record of the past four years.

Lines of advertising in the month of October for the past four years—	Lines of advertising printed from Jan. 1 to Nov. 1 for the past four years—
October,	
1915 . . . . . 496,118	1915 . . . . . 3,886,222
1914 . . . . . 377,748	1914 . . . . . 3,281,880
1913 . . . . . 370,147	1913 . . . . . 2,996,038
1912 . . . . . 326,149	1912 . . . . . 2,434,778
Gain for October, 1915, over the same month last year—118,370 lines.	Records compiled by statistical department of the New York Post.

That the increased business of the Evening Sun is remarkable is shown by the gain of 1,451,444 lines for the first ten months of 1915 over the same period of 1912.

The Evening Sun is the fastest growing newspaper in the New York field, having gained more lineage in the last four years than any other newspaper.

Its local news reports are accurate and comprehensive. Through its membership in the United Press, the Evening Sun has been enabled to furnish its readers with the most up-to-date and authentic cable and telegraph news. In fact, the Evening Sun has become indispensable to the business men of New York.



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### BARON EICHI'S VISIT STIRS UP THE PRESS

San Francisco Papers Revive the Discussion of the Japanese Question—Exposition Press Union in Trouble with the Authorities—Newspaper Men's Club Is Flourishing—Editorial Visitors.

SAN FRANCISCO, November 19.—The visit of Baron Eichi Shibusawa to this city has stirred up the Japanese question in California to quite an extent, and the leading newspapers of this city have come out with the truth about the situation in strong and unmistakable terms. Some persons may think that this is unfortunate, owing to the fact that the venerable baron was a guest of the Exposition management during a part of his stay here. But it seemed to be high time for a stand to be made by the Californians who have to bear the brunt of the assaults made by some of the Japanese and by the small, but vociferous, pro-Oriental element in this country.

California has had years of hard experience in dealing with the Oriental immigration problem, which is but little understood in the East, and the Eastern people who are wise now seem disposed to let the Pacific Coast States handle the situation without being unduly hampered by theorists, or by a few prominent Americans who are unwisely catering to Japanese influences while claiming to be great authorities as to the attitude the United States Government should take towards other countries during the war.

The San Francisco Examiner has covered the situation admirably, and in a dignified manner, in editorials and special articles dealing with the issues brought up by the pro-Japanese propagandists, who have been carrying on a well-financed campaign for months past throughout this country, and at a number of the conventions held here during the Exposition.

The District Attorney has issued a citation against the promoters of the "Exposition Press Union," an organization engaged in promoting a history of the Panama-Pacific Exposition. On the dummy used by solicitors in securing contributions to the work appear the names of several representative newspaper men. These names were used without authority. The Newspaper Men's Club, composed of 116 men actively connected with the editorial departments of the daily papers and press associations, is backing the proceedings against the promoters of the scheme. The club has decided to put an end to misuse of newspaper men's names for advertising purposes of this sort by instituting proceedings against the promoters of all such projects.

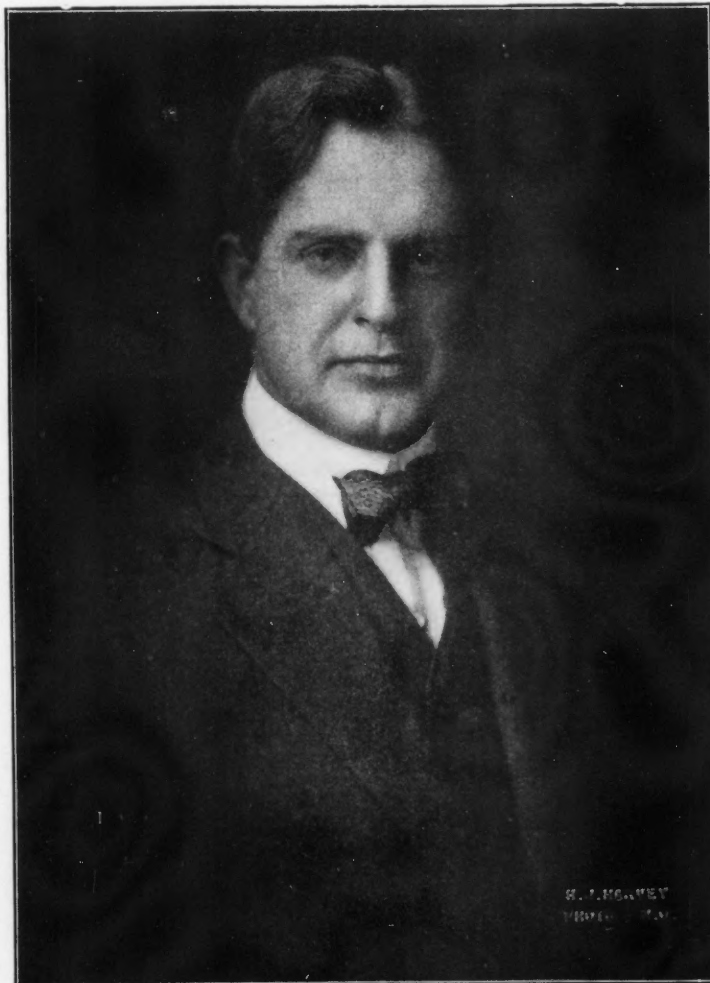
The Newspaper Men's Club of San Francisco, which was recently organized, has opened its headquarters at 33 Grant avenue under favorable auspices. The active membership has increased to 121, and includes nearly all of the active men of the editorial staffs of the five large American daily papers. Later on arrangements will be made for admitting as associate members some of the representatives of the local papers published in foreign languages.

The admissions at the Panama-Pacific Exposition reached the 17,000,000 mark today, and, with continued fine weather and a heavy attendance of farmers from

all over the country who waited until after their harvests to see the Fair, the remaining sixteen days should bring the grand total up to 18,000,000. This figure is within three million of the attendance at the St. Louis Exposition, and is far ahead of the estimates made for the San Francisco Fair. The financial showing up to date is satisfactory, and there is some talk of a ten per cent. dividend for the Exposition stockholders.

### ADVERTISING MEN APPEAR BEFORE THE FEDERAL TRADE COMMISSION

Representatives of the A. A. C. W. Address the Body Upon the Fake Advertising Evil—Herbert Houston Shows How the Ad Clubs Have Worked Through Vigilance Committees—James Keeley, of Chicago Herald, Makes an Eloquent Plea for Truth.



JAMES M. THOMSON,

publisher of the New Orleans (La.) Item, like many another newspaper man, studied law before he yielded to the call of journalism. His father, Dr. Augustus Pembroke Thomson sent him to Johns Hopkins University, from which he was graduated in 1897 with the degree of B. A. He studied law in the office of General John E. Roller, at Harrisonburg, Va., but ere long concluded that he would rather work on a newspaper than plead in court, and in 1898 joined the staff of the Washington (D. C.) Post. Later he did special work for the Washington Bureau of the New York Herald and the New York American and Journal.

His first venture in business on his own account was the purchase of the Norfolk Dispatch in 1900, which, in six years, he placed first in circulation among Norfolk papers. He advocated

the holding of the Jamestown Exposition and was one of its directors.

In 1906 Mr. Thomson sold the Norfolk Dispatch and purchased the New Orleans Item, of which he is president, treasurer and principal owner. Under his management the Item has forged ahead until it has become one of the leading newspapers of the South.

Mr. Thomson is red-headed. Perhaps this explains why he is so full of "pep."

Since living in New Orleans he has become identified with several of its business interests and is a member of the advisory board of the Interstate Trust and Banking Co. He works as hard for the improvement of the city as he does for his own newspaper. He belongs to several clubs and carnival organizations and is a member of Trinity Episcopal Church.

WASHINGTON, D. C., November 23.—Pleas for the help of the federal government through the Federal Trade Commission in driving unfair and fake advertising methods out of the channels of commerce were made at a public hearing before the commission at the New Willard Hotel today. Representatives of the Associated Advertising Clubs of the World appeared before that body and pointed out some of the unfair methods of advertising which they declared had the effect of producing unfair competition. They asserted that in their opinion the organic act of the body gave the commission the power to regulate unfair competition.

They claimed that the United States government was one of the greatest offenders in aiding unfair competition. This was brought about by permitting firms to use the mails in so-called "get rich quick" schemes, although the speakers admitted that the issuance of fraud orders served to correct this to some extent. But these, they pointed out further, came only after public confidence had been destroyed.

Herbert S. Houston, of New York, was the first speaker. He declared that the methods of fake advertisers created grave abuses which served to injure honest business men. He outlined the work of the advertising clubs in attempting to correct this evil, explaining the work of the national vigilance committees, together with the State vigilance committees which attempted to search out and correct false statements in advertising. The club was helped to a large extent with the laws of thirty-two States.

Much is being accomplished through moral suasion on the part of the vigilance committees, according to Mr. Houston, who said that when a piece of fake or misleading advertising was discovered the advertiser was communicated with, to the end that he usually corrected the advertisement in question.

He declared that he had been informed by the solicitor of the Post Office Department that until last June fully \$239,000,000 had been taken away from the public of this country by mail order concerns against which fraud orders had been issued. He asserted that it was the opinion of the advertising association officials and members that these bodies could be the means of gathering definite, first hand information against mail-order concerns which were engaged in false advertising. Almost all such cases, he said, would be interstate. This is a great abuse. The Post Office Department and the advertising clubs realize it.

In concluding, he asked for a ruling or an expression of opinion by the commission as to whether it was willing to receive any interstate cases which are constantly coming to the attention of the clubs. He said the clubs could become an ally of the commission.

James Keeley, editor of the Chicago Herald, read excerpts from a number of letters of firms in which the belief was expressed that false advertising was un-

CELEBRATION IN BANGOR, MAINE, OF ITS FIRST NEWSPAPER'S CENTENNIAL

This (Saturday) Is Emphatically "The Day" in the Lively Maine City—Tonight Will See a Banquet That Would Do Credit to New York—There'll Be Speeches by Robert Lincoln O'Brien and Other Imported and Native Talent—Bright Letters by Cyrus Curtis and Other Successful Sons of the Pine Tree State.

fair competition. He spoke of the method of a Chicago department store for preventing false advertising from creeping into its "copy." In addition to instructing the heads of the various departments to tell only the truth, the store maintained three censors who reviewed the advertising "copy" carefully. Then it employed two women who went around each day to see that the goods were just as described in the advertisements, and if they were not, then the buyer of the particular departments would certainly hear from it.

"The spoken lie is private, but the printed lie is public," said Mr. Keeley. "There is no such thing as a white lie in print, for all such are black lies." All men should be restrained from dishonest acts in unfair advertising. Printed misstatements, for business purposes, are destroyers of public confidence.

"Newspapers and magazines," he went on, "are common carriers, and their space is open to all. None should be allowed to use them except for legitimate business. To use them otherwise is unfair competition and diminishes the value of one of the greatest public utilities."

H. J. Kenner, executive secretary of the National Vigilance Committee, gave a number of instances of fake advertising uncovered by the national committee and its allies. He spoke of a watch advertisement, where a gold-filled railroad watch guaranteed for twenty-five years was advertised to sell for \$5.95. It was said to contain eleven jewels. An examination disclosed that the movement was a cheap one; that the watch contained eleven jewels, and they were of a celluloid composition. There was not more than twenty-five cents' worth of gold in the case; it could not pass railroad inspection, and \$3.50 was declared to be a high retail value. Yet it was advertised as being worth \$25. The post-office, he said, would shortly take action against these people.

Mr. Keeley said that by moral suasion the vigilance committee had induced a number of merchants to change the wording of advertising where it was found to be false.

William H. Ingersoll, chairman of the National Commission of the Associated Advertising Clubs of the World, also gave a number of concrete instances of false advertising, speaking particularly of the class of sales where the advertisers assert that they have bought the surplus stock of manufacturers at so much on the dollar and offering the public the benefits of their purchase.

He spoke of the German advertising law as a model one to correct the false advertising evil. When asked by Commissioner Davies if he was familiar with the Adamson Bill to correct false advertising, he said he was. He believed the bill was framed as a result of information given before committee hearings, and with no reference to the conditions in commerce. He said it was a good bill as far as it went, but that it was not broad enough.

E. T. Meredith, of Des Moines, Iowa, declared that if firms thought they were going to get in trouble with the Federal Government in making false statements they would be much more careful. He urged the commission to take up the question.

at this morning's session, but were not heard. They will be heard when the hearing is resumed at the commission's headquarters in the Department of Commerce Building.

Although no announcement is made to the effect that the commission believed misleading advertising constituted unfair competition, the fact that cases will be investigated was taken to mean that the commission was inclined toward that view.

The following epigrams and statements are taken from Mr. Keeley's address:

"The spoken lie is private and may be of only private consequence; but the printed lie is public; a matter of public consequence and a question for public treatment."

"There is no such thing as a white lie."

"Newspapers and magazines," he went on, "are common carriers, and their space is open to all. None should be allowed to use them except for legitimate business. To use them otherwise is unfair competition and diminishes the value of one of the greatest public utilities."

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The newspaper men of Bangor, Me., will celebrate, today (Saturday, November 27), the one hundredth anniversary of the publication of Bangor's first newspaper. The event will take the form of a banquet at the Bangor House. It will be held almost on the exact anniversary of the issuing of the first Bangor news-

"Journalism's Useful Yesterdays" will be the subject of Frederick G. Fassett, editor of the Waterville Sentinel; and George W. Norton, editor of the Portland Express Advertiser, will talk on "Fellowship in the Newspaper Craft." Prof. Roland P. Gray, of the journalism department of the University of Maine, will give an account of the work of this department.

BANGOR REGISTER.

VOL. IV BANGOR, (ME.) THURSDAY, MARCH 25, 1919. No. 12.

BANGOR REGISTER, PUBLISHED EVERY THURSDAY EVENING BY JAMES BURTON, JR.

FRESH GOODS. L. H. HILLS, & Co. H. B. BARKLEY, & Co. I. Goods, and Groceries.

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Charles H. Porter, president of the Chicago Advertisers' Club, expressed the hope that the commission would take up this side of unfair competition. Just before adjournment he declared that his club could file 100 complaints for investigation, and if it sent out letters it was sure it could file 5,000 cases in the next thirty days.

Republican Candidates. Honorable Benj. W. Croninshield, Honorable Benjamin Austin, Hon. WILLIAM KING, Hon. WM. D. WILLIAMSON, Hon. JAMES CAMPBELL.

ACCTION. To be sold to Public Auction at the Store located by James Bartlett, on Monday, the 29th inst. at two o'clock for noon:

Wanted Immediately. Apprentice to the PAINTING BUSINESS, from 14 to 18 years of age, with good education, intelligent, family and good education. Inquire at THIS OFFICE. Feb. 11, 1919.

MILLERS Celebrated ITCH OINTMENT. It is offered to the public as being one of the most and safest cures for this distressing ailment.

Those Merchants in this town who sell Spirits by the small quantity, are cautioned against continuing the same, as there will be complaints entered against them, and prosecuted according to law.

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STATE LAWS. Commonwealth of Massachusetts. In the Year of our Lord One Thousand Eight Hundred and Nineteen. AN ACT to establish Courts of Sessions.

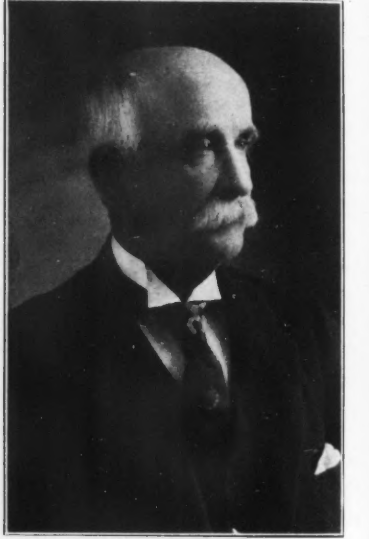
AN ACT making further provision for the punishment of Robbery, Manslaughter and Kidnap Assaults.

AN ACT to amend the several Acts relating to the Courts of Sessions, and to amend the several Acts relating to the Courts of Sessions, and to amend the several Acts relating to the Courts of Sessions.

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HON. JOSEPH P. BASS, Publisher Bangor (Me.) Commercial, was recently presented with a silver service by his employees on the occasion of his 80th birthday. He is one of Maine's oldest and most successful newspaper publishers.

Gov. Oakley C. Curtis and Senator Charles F. Johnson have been invited to be present, and among those who have accepted invitations are Congressman Frank E. Guernsey, of Dover; President Robert J. Aley, of the University of Maine; Col. Frederick Hale, owner of the Portland Express; Ex-Gov. Frederick W. Plaisted, editor of the New Age; Librarian R. K. Jones, of the University of Maine; Hon. John Francis Sprague, of Dover, editor of the Journal of Maine History; Kingsbury B. Piper, former editor of the Waterville Sentinel, now income tax collector; J. Clement Murphy and E. L. Chadbourne, of Augusta, and numerous others.

Among the regrets received was that of Cyrus H. K. Curtis, a former Maine man, now of the Philadelphia Public Ledger and the Curtis publications. Mr. Curtis thus facetiously responded to the invitation: NOVEMBER 16, 1915. Wilfrid A. Hennessy, Secretary, Bangor Chamber of Commerce, Bangor, Maine. My dear Sir: You cannot imagine my sense of disappointment and regret that I am unable to be present on the 27th. To think that it is a hundred years since Peter Edes started that weekly paper that is remembered a hundred years afterward. It seems but yesterday when Pete used to come "up" to Portland and tell us of the wonderful possibilities of journalism in Bangor, and then ask us to cash a little check and hold it over for a few days; and I have (Continued on page 662)



## VERY VIGOROUS STRUGGLE GOING ON OVER NEWS PRINT FREIGHT RATES

Another Chapter in a Long-Drawn-Out Contest in Which Publishers of Newspapers, as Represented by the A. N. P. A., Are Trying Their Best to Avoid Being Taxed a Great Sum Annually, Without Need, Through a Nation-Wide Raise in Freight Charges

Will freight rates on news print paper go up?

Well, that remains to be seen. December 20 is the closing date for the railroads to file briefs with the Interstate Commerce Commission, while the other contestants (including the American Newspaper Publishers' Association) have until January 4. Then the railroads have ten more days in which to submit reply briefs. Possibly there may be an argument before the full commission some time in January—the proceedings thus far having been before Commissioner LaRoe, sitting in the New York Custom House.

It is now possible to survey the proceedings thus far had and see whether they lead.

The proposed increase on news print adds two cents per hundred pounds to the rate at present in effect between Canadian, New York and New England points of shipment to consuming points in Central Freight Association territory, such as Cincinnati, Louisville, Chicago and St. Louis, with a like increase on all combination rates to Southern or Western consuming points via Cincinnati and St. Louis; and when it is considered that 1,600,000 tons of news print are used in a year in this country, to add 40 cents a ton certainly does "run into money"—especially as it is considered certain that if freight increases are ordered in the territory above mentioned, other "raises" will follow throughout the whole United States.

At the hearing there were, in effect, three parties in interest—the railroads, the paper manufacturers and the newspapers (represented by the A. N. P. A.). The railroads contended that news print has enjoyed a low freight rate. It was shown, however, by numerous witnesses that the rates on paper were such as to yield a very fair return to the railroads. It was also shown that news print as freight is in a class by itself—is an attractive commodity to the carriers, with its large tonnage and uniform movement; does not require any special service or equipment; is not particularly susceptible to damage in transit; that the daily shipments are not only in carloads, but in many cases in train loads, and that the news print traffic is actively sought by all the railroads.

The Paper Manufacturers' Traffic Committee represented many paper interests other than news print. The active members were W. D. Hurlburt, traffic manager of the Wisconsin Pulp and Paper Mills; A. H. Campbell, traffic manager of the International Paper Company, and Thomas G. Smiley, traffic manager and secretary of the Northern New York Traffic and Pulp Association. They presented a proposed compromise by which they would concede to the carriers an increase of freight rates on news print paper on the basis of one-tenth of a cent from points west of the eastern boundary of New York State to Chicago and one and one-tenth cents from points east of that line. This was not concurred in and was opposed by the Michigan Paper Mills Traffic and Pulp Association, by the Minnesota and Ontario Power Company, by the Fort Frances Pulp and Paper Company, by the Itasca Paper Company, by the Hennepin Paper Company, and by the Great Northern Paper Company. Certain other manufacturing interests were also dissatisfied with the proposed compromise and withdrew their support.

Of the members of the Paper Manufacturers' Traffic Committee, only two—the International Paper Company and the Laurentide Paper Company—have mills in New England or Quebec, where

the one and one-tenth cents increase would apply; and as they also have mills west of the east boundary of New York State, where only the one-tenth of a cent increase would apply, or in other localities where there is no increase, it might be that they could arrange their shipments to Central Freight Association territory from the mills where the minimum increase only, or no increase at all, would have to be paid.

The Paper Manufacturers' Traffic Committee gave the impression of being interested only to the extent of having any increases so scaled as not to interfere with their competition, regardless of what the cost may be to the newspaper publishers, as there is no denial that any increases that go into effect will be added to the price of paper; while the railroads failed to show any need for increased revenue, and least of all, for singling out news print paper for an increase. Their alleged desire for equalization of rates was felt by the publishers present to be merely a shield for their desire to derive additional revenue at the expense of news print.

The American Newspaper Publishers' Association introduced testimony to show that the freight rates in force between the points named were fair and reasonable and remunerative to the railroads. Rates were compared with similar rates in force in the South, and the showing was that the ton-mile earnings on news print compared very favorably with similar earnings on other roads and on other commodities—in fact, was of an amount to yield fair profits to the railroads.

Testimony was also introduced by the A. N. P. A. to show that the traffic would not stand any increase of freight rates on news print paper in that the volume of advertising in newspapers had decreased greatly in recent years, was below normal, and the cost of production of newspapers had very greatly increased; that under such conditions the publishers could not successfully raise their advertising rates, and that, in fact, the general raising of advertising rates to absorb or offset increases in the prices of news print paper by reason of increased freight rates would cause heavy loss to the publishers throughout the entire country.

### New Orleans Times-Picayune Matters

At the annual meeting of the stockholders of the New Orleans Times-Picayune Publishing Company, on Monday, Thomas G. Rapier was elected a member of the board of directors, to fill the vacancy caused by the recent death of Maj. H. H. Baker. The other members of the board, all of whom were re-elected unanimously to serve for the year 1916, are: Ashton Phelps, L. K. Nicholson, B. T. Wald, Alvin P. Howard, G. B. Baldwin, C. H. Hyams, Jr., Y. P. Nicholson, and L. O. O'Donnell. D. D. Moore was unanimously re-elected general manager.

### London Globe Reissued

The London (England) Globe, which was confiscated by the government on November 6 for stating that Earl Kitchener had resigned, was issued again on Monday. The issue contains the correspondence which passed between the proprietors of the paper and the authorities, and closes with an apology.

The Iowa State Press Association now has 325 newspapers of Iowa on its membership roll. Every one of the 99 counties, with the exception of three, is represented. Twenty of the papers are dailies.

## BRYAN TO ATLANTA, MURRAY TO NEW YORK

New Publisher of Hearst's Atlanta Georgian and Sunday American Widely Known and Successful—Same Is True of His Predecessor, Now in the New York Hearst Headquarters.

Walter G. Bryan, who has just become publisher of Hearst's Atlanta Georgian and Sunday American, is a former Missouri newspaper man, having started in the rural field on the Fulton (Mo.) Sun. Later he was connected with the business department of the Kansas City



WALTER G. BRYAN

Journal, then was advertising manager of the St. Louis Star, and later conducted a special promotion service for the several Hearst newspapers, with headquarters in Chicago. He is widely known, also, for his excellent promotion work for the Chicago Tribune, Chicago Daily News and the Cleveland Plain Dealer.

Hugh E. Murray, Mr. Bryan's predecessor, has become associated with the



HUGH E. MURRAY

general management of all the Hearst newspapers and magazines in the office of S. S. Carvalho in New York.

Mr. Murray is 34 years old. He began his newspaper career in 1897 as an office boy on the New York Evening Journal. Three years later he was a reporter on the New York American, and later on the Evening Journal. In 1903 he was made dramatic editor of the same paper and he continued in this position until 1905, when he quit the editorial department and went to California. He was an

advertising solicitor on the Los Angeles Examiner and was later made classified advertising manager. He made a remarkable record in this position and his original ideas made the classified advertising section of that paper one of the strongest in the country.

After two years, he was made assistant general manager of the Los Angeles Examiner and in 1909 he was made general manager of the American Weekly, a newspaper operated in conjunction with Hearst's San Francisco Examiner. From there he went to New York in 1910 and was made publisher of the Morgen Journal, from which position he went to Atlanta.

He took charge of the Atlanta newspapers soon after Mr. Hearst entered that field, and he has done excellent work on them.

Before leaving Atlanta Mr. Murray was given a banquet by nearly 200 employees of the Georgian and presented with a handsome loving cup.

## MAY ORGANIZE PRESS CLUB FEDERATION

Milwaukee Takes the Lead and Invites Cooperation of All Organizations—Advocates a Yearly Convention and the Publication of An Official Organ—St. Louis Y. M. C. A. Ad Course.

St. Louis, November 21.—There is a movement on foot over the United States to form a Federation of Press Clubs. The Milwaukee (Wis.) Press Club is responsible for the initiative in this matter, and W. C. Ahlhaner, of that organization, has been appointed chairman of the committee on federation. In an invitation sent out from the Milwaukee club to other clubs to assist in the work of organization, Mr. Ahlhaner says in part: "My report to the members of the Milwaukee Press Club about the hospitality and abundance of evidence of good-fellowship displayed by the various clubs visited on my trip to the Coast, led to the subject of forming such a national organization, and I was delegated to ascertain views of leading clubs.

"A convention could be held once a year and an official organ published, in which space can be allotted for news items and the roster of each club in the federation, thereby throwing all clubs and members into closer communication. The expense of maintaining such an organization would be a mere trifle, and the official organ would be self-sustaining through the advertisements. We want every press club in the United States to come into the fold. This is no individual scheme—no plan for financial gain—but a contemplated arrangement to bring the press clubs into closer alliance and to cement the bonds of good-fellowship among the newspaper men throughout the country." The proposal will be discussed at the meeting of the Board of Directors of the Press Club of St. Louis at its next meeting.

The complete advertising course of the St. Louis Y. M. C. A. Night School, which is offered again this winter for the fourth season, is meeting with the desired attendance. This course is given under the auspices of The Advertising Club of St. Louis, and, under the supervision of J. M. Clayton, educational director of the Central Y. M. C. A. The classes are conducted by J. W. Booth, a member of the Advertising Club and advertising agent of the Missouri Pacific-Iron Mountain Railway System, a man who is responsible for some of the best railroad advertising in America for the last several years. Last March the Advertising Club of St. Louis passed a resolution, authorizing twenty-three members, each one a specialist in a particular phase of the advertising business, to prepare thirty studies in practical advertising. Never before had so many experts collaborated in the preparation of such a comprehensive course of this nature. It took five months for the completion of the thirty lessons, which are being taken up in order by the Y. M. C. A. class, which meets every Friday evening.

# Summary of the Arguments Against the Use of Coupons

Well-Established Facts Brought Out in "The Editor and Publisher's" Series of Articles Printed During the Past Nine Months—Coupons Are Unnecessary Tax Upon Business, Which is Paid by the Consumer Rather Than by the Manufacturer—They Encourage the Gambling Spirit and Lead to Waste Rather Than Thrift.

BY FRANK LEROY BLANCHARD.

THE EDITOR AND PUBLISHER, as its readers well know, has taken the ground that the use of coupons by the manufacturer and the sale by the retailer of the products in which they are packed, places not only an unnecessary but a distinctly burdensome tax upon merchandising. It contends that coupons are a menace to business; that they have no legitimate place in marketing and that they should be banished from the marts of trade.

During the past nine months this journal has printed dozens of articles written by experienced business men, of whom John Wanamaker, of Philadelphia and New York, is a conspicuous example, and interviews with such representative firms as Marshall Field & Co., Chicago; the Emporium of San Francisco, and Jordan Marsh & Co., of Boston, discussing the subject in all its phases. Letters presenting arguments both pro and con have appeared in its columns. Many merchants and newspaper men have called at this office to express their approbation of the work we are doing. That the position taken by THE EDITOR AND PUBLISHER is sound and sensible and appeals to the merchandising public is proved by these and other evidences.

Now what is the case against the use of coupons? What are the arguments upon which opposition to them is based? Are coupons an unnecessary tax upon merchandising or are they, worse still, as has been claimed, a parasite that is sucking out its life blood? Let us briefly examine the evidence that has been submitted and see if we can form any other conclusion than that already stated in the opening paragraph of this article.

## FIRST USED AS A STIMULANT.

Coupons were first packed or given with merchandise for the purpose of stimulating the demand for it, just as a man takes a drink of whiskey to stimulate his power of endurance. There is no doubt of the fact that under favorable conditions the retailer is able to sell more goods with which coupons are given than he is of goods with which none are given, but at what a cost!

These "trade stimulants" have been in use for at least fifteen years, but during that time they have never been so generally distributed as at this very moment. The coupon scheme when first introduced was so alluring that it appealed to manufacturer and retailer alike as the most wonderful plan for building up a demand for particular lines of goods—and they readily adopted it. The scheme worked well for a time, but later its drawbacks and evils became apparent, and opposition, at first slight but rapidly increasing in strength, developed until, as already chronicled in these columns, many large retailers refused to have anything more to do with merchandise in which coupons were packed.

The real evil of the coupon system, according to Harold Remington, consists in the element of gambling that is a part of it—the getting of something for nothing on a chance—or rather in the fact that it amounts simply to a method of dividing up forfeited or unclaimed values.

## THE SYSTEM IS WRONG

Merchants throughout the country honestly, earnestly and patriotically feel that the coupon and trading stamp system is wrong; that it is contrary to right business principles and inimical to business economy; that it fastens upon all merchants a deadweight of expense, which, in the end, if adopted by everybody, can benefit no one; that, at best, it is an unfair way to advertise as it fails to advertise the merits of the goods and appeals merely to the gambling instinct.

