

# THE EDITOR AND PUBLISHER AND JOURNALIST

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## GAS CAMPAIGN A RANK FAILURE.

**National Association Abandons Its Publicity Plan After a Six Months' Experience in Mediums Other Than Newspapers. Magazine Advertising Proves Unsatisfactory.**

The great advertising campaign inaugurated last July by the National Commercial Gas Association for the purpose of popularizing the use of gas and gas appliances has come to an untimely end after a career of six months.

The cause of its failure was the use of magazines, national mediums, instead of newspapers, local mediums. It is understood that one or two contracts made for a full year's advertising are to be continued to the end of that period. The unexpended balance of the \$55,000 which had been raised to carry on the campaign will be turned over to another committee and will be used for other purposes.

Probably in recent years there has not been a more significant advertising fizzle scored by any public service association than that of the National Commercial Gas Association. So far as results were concerned, they were of a most disappointing character.

One of the subscribers to the advertising fund that put up \$1,500 reports that it received fifty requests for the "Nancy Gay" booklet which, it was expected, would clinch the lesson the magazine advertisements carried and create new customers for the gas manufacturers. Of these requests, it was found upon investigation twenty three came from children. The twenty-seven requests from adults did not bring in a single new patron of the company's product.

One of the largest, if not the largest, of the gas companies received less than five hundred inquiries for the booklet. In view of the fact that the magazines used claimed to reach 28,000,000 readers each month, several million of whom resided in the city where the company was located, this showing was heart-rending to the members of the association who had favored the use of the magazines to the exclusion of the newspapers. As in the other case cited above, many of the requests for booklets came from children and others who had no interest in the use of gas and only sent for them because they could get something for nothing.

The idea of undertaking an advertising campaign was first suggested at the annual convention of the National Commercial Gas Association two years ago. A committee appointed to report upon the matter at a later meeting recommended that a fund of \$250,000 be raised to carry on the campaign. Much time was spent in formulating a plan of advertising.

Finally it was decided that mediums of national circulation should be employed. Therefore the experienced advertisers among the members of the association raised their voices in protest. They contended that as gas was a local product it should be advertised in local mediums. They pointed out that magazine circulation in Alaska, the Rocky Mountain district and water tank towns everywhere would not help the sale of gas in the cities.

Some of them wrote THE EDITOR AND PUBLISHER about the matter, and several articles were printed in this journal on the subject.

Robert Livingston, the advertising manager of the Consolidated Gas Com-

pany, who has probably had more experience in gas advertising than any other representative of a gas company, predicted that the campaign would be a failure if carried out on the lines adopted. He contended that the money should be spent in the newspapers because they reached possible consumers; that the getting of business was a local proposition, and that the local company could not profit by any advertising done outside its field.

The protests availed nothing, and the campaign was duly launched in the twelve national mediums, weekly and monthly magazines.

The first disappointment came when the members of the association failed to subscribe to the advertising fund as generously as had been expected. Many companies said they would subscribe liberally for newspaper advertising but not for magazine advertising. After six months only \$55,000 had been collected.

## DETROIT TRIBUNE STOPS.

**Publishers Discontinue Paper After Seventy-nine Years.**

At the recent meeting of the stockholders of the Evening News Association, of Detroit, Mich., owners of the Detroit News and the Morning Tribune, of which George G. Booth, of the Booth Publishing Company, owners of five or six Michigan afternoon newspapers, is chairman of the board of directors, it was decided to discontinue the Detroit Morning Tribune, a newspaper in its seventy-ninth year, on which many important present-day editors and managers began their newspaper careers.

It was in the late eighties that James E. Scripps, founder of the Detroit Evening News, one of the first penny newspapers in this country, and, perhaps, the first so-called "people's" paper, acquired the Tribune from James H. Stone. Early in his newspaper career in Detroit, Mr. Scripps had worked on the Tribune as a reporter and formed a sentimental attachment for it. It was in the early nineties that Mr. Scripps personally took charge of the Tribune as publisher and editor, succeeding Roland B. Gelatt, now owner of the La Crosse (Wis.) Leader-Press, and began the personal direction of its affairs.

It was in this office that Ralph H. Booth, the general manager of the Booth Publishing Company, started his newspaper career; also Samuel Paul Booth, of the New York Globe, and William P. Leech, of the Cleveland Leader and News. For many years the Tribune was continued as an independent morning Republican newspaper. Its organization was independent of the Detroit News, although it did use that paper's mechanical facilities. Then there was a consolidation of the business organization of the two newspapers with one man in charge of circulation and another man in charge of advertising, etc.

About 1904, Ralph H. Booth, who had achieved considerable success in the Chicago field as publisher of the Chicago Journal, acquired from Mr. Scripps temporary controlling interest in this property. He had associated with him in an editorial capacity William K. McKay, now associate editor of the Chicago Post, and for several years the Detroit Tribune was operated entirely inde-

pendently of the Detroit News. Booth and McKay, without doubt, made one of the strongest morning newspapers ever published in a town of the size of Detroit. But the field did not seem to be suitable for a morning newspaper, neither did the advertising rate, and while the circulation was forced up to the highest point in its career it did not seem to be a profitable circulation and the expenses of metropolitan production were out of all proportion to the revenue. Then the property was returned to the joint management of the News organization.

It is not surprising, therefore, that the officers of the Detroit Evening News Association have decided to concentrate their energies and great abilities in the evening field.

The present Evening News organization consists of William E. Scripps, a son of the late James E. Scripps, managing director; Hereward S. Scott, general manager; H. S. Ponting, business manager, and E. G. Pipp, editor in chief. The News is represented in the east by I. A. Klien, of the Metropolitan Tower, New York, and in the west by John Glass, of the People's Gas Building, Chicago.

The Sunday edition, known as the News-Tribune, will, however, be continued, as it is a highly profitable publication, with a large advertising patronage and a circulation of about 125,000.

This is another demonstration of how it is profitable for an afternoon paper to profit by a Sunday morning edition.

## ABRIDGMENT OF FREE SPEECH.

**Editor Cochran's Comments on Being Fined for Contempt of Court.**

Negley D. Cochran, editor of the Toledo (O.) News Bee, who was fined \$200 by Judge Killits for contempt of court, and whose paper was fined \$7,500, as recorded in these columns last week, has this to say regarding the matter:

"A careful reading of Judge Killits' opinion will show that he has taken a mighty dangerous stand which, if permitted to stand, will give federal judges everywhere, an absolute censorship of the press.

"The federal statute of 1831, which defines contempt, says it must be 'misbehavior in the presence of the court or so near thereto as to obstruct the administration of justice.'

"Up to date, the general understanding of that has been that it meant physical nearness to the court. Now, Judge Killits holds that publication in a newspaper wherever the court happens to be, is so near the court, or its presence, as to obstruct the administration of justice.

"Not only that, but he holds that a newspaper may not criticize a litigant who has any case pending in court. In other words, I must not say anything against the local street railway company, no matter what happens, so long as that company is a litigant in Killits' court. And the street railway company got into his court in January, 1914, by making an application for a receiver, and that application has never been pushed to a hearing and is still pending. It may be pending six years from now.

"The company also got a temporary injunction restraining the city from enforcing a 3-cent fare ordinance, although all franchises had expired. The company had no franchise rights in the streets, and is now practically running on a franchise granted by a federal judge in the way of an injunction which ties the city's hands.

"I regard Killits' opinion as the most dangerous attempt ever made to abridge the freedom of speech and of the press."

## FIFTY YEARS YOUNG.

**SAN FRANCISCO CHRONICLE CELEBRATES ITS GOLDEN ANNIVERSARY.**

**Alameda Times-Star Gets out Booster Edition Without a Line of Advertising—Toronto Convention Moving Picture Shown to Ad Club Members—Some Pacific Coast Personals.**

(Special Correspondence.)

SAN FRANCISCO, Jan. 29.—The biggest thing in local newspaper circles this week and a truly epochal work for journalists to shoot at was the publication of a special issue by the San Francisco Chronicle—a combination Golden Jubilee and Exposition Edition, representing fifty years of California journalism. Those in charge of this issue can well afford to be proud of their work; it was probably the most pretentious thing of its kind ever attempted on the western slope.

Pictures of the Chronicle building in the years 1865, 1878, 1890, 1915—each a skyscraper in its day—adorned the front page. The Chronicle building for future years was provided for in a pen and ink drawing, showing exact reproductions of plans for a newer and larger home which, it is said, will be taller than the far-famed Woolworth building in New York City. This structure will be built over and around the present tall building without the least disturbance to the presses, an engineering feat of no mean proportions.

STARTED AS DRAMATIC PAPER.

The San Francisco Chronicle as it is seen today is the outgrowth of a small dramatic paper, called the Dramatic Chronicle, which first saw the light of day fifty years ago. It was published by the DeYoung brothers—Charles and Mike, the latter being the present head of the Chronicle Publishing Co.

An unusual "Booster Edition" has been issued by the Alameda (Cal.) Times-Star. This issue is extraordinary, in that it carries no display advertising or any other kind of advertising or paid writeups. The issue was sold for twenty five cents the copy, and enough advance orders were received for extra copies to pay the cost and net the proprietor, J. S. MacDowell, a handsome profit. The whole income was derived from the sale of copies. The edition was well advertised weeks in advance, and the merchants and citizens of the city responded nobly. The good citizens were let in on the scheme and showed their appreciation of the publishers' magnanimous attitude to an extent that assures the success of a similar edition next year. Here's a plan that might be tried out elsewhere to advantage.

EXPOSITION PRESS BUILDING.

I have had occasion in the past to make mention of the Press Building at the Panama-Pacific International Exposition, but every time I have had the pleasure of viewing the structure just so does my admiration increase. I could hope for nothing better than to sit down in this place with my trusty typewriter at hand and grind out tales of California's Mission days. The atmosphere is surely there; but I guess that's all. It's a marvel of perfection and arrangement and will surely warm the hearts of those slaves who are accustomed to the four walls of the ordinary local room.

An entertainment that will be a historic item in the annals of the Pacific Coast Women's Press Association took place during the week and included a

musical program, the presentation of a play and a dance. The play was the prize winner by Gertrude Allison, produced when Mrs. Isador Lowenberg offered \$100 for the best play to be written by a member of the association.

The San Francisco Ad Club held a smoker this week, with President Louis A. Colton as toastmaster. Moving pictures taken in Toronto, Canada, last June, during the international convention of the Association of Advertising Clubs, were shown.

J. J. McCulloch, of Los Angeles, is the new editor of the Brentwood (Cal.) News.

John A. Hazle, of Cleveland, succeeds R. R. Baker as editor of the Modesto (Cal.) News.

Archie P. Gove, editor of the Rochester (Minn.) Daily Bulletin, is visiting on the coast. The writer met Mr. Gove today just after he had arrived from San Diego where he took in the Fair. "It's all simply wonderful," he said. "You are going to have a great time out here this year. Your San Francisco exposition is going to be grand." Prior to his visit in San Francisco, Gove visited in Seattle with his brother, George Gove, the well-known architect.

George W. Stewart has started the Raymond Herald, Raymond, Cal.

H. H. Granice, for thirty years editor of the Sonoma (Cal.) Index-Tribune, is dead. Granice worked as a typesetter on the historic Alta California.

John Seabury is the owner of the new Death (Cal.) Divide.

The Rev. C. E. Kliever, Fresno, Cal., has become an owner of the Fresno Deutsche Zeitung, being associated with Jacob Christian.

James A. Kearney, publisher of the Free Lance, Hollister, Cal., is dead.

CLARENCE P. KANE.

## DENT BILL PASSES HOUSE.

### Clean Advertising Measure for District of Columbia to Be a Law.

The House of Representatives has passed the Dent bill to prevent false advertising in the District of Columbia. The bill provides: "That any person, firm, corporation, or association who, with intent to sell or in any wise dispose of merchandise, securities, service, or anything offered by such person, firm, corporation, or association, directly or indirectly, to the public for sale or distribution, or with intent to increase the consumption thereof, or to induce the public in any manner to enter into any obligation relating thereto, or to acquire title thereto, or an interest therein, makes, publishes, disseminates, circulates, or places before the public, or causes, directly or indirectly, to be made, published, disseminated, circulated, or placed before the public in the District of Columbia, in a newspaper or other publication, or in the form of a book, notice, handbill, poster, bill, circular, pamphlet, or letter, an advertisement of any sort regarding merchandise, securities, service, or anything so offered to the public, which advertisement contains any assertion, representation, or statement of fact which is willfully untrue, shall be guilty of a misdemeanor and punished by a fine of not more than \$500 or imprisonment for not more than six months, one or both, at the discretion of the jury trying the case."

## CENTRAL NEWS ELECTION.

The annual meeting of the stockholders of Central News of America was held Tuesday at 26 Beaver street. J. B. Shale, William H. Hurst, James Rascovar, George J. Hurst, Edward Rascovar, John J. Walsh and Esmond P. O'Brien were re-elected directors.

The board of directors re-elected J. B. Shale, president; William H. Hurst, first vice-president; James Rascovar, second vice-president; George J. Hurst, treasurer, and Edward Rascovar, secretary.

The reports of the officers showed the association to be in a healthy condition.

## KANSAS ENTERPRISE.

### NEWSPAPER PUBLISHERS WILL ESTABLISH BUREAU TO PROMOTE ADVERTISING.

**It Will Pass on Questionable Copy, Provide for State Audit of Circulation, Effect Co-operation Between Advertiser, Retailer and Customer, Furnish Information of Value to Manufacturers and Render Other Aids.**

(Special Correspondence.)

TOPEKA, KANSAS, Feb. 1.—The publishers of Kansas, comprising 617 weeklies and 69 dailies, represented in session here by the Daily League and the Editorial Association, has decided to establish a Central Bureau to promote their interests and represent them as a unit in the national advertising field.

The Central Bureau will undertake to standardize the papers of the state, to assist the editors in the inspection of questionable advertising copy, to carry on a systematic publicity campaign of both state and medium opportunities, to provide for a state audit of circulation, to effect co-operation between advertiser and retailer and customer, and to make an intensive sociological and commercial research of each county of the state in order to furnish promptly intelligent information to prospective advertisers.

The bureau will be established at the University of Kansas under the direction of the Department of Journalism. While specialists in the various departments of the university will assist in collecting industrial and sociological data, the bureau will maintain a working corps of its own. The plan involves the expenditure of \$10,000 a year.

#### ACTION FOLLOWS REPORT.

The publishers took this advanced action after hearing a report from Prof. Merle Thorpe, of the Kansas University journalism department, embodying the results of an investigation as to how the state papers might successfully compete for national accounts with the magazines. The question was put up to national advertisers, national agencies, special representatives and new industries.

"The answer is simple," said Professor Thorpe. "Successfully compete with the magazines in service. Make it as easy to get into the newspapers; insure the national advertiser that he will be in good company; furnish the co-operation that the magazine will furnish in the way of commercial research; capitalize your biggest asset, localness, and be ready to reduce the gambling element to the minimum."

"For example, the Nobby Tread Tire Company carried on an active newspaper campaign in Topeka, spending much good money. It developed after several weeks that there was not a place in Topeka where the Nobby Tread tire could be purchased. This was dead waste."

#### ONE COMPANY'S EXPERIENCE.

"A coal oil gas burner company, recently organized, casting about for a proving ground, asked me a number of questions about various sections of Kansas and gas burner exploitation. The fact that I happened to know that \$75,000 had been spent in the state last year in an educational campaign for coal oil heating, lighting and cooking was, so the manager told me, of great value to him in the intelligent organization of his selling campaign."

"The state press should organize and as a unit provide the same and better service to national advertisers that they are getting from the Curtis publications and such dailies as the Chicago Tribune. The publisher in the small city and the town has it within his power to give better service because of his closer intimacy with the customer and, what is more important, the retailer and the retailer's clerks."

Committees from the larger dailies and the weeklies are at work on ways and means to get a Central Bureau under way at once. It is thought that the legislature, now in session, will be asked to furnish, say, \$5,000 a year for

the surveys, the publishers standing ready to match this with a like sum, for tabulations, office expenses, director of promotion, advertising and special representation.

## SIMONDS ON THE TRIBUNE.

### Evening Sun Editor Becomes Associate Editor of New York Paper.

Mr. Frank H. Simonds was last week appointed associate editor of the New York Tribune, as already announced in these columns. Mr. Simonds since 1908 has been a member of the editorial staff of the New York Evening Sun. During the last year or two he has been in full charge of the editorial page and has written the leaders. His



work has been of such a high quality that it has attracted attention all over the country among newspaper men.

The new associate editor was born thirty six years ago at Concord, Mass., and was educated in the local schools and at Howard university. He served in the Spanish war in a Massachusetts regiment. He spent a year in the University Settlement in New York and then became a journalist. For three years he was a reporter on the Tribune and later its correspondent at Albany and Washington. For another three years he was Albany correspondent for the Evening Post. In 1908 he went to the Evening Sun.

His war editorials on the latter newspaper have been called the best appearing in any American newspaper.

### Zanesville Courier Quits.

The Zanesville (O.) Daily Courier, one of the oldest newspapers in the state, dating back one hundred and ten years as a weekly and sixty-nine years as a daily publication, suspended on Thursday, January 21, being unable to effect a sale of the property or plant. Until two years ago the Courier was managed by Gen. R. B. Brown, former commander-in-chief of the G. A. R., and Republican candidate for governor of Ohio two years ago. The circulation and good will was purchased by the Times-Recorder which consolidated it with its own circulation, but the plant has not been sold. The last government statements of the two papers was: Times-Recorder, 15,467; Courier, 3,427.

The United Press last year made the largest gain in clients in its history, 103 being registered, of which 17 were leased wire points.

## PINCHOT BLAMES "A. P."

### Criticizes Way of Handling News Regarding Labor Troubles.

Amos Pinchot, in testifying before the commission, where John D. Rockefeller and others have been airing their views, particularly regarding the Colorado labor troubles, in referring to reports furnished to newspapers, said last Saturday:

"But there is one matter which seems to me of immense importance. Labor should be able to feel that its side of the controversy will be fully and fairly treated in the public press. In my opinion there is no one element, not even the attitude of the often isolated and ignorant controllers of industrial corporations, which gives labor a feeling of such helplessness and bitterness as its knowledge that the merits of its side of the question will not be presented to the public through the press. When I speak of the press I refer to the newspapers in general, and particularly to one of the great news associations, whose business it is to furnish information to newspapers."

"There are two major news furnishing associations—the Associated Press and the United Press. The United Press is conducted by a group of younger men who have a broader attitude toward industrial questions and who usually give fair treatment to both sides in their reports of conflicts between labor and capital. But the Associated Press, under older and more conservative management, takes affirmatively the side of capital."

"I was informed by a representative citizen of Colorado, himself a newspaper man of high standing and a subscriber to the Associated Press, that the failure of the Associated Press to carry news impartially in the labor troubles there was a serious element in giving the strikers the feeling that they could not hope for justice."

