

# THE EDITOR AND PUBLISHER AND JOURNALIST

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## SPoon PLAN HITS HUB.

American, Post and Globe Are in on the Scheme—Connolly Likely to be Re-elected President of Press Club—Philip Powers Gives to A. P. Berlin Office—McLaughlin a Success as Manager of Portland Press.

(Special Correspondence.)

BOSTON, Feb. 10.—Everything points to the re-election of Jack Connolly, city editor of the Herald, as president of the Boston Press Club. Up to the present time no candidate has appeared against President Connolly, who, during the past year, has arranged many entertainments at the club, where theatrical stars, musicians of note, and prominent men have met the "boys" informally.

The club election occurs in March, and for that reason the political pot is boiling with vigor at the present time. There is usually a contest over the matter of directors, but it is yet too early to make predictions regarding this part of the ticket which would have value.

Eddie Reynolds, of the Globe, who conducts the funny column, is making a hit in his department. He signs the column "E. R." and calls for contributions from his readers. So far the response of really humorous stuff has been gratifying.

The souvenir spoon campaign is on in Boston in full blast. The American, the Post and the Globe are carrying much advertising of the spoons, redemption stations being advertised liberally and coupons printed in the Sunday editions. Some of the department stores have also gone into the spoon business, offering cut prices on these necessary home utensils. One firm offers spoons at eleven cents each, the spoons being decorated with seals of the various states. Another firm offers plain spoons and states that souvenir spoons are a relic of the past.

It is expected that Irvin S. Cobb, who was a recent guest of Roy Atkinson at the Press Club, will be the guest of the club some time in the near future. Mr. Cobb met President Connolly of the club in Washington recently and informed him that he hoped to have the pleasure of meeting many members of the club on his next visit to the Hub.

L. C. Prior, the new manager of the Hotel Lenox, who was confidential man to Colonel Henry M. Whitney during his campaign for governor several years ago, has been renewing his acquaintances among the Boston newspaper men. At the time of the opening of the Lenox under his management, February 2, Mr. Prior gave a dinner to several local newspaper men.

H. Lyman Armes is conducting the "Build Now" campaign of the Post, assisted by George E. Richards, who came to the Post from the Worcester Telegram. Newspaper editors were recent contributors to the columns of the Post on the "Build Now" movement.

George Lanen, of the Post, is ill at the Carney Hospital. Mr. Lanen is the religious editor of the Post. "Eddie" Maguire, City Hall man of the Post, is ill at his home with an attack of indigestion. Mr. Maguire was stricken at City Hall and was later treated by Dr. Edward O'Brien, who is also a member of the Post staff.

"Dutch" Mahan has joined the staff of the Journal. Mr. Mahan is no stranger there, having been a reporter

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## SUN ALUMNI DINNER.

250 Old Time Sun Men Dine and Tell Good Stories.

The Sun Alumni Association, an organization of former employees of the New York Sun, with about 250 members, held the annual dinner at the Hotel Martinique on Wednesday evening, at which covers were laid for about one hundred. Talcott Williams, dean of the Pulitzer School of Journalism, presided. An election of officers was held and Chester S. Lord was chosen president; Henry W. Odeon and Stephen B. Mather, vice-presidents; Richard S. Lord, treasurer; John P. Kenny, secretary, and Collin Armstrong, the well-known advertising agent, chairman of the executive committee.

Many speeches of an informal character were made in which stories of the Sun in the early days were related. No program had been arranged and those called on were in many cases surprised, though all were ready to tell of their experiences on the Sun.

Among those present were: George Barry Mallon, formerly city editor; Edward G. Riggs, C. V. Van Anda, Collin Armstrong, Charles Fairbanks, Willis Holly, Laurence Hills, Richard S. Lord, Cyrus C. Adams, Royal E. T. Riggs, Chris. Fitzgerald, C. L. Sherman, managing editor of the Hartford Courant; John O'Brien, Frank O'Brien, Samuel Hopkins Adams, Ed. Mott, W. Churchill, Franklin Matthews, H. W. Odeon, Father Sill of the Kent School, Connecticut; A. E. Thomas, and many others, some of whom are still prominent in newspaperdom and some who have drifted into other schools.

## AD CLUB OPPOSES BILL.

Denver Ad Club Fighting Pure Advertising Bills Before Legislature.

Many Colorado advertising men, who are said to have the unanimous support of the Denver Advertising Club, are strenuously opposing the pure advertising bills now before the Legislature, declaring that their passage will work a hardship on many small newspapers by restricting their publishing much revenue producing copy which is highly necessary to their financial success.

J. F. Reardon, president of the club, who is an agency man, and who places much foreign business, is fighting these bills very hard.

## Texas to Have Fraud Ad Law.

A bill to prevent fraudulent advertising has been introduced in the present session of the Texas Legislature. It was referred to a committee, of which Richard H. Burgess of El Paso, was chairman, and has been favorably reported by that body. Friends of the measure believe that it will pass without serious opposition.

## Bills of Interest to Ad Men.

Two bills now in the hands of the Alabama legislature, which is now in session, are exciting some considerable comment among local advertising men in that state. One is a no-liquor-advertising law, the other is a law fixing the rate to be charged for "political" advertising at 50c. per inch, regardless of circulation. In regard to the first, the question with local papers is how to fill the liberal space that the liquor men have been using. As for the second, it is thought that it may be defeated yet, or amended so as to take cognizance of the circulation of a newspaper.

## PREMIUM ASSOCIATION.

Interesting Meeting Held Last Week to Further Interests.

The National Premium Advertising Association, Inc., held a meeting at the Hotel Astor, New York, February 5, for the purpose of explaining the work and securing new members.

A. E. McKinnon, president of the International Circulation Managers' Association; W. C. Freeman, advertising manager of the New York Evening Mail; W. R. Hotchkiss, of the Cheltenham Advertising Service, and others addressed the meeting.

Although less than a year old, the organization has 200 members, including Proctor & Gamble, Armour Soap Works, United Cigar Stores, B. J. Johnson Soap Co., Larkin & Co., Colgate & Co., Arbuckle Bros., B. T. Babbitt, Inc., and others.

President Sidney A. Kirkman said \$125,000,000 worth of goods are used annually for premiums. These goods represent two per cent to three per cent of gross sales. This means that the sale of \$3,500,000,000 worth of merchandise is directly promoted by the use of premiums every year.

Mr. Freeman told the members and visitors what procedure to follow in order to become associated as a department with the A. A. C. of W.

A. E. McKinnon, president of the International Circulation Managers' Association, told how the New York World boosted its circulation 41,000 on a day when they gave a coupon good for a vacation kit put up by the A. D. S. The kit cost the makers fourteen and one-half cents. As a result of the coupon campaign each of 582 drug stores immediately purchased at least \$50 worth of the A. D. S. preparations. Mr. McKinnon prophesied that newspapers would soon cease selling premiums for cash and competing with merchants.

Mr. Bunting, of the Novelty News, described the growth of premium advertising, tracing its history back to dim antiquity. He made the point that other advertising interests need not feel that premium advertising is necessarily entirely a competitive medium, but that it is a co-operative form of advertising which many concerns use in addition to other forms.