Coupons are misleading. Those who handle coupon advertised goods try to convey the impression that the purchaser is getting "something for nothing." As a matter of fact he pays for the premium whether he knows it or not.

If the manufacturer turns out honest merchandise at a reasonable cost, and if the retailer will handle these goods for a fair and legitimate profit, there will be no need of even trying to force the customer into thinking he is getting something for nothing.

## GOODS SHOULD BE SOLD ON MERIT

If merchandise is sold on its merits at a fair and equitable price no bribe will be necessary to induce the public to buy it.

Coupons and the merchandise with which they are redeemed cost money. Who pays for them? The manufacturer who buys the coupons must pay for them. He must either add the cost to the selling price of his product in order to get back what he has paid out, or he must cut his own profit to that extent.

Competition among manufacturers is so fierce that they are obliged to sell their products at a comparatively small margin of profit. When they pack coupons with their goods they must either add the cost to the selling price or take it out of their already small profit. What course are they most liable to pursue?

Margins on selling prices are governed by competition, and competition has so leveled the profits of the middleman to a minimum that the addition of an extra tax upon the necessities of life works a hardship upon the consumer.

When the cost of the coupons is added to the selling price, the consumer, of course, pays not only for the merchandise but also, in addition, for the coupons, which become, in fact, a tax upon the sale. In other words coupons unnecessarily increase the cost of living.

It is wholly within the realm of probability that ultimately these parasites operating under various aliases, will, unless eradicated, eliminate the individual retailer who will, in turn, be replaced by the chain-store system which will sell its own brands of merchandise, thereby eliminating those of the manufacturer.

## ENCOURAGES GAMBLING

From the consumer's standpoint one of the most serious evils growing out of the use of the coupon is its encouragement of the gambling spirit in young people. They are led into extravagances through a desire to secure a certain number of coupons for which they may get a certain article in exchange. They buy things they don't need, paying cash for them, in order to get "for nothing" something they want in the way of a premium.

Children become fascinated with the coupon idea and stand in front of cigar and other stores where coupons are distributed in order to beg them from customers who have just received them with their purchases. Of course the children's parents are, in most cases, ignorant of what they are doing, for it is inconceivable that they would care to have their offspring begging in the streets for coupons any more than they would allow them to beg for pennies.

## WANAMAKER'S VIEWS

John Wanamaker, in a letter to THE EDITOR AND PUBLISHER some weeks ago, said that as a result of over fifty years' experience in marketing merchandise he was convinced that coupons or premium schemes of any kind whatsoever have no place in the distribution of merchandise.

"The Coupon" he declared, "is an admission that the goods carrying it do not

measure up to the price asked and that something extra must be included to give money's worth.

"No retail store that I have any knowledge of has built up what is seemingly a permanent business on the plan of giving something for nothing. In the long run it is the public that is fooled. Some one must bear the expense of the 'catch penny' device and that someone is eventually the purchaser."

Mr. Wanamaker is in business, like all other merchants, to make money. If coupons were a good thing for his own pocket-book and a benefit to his customers, would he refuse to handle goods in which they are packed? Certainly not. It is because he regards them as parasites that he keeps them out of his store.

## OTHERS AGREE WITH HIM

That other big merchants share his views is shown by the fact that the leading stores in Chicago, New York, Philadelphia and Boston have cast out goods in which coupons are packed.

Why should newspaper publishers take a special interest in the abolition of coupons? In what way is their business affected by the distribution of these slips of paper by manufacturers and retailers? Let us see.

When the manufacturer adopts the coupon system he charges the expense, in most cases, to the advertising account, because that is the logical place for it. He considers coupons as a kind of advertising—a method for promoting sales similar to newspaper and periodical publicity. If his advertising appropriation is \$100,000 a year, and the coupons he packs or distributes with his product cost \$25,000, the amount available for all other forms of advertising is \$75,000. In some instances manufacturers who have adopted the use of coupons have discontinued newspaper and periodical advertising altogether.

## BIG SHRINKAGE IN ADVERTISING

While the loss of \$25,000 by the entire body of publishers is insignificant when only one manufacturer is involved, when you consider that there are hundreds of other manufacturers spending not only \$25,000 a year for coupons, but in some cases from \$100,000 to \$1,000,000, you can see that the total amount thus withdrawn from the ordinary channels of advertising aggregates an enormous sum.

One of the most striking examples is that of the big tobacco companies that are putting out as high as a million dollars worth of coupons a year. The directors of several of these concerns which have hitherto been the heaviest newspaper advertisers in the country, have concluded that because the expense of the coupons has been so heavy the volume of newspaper and magazine advertising must be cut from twenty-five to fifty per cent. One company has cancelled over a million dollars worth of advertising which it contracted for in the newspapers alone. It is estimated that during the current year between three and five millions of dollars worth of advertising will have been cancelled or discontinued because of the coupon craze.

But great as this loss is to the publishers from a financial view point, it alone would count for but little if the public which the newspapers serve profited thereby. Publishers have no right, even to increase their revenues, to offer any scheme or plan that is for the general good of the community.

## MORAL OBLIGATION OF PUBLISHERS

In the matter of the use of coupons there is a moral obligation that must be considered. Newspapers, although published for private gain, are public institutions in that they sustain a most inti-

mate relationship toward the community. Besides printing the local, domestic and foreign news, the newspaper occupies the position of guardian, champion, friend and advisor to thousands of people. Its morals must be above reproach; it must not betray the trust imposed on it by its readers; it must not lend its name to dishonest practices; its efforts must always be directed toward the achievement of high ideals. If it fails in any one of these things it loses the confidence of the public it serves, its fate is sealed and its ruin is inevitable.

As guardians of the public welfare the newspapers must oppose coupons, for they know that they are economically wrong in principle; that they inculcate false ideas of thrift; that they place an unnecessary burden upon the people; that they promote a gambling spirit among children as well as grown-ups. It is not economy to make a man pay more for an article than it is actually worth merely that you may make him a present. If coupons and trading stamps representing merchandise valued at \$120,000,000 was distributed during the past year, as was recently stated by the premium men themselves, then the public has paid just that amount more than it should for the merchandise it has purchased.

The cost of living is high enough as it is without forcing the people to pay more. Therefore it is the duty of the newspapers to take up cudgels and vigorously fight any system that is merely parasitical in its character.

## Cartoonist Porter's Body Found

The body of Phil Porter, former cartoonist, was found a few days ago on the shore of Twin Island, in Lake Michigan, by two hunters. Porter's body had been in the water for six or seven months, and was beyond recognition, except for a ring and the clothes. He was last employed by the Ethridge advertising firm, of Chicago. His wife died in April, 1914. Mr. Porter was 38 years old, and had been cartoonist on a number of papers in the East, where his work was well known, especially in the Boston Journal.

## Connolly Goes to Washington

Jack S. Connolly, president of the Boston Press Club, late day city editor of the Boston Herald and private secretary to Congressman Carter, left that city for Washington Saturday, where he will take up his secretarial duties at once. Vice-President John Withington, of the Press Club, will assume the active leadership of the club during the absence of Mr. Connolly. When Mr. Connolly left the Herald he was presented with a gold watch.

## New New York News Syndicate

J. S. Hughes, who has managed the New York Times syndicate and news bureau for the past seven years, has left the Times to enter the syndicate field on his own behalf. He has organized the Publishers' News-Feature Syndicate, with headquarters at 38 Park Row, New York. Besides supplying a daily telegraph service by special wires running into the 38 Park Row offices to a chain of out-of-town subscribers, the new news bureau plans to enter the Sunday feature field on a broad scale.

## Uncle Sam Stops This One

A postoffice fraud order has just been issued against the Jewell Novelty Works, Kalamazoo, Mich., which manufactured and sold a so-called "divining rod," which was represented to be capable of locating hidden treasure, gold mines, etc.



# Now, For Christmas

Bostonians are discussing Christmas. Members of the 338,463 families living within 13 miles of Boston's City Hall are now on the search for suitable gifts.

Are *your* goods being considered?

Consider the market—the possibilities for your product. Here are 338,463 families in a city with a greater per capita wealth than that of Chicago, Philadelphia and St. Louis *combined*, and greater than that of New York City.

They have on deposit in the banks of Metropolitan Boston over *one-ninth* of the savings of the people of the United States.

They believe in advertised goods and the majority of them ask for advertised goods by name. This number is increasing.

The dealers of Metropolitan Boston believe in advertised goods. The big majority of them favor newspapers as an advertising medium because of the local appeal.

Metropolitan Boston is a market worthy of your best effort.

The Boston American will help you with your advertising and merchandising plans by supplying information covering local trade conditions. It will help you reach out for your share of this Christmas trade.

The Boston Evening American will carry your message to more people than all the other Boston evening newspapers *combined*—and there are five of them.

The Boston Sunday American will carry your message to more people than any other Boston Sunday newspaper—and there are three other Sunday newspapers.

The advertising rate of the Boston American is the lowest per line per thousand circulation in this territory.

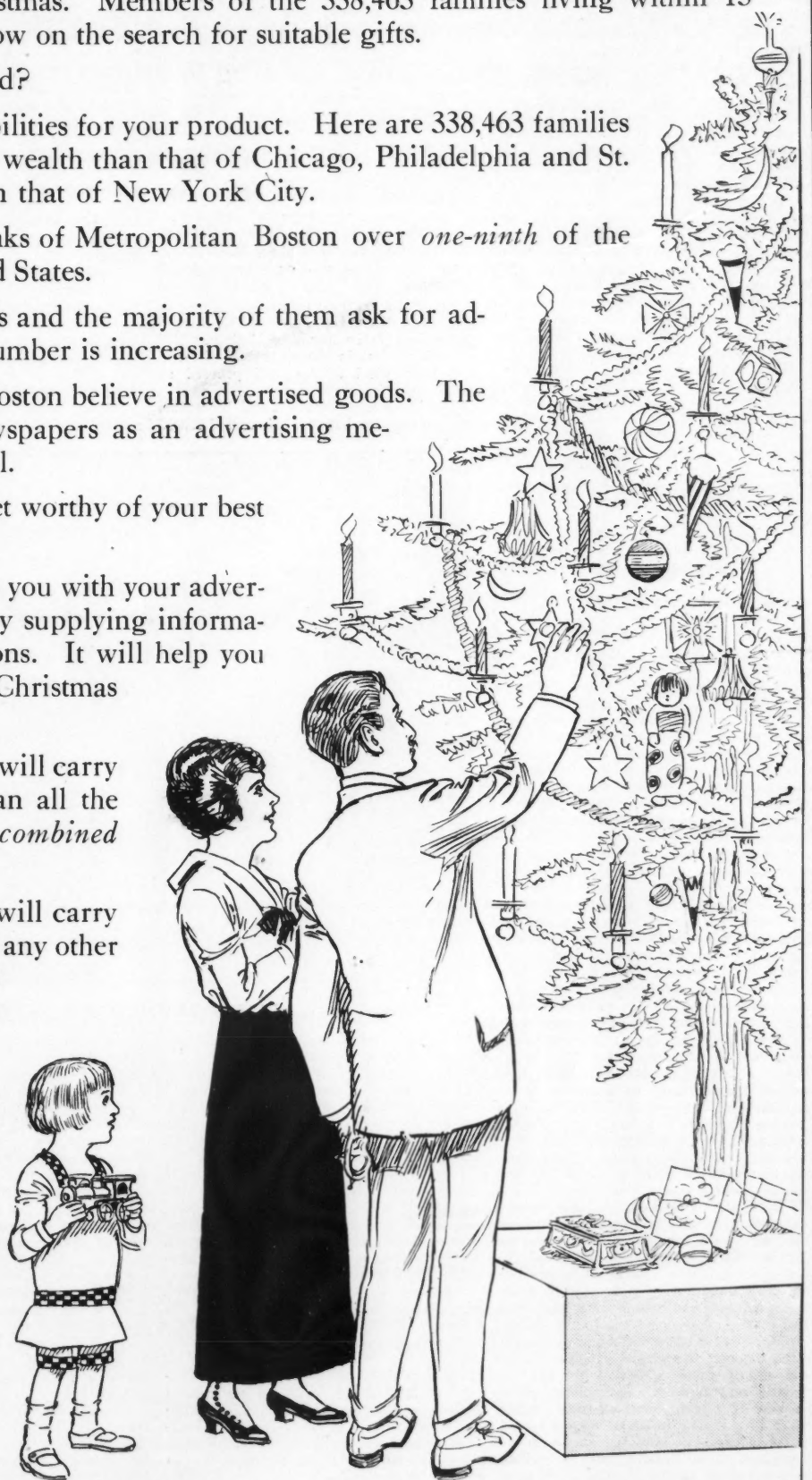
Now is a good time to talk it over!

**BOSTON AMERICAN**

80-82 Summer Street  
Boston, Mass.

New York Office  
1789 Broadway

Chicago Office  
504 Hearst Building



## CAN'T EVEN MENTION TRADING STAMPS

**Joseph Blethen of the Seattle Times Has Been Fighting the Evil for Ten Years, and Proposes to Keep Right On—Greatly Increased Business Reported All Along the North Pacific Coast.**

Joseph Blethen, former vice-president of the Seattle Times, who succeeded to the presidency of that paper on the death of his father, the late Col. A. J. Blethen, last July, is in New York on his annual business trip in the interest of that paper.

Mr. Blethen was seen by a representative of THE EDITOR AND PUBLISHER last Saturday for an interview on the prosperity of the Pacific Northwest. The talk commenced by calling Mr. Blethen's attention to the article on page 628, November 20th issue, on the trading stamp evil. Mr. Blethen said:

"Not another word. We have been fighting the trading stamp evil for the past ten years. We will not allow even our largest advertisers to mention either green, pink or blue trading stamps. We have been fighting this evil consistently as a rival advertising medium, and fight in the open, the same as we compete with bill board and magazine advertising—because it pays."

He believes advertising of this nature takes money out of the Times. "Getting something for nothing does not exist in this world," said Mr. Blethen, "and the trading stamp people who represent that the public are getting something for nothing are dishonest. Somebody pays for the stamps, and when they are taking money from the Times, I will admit my fight is a selfish one."

"There are few papers in the United States that have taken the stand of the Times on the trading stamp, and the result is there are only a few small stores in Seattle, and some stalls in the public market, that use them. No store in Seattle has ever stayed out of the Times because it was not allowed to mention trading stamps in its advertising."

He stated that since the ownership of the Times came into the Blethen family, 19 years ago, they have fought the premium evil. His paper does not use a single premium, and the same policy is being carried out on the trading stamp. "We have been threatened time and again to be taken into court."

"The industries of Seattle are on a very sound and substantial basis, with the exception of the lumber interest, which was poor for three reasons, namely, demand low, a tariff worked in the interests of British Columbia, and high freight rates."

"Trade with Alaska is growing, and the fixed industries of Alaska are growing; and it is not being populated by adventurers who go there with two or three hundred dollars, but go there to stay. The commencement of the Government railway will be a big thing. While not actually under construction as yet, the engineers are getting the supply posts ready. When this road is completed it will mean four times the amount of business for us to Alaska."

"The fisheries of the North Pacific Coast are growing and getting on a business basis. Seattle is getting to be more and more the assembling place for this industry, which consists chiefly of salmon and halibut. The work of the Seattle Port Commission is just beginning to bear fruit, and four immense docks have just been completed. The completion of the new docks enables Seattle to more conveniently handle the salmon pack from the Northwest and the picking and handling of the apple crops than ever before."

"The wheat crop in eastern Washington is the biggest in its history. The dairy interests of western Washington are increasing very rapidly. Everything under the sun that can float on the Pacific Ocean is carrying immense quantities of freight to Russia, China and Japan, mostly shipped from Seattle, but the whole group of cities of the Pacific Northwest are on their feet for keeps; the State population is growing faster than the city population—which is a good indication."

"In my opinion the North Pacific Coast

is going to be a strong factor in a liberal programme for national preparedness. In this movement the Seattle Times will be a leader, through my brother, C. B. Blethen, who, on the death of my father, was made editor of the paper, and who is a captain of coast artillery and an artillery instructor in the United States Army. A group of Seattle's rich men have organized an aero club, have a monoplane and are teaching the members how to fly. In Seattle we have several divisions of the military, naval militia, coast defense, field artillery, boy scouts, aero club and so on.

"Our new building is now actually under construction, and we shall move into it next August. I am now buying machinery and equipment for our new home. I have visited the leading newspapers on my trip East and will call on the publishers in the largest cities in the East and make a study of their plants, so that I may be able to have one of the most complete plants in the country for the Times."

## HARVARD CRIMSON'S NEW HOME

**University Daily's Handsome Structure Occupied for First Time Nov. 20**

BOSTON, November 22.—All Harvard is pointing with pride to the brand new home of the Harvard Crimson that has just been opened for use. The formal dedication of the handsome building will come later, but in the meantime editorial and mechanical affairs will proceed as usual.

The building is of brick and limestone, two stories in height. It cost \$40,000



NEW HOME OF THE HARVARD CRIMSON, CAMBRIDGE, MASS.

and is of a design that blends well with the surrounding architecture.

The celebration of the completion of the building was marked by the issue of a special edition of the Crimson, containing 44 pages, including a supplement in sepia-coated paper of the football players.

On the first floor of the structure is the president's office, the circulation and advertising departments, the news room and an office for the use of the correspondents of the Boston and New York papers. In the rear is a large room for the linotypes and presses.

Upstairs is the sanctum sanctorum, where the special meeting for which the Crimson is noted will be held and where the famous Crimson dinners will be given.

The building was first put to use November 20. There will be no formal dedicatory exercises at the Crimson building at present. In February the Harvard daily paper will have formal exercises, however, to mark the new era in college journalism.

The new plant is on Plimpton street, near Massachusetts avenue. It was visited by many of the old-time grads, who attended the football game Saturday.

## CHICAGO AD. AGENCY SUES CURTIS PUB. CO.

**George Blumenstock Company, Inc., Brings Action Against Publisher Under the Sherman Anti-Trust Law—Urges Adoption of Law Preventing Publishers from Tying Agent's Hands.**

CHICAGO, Ill., November 21.—George Blumenstock, who is the head of the advertising firm which bears his name, among other things, is a man who says what he thinks and is not afraid to think twice on the same subject, which, perhaps, is the chief explanation of the suit brought by him against the Curtis Publishing Company, which has resulted in bringing the name of the George Blumenstock Company, Inc., of Chicago, into the limelight of the newspaper and advertising world.

"I am in favor of a federal law that will regulate all advertising rates and make it a misdemeanor, punishable by fine and imprisonment, for a publisher to discriminate between one advertiser and another," said Mr. Blumenstock to a representative of EDITOR & PUBLISHER.

Another maxim enunciated by Mr. Blumenstock was that any pressure coming between the publisher and the advertiser for the purpose of inducing business on any other basis than worthiness of the service, is a menace to and a tax upon all advertising.

Three years ago, the Blumenstock agency was on the "recognized" list of

stock people thought this to be an unwise distribution and therefore planned to cut the Curtis appropriation to \$15,000 and divide the remainder among newspapers and magazines which would reach the consumer more advantageously. Curtis objected and forthwith removed the name of the agency from its lists of approved clients.

"Mr. Boyd, the Western manager for the Curtis company, immediately informed the Hamilton-Brown Shoe Company that his people would have no dealings with our agency, and subsequently did refuse to accept any advertising on any terms from our agency," said Mr. Blumenstock. "The Hamilton-Brown company wrote a letter to Curtis protesting, but Mr. Boyd had to carry out the Curtis policy."

"We lost the account through the action of Curtis," continued Mr. Blumenstock. "We lost other accounts as well. Our clients were told that we were no longer recognized. Innueendos were made use of and our clients were led to infer that we were 'crooked' and unable to handle an advertising campaign. It was then that we sued the Curtis Publishing Company in the Federal Court for violation of the Sherman Anti-Trust law and in restraint of trade. We will win if there is justice in the United States."

Here is what Mr. Blumenstock suggests as a means of improving a condition which permits of what he alleges in the case of the Curtis company:

"Make it impossible for one publisher to tie the hands of the advertising agent. Let the advertiser demand recognition for the agent in whom the advertiser, the one who puts up the money, has confidence. If Curtis insists upon discrimination against a particular agent, turn to other mediums of advertising. The same thing applies to any other publishing company. Abolish the agency commission. Buy and sell advertising space as big business men do all of their buying and selling—on a basis of merit and service."

## MARRIED, KEEPS OWN NAME

**Miss Ryan's Bridegroom, Mr. Stevens, Didn't Object and So She's Happy.**

HOKKSETT, N. H., November 21.—On the crest of a hill on a farm in this town Miss Agnes R. Ryan, managing editor of the Woman's Journal, leading publication of the suffragists, was married today to Henry B. Stevens, who has been associated with her in the publication of the paper. Only the immediate relatives were present.

Before Miss Ryan would consent to be married she insisted that she would not have to bear the name of the man to whom she is wed. About the only conventional feature of the wedding was the double ring service.

The groom is a graduate of Dartmouth, who on leaving college went to Boston and entered the newspaper business. He became acquainted with Miss Ryan, and being thrown together much in their work the acquaintance ripened into love.

When Mr. Stevens spoke of marriage Miss Ryan at first demurred, for she wished to preserve her identity. Then came to mind the ritual that had been used when Lucy Stone and Henry Blackwell were married. It was finally decided that an adaptation of this would be used. With this ritual as a model the young woman set about to write her own, and in this her husband aided.

When the question came up as to where the wedding would be held, it was decided that no church or house would do. Finally the wind-swept hill on the Stevens farm was selected. The ceremony was performed by the Rev. B. A. Robinson.

After receiving the congratulations of those who witnessed it, the couple returned to Boston, to the home of the bride at 32 Putnam street, Winthrop, where they are to live.

One note maketh not a symphony, nor one advertisement a campaign for new business. Musician, or merchant, holdeth the audience only by steady playing of one piece upon another.—Rich Richard.



## BACKING UP THE DEALERS

*Once a week—52 weeks in the year—the Victor Talking Machine Company advertise in several New York newspapers (among them being the NEW YORK AMERICAN, of course) a combination Victor and Victor Dealers' advertisement—the space occupied by the dealers having been filled by the efforts of representatives of the newspapers carrying the advertisement.*

At this time last year the Victor people used several full-page advertisements in several newspapers, and this year they are doing the same thing over again. This is in addition to their regular campaign.

What is the result? Every Victor dealer in the New York territory is on his toes all of the time to sell as many Victrolas as he possibly can. The dealers themselves do advertising on their own account.

The people have the merits of the Victrola placed before them every week in the year. They are told where they can buy Victrolas. They know that around the corner in their neighborhood is a Victor dealer. They know that it makes no difference from which dealer they buy—the price is the same everywhere. Every dealer knows that he is in competition with every other dealer, but that does not keep him from advertising. As a matter of fact it encourages him to advertise. He figures rightly that he will get his share of the business by going after it.

What does the campaign cost? A very small percentage on the volume of business done—nothing like what the cost would be, either to the company or to the dealers, if personal solicitation only were employed—the old-time method of selling musical instruments.

The Victor people have a wonderful market in the New York territory. They cultivate it constantly. They do not give the people a chance to forget the Victrola or the Victor records. They keep something going all of the time.

There is a very fertile field in New York for all

manufacturers of musical instruments and for all dealers in musical supplies. If all advertised consistently, every one of them would do an ever-increasing volume of business.

New York is a Music Mecca. People are growing fonder of music all of the time.

The NEW YORK AMERICAN talks to its readers Wednesday of every week about music. They are very keen about music. NEW YORK AMERICAN readers are buying musical instruments all of the time.

Dealers say they are very responsive to their advertisements. NEW YORK AMERICAN readers represent, as you know, ONE-FOURTH of New York. They buy ONE-FOURTH of everything that comes under the classification of music. They give ONE-FOURTH of the patronage that goes to Grand Opera and to all of the musical events.

Practically all the Music Dealers in New York advertise in the NEW YORK AMERICAN. They find it a very profitable medium.

There is a ready-made market in NEW YORK AMERICAN homes for manufacturers of Musical instruments. Its readers are as willing to co-operate to make advertising pay musical supply people as the NEW YORK AMERICAN is.

The NEW YORK AMERICAN, because of its interest in musical matters, is developing a love for music among its readers to a remarkable degree. Therefore it is a really great advertising medium for the music people.

**New York American**  
THE AMERICAN PAPER FOR THE AMERICAN PEOPLE

DAILY AND SUNDAY

Member Audit Bureau of Circulations

### CELEBRATION IN BANGOR OF FIRST NEWSPAPER CENTENNIAL (Continued from page 656.)

no doubt that Pete told that same story on me years afterwards, because all the Maine newspaper men I ever heard of did tell it. What has become of Pete, anyway? Is he still cashing checks or has he cashed in? We old Maine journalists don't think anything of being a hundred years old, especially when it comes to reminiscing. We generally go back a hundred years or so for our stories of the wonderful things we did in the dim past—and it is safer so—and more wonderful things happened in the past than ever happen now. Anyway, how I hate to miss a dinner where I might find a lot of fresh victims for some of the stories I have been telling for a hundred years, more or less, and a new generation can't check you up and spoil it all.

Sincerely yours,  
CYRUS H. K. CURTIS.

Other former Maine newspaper men heard from, who sent letters which will be read at the banquet, are Don C. Seitz, business manager of the New York World, formerly of Norway, Me.; Hon. William J. Curtis, of the law office of Sullivan & Cromwell, of New York City. President Percy R. Todd, of the Bangor & Aroostook, will not be able to attend, but sent cigars enough for everyone, with his compliments.

Lawrence T. Smyth, city editor of the Bangor Daily News, in sending his regrets, said:

You will have many bright men at your dinner, and between them the name and fame of the pioneer printer of Bangor must gain in dignity and lustre. Peter Edes deserves a tall monument, for he displayed not only genius in his calling but heroic devotion to the glorious profession of publicity and popular education when he founded the Bangor Register in the wilder-



M. ROBERT HARRIGAN

Bus. Mgr. Bangor (Me.) Commercial, is a stockholder in the Commercial corporation, and has been identified with the newspaper continuously since 1877, serving successively in the mechanical, editorial and business departments. He is the veteran newspaper man of Bangor in point of service, and is looked up to by those who are familiar with the newspaper business in Maine as a man of excellent judgment and strong personality. He was born in Bangor in 1859, was educated in the Bangor High School, and since that time has devoted his untiring and unremitting attention to the Commercial, the success of which is in part a tribute to his methods.

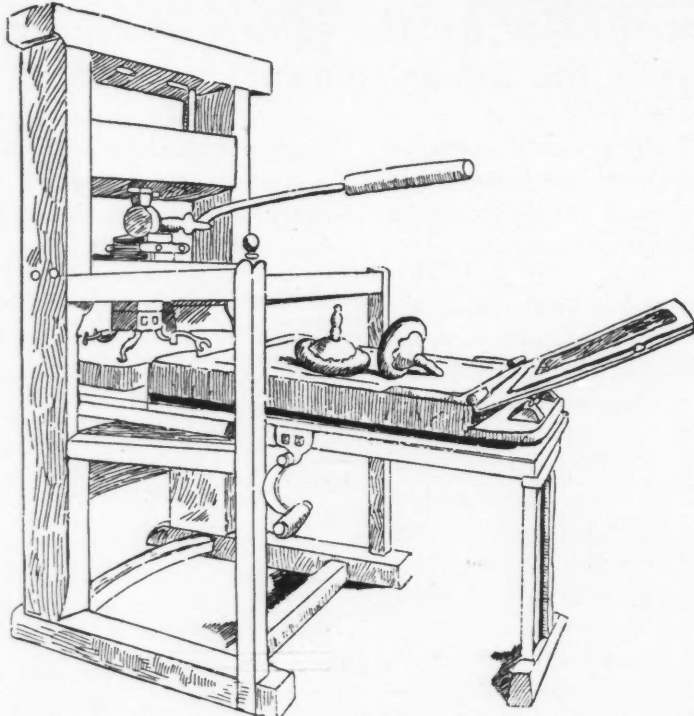
ness village of a century ago. I wish that I could add something to the tributes that will be paid to his character, his courage and his fruitful labors; but it will be so well done, I am sure, by others, that the good old pioneer of the Penobscot press, peering over the parapets of Paradise, will regard the banquet scene with pleasure and realize that it was well worth while to have been Bangor's first newspaper man.

Congratulating you and all the assembled company upon the presence at this admirable feast of Mr. Robert Lincoln O'Brien, I wish you all the satisfaction and inspiration that come of good fellowship and of pride in labors whose fruits so greatly enrich the life of civilized mankind, without whose vitalizing influence other professions and arts might starve or perish and the world be dark indeed.

Souvenir menus containing fac-simile front pages of the Bangor Register of 100 years ago, and the Commercial and the News of today, with a list of Bangor papers during the past century, a cut of Peter Edes' press, etc., will be presented to the guests.

Peter Edes, Bangor's first printer, was the son of a Revolutionary printer, Benjamin Edes, in whose Boston newspaper office the tea party men gathered to disguise themselves as red men, and whose shop was the rendezvous of such famous men as Otis, Warren, Hancock and Samuel Adams.

Peter followed in his father's footsteps by establishing the Newport Herald, in Newport, R. I., which did not prove to be a financial success. Later he removed to Augusta, Me., and published the Kennebec Intelligencer for 20 years. Hearing of the rapidly growing town of Bangor, Me., he removed there in the fall of 1815, and established the Bangor Register, the first paper printed in the town. While at first it met with public



OLD PRINTING PRESS OF PETER EDES IN ROOMS OF BANGOR PUBLIC LIBRARY

support, it did not prove to be very profitable after a two-year trial, and he removed from town, selling out to James Burton.

The size of the page was about 11 by 17 inches, printed on hand-made paper, four columns to the page. The circulation was about 800 weekly, as compared with about 200,000 weekly of all editions of the two Bangor papers today, with seven and eight-column pages, 12 to 24 pages to the issue, on wood pulp paper.

In the life of Peter Edes, a book published by the DeBurians, a Bangor literary society, appears the following:

"From all that can be learned of the character of Peter Edes, he was a man of the most rigid honesty and integrity; his words were uttered with candor, and from all that can be gathered regarding his public and private conduct he was governed by high-mindedness in every act. He regarded the newspaper as a means of public benefit, education and improvement, an agency of which the people should be proud and one which they should generously support."