"Both in the soft coal strike in West Virginia and in the copper strike in Michigan the Associated Press grossly misrepresented the real condition of affairs. This was due in part to the fact that in West Virginia it got its information from a man identified with the coal companies, while in Michigan, during a large part of the strike, the A. P. received its information from two newspaper offices controlled by the mine operators."

"But whatever the machinery may have been through which suppression and misrepresentation occurred, the fact remains that it did occur and that it resulted in blinding the public to the actual facts until Congressional investigations brought them out. It also produced upon the part of the strikers a feeling of intense and natural bitterness and a belief that the merits of their cause would never be fully brought before the American people."

"I believe that it is of the highest importance that an investigation should be conducted by this commission or some similar body into the handling of news in labor controversies. The influence of public opinion can only be justly exerted when the public is put in possession of the facts."

### HASKELL RESIGNS FROM PRESS

Col. W. E. Haskell, who, since October 1 of last year, has been business manager of the New York Press, has resigned and will leave on February 1.

Following the moving of the business office of the Press up-town there has been a general cutting down of the force, due, it is said, to Mr. Munsey's desire to get his entire New York organization together.

Colonel Haskell has not announced his future plans.

### LINCOLN, ILL., PAPERS MERGE.

The Lincoln Morning Courier and the Lincoln Evening News Herald were consolidated on January 1, 1915, under the name of The Lincoln Courier-Herald. There was no change in the management or ownership of these two dailies. The Courier-Herald is now published in two editions, home and rural

## GERMAN PRESS BUREAU

### How Clever Press Agent Created Favorable Sentiment for Germany in the U. S.

The New York World of February 4 carried a two-column story made up of extracts from an article on "Germany's Policy Toward the United States," which appeared in the current issue of the Fortnightly Review of London.

The story, in turn, is liberally sprinkled with quotations from a book by Emil Witte, who was known as a newspaper correspondent in the United States but who, it is asserted, was actually a secret press attache of the German embassy at Washington.

Among the quotations are the following:

"It was my duty to create the belief in American public opinion that the true enemy of the United States was not Germany, but England. Thus I began my work. The German ambassador was particularly annoyed by the personal attacks which he received nearly every day from the Washington dailies.

"One of the first tasks which I received from his excellency was to try my power of persuasion on their editors, with a view to silencing them. I succeeded largely, and I owed my success in part to the friendly exertions of Count M. G. Seckendorff, a younger brother of the former Court Marshal of the Empress Frederick, who during many years was at the head of the Washington office of the New York Tribune.

"Owing to his personality, his connections and his important position in the American press, he enjoyed the unlimited confidence of the American authorities at Washington. He was a personal friend of Dr. von Holleben (the former German ambassador) and had rendered him many a service in the press before I entered upon my duties, and he assisted me in every way, as I acknowledge with gratitude.

#### HIS MISSION A SECRET.

"In order to insure the success of my mission, it was of the greatest importance that the true character of my relations with the German embassy should remain a strict secret.

"In consequence of Herr von Sternburg's suggestion, the ambassador empowered me to assume the part of a special correspondent of the Norddeutsche Allgemeine Zeitung, and in that character I had intercourse with the American journalists whose acquaintance I sought by the ambassador's orders. Count Seckendorff, of the New York Tribune, knew of the secret and gave me letters of introduction to the editors of the Washington Evening Star and the Washington Post.

"In these letters he pleaded that I should be given opportunity to correct in their journals the frequently erroneous views of the editors regarding Germany's policy. My reception by the proprietor of the Washington Post was not very encouraging because of his experience in Germany. In Berlin and in other German towns German officers had demonstratively gone away from his table when they heard that he was an American.

"I was more successful with the editor of the Washington Evening Star. I had a very friendly reception by the editor of the Washington Times. That journal, which, hitherto, had been one of the most determined opponents of the German ambassador, published on the morning following my visit an article in which the necessity of preserving and cultivating friendly relations between the United States and Germany was advocated with the greatest zeal."

"I arrived in Milwaukee, the most strongly German town in the United States, and met there the editor of the Germania, Herr Emil von Schleinitz. "Herr von Schleinitz asked me to tell him what I knew about Germany's readiness for war in America. I re-

plied: 'Germany is absolutely ready for such an event. That is, after all, necessary.' Herr von Schleinitz replied: 'I know all this, and I know more. I have spoken with officers in high positions in Berlin, and I have heard surprising things. Germany reckons very strongly upon the support of Germans living in the Western States.' Herr von Schleinitz and I looked at one another. We knew!

"Formerly official Germany and its representatives in the United States never took any notice of the German-Americans. With the outbreak of the Spanish-American War things suddenly changed. The formerly despised 'renegades' became the object of innumerable attentions on the part of the emperor and his ambassador. Everywhere in the United States German veteran societies were formed, which by close interconnection became an organization of great power.

"At a time when the New Yorker Staats-Zeitung displeased the German ambassador, Prof. Hugo Muensterberg of Harvard University dealt with it. In several important journals statements based upon information derived 'from the best sources' appeared, according to which the foundation of a new large daily in New York was projected. That journal was to appeal to all Germans in New York who had become dissatisfied with the unending quarrels and intrigues and with the political faithlessness of the New Yorker Staats-Zeitung.

"Besides, the projected journal would prove intellectually and technically superior to the Staats-Zeitung. Money would be no object. The new journal would dispose of unlimited funds, the Treasury of the German empire. Herman Ridder is a German-American self-made man who began life as an office boy and became the editor and part proprietor of the New Yorker Staats-Zeitung. He became frightened! After all, the report might be correct, and if, as was rumored, Prof. Hugo Muensterberg himself should become the editor of the new daily, the Staats-Zeitung would be ruined. Herr Ridder, therefore, thought it better to give way. A reconciliation dinner took place and the new German daily did not appear."

## TO OUST TRUSTEE.

### Action Begun to Eliminate Pulitzer Trustee Because of Demand for Commission.

In an effort to oust Frederick Newton Judson, lawyer, of St. Louis, Mo., as an executor and trustee of the estate of Joseph Pulitzer, Arthur C. Train, as guardian of two grandsons of the editor, began proceedings in the Surrogate's Court, of New York, February 4. Mr. Train represents Ralph Pulitzer, Jr., and Seward Webb Pulitzer, minor sons of Ralph Pulitzer.

Mr. Train alleges that Mr. Judson has not acted in accordance with directions left by Mr. Pulitzer in a codicil of January 17, 1910, in that he has presented a bill of \$114,000 for commissions. The codicil directed that Mr. Judson accept \$50,000 in lieu of all commissions as executor and trustee or that he should be paid only "commissions allowed by law for receiving and paying out the income of the respective trust funds."

The executors and trustees, in addition to Mr. Judson, are Ralph Pulitzer, George L. Rives, J. Angus Shaw and the Union Trust Company. Mr. Train asserts that the second codicil to the will provided that Mr. Judson should act as an executor and trustee only until Joseph Pulitzer, Jr., becomes thirty years old.

A provision of the will directed that Justice Harrington Putnam, of the Supreme Court, Brooklyn, be made an executor in the event of anyone failing to qualify or for other reasons being unable to serve.

The Washington, D. C., Post has issued an almanac of information which is a valuable handy condensed encyclopedia which is proving very popular with the readers of the Post.

## VANCOUVER WORLD CASE. CHICAGO HAPPENINGS.

### Editor Gives New Angle on mixed Affairs on Canadian Press, Now in Courts.

Louis D. Taylor, mayor of Vancouver, B. C., editor of the Vancouver World, under date of February 3, wired THE EDITOR AND PUBLISHER as follows:

"The situation unchanged. Big fight by old management to prevent vested and political interests from obtaining control of the World. Appeal being taken to Supreme Court asking for stay of proceedings. Pending hearing in April. Bondholders' receiver advertising the paper for sale. Reorganization well under way. Old management are the heaviest creditors. Will fight any and all proceedings. Any person purchasing will buy innumerable law suits as good will and franchise belong to the old management and not to the bondholders. If plant alone is sold, arrangements have been made with morning paper to publish the World, using one plant, thus reducing overhead expenses."

The order for the sale of the World Printing & Publishing Company, publishers of the World newspaper, as a going concern, was entered by Chief Justice Hunter, of British Columbia, on Friday, January 15. The conditions imposed were that the sale be made by legal tender and advertised for the space of one week in newspapers in Toronto, Montreal, Winnipeg, New York, Chicago and San Francisco. The two weeks are to elapse after the advertising until the sale is made. B. P. Wintemute, receiver for the debenture holders, and former solicitor for Louis D. Taylor, the editor of the World, is to conduct the sale. Mr. Taylor was represented at the hearing by A. H. MacNeill, K.C., and D. Mackenzie. The debenture bondholders were represented by Douglas Armour, counsellor. Previously, on December 15, an order for sale had been made at the instance of the debenture bondholders, but controversy had arisen between the parties as to whether an inquiry into the accounts of the company had to precede the sale.

Mackenzie, counsel for Taylor, stated that "on the list of articles that counsel for bondholders says should be sold—articles of the greatest importance to a newspaper—are not on the list accompanying the chattle mortgage, held by the debenture holders. These are the good will of the World newspaper business and the press franchise granted to the company by the Canadian Press Association. Their mortgage is only on the plant, machinery and office equipment of the company and does not cover good will or franchise which is only granted to a certain number of papers in each town and is one of the most valuable assets to any newspaper. At present the Canadian Press Association only grants four franchises in Vancouver and will not grant another until Vancouver has 250,000 population. If a sale is made now, the buyer might find he had no right to publish a paper but had only bought a lot of second-hand printing machinery."

Counsel for Mr. Taylor further stated that out of the total creditors for \$350,000 a number of them, creditors to the extent of \$150,000, have already signified their willingness to accept stock in the new company for their debts. The sum of \$3,000 has been received in subscription. Taylor's attorney further represented that against \$60,000 due the debenture holders there were big accounts of \$45,000. John W. Hunter, of the firm of Knill, Chamberlin & Hunter, the foreign representatives of the Vancouver World, states that Mr. Taylor has about completed a reorganization of the company on a \$300,000 basis and that more than \$185,000 of the new securities have been disposed of.

The Colorado Press, edited by Gny Hardy, will hereafter appear quarterly. It is the official organ of the Colorado Editorial Association.

### Telephone Companies Take Advantage of the Opening of the New York-San Francisco Telephone Line—Tribune Tries Out a New Electric-Lighted Bulletin Board—Successful Auto Show.

(Special Correspondence.)

CHICAGO, Feb. 4.—The telephone companies took full advantage of the great advertising value of the opening of the New York-San Francisco phone line to get a good write-up of the improvement in service in all sorts of papers. Cuts and even plate matter appertaining to the history and advancement of the telephone were supplied to all papers that would take it and many of the smaller ones did.

Riley P. Martin, a veteran Chicago reporter, who has taken a rest from work and is planning going to California, has found new interest in life lately and may postpone his trip until he takes to himself a wife. It seems he and other Evanston bachelors had bemoaned their lonesome lot which caused a Tribune reporter to write them up as desirable and willing catches. The result was a flood of hints from all sorts and conditions of femininity in Chicago and vicinity from which it is just barely possible that he may be able to make his delayed choice of a helpmeet.

A big new style electric lighted bulletin board is being tried out here by the Tribune. It differs from the old style electric signs in the fact that its letters are changeable at will thus making it available for news bulletins and especially election returns. By its use news can be bulletined soon after it happens if indeed it is not done as it is happening. The papers have taken in their war maps as it is too cold now for people to stand out and look at them and also the war is getting to be an old story and the changes on the map are so few and slight as to make them of less interest than formerly.

Jack Cory is drawing front page cartoons for the Herald now. That paper has been short on cartoonists lately.

The Auto Show last week brought many automobile editors, writers and advertising agents here, and there was much talk about automobile advertising with which the local papers were well filled. At a luncheon of the Chicago Newspaper Representatives' Association E. LeRoy Pelletier, advertising counselor for the Reo Automobile Co., told of the record-breaking success of a \$92,000 newspaper advertising campaign launched Dec. 13. It smashed the phantom of national business depression and caused the motor car to be recognized over night by thousands of bankers all over the country. It was a marvelous demonstration of the unquestionably superior selling power of the newspapers as opposed to popular weeklies and monthly magazines, in his opinion.

The newly elected officials of the Western Advertising Golfers' Association have taken charge of a plan to make the ensuing year more lively than ever for the club's members. The president, R. L. Whitton, has presented a trophy for contest and the directors will also put up a prize.

Saturday afternoon was given over to the children at the Press Club of Chicago, a special entertainment being provided especially for them.

The various warring nations are represented in the membership of the local Foreign Language Newspaper Publishers' Association, but neutrality is strictly observed at its meetings and its affairs are conducted with the greatest good will.

Harlan E. Babcock, a widely known newspaper writer, has been engaged by the Herald to edit a department of the events of the day in verse. He will also use his ballads in syndicate form.

Julius Schneider, the Herald's advertising counselor, who came from Joliet, was the leading speaker last week at the meeting of the Advertising Club in that city. He spoke on "Effective Publicity in Dull Times."

## ON NEWSPAPER MAKING

ONE of the most expensive and devastating ideas that can intrude itself into newspaper practice is that of permitting a competitor or competitors to make your newspaper. Yet we see it practised in nearly every city the year around and generally without success. In some way or other the pioneer or man who first puts forth a good idea or newspaper feature generally secures the highest reward.

Editors who take on a feature or news service just to "keep up with the Joneses" gradually find themselves in a hole that would require a surgeon's knife to cut them out. First they go crazy on baseball because the Beacon does so, then they go wild on country correspondence because the News does so, and so on and so on until the production of a real newspaper is an impossible commercial stunt.

The mass of the people despise the imitator and the sham. For one newspaper to try to crowd in on some idea successfully put across by a competitor is but to cheapen itself before its constituency, and perhaps kill the goose that lays the golden eggs. It would be far saner to take up something new, and perhaps ultimately get dividends from the other's enterprise.

By this I don't mean to suggest that any newspaper should decline to seek every dollar's worth of business in sight and within two feet of the surface and perhaps a mile in the air, but do mean that it is suicidal and expensive to injure and kill off a good prospect of possible business development just because it looks as if a competitor might get a temporary advantage.

In saying this I mean both regarding features and advertising development plans. Many a well thought out newspaper plan for local betterment or the best interests of the city or town has been spoiled by a second or third newspaper trying to steal some of the thunder in the hands of men not familiar with reasons and details behind the scenes.

Each newspaper should make its own fight off its own bat, as it were. If each competing newspaper has back of it individual ideas big enough and popular enough to win success, it will make that success more quickly and effectively if it ignore the temptation to try out everything its competitors are experimenting with.

Such a newspaper can be held down to sane and rational space requirements for news, reading matter, features and departments, and be made to show a profit at the box office, while if it attempts to do everything its competitors do it will soon find itself in a position where success is impossible.

If you can give your paper strong enough individuality to make continued headway, keep up the good work. Go ahead and launch added service on added service and look upon the other fellow who imitates every thing you do for what he is, but don't ignore the fruit of experience developed by enterprises which you permit him to try out for himself.

By doing everything you undertake just as much better than it has ever been done before in your community along lines indicated by experience elsewhere to be sound, any person of average ability willing to work hard can produce a newspaper which will have sufficient interest and individuality to succeed without imitating its competitors. Let them imitate. Let them follow.

## INDIANAPOLIS SUN SUIT.

### Receiver Asked for Property by Former Editor.

George H. Larke, formerly editor and manager of the Indianapolis Sun, and owner of fourteen \$1,000 Indianapolis Sun Company bonds, brought suit in Superior Court against the Indianapolis Sun Company and the Marion County State Bank, trustee for the bondholders, asking that a receiver be appointed for the mortgaged property of the company; that the mortgage be foreclosed, and that the property be sold. The mortgaged property, according to one of the attorneys for Larke, is being used in the publication of the newspaper called the Indiana Daily Times.

This is the second suit brought by Larke asking that a receiver be appointed for the property of the Indianapolis Sun Company.

It is set out in Larke's complaint that the property of the Indianapolis Sun Company was mortgaged for \$100,000, December 20, 1913, bonds to the value of \$100,000 being issued. A chattel mortgage on the property was given to secure the bond issue and the Marion County State Bank was elected trustee for the bondholders.

Larke now alleges that the mortgage is due because of an alleged default on the part of the company to comply with the provisions binding the bond issue by keeping the property in repair and good standing.

## LAFAYETTE JOURNAL MOVES.

### Indiana Paper Occupies New Home Said to Be Finest in Middle West.

The Lafayette (Ind.) Journal has moved into a new building just completed, which is said to be the best and most up-to-date newspaper plant in any city of its size in the country.

The building, which is of steel, concrete and brick, was designed for the newspaper and has every convenience.

The composing room is equipped with Intertype typesetting machines exclusively, and a huge Goss straightline perfecting press prints the papers.

The Journal was established in 1829 the first issue bearing the date of September 29 and the title of Lafayette Free Press and Commercial Advertiser. John B. Semans was the founder.

Henry W. Marshall, the present publisher and principal owner, is also president of the Western Construction Company and of the Public Utilities Company of Evansville. He was Speaker of the House in the State Legislature of Indiana in 1903.

M. H. Ormsby, owner of the Huntington (Ind.) Press, was a New York visitor last week.



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

## Fraudulent Advertising Charge.

George Creel, formerly editorial writer on the Denver Post, and editor of the Times, in writing on the Colorado labor troubles says that strike breakers testifying before the investigating committee said that they had been lured there by false and misleading advertising in the form of a land selling proposition.

## The Eagle's Almanac.

The Brooklyn Eagle's Almanac has become an institution that serves a useful purpose in many libraries and business offices. The issue for 1915 contains 672 pages packed with interesting and valuable information. There is hardly a subject connected with the government, the great business interests, the public institutions, statistics and tables about health, crime, sporting events, and a thousand and one things about New York City that people want to know that is not touched upon in its pages. In addition there are collated facts about the United States that are of value.

## The Columbia Spectator.

The Columbia Spectator, published daily by the students of Columbia University on Monday contained a comprehensive report of the American Conference of the Teachers of Journalism held in this city last week. The paper is a bright newsy sheet of eight pages and is filled with the kind of matter students like to read. The Spectator is now housed in a home of its own.

## The Business Condition

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

## At The Meeting of The BOARD OF CONTROL of the AUDIT BUREAU OF CIRCULATIONS



it was unanimously resolved that a public announcement be made expressing the appreciation of the Board of the work the organization has accomplished in the first half year of its existence.

Nearly one thousand members having enrolled, it was the hope of the Board that during the year 1915 every advertiser, advertising agent and publisher of magazines, newspapers, farm, class, trade and technical journals, would avail themselves of the co-operative work of the Bureau to put circulation on a commodity basis.

It was also resolved that a series of informative announcements should follow this notice of the work and progress of the Bureau.