## New Chinese Daily in Philippines.

A second daily paper to be published in the Chinese language has been incorporated in Manila, with a capital stock of \$15,000. The new daily will be called the Man Ho Po, and it will support the administration of President Yuan Shih Kai, of the Chinese Republic. The other Chinese daily, the Kong Li Po, follows the lead of Dr. Sun Yat Sen. The local Chinese colony is liberal in its support of dialect newspapers, and local merchants find the Chinese papers an advertising medium that reaches a reading public able to buy.

## May Bar Newspaper Men.

Complaint is beginning to be made against the presence of American newspaper men in Germany. The German newspapers declare that American correspondents are acting for English newspapers and hint that they are supplying by mail information of value to the English naval and military authorities. It is not charged that they are spies, but merely that the information which they send out as news furnishes the enemy with some facts they desire to know about what is going on in Germany.

## CONGRESS DELEGATES

Governor Dunne of Illinois Appoints Several Journalists to Attend International Press Convention in San Francisco—Newspaper Man Tries to Sleep While Roof Burns—Mrs. Victor Lawson Left Estate to Her Sister.

(Special Correspondence.)

CHICAGO, Feb. 8.—Governor Dunne has appointed the following delegates to the International Press Congress to be held at San Francisco July 5-10: E. D. Phillips, Chicago Tribune; Arthur Crawford, Chicago Herald; Richard J. Finnegan, Chicago Journal; George N. Brunk, Springfield Register; S. Leigh Call, Springfield Journal; H. O. Crews, Springfield News-Record.

The papers and press associations have been much bothered by bad wire service lately owing to the sleet storms and other bad weather that broke many lines down.

Another Tribune man, R. R. McCormick, has gone to the scene of the great war. He goes to Russia, via London, Bergen, across Norway, Sweden and Finland, to Petrograd, this time, and hopes to get to the firing line.

James Schermerhorn, editor and publisher of the Detroit Times, addressed the Sunday Evening Club on Sunday on "Testing the Beatitudes, a Newspaper Adventure." A special invitation was extended to all members of the Press Club to attend.

A blase New York reporter, used to fires and such things, tried to sleep in the Kaiserhof Hotel the other day during a fire that nearly burned the roof off. He finally gave it up as a bad job, saying that the firemen made too much noise. He was George C. Gould, of the New York Tribune.

The Tribune has been exposing Pastor Russell, the well-known sermonizer. As a result, the Herald gave notice that it had cancelled its advertising contract with Russell. No doubt numerous other papers will refuse to print his articles now.

Charles N. Wheeler, of the Tribune, who has been in the war region, gave a talk on what he saw and heard there at a Press Club luncheon last week.

"Old Time Newsboys' Day" has finally been set for February 18, regardless of the weather. A committee has been appointed to make the needed arrangements.

Miss Christobal Pankhurst, the English militant, addressed the members of the Woman's Press Club last week and explained the reason for militancy in the English suffrage campaign.

Irvin Cobb, the war correspondent, is to lecture here at the Auditorium on Saturday and Sunday evening, February 20 and 21, and will show pictures of European battlefields.

An unusual surgical operation has been performed on Hugh, son of A. B. Adair, foreman of the Daily News composing room. A tumor on his skull necessitated the removal of part of the bone, and it was found the membrane covering the brain also had to be removed. This was replaced with a web taken from his thigh bone. The hole in the skull was protected by a brass plate and a skull cap. He is expected to fully recover from the operation and a piece of bone has been fitted into the hole in his skull.

The late Mrs. Victor F. Lawson left an estate of \$35,000, according to her will, recently filed for probate. It is all

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## WHY NATIONAL GAS CAMPAIGN FAILED

**Mr. Elcock, Secretary of the Association, Admits That The Editor and Publisher's Arguments Opposing the Magazine Plan Convinced Members That It Should Be Abandoned.**

(Special Correspondence.)

PHILADELPHIA, Feb. 5.—That the closing of the national gas advertising campaign after one year of the three that it was originally planned to run was largely due to the attitude taken by THE EDITOR AND PUBLISHER, which opposed the plan because the fund was to be expended in the magazines instead of the newspapers, and that such attitude was based on insufficient consideration of all the facts in the case, is the statement made by Thomas R. Elcock, Jr., chairman of the national advertising committee, member of the board of Commercial Gas Association, and advertising manager of the United Gas Improvement Co. of this city, the U. G. I. as it is familiarly called.

"The article which appeared in THE EDITOR AND PUBLISHER of October 31, which was sent to every gas and gas supplies manufacturer in the country prior to the annual meeting of the national association in Minneapolis in November, was broadly discussed and unquestionably had a very dampening effect upon an enthusiasm which we counted on to insure the continuance of the campaign for next year and many years," said Mr. Elcock to day. "The local gas company and the local newspapers in every city throughout the country that I have ever heard of, have always been on most friendly terms. Gas companies very rightly have considered the local paper to be their most effective means of advertising and the gas man, looking on THE EDITOR AND PUBLISHER as the mouthpiece of the newspapers of the country, felt that its position would be reflected to some extent in the policies of their local press and they hesitated about taking any step that would lead toward any unpleasant relations.

### BELIEVE IN NEWSPAPERS.

"The gas association has always felt that a publicity campaign showing facts about gas and removing from the minds of the public many unjust opinions that have existed for years in regard to gas lighting and gas heating would be strongest if carried on in local newspapers. This fact was brought to the attention of THE EDITOR AND PUBLISHER several years ago and they claimed that with the fund, which was then proposed to be \$150,000, it would be impossible to divide it up so that it would buy sufficient copy in the local press of the many cities who were subscribers to the fund.

"Every gas company in the country, I think I am safe in saying, expends most of their advertising appropriation in the daily papers, and our campaign was arranged so that the copy appearing in the national magazines would be changed somewhat to suit local conditions, and at the time the copy appeared in the national media, similar copy would be run in the local media. Other forms of advertising were to be distributed and it was considered a very strong feature to have the weekly and monthly magazines coming into a town with copy similar to that appearing two or three times each week in the daily papers."

### HAS FAITH IN ABANDONED PLAN.

Mr. Elcock, despite discouragement, is still a firm believer in the original plan. He makes a strong point of the fact that the total appropriation was only \$60,000, which would split up into infinitesimal nothings if subdivided among the many papers entitled to a share, while the sum, used as intended, in magazines, would increase the local advertising and improve results. Further, he says, the sum contributed by each individual gas company was but a very small proportion of its annual advertising allowance which was all spent with the papers.

"Take Harrisburg, for instance," he says. "That presents the case in a nutshell. Their annual appropriation for advertising is some \$1,500, while their share in the national fund was but \$22.

In Philadelphia, we have an annual appropriation of between \$50,000 and \$60,000, of which \$6,000 went to the national fund, all the rest being spent with the local papers. There are certain kinds of general advertising which are better suited to magazines than to newspapers. Our idea was to have this special advertising supplement and support the work in the local papers, schedules and proof of copy being sent to the gas men ten days in advance of the magazine advertisement, so that local firms might and would take advantage of the matter being presented through another and outside medium.

### THE PHILADELPHIA SITUATION.

"Consider what happened here. When the Saturday Evening Post and the Ladies' Home Journal carried big ads, the U. G. I. co-operated by carrying 25 per cent. increased space in the local papers; also the local manufacturers of gas appliances took advantage of the situation by placing special advertisements. This does not look as if the local newspaper was getting the small end of things, does it? Quite the contrary, national advertising was increasing the local use of printer's ink."