#### Frank Stockdale in Texas

Frank Stockdale, national lecturer for the Associated Ad Clubs of America, delivered addresses before the Dallas Advertising League on November 16 and before the Fort Worth Ad Club on November 17. In Dallas Mr. Stockdale discussed "Dealer Help as It Looks to the Dealer." As a result of Mr. Stockdale's address before the ad club of Fort Worth, Texas, on November 17, a convention of business men of that city will be held on April 17, 18 and 19, under the direction of Mr. Stockdale. The meeting of business men will be under the auspices of the Fort Worth Ad Club and will be for a discussion of advertising and business efficiency.

#### FIGHTING THE COUPON EVIL

Newspapers Commend the Good Work Done by "The Editor and Publisher"

Judging from the many hundreds of complimentary and commendatory letters received at the offices of THE EDITOR & PUBLISHER during the past ten days, there is a growing interest throughout the trade in the subject of coupons and trading stamps. Sentiment in opposition to the so-called "coupon evil" seems to be crystallizing very rapidly.

It seems to be generally conceded that no manufacturer can for an indefinite period continue to give consumers of his goods additional merchandise as a bonus or a present and charge the same price

#### ADVERTISING MEN BEFORE FEDERAL TRADE COMMISSION (Continued from page 656.)

tisement is based upon the responsibility of all advertisements.

"Except by lawful competition it is unfair for one man to so conduct his business as to bring about decrease in the value of the property of others. The publishers of public journals and periodical literature are merchants dealing white space.

"Except by lawful competition it is unfair for one man to so conduct his business as to deprive others of equal opportunity. Printed misstatement for business purposes is an assault upon public confidence, whereby the offender destroys the value of a public utility to all legitimate business which may come after.

"The newspapers, magazines, and other publishers of advertising are common carriers which should be open to all upon similar terms. None should be allowed to use them in such a manner as to receive dishonest individual benefit at the expense of all legitimate business.

"Therefore dishonest advertising, besides being a public wrong committed upon the people with a view to obtaining money under false pretenses, is unfair competition with all other business, depreciating the value of all publishers' space and diminishing the power of one of the greatest public utilities.

"No ruling should be made which will be a handicap to legitimate business. Due allowance must be made for the play of legitimate enthusiasm and due allowance made for the effect of individual viewpoint. Every man should have the right to say about his product what he believes to be true. There are circumstances where exaltation brings the reader nearer to precise understanding than scientific statement of technical fact.

"But the legitimate business should be protected from all unfair competition in the form of:

"Sweeping assertions which depart from constructive discussion of the advertiser's own merchandise to indulge in dishonest general statements that do damage to all competing business.

"Wilful falsifications as to quality, which impel public distrust of true statements made in the same publication, thereby depriving competing business of the full value of space bought in the same medium.

"Deliberate misleading statements of fact, obviously intended to defraud the public and thereby lessening the utility and lowering the market value of all publishers' space.

"Public confidence in the printed word is a public asset which should be defended against attacks by the anarchists of trade with a zeal as great as that expended in guarding material public property. It is a right as invaluable and essential to business as the right to the pursuit of life, liberty and happiness is to the individual and it should be as inviolate.

"Public faith is an element as necessary to business as air is to the human organism, and none should be deprived of that faith until he shall have shown himself unworthy of it.

"If I may be permitted to make a suggestion to the commission, it would be somewhat along these lines:

"The Interstate Commerce Commission frequently, when questions are raised before it, designates some number to conduct an investigation of the merits of the case, and I feel it might be desirable for the Federal Trade Commission to follow a somewhat similar procedure.

"A member, or members, with or without outside expert assistance, might be appointed to hold hearings and take testimony on this matter wherever, in the judgment of the Commission, it may be desirable, and where testimony may be procurable. This procedure would place in the hands of the Federal Trade Commission all available information and evidence. Then, your honorable body will be in a position to take such action as may, in your judgment, be found necessary or desirable."

#### A Circular Useful to Printers

As being of special use in connection with Christmas printing, the Mergenthaler Linotype Company has issued a four-page circular devoted to a display of the various border matrices and matrix slides designed for use on Holiday printed matter. The showing covers such items as holly leaf designs, candles, bells, stars, reindeer and Santa Claus. Copies may be procured by anyone interested from the various agencies of the Linotype Company.



# If Ever an Advertiser Should Advertise in New England Now is the Time. He Will Never Again Have a Better Opportunity.

## An Argument for New England Newspapers

By T. F. KENNEDY, Pres.

Vredenburg, Kennedy Advertising Agency

The New England States have a population of 6,552,681 people distributed over a land area of 61,976 square miles. The cost, therefore, of reaching these people by means of newspaper advertising, should be as low, per thousand circulation, as any other territory—if not lower—because density of population makes for lower overhead expense in distribution, and is also a contributing factor in quickening the interest of the community in the story an advertiser has to tell. Another point is the intelligence of the people, their ability to comprehend and appreciate the merits of the article advertised, and their purchasing power to possess themselves of those articles.

Where wage earners are numerous in a community, and labor is in demand, the dollar skips nimbly along from one to another and the opportunities for sales are consequently greater, as 16.6% of all the wage earners in the United States are in New England. In the field of manufacturing industries its importance is attested by the fact that the total value of its manufactured products exceeds the healthy sum of \$2,670,000,000 per year, or 12.9 per cent of the total sum estimated for the United States, and this does not take into account the tremendous orders now being filled for European consumption.

In surveying the newspaper field the advertiser will find that in Boston is located a morning newspaper whose daily edition is larger than that of any other morning paper in America, if not in the world. His investigations will also prove that another paper publishing twice a day has for many years enjoyed a remarkable prestige, one that penetrates to almost every town in the section, and of which it might be truthfully said that it has developed more advertising successes than any other New England daily. There is another paper in Boston whose great strides in the past few years have placed it in a position which no thoughtful advertiser can overlook, and these three papers combined give an advertiser about a million circulation at a trifle over a dollar a line.

MASSACHUSETTS.			
	Paid Circulation	2,500 lines	10,000 lines
Boston American (E).....	389,944	.35	.35
Boston Globe (ME).....	227,523	.30	.30
Boston Herald-Traveler (ME)	170,093	.28	.25
Boston Journal (M).....	59,451	.16	.125
Boston Post (M).....	463,578	.40	.40
Boston Transcript (E).....	29,052	.15	.15
Fall River News (E).....	*7,153	.02	.02
Fitchburg Sentinel (E).....	4,879	.0172	.0129
Haverhill Record (S).....	**15,000	.0285	.0285
Lawrence Telegram (E).....	8,780	.0286	.016
Lawrence Tribune-Eagle (M & E comb).....	11,426	.03	.02
Lowell Courier-Citizen.....	16,749	.03	.03
Lynn Item (E).....	13,245	.0536	.0357
Lynn News (E).....	8,268	.0357	.0207
New Bedford Standard and Mercury (ME).....	20,949	.03	.03
Springfield Republican (M).....	14,831		
Springfield News (E).....	30,126	.09	.06
Springfield Republican (S).....	15,973	.065	.04
Springfield Union (MES).....	28,216	.07	.06
Taunton Gazette (E).....	5,552	.0215	.015
Worcester Gazette (E).....	24,562	.045	.035
Worcester Telegram (MS).....	29,640	.05	.05
Massachusetts totals.....	1,580,159	2.2551	2.0488
Population, 3,605,522			
RHODE ISLAND.			
Pawtucket Times (E).....	21,355	.05	.0325
Providence Bulletin (E).....	49,388	.09	.09
Providence Journal (MS*).....	24,495	.07*08	.07*08
Providence Tribune (E).....	18,396	.05	.05
Rhode Island totals.....	113,634	.26	.2425
Population, 591,215.			
MAINE.			
Portland Argus (M).....	6,790	.0178	.0178
Portland Express (E).....	20,163	.0535	.0375
Waterville Sentinel (M).....	5,183	.02357	.01215
Maine totals.....	32,136	.09487	.06745
Population, 762,787.			
NEW HAMPSHIRE.			
Manchester Union & Leader (M&E).....	24,811	.08	.05
Population, 438,662.			
VERMONT.			
Burlington Free Press (M).....	9,317	.0228	.0157
Population, 361,205.			
CONNECTICUT.			
Bridgeport Post & Telegram (E & M).....	25,375	.065	.045
Bridgeport Standard (E).....	5,343	.035	.015
Danbury News (E).....	5,969	.0118	.0118
Hartford Courant (MS).....	17,624	.06	.035
Hartford Post (E).....	10,597	.025	.02
Hartford Times (E).....	23,899	.06	.04
Meriden Journal (E).....	4,910	.025	.0143
Meriden Record (M).....	5,768	.0357	.015
New Haven Journal-Courier (M).....	11,752	.03	.025
New Haven Union (E).....	15,719	.05	.03
New London Day (E).....	8,254	.0285	.0171
New London Telegraph (M).....	3,780	.00857	.00714
Norwich Bulletin (M).....	9,250	.04	.018
Connecticut totals.....	148,240	.47457	.29334
Population, 1,114,756.			
New England totals.....	1,908,297	3.18	2.71

\*Government statements, April, 1915.  
 \*\*Publishers' statement.  
 Other ratings Government statements, October, 1915.  
 Population for New England, 6,874,147.

Maine has a number of newspapers which are well edited, and which are influential mediums. Their circulations are guaranteed, and their rates are not out of proportion to the number of copies printed. They pay the advertiser.

In New Hampshire, the Manchester Union is far and away above everything else in the state, while over in Vermont the Burlington Free Press comes first. In these three states it is interesting to note that, during ten years preceding the last Federal Census, the population increased 6.9 per cent in Maine, 4.6 per cent in New Hampshire, and 3.6 per cent in Vermont, while Massachusetts shows a 20 per cent increase, Rhode Island 26 per cent and Connecticut 22.7 per cent.

In Massachusetts outside of Boston the advertiser will encounter a bunch of good, live, up-to-date newspapers that serve their readers in first-class style, exert a strong influence, and whose advertising columns carry the announcements of their local merchants in a way that convinces the outside reader that the community is responsive to advertising. In comparing the rates of these papers with those of the same circulation in other states, it will be found that they give exceptionally good value for the money.

Rhode Island has two newspapers that need not take their hats off to any one. With a good, big, strong and substantial circulation, they dominate their field absolutely. They are masterpieces of typographic art, have the best news features, conduct their business departments like thoroughbreds, and give every co-operation possible to make their advertisers' investments profitable.

Connecticut just now is a bee-hive of industry. Everybody seems to be busy. Many factories are turning night into day. Raw materials are rolling in and finished products are rolling out to all parts of the world. The newspapers reflect this condition in the spirited bidding of their local merchants for trade in their advertising columns. There is plenty of money within the advertiser's grasp if he will reach out for it by advertising his goods in the papers of Bridgeport, New Haven, Hartford, Waterbury and other towns.

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

The 42 leading New England dailies listed on this page offer 1,908,297 circulation at \$2.71 a line, or over 400,000 more circulation at about one-third the cost per line.

General advertisers seeking further light in respect to marketing conditions and distribution facilities in the New England territory are requested to communicate with THE EDITOR AND PUBLISHER AND THE JOURNALIST, The Newspaper Advocate, Suite 1117 World Building, New York. Phones Beekman 4330, 4331.



NEW HOME OF THE SEATTLE TIMES, NOW UNDER CONSTRUCTION

Above is a reproduction of the architects' drawings of the new home of the Seattle Times, the paper founded and brought to its present noteworthy success by the late Col. A. J. Blethen, now owned and directed by his two sons, Joseph Blethen (president), and Captain C. B. Blethen (editor).

Actual construction work is now in progress, and the building will be com-

pleted, six stories in height with three basements, by July 1 next. The Times will move into its new home in August. The present plant of the Times will be increased by forty per cent, all of the new units to be erected in the new building previous to moving the present plant. The building will be of steel and concrete construction, with granite base and light brown terra cotta facing. Suf-

ficient strength of steel will be used to permit an addition of three stories at any time the growth of the Times and the city of Seattle may demand it.

The building will be situated in Times Square, bordering on five streets—Westlake, Fourth and Fifth avenues, and Olive and Stuart streets. The lot is 240 feet long by 80 feet on the east end and 90 feet on the west end. The press

room will be two stories in height and will extend under the sidewalk all around the building as well as under the building proper, thus materially increasing the building's floor area below the sidewalk level. The composing room will be two stories in the clear.

The building, land and equipment will represent an investment of fully \$1,000,000.

#### Marketing Talks In Chicago Herald

The Chicago Herald has arranged with a number of prominent advertising men to discuss various phases of marketing in a signed editorial. The talks will run every day during the next six months.

#### On Trial for Murder

Hugh Marr, former newspaper man in various parts of Texas and later Farmers' Union lecturer, is on trial at Corsicana on a charge of murder in connection with the death of George Costello, another newspaper man.

#### Mr. Ridder's Will Filed

The will of Herman Ridder, who was publisher of the New York Staats-Zeitung when he died on November 1, was filed this week. The petition accompanying the instrument recites that the editor owned no real estate, and that his personal property was in excess of \$100. The entire estate is bequeathed to the widow, Mrs. Mary C. Ridder.

There is no mention in the instrument of the newspaper property, which has been managed by the son, Victor F., since Mr. Ridder became ill shortly after the outbreak of the war.

#### Printers Will Dine and Dance

The Printers' League of New York City will hold its ninth annual social gathering and dinner-dance at the Hotel McAlpin winter garden, on Thursday. There will be no speaking as the entire evening will be given over to dinner, dancing and social pleasures. The following committee is in charge of the event: H. M. Freimark, chairman; Charles Hahn, F. J. Conover, Thomas E. Boyd, Frederick Triggs, Louis Hornstein, J. A. Blankenhorn.

#### Why Not Use Newspapers?

The Republic of Bolivia, in South America, is the first foreign country to make use of the movies in advertising its industries among the business men of the United States. Four reels of films have been prepared, based upon subjects that are intended to give some idea of the wealth, resources, and business activities and customs of that nation, and these have already been shown to several organizations of American business men, through the courtesy of the Bolivian minister at Washington.



**THAT'S A BIG PAPER  
IN BUENOS AIRES**

La Prensa, One of the Great Dailies of the World, Is to Develop a United States Advertising Bureau and Also to Co-operate in a Wireless Service When Greater Reliability Is Attained.

Romeo R. Ronconi, news representative in the United States for La Prensa, of Buenos Aires, Argentine Republic, one of the largest newspapers in the world, sails today for Buenos Aires. His mission primarily is for the purpose of making more nearly perfect, if possible, his pa-



ROMEO R. RONCONI

per's already very complete news service, besides taking a three-month's rest, after five years' hard and unceasing work, principally since the outbreak of the European conflict.

Marcelino J. Paz, who has graduated as civil engineer in this country, and who is a first cousin of Dr. Ezequiel Paz, owner of La Prensa, has lately arrived here as representative during Mr. Ronconi's absence. Mr. Paz has already started working out a scheme for developing an advertising department in the United States, and Mr. Ronconi is carrying to headquarters Mr. Paz's ideas as to the feasibility and advantage of establishing such an enterprise.

Mr. Ronconi thinks that firms wishing to exploit their goods in the South American field will find La Prensa decidedly the best advertising medium obtainable, and upon his return, in February, will endeavor to develop this branch of modern journalism.

La Prensa's news service from the United States averages five thousand words daily, and this big item of expense for cables brought forth the suggestion that wireless would be cheaper to Buenos Aires. Mr. Ronconi, however, believes that perfection must be attained in the wireless system before it can be used for press news at so long a distance. To a representative of THE EDITOR AND PUBLISHER, he said:

"There is no doubt that for communications over small distances, such as between different towns in one country, between steamers, from these to different ports, etc., it is very useful; and above all this, its most important—and I might say, highly humanitarian—service is the fact of its having served as a means for the saving of hundreds and perhaps thousands of precious human lives on vessels in distress on the high seas.

"La Prensa," he continued, "was in 1910 the first newspaper in the whole of South America to install a wireless station in its office in Buenos Aires in connection with the United Wireless Company for the purpose of receiving news from the Exhibition that was being held in that city on the occasion of the celebration of the Centenary of the Argentine Republic's independence, as also for news from different parts of the country and points as far distant as Rio de Janeiro,

in Brazil. Owing to the failure of the United Wireless Company this service had to be discontinued."

Answering a question in regard to the new wireless service with Buenos Aires that has been announced, Mr. Ronconi stated that he only knew what has been published in the press, but that very probably on his return to New York he would be able to say something on that subject.

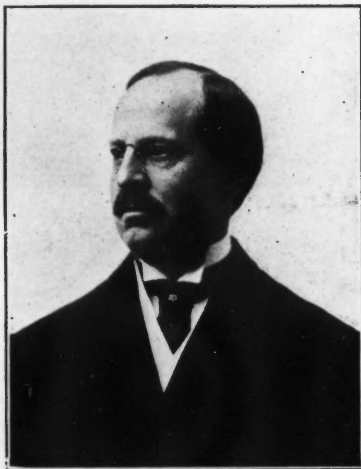
Wireless towers, 1,000 feet high, are to be built at once near this city and near Buenos Aires, the two stations, complete, costing about \$1,000,000. Rapid and relatively inexpensive service can then be maintained between the two cities, also with Rio, Valparaiso, Lima, etc.

**MR. DE WEESE TO SPEAK**

Before the Six Point League at Next Monday's Luncheon.

The most important feature of the Six Point League activities this year will be centered in a luncheon which the league will hold on Monday next at the Martinique Hotel, New York.

At this luncheon Mr. Truman A. De Weese, director of publicity of the Shredded Wheat Co., will deliver a talk on "The Lazy Dollar; How to Keep It at



TRUMAN A. DEWEESE.

Work." Eleven years ago, when Mr. De Weese took charge of the Shredded Wheat advertising, its sales did not much exceed three hundred thousand cases per year. For 1915 the sales will go beyond one million cases, or six hundred million biscuits. During his connection with Shredded Wheat Mr. De Weese has spent over two million dollars in newspaper advertising.

Mr. De Weese has written a great deal on advertising and has been very widely quoted on this subject. His "Fifty Talks on Newspaper Advertising," which were printed in the New York Evening Post from week to week, are now being brought out in book form by the Post under the title "Keeping a Dollar at Work."

He was for twenty years in the newspaper business, ten years of which were spent as editorial writer on the Chicago Times-Herald. He was in charge of special publicity for the World's Fair at St. Louis, and is author of "Practical Publicity; The Art of Advertising," published by George W. Jacobs & Co., Philadelphia; also author of "The Bend in the Road," published by Harper & Brothers, New York City. He is author, journalist, advertising man and farmer—a man of varied attainments and interesting achievements. His home is in Buffalo, where he lives in accord with the tastes of a man who loves flowers and shrubs and gardening more than golf, or the ordinary games and diversions of men.

The German Daily Telegraph-Tribune and Spottvogel, of Indianapolis, has moved into a new building. The paper is now in its fiftieth year.

**More Than  
60000 Families Read  
The Pittsburgh Sun**

Reprint from Sun editorial page Nov. 19th, 1915.

**The Sun's Progress**

Like milestones along the path of its advance, the announcements that The Sun, in January of this year, had gone beyond the 50,000 circulation mark, and that in May it had exceeded 55,000, have indicated the rapidity with which it has been progressing. It is altogether natural then that The Sun should express its gratification in being enabled to set another mark beside its course, with the statement that its net bona-fide circulation has passed 60,000. This latest figure may be allowed to stand as the momentary climax of two years of phenomenal growth which have been experienced by this newspaper. It is equally significant of the steadfast indorsement by an ever-increasing reading public of the policy of cleanness, of accuracy and of promptitude to which The Sun is pledged. It means that The Sun goes into 60,000 homes each evening and, granting an average of five persons to a family, that it reaches 300,000 persons, or an approximate equivalent of one-half the population of Pittsburgh.

It has not been without pride that the management of this newspaper has watched, through two years, its quick ascent to the position which it now holds. Moving with the impetus of the qualities that have been made to dominate it, The Sun, from year to year, has made circulation leaps almost unprecedented. For the month of November, 1913, the record showed an average of 34,825 copies paid for daily. One year later the figure recorded was 49,274. In 12 months the gain was almost 15,000. During the month of November, 1915, the actual paid circulation of this newspaper has passed the 60,000 mark, an increase of 72 per cent. in two years, and still growing.

The broadening zone of The Sun's influence, the celerity with which it is pressing forward, has not passed unrecognized by the merchants, the business men of Pittsburgh. Earnest of their appreciation of its growing value as an advertising medium is given in the increase in lines of advertising, which has paralleled, almost step by step, the increase in circulation for the last two years. Using as a basis for calculation the quantity of advertising which appeared in The Sun for the month of October, this phase of development may be shown concretely. For October, 1913, the gross advertising space totaled 385,616 agate lines. For the same month in the following year the amount was increased to 491,856 agate lines. Last month the advertising record showed the remarkable advance to 508,732 agate lines.

The causes that lie behind this showing are not far to seek. The Sun has set for itself a standard and has held unswervingly to that standard. It has striven to be the paper pre-eminently for the family. It has purged its advertising columns of all that savored of the unclean. It has kept its news columns purified from all that might be offensive. It has gauged its appeal, not for one stage of life, but for all. Its features are diversified to meet the tastes of the youngest and the oldest. And when The Sun goes home to the family in the evening it may be read with equal pleasure by the children and the parents, the young people and the old folks.

The Sun is the only afternoon newspaper in Pittsburgh that does not use profit-sharing coupons or trading stamps to "boost" circulation.

**RATE 8c PER AGATE LINE FLAT**

**IN COMBINATION WITH THE POST MORNING and SUNDAY**

**Sunday Post and Evening Sun**

14c. per Agate line flat for 142,000

**Daily Post and Evening Sun**

12c. per Agate line flat for 111,000

and you can put these figures in your contract

**ASK ANYONE FROM PITTSBURGH**

about THE POST and THE SUN and whether their constructive policy of newspaper making is not gradually placing them *first* in the Pittsburgh field.

**The Pittsburgh Post**

(Morning and Sunday)

**THE PITTSBURGH SUN**  
(Evening)

**CONE, LORENZEN & WOODMAN**

*Publisher's Representatives*

New York

Chicago

Detroit

## WHERE WILL AMERICA STAND IN THE BIG INDUSTRIAL WAR?

A Lesson From the Panama-Pacific Exhibits of the Different Nations—  
Building for the Future—Position of the Newspapers as a Selling  
Medium—Who Will Preach the Advertising Gospel to  
the Awakening Peoples of Distant Lands?

By W. A. MAGILL.

Broadly speaking there are two kinds of war—military and industrial. In a military war the conquered people are enslaved; by an industrial war they are exterminated. There can be no era of good feeling on earth between nations while high tariff walls and the like interfere with world-wide distribution.

At the Panama-Pacific Exposition on the shores of San Francisco Bay most of the world's nations, large and small, dependent and independent, are displaying their industrial achievements, preparations and equipment for the one world war in all history.

Greatest of these camps—greatest in pomp, in variety, in the breadth of their utilities—are those of China and Japan; tremendous examples of organization, foresight and determination. Far behind in timeliness, diversity and economics come the nations of Europe and their colonies.

These colonies have a great part to play in the conflict thus so auspiciously begun on the frontiers of the hemispheres, where they furnish a revelation of the destinies of new people. Built upon the graves of the trade conquered, they are now confronted with similar conditions likely to apply to themselves. That they have sensed the precariousness of their situation and are arming industrially to meet it will be apparent to the least student of geography who takes time to see what they have brought to the fair. Startling indeed are the evidences of their advancement; great proofs of inspiration and persistent industry.

What of our future?

Let us lay aside the deceptive assumption of superiority at least momentarily and study ourselves and other nations comparatively, especially those oriental countries whose populations are many times our own.

In the final arbitrament, the profit of supplying the great masses with food, raiment and amusement (the prize for which the nations war) will accrue to the greatest SELLING nation. To become the GREATEST SELLING NATION we shall have to develop the greatest purchasing power reciprocally in the various markets of the world, though we keep the trade balance in our favor.

We have the largest individual consuming power, in the United States; some of our best friends call it the capacity to waste. The fact remains that ours is the coveted territory for sales exploitation, and we are destined probably for some time to come to have the most ready money to spend. Publishers and advertising promoters ought to know how to make our markets most tempting to the countries ready and waiting now to introduce their wares. Here are not only a vast, prosperous population but the means to reach it with a trade message in the simplest, surest, most enlightening manner; our metropolitan, town and country newspapers.

All of our people read the newspapers, by which they keep in touch with the news of the world and the doings and happenings of their own neighborhoods; and not the least of the news which interests them is what the stores publish under the head of merchandising. The most popular paper in any community is usually the one that publishes the most advertising. Fancy a newspaper being read regularly in the home if it failed to reveal what the stores were offering! The newspapers of the United States offer to foreign countries an opportunity of quick, thorough and effective introduction such as could not be secured anywhere else in the world. A great, broad new field for national advertising is preparing. It will begin with countries and

states, with products and manufactures, with industries and communities, and extend to individuals and trade marks.

Who will start China advertising her BLACK TEA for which she received the Grand Prize? Who will start Japan, winner of the Grand Prize on GREEN TEA? Who will make an advertiser out of Guatemala, Grand Prize winner for coffee? Every country is a possible advertiser in the United States. There are hundreds of exhibits of articles little, if not entirely, unknown here, that we can use to advantage, and which can be profitably exploited.

Preparedness is all very well, but with the flower of Five Races entering the conflict, it will not be enough to simply have the BEST commercial proposition; it will have to be made known to the folks "from Missouri" and forty-four other States. It's largely up to the newspapers.

The same sun that dries the battlefields of Europe, that shines on minaret and tower and high bamboo pagoda, looks calmly, undecieved upon the so-called peaceful enterprises of the nations at the Panama Exposition. It has viewed many conflicts waged with many weapons, from stone clubs to Zeppelins, from glass beads to automobiles. It has witnessed many glorious victories, and looked down on many a hollow peace; but the end is ever the same: "Woe to the Vanquished!"

### FORD'S ADS REFUSED

English Papers Show Resentment—A Sarcastic Retort from Detroit.

The London (England) Daily Mail prints a list of fifteen English journals which have refused to accept the Ford Motor Company's advertisements, on the same grounds as its own. The Draper Record wrote to the Ford Company:

With reference to the advertisement business which you have been good enough to place with us we feel it necessary to ask you to explain the position of your company in relation to a speech recently reported to have been made by Mr. Ford. This gentleman, if the report is accurate, is evidently an enemy and therefore we find it necessary to ask for an explanation.

Perhaps you will kindly inform us what position, if any, Mr. Henry Ford holds in your company. We shall feel obliged if you will inform us whether he has personally sufficient holding in capital of your company to be able to control its policy, even though he may not be an official.

In a reply dated November 22 the Ford Company's publicity manager says:

We shall be happy to supply the information you desire on the understanding that you will give us a list of your principal proprietors and shareholders, their nationality and a brief outline of their private occupations, political views and religious beliefs.

### Enterprise on Deck Again

(Special to THE EDITOR AND PUBLISHER.)

BEAUMONT, TEXAS, November 23.—The Enterprise, the morning newspaper that was recently damaged by a fire set by a juvenile employee who has been adjudged insane, is again on its feet. The publishers of the journal tendered the owners the use of its press and the editions were brought out as usual. The first issue after the fire contained 72 pages—some paper, in view of the difficulties encountered in getting it out. The Enterprise is now being printed on its own press which, although badly damaged, has been repaired and is now almost as good as before.

FROST, TEXAS.—The two newspapers published here have been consolidated, C. L. Day, editor of the Frost News, having sold his interests to James E. Kelly, editor and publisher of the Frost Star. The consolidated paper will be known as the Star and James E. Kelly will remain as editor and publisher.

### BUTTE MINER CHANGES

Diehl Becomes Business Manager and Woolston Advertising Manager.

Leonard G. Diehl, for some time advertising manager of the Butte Miner publishing company, has been promoted to the higher and more responsible place of business manager of the paper.

Mr. Diehl is a graduate of Amherst College, of Massachusetts, of the class of 1905. He is of German-American origin and has the make-up—energy, integrity, alertness and ambition—that such stock is famous for.



LEONARD G. DIEHL

Bryan E. Woolston has been appointed to succeed Mr. Diehl on the Miner. He goes from the Anaconda Standard,



BRYAN E. WOOLSTON

of which he has been advertising manager for some time.

Soon after leaving college, Mr. Woolston started his business career in the ad department of the Chicago Inter-Ocean. Later he handled the Omaha advertising for the Council Bluffs (Iowa) Nonpareil, until the rapid development of the great Northwest attracted him to that section, where he was soon handling the advertising of some of the large metropolitan papers of British Columbia, chiefly Vancouver, and headed the advertising departments of two of the largest dailies in that city.

The Butte Miner is owned by former U. S. Senator W. A. Clark, and is one of the most progressive and influential in the Northwest.

### MERGENTHALER PROGRESS

Excellent Year for the Linotype People, Despite the War.

The annual report of the president of the Mergenthaler Linotype Company, presented at the recent annual meeting of stockholders, showed a net gain for the year of \$1,467,015.12. The following extracts are significant:

Within the United States, through a large part of the year, there has been a serious

depression in the printing industry, particularly in the newspaper field, in which the volume of advertising, the only source of profit, was greatly reduced. As a result of these conditions the ability of the printers to purchase has been affected, and many sales which were in prospect failed of consummation. Notwithstanding such depression in business, the company has been able to extend very great aid to customers, particularly in the South, on the Pacific coast and throughout Canada by extending almost without limit their obligations, and the company has received many expressions of appreciation in consequence.

During the year 570 offices were added to the list of linotype users.

The Brooklyn factory, a modern, fireproof structure, is well equipped and in all respects in a satisfactory condition. Its machinery and tools, largely designed and built in the works, are of the latest design, and no expansion is now contemplated.

The average profits on machines have decreased because of the increasing sale of the smaller and cheaper machines to small offices, and to some extent by the allowances made for old machines taken in part payment for those of later design.