Complete information regarding the service of the Bureau furnished by addressing Russell R. Whitman, Managing Director, Audit Bureau of Circulations, 330-334 Railway Exchange Building, Chicago

# INTERTYPE

BUSINESS CONTINUES AS USUAL

## Notice to Publishers

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

# Music and the Home

Most of the pianos, victrolas and similar high grade musical instruments are bought for **homes**.

Most of the copies of The Daily News sold every day are bought for **homes**.

Therefore—

From January 1 to December 31, last year, The Daily News printed more musical instrument advertising **six days a week** than any other Chicago newspaper printed in **seven days**.

The figures are:

The Daily News (six days) .....	255,245 lines
The Tribune (seven days) .....	226,851 lines
The Examiner (seven days) .....	221,925 lines
The American (six days) .....	160,919 lines
The Journal (six days) .....	140,925 lines
The Herald (seven days) .....	130,733 lines
The Post (six days) .....	64,695 lines

The musical instruments advertised in The Daily News include Steinway, Mason & Hamlin, Knabe, Chickering, Everitt, Angelus, John Church, Apollo, Welte-Mignon, Bauer, Wurlitzer, Aeolian, Conover, Smith & Barnes, Kimball, Baldwin, Weber, Manualo, M. Schulz, Adam Schaaf, Strohber, Steger, Starck, Story & Clark, Lyon & Healy, Tel-Electric, Edison Diamond Disc, Victrola, Grafonola, Cheney Phonograph, etc.

These figures indicate that The Daily News, with its circulation of over 400,000, is read in more well-to-do Chicago homes than any other newspaper.

Are you telling **your** sales story to these well-to-do Chicago homes?

## The Chicago Daily News

*Over 400,000 Daily*

Member of Audit Bureau of Circulations

## WHAT'S THE ANSWER?

Wm. H. Shumaker, Publisher of the Three Rivers (Mich.) Commercial, Rises to Inquire.

Herewith we take great pleasure in publishing some highly entertaining correspondence which has recently passed between Wm. H. Shumaker, editor and publisher of the Daily Commercial of Three Rivers, Mich., and R. N. Gale, of the American Press Association.

Mr. Shumaker's kindly but pointed criticisms of the Panama Pacific Exposition's publicity campaign, together with Mr. Gale's lucid and enlightening explanation of the American Press Association's assistance in the good work will, no doubt, prove interesting reading.

Three Rivers, Mich., Jan. 26, 1915.  
American Press Association;  
Chicago, Ill.

Gentlemen:

We have been very much interested in your various articles on advertising and the matter of giving space to various people asking for free space.

Yesterday the expressman delivered to us a prepaid box of plate and on opening it we found it to contain a page of plate on the Panama Exposition with the note from the American Press Association at the head saying that the Association has been paid for making the plates and that the metal belonged to them.

We also note that the Panama Exposition is doing mighty little advertising in the daily newspapers, particularly the smaller ones and is depending on just exactly this sort of thing and the various other newspaper syndicates for giving the required amount of publicity without any cost to the exposition.

It appears to us that this action on your part is mighty inconsistent. We have not broken our rate card in any case and we have found that the general advertiser does business in a clean cut way. We carry a particularly clean line of advertising, such as American Radiator, etc., but it seems to us that this matter of sending out plate matter in this way is placing temptation in the way of the newspaper men inexperienced

in the foreign game and that too by the very people who have been posing as his protector. We write frankly to you just as the matter appeals to us.

Very truly yours,  
Wm. H. SHUMAKER,  
Publisher.

Chicago, Jan. 28, 1915.

Mr. W. H. Shumaker, The Daily Commercial, Three Rivers, Mich.

Dear Sir:

We have yours of the 26th in regard to a page of Panama-Pacific Exposition plates that we shipped you free of charge and expressage prepaid. We wish to say that a great many of these plates have been sent out to papers throughout the entire United States. In fact, a large number of papers have requested this matter stating that they were willing to run it free of charge.

It is true that the Panama-Pacific Exposition is doing very little advertising in daily papers, in fact, they are hardly doing any. Most of the advertising is being done by the Exposition at San Diego, Cal. The Panama Pacific people in San Francisco are depending almost entirely upon general writups by papers without cost.

Of course, you are under no obligations to run it if you do not wish to as we did not ask the papers to run it. We simply filled an order by shipping the plates to the papers as listed.

Trusting this will explain the matter, we remain,

Very truly yours,  
AMERICAN PRESS ASSOCIATION.  
R. N. Gale.

Three Rivers, Mich., Jan. 30, 1915.  
American Press Association, 318 South Canal St., Chicago, Ill.

Attention Mr. R. N. Gale.

Dear Sir:

We are in receipt of your favor of the 28th inst. with reference to the free plate service you are sending out for the Panama Exposition and instead of your letter convincing us that we were wrong in taking up the matter with you it does convince us that we were right in our first premise and that you are actually receiving money from this exposition which should naturally flow into the till of the newspapers and go to a legitimate advertising agency instead of the newspapers giving the space to advertise this fair, the magazines and plate companies receive the money. That is the simple explanation in a nutshell.

What strikes us as especially peculiar is that while the many newspaper organizations, and which the American Press claims to uphold, have been fighting the idea of giving free space to just such enterprises as this that this same American Press immediately tempts the small newspaper publisher with the plate service sent him under the guise of news matter. Of course newspapers are getting no appropriation for such affairs as this. It is difficult to think of a man who would make an appropriation when the newspaper publishers fall over themselves to hand it to him on a silver platter and then manufacturers of "free plate" tempt them along.

To be absolutely honest and frank in the matter, it appeals to the writer that this is one of the most damnable things that the American Press ever attempted to put over, and I suppose I shall go right along and be a customer of the American Press the same as I have been for years. I have been watching your campaign for eliminating the "free space grafter" for some time and appreciated it, but little did I suppose that he would reach us in quite the guise he has.

Now we feel better that we have told you exactly how we feel about this matter. With very kindest personal regards, we beg to remain,

Verly truly yours,  
Wm. H. SHUMAKER.

In commenting on this correspondence to a friend, Mr. Shumaker says:

"It shows exactly where the American Press stands in this matter in spite of its oft repeated protestations of helping to eliminate the free space grafter, of which it seems to be the king bee. You know it makes me so damned hot under the collar when they come back and tell us that many other publishers are ac-

cepting this, that or the other thing. I am a mighty poor stick as far as that is concerned, and do not like to appear to be on a pedestal or anything of that sort, but how in hell some publishers get along and apparently make money pulling off, or rather using such stuff and falling for all this free stuff and a dozen other things is more than I can understand."

## FATHER SPOILED THE STORY.

At Least Young Newspaper Man Thought So, but City Editor Differed with Him.

Harvey E. Garman is private secretary to Representative Rucker and a Democratic member of the legislature from Denver. He was once a newspaper man, but got discouraged early in his career.

"I worried along as a reporter for a week," says Mr. Garman. "I didn't get anything very startling into the columns of my paper, it's true, but at the end of the first week I thought my fortune was made. One of my friends told me of the intended elopement of a girl of a prominent family. She was going to marry a man much below her in social position. It was an event that that would set the town by the ears, and I told my city editor I had a sensation to spring on a set date. After the date had passed he asked me about it.

"Oh, it's all off now," I answered. "The story is dead."

"What's the matter?" he asked. "What was it about?"

"I told him of the projected elopement and added: 'But there's nothing in it now. The girl's father showed up with a shotgun and spoiled the story.'"

"After the city editor had finished commenting on my 'news sense,'" Mr. Garman said, "I decided to forsake journalism for politics."

## NEW PUBLICATIONS.

KISSIMEE, FLA.—Claude F. Johnson, former editor of the Journal, who recently disposed of that property, is making arrangements to start a new daily paper here.

SAN ANGELO, TEX.—D. K. Doyle, publisher of the Weekly Sun, has announced the change to the Morning Sun, to be issued daily, except Sunday.

DENVER, COLO.—Henry D. Carbery is making arrangements to start a new morning paper, to be called the American. It is to be capitalized at \$500,000.

CHARLESTON, W. VA.—Arrangements are being made to start a new daily newspaper here. Details are unavailable, but it is said it will appear within thirty days.

## This Is Strong Meat.

(From the Roane County (Tenn.) News.)

"In the last Sunday's issue of the Chattanooga Times appeared a news item, dated at Rockwood, giving a glaring headline, 'Webster Surpassed.' This news item was evidently conceived in the brainless cranium of a half-brother of the beast that our Saviour rode into Jerusalem. It was teeming with asininity. That satanic sheet that placards itself the Chattanooga Times should be dealt with as a befitting object of the nuisance act. We do not know the mule who is its special correspondent at Rockwood, but he is no better than his master, either of whom, if sired by the devil and the denizen of Gehenna, would dishonor his country and disgrace his parent. We asked the ignoble, dishonorable, disreputable, scandalous and infernal Times who its special correspondent at Rockwood was, but, as usual, it declines to talk."

## EDITORS AND PUBLISHERS

If the Central News can furnish you as good service at a lower price or a better service at the same price you are paying for your present news report, don't you think we are entitled to your patronage? We do not publish newspapers, therefore, are not competing with you. We have no interest to serve except that of our clients. Our highest ambition is to furnish a complete news service of the highest quality. We solicit your patronage.

CENTRAL NEWS, New York, N. Y.

**R.** "Mr. Publisher

Please deliver to  
Mr. Subscriber

**I BINGVILLE BUGLE**

To be taken in weekly  
laughs.

**Dr. Fun."**

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

It solves a whole page problem for you. The BINGVILLE BUGLE is the greatest page of rollicking wit and quaint humor ever conceived—Snappily Illustrated.

Furnished in mat form—20 or 21 in.

Write for proofs and prices TODAY.

**THE WORLD COLOR  
PRINTING CO.**

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

## ATTENTION

**Publishers and Business Managers**

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

Address

**General Welfare Committee**

I. U. Sears, Chairman, Davenport, Iowa.

WAR NEWS  
and  
PICTURES

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

**INTERNATIONAL NEWS SERVICE**  
238 William St. New York City

USE  
**UNITED  
PRESS**  
FOR  
Afternoon Papers

General Offices, World Bldg., New York

## THE TEST

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

**NEWSPAPER FEATURE SERVICE**

M. Koenigsberg, Manager.

41 PARK ROW, NEW YORK

## Announcement.

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

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

## These war times

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

**JOHN B. GALLAGHER & CO.**

Western office: 3205 Cass St., Joliet, Ill.

## You Would Enthuse Too

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

if you were using the

**Winthrop Coin Card Method**

of collecting and soliciting.

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

When you write us, mention this ad.

**THE WINTHROP PRESS**  
141 East 25th Street New York City

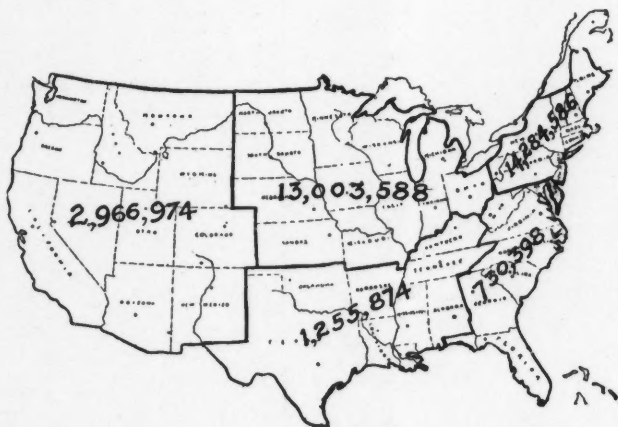
# “EXPORT YOUR GOODS TO THE UNITED STATES”

By LOUIS N. HAMMERLING,

President, American Association of Foreign Language Newspapers, Inc.

Mr. Manufacturer: The Foreign Language Newspapers published in 29 different languages in the United States offer you the means of reaching a big virgin field at home—all ready to absorb your goods.

13,345,545 Foreign Born in the United States—18,895,875 whose parents are Foreign Born—divided as shown in this map.



There are in the United States 13,345,545 foreign born men, women and children and 18,895,875 people whose parents are foreign born or 35% of the total population.

These people are earning American wages—are thrifty home builders—their tastes and needs are rapidly being Americanized—they will buy your goods if you will appeal to them through the papers printed in their own language.

## BIG UNEXPLOITED FIELD

You, Mr. Manufacturer, have not fully realized the magnitude of this market and have not taken advantage of its possibilities.

Do so now. Every manufacturer is seeking new outlets for his goods. Here's a big virgin field right at home, which you can reach through our service.

## American Association of Foreign Language Newspapers, Inc.

LOUIS N. HAMMERLING, President

912 to 926 Woolworth Building, New York

Peoples Gas Building, Chicago

## BUY 100% INFLUENCE

The Foreign Language Paper is read much more thoroughly than its English contemporary. If your goods are advertised in his mother tongue the foreign born reader will believe in and buy your products because he believes in his paper.

## 10 REASONS WHY

you, Mr. Manufacturer, should now use the foreign language papers to advertise and sell your goods.

1. The surest way to reach 35 per cent. of U. S. population.
2. Virgin market—practically unexploited.
3. Good demand now—can be increased.
4. Foreign born American is thrifty.
5. Newspapers very influential.
6. Get in on the ground floor now—demand once created for your goods not easily diverted to your competitor.
7. Look at the map opposite and the statistics.
8. Association of Foreign Language Newspapers offers you service not previously obtainable through individual publishers.
9. Practically no duplication of circulation.
10. You can sell American goods you already manufacture—special export goods unnecessary.

Following are some of the representative firms using our service—write them and learn at first hand what we have accomplished for them.

Standard Oil Co. of Indiana...Chicago	Scott & Bowne (Scott's Emulsion) Bloomfield, N. J.
International Harvester Co...Chicago	Anheuser-Busch Association...St. Louis
Ingersoll Watch Co. ....New York	L. E. Waterman Fountain Pen Co. New York
Consolidated Gas Co. ....New York	American Tobacco Co. ....New York
The B. F. Goodrich Co. ....Akron, O.	The B. F. Goodrich Co. ....Akron, O.
Corn Products Refining Co. ....New York	Delaware, Lackawanna & Western Railway .....New York
Bankers Trust Co. ....New York	Weyman-Burton Co. ....New York

The American Association of Foreign Language Newspapers comprises 694 newspapers in 29 languages, circulating in the U. S. and Canada, with a total circulation of 7,380,000 per issue.

The American Association of Foreign Language Newspapers has united the foreign element into a tremendous force which will carry your goods into thousands of prosperous homes, inaccessible through the native American press. Your advertisement will be translated into any language, and we will gladly consult with you and outline a campaign in those papers and sections best adapted to your product. We accept business direct or from all recognized Advertising Agents. Wire, telephone or write us to-day.

# PROFITABLE NEWSPAPER ADVERTISING

WEBER AND HEILBRONER ADVERTISEMENTS ARE VERY FINE

They are good from a copy standpoint, splendid from a typographical standpoint, interesting from the readers' standpoint and profitable from Weber & Heilbronner's standpoint, which is the principal test of advertising.

By HARRY R. DRUMMOND.

## Weber and Heilbronner

### Begin To-day the Sale that Differs from All Others

The General End-of-the-Season Clearance of ALL Their Winter Clothes. Tailored Exclusively for New Yorkers



We are not blinded to the fact that other sales are in progress—but we have a few remarks to make about this one.

First, this sale is not an OUTLET for some manufacturer up the State or out in Chicago who made his clothes to sell in any locality in which he could make them stick.

There is no FRANTIC RUSH to get rid of these clothes so someone can meet the banker round the corner and keep the workshops going. There has been no OVERPRODUCTION.

It is just A NATURAL END-OF-THE-SEASON SALE OF CLOTHES THAT ARE PARTICULARLY DESIRABLE TO NEW YORKERS—that are expected to fit them and their conditions as other clothes do not.

And it marks the close of the most successful season the Weber and Heilbronner stores and the Weber and Heilbronner idea of "New York clothes for New York men" have had.

Ordinary reductions and sales do not interest the New Yorker who follows the lead of Manhattan's exclusive tailors. He is not by nature a bargain hunter. Yet if grand opera were presented at the Metropolitan at a dollar a ticket HE WOULD ATTEND—and welcome the saving.

If the seven or eight leading tailors in Fifth Avenue announced they would, for a few days, make \$70 to \$100 suits and overcoats AT HALF PRICE, many hundreds of such New Yorkers would AT ONCE order clothes, whether or not they needed them.

That is THE KIND OF OPPORTUNITY PRESENTED BY THESE WEBER AND HEILBRONNER CLEARANCE SALES at the end of every season—for at no other time are these clothes ever offered at a reduction, and at no other place are such clothes available ready to wear.

We are the ONLY ready-to-wear clothiers in this city, or this country, so far as we know, who FAITHFULLY follow the lead of these Fifth Avenue tailors, without regard to what the rest of the country is demanding, and without too much regard for the ultra-conservatism of people who live in the past.

**Six Clothing Stores**

27 New Street    150 Nassau Street    241 Broadway, at City Hall    26th and Broadway  
4th and Broadway    42nd and Fifth Avenue

There is advertising that, metaphorically speaking, jumps out of the paper and grabs you, compelling your attention because of its boldness, the emphasis and "punch" it contains, convincing you in spite of yourself.

There is advertising that, using the same metaphor, stares at you, in a quiet, dignified, haughty way, fairly appalling you with its sense of self-importance, and fairly daring you to answer it.

There is advertising that appeals to your sense of pity, conveying to your mind pictures of hard hearted sheriffs who have swooped down upon the unfortunate advertiser and compelled him to sacrifice his unmatched stock at much less than it cost him.

There is advertising that rings with astonishing information regarding "prominent manufacturers who have disposed of surplus stock at terrific reductions" and which offer you the opportunity of your gay young life to own the very best merchandise ever produced at a mere fraction of its real worth, and then there is the Weber & Heilbronner advertising.

Weber & Heilbronner advertising does not get to the man who wants "bargains"; neither does Weber & Heilbronner merchandise get to him. It does not move the man who don't care a whoop what he pays for things, and judges everything from the "price" standpoint; neither does the merchandise—so there you are.

But when it comes to the man who wants to do the best he can with what he has to do with; when it comes to the man who works for the money he has to spend and who wants to look like ready money, Weber & Heilbronner advertising bats pretty high.

In the first place, Weber & Heilbronner advertising is well written. That is not just exactly the right way to express it; it is more than well written; it is, with possibly two exceptions, the best written clothing and furnishing goods copy in New York, and in comparing it with the two exceptions it is a matter of personal choice which of the three is the best.

Then it is well set. Nothing flashy about it, no fancy type, no big type, but plenty of white space, plenty of balance and a sort of friendly dignity that is convincing, without being either stilted, flippant or sloppy.

By reading the advertisement reproduced here you will observe that now and then this advertising carries a sting that is a regular humdinger.