Mr. Elcock says he is a very strong believer in, and upholder of newspaper advertising and regrets that THE EDITOR AND PUBLISHER took the position it did, which he thinks was the result of misapprehension as to the sum raised, the individual contributions, and the general conditions and working out of the idea. He feels that the plan was not given sufficient time to prove its worth.

"The campaign started in July, and the subscription was made up from about 135 gas companies and manufacturers of gas appliances. It was impossible after only five months had passed to say just what effect it had upon our business, or how much it had influenced the thoughts of the country in regard to public utilities, and especially in regard to the gas industry. It was surprising to us that THE EDITOR AND PUBLISHER should have issued at that time a very strong article claiming that the campaign had been a complete failure and quoting an interview from a man who had always been antagonistic to the idea. For the coming year from June on, the national advertising will be continued but on different lines. There will be a co-operative advertising service not requiring subscriptions from each company, but advertising forms will be for sale by the association in quantity prices for the local company to buy. The buying of space in national media has been merely postponed for a short time and I feel that unquestionably the campaign will be resumed at no distant date."

Fenton Kelsey, former editor of the Gas Record and now advertising manager of the Public Ledger, has this to say concerning national gas advertising.

"If a workable plan could be devised whereby the newspapers in gas towns, participating in a national campaign, would receive consideration according to the amounts contributed by these various towns, there might be some chance of working out a nationally handled newspaper campaign. I say there might be. Balanced off against this is the very evident desirability, so far as local public utilities are concerned, for placing direct whatever advertising they do with their local newspapers—this not only from the standpoint of policy but because greater efficiency will be attained thereby.

"Climatic conditions, local happenings, etc., for instance, are two of the things which can be seized on to put news flavor into the advertising of the gas, electric and telephone company.

"Frankly, the opposition of newspaper interests to a national magazine campaign would, to my mind, be more successful if a constructive plan had been presented.

## UNIFORM RATE AGITATION.

**Further Information Regarding a Subject of Prime Importance to Publishers.**

The subject of uniform rates has been given added impetus by the action of A. W. Peterson, publisher of the Waterloo (Ia.) Evening Courier, in proposing the following table of rates to the members of the Associated Iowa Dailies:

| Net Paid Circulation (Audit Bureau of Circulations) | Rate per inch per 1,000 circulation. | Rate for 100 or more inches in 10 or more insertions in one year. | Rate per inch. |
|---|--------------------------------------|---|----------------|
| 1,000   | .07                                  | .07   | .15            |
| 2,000   | .06                                  | .12   | .28            |
| 3,000   | .05                                  | .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  | .018                                 | .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.

In this connection Mr. Peterson recently said:

"I am pretty well acquainted with both the joys and griefs in newspaper publishing in small and large towns, as it has been my lot to adjust advertising and subscription rates (upward) quitably almost every year for more than thirty years. My father was a publisher in Iowa more than fifty years ago, and he helped me to acquire the habit. Starting in a county seat town of two thousand inhabitants, in 1875, we had all the pleasures of running a country weekly. When the county seat was moved away, we established a weekly in another county seat of six thousand inhabitants and acquired a circulation of 2,400. (In those days the small town daily did not exist, as you know.)

"In 1884 I went to the Indianapolis News as advertising and circulation manager, where I remained sixteen years, afterwards taking up newspaper work in New York, Philadelphia and Minneapolis, coming to Waterloo in the winter of 1897."

Mr. Peterson thinks that the publishers of Iowa newspapers should co-operate each with the other in printing articles of an educational nature, calculated to enlighten advertisers and readers.

The first article in the proposed series is from the pen of Mr. Peterson, and entitled "Support Your Own Town; Live and Let Live."

## ADVERTISING BUREAU CREDO.

**A. N. P. A. Ideas Which Appear Sound in Every Way.**

Newspaper publishers everywhere should appreciate the soundness of the following "beliefs" of the Bureau of Advertising of the A. N. P. A., and should make them a part of the rules of business:

The Bureau of Advertising does not believe that it is good business for a newspaper to run any free articles for any advertiser.

It does not believe that it is good business to donate any space on a page for headings.

It does not believe that it is good business practice for a newspaper to solicit a dealer to stock up with any product, as this function belongs entirely to the advertiser and his salesman.

The Steuben Daily Herald, a morning paper recently started at Hornell, N. Y., has temporarily suspended, being forced to seek new quarters, as their building was inadequate.

## TRADE NAME DECISION.

**Will Have Effect on Many Lines of Industry—An Important Ruling.**

More than 100 manufacturers of breakfast foods are affected by a decision of United States District Judge Tuttle, of Detroit, Mich., in which he held that the term "toasted corn flakes" could not be monopolized by anyone and therefore held against the Kellogg Toasted Corn Flakes Co., of Battle Creek, Mich., which had brought suit against the Quaker Oats Co., of Chicago, asking a permanent injunction restraining that concern from using the phrase.

Attorneys for Kellogg declared the decision would mean the loss of millions spent in advertising by their clients and declared they would appeal the case. The court based its decision on the fact that the term "toasted corn flakes" was not a technical phrase and that its use was open to anyone.

## MacLennan Entertains Staff Heads.

Frank P. MacLennan, editor and publisher of the Topeka (Kan.) State Journal, last month gave a dinner to the heads of the various departments of the newspaper. On the last page of the menu was a seating diagram, the name of the individual at whose plate it was placed being underscored in red ink. Mr. MacLennan's guests were O. D. Wolff, C. S. Legerstrom, Oscar Beeler, E. J. Early, Ben. Cohn, Carl Bolman, W. P. Snyder, E. C. Fable, K. U. Whitte, Clarence Lodge and Arthur Caruth.

International Film Service, Inc., is the title of a new company recently formed by the Star Company, of New York, to handle the syndicate and photo rights of the "Exploits of Elaine." Edward MacManus, of the International Service, has been made general manager of this new company.

## SPOON PLAN HITS HUB.

(Continued from first page.)

of that paper from time to time in the past few years.

Eustis Adams, a former Boston newspaper man, is leaving for Paris to join the American ambulance staff. Mr. Adams, after quitting Boston newspaper fields, went to New York, where he tried his hand at soliciting advertising for a metropolitan journal. He expects to send back from the front some interesting stuff regarding his experiences.

Philip Powers, former rewrite man on the Herald, has left for Berlin, where he has a position on the staff of the Associated Press. Mr. Powers is well fitted for this position, through his knowledge of the language, acquaintance in Berlin, made during his college days, and his ability to write accurately and well on any subject.

Word comes from Portland, Maine, that Thomas McLaughlin, formerly of the Post, is making a hit as business manager of the Portland Press. Since Mr. McLaughlin has been managing the affairs of the Press he has reduced the price of the paper to one cent per copy. The subscription list and sales have gone upward with a rush.

Owen Flanders, who has been covering a district for the Post, has been taken on the city staff. Mr. Flanders states that he is well pleased with the change.

John B. Wheeler, a Worcester newspaper correspondent, who was formerly an ensign in the navy, has given up his newspaper work and re-entered the navy with the rank of lieutenant.

Roland Thomas, the new city editor of the Herald, is the author of "Fagan," the story that won the \$5,000 prize offered some years ago by Collier's for the best short story. Mr. Thomas has had his first experience in daily newspaper work on the Herald, but report says that he is making good.