### EXPRESS COMPANIES PROSPERING WELL

Furthermore, They Are Likely to Be Larger Advertisers, Says Mr. Hungerford—Lewellyn Pratt Talks About the Educational Work of the A. A. C. W. Most Interestingly.

The regular meeting of the Representatives' Club of New York was held on Monday. The speakers were Former President F. L. Gauss, now president of the Sterling Gum Company; Lewellyn E. Pratt, chairman of the Educational Committee of the Associated Advertising Clubs of the World, and Edward Hungerford, advertising manager of the Wells Fargo Express Company.

Crosby B. Spinney, president of the club, presided and introduced the speakers.

Mr. Gauss' message was a brief personal greeting.

Mr. Pratt's subject was the educational work being done this year in the Advertising Clubs. He sketched this briefly and dwelt at some length upon the second retail merchandising investigation which is to be made December first by the Educational Research Committee, under the guidance of MacMartin, of Minneapolis, its chairman.

Mr. Pratt explained that with the data gathered last year, there will be a great opportunity for comparisons, and that the investigation will be very much extended this year. While the last investigation was made in 190 cities, this year's work will include some 572. This is made possible by the co-operation of the entire Educational Committee, secretaries of Chambers of Commerce and others competent to do the work.

The result of the findings will be published in the special January edition of Associated Advertising, and instead of being sent only to subscribers, as was the case last year, the report will go to every member of the Associated Clubs, as part of his regular subscription to the magazine.

Mr. Hungerford's subject was "The Human Side of the Express Business," and the report he made of the present condition of the express business was most encouraging. He said that the Wells Fargo company had met the establishment of the parcels post service by the government with a reduction in its annual expenditures of \$1,000,000. This, the speaker asserted, was accomplished without reducing any salaries. On the contrary, several increases in salaries have been made. Furthermore, the business of the Wells Fargo company for October was the largest in the history of the organization, and the same condition is true, he understood, in the Adams and American.

He said that the companies had dodged what was expected to be their funeral entirely through the splendid esprit de corps and the spirit of co-operation shown throughout the rank and file of the express companies' employees. He also hinted that all of the express companies might, as time went on, be larger advertisers.



# The Woman with Million-Dollar Feet



**MADAME PAVLOWA** began studying at the Imperial Ballet School when she was ten years old. A ballet school is more like a convent than anything else—up at eight sharp in the morning, dress under the eyes of a matron, hustle downstairs to prayers, and then dancing lessons till noon. After lunch a walk, lessons till four, and then dinner, followed by fencing, and a little music. No, there's no nonsense about life in a ballet school.

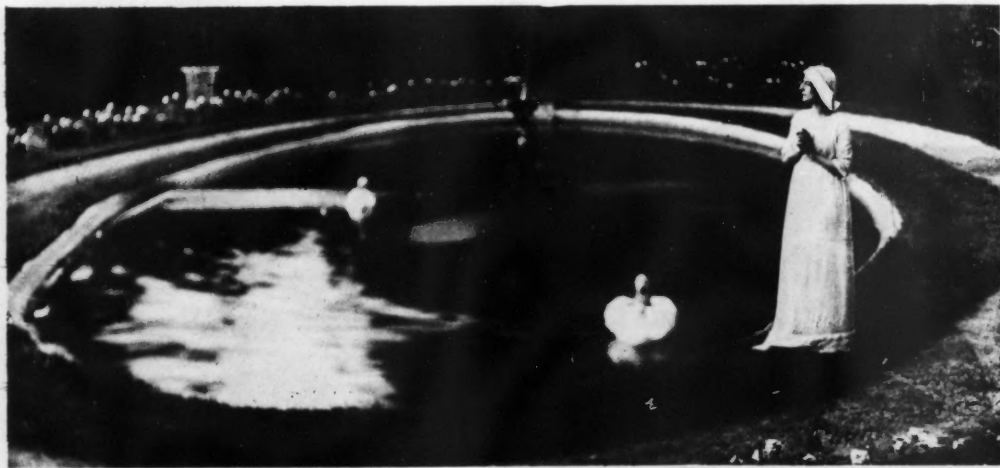
**WHEN** Pavlowa made her first foreign tour, and played in Stockholm, King Oscar came every right to see her, and crowds followed her from the theater to her hotel. One night she asked her maid why the people outside were so stirred. The girl answered: "Madame, for an hour you make them forget the sorrow of life."



**THE** lightest-footed of all the Russians has gone into the movies, like everybody else—we see her here making her escape from prison in the good old-fashioned way, with a rope of sheets. After one has done hand-springs for the Emperor of Russia, a little stunt like zipping off a tower or two for the moving pictures seems comparatively unexciting.

**SHE** doesn't often idle about her English garden like this, for when she isn't working she must sleep. Pavlowa sleeps at least five hours every day, and always seven hours at night when that is possible. She hasn't time for a husband and family. "I can not immerse myself in the cares of a family and the concerns of housekeeping," she says. "I dare not desire a life full of peaceful happiness beside the domestic hearth."

**A** BALLET dancer hasn't much more chance for that back-to-nature business than a bank president. He runs down to the cottage at Newport and pokes around with a spade now and then, just to be human for a change, and the ballet dancer can have a cage of birds brought up to her dressing-room, and pretend she is out in the wild-and-woolly for the moment.



**PERHAPS** this year Madame Pavlowa has been sewing shirts for soldiers, but she used to weave these carpet runners, which she sent to her church in Russia.

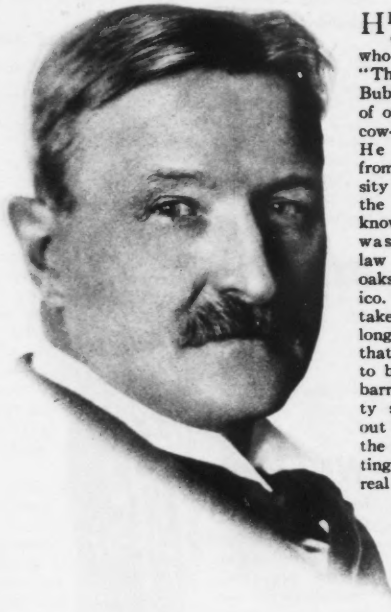
**HERE** she is playing the dumb girl who stole the flour. And speaking of flour, in Pavlowa's old ballet school there was a big treat every Friday, with a flour pudding for a climax. On Fridays the girls were always taken to the vapor-baths, and after that came supper, with "koscha." "Koscha" is a thick flour pudding with milk poured over it. Little American dancers who have nothing to eat but lobster and marrons glacé don't know what they miss, never having any "koscha."



Specimen traverse page



THE great R. W. (Chambers, of course) had no more intention of grinding off America's biggest best sellers than he had of starting a new religion. He wanted to be an artist—an illustrator. He and Charles Dana Gibson studied together at the Art Students' League in New York, and went down to *Life* together to sell their first drawings. Chambers' sketch was accepted and Gibson's was turned down; so off went Chambers in fine feather to study *l'art* in Paris. He did well, too, got pictures in the Salon, and came back to New York in 1893, to do illustrating for *Life*, *Truth*, and *Judge*. But his life in Paris was too good to be forgotten, and with "In the Quarter" and "The King in Yellow" he began his fiction writing. A critic of "The King in Yellow" said it must have been written under the influence of absinthe—and what better advertisement could a rising young author desire?



HERE is Emerson Hough, who has written "The Mississippi Bubble" and a lot of other splendid cow-boy stories. He graduated from the University of Iowa, and the next thing known of him he was practising law in White-oaks, New Mexico. It didn't take Mr. Hough long to find out that he was fated to be no famous barrister, so pretty soon he was out hiking over the prairies, getting copy for his real work in life.



BRAND WHITLOCK has probably had just as lively a time the last few months in Belgium, keeping things going or them from going too far, as he did when he was a cub reporter on the Toledo newspaper. That's the way this lawyer-author began his career. When he was twenty-one he moved to New York and acted as special reporter and political editor in the *Herald*. After three years of this he took up the study



FIRST the normal youngster wants to be an engine driver; then, after he's recited the Gettysburg Speech, he knows that the one position worthy of him is the Presidency; and when he takes the one girl to America's greatest play and has to fork over two dollars apiece, he begins to speculate on the advantages of being a playwright. Augustus Thomas is one of those lucky men who tried a little at all three of these things. He has been candidate for the legislature, and in his "early youth" he spent six years in a railroad freight department. He says it's the best training for aspiring Shakespeares he knows of.



"YOU can cure a ham in dry salt and you can cure it in sweet pickle, and when you're through you've got pretty good eating either way, provided you started in with a sound ham," wrote George Lorimer in his "Letters of a Self-Made Merchant." Mr. Lorimer was "cured" first in Armour's packing-house in Chicago; and he was doing very well, too, when he made up his mind to change the process, and start in journalism. And this "cure" was so successful that he is now the editor of the *Saturday Evening Post*, which has about as popular a flavor as any magazine—except this one, of course.

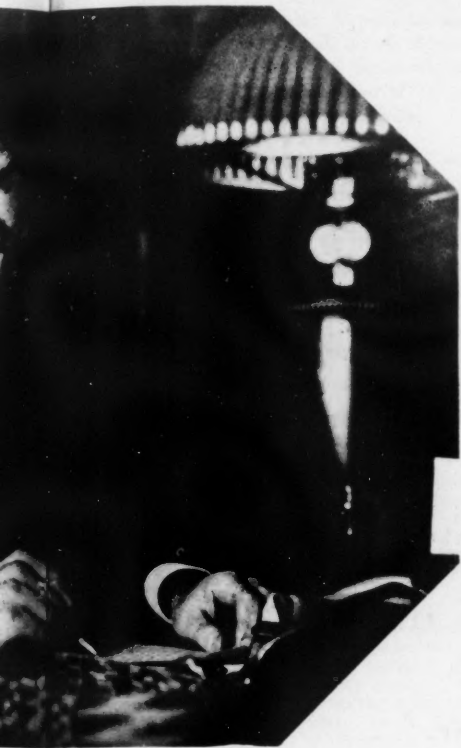


THIS is the man who once stood up at a bar and put down sixty-seven gin fizzes. Now he is a temperance lecturer—John L. Sullivan, of course, the greatest of heavy-weight pugilists. John L. is not a man to do anything half-way. At one time he drank the three boss alcoholics of Harlem under the table. That, of course, was when he was off training for his famous knock-outs. Recently he handed booze this uppercut: "Never a drop of liquor enters my body again!"

THE first three years of my life were spent at Yale. I was an entirely original character, and I had no money. Then I went to the next three years of my life in a patient in a hospital for the insane, and I experienced the greatest of all that inspired me to write my book, "The Man and the Beast." When I was twenty-one I went to work and try to make a living out of my mere fact of his mere existence. I started a Committee for the purpose of cleaning out the hospitals for the insane, and I had a dark cell



ages are Every Week



ust as lively a time these things going or stopping was a cub reporter on a lawyer-author-diplomat he moved to Chicago editor in the Chicago r up the study of law.

THE first three years after he left Yale, Mr. Clifford W. Beens' ambition was the not entirely original one of making money. Then in 1900 everything went to smash. For the next three years he was a patient in various hospitals for the insane, and it was his experiences during this time that inspired him to write his book, "The Mind that Found Itself." When he recovered he did not go back to his old work and try to conceal the fact of his mental breakdown; instead he started the National Committee for Mental Hygiene to clean out the abuses he had suffered from himself in the hospitals for the insane, and to replace medieval strait-jackets and dark cells with methods more befitting a civilized country.



"WHEN I was a train-robber—" begins Al Jennings. When Mr. Jennings was a young man, one of his brothers was killed in a quarrel. This disgusted him with things in general, and it started him drifting, till he got in with a gang of train-robbers, the "Long Riders." Mr. Jennings ranked as a first-rate train-robber, but he was finally caught and imprisoned for life, which sentence was later changed to five years. Successful as he was as a train-robber, he always felt there was another field for him, and he went into law—following that up into politics. He ran for District Attorney, and then last year for the governorship of Oklahoma.



HE says New York is the wickedest city going, and he ought to know. He is E. C. Mercer, who a few years ago was a Bowery bum. He was a college man, but everything went wrong with him till he landed at last one dreary night at the Jerry McAuley Mission. There he got a new grip on himself, and started out on his campaign for better living among college men.

HENRY J. DAVISON is one American who does not consider a commercial success a success at all. For the first half of his life he was a lawyer, and a big one. Then, suddenly, he dropped law, and began putting all his ability into decorating. He has just finished doing up the Bankers' Club. When a man turns from making briefs to sorting wall-papers, there must be a good reason for it. "Law wasn't my medium, that's all," says Mr. Davison, "it never really gripped me."



DR. BENJAMIN FRANKLIN ROLLER is now a physician, but he used to be the American heavyweight champion of wrestling. Quite a change from throwing a man to giving him pink pills; but one's probably as good as the other in the end. Dr. Roller wanted to be a doctor when he was still pitching hay on his father's farm, and he used to pull nails in the town grocery store at 15 cents an hour to earn money to go to school. In college he got sidetracked into professional football, and then into wrestling. He won \$1600 in his first wrestling match, which seems a good excuse for letting himself be temporarily diverted from a medical career.

LONG, long ago, before Billy Sunday was featured in the religious column of *Vogue*, and the psycho-analysts of the "Cosmopolitan Magazine" proved he has a great mission, Billy Sunday was just a mighty good baseball player. People said of him that he was a "reliable, hard-working young man and a great mainstay of the club." His road looked pretty clear; ahead of him—a captaincy and then a respectable middle age as a manager. Well, you never can tell. In one moment he turns all around, and from stealing bases takes to saving souls.



**FORT WORTH RECORD**  
DAILY, SUNDAY, SEMI-WEEKLY  
FORT WORTH, TEXAS

Oct. 26, 1915.

Mr. J. F. Bresnahan, Bus Mgr.,  
Every week Corporation.  
New York, N.Y.

Dear Sir:-

I have your formal contract on Every Week and I wish to take occasion at this time to congratulate you upon the splendid character of this publication and to tell you what a splendid help it was to the El Paso Morning Times. My making a contract with you at this time is probably a sufficient endorsement in your own mind, but if you can use an expression from us any time as to what Every Week does for any wideawake newspaper, it will be a pleasure for the writer to tell such inquirer.

Every Week increased the Saturday morning sales of the Morning Times at El Paso about 20% over what they were prior to its use. On the Record at Fort Worth, we expect the same results. We have never had a complaint on the character of the magazine, but we have many complaints when the carrier fails to deliver it with his paper. I do not believe a newspaper can secure a better circulation building feature. I do not know whether you are aware of the fact, but I have written several letters to other papers, endorsing Every Week and have made them as strong as my vocabulary would permit.

With kind regards and best wishes for your continued success.

Yours very truly,

FORT WORTH RECORD,

*Nyche Greer*  
General Manager.

WG-p

EVERY WEEK is an exclusive feature for one paper in a city. A good deal of territory is now temporarily or permanently closed. Your city may be open. When you know what EVERY WEEK has done, and is doing, you will be more than interested.

Wire or write "Send all details regarding EVERY WEEK."

EVERY WEEK CORPORATION,  
95 Madison Avenue,  
New York.



## PAPERS WILL AID SERBIAN CHILDREN

To Publish Articles Written by Hamilton W. Mabie and Bouck White for Arousing Interest in Them—Proposed Newspaper for the Blind of Cleveland—Hungarian Writers Organize

CLEVELAND, November 22.—The following articles, written by Hamilton Wright Mabie, associate editor of the Outlook, and Dr. Bouck White, socialist preacher, of New York, substantial financial assistance is expected to be given the more than 10,000 Serbian children, said to be wandering in the woods and fields of that country, now devastated by war. These articles, developed and distributed by the Newspaper Enterprise Association, are expected to bring in money to the Serbian Relief Committee, of which Miss Fanny Hastings is secretary, at 50 Fifth avenue, New York City. Many of the newspapers identified with the N. E. A., notably the Cleveland Press, Toledo News-Bee, Cincinnati Post, Columbus Citizen and Akron Press, gave large space to the appeal. The Madison (Wis.) State Journal gave over its entire editorial page of one issue to the cause. The Detroit (Mich.) Times also featured the movement.

If plans of workers among the blind and the blind people themselves mature, Cleveland will have a newspaper for these people. The subject will be taken up by members of Forest City Council, Ohio Welfare Association of the Blind, at a meeting next Thursday. D. H. Brill is president and W. G. Goodman is secretary of the local organization. The association has locals in Toledo, Canton, Youngstown, and Akron, and expects to embrace all large cities.

The Press has taken up a new method of presenting the news, in which sketches, reproduced in line cuts, are the feature. Artists, who can draw what they see and write what they learn in connection with the pictures, are chosen for this work. One of the first to bring in good results is C. H. Gatchell, who originated the "Life in Cleveland" series for this paper. Mr. Gatchell goes everywhere, draws pictures of people and places on the spot, and then writes breezy stories to go with them. Naturally the stories are in the topics about town class.

The American-Hungarian Newspaper Writers' Association is the name of a new organization formed by Hungarian journalists in this city last Sunday. Preliminary steps toward perfecting the organization were taken at a meeting in Hotel Hollenden. George Kenenyi, publisher of Magyar Hirnap, Cleveland's Hungarian daily, is the father of the movement, which, before plans have been completed, is expected to be nation-wide in its scope. At the initial meeting were thirty Magyar newspaper men from this city, Youngstown, Akron and Lorain. They represented only a small proportion of the membership, which, it is anticipated, will be close to 1,000.

The purpose of the association will be two-fold, to assist members in distress, and raise generally the standards of writing for all Hungarian papers. Completion of organization will devolve upon two sections, one here and one probably in New York. It is probable that others identified with Hungarian journalism in this country, including publishers, business office and other employees, may become members, although the association is primarily interested in the editorial workers. Another meeting will be held next Sunday, at which by-laws, prepared by Stephen Puky, managing editor of Szabadsag; John Biro, managing editor and publisher of the Illustrated World, and Dr. L. Polya, managing editor of Magyar Hirnap, will be considered.

One of the biggest news features ever launched in this district started today, when the first of a series of nine articles of national significance appeared in the more than 150 newspapers, members of the Newspaper Enterprise Association. With a view toward ascertaining just where the United States of America stands in relation to the war. S. T.

Hughes, editor of the N. E. A., conceived the idea of having some of the most influential men in the country write their views.

The Plain Dealer, under the direction of advertising manager J. S. McCarrens, took advantage of Thanksgiving Day this year to come out yesterday with a double truck load of miscellaneous advertising, all pertaining to the holiday. Everything touching on food, table decorations, entertainment and clothing was represented.

W. G. Chandler, advertising manager of the Press, is running a series of articles for the people who read his paper, telling them why they should read the advertisements. Without mentioning the advertiser in these stories, the reader is told just where he, or more often she, may find articles of value at prices most favorable. The keynote to these articles is "thrift," and the headings, such as "Getting Rich On a Salary," are capable of attracting the eye from the rest of the page. "We believe this will prove beneficial to the advertisers," says Mr. Chandler.

Attorneys, judges, city officials and others high in the life of Cleveland took part with the members of the Newsboys' Protective Union in producing a mock trial at the old court house the other night. W. H. ZELT.

### Two More Papers Barred

Der Buffalo Democrat, a German Daily and the Szabadsag, a Hungarian daily paper, published in Cleveland, are two more American papers which have been forbidden the Canadian mails under penalty of five years' imprisonment or \$50,000 fine.

### Rose Named After Mrs. W. R. Hearst

Among the new blooms shown at the annual exhibition of the Horticultural Society of New York, held at the American Museum of Natural History last week, was a beautiful rose named "Mrs. William R. Hearst" from the Cromwell Garden, of Cromwell, Conn.

### Industrial Movies

E. H. Philippi, of the Industrial Moving Picture Company, Chicago, has been appointed chairman of a new industrial movies committee of the Advertising Association of Chicago. It will be the aim of this committee to show once a month, or perhaps once every two weeks, motion pictures of educational value in an industrial way that will be of special interest to advertising men.

### Fire Damages Kaufman Plant

Fire in the plant of the Kaufman (Texas) Daily Post on November 18 greatly damaged printing presses and linotypes. The loss will amount to approximately \$5,000 and several days will be required to repair the damage. In the meantime the Post will be issued on job presses and in whatever form it is possible to issue it with the equipment on hand.

### Cuts Show Screen

The Eclipse Electrotype & Engraving Co., of Cleveland, has introduced a new idea that ought to appeal to other photo-engraving concerns. On every plate it makes it puts the number of the screen employed. This little scheme will be of great assistance to editors and printers.

### Mr. Schott Makes a Change

Edward Schott, of New York, has resigned as advertising manager of the Jacob Ruppert brewery to accept the post of publicity director of the Anti-Prohibition League of the State of New York.

### University of Kansas

The department of Journalism in the University of Kansas has a student enrollment that is exceptionally cosmopolitan. Fourteen States are represented.

### Good Work in Brooklyn

The Brooklyn Eagle is interesting a lot of children by its "movies" and at the same time is giving them very valuable health instruction.

# MILLIONS of Idle Dollars

are locked up in goods in warehouses and stores—dollars that are earning nothing—dollars that are not "on the job." How can they be put to work? The profit in merchandising comes from quick turn-over and large volume. A dollar should work twenty-four hours a day, rainy days and sunny days, and in all seasons. Learn how to keep the dollars at work by reading that wonderful new book just off the press,

## "Keeping a Dollar at Work"

written by TRUMAN A. DE WEESE, the well-known Advertising Director. A collection of fifty "Talks" showing the importance of the newspaper as a factor in modern merchandising. It is published by *The New York Evening Post* and is sent to any address upon receipt of the price, One Dollar.

A letter about  
a Linotype  
from the publisher of the



Bennington,  
(Vt.) Banner:  
Lieut. - Gov.  
F. E. Howe.

"My machine has now been in use for over eight years and has not been disabled or out of commission one day during that time.

"Is not that quite a record where there is no Linotype machinist or even an expert operator in the office or even in the town?"

The Genuine Linotype is always built  
up to a standard, not down to a price.

MERGENTHALER LINOTYPE CO.

TRIBUNE BUILDING, NEW YORK

CHICAGO SAN FRANCISCO NEW ORLEANS  
CANADIAN LINOTYPE, LIMITED, TORONTO

The things that make a people great are in this age the things that make it good; and these are not greed and avarice—they are the things of common justice.

There are those who would speak of advertising as a luxury—and some as a folly—but lo! many just advertise steadily and thrive therefrom, says Rich Richard.

## The Editor & Publisher and The Journalist

FOR NEWSPAPER MAKERS, ADVERTISERS  
AND ADVERTISING AGENTS

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

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



The Journalist, established 1884; The Editor and Publisher, 1901; The Editor and Publisher and The Journalist, 1907. James Wright Brown, Publisher; E. D. DeWitt, General Manager; Frank Le Roy Blanchard, Editor; Arthur Elliot Sproul, Managing Editor; George P. Leffler, Business Manager.

For advertising rates see publisher's notice on classified page.

New York, Saturday, November 27, 1915

### REDUCED RATES COMING ON DAY PRESS TELEGRAMS

Low rates for press telegrams are of the utmost importance to daily newspapers. Hence, as is natural, there has been very great interest expressed, among publishers everywhere, in this element of newspaper cost, ever since the reductions were made, on night rates over leased wires, in August last.

The first cut was one-half—from \$12 per mile per year (for press associations) to \$6, and from \$10 per mile per year (for individual newspapers) to \$5. The Postal company subsequently cut these figures in half again—to \$3 and \$2.50. The day rate for press associations still remains, however, at \$24 a mile per year, or four times the W. U. night rate and eight times the Postal night rate.

The big extra charge laid against day press telegrams seems manifest, and a readjustment is unquestionably called for. Publishers all over the country have been bringing up the matter in their correspondence with THE EDITOR AND PUBLISHER. In our issue of September 18, Publisher G. P. Browne, of the Anderson (S. C.) Daily Mail, presented a vigorous argument in favor of lower telegraph tolls for afternoon papers, and on November 13, Managing Editor Sutlive, of the Savannah (Ga.) Press, did likewise; and these are but samples.

There have been repeated conferences, in different cities, between representatives of what may be termed the buyers and the sellers of newspaper telegraphic service.

Just now, New York is the scene of an effort to make a readjustment of this undoubted inequality. The telegraph companies and the big buyers of afternoon telegraphic service are at work upon the problem.

Excessive as the day rate evidently is, however, the equitable rearrangement of the schedule is by no means so simple a matter as some publishers suppose. There are perplexing details—but not at all beyond the power of capable men to cope with.

It is not to be forgotten by the telegraph companies that it is a matter of history that when public utilities lower their rates from an excessive point to a reasonable and logical one, the result is to develop so great an increase in volume of business done as to show a profit greater than had been received before.

It is not to be overlooked, by the way, that, when there is a full and final adjustment of leased-wire tariffs, there should logically be a corresponding scaling down of telegraphic press rates on matter not sent over leased wires.

Our readers may be assured of two things: First, that a reduction in press rates is coming; second, that, when it does come, THE EDITOR AND PUBLISHER will advise them of it, as is its custom.

### GETTING OUT OF THE RUT

The experiment made in 1914, of conducting a four-day course of instruction in newspaper making at the University of Kansas for the benefit of the editors of the state, was such a success that another course will be held under the direction of Prof. Merle Thorpe, head of the school of journalism, next April.

More than 250 editors were in attendance at the first session. These derived so much practical benefit from the lectures delivered that they have urged the university to give them another opportunity to listen to and participate in the discussion of journalistic problems.

As the National Association of the Teachers of Journalism will hold its annual conference at Lawrence the same week, it is probable that a larger number of newspaper men will assemble than has ever been brought together at any one time before in the Middle West.

The University of Kansas is not, however, the only university to undertake work of this character. The University of Missouri, the University of Wisconsin and the University of Washington have conducted similar courses.

The benefits conferred upon the newspaper men of the several states by these courses of instruction are incalculable. The editors who attend them have a chance to see and hear some of the leading newspaper and advertising men of the country. They get at first hand the results of their experience and observation. Their minds are broadened, their enthusiasm is awakened and their ambition is stimulated. They go back to their homes with new ideas and suggestions that will help them get out better papers and make more money.

Too many newspaper men, especially in the smaller towns and cities, get into a rut. They meet others engaged in the same work only at infrequent intervals; they know but little of the ways and means their fellows are employing to improve the character of their output and increase their incomes.

The journalistic conferences or courses conducted by state universities come, therefore, as a relief to the monotony of their daily round of duties. Those who have enough snap and energy to attend them find a new world of interest in their work. They profit by the experiences of others and are able more nearly to measure up to their opportunities.

### THANKSGIVING DAY IN THIS YEAR OF 1915

A year of tests for the American people lay between the Thanksgiving Days of 1914 and of 1915—tests of the general intelligence, the general capacity of this people to stabilize their thought and effort during a period of unimaginable calamity for those nations which have always, in the lapsed centuries, held for our people, and for the people of the world before our time, the torchlight of progress.

One year ago the very suggestion that the great war might go on for another year was one that Americans accepted reluctantly—as a ghastly possibility, but not at all a probability. It seemed that, in such case, this country of ours would be sure to become engulfed in the conflict—or, if not, at least so adversely affected economically that “chaos would come again.”

The test has been met—and victoriously.

We have preserved our neutrality. So far as has been humanly possible under great stress we have kept the friendship of the warring peoples.

The part played by the newspaper press of the United States in this test and task will never be too highly rated. On the whole, our newspapers have been sane and sensible, holding the sentiment of this people aloof from unreasoning partisanship, and upholding the hands of our President with such unanimity as has never before been witnessed in a Democracy.

And the newspaper press of this country has done more than this. It has held the thought of our people to the significance of their own affairs—to the continuing importance of the tasks of peace. It has helped the business world immeasurably in keeping the wheels of useful industry from stopping.

THE EDITOR AND PUBLISHER extends to the publishers of American newspapers its congratulations on

the big way in which they have met the biggest problems that have yet confronted Americans. This past year, instead of bringing calamity to our people, through the disorganization of the old-world economic life, has brought increasing prosperity, a rejuvenated commercial life, real accomplishment, a happy augury for the future years.

More than at any time since this nation was born, this year's Thanksgiving Day has been fraught with tremendous meanings. The year that has gone has been wonderful. That to come shall be more wonderful.

The special issues of some of the trade publications are so large that one wonders that it is possible to secure so many pages of advertisements to fill them. Five hundred pages of ads and text matter is not an unusual number to find in one of these editions. Demands for space are so numerous that long before the date of appearance publishers are obliged to give notice that they cannot accept any more advertisements. The Iron Age, for instance, which is to publish an annual review number on January 6, has just sent out a letter saying that limit has already been reached. Some idea of the size of this number of the publication may be had from the fact that each copy will weigh a little less than 4 pounds 6 ounces. Nearly all the trade papers report that the volume of their business is far in excess of what it was a year ago.

The New York Evening Post last week completed its 114th year of publication, the paper having been established on November 16, 1801. Its first issue contained only four pages, each a little larger than the pages of the Evening Post Saturday Magazine of today. Its first editor was William Coleman, a lawyer from Massachusetts. The average daily circulation of the paper the first year was 500 copies, which were taken by subscribers to whom they were delivered by carriers. Aaron Burr, John Jacob Astor and Philip Livingston were among them. The Evening Post has grown and prospered during the long period of its existence. Today it is held in high esteem in this community for its high ideals and the quality of its editorials and news articles.

When a newspaper reaches the time when it refuses to accept stamp or coupon advertising for local merchants, it shows a remarkably independent spirit. The Seattle (Wash.) Times has already arrived at that point as will be seen from an interview with Joseph A. Blethen, the publisher, in this issue. So insistent has been the stand taken by this newspaper against both stamps and coupons that there are only two or three stores in Seattle that distribute them. Other publishers, doubtless, will, during the next few months, adopt a similar policy, as a result of the campaign now being carried on against these parasites on business by THE EDITOR AND PUBLISHER.

### AMONG THE NEW BOOKS

DRINK AND BE SOBER, by Vance Thompson, author of “Eat and Grow Thin”; Moffat, Yard & Company, publishers, New York.