There are legitimate clearance sales, just as there are illegitimate clearance sales, and this ad, as you will observe, takes a wallop at the merchant who buys goods for clearance sales and palms such job lots off as his regular goods at reduced prices, which is not an honest way of doing things.

Weber & Heilbronner advertisements are the kind that say to you, in a way: "Now think a minute, old fellow; reason with yourself. We want your trade, and we want to make money on it. We are not here for our health, nor to sell goods at a loss. We could easily find cheaper goods than we have—so can you—but we are playing to form, as it were; are asking you, not begging you, to buy our merchandise, not because it measures down to a price, but because it measures up to a standard."

It strikes a happy medium between the "high brow" and the low brow, and

it makes you think along the right lines.

Advertising men who profess to be students of psychology glory in this kind of copy, declaring it to be good, while many many men who spend real money for space say it is not good, because they look on each advertisement as a complete transaction, instead of merely one brick in the business structure which they are building.

Weber & Heilbronner advertising is admittedly clever, admittedly attractive and admittedly convincing; but as to whether it is a good investment from a business standpoint, that is not for us to judge, for we do not know, except from some external evidence which may be observed *en passant*, as it were.

It is interesting to note that Weber & Heilbronner started in business at 902 Third Avenue, in 1898. The business was furnishing goods, exclusively. There was no advertising to begin with, but, after opening three or four branch stores, they began advertising their semi-annual clearance sales.

In the spring of 1909 they began a regular campaign of advertising along the same lines they are following now. In 1910 they went into the clothing business, and at the present time they operate eleven stores in various parts of New York City, and it is said that they are the heaviest furnishing goods buyers in the country.

They spend from two and one-half to three per cent of their gross for advertising and over ninety per cent of that money goes into newspapers.

When asked if the advertising "pulled" Mr. Louis Heilbronner said they didn't know. He says he has no record of any gasping customer rushing into any of their stores with a paper in his hand and frantically demanding the goods advertised. Neither do they have to call the police to keep the crowds in line, but the fact that the business shows a regular, healthy, consistent increase, season by season, that they are continually getting more results from some source, leads him to believe that Weber & Heilbronner advertising is the kind of advertising Weber & Heilbronner need to build business.

You will notice, perhaps, that the sample ad does not contain any reference to the season's best goods, choicest patterns, most wanted fabrics or anything of that kind. It is rather a mild ad, don't you think? Wouldn't lead you to believe that they had been holding back the best for the sale; and Mr. Heilbronner is authority for the statement that over eighty per cent of their goods are sold at regular prices during regular seasons.

It is also interesting to note that sales are held regularly in January, February, July and August, and that in between "sales" they do a pretty healthy, profitable business, which is a roundabout way of saying that, by and large, all things considered, Weber & Heilbronner advertising is pretty good advertising.

For Foreign Language Publications throughout United States and Canada consult

MODELL  
ADVERTISING AGENCY

150 Nassau Street  
New York City  
Telephone Beekman 1142

We can increase your business — you want it increased.

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

**BURRELLE**

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

Most Far Reaching Newspaper Reading Concern in Existence

**ATLAS PRESS  
CLIPPING BUREAU**  
CHARLES HEMSTREET, Manager

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

Our Motto—RESULTS COUNT

218 East 42nd Street New York

Canadian Press Clippings

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

**The Dominion Press  
Clipping Agency**

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

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

74-76 CHURCH ST., TORONTO, CAN.

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

TAKE IT TO

## POWERS

OPEN 24 HOURS OUT OF 24

THE FASTEST ENGRAVERS ON EARTH

ON TIME ALL THE TIME

**POWERS PHOTO ENGRAVING CO.**  
154 Nassau St. N.Y. Tel. 4800-4 Beekman

## Newark Evening News

is well pleased with the Scott Multi-Unit Double Sextuple-Triple Quadruple Press. It makes all the combinations desired and has no idle sections.

"THE PRESS THAT LASTS A LIFETIME"

WALTER SCOTT & CO., PLAINFIELD, N. J.



*January Eighth, Nineteen Hundred and Fifteen*

# Perpetual Injunction

## Against the Intertype Company

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

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

*January Twelfth, Nineteen Hundred and Fifteen*

# A Second Perpetual Injunction

## Against the Intertype Company was ordered

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

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

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

**MERGENTHALER LINOTYPE COMPANY**

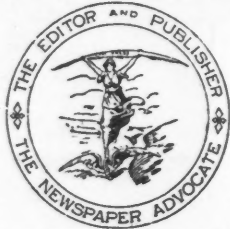
*Tribune Building, New York*

# THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS  
AND ADVERTISING AGENTS

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

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



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

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

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

Telephone, Kearney 2121.

S. J. Wagaman Jr., Special Representative.

See Publisher's announcement for subscription and advertising rates

New York, Saturday, Feb. 6, 1915

## ON DRAMATIC CRITICISM.

Dramatic and musical criticism has always been and always will be a subject of contention among journalists, playwrights and actors. Fault is found with newspaper criticism on the ground that it is superficial, unfair and frequently kills a play that might have achieved success had the newspapers let it alone until the public had had a chance to pronounce its own verdict upon it.

Victor Herbert, perhaps the ablest and most successful of light opera composers in the United States, and a musician of high artistic achievements, in a recent issue of the Theater Magazine contends that:

No matter how intelligent, proficient and able the dramatic critic—and ours are as able as any in the world—it is impossible to write an adequate review of a production as they have to do it.

In America a critic is forced to write his opinion of a new play before it has been produced. It is impossible for him to do otherwise. Of an opera he writes his criticism after a personal perusal of the score, or from his own observations of what has been accomplished at rehearsals to which he has been admitted. At best, he writes after one performance; and I do not think any man living can write a fair criticism of a work of real importance after only one performance. This is borne out by the fact that a number of works which are now established were pronounced failures by some critics after having been seen for the first time.

My idea of a criticism of a first performance, in justice to the piece and to its critics both, is that it should be a review of what took place. There I find that critics make their greatest mistake. Instead of saying, for instance, that the public seemed to like it, that there were twenty curtain calls, and that there was a demonstration at the close of the performance, they often omit this and give simply their own opinions of the play.

This I claim is wrong, so far as the basic idea of newspaper work is concerned. The basic idea is to give a competent report of what happened.

In all serious criticism of works of importance there should be two elements. First, the report of it, just as the report of any other occurrence is printed in another part of the paper. Second, if the piece calls for artistic criticism, that criticism should be made after it has been performed several times.

Mr. Herbert's views are sound and reasonable. Most criticisms for morning newspapers are written at the end of the second act in order that they may reach the newspaper offices in time for the first editions. If the production is a failure the fact will usually be discovered long before the last act. An indifferent success may still be in doubt up to the end of the second act and then make a hit in the next act.

Experienced, open minded critics, of whom there are many, can often size up a play before the performance is half over. You don't have to eat an

entire apple before being able to declare whether it is good.

It might not be a bad idea to send a reporter to cover the first night's production and have the critic review the play after the second or third performance. In this way the public would get two views of it—the first dealing with its news value and the second with its dramatic or artistic character.

## THE GREAT SHOE FIASCO.

A few days ago the stork left an infant at the White House. It was not the first time such a thing had happened but it may be said without contradiction that similar visits have not been sufficiently numerous to be called frequent, and was, therefore, a somewhat notable event.

No sooner had the news been published than a bright idea occurred at the same moment to a large number of enterprising shoe makers, namely, that it would be a good advertising stunt to send the baby, Francis Sayre, a pair of shoes. Every one of those manufacturers forthwith got busy and forwarded by messenger, parcel post or express the choicest pair of Lilliputian tootsey wootsey protectors they had in stock.

For two weeks it rained infant shoes at the White House. They came from all parts of the country, and came so fast that one member of the President's staff who was detailed to receive them got writers' cramp signing receipts for them. And still they came. At first they were piled upon a table, and then on the floor until they crowded out the furniture and overflowed into the store-room. They came in individual pairs, in half dozen lots, in boxes holding a dozen, and finally in cases. Before the tide ebbed there were enough shoes in the White House to supply a foundling asylum for several years.

As an advertising scheme the sending of shoes to the new Sayre baby was a failure. If only one manufacturer had made a present to the youngster possibly his name might have found its way into print. But when several hundred did the same thing it killed the scheme. Their experience simply confirms what seasoned advertisers already know, namely, that it is originality that counts.

A well constructed ad full of punch and pulling power may be used with great success by one man but it does not follow that a hundred other advertisers can win similar success by using the same ad in the same or other publications.

The manufacturers who sent presents of shoes to the White House did so not because of any special interest they had in the President's newly arrived grandson, but because they expected to get a lot of free advertising in the newspapers. Their chagrin over the outcome of their little scheme must be acute.

## STRANGLING THE PRESS.

In an editorial on "Strangling the Press," dealing with the desire and determination to regulate and control the newspapers of this country, the Brooklyn Standard-Union recently said:

Newspapers are the most exposed, unprotected, transient form of property known, and yet nobody ever thinks that they should combine, adopt the trust methods for economies which would make fortunes or self-protection, which would make them impregnable. The survival of the fittest is the only true law of newspaper life.

Newspapers enjoy protection of no copyright worth the paper it is written on, franchise or vested right or privilege of any sort. That good name, which is better than great riches, is their most valuable asset, and the junkshop the only market for physical possessions. Official regulation, restriction or constriction would mean merely politics in their worst form, leading to favoritism and, ultimately, graft and corruption.

Bulletins on dead walls served the ancient Romans for newspapers and some sheets are now circulated gratuitously, but these are not what our times and people demand. Our newspapers are first of all, and all the time, organs of popular thought and speech, and bar associations, legislatures and constitutional conventions may ignore, but they cannot alter the fact.

It is difficult to understand how George B. Perkins, who shot and killed F. W. Hinman, business manager of the Florida Times-Union, should, when found guilty of manslaughter at Columbia, S. C., last week get off with so light a sentence as three years in prison. Is human life so cheap in the South that a man can be killed in cold blood and the murderer escape with such an insignificant punishment as this?

## AMONG THE NEW BOOKS.

THE FUNDAMENTALS OF ADVERTISING, by George French, Glen Ridge, N. J.

Teachers have found in all ages that one of the best methods of presenting a subject to pupils is by the use of the narrative. If the story embodying the principles of a science, is skillfully constructed and well told, the student is able to absorb the information contained therein with little mental effort. Probably this is the reason why George French has chosen this form for presenting "The Fundamentals of Advertising."

He assumes that a corporation has been formed to manufacture clocks under a series of patents providing for stability of time-keeping, simplicity and automatic climatic adjustment. The head of the concern is John Smith, an expert salesman, who engages a young man named Jones as advertising manager. Mr. French devotes the forty-seven large pages of his book to a discussion of the advertising problems encountered in marketing the clocks. He divides the subject matter into ten chapters as follows: "The Product," "The Market," "The People," "Psychology of Selling," "The Problem," "The Mediums," "Incidental Advertising," "How to Write Copy," "Copy Display," "The Personal Equation." As Jones has not had much advertising experience Smith takes him in hand and guides him along the right path. He tells him how to prepare himself for writing advertising matter about clocks and what books to read.

Mr. French has a pleasing and logical style. He has the ability to clothe his thoughts in language that may be easily understood by the average man. The fundamentals of advertising are set forth in this new work of his so clearly and so simply that it ought to become popular everywhere with students and with those who are engaged in the practice of advertising. The advice given and the suggestions made are in accordance with the experiences of those who have been most successful in the field of publicity. If, in a future edition of his booklet, he would print some of the advertisements Jones prepared it would carry the story he tells to a fitting end.

\* \* \*

ADVERTISING ITS PRINCIPLES, PRACTICE AND TECHNIQUE, by Daniel Starch, Ph. D., University of Wisconsin. Scott, Foresman & Company, Chicago and New York, publishers.

Teachers of advertising have long been handicapped in class room work by their inability to find a textbook that presents its fundamental principles in such concrete form that the student can quickly absorb them. Of works on the general subject of advertising and on the several kinds of advertising there are many, but few, if any, of them are adapted for class room use. Somehow the teachers' needs have been overlooked by authors.

There is a wide difference between a textbook and a book designed for general reading. In the former the subject is treated tersely and along academic lines. Each principle is properly illustrated by examples. The text is logically arranged, there is a proper sequence in the divisions of the subject, and the definitions are written with a view of exactness and terseness of expression.

In the ordinary book on advertising the author can wander on and on to his heart's content. He may have good ideas and theories to advance but as he is not restricted as to space he takes half a dozen pages to say what in a textbook would be said in one.

An acceptable textbook is a difficult thing to write. The author must not only thoroughly know the subject he discusses, in order to produce a work of value, but he must be able to crystallize out of a mass of valuable and material facts those that are essential to a proper conception of the subject and state them in the simplest and most comprehensive form.

So far as I am aware Professor Starch is the first writer to produce a textbook on advertising that comes anywhere near filling the need. In his "Advertising" he has succeeded in assembling and presenting in proper form the facts that the student ought to be taught. He has combined the practical and theoretical aspects of the subject in such a way that the experiences of business houses, which are quoted at length, illustrate the underlying principles of advertising. Professor Starch reproduces a number of advertisements to demonstrate the points he makes in the text. He discusses the several kinds of advertising in an impartial manner, giving the advantages of each, and telling how to use them. He describes the different mediums, gives practical suggestions upon the preparation of copy, has something to say about type, headlines, illustrations, balance and harmony, the law of contrast, etc.

I know of no book which promises to be of such real help to both teacher and student in the study of advertising as Professor Starch's "Advertising."

FRANK LEROY BLANCHARD.

DEAD HARD WORK.

Filling in skeleton reports.

**PERSONALS.**

James Creelman, war correspondent, has been taken to a Berlin hospital suffering from heart trouble and Bright's disease.

W. D. Boyce, owner, and H. H. Herr, managing editor of the Indianapolis (Ind.) Times, sailed last Sunday for Europe. Mr. Herr will act as correspondent for his paper, while Mr. Boyce will investigate and write articles on the condition of the people who did not go to war, particularly in England.

Henri Gagnon, publisher of Le Soleil, Quebec, Canada, and Frank Jones, in charge of the advertising and promotion department service of that newspaper, are in New York this week.

Harry P. Vogt, formerly N. Y. service man for the New York bureau of the United Press, is now in charge of the Philadelphia bureau of this organization.

Fred S. Ferguson, who has handled the cable news in the United Press main office for some time, is now manager of the Denver bureau.

After eighteen months in business on his own account in Dayton, Ohio, Frank Zartman, for several years telegraph editor on The Evening Herald, in that city, has disposed of his business and expects to get into newspaper work again within a few weeks. His last newspaper employment was on the staff of The Lansing, Mich., State Journal.

Jacob Berg, for many years connected with the business department of the Jewish Morning Journal, has been appointed business manager of the Kundes (The Big Stick), a humorous weekly with offices at 200 East Broadway.

Frank Marney, who has been connected with the Chicago Herald for many years, has been appointed New York correspondent of that paper.

C. J. Zaiser, late business manager of the Houston (Tex.) Telegraph, is at the Hotel McAlpin, New York City, this week.

Bruce O. Bliven, professor of journalism and advertising at the University of Southern California, is the instructor in a new course of journalism to be presented by the Y. M. C. A. of Los Angeles, Cal.

Fred Lawrence, city editor of the Chicago Morning Examiner, has been transferred to the San Francisco (Cal.) Examiner, and has been succeeded by Sam Small, formerly assistant city editor.

Caleb Van Hamm, A. J. Clark and Chas. Michelson are now in charge of the editorial department of the Chicago Morning Examiner.

Sidney C. Williams, literary and musical critic of several Boston papers, is the author of a new novel, "Reluctant Adam."

C. Edgar Persons, of the San Francisco office of the Associated Press, has been transferred to the Chicago office.

Walter C. Whiffin, who was in charge of the A. P. office in the City of Mexico during the occupation of Vera Cruz, has gone to Petrograd to take charge of the A. P. Bureau in that city.

Arthur W. Parke, formerly with the United Press and the Hearst service, is now on the A. P.'s Chicago staff.

H. M. Sheppard, who has had charge of the day services of the Associated Press of Louisville, Ky., since last March, has been appointed correspondent at that point.

Spurgeon A. Weston, formerly city editor of the Allentown (Pa.) Democrat, has been made city editor of the Item, succeeding W. L. Hardman, who retires after over thirty years' service. E. J. McGettigan is the new city editor of the Democrat.

Henry F. Shorey, who has been in the office of the Secretary of State of Maine, has resigned and will again become associated with the Bridgton News, of which his father is owner and editor.

**REAGIN OF THE TAMPA TIMES.**

L. D. Reagin, business manager of the Tampa Times, is one of the progressive young newspaper men in the south. He assumed the position he now holds five months ago, and during that time has made improvements in every department of the paper. Mr. Reagin was formerly advertising manager of



L. D. REAGIN.

the Times, and while serving in that capacity secured a large increase in business. He resigned to join the Glenn Reagin Advertising Company.

D. B. McKay, president of the Times, is also mayor of Tampa and has been compelled to devote most of his time to the city's interests. For that reason he induced Mr. Reagin to return to the Times, buy an interest in the paper and assume its business management.

Mr. Reagin is one of the organizers of the Roatarian Club in Tampa, is president of the Carnival Association, and one of the popular young business men of the city.

**WEDDING BELLS.**

Theodore B. Cramer, a well-known advertising man of Philadelphia, Pa., and Miss Elsie G. Stringer, of that city, were married last week.

Glenn N. Keefe, for many years associate editor of the Quincy (Ill.) Whig, and Miss Nellie Quinlan, of that city, were married January 16.

**OBITUARY NOTICES.**

RALPH W. SCHIRTZINGER, editor and proprietor of the Peekskill (N. Y.) Evening News, who, following a nervous breakdown, had been in the Easton, Pa., Sanitarium since November 26, committed suicide January 28 by leaping from a bridge into the Delaware River. He was 45 years old.

CHARLES G. STARK, owner and editor of the Berlin (Wis.) Evening Journal, died January 27 after a long illness of complicated ailments, aged 63 years. His son, Ray, succeeds him as editor of the Journal.

HARTLEY M. PHELPS, newspaper and magazine writer on the Pittsburgh Gazette-Times, died January 19, aged 42 years.

THOMAS E. COX, formerly city editor of the Iowa State Register, of Des Moines, and at the time of his death in charge of the advertising agency accounts of the Homestead Company, died January 22, aged 66 years.

T. E. MORDEN, for more than thirty years on the Winnipeg (Man.) Free Press, died January 25. He was well known throughout Canadian journalism.

JOHN W. HUTCHEN, of the Nashville (Tenn.) Banner, died January 22. He had worked in Louisville, Chicago and St. Louis. He was 44 years old.

MAX F. STOEHR, for more than thirty years editor of Amerika, died in St. Louis, Mo., January 28, of pneumonia, aged 67 years.

WALTER L. SAWYER, editorial writer for the Boston (Mass.) Transcript, died January 30, aged 52 years.