Walter Adams, publicity representative of the Boston & Albany, is planning an early spring fishing trip to Maine. Mr. Adams says that he once hated Maine and that he now loves the Pine Tree State.



## AWARDED GOLD MEDAL

**Glenn S. Williamson Is Awarded the Scientific American Prize for a Safety Device for Elevators— This Is His Third Important Mechanical Invention.**

The American Museum of Safety at its annual meeting, Wednesday, February 11, held in the United Engineering Societies Building in West 39th street, awarded the Scientific American medal, for the most efficient safety device invented within a certain number of years and exhibited at the Museum, to Glenn S. Williamson, mechanical superintendent of the New York World, and the Shurloc Elevator Safety Company, Inc., of New York.

In presenting the medal to Mr. Williamson, president of the company, Professor Frederick R. Hutton, Emeritus Professor of Mechanical Engineering at Columbia University, enumerated the general principles on the basis of which the Museum recognizes successful achievement as follows: Applicability, practicability, simplicity, reliability, durability and commercial availability.

After alluding to the fact that the Scientific American medal, which was established in 1908, was the first to be awarded in the history of the Museum, Professor Hutton said:

### NATURE OF THE INVENTION.

"The award this year is given to an individual, and the company which he has created to give permanency to his undertaking, for a device which shall secure safety to the general public which makes use of the elevator system in our great office and other buildings, stores and hotels. It meets the requirements of the conditions of award and is made, in addition, to command the special approval of the jury because it involves in a most simple and direct way the application of what safety calls 'the interlocking' principle, that is, a construction which makes it mechanically impossible to open the hatchway door, either from within or without, until the car is at the landing or within four inches above or below it.

"Secondly, it is impossible to start the car from the landing until the hatchway gate is closed entirely or so nearly closed that no part of the human frame can be forced through the opening. For its attainment of mechanical safety, and the prevention of obstinate or reckless humanity from doing what it ought not to do, the Museum awards the Scientific American medal to the Shurloc Elevator Safety Company, Inc., and to Mr. Glenn S. Williamson, the designer."

The device has been in use in the New York World Building for a year and a half, and was recently adopted by the city for the elevator openings in the new Municipal Building. The importance of such an invention lies in the fact that during the last eight years there have been in New York City 437 deaths caused by the movement of elevators while doors were open or ajar. This is an average of 54 a year.

### MR. WILLIAMSON'S CAREER.

Mr. Williamson is superintendent of the mechanical department of the New York World. He was born in Columbus, Ohio, forty-six years ago. He was studying law in the Boston University Law School when he decided to go to Chicago and put into operation on the Daily News a scheme for handling classified advertisements by telephone, which he had originated, and which appealed to S. S. Rogers, the business manager of the paper at that time.

During the first year \$100,000 worth of classified ads were taken over the telephone, payment for which was later made at the office or sent in by mail. The loss due to non-payment of charges was only one-half of 1 per cent.

In 1898 Mr. Williamson joined the staff of the New York World. He designed the mechanical and electrical arrangements of the present Pulitzer Building. The first of his inventions



GLENN S. WILLIAMSON,  
MECHANICAL SUPERINTENDENT OF THE NEW YORK WORLD.

that proved to be of signal value was the pneumatic stereotyping table, now in general use in newspaper offices. Following this he invented an automatic paper splicing machine which is employed to conserve waste in the pressroom by pasting together the strips of the paper left on steel cores at the end of the run. For instance, last week in one pressroom twenty-one full rolls of paper were obtained from 234 stubs. The saving effected in time and waste is about \$150 a week.

### P. P. I. E. ADVERTISING.

#### Progress Report of Committee to Raise Funds for Campaign.

From present indications the Pacific Coast newspaper and magazine men's "concerted and enthusiastic action" wherein they resolved to raise a mighty sum of real money for advertising the Pacific Coast and the Panama-Pacific International Exposition; and which was exploited in THE EDITOR AND PUBLISHER October 17, was a remarkably cagey piece of work but bearing a striking resemblance to the far-famed Palisades of New Jersey, so justly admired by all but which, in last analysis, is all a bluff.

Following a meeting which was held at the Palace Hotel, San Francisco, M. H. De Young was made chairman of a committee to put into active operation a huge money-raising plan. The committee was composed of C. B. Blethen, Seattle; J. E. Chilberg, Seattle; Scott Bone, Seattle; Edgar B. Piper, Portland; C. S. Jackson, Portland; C. C. Chapman, Portland; Sam Perkins, Tacoma; W. H. Cowles, Spokane; Harry Chandler, Los Angeles; Paul Shoup, Los Angeles; L. M. Cole, president Los Angeles Chamber of Commerce; F. J. Belcher, president San Diego Chamber of Commerce; James McMullen, San Diego; H. C. Capwell,

Oakland; J. F. Conners, Oakland; Owen E. Hotle, Oakland; D. W. Carmichael, Sacramento; F. W. Kellogg, San Francisco; George T. Cameron, San Francisco.

This emphatic action at once placed the press in a receptive mood, instead of one of antagonism.

After six months of watchful waiting some have asked to know what has been done, and all available data points toward the conclusion that the newspapers have been done, and done to a hard boiled finish.

The A. N. P. A. Bureau of Advertising Bulletin, dated February 6, carries a brief announcement that the joint committee made a report last week which contains the interesting information that various plans have been submitted to the board but have failed of indorsement; the prospect of raising money for a campaign seems remote; the Panama-Pacific Exposition has no funds available for advertising, and that not a dollar has been spent on any medium by the Panama Pacific International Exposition.

Outside of this, however, things look bright.

Analytically it would appear that the "emphatic and enthusiastic action" heretofore referred to was merely a quiet, comparatively painless way of letting the press down easy, avoiding the dull sickening thud which is so disquieting to sensitive nerves.

Under date of February 4, 1915, M. H. De Young wrote THE EDITOR AND PUBLISHER as follows:

"In answer to your inquiry as to what has been done about spending the money for advertising, I desire to state that nothing has been done as yet. No advertising of the great International Exposition in San Francisco has been given to any paper as yet. Whenever the board of directors make up their minds to act, I shall take great pleasure in personally advising you." S. T. C.

## CONGRESS DELEGATES

(Continued from front page.)

personal property and was left to her sister, Anna M. Bradley.

An idea of the enormous mail daily received by the Tribune is shown by the statement that during the past year it received 200,000 letters from its readers regarding various matters, such as discussions, prize competitions, etc. This total does not include answers to blind ads, which run high into the thousands.

J. C. St. John, advertising manager of the Live Stock World, is laid up as a result of injuries sustained on Friday of last week when he was hit by a street car that jumped the track while he was standing near waiting for it. He was bruised and hurt internally.

The Advertising Association of Chicago has arranged a plan by which students of advertising will be given junior memberships and will be taught, without charge, by the business men composing the organization. Lectures will be given on Saturdays and the privileges of the club on certain evenings. A membership of 500 in this department within a year is looked for.

The Press Club of Chicago gave its annual artists' dinner at its rooms last week, Friday night, entertaining members of the Palette and Chisel Club. Mark Hayne acted as toastmaster and numerous honored guests spoke briefly.