The drink question has engaged the attention of mankind since the days of Noah, and although it has not yet been solved to the satisfaction of everybody, and perhaps never will be, the greatest progress toward that end has been made during the present generation. “Drink and Be Sober” is devoted to a discussion of the subject by a skilled writer and a clever observer, Vance Thompson, who is known on both sides of the Atlantic. He treats the matter not from the rabid prohibitionist viewpoint but rather from that of a sensible student looking for the truth about alcohol. There are no horrible examples to harrow your soul or work upon your sympathies. Mr. Thompson just sits down and talks the matter over with his readers in a calm, unemotional manner. When you have finished the volume you cannot escape the conclusion that the best thing to do is to let alcohol in any form alone altogether. While we do not always agree with Mr. Thompson in his conclusions we feel that he has written a book that will appeal to the majority of men and women. It is, in fact, one of the best treatises on temperance that have yet been written.



## PERSONALS

W. W. Hawkins, vice-president and general manager of the United Press Association, has returned from a business trip to Chicago.

Joseph Cashman, general manager of Dow, Jones & Co., publishers of the New York Wall Street Journal, gave the 250 employees of that concern a pleasant surprise on Monday when he presented each member of the force with two new five dollar gold pieces as a Thanksgiving gift.

John Pollack, sporting editor of the New York Evening World for the past twenty-seven years, returned on Monday last from a short visit to Elmira. He was accompanied by Mrs. Pollack.

Hugh Hastings, who was connected with the New York World and Times for many years, is now the editor, publisher and owner of the Cohoes, N. Y., Republican.

Harold Pitts, formerly of the San Francisco Chronicle editorial staff and for two years a resident of Los Angeles, has associated himself with the Pacific Northwest Investment Society of Spokane, Wash.

Fred A. Grimes, for the last four years associated with the Grand Rapids (Mich.) Herald, resigned his position and is now in the employ of the Sun Oil Company in Detroit.

Fred W. Bell, assistant news editor of the Portland (Ore.) Journal, has been made night editor to handle the new midnight-morning edition, recently started. Additions to the staff include William McNaughton, formerly with the Oregonian; Herbert S. Harcourt, veteran Portland newspaper man, and D. W. Dix, until recently with Dubuque, Iowa, papers.

Clyde V. McMonagle, staff photographer for the Portland Morning Oregonian, sustained a severe fracture of the skull last week when he fell from a fire escape 20 feet to the sidewalk below. McMonagle was taking pictures and, intent on his camera, stepped back into an opening in the platform.

Jeanette Sherwin, sister of Louis Sherwin, dramatic editor of the New York Globe, who is playing the title role in *Peg o' My Heart*, has met with such success in South Africa that her contract has been renewed and she is going to be sent to Australia.

Frank Marr, a well known newspaper correspondent, while transacting business in the office of Joseph N. Dowd, at Farmingdale, N. Y., had a paralytic stroke which caused the loss of speech.

George E. Herman has severed his connection with the St. John (N. B.) Globe to become editor of the Western Chronicle of Kentville, Nova Scotia.

Ronald Catto, of the Toronto (Ont.) Daily News, is soon to resign his position to qualify for a lieutenantancy in the Canadian Militia, after which he will go to England to start his air training in order to become an aviator attached to the Royal Flying Corps.

Robert Rohde, who worked at the next desk to Terry on the Tribune, and who recently became director of the United Photoplays Company, of Chicago, is also in New York and Park Row on business.

Charles McGuirk, formerly motion picture editor of the Examiner, has become publicity manager for the Essanay Company.

While William J. Purse, of the Associated Press, was enjoying a spin over the boulevards in a friend's motor car last week burglars broke into his home and departed with \$200 worth of jewelry.

## CHICAGO PERSONALS

Jay Cairns, who quit reporting politics on the Record-Herald two years back and trekked out to California where he now is publicity sponsor for a moving picture corporation or so, was at the Press Club this week.

Likewise was R. E. Lee Lowell, who started on the Chicago World during that publication's brief but meteoric career. Lowell has been in Winnipeg, but is harking to the call of Dixie.

Ted Phillips, of the Tribune; Joe Salk-

old, of the Journal; Arthur Evans, of the Herald; Frank E. Armstrong, of the Daily News, and the other legislative correspondents are in Springfield reporting the activities of the special session assembly.

Edgar A. Mowrer, of the Daily News' war correspondent staff, is now in Rome.

John McFadden is a new man on the Tribune local copy desk.

Charles S. Adelman, editor and publisher of the Real Estate Advertiser, as chairman of arrangements, set the stage for the annual banquet of the Real Estate Board at the Hotel LaSalle Tuesday night.

W. G. Ridenour has purchased a half interest in the Office and Store Outfitter Magazine, and will move the publication to New York December 1. Mr. Ridenour formerly was western manager of Popular Science Monthly.

A. G. Fegert has resigned as religious editor of the Herald.

Thomas O'Neill, a newspaper veteran who has worked on every paper in Chicago, is ill in the county hospital with cancer. "Tommy" was secretary to two Chicago mayors—Creiger and the first Carter Harrison.

Bernard C. Bowen, Cincinnati manager of the Boot and Shoe Recorder, was in town the first of the week conferring with L. Leigh, the Recorder's western manager. Later in the week Mr. Bowen will leave for a trip through Missouri.

Terrence E. Ramsay, formerly of the Sunday Tribune staff, is now director of the Mutual Films Corporation, in New York.

Philip Sampson, formerly of the Examiner, returned to Chicago last week after fifteen months in the British army. He brought back a ribbon bestowed for gallantry in action. He was severely wounded in April near Ypres and incapacitated for further service. His regiment was the Montreal Rifles.

Ralph Waldo Emerson has resigned from the Tribune staff to become general service manager of the W. T. Raleigh Company, a \$4,000,000 corporation with headquarters at Freeport, Ill., which manufactures extracts, proprietary remedies, spices, soaps, perfumes and the like. Mr. Emerson has been with newspapers fifteen years, in both the advertising and editorial offices. For the Tribune he covered the last Moor uprising and several Central American revolutions.

## ST. LOUIS PERSONALS

Howard Lee Bergen, formerly assistant advertising manager of the St. Louis Republic, with which paper he was connected for more than 14 years, has joined the soliciting force of the St. Louis Post-Dispatch.

C. M. Morrison, editorial writer and editor of Farm Progress, the St. Louis Republic's agricultural bi-weekly, has been sent out into "Egypt," the southern section of Illinois, to write up the principal cities and towns in that fertile field as a staff correspondent. During his absence Will G. Hutton, formerly its editor for 10 years, will act as editor.

B. E. Shelton, who has been connected with the advertising departments of newspapers in Chicago, Buffalo and Syracuse, N. Y.; Louisville, Atlanta, New Orleans and other cities, is now connected with the advertising force of the St. Louis Times.

W. L. Schackner, until this week connected with the want advertising department of the St. Louis Times, is now employed in the same department of the St. Louis Star.

F. L. Craft, formerly assistant advertising manager of the Chicago Daily News, has just entered upon the new work of advertising director of the St. Louis Star. Other changes are contemplated in the staff of this paper the first of the year.

Charles H. Huff, until last week an editorial writer on the Chicago Daily News, is now serving in the same capacity on the St. Louis Star. He has a daily department entitled "Greater St. Louis," which is having a tendency to cause the readers of the Star to still remain in love with their city.

Winston Churchill, novelist and for-

merly a resident of St. Louis, which city furnishes the setting of his most famous literary production, "The Crisis," with Mrs. Churchill, is visiting friends here, and is being much entertained. He has delivered several public lectures upon request.

Sam D. Fuson, who has done editorial work on papers in Little Rock, Ark., Joplin and Springfield, Mo., and who, until recently, was connected with the St. Louis Republic, is now connected with the United States Internal Revenue Service's investigation branch. He is now located here, but will be transferred to Washington, D. C., after January 1.

H. E. Pritchard, one of the editors of the new text-book on advertising just compiled by the Advertising Club of St. Louis, addressed the advertising class at Central Y. M. C. A. Night School the evening of November 19 on "What to Advertise and When." Mr. Pritchard collaborated with G. C. Mars, another member of the club, in the preparation of several chapters of the book.

David I. Zucker, editor and one of the proprietors of the St. Louis Real Estate Bulletin, has just been appointed a member of the National Publicity Committee of the National Association of Real Estate Exchanges. Another newspaper man on the committee is Edwin Selvin, financial editor of the Post-Intelligencer, Seattle, Wash.

Gaty Pallen, one of the St. Louis Republic's staff correspondents, is traveling over Missouri and writing up different sections and cities for his paper. His assignments are from the managing editor and bear the stamp of gravity in consequence. Pallen is said to have the largest state-wide acquaintanceship of any St. Louis newspaper man.

Charles W. Nax, for seven years in charge of the real estate advertising department of the St. Louis Republic, severed his connection with that paper this week and is now at the head of the real estate and want advertising department of the St. Louis Globe-Democrat. Mr. Nax was in the employ of the Republic altogether ten years, having started as office boy.

C. M. B.

## WASHINGTON PERSONALS

J. Harry Cunningham, formerly of the Washington Herald, has been elected secretary to the Washington Board of Trade. Mr. Cunningham is also secretary of the famous Gridiron Club.

Laibert St. Clair, formerly Associated Press correspondent at Albany, has arrived in Washington to take up his duties here with the Associated Press.

The friends here of Senator Luke Lea, proprietor of the Nashville Tennessean, regret to learn of his defeat in the primaries for re-nomination.

Robert Latham, editor of the Charleston (S. C.) News and Courier, was a visitor to Washington this week.

H. B. Varner, editor of the Southern Good Roads Magazine, and editor of the Lexington (N. C.) Dispatch, is visiting friends in this city.

Frank Heaton, of the Washington Star, has been made state editor of that paper, and will handle all Maryland and Virginia news.

Newbold Noyes, of the Washington Star, and Miss Alexandra Ewing, were married in this city Tuesday.

Elmer Murphy, well-known newspaper man, is the editor of the "Recollections of Senator Isaac Stephenson of Wisconsin." The book has just been placed on the market.

Ben F. Allen, Washington correspondent of the Cleveland Plain Dealer, will have been with that paper seventeen years next Monday.

## SAN FRANCISCO PERSONALS

E. J. Ridgway, proprietor and managing editor of Ridgway's Magazine, was in the city this week. Mr. Ridgway has many complimentary things to say about J. O'Hara Cosgrave, a former San Francisco newspaper man, who was once his editor, and is now connected with the New York World.

S. S. McClure, of New York, has arrived here from the South, after spend-

ing several weeks in studying the situation, with special bearing upon the future of Mexico under Carranza.

T. Knudson and Valentine Aaps, two Norwegian journalists, are here from Christiania. The former represents the Verden Gang and the latter the Vedens Vega, of Christiania.

Kate Douglas Wiggin, also known as Mrs. George Riggs, who is in San Francisco renewing old friendships, denies that she wrote "Mrs. Wiggs of the Cabbage Patch," despite the seeming affinity in the names. The California authorities, in an interview in the Examiner, gave some interesting details of her career since she was a girl in Santa Barbara. She has been entertained extensively at dinners by prominent society people since she arrived here.

John D. Barry, of the San Francisco Bulletin, was the guest of honor at the joint luncheon of the Home Industry League, the Rotary Club, the San Francisco Advertising Association and the Downtown Merchants' Association on Thursday at the Palace Hotel, that city. He spoke on the "Meaning of the Exposition," illustrating his talk with beautiful stereoscopic views.

## CLEVELAND PERSONALS

C. L. Kirkpatrick, sporting editor of the Plain Dealer, has been appointed to an official position with the Interstate Billiard League.

Dr. James A. MacDonald, editor of the Toronto Globe, spoke on "The Men of Cleveland and the Conflict of Ideas" before 5,000 Presbyterian clergymen at their convention in the Hippodrome, last week.

Dr. Henry Churchill Kiug, president of Oberlin (O.) College, was the principal speaker before the Cleveland Advertising Club this week. His subject was "The Way Into Life's Values."

Miss Katherine Scott, well-known newspaper woman and writer, has been appointed publicity director of the Cleveland Real Estate Board.

Kenneth W. Payne, of the editorial staff of the New York office of the Newspaper Enterprise Association, was a visitor to Cleveland, his home town, this week.

Stanley Patuo, of Corday & Gross, advertising specialists, has started a series of cartoons touchin' on and appertainin' to the Cleveland Advertising Club, which appear in The Torch, and cause much amusement to the members.

Miss Laura M. Paddock, for several years advertising manager of the Lindner Coy., a specialty house in ready-to-wear apparel for women, has resigned because of ill health. Miss Paddock was a graduate of the Women's College, Western Reserve University.

Coach Fielding H. Yost, of the University of Michigan football squad, has been appointed to write a series of articles on football for the Central Press Association. Mr. Yost is organizing an all-American team, and will tell, after the accomplishments of this body, in his series.

## BOSTON PERSONALS

George Decker has been made district editor of the Post, and Fred H. Thompson night city editor.

Jack Conolly, for many years a writer in the sports department of the Boston American, has been transferred to police headquarters. John Moran, who covered night police for the Journal for several years, is now connected with the American, writing sports.

O. G. Draper, who was formerly day city editor of the Journal, is now on the copy desk.

Henry E. Bowen, who was long connected with the advertising department of the New York Herald, has resumed his connection with that paper. Mr. Bowen's "vacation" lasted four months, but he says there is more pleasure in work than in play.

New officers of Los Angeles (Calif.) Ad Club: president, Harold Janss; first vice-president, C. E. Bireley; second vice-president, H. W. L. Gardiner; third vice-president, James G. Sprecher; secretary-treasurer, C. M. C. Raymond.

## Get the Best Always

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

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

\$32,000,000

In the  
PAYROLL IN PITTSBURGH, PA.,  
Per Month.

**Gazette Times**

Morning and Sunday  
"Pittsburgh's One Big Newspaper."

**Chronicle Telegraph**

Evening Except Sunday

"The Paper That Goes Home."  
Are the two biggest and best buys in Pittsburgh because they reach the people who read advertisements. They can be bought at a

FLAT COMBINATION RATE  
Of 22½c. Per Agate Line.  
And give you the largest net circulation.  
For further information and co-operation, write

URBAN E. DICE  
Foreign Advertising Manager  
Pittsburgh, Pennsylvania.  
J. C. Wilberding, 225 Fifth Avenue, New York City.  
The John M. Branham Company  
Mallers' Bldg., Chicago. Chemical Bldg., St. Louis.

**PITTSBURGH**

THE HOME OF THE

**LEADER**

Also the city of happyized  
homes and substantial workmen

Write to W. E. Moffett, Advertising  
Manager, Pittsburg, or to  
Verree & Conklin, Brunswick Building,  
N. Y., Steger Building, Chicago,  
for any information desired.

**THE PITTSBURGH  
PRESS**

Has the LARGEST

Daily and Sunday  
CIRCULATION  
IN PITTSBURGH

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

**WHY IS IT?**

that the Times-Leader is the only one of  
the three evening newspapers in New  
Haven, Conn., that is a member of the  
Audit Bureau of Circulations. Think it over.

BRYANT, GRIFFITH & FREDRICKS  
225 Fifth Ave. 716 Peoples Gas Bldg.  
New York City Chicago

**Buffalo News**

EDWARD H. BUTLER

Editor and Publisher

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

Foreign Advertising Representatives  
KELLY-SMITH COMPANY  
220 Fifth Avenue Lytton Building  
NEW YORK CHICAGO

**BUREAU OF ADVERTISING  
FINDS BUSINESS FINE**

Committee in Charge Holds Meeting in  
Chicago and Receives Encouraging Re-  
ports—Members Speak of Newspaper  
Boom—"Good Business Has Arrived,"  
Says Thomson.

CHICAGO, November 24.—The commit-  
tee in charge of the Bureau of Adver-  
tising, American Newspaper Publishers'  
Association, met here on Monday. Those  
present were J. F. MacKay, chairman,  
Toronto Globe; John B. Woodward, Chi-  
cago Daily News; Jason Rogers, New  
York Globe; David B. Plum, Troy  
Record; W. H. Field, Chicago Tribune;  
William A. Thomson, director, and  
Thomas H. Moore, associate director of  
the bureau. The meeting was held at  
W. H. Field's office in the Tribune  
Building.

The committee received detailed reports  
from the director and associate director  
about the recent work of the bureau.  
These reports dealt with the development  
of new advertising and indicated a large  
increase in general business in all sec-  
tions.

It was evident to the members of the  
committee that the aggressive work being  
conducted by the Bureau to interest gen-  
eral advertisers in newspapers was pro-  
ducing results in a big way.

Plans were adopted to interest more  
publishers in the work. A number of  
new subscribers were announced, and  
figures were submitted to show that  
the organization was steadily gaining  
strength.

Chatting with a representative of THE  
EDITOR AND PUBLISHER, several of the  
men interested in the work of the bureau  
spoke enthusiastically of business condi-  
tions this fall. W. A. Thomson said:

"We hear nothing but the remark 'busi-  
ness is fine,' and the enthusiasm with  
which this expression is uttered shows  
that it is wholly true. We have heard  
in the past how good business was a few  
years ago, and about how good it was  
going to be a few years hence; but today  
good business has arrived! This is not  
only a record-breaking year for general  
business in newspapers—it is a banner  
year."

**"KEEN KUTTER" IN NEWSPAPERS**

Simmons Hardware Company Starts Big  
Test Campaign in Indiana.

The Simmons Hardware Company of  
St. Louis, Mo., makers of the famous  
"Keen Kutter" line of tools and hard-  
ware specialties, are the newest arrivals  
in newspapers. This week's bulletin of  
the Bureau of Advertising, American  
Newspaper Publishers' Association, an-  
nounces the start of a newspaper cam-  
paign in the state of Indiana. The Mahin  
Advertising Company of Chicago is hand-  
ling the business.

The campaign is to run for six months  
beginning November 28. The copy ranges  
in size from 10-inch single to a full page.  
It is understood that the advertising will  
appear in other states beside Indiana, and  
that the results will be carefully checked  
to show the value of newspapers as a  
medium. If the campaign succeeds it will  
be extended.

Of the many new accounts in news-  
papers this fall, the Simmons account is  
one of the most interesting. It shows  
clearly that big advertisers who have been  
using magazines and other mediums heretofore  
are interested in newspapers, and  
that the day of the newspaper as a na-  
tional medium has arrived.

That the newspapers have been found  
to be the bankers' best advertising  
medium was a statement made in St.  
Louis last week at a luncheon attended  
by 150 members of the Inspiration Club  
of the Railroad Y. M. C. A. R. L. Gur-  
ney, of the American Trust Company,  
was the speaker. This was proven to  
be true, he said, when the American  
Bankers' Association started a nation-  
wide campaign of education several  
months ago.

**GOOD STRAIGHT TALK**

Four Admirable Cornerstones on Which  
to Rest Any Structure

H. E. Crall, secretary-treasurer of the  
Daily Newspaper Departmental of the  
Associated Clubs, in a recent letter to  
the membership announces that the  
directors bespeak the co-operation of the  
membership in making the newspaper  
departmental the most influential de-  
partment of the allied advertising in-  
terests.

The officers and directors of the De-  
partmental elected last June are as fol-  
lows:

President, Lafayette Young, Jr., Des  
Moines Capital; vice-president, G. Ed-  
ward Buxton, Providence Journal and  
Bulletin; secretary-treasurer, H. E.  
Crall, New York Special Representative.

Directors: Lafayette Young, Jr., G. E.  
Buxton, H. E. Crall, Amon G. Carter,  
Fort Worth (Tex.) Star-Telegram;  
David B. Plum, Troy (N. Y.) Record and  
Frank D. Webb, Baltimore (Md.) News.

The members of the National Commis-  
sion are: W. S. Jones, Minneapolis Jour-  
nal; Hopewell L. Rogers, Chicago Daily  
News, and Louis Wiley, the New York  
Times.

John C. Martin, Philadelphia Public-  
Ledger, is the member of the National  
Exhibit Committee, and Jerome D.  
Barnum is member of the National Vigi-  
lance Committee.

All members must subscribe to the  
following standard of practice:

1. To make none but true statements of  
circulation.
2. To maintain advertising rates as pub-  
lished.
3. To reject fraudulent advertising.
4. To oppose "free publicity."

The annual dues are \$10 a year, pay-  
able in advance June 1 to June 1.

The revised list of members of the  
Daily Newspaper Departmental is as  
follows:

Albany, N. Y.—Knickerbocker Press.  
Aurora, Ill.—Beacon News.  
Baltimore, Md.—News.  
Birmingham, N. Y.—Republican-Herald.  
Bloomington, Ill.—Bulletin, Pantagraph.  
Boston, Mass.—Evening Transcript, Chris-  
tian Science Monitor.  
Cedar Rapids, Ia.—Gazette, Republican-  
Times.  
Chicago, Ill.—American, Daily Jewish  
Courier, Daily News, Examiner, Trib-  
une, United Serbian.  
Cincinnati, O.—Times-Star.  
Crawfordsville, Ind.—Journal.  
Danville, Ill.—Commercial News.  
Davenport, Ia.—Times.  
Denver, Colo.—Rocky Mountain News.  
Des Moines, Ia.—Daily Capitol, Daily News,  
Register-Tribune.  
Detroit, Mich.—Free Press, Times.  
Dubuque, Ia.—Telegraph-Herald.  
Duluth, Minn.—News-Tribune.  
El Paso, Texas.—Herald, Morning Times.  
Evansville, Ind.—Courier.  
Fargo, N. D.—Forum.  
Fort Smith, Ark.—Southwest American.  
Fort Worth, Texas.—Star-Telegram.  
Grand Forks, N. D.—Daily Herald.  
Grand Rapids, Mich.—Herald.  
Greeley, Colo.—Tribune-Republican.  
Harrisburg, Pa.—Patriot.  
Houston, Texas.—Post.  
Hunneton, Canada.—Herald.  
Hutchinson, Kan.—News.  
Indianapolis, Ind.—Daily Times, News,  
Star.  
Jackson, Mich.—Patriot.  
Johnstown, Pa.—Tribune.  
Lafayette, Ind.—Courier.  
Lexington, Ky.—Herald, Leader.  
Memphis, Tenn.—Commercial Appeal.  
Mexico, Mo.—Ledger.  
Milwaukee, Wis.—Free Press, Journal, Sen-  
tinel.  
Minneapolis, Minn.—Journal, Tribune.  
Moline, Ill.—Daily Dispatch.  
Montreal, Can.—La Presse.  
Muskegon, Okla.—Daily Phoenix, Times-  
Democrat.  
New Orleans, La.—Item.  
New York City, N. Y.—American, Editor and  
Publisher, Evening Post, Newspaperdom,  
Times.  
Oil City, Pa.—Derrick.  
Owosso, Mich.—Evening Argus.  
Ottumwa, Ia.—Courier.  
Omaha, Neb.—Tribune.  
Peoria, Ill.—Evening Journal.  
Philadelphia, Pa.—Bulletin, Evening Led-  
ger, North American, Public Ledger, Rec-  
ord.  
Pittsburgh, Pa.—Chronicle Telegraph, Ga-  
zette-Times, Leader.  
Poplar Bluff, Mo.—Daily Republican.  
Providence, R. I.—Evening Bulletin, Jour-  
nal.  
Richmond, Ind.—Palladium.  
Richmond, Va.—News-Leader.  
St. Joseph, Mo.—Gazette.  
St. Louis, Mo.—Globe-Democrat, Post-Dis-  
patch, Republic.  
St. Paul, Minn.—Daily News.  
Sacramento, Cal.—Bee.  
San Antonio, Texas.—Express.  
Shreveport, La.—Journal, Times.

So. St. Paul, Minn.—Reporter.  
Syracuse, N. Y.—Herald, Journal, Post-  
Standard.  
Toronto, Can.—Globe, Telegram.  
Troy, N. Y.—Record.  
Urbana, Ill.—Courier-Herald.  
Waco, Texas.—Morning News.  
Waterloo, Ia.—Times-Tribune.

**SENATOR SMITH BANKRUPT**

Publisher of the Newark (N. J.) Morn-  
ing Eagle and Evening Star.

James Smith, Jr., of Newark, N. J.,  
Democratic politician, banker and news-  
paper publisher, has gone into bank-  
ruptcy, with liabilities of between  
\$1,000,000 and \$2,000,000, and with assets  
sufficient, according to latest reports,  
to enable him to pay his creditors in  
the vicinity of 30 cents on the dollar.

As a politician, he was for years the  
"boss" of his state until Woodrow Wil-  
son defeated him. As a banker, he was  
president of the Federal Trust Com-  
pany, of Newark, from whose presidency  
he resigned, though the institution itself  
is solvent. As a newspaper publisher, he  
issued the Newark Eagle (formerly the  
Morning Star) and the Evening Star.  
It is asserted that he lost money in  
these latter enterprises, and also in the  
leather manufacturing business, in which  
he was quite extensively engaged.

The Eagle, one of his papers, says  
editorially:

Senator Smith, whose large financial em-  
barrassments were announced on Satur-  
day and who has placed his affairs in the  
hands of the Fidelity Trust Company as  
trustee, at the same time resigning the  
presidency of the Federal Trust Company,  
has been looked upon for some years as  
one of the wealthiest citizens of the state,  
as he was, a man of large mind, and  
broad scope of operation and financial cou-  
rage, he entered into many enterprises and  
became identified with large interests.

The extent of Mr. Smith's varied busi-  
ness activities may be judged by the quan-  
tity of his paper among different banks,  
which prompted the prudent action of the  
Comptroller at Washington. As Mr. Smith's  
assets largely exceed the amount of his  
obligations, the trusteeship must neces-  
sarily be temporary.

Meanwhile no bank or banking interest  
is to any appreciable extent affected by  
this suspension of Mr. Smith's affairs. His  
widely scattered paper is held by many  
banks in several cities, and in all cases  
its value is simply a matter of delayed  
payment.

Senator Smith has the sympathy of the  
Newark community in his embarrassment,  
for he has been a public-spirited citizen.  
He has done much for the city's welfare,  
and in thousands of ways he has privately  
relieved distress, helped other men and  
contributed to the support of charitable  
and religious institutions, as well as to  
party organization.

It may be said that if he had closed  
his heart to such appeals he would have  
saved more than enough to meet all his  
present obligations.

It was announced on Thursday that an  
application for the appointment of a re-  
ceiver for the Newark Eagle and the  
Newark Star will be made immediately.

**Mr. Francis Now in New York**

Philip W. Francis, for the past two  
years an editorial writer on the San Fran-  
cisco Examiner, has come to New York  
and is now associated with the editorial  
management of the American. The  
change is for personal reasons, it being  
Mr. Francis' intention to return to the  
coast after a short stay in New York.

**Knowland to Run Oakland Tribune**

The Oakland (California) Tribune has  
passed into the hands of Mrs. Erminia  
Peralta Dargie, widow of the late William  
E. Dargie, and former Congressman Jo-  
seph R. Knowland, following a ratifica-  
tion of its sale by the Court. The news-  
paper was turned over to the new owners  
by F. B. Loomis and Alfred Holman,  
who have been publishing it for some  
time as the holders of an option. The  
Bulletin says: "Although Mrs. Dargie  
came into court accompanied by her for-  
mer manager, B. A. Fosterer, it is under-  
stood Mr. Knowland is to be managing  
editor and will assume entire control  
of the paper. Knowland said, recently,  
that although Mrs. Dargie owned half  
the stock, he will control the policies  
when the company is reorganized. He  
reiterated the statement that he is out  
of politics.



**LIVE TOPICS DISCUSSED BY READERS**

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

**The Commercial Survey**

Associated Advertising.  
INDIANAPOLIS, Nov. 20, 1915.

I have been following with a great deal of interest the various articles you have printed pertaining to that Jason Rogers for Commercial Surveys by local newspapers, and first of all I want to congratulate you upon the way you have played it up.

My own opinion is that it is the biggest thing that has happened in the newspaper advertising business for a very long time.

It affords the way for many local newspapers to render a service which they have long wanted to render, but which they have not known exactly how to start.

The avidity with which they have taken hold of the plan is a remarkably accurate indication of the fact that there are a great many newspapers that have been just in that attitude. And it is particularly important, it seems to me, for the very reason that the field is so ripe for it.

But there are so many good things in the EDITOR AND PUBLISHER—it really is a remarkably good servant of the newspaper publishing business.

It always makes me feel good to tell some friends of mine that I have a good opinion of something he has done, because there are so many times when we don't speak our minds under those circumstances—a sort of case of flowers for the living.

CHARL HUNT.

**Received Enthusiastically**

EDITOR AND PUBLISHER, New York City.  
Huntington, Ind., November 18.

GENTLEMEN: In reply to yours of the 9th regarding the Commercial Survey Plan which is being pushed by Mr. Rogers, will say that we believe this plan will meet with the approval and co-operation of most of the publishers throughout the State of Indiana.

Mr. Rogers recently appeared before our organization and presented the proposition very ably, which was received very enthusiastically by all the publishers present.

Yours very truly,  
WALTER H. BALL,

Secretary, Hoosier Daily League.

**Mr. Lilley Will Be An Addition**

Last week's EDITOR AND PUBLISHER announced that E. B. Lilley, recently general manager of the Express and the Tribune of Los Angeles, Cal., had been appointed general manager of the St. Louis Republic. Mr. Lilley has had many years' experience in newspaper management, having been associated in the direction of both the Plain Dealer and the News of Cleveland, before removing to California. It is now officially stated that he will be an addition to the present working staff of the Republic, which will remain unchanged otherwise.

**An Appreciation**

The Panama Pacific Exposition

SAN FRANCISCO, November 16, 1915.

Permit me on behalf of the administration of the exposition to express our grateful appreciation for the exceedingly generous co-operation and assistance that the press throughout the country has accorded this undertaking from its inception. To you much of its success is due.

CHARLES C. MOORE,  
President.

**Journalists Favor Censorship Law**

A dispatch from Paris under Wednesday's date states that the campaign that has been conducted by journalists and members of Parliament against the censorship of news and comment of a purely political nature has been crystallized in the form of a proposed law, which has been approved by the Committee on Civil Legislation of the Chamber of Deputies.