**HELP WANTED**

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

Wanted—Editor for semi-weekly; must be a good "local" man, a man who is not afraid of work. Salary \$1,200 per year. Must invest \$1,000 in stock of company. A beautiful town to live in and healthy climate. Address The Mountain City Printing Company, Frostburg, Maryland.

Wanted—Subscription solicitor with crew to cover thickly settled county for weekly paper, population of county 130,000. Circulation now 3600, one-half due to renew. Send name, address, experience and reference, with particulars as to method of working. The New Era, Towson, Maryland.

**SITUATIONS WANTED**

Advertisements under this classification one cent per word each insertion.

Experienced news writer, present telegraph editor morning paper, inland city 150,000, wishes change March first. X. Y. Z., care Editor and Publisher.

**THE PUBLISHER**

who is tired—or sick—who wants to gradually drop details and cares—who wants to hold one man responsible—that's the man I want to reach. Want to tell him how I can serve him. Am 37 years old, have long and successful record as advertising and business manager to show and my references are the best. Now employed. Prefer evening daily in city of 50,000 or more, east of the Rockies. Salary reasonable with a share of profits or increase. Will bring knowledge, enthusiasm and loyalty to publisher I work for. Will be glad to write you fully any details you desire. Address D 1423, care The Editor and Publisher.

Circulation Manager, fifteen years' experience, wishes to make change. Has up-to-date methods in handling, and the promotion of circulation. Now holding position as circulation manager on Daily and Sunday paper in city of over 400,000. Age 32 years, married. Address K. E. A., care The Editor and Publisher.

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

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

**CIRCULATION MANAGER**

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

**FOR SALE**

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

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

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

**ANSWERS TO CORRESPONDENTS**

New Boston, Mass.  
Can you kindly put me in line with publication giving the names of editors of the large daily newspapers in this country. I am acquainted with Ayer's Directory—but this does not give the information desired. The names for New York leading papers, say ten, would assist.  
H. S. W.  
No such list has ever been published. The editors of ten of the leading New York City newspapers are as follows: Herald, James Gordon Bennett; Times, Charles R. Miller; Sun, E. P. Mitchell; World, Frank I. Cobb; Tribune, Ogden Mills Reid; Evening Post, Rollo Ogden; Evening Mail, Henry L. Stoddard; Globe, H. J. Wright; Evening Journal, Arthur Brisbane; Evening World, J. A. Tinnant.

**Course on "Newspaper Jurisprudence"**

The University of Washington announces a new course in journalism on "Newspaper Jurisprudence," to be taught by John Thomas Condon, dean of the University School of Law. The course will cover contractual relations, libel, slander, copyright, contempt and state and federal enactments bearing on circulation and advertising. Two hours a week are to be devoted to the subject.

**WOULD PURCHASE**

Central Indiana, daily or weekly. Prefer to buy 1-3 or 1-2 interest in an afternoon paper carrying position of editor or managing editor. Prefer town of 5,000 to 10,000 and the leading paper, profitable enough to support two men. Proposition L. E.

**C. M. PALMER**

Newspaper Properties

225 Fifth Ave., New York

**COMPETENT EDITORIAL**

writer and news editor having at least

**\$10,000**

in ready cash for investment will buy a substantial interest in Evening Daily and take full charge of the editorial and news departments. Geographical location not especially important if desirable field and property.

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

**ADVERTISING MEDIA**

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

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

THE BLACK DIAMOND

**WHERE THE GOLD COMES FROM!**

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

**MISCELLANEOUS**

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

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

PACIFIC COAST NEWS CORRESPONDENT

For Eastern Trade Journals  
CLARENCE P. KANE  
268 Market Street, San Francisco

**BUSINESS OPPORTUNITIES**

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

\$1,000 will buy a small technical monthly which will earn a living for advertising man from the start. Harris-Dibble Company, 71 West 23rd Street, New York.

CONTROLLING STOCK in only newspaper (daily and semi-weekly) in prosperous, rapidly growing Central States city of 6000. Combined circulation of both papers over 3000. Good advertising patronage at good rates. A rare opportunity, so act quickly. \$8,500, half cash or bankable securities; suitable terms on rest. D 1400, care of The Editor and Publisher.

## TRADE PRESS COURSE.

**First Forum in Industrial Journalism to be Launched at New York University Under the Auspices of the New York Trade Press Association Next Week—Addresses by Leading Editors and Their Topics.**

The first Forum in Industrial Journalism has been established at the New York University under the auspices of the New York Trade Press Association.

During this academic year a series of eight lectures is to be given on Wednesday evenings in February, March, April and May by men prominent in the class, technical and trade journal field. The lectures will be for students and any others interested, men and women. Free cards of admission may be secured from Prof. James H. Lee and Prof. Albert Frederick Wilson, of the Department of Journalism, New York University, or from S. T. Henry, secretary of the New York Trade Press Association, 231 West 39th street.

The lectures will be held in the downtown University Building, Washington Square East. The speakers and their subjects are as follows:

### LIST OF TOPICS TO BE PRESENTED.

February 10—"The History and Development of Industrial Journalism," by Charles T. Root, president of the Root Newspaper Association, publisher of the Dry Goods Economist.

February 24—"Business Press Opportunities," by E. A. Simmons, president of the Simmons-Boardman Co., publisher of the Railway Age Gazette.

March 10—"The Reason for Trade and Technical Papers," by James H. McGraw, president of the McGraw Publishing Co., Inc., president the Business Press, department of business papers, Associated Advertising Clubs of the World.

March 24—"The Special Service of the Class Paper to an Industry," by H. M. Swetland, president of the Class Journal Co., publisher of the Automobile.

April 14—"The Technical Paper and the Manufacturer," by John A. Hill, president of the Hill Publishing Co., publisher of the Hill engineering weeklies.

April 28—"The News Service of the Trade and Technical Press," by W. H. Taylor, president of the David Williams Co., publisher of the Iron Age.

May 5—"Standards of Practice of the Business Press," by W. H. Ukers, editor of the Tea and Coffee Trade Journal, and president of the New York Trade Press Association.

May 19—"The Making of a Trade Paper," by John Clyde Oswald, editor of the American Printer, and president of the Federation of Trade Press Associations in the United States.

### NUCLEUS OF REGULAR COURSE.

The idea of the forum is to provide the nucleus for a university course where young men and women who plan to take up trade journalism can be trained for the profession. In the work of preparing this course of free lectures the Educational Committee of the New York Trade Press Association has had the co-operation of Dean Johnson, of the School of Commerce, Accounts and Finance of the New York University.

Dean Johnson believes that trade, class and technical journals have become such a powerful force in business life that special training in the Department of Journalism should be provided for those who are seeking a career in the trade journal field.

W. H. Ukers, president of the New York Trade Press Association, believes that the establishment of the Forum in Industrial Journalism adds another and a very important educational benefit to the many enjoyed by the citizens of New York. Mr. Ukers said:

### AN OPPORTUNITY FOR YOUNG MEN.

"Here is an opportunity for the young man or woman to profit by the experience of the best brains in the business press. It is no small thing that these men who have achieved such marked distinction in their field should be will-

ing to give of their time so freely to tell how they have achieved their successes, and to point the way that others may follow where they have led. Anyone who attends this series of lectures by the big publishers will receive a liberal education in industrial journalism.

"If a course in industrial journalism is not started next year, the forum will be continued with editors, advertising managers, circulation men and business managers contributing their best thought, so that, eventually, from this centre of interest there may come something practical in the way of text books for students in this specialized field of journalistic endeavor.

"The modern school of journalism is not equipped to teach industrial journalism, concerning which no text books have been published. These can be supplied only by men in the business press. They must be born of practice, not theory. There is great need of specially trained men and women in class, technical and trade journal work. We want men who have received an all round trade journal education, not graduates of a single trade journal office; but those who have benefited by the experience of all the successful publishers, editors, advertising and subscription men in the profession. This, as I see it, is what the Forum in Industrial Journalism and the course of study at the New York University are certain to accomplish, for the teachers are to be the practical men of the profession. All honor to those who are willing to give themselves to the public service in this way."

## LIVE AD CLUB NEWS.

S. M. Brooks was re-elected president of the Little Rock Ad Club at the regular meeting of the club held at the Hotel Marion Jan. 12. George R. Brown was elected first vice-president. Other officers elected were W. L. Jukes, second vice-president; Arthur E. Wilson, secretary, and John P. Baird, treasurer.

The Lincoln, Neb., Ad Club opened the new year with a rousing meeting at the Lindell Hotel, Jan. 18. Forty-five ad writers, newspapermen, and business men attended the banquet and the meeting which followed.

Advertising managers, advertising writers and advertising staffs of newspapers will be eligible to membership.

The directors elected are: Gayle Aiken, Paul Renshaw, H. E. Groffman, Louis Reuther, Manager for Chris. Reuther; R. E. E. De Montluzin, of the Gently Terrace Company; Joseph A. Blythe, real estate; E. E. Edwards, local manager for Barron G. Collier, Inc.; Fred I. Meyers, of The Times-Picayune, and Morton Caldwell, New Orleans Item. The retiring officers are E. E. Edwards, R. E. E. De Montluzin and John B. Redmond.

## N. Y. POST SUFFRAGE NUMBER.

**To Be Edited by Women and Sold on the Streets by Women on February 25.**

The New York Evening Post has set Thursday, February 25, as the date for its second Annual Woman Suffrage Number. On that day at least one section and from indications likely two will be devoted to a resume of the suffrage situation.

The editors of it will be women. They have been especially appointed by the international, national, state and allied organizations for this purpose.

Women will also sell this issue on the street, and one-third of the proceeds of such sales will go to the public fund for the relief of the unemployed and one third to the women.

W. E. G. Murray, well known newspaperman of Montreal and Ottawa who enlisted as a private with the King Edward Horse, and who was severely wounded in battle, has been promoted to second lieutenant for gallantry on the field. He is now at the front.

## MR. BRYAN'S OPINION.

Secretary of State Bryan, in addressing the National Press Club in Washington, said that the people have no confidence in great newspapers, "because they are big enterprises too much influenced by big business."

The New York World, in commenting on this remark, says:

"It is the fact that great newspapers are 'big enterprises,' which prevents their being influenced by 'big business interests.' The great newspapers are independent of big business and little business alike. They may be conservative or they may be radical, but their financial status is such that nobody can

exert pressure upon them. Newspapers that are susceptible to the influence of 'big business interests' are not great newspapers, and are nowhere recognized as great newspapers."

## The Troy Record Almanac.

The Troy (N. Y.) Record Almanac and Year Book for 1915 contains nearly one hundred pages upon the great European War. It gives a summary of the causes leading up to the war, the official documents relating thereto, including the declarations; the armed strength of the nations engaged in the war, and other important facts. The almanac contains much matter of value on a large number of social, religious and political topics.

## NATIONAL TRADE EMBLEMS

MAKERS OF HIGH-GRADE GOODS WILL USE THESE EMBLEMS



Made in various styles and sizes  
Write for complete specimens



ORDER FROM

TRADE EMBLEM DEPARTMENT 298 COMMUNIPAW AVE. JERSEY CITY, N. J.

## CHARLES SEESTED

DIRECT REPRESENTATIVE

41 Park Row

New York

Telephone 569 Cortlandt.

**J**UST AS THE SCIENTIFIC FARMER is careful to cultivate his fields the right way, so should the newspaper publisher be careful *how* he cultivates the foreign field—for results depend more upon knowledge than mere ambition.

Sixteen years in this field for the Kansas City Star gives me knowledge of where things grow, and how to reap the harvest, and my reachings out for more business is evidence of plenty of ambition.

If your paper is in a position to profit by the kind of representation I have to offer it will pay us both for you to write to me.

I want more business. Do you?

**PRINCE OF PRESS AGENTS.**

**Tody Hamilton, for Many Years With the Barnum & Bailey Show.**

"Tody" Hamilton, the most famous of all the circus press agents who have flourished on American or European soil, and who some time ago retired from the show business, is putting in much of his leisure time these days in working upon several inventions that give promise of "filling a long felt want."

Few of his acquaintances, perhaps, know that Mr. Hamilton has invented



TODY HAMILTON TELLING JULIUS WODESKA ABOUT THE OLD CIRCUS DAYS.

a shock absorber for use upon railroad trains that has been pronounced by experts to be the best ever constructed.

Once in a while "Tody" comes to New York from Baltimore, which is his home, to see his old friends and exchange reminiscences. At the Press Club, where he may be found when in town, he receives a warm welcome.

When the Barnum & Bailey show was at the height of its popularity, first under the direction of P. T. himself, and, later, of James A. Bailey, "Tody" was the most popular press agent in the country. He knew every newspaper man who was worth knowing from Halifax to Tampa, and from Cape Cod to the Golden Gate.

He was popular because he was, first of all, a good newspaper man and knew how to provide good stories for the reporters who were sent to cover the show. If there was a natural dearth of news that had a punch to it, he could, seemingly, without the slightest effort, create news stories that the papers were glad to play up on the front page with scare heads.

Few men of my acquaintance have been as resourceful as "Tody." The stunts he pulled off to make good copy for the newspaper boys were full of "pep" and human interest, and while, of course, they were devised for the sole purpose of advertising the Barnum & Bailey show they made mighty interesting reading. Oftentimes the incidents he actually created were so remarkably natural that only the more experienced journalists knew that these same events had been made to happen through the skillful manipulations of the astute "Tody."

Another thing that endeared Hamilton to all who knew him was his kindness and courteous consideration of all newspaper men. He did not stop to ask whether a reporter or editor could be of service to him or the Big Show before extending to him the compliments of the circus in the shape of passes. All he wanted to know was that the person making "the touch" was a bona fide newspaper man.

The result is that in his green old age wherever he goes he finds friends who try to show him in many ways that although he no longer distributes tickets to the Greatest Show on Earth he still has a warm place in their hearts.

FRANK LEROY BLANCHARD.

**JOURNALISM AT NOTRE DAME.**

**University School Has Forty-Five Students Taking the Four Year Course.**

A school of journalism unlike any other in some respects is the School of Journalism at the University of Notre Dame, Notre Dame, Ind. Here there are no co-eds, no night classes, and only a few "day dodgers," as the boarding students call those who attend by the day. There are forty-five students enrolled this year. Six of these are third year men, eighteen second year men, and twenty-one freshmen. The course of studies occupies four years, but there are no senior students yet as the school is only in its third year.

The students come from sixteen states. Massachusetts, Connecticut and New York on one coast, and Washington, Oregon and California on the other, are represented. Indiana leads

in representation, with Illinois second. The average age of the student is between twenty and twenty-one years, and the ages range from seventeen to twenty-four years. Seventeen acknowledge a wish for metropolitan work, four for work in smaller cities, two for country journalism and twenty-two are undecided. Eleven would choose work in the editorial departments, ten in the business departments, two hope to try both departments and twenty-two are undecided as to choice in this line.

The school is affiliated with the College of History and Economics. High school graduates may enter. The full course embraces: Four years in English, three hours weekly; four in political science, four hours weekly; three in history, four hours weekly; one in language (Latin, French, German or Spanish), five hours weekly; four in elocution, one hour weekly; three in mental philosophy, four hours weekly; and courses (in the Law School) in international and constitutional law and the law of libel. Four hours are given weekly to class work in journalism under John M. Cooney, the director of the school. Special lecturers assist; and local papers, particularly the News-Times and the Tribune, of South Bend, give practical co-operation. James Keeley, of the Chicago Herald, who

holds the title of Dean of the Notre Dame School of Journalism, is among the special lecturers. Max Pam, of New York, who endowed the school in 1912, has also lectured.

The aim and expectation of the Notre Dame School is to turn out men who will be serviceable at once as reporters, and whose training and educational resources will fit them for opportune promotion in any of the newspaper departments. Jno. M. COONEY.

**A War Conjugation on Collections.**

An Austrian booksellers' journal admonishes its readers to meet their financial obligations promptly whenever possible in order to keep money in circulation. It adds the following amusing "war conjugation":

I do not pay  
Thou dost not pay  
He does not pay  
We have no money  
You have no money  
NOBODY HAS MONEY!

I have paid  
Thou hast paid  
He has paid  
You have paid  
We have paid  
EVERYBODY HAS MONEY!

# Mr. Publisher: Here's Another Record

ON January 28th, I published for THE TAMPA DAILY TIMES, the leading daily newspaper in South Florida, a FEATURE EDITION containing 104 pages, carrying \$18,797.60 in paid advertising, every line of which was secured at card rates — \$3.00 an inch, \$300 a page—without a single reading notice given to an advertiser or a position sold.

In eleven weeks my organization wrote 423 contracts, every one of which was verified and accepted by The Tampa Times management.

During the past nine months I and my staff have written \$93,797.60 in new advertising business, secured from so-called non-advertisers, for the following successful papers:

The Columbia State, The Florida Times-Union, The Augusta Herald, The Charleston Post and The Tampa Times.

I am booked up to July, 1916, but my engagements are such as to permit me to take on be-

tween now and May 1st, Feature Edition campaigns for one or two successful dailies. Wire or write



## WILL N. HUDIBURG

1118 World Bldg.,  
New York, N. Y.

Times Bldg.,  
Chattanooga, Tenn.

1633 Netherwood Ave.  
Memphis, Tenn.

**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

THE Newsboys' Home Club of New York City is some club. It was incorporated in May, 1907, with a membership of twelve. There are now over 500 members, and it is as exclusive as any club in New York. Its officers and directors are important, substantial citizens, as the roster will show: William Shillaber, Jr., of the Globe, president; Ralph Pulitzer, of the World, and Ogden M. Reid, of the Tribune, vice-presidents; Emil M. Scholz, of the Post, secretary; Frank Gulden, treasurer, and Richard S. Crummy, a minister, house director.

The board of directors is composed of W. R. Hearst, of the American and Journal; Herbert F. Gunnison, of the Brooklyn Eagle; Herbert L. Bridgman, of the Brooklyn Standard Union; William E. Lewis, of the Telegraph; Jason Rogers and Samuel J. Booth, of the Globe; John C. Cook, of the Mail; Samuel Straus, of the Times; Hector H. Havemeyer, Dean Emery, William Shillaber, Rollin M. Morgan, and Ward M. Chamberlin.

The woman's committee consists of Mrs. Ralph Pulitzer, chairman; Mrs. Hector H. Havemeyer, vice-chairman; Mrs. Ogden M. Reid, secretary; Mrs. William A. M. Burden, treasurer; Mrs. Ogden L. Miles, Mrs. Willard D. Straight, Mrs. Arthur C. Train and Mrs. Malcolm D. Whitman.

Herbert L. Bridgman and Samuel P. Booth form the ways and means committee.

WHAT THE CLUB PROVIDES.

The clubhouse is at Second avenue and 11th street. It provides clean sport and entertainment and agreeable work which calls forth latent energies in the boy.

It cares for the sick and needy.

It furnishes fresh-air outings during the summer months for nearly two thousand boys.