### Troy (N. Y.) Standard Press Quits.

The Troy (N. Y.) Standard-Press, the organ of the Democratic party in the city of Troy and county of Rensselaer, published by the Troy Publishing Company, suspended publication on Monday of this week. When the editorial, reporting and mechanical forces of the paper appeared at the office in the morning, they were met by the vice-president, Edward A. Connors, with the statement that the paper had suspended and that the services of all employees were no longer required. Mr. Connors stated that so far as he had knowledge there was no prospect of resumption or a reorganization of the company. Want of profitable support was, he said, the only cause for suspension. The officers of the Troy Publishing Company, publishers of the Troy Standard-Press, are: President and treasurer, Thomas J. Connors; vice-president, Edward A. Connors; secretary, Frederick H. Bushouse. This company was formed three years ago, at which time the Troy Standard was united with the Troy Press under the above name.

### VANCOUVER WORLD CASE.

Mayor L. D. Taylor, of Vancouver, former editor of the Vancouver World, in a night wire to THE EDITOR AND PUBLISHER, under date of February 10, states that: "Negotiations very favorable. Notwithstanding court orders, all large creditors of the Vancouver World except one have accepted reorganization plans. Hope to land them this week. Receiver doing utmost to ruin business. Have applied for stay of proceedings. Decision next Tuesday."

A very interesting fight is taking place in Vancouver between the majority of stockholders and the debenture bondholders of the Vancouver World. It is alleged that the bondholders, having secured a friendly receivership, are endeavoring to foreclose and force the Vancouver World Company into liquidation. Mr. Taylor and his attorneys state that the trust mortgage to the bondholders does not cover the paper's franchise and its good will. These facts were related at some length in THE EDITOR AND PUBLISHER for February 6. Mr. Taylor's wire would indicate that his plans for a reorganization of the company are about matured.

The Peoria (Ill.) Herald Transcript Building is undergoing alterations which will entail a cost of \$25,000 to \$30,000, which will modernize it, giving the paper more room and greatly improved facilities.

## ON NEWSPAPER MAKING

Closer co-operation between competing newspapers would add materially to profits without in any way jeopardizing possibilities for growth and success. Too many newspapers are conducted by men of narrow and small vision for them ever to get together until by demonstration somewhere at some time they are shown how foolish and insane has been their foolish competition in many details.

Like some of the professions, such as the doctors with their prescriptions written in Latin and code of ethics which prevent red blooded men acting like human beings, imagine themselves surrounded by imaginary restrictions and policies which if transgressed will spell ruin.

For instance nearly every newspaper man has been brought up on what I will call the "beat" route. He was born that way, nursed that way, weaned that way, and raised that way. From the office boy to the managing editor, all have for time immemorial been fed on the beat stuff.

To get the paper out on the street first, to publish a piece of news first, to carry more lines of advertising than a competitor, to sell more papers and a dozen other points, have all been thought to be worth more money than to have the money in the till to be used to make a more complete and more interesting newspaper and to promote its power and influence.

Millions and millions of dollars have been gladly burned up before the speed god in a hopeless endeavor to beat a competitor. Years ago when news was handled by antique methods real beats were possible. Today with wires giving all papers practically simultaneous service, and with mechanical facilities which enable any newspaper to lift news from another with only a few minutes of delay, news beats are not worth all the money we spend to try and score one once in a while.

The quest for mere lineage in advertising between rival newspapers has made them the easy prey of clever buyers of space who by playing one against the other more often than not prevent the publishers advancing rates on increased circulation to a point where they will show a similar percentage of added profits.

The struggle for mere circulation figures has likewise induced certain newspapers to lower the dignity of their papers by the cheapest phases of guessing contests, coupon schemes and other gift enterprise devices. It has also induced them to put on circulation at distant points where it is carried at a loss and is practically valueless to the majority of their advertisers.

These are not overdrawn statements. They are a cold-blooded dispassionate summary of the newspaper situation in many important cities expressed by a man who has seen them in operation and who knows the moves of the game, as it were.

Through co-operation the newspapers of any town could free themselves from the unfair extortions of the labor unions, they could combine their delivery systems, secure a fixed and reasonable rate per line per thousand for their advertising, and by taking the added revenue compete on the quality of their product rather than in seeing how rapidly they can exterminate a contemporary.

There is basically no more reason why a newspaper should expect to get addi-

tional advertising because it, by broken or very cheap rates, is carrying more lineage than another newspaper, than for a department store to expect new trade by blowing about the number of yards of silk, or spools of thread they sold on a single day, in any month or for a year.

Make the newspapers better, and eliminate the antique effort to "beat" the other fellow in throwing away your dollars. NORTHCOTE.

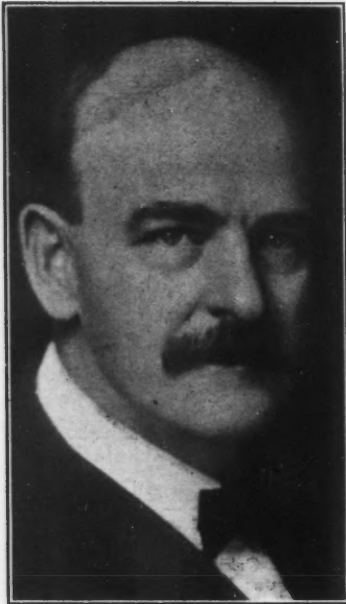
### HE'S A REAL BUSY EDITOR.

Sketch of H. T. Warner, Managing Editor of Houston Post.

By A. P. GOODMAN.

I've found in some of the cities I've visited and in some of the offices where I've been domiciled working men. But in this office of the Houston Post I've found the man who is a real worker.

Harry T. Warner, the managing editor of the Post, is his own Sunday



HENRY T. WARNER.

editor, keeps a personal supervision over the State news department, knows not only what is coming over the Associated Press wire but also the shape it is coming in and why, keeps in touch with every move in the local field, makes more after dinner speeches (none of them more than ten minutes in length, however) than any other man in the city, mixes into more things than any other two men in the town and keeps in



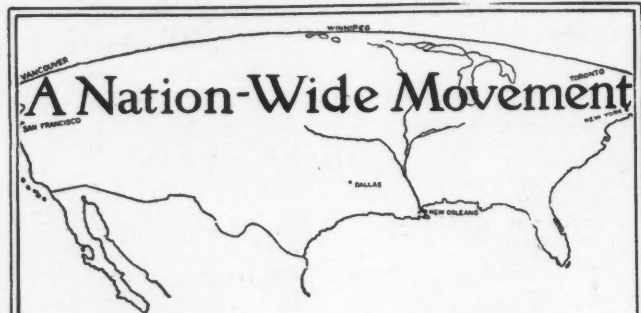
The New York Evening Post has reported for its readers the history of the United States since the close of the Revolution. It is accurately reporting history in the making today.

touch with each of them; on the side an ardent sportsman who finds time for a day with the gun and the dog each week during the three months of the hunting season, raises chickens and a garden as a matter of keeping down the cost of living and not because he is a fancier, and who speaks and is spoken to by at least 25 per cent of the men he meets on the street—all sorts of men of all professions and trades and of none.