The measure provides that all publications must be communicated to the government before being offered to the public, but that the censor shall have the right to suppress only such unofficial matter as refers to military operations and diplomatic negotiations, the disclosure of which would be harmful to the national defence.

The measure will be introduced in the Chamber at once.

**CIRCULAR STIRS UP BIG BOSTON PAPER**

Local Theatre Gets Out a Sheet in Newspaper Form Called The Daily America, Carrying Glaring Headlines, "New York City Bombarded"—The American Denounces the Scheme.

BOSTON, November 23.—The appearance of a circular on the streets that appeared to be in imitation of the Boston American called forth a vigorous protest from that paper. Glaring headlines stated "New York City Bombarded." Then followed a sensational story that was found to be an advertisement for a moving picture show. Here is what the American has to say about the affair:

The Boston American feels that it ought to notify its patrons, and the public generally, that the advertising circular issued Saturday by the Majestic Theatre approximately in the form of a newspaper, about the same size, and headed "The Daily America," was not only a gross violation of the Boston American's copyright, covering its title and all its contents, but was apparently intended to deceive the persons who took a casual glance at it into the belief that they were getting a copy of the Boston American.

The American looks with entire disapproval on the effort of anybody to advertise their wares, or services, or entertainments by issuing advertising matter calculated to deceive the public, whether such matter be in the form of imitation of the American's makeup or its contents or not.

"Daddy" Rank, the genial philosopher, practical humorist, famous joke trick and intimate friend from boyhood of James Whitcomb Riley, is dead. Last Monday "Daddy," whose quaint shop in Newspaper Row is known far and wide as the "House of Daddy and Jack," telephoned to "Jack" that he probably wouldn't leave his Brookline home as early as usual. Then the genial old gentleman lay down on a couch for a short nap, apparently in the best of health. A few hours later Mrs. Rank telephoned to Jack that "Daddy" was dead. He had died while sleeping and the physician who was called said that acute indigestion had caused death.

The Boston American and the Boston Post have started their annual Christmas joy-giving departments. The American has a "Christmas basket fund," while the Post Santa Claus will probably purchase over \$6,000 worth of toys, candy, clothing, etc., for the kiddies of New England. The American's fund is for the purpose of providing Christmas baskets for needy people in the city. Last year the plan met with huge success, and it is expected that it will be larger than ever this season. The Post's Santa Claus department is headed by Joseph Hurley. He is usually assisted by a large staff of reporters and other employees of the paper. The money contributed by Post readers is all used for presents for the children, as the expenses of distribution, packing, etc., are entirely borne by the paper.

Quite a detachment of New York newspaper men came over to report the Harvard-Yale game, not to mention movie operators and still camera men.

A. W. Cullis, of the Post, who was recently taken from the Cambridge district, is doing some work on the assistant city desk for a time.

Joseph D. Hurley, the official Post Santa Claus, has commenced his work for the season. From now on Joe will labor day and night for the joy of the kiddies the coming Yuletide. It is a monumental task that Joe has before him, but as he has been through it before, he can handle it better than anybody else.

**RIDDER STOCK SOLD CHEAP**

Fifteen Shares of The Staats-Zeitung Bring \$100 Each at Auction.

Fifteen shares of stock of the New Yorker Staats-Zeitung were sold at auction this week at \$100 each. As the price brought by the stock at the last time a small block was offered at auction was \$1,000 a share, while the previous minimum quotation this year was \$600, the latest price was surprising to the financial district.

Victor Ridder, a son of the late Herman Ridder, who was the controlling factor in the Staats-Zeitung, explained the sale in this way: "The stock was bought by a friend of the Ridder family, as the other offerings at auction were, and the bid of \$100 a share was nominal. There has been no competition for the stock, and the solitary bid at each sale has taken the shares put up for sale."

Mr. Ridder stated that the price probably would be much higher at sales yet to come. He thought that about thirty more shares would be auctioned off before the end of the year, representing the sale of collateral for loans made before Mr. Ridder's death.

**"Keeping Everlastingly At It"**

Keep plugging!  
Did you ever know a successful man who let up in his efforts just because he had a "good excuse"?

"When my competitors lose their nerve, then is my chance to fight the harder for the business that they let slip," said a great captain of industry.

To stand by the guns when others have fled, to go forward when others retreat, takes the stuff of which heroes—and successes—are made.

Don't quit; don't waver—keep plugging!

"No ship can run against the tide," said Napoleon. Verily Napoleon was in error, as modern steam doth prove. And yet many men these modern days will not believe that the steam of advertising can overcome the tide of competition.—Rich Richard.

**NEWSPAPERS FOR DRY PLANK**

Temperance Leader Says Poll Favors Action by Big Parties.

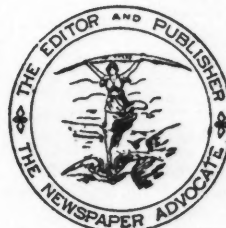
According to replies received by Deets Pickett, of Topeka, Kansas, publicity manager for the Temperance Society of the Methodist church, a majority of the big newspapers of the country are believed to favor a prohibition plank in the national platforms of the big political parties.

Mr. Pickett asked the newspapers for expressions on the matter. Of the 511 replies received, 265 favor party declarations, 174 oppose such action and 72 dodged the question. A majority of the 174 opposing voluntarily announced their allegiance to the prohibition cause, but deemed the political issue inexpedient.

A dozen of the best known papers of New York, Boston, Washington, Philadelphia and other Eastern cities favored national party action. Ninety-six Republicans, 69 Democratic and the remainder of the 265 claiming independent tendencies favored action; 72 Republican, 58 Democratic and 18 independents opposed the plan.

The members of the British Association of Advertising at its first annual meeting, recently held, voted to change the name of that body to British Association of Advertising Clubs, Ltd. Sir William Lever, Bart., was elected president and John Hart, secretary.

Subscription  
Price  
\$2.00 a year



Advertising  
Rate  
25c. a line

**HERE ARE TWO QUESTIONS FOR THE THOUGHTFUL CONSIDERATION OF ALL PUBLISHERS OF DAILY NEWSPAPERS:**

**QUESTION NUMBER ONE**

IF YOUR LOCAL MERCHANTS KNEW NO MORE ABOUT YOUR NEWSPAPER THAN NATIONAL ADVERTISERS KNOW, HOW MUCH ADVERTISING REVENUE WOULD YOU LOSE THROUGH THAT FACT?

**QUESTION NUMBER TWO**

IF NATIONAL ADVERTISERS KNEW AS MUCH ABOUT YOUR NEWSPAPER AS YOUR LOCAL MERCHANTS KNOW, HOW MUCH ADVERTISING REVENUE WOULD YOU GAIN THROUGH THAT FACT?

Your frank answers to these two questions will serve to "set you right" on the matter of advertising your advertising space to those possible buyers of it who are not near enough to your field to understand the situation there as well as they should understand it before investing money, to any large extent, in your space.

THE EDITOR & PUBLISHER is in a position to carry your campaign of education in regard to your paper to practically every National advertiser whose money SHOULD BE SPENT IN YOUR NEWSPAPER.

## The Circulation Question

You can't sell a newspaper for 3 cents and have a circulation of several hundred thousand. The two don't work together. If we wanted large quantity circulation we would reduce the price of the New York Evening Post at once. But that's the secret, we prefer to put the extra amount back into the paper and thereby secure and maintain a quality circulation. The New York Evening Post reader is usually more able to invest 3 cents in a newspaper than the average person is able to pay 1 cent for a newspaper.

Member Audit Bureau of Circulations.  
Publication Office Western Office  
20 Vesey Street McCormick Building  
New York Chicago, Ill.

## HOLLISTER'S CONTESTS PRODUCE RESULTS

Below is shown our records on six campaigns in different parts of the United States. Receipts.

Los Angeles Times, Los Angeles, Cal.	\$67,970.00
Courier-Journal, Louisville, Ky.	60,000.00
The Express, San Antonio, First Contest	50,000.00
The Express, San Antonio, Second Contest	78,000.00
Deseret News, Salt Lake City, Utah	33,000.00
Capital News, Boise, Idaho	22,000.00
News-Courier, Charleston, S. C.	25,000.00

50,000 new subscribers were secured for the above papers. If you want more circulation call upon our old established dependable organization.

THE NORTH EASTERN CIRCULATION CO.  
C. B. HOLLISTER, Gen. Mgr.  
DAVENPORT, IOWA.

## THE SEATTLE TIMES

"The Best That Money Can Buy"

Average Circulation for Sept., 1915

Daily, 71,875  
Sunday, 83,745  
54,000 in Seattle

A copy to every family.

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

Largest Quantity Best Quality Circulation

The S. C. Beckwith Special Agency

Sole Foreign Representatives

New York Chicago St. Louis

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

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

PROMOTION DEPT.  
SHAFFER GROUP

12 S. Market Street, Chicago

## The New York Evening Mail

enjoys the confidence of its readers.

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

Its average net paid circulation for August was in excess of

**158,000**

A desirable advertising medium.

## NEWS OF THE SCHOOLS OF JOURNALISM

[In this department will be presented each week news items from the Colleges and Universities in which journalism is taught. Occasional contributions are invited from such institutions, the only restriction being that the matter sent in shall be brief, important, and of general interest.—Ed.]

### University of Missouri

C. M. Elliott, a graduate of the School of Journalism in 1914, has been appointed advertising and circulation manager of the Province, an evening newspaper published at Regina, Saskatchewan, Canada. For the last year Mr. Elliott has been assistant publisher at the University of Missouri.

O. N. Gingrich, a graduate in journalism of the class of 1914, has been appointed advertising manager of the Daily Dakotan, published at Yankton, S. D. Previous to taking this position he was advertising manager of the Democrat-Forum at Maryville.

E. V. Nash of the class of '14, who has been in the editorial department of the New Bedford (Mass.) Standard, has accepted the position of city editor of the Democrat-Forum, at Maryville, Mo.

Claud A. Brown, of the class of '11, has been appointed city editor of the Austin American, published at Austin, Tex.

Donald Ferguson, of the class of '15, has sold his interest in the Boonville Republican to take a position in the editorial department of the Kansas City Star.

Walter G. Bryan, who has just been appointed publisher of the Atlanta Georgian, did special work at the University of Missouri in 1911 and 1912. It was while at the University of Missouri that Mr. Bryan developed his system of publishers' advertising that he applied so successfully on the Chicago Tribune, Record Herald, Evening News and later the various papers of the Hearst organization.

Prof. Frank L. Martin, of the School of Journalism, who is now on leave of absence, will return to his duties at the university next September. Prof. Martin is managing editor of the Japan Advertiser, published at Tokyo. Glenn Babb, a graduate of the School of Journalism of the class of '14, is also a member of the staff of the same paper. Carl Crow, a former student in the university, who preceded Prof. Martin as managing editor of the Advertiser, has returned to America. He accompanied Samuel G. Blythe on a trip from Peking, China, to Petrograd, Russia, which Mr. Blythe described recently in the Saturday Evening Post.

The Desk Book of the School of Journalism, which was recently issued as a university bulletin, has been well received everywhere. Hundreds of inquiries for the book have been received from newspapers in practically every State in the Union and from Canada, England and Australia. Several universities have ordered a large number of the books for text purposes in English and Journalism, and a number of business houses have ordered the books for use in their advertising and correspondence departments. The book was compiled and edited by Prof. C. G. Ross.

Dean Walter Williams, of the School of Journalism, recently addressed the City Club and the Press Club at Milwaukee, Wis. Last week he addressed the annual convention of Missouri Sunday Schools in St. Louis on "Christian Publicity."

William S. Hinton, a former student in the University of Missouri, has been appointed advertising manager of the Courier-Post at Hannibal, Mo. The Courier-Post is a member of the Lee Newspaper Syndicate.

D. D. Rosenfelder, a graduate of the School of Journalism last spring, has joined the staff of the Nevada (Mo.) Post.

H. H. Kinyon, a member of the class of '12, has just been appointed publisher at the University of Missouri, and also editor of the Missouri Alumnus.

### University of Texas

Will H. Mayes, head of the Texas University School of Journalism at Austin, is planning a short course of lectures on journalism for the newspaper workers of the State. The editors will be invited to spend a week at the university to attend the course. Several speakers from outside the State will be invited to address them. The conference will probably be held in February or March. It will be conducted along lines similar to those that have been held at the University of Kansas and the University of Missouri.

### University of Washington

The bureau of municipal research in the extension division of the university will publish a magazine for the mayors, attorneys, engineers and clerks of all Washington towns. The publication will provide a means of keeping the League of Washington Municipalities in touch with municipal problems and enable city officials to communicate information to each other as to the success of experiments tried in their cities.

The bureau of municipal research has a valuable collection of material relative to all city problems, which it desires to place at the disposal of city officials of the State.

The first number will be out in a few days and the circulation will be about 3,000. Washington Municipalities will be its name. The cost of publication will be met by the league.

### University of Wisconsin

In the revised edition of the Style Book of the Department of Journalism, just issued, all of the rules are printed on two pages, four inches by eight inches each, so that the student has before him every point in regard to capitalization, punctuation, quotations, figures, abbreviation, titles, etc., without turning over a page. The sheet can be tacked up on the back of the copy desk or on the student's typewriter table.

The freshman class in the four year Course in Journalism is over 28 per cent larger than last year, 45 first year students having entered the course this fall. The enrollment in the course shows an increase of 16 per cent. The increase in the enrollment in the classes in journalism is 21 per cent, the total number in all classes excluding short story writing and advertising being 179.

For two weeks preceding the recent tag day of the Madison Associated Charities, students in the class in newspaper reporting wrote human interest and news stories on the work of the charity organization for the two local daily papers. The proceeds of the day this year were nearly double those of last year.

H. P. Burchell, of the sporting department of the New York Times, will give a talk to the students of journalism on December 9.

A six-reel film illustrating every detail of magazine making in the plant of the Curtis Publishing Company, Philadelphia, will be shown to the students in the Department of Journalism next week. This is the second movie portraying scenes connected with publishing, the first having been one lent by the Chicago Tribune.

For their baccalaureate theses this year, seniors in the Course in Journalism are each preparing 25,000 word monographs on American newspaper editors and publishers who have made distinct contributions to the development of the newspaper. The extensive files of newspapers in the State Historical Library are being used in these studies.

Some businesses were built without advertising as were the pyramids without the aid of steam cranes, but not the modern skyscrapers, says Rich Richard.

Happy the man who need not advertise. Such a one hath all the trade there is or ever will be. He hath no competition and never will have!—Rich Richard.

## CHICAGO PRESS CLUB IN NEW QUARTERS

Now Occupies Top Floor of the City Hall Square Building—Has \$27,000 Left After Settling All Indebtedness—Miss Florence Patton's Scoop Sets 'Em Going All Over.

CHICAGO, November 24.—What difference does it make, anyway, whose club is the oldest? The Press Club of Chicago has the newest quarters. After its dire financial straits have been commented upon far and wide, it has quit the old building at 26 North Dearborn street, with \$27,000 cash in the bank in addition to properties purchased for the new rooms.

The new club rooms occupy the entire top floor of the big City Hall Square building at Clark and Randolph streets. And by the time this periodical is in the hands of its eager readers the club's bag and baggage will have been moved, the members will be comfortably settled at the new location and the "homeless men's dinner," or the annual Thanksgiving spread will have been celebrated. The "homeless club" has lost several old members by marriage within the past year, but new ones have drifted in, so the general aspect is about the same.

The club has taken a five year lease on its new quarters, paying \$4,000 the first two years and \$5,333 each year thereafter. This is \$1,200 a year less than the ground rental was at the old place. Charges for heat, power, maintenance, taxes, insurance and interest on bonds brought the annual expenditure in the Dearborn street building to upwards of \$20,000 annually.

The space is ample for all needs of the club and sufficient for extra occasions, such as entertainments, balls and formal dinners. Entertainment Chairman DeLysle Feree Cass is busy making up a full slate of special affairs for the winter.

The lease includes the right to use the roof of the building for a garden, and the Press Club Roof Garden which will open next summer will be one of the city's finest if all plans carry.

Several changes in the club constitution and management are to be voted on in the near future. The dues—now \$40 a year—will be reduced, according to plans, to a figure warranted by the smaller cost of operating the club in its new quarters.

Three new directors were elected at the general meeting of the club last Sunday—the last meeting in the old building. They are Joseph R. Taylor, of the Herald; George Cooke-Adams, and J. B. Mansfield. They succeeded Judge Michael F. Girten, Julius R. Kline and Stanley Mitchell.

Miss Florence Patton, of the Chicago Evening American, got a scoop for her paper last week which started the whole world to arguing. It was Miss Patton who picked up the item about Dr. Harry J. Haiselden and the Bollinger baby. The infant was born defective and the doctor refused to operate on it to save its life. The American played the story an entire day, exclusive, under Miss Patton's name. The next day the morning papers all over the country gave it preferred position on their front pages, and the story filled Chicago papers for days. Learned men of medicine and the scalpel over in the warring countries of Europe paused to take sides as to whether Dr. Haiselden did right or wrong. Dr. Haiselden is now writing a series of articles for the Evening American.

The Chicago Examiner recently published serially a list of Chicago motor car owners and their addresses. Then someone in the Examiner office had a happy thought and the type was lifted and made over and a neat little booklet containing a complete roster of Chicago automobile owners issued. The Examiner announced the books might be had by Chicagoans for ten cents each. Forty-five thousand have been sold to date and the Examiner has decided to issue a like pamphlet each year.



**CIRCULATION NEWS, VIEWS AND OBSERVATIONS**

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

By Harvester

**WAKING UP THE BOYS**

**How the Spokesman-Review of Spokane Stimulates Circulation.**

SPOKANE, November 19.—The circulation department of The Spokesman-Review is putting a lot of pep into its big force of carrier boys by means of a contest in which liberal cash prizes are the inducement and in which several new ideas are incorporated. H. M. Grosse, manager of the city subscription activities, has made a study of boy psychology in relation to circulation building. One of the effective ideas injected into this contest is in making the carrier realize that the organization of the paper is backing him to the limit. As one of the frequent bulletins of the contest expresses it:

**"A MAN FROM THE OFFICE WILL HELP YOU TO HELP YOURSELF."**

"Many times you have probably met the obstacle of not knowing what to say or do when some person raises an objection to your paper, or the premium you were trying to interest them in.

"To overcome this, The Spokesman-Review has turned its entire force of city solicitors over to the carriers during this contest. It will be their chief duty to give help and advice when needed.

"This will not affect the prizes for the individual carriers in any way, but is for the purpose of showing you how to get business and how to talk premiums.

"Don't hesitate to call up the gentleman appointed to help you. Go see him any time about anything which may come up on your route. Be sure to get acquainted and make arrangements to go around your route with him."

Another stimulating feature is in allowing 100 points for each week of perfect delivery during the life of the contest; and a deduction of 50 points for each complaint. An extra number of points is awarded where a percentage of increase in subscriptions is registered over a past week, while a penalty is exacted for a decrease. It is distinctly up to the carrier to make each week bigger than the one before.

Besides all of these spurs, an additional incentive was brought into play by dividing the entire carrier force into seven divisions. A banquet is to be given at the close of the contest to the division scoring the greatest number of points. Every phase of the race is well calculated to arouse the latent energies and dormant ambitions of the entire force. One of the slogans adopted as a bang at the end of one of the messages to the contestants epitomizes the attitude the boys are encouraged to take: "Any boy who does not take an active interest in this contest is not live enough to be a Spokesman-Review carrier."

Dr. Howard S. Clemmer, ex-president of the Spokane Ad Club and proprietor of two leading moving picture houses, invited The Spokesman-Review newsboys to attend an exhibition of the Get Rich Quick Wallingford stories this week, which are running at the Clemmer theatre in connection with the story appearing in the Sunday Spokesman-Review. Dr. Clemmer has been appointed by President W. K. Shissler, of the Ad Club, to head the newly created convention committee which will arrange for the entertainment of the Pacific Coast Ad Clubs in Spokane next summer.

The Waco (Texas) Morning News issued a special edition commemorating the opening of the Waco Cotton Palace, the annual fall exposition of this city. The edition contained 104 pages and was profusely illustrated with half-tones of the city and trade territory of Waco and of the men back of the Cotton Palace exposition, as well as column after column of good interesting reading matter of that section of the state.

**TRIBUNE TOPS 100,000 MARK**

**New York Paper Makes Great Circulation Gains Under Mr. Ball.**

Frank M. Ball, director of circulation promotion of the New York Tribune, is receiving congratulations of his friends on having piloted the Tribune's daily circulation to over 100,000.

Mr. Ball took charge of the Tribune's circulation and mechanical departments



FRANK M. BALL.

on January 1, under a guarantee, it is understood, to increase the paid circulation to over 100,000.

To a representative of THE EDITOR AND PUBLISHER Mr. Ball said:

"On November 10 we eliminated the return privilege in connection with our city circulation. This we did without any help from our contemporaries. Since January 1, when I was appointed director of circulation promotion and efficiency expert of the New York Tribune, we have increased our daily from 71,000 to 101,000, and the Sunday from 47,000 to over 76,000.

"We have revised the mechanical departments and succeeded in saving both time and money. Because of greatly increased business, the Tribune has been forced to install an all steel standardized equipment in its composing room."

**NEWSPAPER ACTIVITIES**

The Chicago Daily News has broken a precedent and is now publishing serially a fiction story on its front page occupying the two lead columns each day. But no ordinary fiction story this. It's a "fact-fiction" story, according to notices. It is called the "Invasion of America," and describes—"based authoritatively on the inexorable mathematics of war"—just what would happen if the U. S. A. were attacked by a great military force. It is not a new idea, to be sure, as several such articles have been written since the war in Europe. This story boasts superiority, however, as every reference to the military efficiency, supplies of cannon, ammunition and other war necessities available in the United States is based conscientiously on official figures. As it always does when a new feature is to make its debut, the Daily News preceded the publication of "Invasion of America" by an extensive advertising campaign in other Chicago newspapers. After running several full pages telling about the story in its own columns it used at space rates a full page of the story in the other papers, with the announcement that the narrative would be continued in the Daily News.

**GOOD "SERVICE" IN DULUTH**

**The Herald, in Announcing New Presses, Makes Some Proper Remarks**

Out in Duluth, Minn., the circulation department of the lively Herald issues a monthly house organ called the Herald Hustler—and it lives right up to its reputation.

A recent issue contained the following—not merely announcing increased press facilities, but saying, in addition, some things in so sane a manner that THE EDITOR AND PUBLISHER is pleased to reproduce it in full, for the benefit of its readers generally:

Two presses, boys. Yes, we are going to have them within thirty days—you all know what that means. Instead of our daily debates and talks on current events, and some not current, you will be out breathing the cool breezes of good old Lake Superior as well as adding more subscribers to your already large list of readers—satisfied readers. With the new arrangement, all the carriers should be away from the office before 4 o'clock and all the newsboys on the street never later than 4:30. Every member of the Herald Hustler staff will now have an opportunity to go after the new ones. The Herald circulation is now so large that one press cannot turn out the papers fast enough to cover the city at a reasonable time. When the second press is in operation we shall be able to get over the ground about three-quarters of an hour earlier. "Service" is what builds up every business—we are now to give delivery service of the highest degree.

**INTERESTING WAR "MOVIES"**

**The World and the American Make Notable Exhibits in New York.**

There is great activity here in New York just now, in respect to the exhibit of moving pictures showing battle scenes abroad.

The World announces, at the Fulton Theatre, pictures taken by order of the General Staff of the French army and loaned by the Government of France to the World through its war correspondent, E. Alexander Powell. The latter, who has just returned from the front, gives a lecture as the pictures pass across the screen.

The American, at the Colan Theatre, announces official war pictures of the Allies in action—authorized by the governments of France, Italy, Russia and Serbia, showing the troops of those nations at the front and in the trenches.

Gouverneur Morris, the distinguished novelist and correspondent of the New York American, lately returned from the battle front, gives a lecture, explaining the pictures and relating his own adventures and experiences.

**LIVE CIRCULATION NOTES**

The St. Louis Star advertises "A regular man's size watch" for three new four months' subscriptions. The first month's subscription is paid in advance. The watch is nickel cased, stem wind and stem set.

The Indianapolis News has announced a cash reward of \$750 to news agents and carriers who show the largest percentages of increase in circulation obtained from November 1 to March 1. Cash receipts only are figured. The following classifications govern:

Class A—All special agents having large lists and big organizations of carriers and newsboys.

Class B—All agents who receive and pay for 101 or more copies daily, and which are not entered in Class A.

Class C—All agents who receive and pay for from 51 to 100 copies daily. (Both figures included.)

Class D—All agents who receive and pay for from 26 to 50 copies daily. (Both figures included.)

Class E—All agents who receive and pay for from 6 to 25 copies daily. (Both figures included.)

In ten months, from January 1st to October 31st, 1915, sixteen of the leading stores, the largest users of newspaper space in New York City, placed

**1,513,258 Agate Lines**

of advertising in The New York Times—greatly in excess of a quarter of a million lines more than any other New York morning newspaper.

**IL PROGRESSO ITALO-AMERICANO**

Established 1880  
(Member Audit Bureau of Circulations)  
Daily average net circulation last postoffice statement, 134,286 copies

Il Progresso Italo-Americano enjoys the distinction of being the largest and most successful Italian paper among the Italians in the United States, which means among a responsive and responsible class with purchasing power to buy advertised goods.

**IL PROGRESSO ITALO-AMERICANO**  
CHAV. CARLO BARSOTTI,  
Ed. and Pub.  
42 Elm Street, New York City

**The Jewish Morning Journal**  
The Only Jewish Morning Paper  
New York City

**CIRCULATION IN NEW YORK CITY LARGEST OF ALL FOREIGN LANGUAGE PAPERS.**

Next to the "World" in Want Ads.

According to a compilation made by the Mail Order Journal for the first six months of 1915, The Washington Star carried not only a greater volume of display advertising, but also a greater volume of local display advertising, than any other American Newspaper, whether morning or evening and Sunday.

**THE EVENING STAR**  
**THE SUNDAY STAR**

Washington, D. C.

**The Detroit Free Press**

"Michigan's Greatest Newspaper"

The Largest  
2-Cent Morning Circulation  
In America

Rates and information  
direct, or from

**VERREE & CONKLIN, INC.,**  
Brunswick Bldg. New York Steger Bldg. Chicago



Thousands of Dollars a Day

Go into Hair Dressing and Coloring. This Book will tell you how to do it and what to use. It is a highly appreciated Premium. Readers will thank you for offering it. Do it NOW.

**ELIOT LORD**  
110 W. 34th St. New York

## LIVE PAPERS

will heed this call and wire immediately for full particulars of Scenario Contest Lessons furnished gratuitously.  
Greatest circulation builder brought out in a long time.

**The Vitagraph Company of America**

East 15th St. & Locust Ave., B'klyn, N.Y.  
NEW YORK LONDON PARIS  
CHICAGO

**SPECIFY CLINE-WESTINGHOUSE**

## Motor and Control Equipments

FOR WEB PRESSES

SPECIAL MOTOR DRIVES FOR STEREOTYPE MACHINES  
LINOTYPE MOTOR DRIVES

**CLINE ELECTRIC MFG. CO.**  
Fisher Bldg., Chicago

## NEWSPAPER

prosperity is based on circulation. **FEATURE** elements of the right kind make and hold circulation.

## SERVICE

by experts means material and methods that have been **PROVED.**

Let us send you samples of our colored comics, daily and Sunday pages in black and colors.

**Newspaper Feature Service**  
M. Koenigsberg, Manager  
41 PARK ROW NEW YORK

## You can now lease

for small monthly rental

## National Electric Bulletins

Publishers everywhere should investigate. Write or wire for particulars.

**National Electric Bulletin Corp.**  
New York City

USE

# UNITED PRESS

FOR Afternoon Papers

General Offices, World Bldg., New York

## Good News Service

Is that which reaches you **FIRST**  
Is **WELL WRITTEN, IS ACCURATE**

This is the Specialty of

**International News Service**  
238 William St. New York City

## TELLS ANYTHING BUT EXACT TRUTH

What a Little Excursion Into the Land of Signs Revealed to Two Patient Investigators—How the Public Is Continuously Being Deceived by the Shop Keepers—Say They Are Following Custom.

By TOM W. JACKSON.

Smith and his friend were strolling along an East Side avenue when suddenly Smith exclaimed:

"What idiosyncrasy!"

"What? Where?" asked his friend.

"That sign in front of that little dry-goods store," answered Smith, pointing to it. This is how it read:

SELLING OFF BELOW COST.

"That's an old chestnut," remarked his friend.

"Yes," said Smith, "and some storekeepers think they can fool people with it. All my life I have been reading such signs. In the first place it is not true, and in the second place, if it were true, the storekeeper would soon be out of business. Let's go in and investigate." And before his friend could object Smith was inside the store.

"Give me three collar buttons," he said to the man behind the counter, and they were handed out.

"Five cents," said the storekeeper. "I suppose they cost you seven cents," Smith said.

"I don't understand," replied the storekeeper.

"I remarked that I supposed these three collar buttons cost you seven cents."

"Well, hardly."

"Six, then?"

"I don't understand what you are getting at," and the storekeeper looked puzzled.

"Your sign!" shouted Smith. "You announce that you are selling off below cost, and consequently these collar buttons must have cost you more than five cents."

"Oh, the sign," smiled the storekeeper; "that's all right."

"No, it's all wrong and you know it is. Now be truthful; are you actually selling off below cost?"

"Well, not exactly."

"Then that sign is a lie?"

"That's rather harsh. I have been using signs like that for years."

"Been 'selling out' for years 'below cost' and still in business? You're a wonder, said Smith.

"It's only done to catch the eye of the public."

"But you lie to the public, don't you?"

"That's a severe way of putting it."

"But it's a lie, isn't it?" insisted Smith.

"It's not exactly gospel truth."

"I should say not. Do you think it pays to lie to customers?"

"There you go again," said the storekeeper.

"Yes, and you deserve it. Do you imagine the public is such a fool to believe that you toil here six days a week just to sell them goods below cost?"

"I don't know. Some might."