It keeps in touch with the home surroundings, habits, work and school records of its members. It helps secure steady employment for them when they graduate from school or reach working age.

Through a system of self-government, it acquaints its members with the responsibilities of citizenship.

It places a premium on good conduct and the boys soon realize that the only means of gaining distinction in the club is to excel in this respect.

The gymnasium is open every evening, and each boy is allowed a reasonable period for exercise and play. All work is under the direction of a trained instructor.

The entertainments are furnished by the boys themselves (and here many a future star first finds himself); by theatrical people who give their services gratis; by prominent men and women, who from time to time give talks or lectures on interesting subjects, and by motion pictures.

Classes in manual training, group clubs for the study of history, literature, etc., rooms set apart for study and the preparation of school work all assist in the effort to furnish each boy with something that will attract his attention and hold his interest.

All investigating work is carried on by the boys, thus entailing no expense. Friendly doctors give their services gratis, in case of sickness.

Any newsboy between the ages of eleven and eighteen, upon being recommended by three members in good standing, may become a member. He is then entitled to all the privileges of the club, including a free week at the summer camp.

EACH MEMBER PAYS A FEE.

Each member is required to pay a nominal fee of 25 cents a year. In addition to this he is expected to do some work for the club, such as securing new members, reporting cases of sickness or propagating, in some way, the club spirit. Any boy who performs any special work or any creditable act of kindness to any one is entitled to have his name placed on the honor roll. Only those whose names appear on the honor roll are eligible for election to offices in the club organizations.

Selling papers enables a boy to contribute toward the support of his home at a time when enforced attendance at school prevents him from gaining steady employment. It often enables him to remain in school a year or two after he would otherwise be forced to leave.

To sell papers a boy must have a badge from his school, which is issued only if he is over ten years of age, in good health, regular in his attendance at school and in good standing in his classes. If he is under sixteen, he must not sell papers before 8 o'clock in the morning, after 10 in the evening or during school hours.

In the main the effect upon the boys is for good. The club has set itself the task of eradicating, through its influence with the boys, certain evils, such as begging, short-changing, late selling, etc. In this it has been largely successful. It does not attempt to mould the character of the boy according to any fixed standard. His environment is often far from ideal. By bringing him in contact with that which is clean and elevating, it gives him a chance, but leaves him free to choose and shape his own character.

NEW FEATURES WHICH WILL BE DEVELOPED WHEN THE NECESSARY FUNDS ARE PROVIDED.

A dental clinic. Ninety-five per cent. of the boys have defective teeth. A small outlay when the need arises will

not only save the boy's teeth and guard his health, but will also have a great effect for good on his character.

A band. Nothing makes a stronger appeal to the average boy than music. There is sufficient talent among the newsboys to make an excellent band. All they need is a competent leader and the instruments.

Extensive work shops. Too much attention cannot be paid to this. Not only is it an effective means of holding the interest of the boy and developing his mind, but it often means the difference between success and failure in after life, since it gives him an idea of what he can or cannot do.

A Commercial Department, where members who have no other opportunity may receive instruction which will prepare them for business activities.

An Employment Bureau, that boys who are leaving school may be assisted in securing suitable employment. Much has been done along this line, but better facilities are needed.

A Small Dormitory. Frequently a family is quarantined while the boys are in school or at work, a poor family is dispossessed or some other exigency makes for the need of a place where temporary shelter may be found. Hence the need of a club dormitory.

THE SUMMER CAMP.

Perhaps the most interesting feature of the club work to the boy himself is the summer camp. Down on Staten Island, within an hour's ride of Manhattan, the boys have built for themselves a little tent colony, which combines all the good features of country and seashore life. The beach is very safe for bathing. The country around the camp is sparsely settled and the boys have free range over miles of country where cherries, berries, and apples grow in abundance. There are roads, little used by automobiles, where those who wish to run or walk may do so in safety.

When the owner, Mr. Putnam, gave permission to use the fifteen acres as a camping ground for the newsboys, it was a waste, overgrown with trees and brush. First a space was cleared and one tent erected. The twelve boys who occupied it the first night slept on the ground and cooked their breakfast next morning over a fire built in a hole in the ground. Little by little the land was cleared and tent after tent added to the first. The grounds have been cleared and beautified, floors and stationary cots built for thirty-five tents. Frame kitchens, mess rooms, store houses, and an office have been erected, chiefly by the boys themselves.

\* \* \*

TAKE the people into your confidence. Tell them how and why certain things come to pass, and they immediately become interested and take more kindly to some every-day happening formerly passed over as a mere atom in the day's grind of ordinary routine.

Some such psychological thought wave surely inspired the business manager of the Star, of Washington, D. C., when he suggested starting a thirty days' campaign of human-interest advertising to inform subscribers and prospective subscribers of the ways and means employed in the Star's home circulation service system to insure the speedy and faithful distribution of the Star to its vast army of regular readers.

In organizing the campaign suggestions were sought from every man on the advertising staff of the Star, in addition to the initial ideas advanced by the business manager, advertising manager and circulation manager.

A definite plan was outlined, and "human-interest" copy prepared by the Star Ad Writing Bureau, to carry the reader step by step through every phase of the system which delivered the Star fresh from press to home within the hour.

Enthusiasm among route agents and carrier boys was fanned to a flame at the very beginning of the campaign by using their pictures in the initial announcements, and that enthusiasm continued to increase as every man and boy read from day to day of the importance attached to his daily routine in distributing the Star.

Considerable evidence is developing of the widespread interest aroused by this story of circulation service.

Old subscribers have expressed their surprise on learning the details of the service system that brings the Star to their doors every day in the year so promptly and so faithfully.

New subscribers in gratifying numbers have shown their eagerness to enjoy the benefits of such real service.

The subscription blank appearing each announcement is a convenience that appeals to would-be subscribers and is used to a gratifying extent, while the "serves" that come to the Star by telephone and through the route agents and carrier boys prove that the campaign is worth while.

But the greatest results will develop later, as the primary object of the campaign is to impress upon the people of Washington that the Star is a home newspaper, and that the Star's circulation service system offers the surest, quickest and most convenient way of getting the Star to the home every day in the year.

\* \* \*

JAMES WATTS, circulation manager of the St. Louis Star, has resigned.

\* \* \*

TED SMISSEN, city circulator of the Houston Post, is the father of a nine-pound girl.

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

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

**PROMOTION DEPT. SHAFER GROUP**

12 S. Market Street, Chicago

**THE SEATTLE TIMES**

"The Best That Money Can Buy"

Daily, 73,000

Sunday, 90,000

57,000 in Seattle

A copy to every family.

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

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

LARGEST QUANTITY BEST QUALITY CIRCULATION

The S. C. Beckwith Special Agency

Sole Foreign Representatives New York Chicago St. Louis

**Chicago Examiner**

DAILY—Has the largest Chicago City circulation in the morning field. Strongest market reports. Best sporting pages. Woman's Forum. Club Notes. Society News.

SUNDAY—Has the largest circulation west of New York City. Reaches 2 out of every 3 homes in Chicago and 4,100 smaller cities and towns of Middle West. Leads in special features.

M. D. HUNTON  
220 Fifth Ave.,  
New York

E. C. BODE  
Hearst Bldg.,  
Chicago

**The Florida Metropolis**

FLORIDA'S GREATEST NEWSPAPER JACKSONVILLE, FLA.

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

FOREIGN REPRESENTATIVES KELLY-SMITH COMPANY

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

**YOU MUST USE THE LOS ANGELES EXAMINER**

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

**IN Colorado Springs ITS THE TELEGRAPH**

J. P. MCKINNEY & SON New York Chicago

# THE PITTSBURG PRESS

Has the Largest

Daily and Sunday

CIRCULATION IN PITTSBURG

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

There is no Duplication or Substitution in

## Pittsburg Leader Circulation

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

VERREE & CONKLIN  
Foreign Representatives

Steger Building, Chicago  
Brunswick Bldg., New York

## IN PITTSBURGH

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

## The Post and The Sun WHY?

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

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

## Get the Best Always

## The Pittsburg Dispatch

Greater Pittsburg's Greatest Newspaper

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

## In 1914

New Jersey's leading Food Medium

## THE TRENTON TIMES

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

502,064 Lines Food

Advertisements

30 Grocery Stores on Thursdays

A TWO CENT PAPER

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

KELLY-SMITH COMPANY

220 5th Ave., N. Y. Lytton Bldg., Chicago

## The Peoria Journal

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

H. M. Pindell, Proprietor

Chas. H. Eddy, 14th Ave. Bldg., New York  
Chas. H. Eddy, Old South Bldg., Boston  
Eddy & Virtue, Peoples Gas Bldg., Chicago

## A' TOP O' THE WORLD

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

WHY THIS AGITATION FOR HONESTY IN ADVERTISING? Is it the result of an awakening conscience on the part of advertising men? It is not! Is it an attempt to reform for the mere sake of being better? It is not! Is it being done for common decency? It is not! It is a business proposition, pure and simple, and is actuated by the thinking men in the advertising business who realize that, now that the new, the novel and the unusual in advertising is no longer new, novel or unusual, and that, in the last analysis, the customers who are worth while customers are thinking people, have come to the conclusion that an advertiser's reputation for fair play is worth more, as a pulling argument, than is all the fairy stories and bunk bargain talk that can be written by any copy writer.

In other words, it is a dollars and cent proposition. Truthful advertising produces larger returns, conserves the space and good will and prestige of the publication and brings the publisher a larger profit because his space will bring a better price.

There are merchants, and plenty of them, who are honest in intent of purpose but who, when it comes to advertising, are overly enthusiastic, and who lie like dog robbers without intending to do so. There are those who lie deliberately, knowing they are lying, but smug in their conceit of believing that they are smarter than their customers. Both kinds fool themselves a great deal more than they fool anyone else, and it might be argued that in doing this they were merely harming themselves, but this is not the case, as every crooked ad hurts honest advertising at the same time. That is why men are trying to either reform these people or drive them out of the game.

\* \* \*

NEWSPAPERS ARE BEING STUNG by a fashion service bureau, according to reports which are going around. It is being intimated that this service, which is being sold to newspapers, is not exactly unbiased and fair, but is run primarily for the benefit of manufacturers who will "come across."

The matter is now under investigation, and if it is found to warrant a full-blooded story there will be such a story in this column at a not far distant date. Real names will be used, too.

\* \* \*

ORGANIZED CHARITY IN NEW YORK, as represented by The Charity Organization Society, received an awful jolt when the annual report of its working was made public last Monday.

The receipts, from various sources, according to this report, amounted to \$238,815.77, out of which \$148,305.54 was spent for salaries and expenses, leaving \$90,510.23 to be given to the poor.

This is an awful joke, a ghastly joke, and in a measure will make many people hesitate when they think that, in giving ten dollars to The Charity Organization Society to help the poor, two-thirds of that money goes to "officials" and "expenses" and that it costs three dollars to give one to the poor.

\* \* \*

GOOD NEWSPAPER ADVERTISING WILL GET CUSTOMERS for a store, but, under some circumstances it is a pretty hard matter to hold them. Here is a mess of correspondence which has been received by A Top O' The World which presents a rather interesting question for someone to answer.

110 Kingsley St., Leonia, N. J., Feb. 2nd, 1915.

A Top O' The World,

Editor and Publisher.

The enclosed letter and this explanation will show you how it came about that I do not spend a dollar a year at Macy's after several years of buying everything there, and praising the store so much that my friends never mentioned the name, always said "Mrs. Dora's favorite."

The bed in question was a four-post mahogany, very plain and low. I paid \$31.25 for it. after the most decisive answers as to whether or not it was strictly solid; each post one entire piece, etc. Then I contentedly waited about six weeks for the delivery—after being told that I would have it in one week, because I felt I was getting a thoroughly good bed at a price not excessive.

Then, before the bed had been slept in, one night we had a fire. The bed was not really burned, but had a lot of heat and water. Well!

It is made of a number of pieces glued together. It is white wood and birch, with a veneer of what is called mahogany paper. That means a log steamed until swollen up several times the size, then "cheese pared" around and around. When dried this peeling is so thin one can see through it and so cheap that it is often used for wall paper.

The posts were thin planks put together by glue and turned in a machine. four planks to a three-inch post, and birch, and mahogany wood \$200 a thousand feet.

Five hundred dollars would be a very conservative estimate of what I would have spent there by this time for furniture and rugs, so, after all, my \$31.25 hoax was a very cheap lesson. Mrs. Dora.

The letter referred to was from R. H. Macy & Co., dated August 24th, 1914, and was as follows:

Mrs. E. Dora, 268 Hillside Ave.,  
Leonia, New Jersey.

In view of the fact that we do not feel that we are responsible for the present condition of the bed referred to in your letter of August 20th, we are sorry that we are unable to make any adjustment. This office has been able to ascertain that the bed was sold for mahogany, but not solid, and we assure you that for the price paid for the bed it was a very excellent value.

R. H. Macy & Co., per H. A. S.

In selling a bed for "mahogany" it is to be supposed that such a statement does not mean that it is ALL mahogany. By the same line of reasoning it is natural to suppose that "wool" does not mean ALL wool, or "silk" mean ALL silk.

But it will take a heap of good advertising money to make up this kind of a loss to any store's business. And advertising will, of course be blamed.

IN WESTERN PENNSYLVANIA

You will make no mistake by using

## The Johnstown Leader

Member A. B. C.

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

S. G. LINDENSTEIN, INC.

Special Representative

18 East 28th Street New York City

## The New York Times

Daily and Sunday

300,000

## The Jewish Morning Journal

NEW YORK CITY

(The Only Jewish Morning Paper)

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

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

The Jewish Morning Journal prints more  
HELP WANTED ADS.

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

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

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

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

That is why THE GLOBE costs  
less per line per thousand

Average net paid circulation for  
year ended December 31, 1914.....175,460  
Net paid circulation for December,  
1914.....178,706

The Globe  
and Commercial Advertiser

## Growth of

## THE EVENING MAIL

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

157,044

This is an increase of

26,738

over the corresponding period of 1913.

## THE NEW ORLEANS ITEM

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

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

Uniform rate cards suggested, arranged and approved by the New York Advertising Agents' Association.

# HARTFORD COURANT

Republican **DAILY** Hartford, Conn. (Population 110,000)  
 MORNING, 3c. per copy—\$8.00 per year  
 Daily and Sunday **SUNDAY**  
 5c. per copy—\$2.50 per year

## RATE CARD

	R.O.P.	N.R.	Full	
Transient .....	8c.	9c.	10c.	
1,000 lines or 6 times ..	7	8	8 1/2	Amusements .....
2,000 lines or 12 times ..	6	7	7 1/2	Steamships .....
3,000 lines or 26 times ..	5	5 1/2	6 1/4	Schools .....
4,000 lines or 52 times ..	4	4 1/2	5	Resorts .....
5,000 lines or 104 times ..	3 1/2	4	4 1/4	Books .....
156 times ..	3	3 1/2	3 3/4	Mail Order .....
312 times ..	2 1/2	3	3 1/4	Real Estate .....
				Readers, million .....
				Announcements .....
				Business Notices, nonpa-
				reil .....

Advertisements on time contracts must appear at least one time a week and all insertions within twelve consecutive months. Twenty-eight agate lines will be accepted as a rate-maker. Contracts for less than 28 agate lines will not be subject to changes of space.

Minimum insertions on contracts, 78 lines.  
 2 column advertisement must be 3 inches deep  
 3 column advertisement must be 5 inches deep  
 4 column advertisement must be 7 inches deep  
 5 column advertisement must be 10 inches deep  
 Type size page 15 1/4 x 21 inches  
 Can use mats. 7 columns 2 1/4 x 21 inches

**SPECIAL RULES**—Publishers reserve right to revise or reject Medical copy.  
 Stipulated pages, if available, 50% extra.  
 No advertising taken for first or editorial pages.

Representatives, **CHAS. H. EDDY COMPANY**  
 1 Madison Ave. People's Gas Bldg. Old South Bldg.  
 New York Boston Chicago

Agents' Commission 15%.  
 Cash discount 2% if paid on or before 20th of the month.

## THE CHARLESTON MAIL ASSOCIATION

### Charleston Mail

PUBLISHERS OF  
 WEST VIRGINIA  
 3 Cents the Copy Evening, except Sunday

November 2, 1914

## ADVERTISING RATES

Display **R. O. P. FLAT** 21 Cents  
 Per Inch  
**RESTRICTIONS**

All copy and cuts, as well as the style of type and display advertisements, are subject to the approval of the publishers. Medical advertisements accepted only with the right reserved to edit or reject them at the publishers' discretion. Run of paper—but reasonable requests for position will be entertained whenever possible, such requests to be consistent with general make-up of paper.  
 Breaking column rules across 2 columns, 2 1/2 inches deep; across 3 columns, 4 inches; across 4 columns, 5 inches; across 5 columns, 7 inches; across 6 columns, 10 inches or more.  
 Seven columns to the page; columns 13 cms wide, 2 1/4 inches long.  
 Unmounted cuts or mats used.

### READING NOTICES

At foot of columns or at foot of reading matter in columns only. Set in 5/8 or 7 point solid only, with bold-face caption (counted as one line) if desired, matter to be followed by "Adv." Not to exceed 8 lines each.  
 On First Page, 40 cents per line; On Other Preferred Page, 30 cents; On Any Page at publishers' convenience, 20 cents.

### CLASSIFIED

Per Word  
 One insertion, 1 cent; Three insertions, 2 cents; Six insertions, 4 cents; One calendar month, 15 cents.  
 No advertisement printed for less than 25 cents.

Foreign Representatives:  
**BRYANT, GRIFFITH & FREDRICKS, Inc.**  
 Chicago, People's Gas Building  
 New York, Brunswick Building  
 Boston, Old South Building

The Courant card is the work of H. H. Conland, Business Manager, Chas. H. Eddy, New York Special, and F. J. Hermes, Blackman-Ross, Chairman Advertising Agents' Committee.  
 Walter E. Clark, General Manager The Mail, writes that an earnest effort was made in preparing The Mail card to give the advertiser the fullest possible useful information, in small compass and to fulfil the latest ideas as to standard size and form.

## Charleston Mail

CHARLESTON  
 The Largest City of the Largest County in West Virginia—the "Land That Was Overlooked." HAVE YOU overlooked it?

"THE MAIL"  
 When it goes to press no other paper published or circulated in Charleston is less than 12 hours old. "Today's News Today."

Charleston's Only Evening Newspaper  
**CIRCULATION:**  
 Net Paid and Guaranteed. Books Constantly Open.

Largest circulation in the county—nearly double that of nearest competitor. No other newspaper published anywhere is delivered into Charleston homes in the evening.

### RECENT CHRONOLOGY.

- April 6, 1914—The Mail purchased by present owners.
- April 7, 1914—Two additional new Mergenthaler Linotypes purchased for cash.
- June, 1914—Circulation doubled in first two months (No premiums or "schemes.")
- July, 1914—Circulation trebled; subscriptions obtained on merits of paper alone.
- July 31, 1914—New Hoe 24-page press, Kohler Control System, Stereotype Equipment, new Power Plant, etc., purchased for cash.
- Nov. 2, 1914—New press operated and 16-page paper issued.