He is the managing editor of the Post, which is some job in itself; a director of the Rotary Club of Houston, a director of the NotsuOh Association, which pulls off Houston's annual carnival show; a director of the Humane Society, a director of the Press Club, vice-president (active) of the Inner Circle, which is the name for an organization locally known as the Red Roosters and which was organized by Mr. Warner; vice-president of the Texas Field Trials Club, a member of the park committee of the Chamber of Commerce, an active and not a passive committee; a director of the Houston Playground Association, a member of the statistics committee of the Anti-Tuberculosis League, a member of the executive committee of the

Boy Scouts, which he assisted in organizing in Houston; a member of the board of control of the Harris County School for Girls, where the delinquents of the county are cared for; a member of the advisory board of the Houston Art League, honorary member of the Houston Symphony Society, which is not an honorary position, but involves work; a member of the advisory board on prison reform and Hope Hall, where the discharged convicts are cared for; a member of the committee on municipal entertainments, which has concerts each Sunday afternoon for seven months in the year and incidentally on all holidays; a member of the Houston Press Club, of the Houston Turnverein, of the Houston Motorcycle Club of the Houston Irish-American Club, honorary member of the State Saengerfest Association. He lives on the outskirts of the city and gets home to dinner five days out of the seven and gives the chickens and the children the once over. Incidentally, he is some "jiner."

James Strasburg has been appointed general manager of the Detroit Saturday Night, taking the position left vacant by the death of W. R. Orr.



**A Nation-Wide Movement**

THE Audit Bureau of Circulations is the result of a nation-wide movement to put circulation on a commodity basis—to secure uniformity and standardization.



It is a purely co-operative organization—not for profit.

Its membership consists of 878 leading Advertisers, Advertising Agents and Publishers of newspapers, magazines, farm, class, trade and technical journals, forming the most powerful and influential organization in America—it is growing all the time.

The A. B. C. is the *only* organization that audits, analyzes and verifies circulation figures and facts.

It benefits Advertisers by giving them facts instead of claims. It protects the Agency in its judgment of mediums. It puts the Publisher's circulation on a "known value" basis.

The members of the Audit Bureau of Circulations are pledged to buy and sell circulation as a commodity—both as to quality and quantity.

Complete information regarding the service of the Bureau furnished on request. Send for "Standardized Circulation Information" addressing Russell R. Whitman, Managing Director.

**Audit Bureau of Circulations**

330-334 Railway Exchange Bldg., 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.



# Gains Both in Advertising and Circulation

FACTS AND FIGURES OF INTEREST TO ADVERTISERS USING NEWSPAPER SPACE IN NEW YORK



| CIRCULATION   |                | ADVERTISING  |                |
|---|----------------|--|----------------|
| Average net paid for Jan., 1915...  | <b>178,054</b> | Number of lines of advertising carried January, 1915 .....   | <b>407,993</b> |
| Average net paid for Jan., 1914...  | <b>141,144</b> | Number of lines of advertising carried January, 1914 .....   | <b>372,407</b> |
| Gain .....  | <b>36,910</b>  | Gain .....   | <b>35,586</b>  |
| Average for full year ending January 31, 1915 .....                       | <b>178,557</b> | During a period when nearly all other New York evening newspapers lost.  |                |
| Average for full year ending January 31, 1914 .....                       | <b>144,227</b> | <b>Here are the lines of advertising for January as reported by the Statistical Department of the New York Evening Post:</b> |                |
| Gain .....  | <b>34,330</b>  |  |                |
| Constantly increased service to advertisers without any increase in rates |                |  |                |

|                           | 1915    | 1914    | Gain   | LOSS    |
|---------------------------|---------|---------|--------|---------|
| Evening World.....        | 437,829 | 543,446 | .....  | 105,617 |
| Bklyn Standard Union..... | 411,021 | 516,617 | .....  | 105,596 |
| Evening Journal.....      | 557,814 | 629,044 | .....  | 71,230  |
| Brooklyn Eagle.....       | 684,441 | 731,303 | .....  | 46,862  |
| Evening Mail.....         | 374,475 | 421,021 | .....  | 46,546  |
| Evening Post.....         | 285,426 | 298,302 | .....  | 12,876  |
| The Globe .....           | 407,993 | 372,407 | 35,586 | .....   |
| The Telegram.....         | 512,269 | 502,403 | 9,866  | .....   |
| Evening Sun.....          | 384,706 | 373,298 | 11,408 | .....   |

## THERE ARE REASONS

Among them are:

- 1—Absolute frankness regarding all circulation information;
- 2—The production of a newspaper which has won the confidence of its large army of readers; and
- 3—Proved definite results to advertisers in a way that is far ahead of anything of its kind ever done.

**O'MARA AND ORMSBEE**

Special Representatives

NEW YORK  
Brunswick Bldg

CHICAGO  
Tribune Bldg.

The Globe is a member of the Audit Bureau of Circulation

**JERUSALEM HERALD.**

**Notable Newspaper Presenting Bible Stories As They Would be Reported Today.**

On Christmas day, 1914, a new daily newspaper made its appearance in Denver. It was known as the Jerusalem Herald and bore the date of December 25, 4 B. C., nineteen hundred years ago, and told the story of the first Christmas as a modern newspaper would have told it. Its career was limited by the publisher and editor, Tolbert R. Ingram, a reporter on the Times, to seven days. Copies were sold through the Sunday Schools, young people's societies and boys and girls.

The social, religious, sporting and current news of Jerusalem and of the world as then known were recorded just as they would be reported had they happened today.

One issue carried a twelve inch advertisement of the Circus Maximus telling of the fights with wild beasts, chariot races, gladiatorial combats and sports of all kinds that were to take place in the famous arena.

Mr. Ingram spent six years in research work gathering the material for those several issues. Press and pulpit alike have given Mr. Ingram unstinted praise for the manner in which he presented the several subjects. In historical details the articles were absolutely accurate.

**ABOUT MR. INGRAM.**

Tolbert R. Ingram of the Denver News and the Denver Times, who last December issued the Jerusalem Herald, described above, was the son of a newspaper man and was born in Clarksville, Tenn., in 1876. As he earned his own living since he was fifteen years of age, he did not have the advantage of attending high school or college. He started in business as a newspaper carrier.

In telling a representative of the Edi-

TOR AND PUBLISHER of some of his earlier experiences Mr. Ingram said:

"One of the few experiences I remember which might be of interest is a sound thrashing I received for advertising a book issued about eighteen years ago by 'Art' Young, who then was a cartoonist on a Chicago paper. This book reproduced a series of cartoons by him picturing modern methods of punishment in Hades. He called it 'Hell Up to Date.' I was running a news stand and the book struck me as being a good feature, so I advertised all over town 'Hell Up to Date at Ingrams.' It just happened that my father, who was a widower, married about that time and the public connected up the two events. While I sold a number of the books the recollection of the aftermath is still quite painful.

**NEWS OF FORMER DAYS.**

"You doubtless have seen in many papers a column reciting what occurred in the municipality in which the paper is published ten, twenty or fifty years ago on that date. The idea, as far

growth of the daily story I made up from the files as told above. The first copy on the Herald was written six years ago this month. Most of the work was done after office hours and at night. For months I worked in an improvised office in the basement of my home often until midnight and sometimes until 1 and 2 o'clock in the morning. My idea was to develop a new method of teaching history and to find a practical way of answering some of the so-called 'higher criticism' concerning the teachings of the Bible.