"And you would let an innocent person come in here, a person who believed in your sign, and sell him goods? You induce him to purchase by that sign. You make a promise in that sign which you do not intend to keep. You call yourself a reputable business man, and yet you issue a false statement to draw trade. It's a cheap mean game and you ought to be ashamed of yourself."

The storekeeper remained silent.

"And," continued Smith, "there is another point about this matter. You are selling goods under false pretenses, and that is a crime. I see jail staring you in the face if anyone cares to press a case against you."

"I—I—never—I never looked at it in that light before," said the storekeeper.

"It has long been the custom for storekeepers to use signs like that."

"Yes," said Smith, "and all fakes."

"I guess I'll take the sign in," said the storekeeper.

"You had better," said Smith.

Smith laughed heartily when he and his friend started down the avenue again.

"In the expressive language of the street," said Smith, "I think I have thrown a scare into him. Such signs make me mad. They indicate the public is a fool and I am part of the public. Hello—here is another; let's have some more fun."

The sign which drew Smith's attention this time was in front of a "Gent's Furnishing Goods Emporium," and read:

PRICES CUT IN TWO ON ACCOUNT OF REMOVAL.

Smith dragged his friend through the door, walked up to the counter and asked the young man, whose hair was parted in the middle and plastered down, for a cheap handkerchief.

"Going to move?" began Smith.

"Yes."

"When?"

"In about six months. Our lease runs out then," replied the young man.

"Going far?"

"Ten blocks up the avenue."

"What will it cost you to move?"

"The man appeared surprised at the question, but answered, "About five dollars a load."

"How many loads have you got in the store?"

"About four."

"What is your stock worth?"

"I guess about \$5,000."

"So then, on account of moving ten blocks at a cost of \$20 you are going to sacrifice \$2,500?"

"What do you mean?" said the storekeeper, in amazement.

"That's what your sign outside says."

"I don't understand."

"Funny you don't understand your own sign. I'll explain it. It says 'prices cut in two on account of removal.' That means that your \$5,000 stock is to be sold for \$2,500 because you are going to move ten blocks at a cost of \$20."

The storekeeper laughed.

"That's only a sign. It's customary, you know."

"Not a word of truth in it, not a word," said Smith.

"Not a word," said the storekeeper. "But what do you want to trouble yourself about it for?"

"Because," answered Smith, "I want to know if you think the people are lunatics."

"Not exactly."

"Yes, you do, or you would not make such a lying announcement. Better change your system, young man. You will find honesty pays, even in a 'gent's furnishing emporium.'"

"It made him feel rather cheap, don't you think?" said Smith to his friend when they got outside.

Several blocks down the avenue Smith suddenly halted again.

"This looks like a good one," he said. "Let's have some more fun."

It was a clothing store this time, and on a big white canvas, in red letters, was the following:

SACRIFICE!  
GREAT EXCITEMENT!!  
SLAUGHTER!!!  
GOODS ALMOST GIVEN AWAY.  
\$20 COATS, \$5.  
Goods Must Be Sold at Any Price  
On Account of Removal.

"He is going to move, too," said Smith. "Let's have a heart-to-heart talk with him about it."

Leaning on one of the tables they found a short, stout man who was badly in need of a shave. Smith walked up to him and said:

"Is that sign out there straight?"

"Sure thing," answered the man.

"Twenty-dollar coats for five dollars, and six-dollar pants for a dollar ninety-nine?"

"Yes."

"I don't see how you do it."

"Got to get rid of them. Can't carry them along. Too expensive. Got to move."

"When?" asked Smith.

"Next Monday."

"And the neighborhood is wild with excitement about it," said Smith. "At least so your sign would infer. I suppose people can't sleep nights from thinking about it. Still I do not see any police keeping the crowds in order."

"What are you driving at, anyway?"

"That sign of yours."

"Oh! I just put that out to attract attention."

"Then there is no great excitement in the neighborhood on account of your contemplated removal."

"No," laughed the man. "But the rest of it is true."

"All these goods to be sacrificed because you are going to move?"

"That's it."

"Moving must be very expensive."

"It is. Can't I sell you something?"

"Not today. I may come in and see you when you get in your new store. Where are you going to move to?"

"Next door."

"You are a good one," said Smith, "but I guess you can't sell me. Sell someone else. Did you ever hear of Ananias?"

"No," said the clothes man. "Where does he keep?"

"You will find his address some day," replied Smith. "He was fairly good at it, but you have him skinned to death. Ta ta."

## TORONTO GLOBE'S NEW EDITOR

Stewart Lyon Succeeds Dr. Macdonald—**Letter to Be Editorial Contributor.**

TORONTO, November 24.—This morning's edition of the Toronto Globe contains a signed announcement by Dr. J. A. Macdonald to the effect that he had relinquished the position of managing editor, which he had held for the past twelve years, and would in future retain only a special connection as editorial contributor to the paper.

The new managing editor is to be Stewart Lyon, who has for many years been associated in an editorial capacity with the Globe.

To those in inside journalistic circles in Canada the change does not come as a great surprise. Dr. Macdonald's inclination has been towards platform work and special writing, and the daily office routine has never appealed very strongly to him. Of late he has relinquished the cares of management very largely to Mr. Lyon, who has been virtually the acting managing editor for some time back.

The new Globe chief is a Scotchman by birth, who emigrated to Canada in 1886. He was not a journalist bred, though members of his family had evinced literary ability. His calling was that of a harness maker, and he practiced his trade both in Toronto and in Chicago. His entry into journalism came through the labor press. He contributed to the Labor Reformer in Toronto and presently joined its staff as an associate editor. Then in 1888 he went on the Globe staff as municipal reporter. Eventually he became Parliamentary reporter, then city editor and, on the removal of F. A. Acland, who is now Deputy Minister of Labor, he was appointed news editor. Following the death of John A. Ewan, in 1910, he became associate editor. Mr. Lyon is a strong Globe man, who believes in obliterating his personality behind his paper. His interests have always been strongly exerted on behalf of social reform.

Dr. Macdonald will continue his active connection with the peace movement, of which he is a zealous exponent on the public platform, and the new arrangement will enable him to devote himself more freely to this work.



**ADVERTISING BY WIRE  
A NOTABLE SUCCESS**

**The Most Up-to-Date Method of Reaching the Public Through the Newspapers, or of Transacting Private Business, Is by Use of Telegraphy—Recent Notable Instances of Special Interest.**

Thomas W. Lawson, the Boston financier, has been one of the heaviest users of telegraphy in "placing" the text of his advertisements. The wires were also used freely, very recently, in connection with the advertising of the Anglo-French bond issue and the George W. Perkins anti-constitution campaign in this State.

Last week, in Cincinnati, L. R. Scholl, manager of the Western Union Telegraph office in that city, addressed the Advertising Club of Cincinnati on "Advertising By Wire." He said in part: "Until a short time ago, no one thought of the advantages to be gained by using the telegraph in an advertising way. The following instances, however, will give you some idea of the value of our day letters and night letters:

A Boston auto parts concern was mailing each Friday advertising matter to 900 addresses. Our night letter service was offered as a substitute for the mail matter, and, rather against the judgment of the concern's officials, 427 night letters were given my company, the tolls on which were \$114. Eleven days later we were informed that orders amounting to \$11,000 had been secured from the parties to whom the 427 messages had been sent.

A firm in Cincinnati frequently uses our day letters for the collection of delinquent accounts. Even the State is using our services for the collection of taxes. Let me read from the Columbus (O.) Dispatch of October 12:

**TAX COLLECTING BY TELEGRAPH**

State Treasurer Archer has discovered that a telegram sent "collect" is one of the best means of collecting money due the State. Late last week, when he was about ready to close his books for collection of corporation taxes, the treasurer discovered that nearly 500 corporations were going to be delinquent unless their checks were received the next day. Instead of allowing them to go by default and then turning over the accounts to the Attorney General for collection, Mr. Archer sent out 590 Western Union day letters, "collect," informing the companies that unless their checks were received next day he would be compelled to certify them to the attorney general, and that if this were done they would be compelled to pay 15 per cent. penalty.

By noon next day more than \$25,000 had arrived in special delivery letters, and by night the sum had grown to more than \$50,000. Hundreds of telegrams poured into the office advising him that checks were on the way. Each telegram conveyed "thanks" of the managing officer of the company for having his attention directed to the non-payments. These corporations were saved more than \$7,500 in penalties. This novel system of collecting had the result of making corporation tax collections this year the best in the history of the treasury.

Last Summer, during the extraordinary period of business depression, I called on a large coal company here to inquire the cause of the unusual decrease in its telegraph accounts. In the course of our conversation I learned that the firm had 31 cars of unsold coal on track in West Virginia and that demurrage would start the next day. Our day letters were suggested, and 73 were sent over a widely scattered territory. By noon the following day 13 cars of coal had been sold without the expenditure of a penny for salaries to salesmen, hotel and traveling expenses, etc., etc. The day letters averaged sixty cents each.

A firm in New Jersey gained a new lease on commercial life recently by the use of our night letters. The company was about to make an assignment, owing to poor business and poorer collections. The vice-president was seen by our representative, and although he stated it was hopeless, he consented to use our night letter service in a last effort to stimulate the business. Eighteen dollars spent for telegrams on Tuesday brought six thousand dollars' worth of orders on Friday night, on which there was a profit of 20 per cent. The messages were

taken to one of the banks and hypothe-cated for sufficient money to tide over the immediate needs of the firm, and it is believed it will pull through all right. The orders will keep the factory running two months.

The Standard Oil Company is using 36,000 of our message blanks in its advertising campaign to break a demand for "Nujol."

A Ft. Wayne (Ind.) flour broker recently sent 47 day letters quoting a special price on flour. Sixteen orders were received. A few days later, 15 night letter followups were sent and \$6,500 in orders came. The 62 messages cost \$21.61 and the orders totaled \$20,000.

**UP-TO-DATE AD SOLICITING**

The Fashion Camera Studios, in New York, to clinch a proposition which they had put out in reference to their Fall Fashion Number, sent to various newspaper publishers Western Union Night Letter blanks reading as follows: "Please enter our order for your Fall Fashion Number at price quoted in your letters. Signed contract follow by mail." Eighty-seven messages were sent and exactly 87 new subscriptions were received.

Munsey's Magazine recently invoked a similar scheme to sell advertising space for its September and October issues. Thirty-eight telegraphic orders reserving space were received from new territories and nine requests for additional information came. Munsey's is considering another similar, but more extensive campaign for its Christmas number.

Here is what the Evening Wisconsin, of Milwaukee, thinks of our Night Letter service—under date of October 21:

You will doubtless be interested in knowing that out of the eighty or more night letters that we recently had your company send to various points in Wisconsin for us, which cost us about twenty dollars, or less, we received favorable replies from over sixty per cent. In other words, these telegrams were the means of securing for us over \$720 worth of business.

It is our belief that night letters or messages containing fifty well chosen words, could no doubt be used to advantage by many firms in the conduct of their business. There is something about a telegram which seems to command attention, as against the ordinary letter.

Facsimiles of received telegrams are being used extensively for advertising purposes by our patrons. The Chalmers Motor Car Company and Goodyear Tire Company have put out many facsimiles in an enlarged form for posting in windows, garages, etc. The Western Union Company gladly loans electroplates of the heading on its receiving blanks for the reproduction of genuine telegrams for advertising purposes. A large ladies' wear house in Cleveland reproduces weekly a telegram which its representative in New York wires describing the latest modes in furs, dresses, wraps, etc. These telegrams are reproduced in an enlarged form and sent by mail to the firm's patrons. Copies are put in the show windows and conspicuous places inside the store.

The quantity of printed advertising matter delivered by mail is so large that the bulk of it goes into the waste paper basket unnoticed. This represents not only a waste of effort and of money spent for paper, printing and postage, but lost opportunities for doing business as well—the latter item of course being more important than all the rest. This statement will be verified by the experience of any business man who stops to consider what is happening to the advertising matter sent to him at his office and his residence.

Have any of you gentlemen ever thrown an unopened telegram into the waste basket?

Have you ever seen any one else do so?

Toronto newspapermen are congratulating Victor Ross, financial editor of the Globe, on his return to his desk after a long and painful illness. Mr. Ross was the victim of an automobile accident two or three years ago, from which he never entirely recovered. He was operated on several times but made slow progress. It is now hoped that he is on the road to complete health and strength.

**THIRTY-YEAR MEN  
MEET IN TEXAS**

Fourth Annual Convention Held at Dallas—C. L. Martin, of Dallas News, Elected President—Wives of Members Admitted as Honorary Members of the Association.

DALLAS, TEXAS, November 22.—The Texas Editorial Association, the membership of which is limited to persons who have been for thirty consecutive years actively engaged in the newspaper business in Texas, met at Dallas in its fourth annual convention on Thursday, Friday and Saturday, November 18, 19 and 20. Veteran newspaper workers from all parts of Texas were present and most interesting sessions were held, these being largely reminiscent of early days in Texas newspaperdom.

Officers were elected as follows: Charles L. Martin, Dallas News, president; W. A. Bowen, Farmers' Fireside Bulletin, Arlington, first vice-president; Hon. R. E. Yantis, Athens Review, second vice-president; Hamp Cook, Houston, recording secretary; Charles E. Gibson, Waxahachie, corresponding secretary.

Committees were elected as follows: Executive Committee—Frank Gaston, Granbury; C. E. Gilbert, Bay City; Fred B. Robinson, Waco.

Committee to Secure Funds for Permanent Home for Aged Editors—Frank P. Holland, Dallas; L. Blaylock, Dallas; George B. Dealey, Dallas; P. G. Huntress, Jr., San Antonio, and Colonel R. M. Johnston, Houston.

Historical and Biographical Committee—W. A. Shaw, Dallas; W. A. Bowen, Arlington, and Charles L. Martin, Dallas. Trustee of Funds—Colonel Frank P. Holland, Dallas.

Charles L. Martin, of Dallas, first vice-president, presided at all meetings. The old-time editors indorsed Dallas for the National Democratic Convention and adopted strong resolutions setting forth the claims of this city.

The wives of all members were admitted as honorary members of the association, and Mayor Henry D. Lindsley and C. Lombardi, president of A. H. Belo & Co., Dallas, publishers of the Dallas Morning News, Galveston Daily News, Dallas Evening Journal, and other Belo publications, were elected to honorary membership.

Several new active members were elected, including one woman, Mrs. W. A. Callaway, of the Dallas News staff.

The association voted to leave the time and place of the next meeting with the executive committee.

**CANADIAN PERSONALS**

Dr. J. A. Macdonald, editor of the Toronto Globe, is back home from a trip to California. While in San Francisco he interviewed Henry Ford and his story of Ford's views on war loans has been widely quoted in the Canadian press. Incidentally Dr. Macdonald has published a volume of his speeches this fall under the title of "Democracy and the Nations."

Britton B. Cooke, well known in Toronto newspaper circles as a brilliant free lance writer, is just back from England where he went in search of war stories. He enjoyed the advantage of a visit to the Canadian trenches in Flanders and his copy is now being syndicated in several dailies in the Dominion.

A cable was received this week from C. Beresford Topp, of the Toronto Mail and Empire staff, who joined a British regiment during the summer, stating that his regiment was leaving for the front. He holds a commission as lieutenant.

C. T. Cullinan, formerly of the Montreal Herald, has joined the local staff of the Toronto Mail and Empire.

Jack Pritchard, who has represented the Toronto Globe in Montreal for some years, has recently been recalled to the home office. His work in Montreal is now in the hands of J. C. Ross, of the Journal of Commerce.

Tim Little is now cable editor on the Toronto Mail and Empire in succession to the late Gordon Andrews.

**Our CHRISTMAS Pages**

Come out Dec. 5th, 12th and 19th  
Christmas Cartoon—Use Any Time

Ask for proofs and prices

**THE INTERNATIONAL SYNDICATE**

Features for Newspapers  
Established 1899 BALTIMORE, MD.

Every reader of  
**DETROIT SATURDAY NIGHT**  
is a prospect. No waste circulation.

G. LOGAN PAYNE CO.  
New York Chicago Boston Detroit

**THE NEW ORLEANS ITEM**

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

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

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

J. P. MCKINNEY & SON  
New York Chicago

**Editors Who Know**



GUY FLENNER, Managing Editor, Idaho Daily Statesman.

I think the man who said the editorial was the soul of the newspaper was mistaken. It's the picture instead. But it must be a good picture if it is to be a good soul. The Statesman has used the Bain service and it is a good one. We have never been offered anything we regard as being better or more up-to-date.

**BAIN NEWS SERVICE**  
32 Union Sq., E., N. Y. City

**YOU MUST USE THE  
LOS ANGELES  
EXAMINER**

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

**The  
Automatic Press Blanket**

Is everything the name implies. Eliminates all tympan cloth. Saves paper, time and increases press efficiency. Write for sample and descriptive matter. We are the sole manufacturers.

"Quality Goods Only"  
**New England Newspaper  
Supply Co.,**  
Worcester, Mass.

## For Sale

### DUPLIX FLAT-BED NEWSPAPER PRESS

Prints from type, 4-6-8-10-12-page papers, length of page 22 1/2", 7 columns to page, folds to half or quarter page size. Speed up to 4,500 per hour. Press is in good condition and was replaced by a Scott Three-Tiered Stereotype Newspaper Press. Write for price.

Walter Scott & Co.  
Plainfield, N. J.

TAKE IT TO  
**POWERS**  
OPEN 24 HOURS THE FASTEST ENGRAVERS  
OUT OF 24 ON EARTH  
(ON TIME ALL THE TIME)  
POWERS PHOTO ENGRAVING CO.  
154 Nassau ST. N. Y. Tel. 4800-4 Book man

ELBERT HUBBARD made a little journey to the Atlas press clipping community. If you want to read of something new and original, send 10c. for this Journey, to Charles Hemstreet, 218 East 42nd Street, New York City.

We can increase your business—you want it increased.

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

## BURRELLE

60-62 Warren Street, New York City  
Established a Quarter of a Century

## Successful

Men in every walk of life are all familiar with

### Romeike's Press Clippings

Among our patrons are professional and business men and women, public personages and the leading Banks, Trust Companies and Corporations.

### Romeike Clippings

are an indispensable adjunct in every business, if you have never used them, write for information and terms today.

HENRY ROMEIKE, INC.,

106-110 Seventh Ave., New York City.

### Canadian Press Clippings

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

## The Dominion Press Clipping Agency

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

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

74-76 CHURCH ST., TORONTO, CAN.

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

### WILLARD S. COOKE DEAD

Formerly Connected Editorially, for Several Years, with the Boston Herald.

WILLARD S. COOKE, aged 77, for many years connected with the Boston Herald in an editorial capacity and former owner of the Dover (N. H.) Republican, died on November 19, at East Lexington, Mass. Mr. Cooke was graduated from Williams College in 1861, studied law, and after serving in the Civil War joined the staff of the New England Homestead. In 1873 he became a reporter on the Herald and was subsequently night editor. Later he was assistant day editor of the Evening Herald.

LYMAN ALCOMBRACK, formerly circulation manager of the Cleveland Plain Dealer, died suddenly at his home, 8802 Hough avenue, N. E., Cleveland, last Sunday. Mr. Alcombrack, who was 65 years old, retired from the Plain Dealer some ten years ago. He was in apparent good health until a few days ago, when he suffered a broken blood vessel. He is survived by his widow, two daughters, Mrs. William Schuster and Mrs. Lillian Stocky, and a son, George W., who is with the Acme Manufacturing Company, Cleveland.

CHARLES M. ALEXANDER, for 10 years cashier of The St. Louis Post-Dispatch, died at his home in that city last week. Funeral services were held Sunday.

A. N. MCKINSTRY, editor and proprietor of the Fairbault (Minn.) Republican and one of the organizers of the Minnesota Editorial Association, died at his home in Fairbault on November 15, in his 88th year.

GEORGE BERRY, a reporter of the New York City News Association, died November 19 at his home, in his 32d year.

JOHN E. TAYLOR, recognized as one of the best newspaper men in Maine and well known to editors of agricultural and technical magazines in many states in the Union, died on November 19, after a long illness. His age was 32.

MRS. MARY McLEAN LUDLOW, sister of John R. McLean, owner of the Washington Post and Cincinnati Enquirer, died last Sunday at the home of her son in Washington.

LIEUT. GORDON S. ANDREWS, cable editor of the Toronto Mail and Empire, is dead as the result of a fall from a horse on the Catarqui Bridge. He was 30 years of age and the only son of Mr. and Mrs. N. S. Andrews.

JOHN MARTENSON, a founder of the Chicago Blad, a Swedish newspaper, died last Saturday at his home in Chicago at the age of 65. He was born in Jonkoping, Sweden, and came to Chicago 45 years ago. He founded the Swedish newspaper in 1877 and was its publisher and editor until a year ago, when he retired.

THE REV. JESSE T. CRAIG, editorial writer on the Brownsville (Texas) Daily Herald and formerly connected with various newspapers in Kansas, died at Brownsville on November 14, at the age of 63 years. He was best known as editor of the Independence (Kan.) Independent, giving up his work in Kansas in 1906 to become pastor of the Park Christian Church at Austin, Texas. He also was author of numerous short stories and a successful novel, "Michael Carmichael," which he wrote under the non de plume of "Miles Sandys." He is survived by his wife and two sons.

CAPTAIN J. F. LEWIS died at his home in Lampasas, Texas, on November 17, at the age of 83 years. Captain Lewis, who was born in Virginia in 1832, has resided in Texas for 39 years and during that time has had a varied newspaper experience, successively editing newspapers at Lampasas, Temple, Hillsboro and Bonham. In 1880, Captain Lewis and John S. Bonner, now of Austin, Texas, published the Lampasas Daily and Weekly Dispatch. He is survived by one son and two daughters.

GORDON S. ANDREWS, telegraph editor of the Toronto Mail and Empire, was killed by a fall from a horse on November

18, while taking a military course at the Tete du Pont barracks, Kingston. He had answered the call to fight for his country and was preparing himself for a commission when he met his tragic end. He was a graduate in arts of the University of Toronto and during his final year was editor of the Trinity College Review. On graduation he joined the staff of the Toronto World and in 1911 transferred his services to the Mail and Empire. He was in the 28th year.

EDWARD E. HORTON, 56 years old, a well-known newspaper man of New York and Baltimore, died at the home of his son in Mountain Grove, Mo. He was born in Baltimore, Md.

### To Advertise the South to the North

The Louisville (Ky.) Commercial Club will send delegates to a conference to be held December 3 in Nashville for the purpose of devising a definite plan for advertising the resources of the South to the people of the North. The convention will adopt a plan to cover a period of from three to five years, during which suitable publicity will be given through the big newspapers and magazines of the North. The Trade Extension Committee of the Commercial Club, which has considered invitations from the commercial bodies of Nashville to be represented, has decided to recommend that the directors send a delegation to the meeting. Louis K. Webb is chairman of the committee.

### New York Trade Press

At the annual meeting of the New York Trade Press Association, a few days ago, a resolution was adopted endorsing Postmaster Morgan for reappointment. The following officers were elected: President, A. C. Pearson, general manager Dry Goods Economist; vice-president, H. E. Cleland, advertising manager Hill Publishing Company; treasurer, S. T. Henry, vice-president McGraw Publishing Company; directors, W. H. Ukers, publisher Tea and Coffee Trade Journal; Charles W. Price, president Electrical Review and Western Electrician; Fritz J. Frank, advertising manager Iron Age; G. E. Sly, president American Architect.

### A Double Fake Exposed

The Laughlin Manufacturing Company of Detroit has been offering reading notices to farm papers to the effect that the Laughlin Safety Self-Filler fountain pen has been endorsed by the United Retail Merchants' Association. Investigation showed that the Laughlin Pen Company failed about October 10; also that the so-called United Retail Merchants' Association was incorporated by J. E. Foster, alleging capital stock of \$50,000 fully paid in, when, in fact, only \$1,300 was paid in. Foster wrote to leading merchants in many cities, stating that they had been selected to represent the company, and upon payment of \$125 would be furnished goods at manufacturers' cost, which goods the association would advertise extensively. A coupon scheme with a \$750 automobile as the grand prize was to be instituted on October 16. Seventy-two merchants of Michigan paid the \$125 and were lined up for the scheme. However, according to Federal officers, about October 14 Foster disappeared, as did all of the available funds of the association.

### Much Ad Interest in Wheeling

The Wheeling (W. Va.) Ad Club is taking up in earnest the study of advertising. As drawn up roughly by the executive committee of the ad club, recently, the plan is to develop the study of advertising along three lines: The first will be "The Psychology of Advertising," using Prof. Walter Dill Scott's book on the subject as a guide. The second will deal with the technical details in the preparation of an advertisement, and the third will be an effort to improve the members in the use of clear, forceful, space-saving language, such as is most effective in advertising and business correspondence. Regular lessons will be assigned for each meeting, and a different man will have charge of each subject. Prof. W. B. Elliott and Prof. J. Walter Ross, of the Elliott Commercial School,

will have charge of Psychology and English, respectively, and John L. Grimes, advertising manager of the Wheeling Corrugating Co., will direct the study of "Preparation of an Advertisement." The meetings will be semi-monthly, the course will be free to members of the club, and all persons interested in the subject of advertising are eligible for membership.

### LIVE AD CLUB NEWS

A. A. Christian, advertising manager of Gimbel Brothers, Philadelphia, recently spoke on "Retail Advertising" before the Philadelphia Advertising Club in the Hotel Emerson.

E. G. Mansfield explained the workings of the corporation law to the Junior Ad Club of Buffalo, at their meeting in the Hotel Statler on November 16. Charles B. Thomas, F. T. Rohr and Carl J. Balliett will speak during the next three weeks on "Advertising by Means of Posters in Street Cars and in Newspapers."

C. L. Fisher, of the Fisher Advertising Agency, of St. Louis, recently spoke at the Alton (Ill.) Y. M. C. A., and as a result of it, an advertising club will most likely be formed in Alton. The regular meeting in the Y. M. C. A. Business Men's Lecture Course, was addressed by Mr. P. B. Linn, advertising manager of the St. Louis Republic.

The Baltimore Advertising Club will hold its sixth annual dinner at the Lyric Theatre on Thursday next. The biggest banquet ever held is expected by the committee in charge of arrangements, 1,200 men already having reserved places.

Leon Roos, speaking before last week's meeting of the Advertising Association of San Francisco, predicted more and better advertising for San Francisco in an address dealing with the prevention of fraud in business. Roos showed how the public and the honest merchant have suffered through lack of co-operation between the Advertising Association and the retailers. Under the new anti-fraud law in this State, however, he said that millions of dollars now taken from the public by dishonest methods can be saved to consumers. The enforcement of "Truth in Advertising," it was pointed out, will increase the value of advertising to legitimate merchants so that more advertising will result, on which the public will place increasing the dependence.

Members of the Cleveland Advertising Club are enthusiastic over plans for the formation of a "Better Advertising Division," and at recent meetings of the organization the subject has been discussed. At the moment nothing definite has been decided, but Publicity Director W. G. Davies promises some information on the subject at a later date. The proposition is the outcome of a visit to Cleveland last week by H. J. Kenner, chairman of the vigilance committee of the A. A. C. of W., who passed through Cleveland on his way to Washington to confer with the Federal Trade Commission at the capital. Mr. Kenner believes all communities should have an advertising body that can bring the buyers of advertising and the newspapers closer together and obtain better results for each.

The Speakers Division of the Cleveland Advertising Club held its monthly meeting last week, at which many men prominent in the local advertising field spoke. S. A. Weisenberger told of the origin of shorthand writing by Tyro, a Roman slave; W. M. Knapp, one of the newest members, told humorous stories; William Boehmke was heard in "Something About Advertising"; J. O. Boylan told of "My Experiences with a Motor Boat"; L. W. Smith spoke on "Ideals," and J. W. Perkins on "The Mountain Whites." The toastmastership was a dual affair, in which S. H. Kimball and W. H. Hyde took the parts.

Fair dealing, honest purpose, cheerfulness and fortitude came with the dignity of upright manhood. These things are opposed to wanton destruction; they are the emblems of sunlight. Out of compassion they had birth, and out of hope they are.



**THIS MAN SHOULD BE REPRESSED**

**Says It's Extravagance to Advertise in Big Space Right Along.**

BOSTON, November 23.—A severe blow was handed to the representatives of various Boston newspapers yesterday at a meeting of heads of Boston drygoods stores, at the City Club, when, after being urged to attend a luncheon in honor of John T. Kirby, field secretary of the National Retail Drygoods Association, the speaker arose to soundly criticize what he termed the folly of spending large sums of money in newspaper advertising.

Judging from the expressions on the faces of some of the large department store executives they were no more in favor of the shot than the reporters.

"Classed among the highest examples of business extravagance is the folly of expending large sums of money regularly for enormous advertising spaces in the daily papers," declared the speaker.

"It is not right. The public should not be forced to pay for these great sheets of advertising. As a horrible example of the injustice of it, I want to exhibit an issue of the Pittsburgh Press of recent date. Out of the 32-page paper, there are 82 columns of reading matter and 242 columns of advertising. It is not so much the large advertising space that I object to, but it is the quality of the advertising. There are some cities I visit regularly that I can always bank on finding in the daily papers, either a fire, anniversary or closing out sale. These stores are making a business of swindling the public regularly through the columns of the press.

"In nearly every town or city in answer to the question as to why the manager of the store advertises so generously, he will unconsciously answer, because my competitor buys two pages a week, in order to keep up with him I must do it. If you took the trouble to ask his competitor he would give you the same answer."

**HATTERS TAKING IT UP**

**Seeing Jewelers' Success, the Headgear People Are Now Asking Free Publicity.**

THE EDITOR AND PUBLISHER has already directed attention to the free publicity campaign that is being carried on under the leadership of the Jewelers' Circular. In the course of an article on the subject that publication has this to say in its issue of November 17: "The articles already published by the press throughout the country could not have been purchased for any amount of money, while the amount of space already obtained, if paid for at advertising rates, would cost a sum greater than our trade could ever raise."

Seeing the success of the jewelers in getting free space from publishers, the hatters are going in along the same line. The American Hatter supplies a double-column "review of men's hat styles" to newspapers. There is no charge for the service. The work "is undertaken only with the idea of stimulating interest in men's hat fashions." The editor of the American Hatter puts forth the following plea:

"I feel that it would be very interesting to your readers. Whole pages in newspapers are devoted to women's styles in millinery and other wearing apparel, and an occasional article on men's hat styles ought to be equally as desirable."