### MORE ABOUT CHARLESTON.

Population (city limits), 11,099 in 1900; 22,996 in 1910; 27,595 (gov't estimate) in 1914.  
 Population of Kanawha County in 1910—81,457.  
 Largest per capita wealth of any commercial city.  
 Factories employing 5600 hands; pay-rolls, \$257,000 monthly.  
 Twelve Banks.  
 Five Railroads.  
 Two Electric Interurban lines.  
 On a River navigable the whole year.  
 Gateway to the New River and Great Kanawha coal fields.  
 Jobbing trade of \$27,000,000 in 1913.  
**A TERRITORY FULL OF BUYERS.**

## ROY HOWARD SAILS.

President of United Press Goes to Europe to Visit Correspondents.

Roy W. Howard, president of the United Press, sailed for Europe today on the Franconia, on a tour of the foreign bureaus of the organization. He expects to be away from five to six weeks, going first to London and later to The Hague, Berlin, Brussels, Paris and Rome.

"I am more hopeful of taking a little news from this side to our men in the field," he said, "than of bringing back any exclusive matter. In other words I'm going to make an attempt to report to the reporters on the status of the interest in the war news still in evidence in this country. We find that the attitude of editors toward the war news is constantly undergoing changes. The United Press puts in quite a lot of time and energy keeping in touch with these changing views and desires, and in efforts to cater to them. It is in an effort to get to our men in the foreign field our interpretation of the latest phases of these changing desires that I am going abroad.

"We do not find that there has been any diminution of the compelling force of the general war story. We do find, however, that there are certain phases and certain features of the subject that have been practically exhausted for news purposes and we have been led to believe that the public has been pretty well surfeited with the day by day routine, and the contradictory statements of the official communiques. We feel also that so far as the United Press is concerned the possibilities of interviews with the leading characters in the war drama have been pretty well realized upon. We do not believe, however, that any of the news agencies have yet reached the limit of accomplishment or ingenuity and we are going to find out if it is not possible to open some new news leads."

## A. B. C. MEMBERSHIP GROWS

Nearly Doubled During Last Six Months—Now Nearly 900.

The Audit Bureau of Circulation now has nearly 600 members in the newspaper field, comprising the leaders in nearly every city in the United States and Canada. Among the prominent newspapers that sent in their applications are: Public Ledger, Philadelphia, Pa.; Democrat, Tulsa, Okla.; North-Western, Oshkosh, Wis.; Record, Wilkesboro, Vt.; Province and Standard, Regina, Sask., Canada; Post, Kansas City, Mo.; Beacon Journal, Akron, O.; Journal, Shreveport, La.; Illinois Staats-Zeitung, Chicago, Ill.; New York Staats-Zeitung, New York City, N. Y.; Times-Star, Cincinnati, O.

Since rendering report service, the Bureau has duplicated and furnished the advertiser and agent members over three thousand publishers' quarterly sworn statements.

The United States and Canada have been divided into "Audit Districts," and since October 1, 1914, the Bureau has had auditors in the different districts verifying publishers' quarterly statements and making audits.

At the present time the Bureau has twenty auditors in the field and is increasing its staff as fast as they can be bonded and trained.

The auditing work is progressing rapidly, and an average of from twenty-five to thirty publishers are now being audited weekly.

In reference to the thoroughness, accuracy and efficiency of the service and audits, the Bureau is receiving many enthusiastic letters from advertisers, stating how they are relying on it in the selecting of mediums, and from publishers, expressing their appreciation.

L. W. Meredith is now with the Springfield, Ill., bureau of the United Press, doing state house work.

## THE NEW HAVEN Times - Leader

is the leading one-cent daily newspaper of Connecticut and the only one-cent paper in the State which has the full Associated Press leased wire service. The only evening paper in New Haven, member of Audit Bureau of Circulations.  
 Buyout, Griffith & Fredericks  
 Sole Foreign Representatives  
 New York Chicago St. Louis

## Buffalo News

EDWARD H. BUTLER  
 Editor and Publisher

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

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

## Confidence

of the readers of the New York Evening Post in its Financial News brings it thousands of subscriptions at \$10 a year (3c daily, 5c Saturday).

Syndicated news letters daily for simultaneous publication—also special Saturday financial letter supplied at reasonable rates. Address Syndicate Dept., The Evening Post, 20 Vesey St., New York, N. Y.

## DETROIT SATURDAY NIGHT gets results

because its readers have learned that they can depend on every representation made in its advertisements.

### GUARANTEED ADVERTISING

so far as Detroit Saturday Night is concerned, means that the publishers will make good if the advertiser doesn't.

### Foreign Advertising Representatives

**G. LOGAN PAYNE CO.**  
 748 Marquette Building, Chicago  
 200 Fifth Ave., New York City  
 Publicity Building, Boston

## R. J. BIDWELL CO.

Pacific Coast Representative

- Los Angeles Times
- Portland Oregonian
- Seattle Post-Intelligencer
- Spokane Spokesman-Review
- The Editor & Publisher (N. Y.)
- Portland Telegram
- Chicago Tribune
- St. Louis Globe-Democrat
- Kansas City Star
- Omaha Bee
- Denver News
- Salt Lake Herald-Republican

742 Market Street  
**SAN FRANCISCO**



**PURE FOOD PUBLICITY.**

**How the New York Globe Built Up a Business of More Than Three Pages a Week.**

The very latest important development in Metropolitan Journalism is the action of the New York Globe, under the direction of its pure food expert. Alfred W. McCann, in going into the fish business.

The steam trawler, Heroine, is engaged regularly in transporting fish under the auspices of The Globe direct from the fishing grounds to the city consumer.

In McCann's articles that appear regularly in The Globe it is stated that people will eat fish on Tuesdays, Wednesdays and Thursdays just as they eat fish on Fridays and that the present supply is of "Haddock, fresh caught, dripping with the brine of the Atlantic and for sale at 5 cents a lb." "Even The Globe will profit," writes Mr. McCann. "For every pound of fish purchased from The Globe's demonstration stations The Globe will receive one-half cent for advertising the stations. This means," continues the food expert, "that for every million pounds of fish sold The Globe will receive \$5,000." Needless to say McCann "is agin" the present system alleging that it results in keeping the price up to 12, 14, 16 and 18 cents a pound and in holding the fish over from Monday to Fridays.

"As the movement develops," says McCann, "other boats will gather in and bring to you the freshest fish that can be had all along the coast from Cape Cod to New York, blue fish, sea bass, striped bass, mackerel, etc."

McCann's articles appear every day in The Globe. Three days a week they are of the destructive, expose sort—the other three days a week the effort seems to be constructive. Readers are told what to buy and know where to buy, for on Saturday, the thirtieth, The Globe printed a list of one thousand grocers.

In the announcement The Globe states that it "proposes to work with these thousand grocers, adding new members to the group occasionally, and to gradually eliminate the bad, if there are any bad among them, and to promote the best interests of the good, while at the same time serving the public by bringing the producer of honest foods, through the honest grocer, closer to the consumer, with graft and tribute cut away."

"A mass meeting of these grocers will soon be called," says McCann, "at which time a plan of tremendous possibilities, based on naked facts, will be presented to them. In the meantime they have been gathered together under one group. That alone constitutes a prophecy, a promise, and a triumph."

The selling of fish is merely an incident in The Globe's Pure Food Campaign, the paid advertising of which now amounts to over three pages a week.

At the request of THE EDITOR AND PUBLISHER, Jason Rogers, publisher of The Globe, prepared the following statement regarding that paper's pure food advertising policy:

The Globe's enormous success in building up its present large volume of food advertising came rather as the result of a demand on the part of the New York public than as the outcome of any carefully devised plan or effort to get it. The public demanded the names of good foods and advertisers secured such unprecedented results from the intensified clientele represented by Globe readers, that we have simply had to carefully guide and direct the movement.

When we let Alfred W. McCann loose in New York to show the people the iniquities of the food business, we did so purely as good newspaper policy to gain increased circulation and to render important public service, just the same as we had previously done against the loan sharks and other evils.

McCann started his crusade in De-

ember, 1912, and we published his book "Starving America" early in 1913. Within a few weeks we realized that we had been drawn into one of the most complicated, vexatious and at the same time interesting subjects ever tackled by a newspaper.

Very early in the campaign we were made aware of the immense interest in the work of the women of New York and vicinity through the mass of commendatory letters from readers and the action of the many women's clubs. We also noted the quick development of a bitter spirit of antagonism on the part of makers and dealers in impure and denatured foods.

**McCANN'S APPEALING ARTICLE.**

Nothing ever appealed to women so strongly as Mr. McCann's fearless articles showing them that they were innocently feeding their children and families embalmed meats, dirty and infected butter, cakes made of rotten eggs, and dozens of other things almost wholly robbed of the food values which they and even their doctors supposed them to contain.

Steadily growing circulation and a constantly increasing mail to Mr. McCann from interested readers encouraged us to go on regardless of the great influences working against us and curtailing our advertising in various directions. McCann led us through many dangerous places, but he was so uniformly sound in his facts that very few bluff libel suits were brought against us.

After about sixteen months of fearless crusading and an accumulation of probably 50,000 letters from readers asking what foods were safe and wholesome we hit upon the "Pure Food Directory" as a method by which we could list food products which Mr. McCann could recommend and endorse upon investigation and analysis.

We set a standard as follows:

**THE GLOBE**

**PURE FOOD DIRECTORY**

Every article advertised in this department is in accord with the New York Globe's standard as determined by Alfred W. McCann.

The Globe's standards are higher than the law. These standards demand absolute freedom from benzoic acid, boric acid, hydrofluoric acid, sulphurous acid, or their salts, or any other non-conditional preservative. They demand absolute freedom from coal tar dyes, or any poisonous vegetable color. They demand that all foods shall be free from fillers, and they shall not be processed, bleached, coated or stained in any manner to make them appear better than they really are. Dishonest, misleading, extravagant or obscure statements on the label will not be countenanced.

Globe indorsement covers only a single product of any manufacturer as a unit after it has been thoroughly investigated by chemical analysis or otherwise. This department is open to any manufacturer or dealer in pure foods willing to submit his goods to examination or analysis. No extra rate is made for advertising in this department. Advertisers using this department may take display space in other parts of the paper for the same article and carry the Globe's Pure Food Symbol.

In a very few weeks we started the publication of the Pure Food Directory—April, 1914—limiting the amount of space that could be bought for a single product to four inches single column, all ads to be classified and inserted alphabetically by classifications and products.

In order to encourage the makers of honest foods to line up under the Globe's banner as to effectively separate themselves from those who could not meet the requirements, we established a rate of 26 cents a line on a year's contract, giving a one-inch ad the same rate as we charged under ordinary display contracts amounting to 20,000 lines to be used in a year.

From the very start the results to advertisers in the Pure Food Directory have been simply overwhelming when we consider the ridiculously small amount of space each of them can use. Many comparatively unknown food products have been successfully launched to tremendous distribution and sales

through the directory card and absolutely no other advertising.

**AROUSING READERS' INTEREST.**

The months of vigorous agitation that has gone on since December, 1912, by Mr. McCann had made the Globe's large army of readers vitally interested in the subject of food, and when the Globe announces that it has discovered a new product which McCann can recommend after investigation, the response is immediate and practically overnight.

Globe readers have been trained to demand the exact article it recommends. The dealer cannot substitute. When sufficient consumer demand is evidenced the dealer must get the goods. This is where the Globe's pure food service eliminates nearly all of the difficulties and expense of introduction by the old style methods.

Our food directory appears three times a week, every Tuesday, Thursday and Saturday. It now consists of six full columns, and we have under investigation and in process of analysis sufficient applications for listing to bring it up to a full page.

Many of the well known articles have been declined and been declined until they cleared up certain details, and some few look upon the Globe's agitation as an impertinence, but they are all coming to realize that they are losing great possibilities for increased sales by so doing.

**CREATED NEW MARKETS.**

The Globe single handed created big markets for F. H. Bennett & Co.'s "Wheatworth" products; the Tokstad-Burger Co.'s "Normanna" fish products; Peek's tea; Ballard's Edible Bran; John F. Jeeke's "Good Such Margarine," and dozens of other products as their manufacturers will gladly testify.

"Only a week ago Mr. McCann discovered a woman with a carload of honey which she could not dispose of through ordinary channels. He simply announced that she had it, and by noon the next day she had orders by phone, letter, automobile, amounting in volume to many times the quantity she had for sale.

"The Globe has sold hundreds of thousands of pounds of fish in a single demonstration sale; sold hundreds of thousands of dozen eggs through a limited number of outlets just to show the people that they could get better quality at lower prices through honest control.

"I don't know whether any other newspaper would have the willingness to put down as much ground work before expecting to gather a harvest as the Globe has done, for as I said before our advertising development was forced on us.

"Our food advertising is growing every day. We have a distinct and exclusive service for sale to honest food makers. It is obvious that a circulation which so spontaneously responds to advertising directed to women is an especially useful medium for other grades of goods."

**Fort Worth Record Election.**

At a meeting of the Record Publishing Company, of Fort Worth, held recently, the following officers were elected: President, William Capps; vice-president and general manager, James Montgomery Brown; editor in chief, Hugh Nugent Fitzgerald; secretary, Frank M. Anderson; treasurer, Ben O. Smith.

It was announced that the Record had made rapid gains in circulation and volume of advertising during the year and that the outlook for the coming year is most promising.

W. C. Freeman, of the Mail, lectured at Wadleigh High School under the auspices of the Board of Education, on Tuesday night of this week. After the lecture, which consumed about twenty-five minutes, an experience meeting was held, in which great interest was evinced by the audience in the different phases of newspaper work. On February 5 Mr. Freeman addresses the Men's Club of East Orange, N. J. in the meeting room of the Park Avenue Methodist Church.

**C. S. FREDERICKS, OF CHICAGO.**

**Some Biographical Notes About the New Secretary of the Chicago N. R. A.**

Charles S. Fredericks was recently elected secretary of the Newspaper Representatives' Association of Chicago. Mr. Fredericks after leaving college went to Europe for the purpose of studying vocal music, but owing to a temporary loss of his voice through illness on his return to New York he became the Amer-



C. S. FREDERICKS.

ican representative of a foreign concern engaged in the manufacturing of steel. He remained with this company for three years at the end of which time it was absorbed by the U. S. Steel Company.

Mr. Fredericks then joined the staff of the Home Pattern Company and later went to Chicago as western sales and advertising manager, where he launched the monthly and quarterly style book. Afterward he became western manager of the Hearst organization and helped to start the American Magazine. In the last four years he has been in business for himself as a special representative.

Friends of Mr. Fredericks speak in the highest terms of his character and personality. He is a good speaker and a prince of entertainers.

**SOME OFFICE BOY.**

An office boy who owns his own automobile and has a chauffeur—such is the prize in the office of one of the United Press bureau managers. The editor of the Hell-Box would furnish his name, except for the fact that the bureau manager would probably lose the office boy (and a few automobile rides, incidentally). Here's the B. M.'s letter:

"Whatever claims other bureaus have to fame, we've got the pinnacle in office boys. Shortly after I arrived here, our boy invited my predecessor and myself to dinner at his house. A few minutes after '30' a man about forty years old stuck his head in the door, glanced at my office boy, and said: 'The car's ready, sir!'

"I fumbled the play and wasn't exactly 'next' until we got down on the street. There stood a big five passenger machine. My boy waved his chauffeur to the rear seat and climbed in behind the wheel.

"And, by gosh! it was his car. 'Come on with your office boys.'—U. P. Hell Box.

**Would Not Be Without It.**

THE TOPEKA STATE JOURNAL, Topeka, January 22, 1915.

The Editor & Publisher: Gentlemen:—I enclose you New York draft for \$4.00 in payment for The Editor & Publisher, going to my home address, 1019 Topeka avenue, Topeka, Kansas, for two years.

I greatly enjoy your periodical and would not think of being without it. FRANK P. MACLENNAN.

**TIPS FOR THE AD MANAGER.**

Taylor-Critchfield Company, Brooks Building, Chicago, Ill., is placing 168 lines, 4 t. with weekly papers for the Hercules Manufacturing Company.

Frank Presbrey Company, 26 Beaver Street, New York City, is making 5,000 l. contracts for Hearst's Magazine.

Chas. H. Fuller Company, 623 South Wabash Ave., Chicago, Ill., is issuing copy 1 t. a. w. for 6 months with a selected list for E. Lawrence (Gets it).

The K. C. Baking Powder Company is sending out 5,000 l. contracts direct.

Matos-Menz Company, Bulletin Building, Philadelphia, Pa., is again putting out 32 word, 30 t. orders with a selected list for the Philadelphia Business College.

J. L. Stack Advertising Agency, Heyworth Building, Chicago, Ill., is making contracts for the Santa Fe Railway Company.

Thomas Advertising Agency, Florida Life Building, Jacksonville, Fla., is placing 30 in. 3 t. orders with a selected list for the Gasparilla Carnival of Jacksonville.

A. T. Bond, advertising agent, 20 Central Street, Boston, will again handle the account of Dwinell-Wright Co., proprietors of "White House" coffee. The magazine list for 1915 has been made up, and orders are going forward to a selection calculated to best supplement the use of newspapers in centres where the firm's products are in growing evidence.

James T. Wetherald, 221 Columbus avenue, Boston, Mass., is making 2,500-inch contracts with New York state newspapers for the Fruitives, Ltd., Ottawa, Canada. A. McKim, Ltd., Montreal, Canada, handles the Canadian advertising for this company.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., are placing orders with newspapers in selected sections for Tone Bros., Spices, Des Moines, Ia.

It is reported that the Ireland Advertising Agency, 925 Chestnut street, Philadelphia, Pa., is figuring on a newspaper campaign for Fels & Company, "Fels Napha Soap," 73d and Woodlawn streets, Philadelphia, Pa.

Allen Advertising Agency, 116 West 32d street, New York City, is again placing orders with a selected list of newspapers for the Lehigh Valley R. R. Co., 143 Liberty street, New York City.

D'Arcy Advertising Company, International Life Building, St. Louis, Mo., is reported to be planning for a renewal of contracts for the American Wine Company, "Cook's Imperial Champagne," St. Louis, Mo.

Gundlach Advertising Agency, People's Gas Building, Chicago, Ill., is issuing

300-line one-time orders to a few large western newspapers for Burke & James, Inc., "Rexo Developing Paper," 240 East Ontario street, Chicago, Ill.

Eugene McGucken Company, 105 North 13th street, Philadelphia, Pa., is sending out orders to a selected list of newspapers for the Hover Incubator Co., Brown Mills, N. J.

Blackman-Ross Company, 95 Madison avenue, New York City, is reported to be figuring on a newspaper campaign in the west and Pacific coast for the United Cigars Mfgs. Co., "Tom Burns Cigar," etc., 101 1/2 Second avenue, New York City.