"Critics have been very kind in speaking of my work. Dr. Kepper, of Columbia University, has had it placed in the permanent records of the university's school of journalism. The same thing was done by Dr. Stuart of the Garrett Biblical Institute, and others. Dr. David Starr Jordan spoke very complimentary of it and Dr. Donald Douglas, head of the religious educational department of the University of Chicago Press, substituted a reading from the paper for his usual sermon a few weeks ago."



TOLBERT R. INGRAM.

**THE EYES OF THE NEWSPAPER.**

(From the Pittsfield (Mass.) Eagle.)

A change has come over ideals in newspaper making in the last few years. Instead of regarding it as just so much labor in a sawmill, we accept it as the highest form of professional service. Tell us, what higher form of professional service can any endeavor take than that of observing what the world is doing and truthfully recording it for the benefit of mankind?

Our modern reporter strives to make whatever he does a finished product. He exercises pains in the preparation of even his minor items. He tries to have his stories stand out from all the rest while, at the same time, conforming so far as in his power lies to the style of the newspaper for which he writes. He dresses his items in attractive verbal clothes. Have you ever read a paragraph over twice or even thrice saying to yourself the while, "That's unusual." A reporter's genius has "got to" you—that is all.

Far more important than the duty of the editor is the duty of the reporter. The reporter is the eyes and ears of the newspaper. Those at the desk rely upon him absolutely for the opinions upon which they are to base their editorial conclusions. Through their men in the street the editors look out upon the broad expanses of the world.

**BIGGEST NEWSPAPER STORY.**

Here is a story told by Frederick E. Tarman, telegraph editor of the Daily Oklahoman.

Preston McGoodwin, United States minister plenipotentiary to Colombia, and former managing editor of the Daily Oklahoman, started his newspaper career as a cub reporter in Cincinnati. Late one night he was in the office of the Enquirer where a crowd of newspaper men were gathered and the talk turned to newspaper scoops and big stories. A veteran New York writer who was present was asked to detail the biggest possible newspaper story which could break anywhere.

"Well," said the New Yorker, after thinking a minute, "the story would have to break in New York; it could not occur anywhere else. I believe that the biggest possible story would follow the collapse of the Brooklyn Bridge over East River some morning or evening while the residents of Brooklyn were crossing to or from work, hurling its thousands of occupants hundreds of feet into the river."

Everyone was duly impressed except McGoodwin. "Huh," he said, almost sarcastically, "I can think of a lot bigger story than that."

"Let's hear from you, then," responded the Gotham man; and this was McGoodwin's reply:

"Just suppose that Lillian Russell should elope with the Pope."

BATAVIA, N. Y.—The Times, after February 14 will suspend the Sunday edition. This in no way affects the daily edition.

**A Real, Funny, Comic Supplement**

is what your readers want—not merely a "Comic."

High class humor gets and holds circulation in the HOME and that's where a paper MUST go to get RESULTS.

**OUR COMIC SUPPLEMENT**

Is different—really funny—WELL PRINTED and clean. Printed Parts—4 colors outside pages—3 colors inside. Mats—4 colors—Black and Red or black only.

20 or 21 inch

Ask us to send Proofs and Prices TODAY.

WORLD COLOR PRINTING CO.

Est. 1900 R. S. Grabie, 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.

**ON THE RIGHT SIDE OF THE LEDGER**

One Year Old and on a Paying Basis

**WHAT DO YOU THINK OF THAT?**

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

Central News of America  
26 Beaver Street, New York

**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: 1205 Cass St., Joliet, Ill.

**You Would Enthus 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

as I can ascertain, started this way: I was working on the Leaf-Chronicle at Clarksville and the sole member of the staff was city editor, reporter and superintendent of circulation. We had not introduced the linotype. It was my duty to keep the three printers in copy, a task which was very uncertain as to the outcome. One morning I ran out—there wasn't even a dog fight. The old files seemed to be the only possibility and I wrote half a column on what Clarksville was doing fifty years ago. Since then most every daily in the country has used the feature at some time or other.

"One other thing I did, of which I am proud, was to start a daily newspaper with 35 cents capital, run it for a year and make enough money to pay my way to Colorado and leave me with \$35 in bank. Joe Wilson, brother of President Wilson, was running a weekly newspaper at Clarksville. He met me on the street one morning following my return from a trip out West, and suggested that I start a morning paper. I told him I didn't have any money and he replied that it wasn't necessary. He said he could have the paper printed in his office and could use the type for his weekly. I obtained enough subscribers in advance to make a showing with the advertisers and through the contracts booked was in a position to start the paper. Of course, it was only a small daily in a small town.

**MANY YEARS IN MIND.**

"Regarding the Jerusalem Herald—I don't know just how, or when I got the idea, but it has been in my mind for a great many years, possibly as an out-



**MAKING A NEWSPAPER.**

**Description of the Work of Mechanical Department of a Modern Daily.**

[The Springfield (Mass.) Republican recently printed an article on a modern newspaper's mechanical equipment that, because of its clearness and comprehensiveness, is worthy of reproduction in the publications owned by the readers of the Editor and Publisher. As the public has only a hazy idea of the subject, this article will be of great help.—Ed.]

As was evident, however, in the industrial exposition in the Auditorium when the Republican exhibited a linotype in full working order, the general public is not familiar with such terms as "matrix," "stereotyping process" and "press plate." The linotype is what is commonly called a "type-setting" machine, because it takes the place of the old-fashioned method of setting individual type by hand. It is operated from a lettered keyboard and casts the lines of type in solid metal strips each the width of a newspaper column. These lines or slugs of metal are "made up" in forms which are the size of the newspaper page.

After the proofs have been corrected and the larger type of the headings placed in the form the latter is locked. Locking a form means tightening the type in the form so that none of it can move during the later processes through which it will go.

**MAKING THE MAT.**

A specially prepared mat the size of the form and resembling a sheet of blotting paper is now laid, in moist condition, on the form and run through a rolling machine, which presses the mat heavily on the type, so that an impression of the entire page is made on the soft surface of the mat. The result is the so-called "matrix." A flour paste is used in preparing the mat and gives the matrix a hard, literally baked, surface, when both form and matrix are placed on a steam-table under great heat. The matrix, still flat, is then sent to the stereotyping department and inserted in bent, or semi-circular shape, into the casting box of the semi-autoplate.

It is in this stereotyping process that the advantage of the Semi-Autoplate over the old method is apparent. Attached to the casting box of the semi-autoplate is a tube running to the furnace, which is filled with molten stereotype metal. One stroke of a lever pumps the correct amount of liquid metal through the tube into the casting box and against the prepared surface of the matrix. The result is a curved metal plate about one-half inch thick, 17 inches broad and 21 inches long, with an exact reproduction on its convex surface of the original type form. This is the press plate. Under the former stereotyping process three separate machines were used in preparing the plate for the press after it came from the casting box.

**WORK OF THE SEMI-AUTOPLATE.**

The Semi-Autoplate was invented to do away with the necessity of removing the plate from the casting box while still hot, as well as to perform more quickly the task of preparing the plate for the press. Coming from the casting box, the plate slides down against the shaver, which trims the plate to the exact length, cutting off the rough edges and smoothing out the concave side so that the plate will fit snugly to the smooth cylinders of the press. Automatically, several streams of cold water are ejected against the under side of the plate, cooling it, so that it may be dried, ready to be clamped to the press cylinders. Thus a process which formerly took three men five minutes to perform is now done by one man in less than a minute.