**Miss Spokane Advertising Flour**

The Centennial Mill Company, of Spokane, has adopted as a trade character for a new brand of flour, the figure of "Miss Spokane," who was chosen by the local ad club several years ago to personify this city. In private life "Miss Spokane" is Margaret Motie, a popular society girl, but in representing the city, which she frequently does, both in person and in the literature of the Chamber of Commerce, she is dressed in the picturesque garb of an Indian maiden. It is in her Indian costume that her likeness will appear.

**A TIMELY ADVERTISEMENT**

**How a New Orleans Manufacturer Took Advantage of Liberty Bell Visit.**

NEW ORLEANS, November 21.—A very clever advertising scheme that has attracted unusual notice here, was that of which advantage was taken on the occasion of the visit to this city of Liberty Bell, on its way back to Philadelphia. Having an eye to national business one of the largest manufacturers of machinery in the South, the Crescent City Machine & Manufacturing Works, bought a whole page in the Times-Picayune and ran an advertisement in which the company offered to repair the broken Liberty Bell and make it ring as clearly as it did on Independence Day in 1776—free of charge.

The big ad was properly illustrated with the cut of a patriarch at the end of a long rope at the bottom of the page pulling the lever to ring the bell mounted on beams at the top. No ad has ever attracted so much attention, not from a business standpoint, but on account of the ingenuity displayed by the advertiser. Newspaper men pronounced it the hit of the year.

Since D. C. O'Malley took charge of the American about six weeks ago, it has made wonderful strides from a business standpoint as well as from that of circulation. The new proprietor has made no changes up to the present time in either the editorial or business departments, and it is said there will be no changes before the first of the coming year.

As evidence of its prosperity, the Times-Picayune is putting in a mammoth new fast press and making other improvements in the mechanical department.

Albert R. Israel, correspondent and manager of the Associated Press in New Orleans, is back at his desk after a vacation of two weeks. Mr. Israel, who succeeded Syd Thacher here, is very popular with the papers served by the A. P. Mr. Thacher was transferred to Atlanta. R. C.

**MRS. FARWELL AT MONASTIR**

**Chicago Tribune Correspondent Located by McCutcheon and Shepherd**

Mrs. Mildred Williams Farwell of Chicago, great-great-niece of Dolly Madison, noted beauty and rebel from idle society, who disappeared in Serbia, where she had gone to write for the Chicago Tribune of the Teutonic advance toward Constantinople, was located on Wednesday by W. S. Shepherd of the United Press, who cabled that she is with Clarke at the Congregational Missionary Home at Monastir.

John T. McCutcheon cabled the last previous word concerning Mrs. Farwell several days ago. He reported that he had met her traveling toward Monastir, which has been subjected to a terrific bombardment lately.

Walter Farwell, her husband, of the J. V. Farwell Company, Chicago, is on the Atlantic Ocean, hurrying to her.

**A Home Market Guide**

The Portland (Me.) Press has started what it calls a "Home Market Guide." No advertisement over two inches is accepted and all the advertisers are guaranteed to the readers of the Press. The scheme has taken like hot cakes in Portland, the Press using almost a page for the purpose. The plan is explained in detail on the same page and attention is called to the fact that every advertisement printed is as good as wheat. This should be a helpful tip for the publishers of many newspapers. But insist that no advertisement be accepted over two inches in size.

From the knotted club in the hands of the savage to the aeroplane bomb was a devious pathway, and there was a deal of killing along the road.

**HELP WANTED**

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

**CIRCULATION MANAGER.**

Wanted—A competent man to manage the Circulation Dept. of a New York daily paper. Must know tried methods of building up circulation, how to handle mail subscriptions, news-stands' sales and supervise mailing room work. One with magazine or periodical experience preferred. State experience and references. Address Permanent, D 1557, care of Editor and Publisher.

**SITUATIONS WANTED**

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

Circulation Manager seeks situation with publisher desiring services of competent, practical man of over 15 years' experience. Best references. Including present employer. Address D 1574, Editor and Publisher.

Man of 38 years, having seen twenty years' successful service as advertising and business manager, and built up two run-down newspapers, and with experience on papers with from 5,000 to 50,000 circulation, desires to make change. Best references a man could offer. Address D1563, care of Editor and Publisher.

**Circulation Manager Over Ten Years**

With most successful newspaper in one of the largest cities. Morning, evening and Sunday editions. Know every angle of circulation promotion. Have always planned and operated own contests. Daily circulation doubled, Sunday trebled during that period. Familiar with operation of mechanical and mailing departments. Desire to connect as

**Business Manager**

or assistant to  
**Publisher or Business Mn'gr**  
Open to circulation offer. Betterment only reason for desire to change. No bad habits. Member I. C. M. A. Employers' reference. Address C. U. M., care Editor and Publisher.

**ARE YOUR PROFITS SATISFACTORY?**

Publisher having sold this paper, which he built up to be very profitable, wishes position as general or business manager of daily in city of 15,000 to 30,000. Know every detail, expert systematizer, accountant. Reasonable salary, or will accept share net profits as part pay. Address Profits, care Editor and Publisher.

**FOR SALE**

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

A plan telling in detail, "HOW TO GET A SATISFACTORY 'SITUATION,'" mailed post-paid for \$1.00. Some say it's worth a hundred. Your copy is ready. HARRIS-DIBBLE COMPANY, 171 Madison Avenue, New York.

For Sale—One practically new latest model ten page seven column perfecting Duplex Press. A rare bargain for immediate action either on a cash basis or time contract. Stuart Sayre, c/o Editor and Publisher, New York City.

**MISCELLANEOUS**

Wanted—Double Truck Equipment, including chase and casting box suitable for either eight or seven column paper. Address D 1573, care of The Editor and Publisher.

Members of the Canadian Club of Toronto turned out in large numbers on Monday to hear Clarence W. Barron, president of the Wall Street Journal, speak on "The Financial Aspects of the War." He received a most enthusiastic reception.

**A HINT TO THE WISE BUYER**

In North Dakota the most advantageous newspaper in the state. Doing high class business and growing splendidly. Can convince any fair-minded man of the value of this opportunity. Buyer with reasonable means and references can buy control that carries with it a bank account in an amount equal to half the purchase price. A hint to the wise buyer is sufficient.



**\$25,000 Cash**

available as first payment on attractive eastern, northern or western daily newspaper property. Might use more cash if proposition sufficiently attractive. Proposition M. Z.

**CHAS. M. PALMER**

Newspaper Properties  
225 Fifth Ave., New York City

**\$12,500 Cash**

balance deferred will buy evening daily in Southern city. Splendid physical equipment; exclusive field.

**HARWELL, CANNON & McCARTHY,**

Newspaper & Magazine Properties,  
Times Bldg., New York

**PUBLISHER'S NOTICE**

The Editor and Publisher and the Journalist maintains an efficient corps of paid correspondents at the following important trade centers: Boston, Philadelphia, Toronto, Cleveland, Chicago, Atlanta, New Orleans, Dallas, Indianapolis, Washington, Baltimore, and San Francisco. Other correspondents will be added from time to time. Advertisers and newspaper men will find a ready market for stories of advertising achievements, news beats, etc., by addressing the main office, 1117 World Building, New York City.

Branch offices are located as follows: Chicago, 332 S. Michigan Ave., Ryan & Inman, mgrs., 'phone Harrison 2161; San Francisco, 742 Market St., R. J. Bidwell, manager, 'phone Kearney 2121

The Editor and Publisher page contains 672 agate lines, 168 on four. Columns are 13 lines wide and twelve inches deep.

Advertising Rate is 25c. an agate line, \$100 a page, \$75 a half page and \$42 a quarter page. Position extra. Time, space and cash discounts are allowed on contracts.

Small advertisements under proper classification will be charged as follows: For Sale and Help Wanted, fifteen cents a line; Business Opportunity and Miscellaneous, twenty-five cents a line, and Situations Wanted, ten cents a line, count six words to the line.

Readers are urged to have the paper mailed to the home address. This will insure prompt delivery.

The Editor and Publisher sells regularly at 10c. a copy, \$2.00 per year in the United States and Colonial Possessions, \$2.50 in Canada and \$3.00 foreign, and is on sale each week at the following news-stands:

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 Sulway; 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.

Boston—Farker House News Stand.

Pittsburgh—Davis Book Shop, 416 Wood Street.

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

Chicago—Post Office News Co., Monroe Street.

Cleveland—Schroeder's News Store, Superior Street, opposite Post Office; Solomon News Co., 111 Walnut Street.

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

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

George Batho for twelve years editor-in-chief of the Nor' West Farmer, Winnipeg, one of the foremost agricultural papers in Canada, has been appointed editor of the agricultural publications of the Manitoba Department of Agriculture.

## R. J. BIDWELL CO.

Pacific Coast Representative of  
**LOS ANGELES TIMES**  
**PORTLAND OREGONIAN**  
**SEATTLE POST-INTELLIGENCER**  
**SPOKANE SPOKESMAN-REVIEW**  
**THE EDITOR AND PUBLISHER**  
**PORTLAND TELEGRAM**  
**CHICAGO TRIBUNE**  
**ST. LOUIS GLOBE-DEMOCRAT**  
**KANSAS CITY STAR**  
**OMAHA BEE**  
**DENVER NEWS**  
**SALT LAKE HERALD REPUBLICAN**  
**NEW YORK TIMES**

742 Market Street  
**SAN FRANCISCO**

### Advertising Agents

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

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

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

**LEVEY, H. H.,**  
 Marbridge Bldg., New York.  
 Tel. Greeley 1677-78.

### Publishers' Representatives

**M. L. KATZ,**  
 Peoples Gas Building, Chicago, Ill.

**CONE, LORENZEN & WOOD-**  
**MAN,**  
 Brunswick Bldg., N. Y.; Advtg. Bldg.,  
 Chic.; Gumbel Bldg., Kansas City.

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

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

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

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

#### Advertising Canadian War Loan

TORONTO, November 23.—Every daily paper in the Dominion, as well as some weeklies, is this week carrying the advertising of the \$50,000,000 domestic war loan. The loan is being placed by the government direct and in consequence the publicity is appearing at the expense of the Department of Finance. The copy is 184 lines deep by four columns wide and there are to be eight consecutive daily insertions. Whether this number will be reduced in view of the fact that the loan is being heavily oversubscribed remains to be seen, though the probabilities are that the government will continue the advertising in order to bring in as many small investors as possible.

### BUYS A RAILROAD WITH A "WANT AD"

Although a Small Stockholder He Was Able by Classified Ads to Force an Accounting of Rock Island Railroad, Rout Financiers in Control and Throw Road Into Hands of Receiver.

CHICAGO, November 22.—When Nathan L. Amster of Chicago was selected chairman of the executive committee of the Chicago, Rock Island & Pacific Railroad the other day, marking the passage of control of the road from the so-called Reid-Moore combine to Westerners who own the stock, a miracle was accomplished. This is what they call it in La Salle street. Three years ago Amster began his fight on the clique he believed was systematically looting the railroad. He had only a few hundred dollars invested in stock.

His declarations that he would force these financiers to an accounting were regarded as pathetic, back in 1912. Yet Nathan L. Amster not only forced those financiers to an accounting but he forced them out of the Rock Island organization. From one of the smallest stockholders he has risen to a power in direction of the road's affairs, and now the talk is that he is to be the next president of the line!

"How do you account for your success?" Mr. Amster was asked by a representative of THE EDITOR AND PUBLISHER.

"By advertising, newspaper advertising!" came the prompt reply.

Whereupon the new master of Rock Island destinies briefly sketched for your correspondent his story, which should delight the apt caption artist.

"BUYS A RAILROAD WITH A WANT AD."

That ought to enchain the interest of the reader, surely, without trespassing the frontiers of actual fact any more than accepted head-writers' license should allow. To all intents, purposes and results, Mr. Amster might have inserted an ad something like this, under the Situations Wanted classification:

WANTED—Job bossing Rock Island Railroad. Stockholders take notice. Address N. L. Amster, Chicago.

"Three years ago I was riding on a Rock Island train out West," said Mr. Amster. "Looking out of the window, I discovered myself saying, 'Great railroad, great country.' I couldn't help but believe the Rock Island, under efficient management, could be made one of the country's best paying lines. I owned a few shares of stock, but as the road was controlled I was powerless. I conceived the idea of leaguering the other small stockholders together in a united demand for better management.

"On my return to Chicago I asked for a list of the stockholders and was turned down. I tried every conceivable way to obtain the list, but without avail. My court of last resort was the press—its advertising columns.

"I inserted classified advertisements in newspapers all over the country. I addressed my ads to the other small fry stockholders like myself and explained my ease. I told them I wanted their proxies and why I wanted them. The result was gratifying. In response to these agate type appeals proxies began to roll in from all sections of the country. I inserted more ads, and more proxies, more encouragement, more valuable information were placed in my hands. My total available capital was only a few thousand dollars. My opponents had millions. Printers' ink filled the gap."

With the names of the small stockholders and proxies from those who had seen and answered the advertisements inserted by Mr. Amster began the second stage of the fight, which with varying fortunes was prosecuted for two years. Many times Amster was all but ready to give up. Finally, however, the believer in advertising triumphed. The road was thrown into the hands of a receiver, and after that, one by one, the men who

opposed Amster have been eliminated. Despite his accomplishments Mr. Amster is a man who dislikes to speak of himself.

"Just shove me into the background as much as you can," were his instructions to the correspondent. "But you can tell them I recognize in newspaper advertising one of the potential factors in building success in any enterprise or undertaking. Newspapers make public opinion and blaze the way to big national as well as private achievement.

"Tell the public the truth through the medium of the press and you cannot fail!

"I do not care whether it is a question of merchandise to sell or the advancement of a principle. And the press is fair. There are exceptions, I know, but they only prove the rule. Since my efforts have been attracting editorial attention and I have no longer been forced to depend solely upon advertising columns, I have been wonderfully impressed with the fairness of newspapers. They are wonderful and potent institutions."

Mr. Amster and his colleagues have great plans for the rehabilitation of the Rock Island. The part advertising is to play in this scheme is a considerable one, so it is said. But that, of course, is another story which has not "broken" yet.

MARQUIS JAMES.

### ADVERTISING FIELD NOTES

Some Novel and Effective Schemes for Attracting Business.

The Beech-Nut Packing Company, Canajoharie, New York, in advertising Beech-Nut Tomato Catsup, features a new game called "Going to Market." It is announced as an amusing and instructive game, sure to interest the whole family. It is sent to any address for ten cents in stamps.

The Sherwin-Williams Company, Cleveland, Ohio, are advertising—"Send ten cents for a clever new game 'Going to Market.' It is a mighty interesting game for both young folks and grown-ups. It's good training, too, for anyone who buys and sells in the markets."

The Black and White Stores Co., Inc., a new chain of grocery stores, is opening up in Chicago. The phrase, "Look for the Black and White Awning," appears in each advertisement. The stores are all equipped with striking black and white checkered decoration around the windows and doors. All advertisements have a border design to correspond with the store front. The big argument offered to secure trade is this—"Because we sell only for cash, because we are not under heavy delivery expense, because of our tremendous buying power, we can show you these great savings on goods the value of which you know." The new chain stores offer their own private brands put up in black and white packages, but the advertisements feature national trade-marked brands at cut prices. Quaker Oats is offered at 7 cents; Gold Medal Flour, 24 1-2 pounds, 75 cents; Campbell's Tomato Soup, 8 1-2 cents; Uneda Biscuit, 4 cents. Profit sharing certificates are given with each purchase.

A big weekly sales event has been inaugurated by the retail merchants in Louisville, Kentucky, known as "Suburban Day." The plan is to set aside Thursday of each week as a time to advertise by special bargains to suburbanites, to give free amusements and to award cash and merchandise prizes to those who join a Suburban Club.

The Louisville Medicine Company, Louisville, Ky., is conducting a newspaper campaign on Counts' Pile Remedy, which sells through the druggist for \$1 per bottle.

The Alexander Molasses Co., Cincinnati, Ohio, has started a newspaper advertising campaign on Dove Brand New Orleans Molasses and offer \$100 in cash prizes for 20 recipes. The plan is to give \$5 for each of the 20 best selected recipes for home-made gingerbread or cake received up to January, 1, 1916. Any

brand of molasses that will make good gingerbread or cake may be used, but if Dove Brand is used the label must be cut from the can and sent with recipe to show which grade—white or blue—has been used.

The Steiner & Voegtly Hardware Company, of Pittsburgh, offered ten cash prizes to boys and girls under 16 years of age who submitted the best articles in prose or poetry, using for their subject "Our Creed—If you can get it elsewhere for less, return it. We'll buy it back at full price." In addition an aluminum folding drinking cup suitable for school use was given free to all children who presented their articles.

The sale on "The Chancellor" cigar was boosted in Houston, Texas, through a plan of offering five of these ten cent straight cigars free with every cash want ad inserted in the Houston Chronicle to the amount of 60 cents or over on a certain Saturday.

The recent advertisements on Ireland's gloves contained a coupon which was redeemed by Ireland Brothers for 25 cents when properly signed by the customer and forwarded to the company by some dealer with his statement that the coupon had been accepted as part payment on a sale of Ireland's Guaranteed Gloves.

The Ekeberg Company, Cortland, N. Y., in advertising "Teco" self-rising pancake and buckwheat flours, feature a coupon which with ten cents entitles the sender to one full-sized package of "Teco" pancake flour and a 16 page recipe book.

"Hygeia"—The Goddess of Health—is a new advertising character to appear in the copy issued by the Hygeia Bread Company, of St. Louis. The campaign is being issued in a series of numbered Health Lessons.

The city salesmen, in Houston, Texas, are receiving considerable publicity through a popularity contest conducted by the Houston Chronicle. The most popular city salesman will receive a Howard watch. During the contest each salesman was given a write-up in which a history of his business success was given.

#### New York Advertising Club

"Selling in Canada," is the topic of discussion for next Monday evening's meeting of the New York Advertising Club. Four points will be covered by men who know; "Marketing in Canada," by William H. Ingersoll, of Robert H. Ingersoll & Brother; "What Failed and What Succeeded," an instance of saving the day, by A. G. Seal, Underwood Type-writer Co.; "Selling," from the Canadian's experience, by John Sullivan, Association National Advertisers; "An Agency's Work in Canada," by L. L. Cleaves, H. K. McCanis, Ltd., Toronto.

#### A. N. A. Dinner Coming

The Association of National Advertisers will hold its annual dinner next Wednesday evening at the Hotel Astor, New York City. Among the speakers will be: Hon. Edward N. Hurley, vice-chairman, Federal Trade Commission; formerly president of Illinois Manufacturers Association; originated and developed the pneumatic tool industry in the United States; Samuel Hopkins Adam, New York Tribune; Harry Tipper (toastmaster), manager advertising department the Texas Company, New York; president Association of National Advertisers.

#### Waldo and Boyce to Speak in Detroit

The Detroit Aderaft Club is planning for a big night Thursday, December 22, when Richard H. Waldo, of the New York Tribune, will address the Aderafters and Board of Commerce on the subject of "The Publisher's Opportunity." W. D. Boyce, of Chicago, will tell of his "Experiences in Gathering Information in the War Zone."

Brute force once ruled the world. Men learned a manner of government from the beasts, the hurricane, the seas and the volcano.



**TIPS TO THE AD MANAGER**

F. Wallis Armstrong Company, Philadelphia, will shortly place one full page six times with large city newspapers where it can receive positions requested for the Victor Talking Machine Company, Camden, N. J.

Atlas Advertising Agency, New York City, placed 15 t. orders with some Western newspapers, for the Pacific Coast Borax Company, "Twenty Mule Team Borax," New York City and Chicago, Ill.

N. W. Ayer & Son, Philadelphia, are reported to be placing the advertising for the Lambertville Rubber Company, Boots and Shoes, Lambertville, N. J.

Andrew Cone General Advertising Agency, New York City, is placing orders with New York City newspapers for the Cerag Company, "Cerag" Medical, New York City.

William H. Dilg Agency, Chicago, is placing orders with Western weekly newspapers for the Infallible Tablet Company.

Richard A. Foley Advertising Agency, Philadelphia, is placing 1 in. 2 t. a. w. 52 t. orders with some Pennsylvania newspapers for the Keeley Institute, "Keeley Cure," Philadelphia.

Ernest J. Goulston Advertising Agency, Boston, has again placed 9 in. 2 cols. 6 t. orders with newspapers in selected sections for George A. Snow Shoe Co., "Snow Shoes," Brockton, Mass. This agency is also placing orders with some Ohio newspapers for the Bauman Bakery.

H. E. Lesan Advertising Agency, Detroit, Mich., is reported to be figuring on a newspaper campaign for the U. S. Light & Heat Co., Niagara Falls, N. Y.

Lord & Thomas, Chicago, are placing orders with some Western weekly newspapers for the Typewriter Distributing Syndicate, Chicago.

Oppenheimer Advertising Agency, Chicago, is asking rates in Mississippi newspapers on one full page. It is also placing advertising with newspapers for the Staples Chemical Co., "Pure Best Baking Powder," Fort Smith, Ark.

Frank Presbrey Co., New York City, will shortly advertise in newspapers generally for Dr. I. W. Lyon & Sons, "Lyons" Tooth Paste, New York City.

Fred M. Randall Co., Detroit, Mich., is reported to be placing the advertising for the North American Construction Co., "Aladdin Houses," Bay City, Mich.

G. Smith Brewer Advertising Agency, Boston, is placing orders with large city newspapers for A. O. Leonard, "Leonard Ear Oil," Atlantic, Mass.

Spencer Advertising Service, Philadelphia, is placing orders with newspapers in selected sections for W. H. Gresh & Sons, "Pathfinder Cigar," Norristown.

E. E. Vreeland, New York City, has placed orders with Chicago newspapers—and may use others later—for the Porto Rican American Tobacco Co., "El Toro Cigar," New York City.

Bromfield & Field, Inc., New York City, are placing orders with magazines, weeklies and agricultural papers for W. Atlee Burpee & Co., Seedsmen, Philadelphia.

**AD FIELD PERSONALS**

Frank L. Craft, who has been connected with the Chicago Daily News, has been engaged as advertising director of the St. Louis Star.

F. B. Dana has joined the staff of the Power, Alexander & Jenkins Co., advertising agents of Detroit. Dana has had 19 years of newspaper selling and advertising experience. Last year he established the Indianapolis office of the Nichols-Finn Advertising Co., of Chicago, and prior to that he was with the M. P. Gould Company, advertising agents, New York.

J. B. Well, who for the past three years was the advertising manager of the French Lingerie Company, of New York, has resigned.

The "Adecopy Company, Ltd.," a national advertising corporation with central offices in New York, is opening in the near future a Chicago office, and E. O. Blackburn, of Aurora, Ill., has been engaged as manager.

Julian Harris, advertising manager of the New York Evening Telegram, sails today for Paris for a conference with James Gordon Bennett, the owner of that paper.

**NEW INCORPORATIONS**

SEBALIA, Mo.—Hansomerian Publishing Company. Capital, \$25,000. Incorporators, J. E. Canaday, E. G. Stanforth and Marguerite Washington.

WASHINGTON, D. C.—Gardner Johnson Advertisers' Service Bureau, Inc., for the purpose of writing advertisements. Incorporators, Gardner Johnson, Margaret Hutchinson and G. Percy McGlue. Capital, \$3,000.

COHOES, N. Y.—Counties Publishing Corporation. Newspapers and magazines. Capital, \$20,000. Incorporators, A. P. McKinstrey, E. Armstrong, R. A. Douglas, Chestnut Hill, Philadelphia, Pa.

**Woodward to Represent Plain Dealer**

Official announcement is made that on January 1 J. B. Woodward, of New York, will become Eastern representative of the Cleveland Plain Dealer. Until that date, however, business will be transacted through J. C. Wilberding, as at present.

**Big Reduction in Eyeglasses!**

The only prosecution which has occurred in Birmingham, Ala., under the city ordinance against fake advertising, is the case of an optical company which advertised \$5 eye glasses for 98 cents. The concern was convicted and fined \$50.

**Fake Directory Promoters Active**

Fake directory promoters are again active. These grafters work various tricks by converting receipts into promissory notes and thereby swindle business men. Louisville has reported evidence of the presence of fakers in that city. The Associated Advertising Clubs and the Directory Publishers' Association will assist in the prosecution of directory fakers wherever found.

**Ohio Piano Advertising Misleading**

With a single exception, "moral suasion" has caused the correction of all questionable piano advertising which has been investigated by the advertising censor of the Piano Merchants' Association of Ohio, within the last year. The one prosecution which has been necessary was in the case of J. W. Sprinkle operating in Cincinnati as the Grand Piano Company. Sprinkle was recently arrested on the charge of fraudulent and misleading statements in a puzzle contest advertising scheme.

The Following Newspapers are Members of  
**THE AUDIT BUREAU OF CIRCULATIONS**

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

<b>ALABAMA.</b> NEWS ..... Birmingham Average circulation for October: Daily, 37,393; Sunday, 38,780. Printed 2,207,884 lines more advertising than its nearest competitor in 1914.	<b>NEW YORK.</b> COURIER & ENQUIRER.....Buffalo IL PROGRESSO ITALO AMERICANO.....New York DAY.....New York The National Jewish Daily that no general advertiser should overlook.
<b>CALIFORNIA.</b> EXAMINER ..... Los Angeles A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.	<b>NEBRASKA.</b> TRIBUNE ..... Hastings Circulation A. B. C. report, 7,100. Full leased wire report United Press
<b>GEORGIA.</b> JOURNAL (Cir. 57,531).....Atlanta CHRONICLE ..... Augusta LEDGER ..... Columbus	<b>OHIO.</b> PLAIN DEALER.....Cleveland Circulation for October, 1915: Daily ..... 134,978 Sunday ..... 168,411
<b>ILLINOIS.</b> HERALD ..... Joliet STAR (Circulation 21,589).....Peoria	<b>PENNSYLVANIA.</b> TIMES ..... Erie DAILY DEMOCRAT ..... Johnstown TIMES-LEADER ..... Wilkes-Barre
<b>IOWA.</b> REGISTER & LEADER.....Des Moines EVENING TRIBUNE.....Des Moines Essential to covering Des Moines and vicinity.	<b>SOUTH CAROLINA.</b> DAILY MAIL.....Anderson
<b>KENTUCKY.</b> MASONIC HOME JOURNAL.....Louisville, Ky. (Semi-Monthly, 32 to 64 pages.) Guaranteed largest circulation of any Masonic publication in the world. In excess of 90,000 copies monthly.	<b>TENNESSEE.</b> BANNER ..... Nashville
<b>LOUISIANA.</b> TIMES PICAYUNE.....New Orleans	<b>TEXAS.</b> AMERICAN ..... Austin "The Twentieth Century Paper of Texas" is absolutely independent, printing all the news all the time and printing it first. Seventy per cent. city circulation by carrier. CHRONICLE ..... Houston The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday.
<b>MICHIGAN.</b> PATRIOT (No Monday issue).....Jackson Average three months ending March 31, 1915: Daily, 11,349; Sunday, 13,104. Member "American Newspaper Pub. Ass'n." "Gilt Edge Newspapers." and A. B. C.	<b>VIRGINIA.</b> DAILY NEWS-RECORD.....Harrisonburg In the famous Valley of Va. only paper in the richest Agricultural County in United States.
<b>MINNESOTA.</b> TRIBUNE, Morning and Evening....Minneapolis	<b>WASHINGTON.</b> POST-INTELLIGENCER ..... Seattle
<b>MISSOURI.</b> POST-DISPATCH.....St. Louis Is the only newspaper in its territory with the beautiful Rotogravure Picture Section. Circulation first six months, 1915: Sunday average ..... 350,066 Daily and Sunday ..... 204,497	<b>CANADA.</b> ONTARIO. FREE PRESS ..... London DAILY HERALD.....Stratford Largest circulation in Perth County. The paper that Perth County people want to read.
<b>MONTANA.</b> MINER ..... Butte Average daily, 11,684; Sunday, 17,971, for 3 months ending March 31st, 1915.	
<b>NORTH CAROLINA.</b> SENTINEL ..... Winston-Salem October gov't report 5,843, net gain October, 1915, over October, 1914, 1,028 copies.	
<b>NEW JERSEY.</b> PRESS (Circulation 7,945).....Asbury Park JOURNAL ..... Elizabeth PRESS-CHRONICLE ..... Paterson COURIER-NEWS ..... Plainfield	

**ROLL OF HONOR**

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

<b>ILLINOIS.</b> SKANDINAVEN ..... Chicago	<b>NEW YORK.</b> BOLLETTINO DELLA SERA.....New York
<b>INDIANA.</b> THE AVE MARIA.....Notre Dame	<b>PENNSYLVANIA.</b> TIMES ..... Chester
<b>NEBRASKA.</b> FREE PRESS (Cir. 128,384).....Lincoln	

**New Orleans States**  
Sworn Net Paid Circulation for 6 Months Ending Sept. 30, 1915  
**33,142 Daily**  
We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans.  
To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium.  
Circulation data sent on request.  
**The S. C. BECKWITH SPECIAL AGENCY**  
Sole Foreign Representatives  
New York Chicago St. Louis

# “\$30,000 FOR A FEW \$100”

and the man who said so knew what he  
was talking about

During a call on one of the largest food manufacturers  
in the country this surprising jolt was handed out to  
Jason Rogers, Publisher of the New York Globe

**“Why, Rogers, do you know that for a few  
hundred dollars The Globe can do more for a  
food manufacturer who can qualify to your  
standards than he could buy for \$30,000 in  
the ordinary way?”**

Advertisers in all lines are reporting immensely satisfactory results

## THE NEW YORK GLOBE

New York's fastest growing newspaper that proves both  
circulation and results to advertisers

183,000 Circulation  
Member of A. B. C.

Over 1,177,302 lines ahead of 1914 so far, discounting all other papers

### O'MARA & ORMSBEE, Inc.

CHICAGO  
Tribune Bldg.

Special Representatives

NEW YORK  
Brunswick Bldg.



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