Will H. Dilg, Chicago, Ill., is forwarding 20-line 4-time orders to weekly newspapers for the Inflammable Tablet Co., Marshall, Mich.

Hanff Metzger Advertising Agency, 95 Madison avenue, New York City, is placing orders with Canadian newspapers for Waterson, Berlin & Snyder, Music Publishers, Strand Theater Building, New York City.

The Pepsin Syrup Company, "Pepsin Syrup," Monticello, Ill., is making three-year contracts direct.

Parks & Weiss, 56 West 45th street, New York City, are handling the advertising account of the Empress Mfg. Co., 36 West 20th street, New York City.

The Erickson Company, 381 Fourth avenue, New York City, is issuing orders for the present to Ohio newspapers for Valentine & Co., "Valspar Varnish," 456 Fourth avenue, New York City.

Robert M. McMullen Co., Cambridge Building, New York City, is sending orders to morning newspapers in Tennessee for F. F. Dalley & Co., "Two-in-One Shoe Polish," Hamilton, Canada, and Jersey City, N. J.

Fisher-Smith Advertising Co., 122 East 25th street, New York City, is placing mail order copy with a selected list of newspapers for Dr. J. Spillinger, "Fat Reducer," Ashland Building, New York City.

H. H. Levey, Marbridge Building, New York City, is again forwarding orders to newspapers on a trade basis for the Martinique Hotel, Broadway and 32d street, New York City.

Frank Presbrey Company, 456 Fourth avenue, New York City, is placing orders with a selected list of newspapers for the American Tobacco Company, "Sovereign Cigarettes," 111 Fifth avenue, New York City.

Nelson Chesman & Company, 1127 Pine street, St. Louis, Mo., are placing the following accounts: 51 inches, one time, with a selected list for the Volunteer State Life Insurance Company; 28 lines, 26 times, in middle west papers for the National Toilet Company, and 640 lines, 3 times, with Texas papers for the St. Louis Post-Dispatch.

J. W. Barber Company, 338 Washington street, Boston, Mass., is issuing 70-line 6-time orders generally for Carpenter & Morton.

Earnshaw-Lent Company, 80 Maiden Lane, New York City, is making 5,000-line one-year contracts with a few cities for Vichy Celestins.

Broomfield & Field, 171 Madison avenue, New York City, are sending out 5,000 line one-year contracts generally for the Fisk Rubber Co.

J. Schek Advertising Agency, 9 Clinton street, Newark, N. J., is handling

**“ABOVE BOARD CIRCULATIONS”**

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

<b>ARIZONA.</b>	<b>NEW YORK.</b>
GAZETTE—Av.Cir. 6,125.....Phoenix	EVENING MAIL.....New York
<b>CALIFORNIA.</b>	<b>OHIO.</b>
Examiner.....Los Angeles	PLAIN DEALER.....Cleveland
A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.	Circulation for December, 1914, 131,517
<b>BULLETIN.....San Francisco</b>	Daily.....162,709
<b>GEORGIA.</b>	Sunday.....162,709
JOURNAL (Cir. 57,531).....Atlanta	VINDICATOR.....Youngstown
CHRONICLE.....Augusta	<b>PENNSYLVANIA.</b>
LEDGER.....Columbus	DAILY DEMOCRAT.....Johnstown
<b>ILLINOIS.</b>	TIMES-LEADER.....Wilkes-Barre
HERALD.....Joliet	<b>SOUTH CAROLINA.</b>
HERALD-TRANSCRIPT.....Peoria	DAILY MAIL.....Anderson
JOURNAL.....Peoria	THE STATE.....Columbia
STAR (Circulation 21,589).....Peoria	(Sworn Cir. Mch, 1914. D. 22,850; S. 23,444)
<b>IOWA.</b>	<b>TENNESSEE.</b>
REGISTER & LEADER...Des Moines	BANNER.....Nashville
THE TIMES-JOURNAL....Dubuque	<b>TEXAS.</b>
<b>LOUISIANA.</b>	STAR-TELEGRAM.....Fort Worth
TIMES-PICAYUNE...New Orleans	Sworn circulation over 80,000 daily. Only daily in Fort Worth that permitted 1913 examination by Association of American Advertisers.
<b>MARYLAND.</b>	CHRONICLE.....Houston
THE SUN.....Baltimore	The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday.
Has a combined net paid circulation of 135,000 copies daily, 100,000 of which go into homes in Baltimore City and suburbs.	POST.....Houston
<b>MICHIGAN.</b>	Over 92% city circulation to regular subscribers by carrier. The "Home Paper" of South Texas, 30,000 guaranteed.
PATRIOT (No Monday Issue) Jackson	<b>WASHINGTON.</b>
Average 9 mo. 1914; Daily 11,042; Sunday 12,117. Member "American Newspaper Pub. Ass'n." "Gilt Edge Newspapers." and A. B. C.	POST-INTELLIGENCER.....Seattle
<b>MINNESOTA.</b>	<b>WISCONSIN.</b>
TRIBUNE, Mon. & Eve....Minneapolis	PRESS.....Sheboygan
<b>MISSOURI.</b>	<b>WYOMING.</b>
POST-DISPATCH.....St. Louis	LEADER.....Cheyenne
<b>MONTANA.</b>	<b>CANADA.</b>
MINER.....Butte	<b>BRITISH COLUMBIA.</b>
<b>NEW JERSEY.</b>	WORLD.....Vancouver
PRESS (Cir. 7,945).....Asbury Park	<b>ONTARIO.</b>
PRESS.....Asbury Park	FREE PRESS.....London
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>	<b>NEW YORK</b>
POLISH DAILY ZGODA....Chicago	EVENING NEWS.....Buffalo
<b>INDIANA.</b>	BOLLETTINO DELLA SERA, New York
SKANDINAVEN.....Chicago	<b>PENNSYLVANIA</b>
<b>INDIANA.</b>	TIMES.....Chester
THE AVE MARIA.....Notre Dame	GAZETTE.....York
<b>NEBRASKA.</b>	<b>QUEBEC.</b>
FREIE PRESSE (Cir. 128,384). Lincoln	LA PRESSE.....Montreal
	Ave. Cir. for 1913, 127,722

15-time orders to a selected list for Dr. Marshall's Catarrh Snuff.  
the advertising account of John Ruskin Subway Cigars.  
Ewing & Miles, Flatiron Building, New York City, are forwarding 21-line

Send in your subscription to THE EDITOR AND PUBLISHER today.

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

**URGES UNIFORM RATES.**

**Associated Iowa Dailies Fixes Upon a Practical Schedule.**

In proposing uniform advertising rates to the members of the Associated Iowa Dailies, A. W. Pieteron, general manager Waterloo Evening Courier, president of the association of which Gardner Cowles, Des Moines Register and Leader, is the vice president, said:

"It is not my intention to infer that Iowa publishers are not successful, but my contention is that the publisher is better equipped to fairly arrive at the correct rate per inch per thousand than anyone else. Heretofore the publisher has largely sat quiet and allowed two or three advertising agents in New York and Boston to hand down decisions with the presumption that publishers would accept them as final and just, for every paper in all the states. My belief is that local conditions so differ as to make it advisable for the publishers in each state to be considered separately.

"If I can induce the Iowa publishers to determine what is right, it will help me to make my paper more successful. Certain it is that we shall all have to meet increased expenses through the next three or four years.

"George P. Rowell told me thirty years ago that his conclusion was that space could be made profitable to advertisers in a number of prominent papers, among them the Indianapolis News, at one cent per agate line per thousand. At that time the News had 15,000 circulation and the minimum rate was less than a fifth of a cent per agate line per thousand circulation. There are too many advertisers who look upon the rate as the only factor determining their success, while the really successful advertisers have long since learned that it is the copy they furnish that principally gauges their profit."

The proposed uniform rates for suggestion to the Associated Iowa Dailies are as follows:

Net Paid Circulation (Audit Bureau of Circulations.)	Rate per inch per 1,000 circulation.	Rate for 100 or more inches in insertions in one year.*	Transient Rate per inch.
1,000	\$.07	\$.07	\$.15
2,000	.06	.12	.28
3,000	.06	.18	.30
5,000	.04	.20	.50
6,000	.04	.24	.56
7,000	.04	.28	.56
8,000	.035	.28	.63
10,000	.028	.28	.63
12,000	.025	.30	.70
13,000	.025	.325	.70
14,000	.025	.35	.70
15,000	.025	.375	.70
20,000	.0225	.45	.84
45,000	.028	.81	1.12
55,000	.015	.825	1.19

\*Local advertisers using a "full line of copy each month" for one year, to receive credit at end of year of 15 per cent. to apply on next year's charges.

The Minnesota State Editorial Association will hold its mid-winter meeting in St. Paul in February.

Mr. Pieteron was brought up in a newspaper office, his father being the publisher of several county seat weeklies. In 1884 he became advertising and circulation manager of the Indianapolis News and remained with that daily sixteen years. Afterwards he was engaged in newspaper work in New York, Philadelphia and Minneapolis. In 1907 he became general manager of the Waterloo (Ia.) Evening Courier with which he is still connected.

The Washington Post has started a new educational feature. It will furnish to public schools, free of charge, instructive moving picture films. The Post will provide the machine and operator as well as the films—gratis.

Post Square, Hartford, Conn., Jan. 5, 1915. Gentlemen:—

Herewith is my check for \$2.00 for which please send your amazingly good publication to George M. Landers, 403 Main Street, New Britain, Conn. Yours truly,

J. E. DENNIS.

**OF INTEREST TO PUBLISHERS.**

A large number of manufacturers and jobbers of Oklahoma City have joined forces and are using pages in The Daily Oklahoman to reach "All Merchants of Oklahoma!" The object of the campaign is to enumerate the reasons why they should buy in Oklahoma City. Some of the reasons are: "Quick Service, Easy Access, Variety, Lower Freight Rates, Good Hotels, Places of Amusement, Coming In Contact With Men from Whom They Buy and Railway Fare Refunded When Purchases Reach a Certain Amount.

The Pacific Coast Syrup Co., of Portland, Ore., is using space in newspapers to introduce Tea Garden Syrup. Seventy-five dollars is offered for the best receipt for the use of Tea Garden Syrup and seventy-five dollars for the second best. There are no restrictions to the offer, anybody can enter and they can send as many receipts as desired.

The Cleveland Plain Dealer has just started its second label saving campaign. Ten thousand dollars in cash will be paid for the return of labels, wrappers, trade-marks, etc., taken from the products entered in the contest. Large space is being used to induce the newspaper readers to buy the goods listed and save the labels. About 60 different products are entered in the contest.

In Cleveland, Ohio, a number of local manufacturers have combined their newspaper advertising under the heading "Buy Cleveland Made Goods—Give Work to Cleveland People."

Large space in newspapers is being used by The Williamson-Halsell-Fraser Co., Oklahoma City, to establish a sale on "New State Coffee." The style of copy and illustrations is high class and the reader is asked to look for the map of Oklahoma on the label, which is printed in red and blue colors.

In an address before the Chicago Newspaper Representative Association, E. LeRoy Pelletier, advertising counselor for an automobile company, said that a motor car was recognized "overnight" by 7,000 bankers of the United States as a result of one advertisement in daily newspapers.

"We sent this advertisement," he said, "to many daily newspapers throughout the United States, and the result was marvelous, proving the unquestioned selling power of the daily newspapers as opposed to magazines and weeklies.

"As the experiment was made during the midst of the European war almost everyone told us it was bad business, but the results proved that our 1914 campaign presaged a period of American prosperity."

The New Orleans Item recently devoted a double truck to an announcement of a Slogan Contest. The double page was divided into 40 spaces and in each space was printed the slogan or advertising phrase used by some advertiser. The announcement of the contest was as follows: "Do You Read Ad-

vertisements? Here is a chance to turn your knowledge into real money. The firms whose slogans or trade-marks appear on these pages are among the best known in New Orleans and they have spent large sums of money making these slogans and catch phrases popular and widely known."

There were 20 prizes amounting to \$50. The prizes were to be awarded in merchandise—the winners to receive orders good toward purchasing the articles advertised or sold by the firms represented.

**NEW ADVERTISING IDEA.**

**A. & P. Tea Co. Try Out New Scheme to Sell Goods—Newspapers and Personal Solicitation.**

A new idea in advertising a retail business, is to induce the boys and girls of a town to become solicitors for a store. A newspaper advertising campaign by The Great Atlantic and Pacific Tea Company stores, of Washington, D. C., is presenting this attractive offer: \$3,000 in gold to be given away to boys and girls. Get a solicitor's blank to-day. Every boy and girl is eligible. The money prizes—\$500 first prize, \$400 second, \$300 third, etc., will be awarded to the boy or girl selling the greatest number of pounds of coffee irrespective of price. If you sell a pound of 20-cent coffee, it will count as much as a pound of 35 cents. Each and every contestant must get a Solicitor's Order Blank and take individual orders which will be signed by the lady or gentleman who gives the order. These orders should be turned in at the store. They should be sure orders are always turned in at the same store as a complete record of sales will be kept there.

When the coffee has been delivered and the money received, the number of pounds that are delivered will be placed to the credit and at the end of the contest the Money Prize will be awarded according to the number of pounds of coffee sold by either boys or girls. Any boy or girl who does not receive any of the money prizes will receive their choice of a number of premiums provided that their sales amount to \$20 or more.

Harry G. Longhurst, well-known advertising writer, has returned to Sacramento, Cal., to enter the employ of a local paper.

Charles Seested, of 41 Park Row, has been appointed foreign advertising representative of the Brooklyn Citizen for the territory east of Pittsburgh.

The advertising of Northam Warren's Phoebe Snow Toilet Preparations, 9 West Broadway, New York City, is being handled by The Siegfried Company, 50 Church Street, New York.

The Vancouver, B. C., Times, the new one-cent daily newspaper published at Vancouver, B. C., have placed their newspaper in the hands of D. J. Randall, 171 Madison Avenue, N. Y. C., to represent it in the foreign field.

**Publisher's Representatives**

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

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

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

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

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

**CARPENTER-SCHEERER COMPANY**  
Fifth Ave. Bldg., New York  
People's Gas Bldg., Chicago.

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

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

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

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

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

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

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

**Advertising Agents**

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

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

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

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

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

**GUENTHER-BRADFORD & CO.,**  
Chicago, Ill.

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

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

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

Established 1892

**DUHAN BROTHERS**

WHOLESALE DEALERS IN

**NEWSPAPERS AND PERIODICALS**

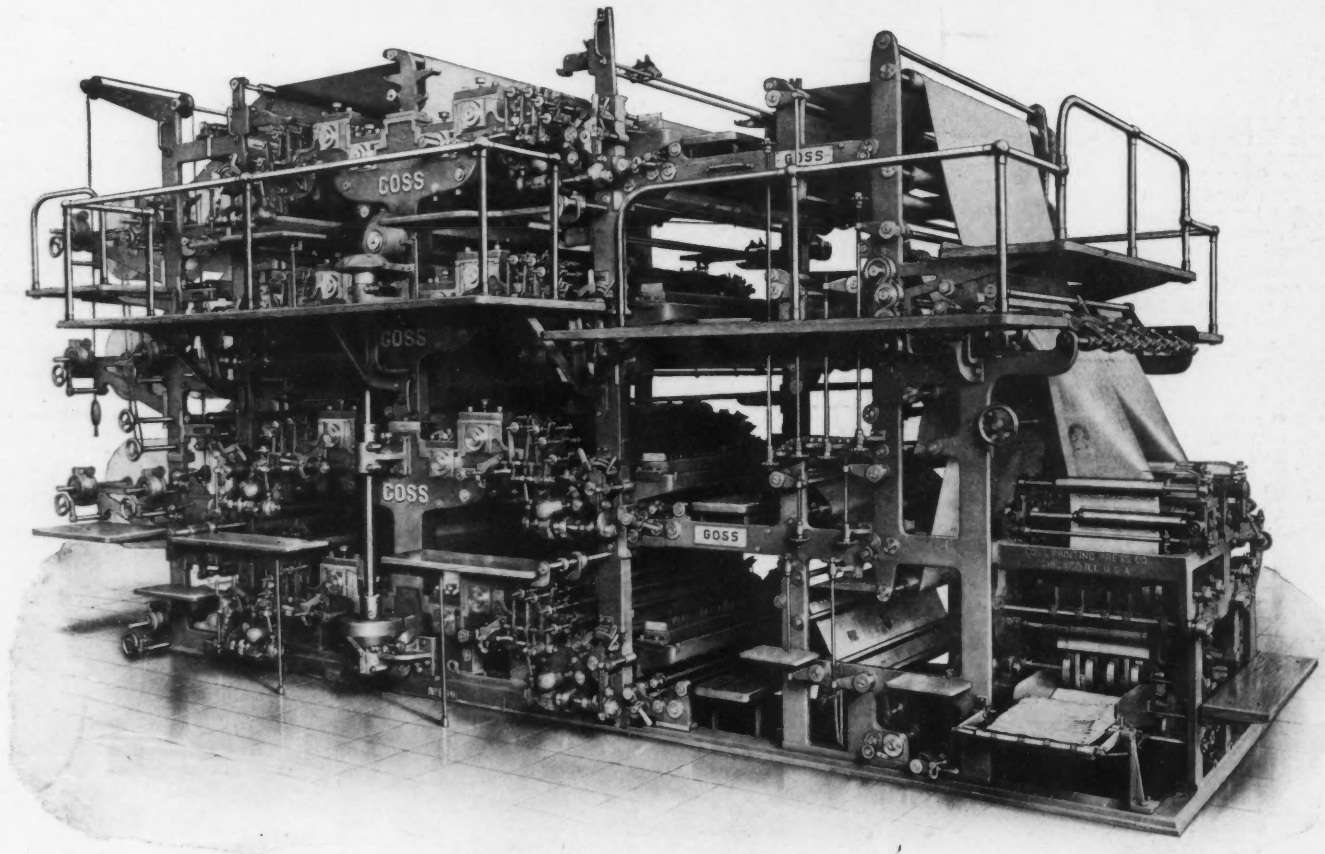
TRIBUNE BUILDING  
NEW YORK CITY

Telephone 3584 Beekman

Distributing Specialists  
Daily  
Weekly  
Monthly  
Newspapers  
Periodicals

Circulation Builders  
Bill Posting  
Advertising Display  
Periodical Promotion

# GOSS



THE GOSS "HIGH SPEED STRAIGHTLINE" OCTUPLE PRESS

*Some Press. — Believe Me*

LET US SEND YOU A COPY OF OUR BOOKLET  
"USERS OF GOSS PRESSES"

**THE GOSS PRINTING PRESS CO.**

MAIN OFFICE and WORKS  
16th Street and Ashland Ave., CHICAGO, ILL.

NEW YORK OFFICE  
Metropolitan Building, No. 1 Madison Ave.