**ADVANTAGES OF THE WEB PRESS.**

No one unfamiliar with the steps in the evolution of the modern web press can appreciate the great importance of the process now so easily and quickly performed by the Semi-Autoplate. Of the many inventions which have made

possible the terrific speed in the production of the modern daily newspaper, the cylinder, or web, press is easily the most important. Were it not for the matrix and stereotype plates the present cylinder press would be impossible.

In the early days of newspaper making papers were printed one sheet at a time from a flat-bed press, the type remaining horizontal, as in the present type form. The next step in the attempt to accelerate production was in placing the type, as set by hand, in a slightly curved form on the perimeter of a huge cylinder, which revolved, pressing the type against many smaller impression cylinders.

**THE STEREOTYPING PROCESS.**

The invention of the matrix and stereotyping process enabled the type form to be reproduced in sharply-curved press plates which could be clamped to a swiftly-revolving cylinder. Over these plates cylinders runs an endless ribbon of paper at great speed, taking the impression from each plate as it passes over. By using the matrix an unlimited number of casts can be made from the one original type form, only one setting of type being necessary. This multiplication of stereotype plates means that not one press, but ten or more, can all be turning out papers at the rate of 1,000 a minute and the rapidity of production multiplied indefinitely.

The Semi-Autoplate expedites the very important stereotyping process and saves valuable minutes in going to press. It is one of the machines designed and developed by Henry A. Wise Wood to secure more rapid and accurate newspaper production.

**GAZETTE TIMES MOVES.**

**Pittsburgh, Pa., Paper in New Home—New Dress and Size.**

The Pittsburgh (Pa.) Gazette Times has moved into its new eight-story building, in Gazette square, Grant boulevard, from which location the first number was issued last Monday.

A new mechanical equipment has been installed and the paper has a new dress, being made eight columns wide and being set in leaded eight point instead of nonpareil as heretofore.

The composing room contains eight quadruple magazine, quick change Model 9 and twenty-two, two-magazine, quick-change Model K Mergenthaler linotypes as well as a lead and rule easter.

Two Goss octuples, one Goss quadruple and one Hoe quadruple press, with a combined capacity of 120,000 sixteen-page papers printed, cut, folded, pasted and counted per hour furnishes the pressroom.

Four double junior autoplates and two auto shavers have also been installed in the new building, making the mechanical equipment thoroughly up-to-date.

**Another Ad Faker Caught.**

Robert Shulman, manager of a rain-coat company, was fined \$50 and costs on January 16 by Judge Collins, of the Criminal Court, at Indianapolis, Ind., for causing a false advertisement to be published in a local newspaper. Shulman had been fined \$100 in Police Court, but appealed to Criminal Court. The ease is the first of its kind to be tried in Criminal Court. A grand jury in 1913 indicted some persons for alleged false advertising, but for some reason the cases never were tried.

**CHANGES IN INTEREST.**

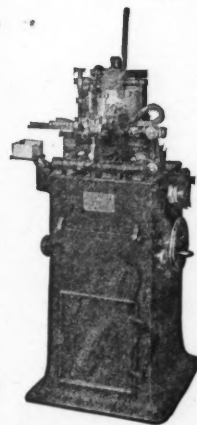
TUSCALOOSA, ALA.—The Times-Gazette, one of the oldest daily papers in Alabama, has been purchased by the News, and the two consolidated into one morning paper, under the name of News and Times-Gazette.

OSWEGO, N. Y.—The Palladium and the Times have been purchased by out-of-town interests who, it is said, propose consolidating the two papers. They are both evening papers, the Palladium having been established in 1819 and the Times in 1846.

John Wanamaker has renewed for another five-year term his contract with the Brooklyn Standard Union.

Do you know of an advertiser who makes fewer mistakes?

**Are You Contented and Happy About Your Composing Room?**



If you are, the THOMPSON TYPECASTER will make you more so. If you are not happy the way things are going in that department of your business, a THOMPSON TYPECASTER will right things for you.

It is just as profitable to make your own display type as it is to set your reading matter on a linotype. You use the latter for the sake of economy, and you can use a THOMPSON TYPECASTER for the same reason. You will save more than fifty per cent. on your type bills, and the machine will pay for itself within a short time.

There are so many good things about this machine. Ask us to tell you about them.

**Thompson Type Machine Company**

Charles H. May  
Western Sales Manager  
312 Chicago-Herald Building  
Chicago, Illinois

John Murray  
Eastern Sales Manager  
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. Leffler, Business Manager.

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

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

Telephone, Kearney 2121.

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

See Publisher's announcement for subscription and advertising rate.

New York, Saturday, Feb. 13, 1915

## THE RELIGIOUS PRESS AND FREEDOM.

Probably there will never be a close approach to unanimous decision as to where the line of freedom of the press should end and the line of restriction of liberty begin. Many men of many minds honestly differ on the question. A safe and proper conservatism is condemned by some as cowardly, and broad license is often applauded when it should be severely denounced. The courts may continue to settle individual cases of grievance, but no hard and fast rules for the guidance of editorial and news pens can be laid down as a sure path to the avoidance of lacerated feelings.

THE EDITOR AND PUBLISHER believes, however, that every fair-minded newspaper man in the United States regrets a printed display of bigotry in religious matters and is ever ready to accord to everyone the privilege of freedom of worship without criticism, and of exemption from vituperative attacks by those whose church affiliations do not accord with their views.

It must be said to the credit of the denominational religious press of the United States that with a few exceptions it is eminently fair, even when argumentative as to dogmas. When discussion of creeds occurs, it is pacific and instructive, and, in matters of common spiritual interest, there is unity. But, unfortunately, there are exceptions to this general unity.

Some of the papers of the vitriolic type, doubtless not unaware of the value of sensational and free advertising, have recently loomed large in the public prints. Nominally defenders of Protestantism but actually devoid of the characteristics of true Christianity, their assaults on the Roman Catholic Church have led to the introducing of a bill in Congress to suppress their activities and to prevent newspaper criticism of any religious denomination; to an accusation by a prominent Roman Catholic clergyman of New York that the Associated Press suppressed news; and to the calling, by a leading Protestant clergyman and editor of New York, of a conference of leading clergymen of the Roman Catholic, Presbyterian, Protestant Episcopal, and Methodist Episcopal denominations "as a means of solving the problems growing out of the anti-Catholic activities of certain organizations and publications."

It goes without saying that THE EDITOR AND PUBLISHER has no religious axes to grind. To it Jew and Gentile, Protestant and Roman Catholic, Christian Scientists, Free Thinkers, Mohammedans, Buddhists, sceptics and agnostics are all entitled

to their opinions. But they are not entitled to bring discredit, through their denominational newspaper organs, upon the temperate sectarian papers. Nor are they privileged to become so violent and vicious that it should be deemed essential by any church to seek Congressional relief and thus bar by national statutes any proper criticism of any denomination. The freedom of the press must be preserved, but unbridled license must be sternly dealt with when it is found masquerading under the cloak of freedom.

## NEWSPAPER CRITICISM OF COURTS.

The extent to which newspaper criticism of the courts is justifiable has long been a mooted question. There is no reason, of course, why judges should be immune from attack when incompetence or corruption can be proved and the interests of justice are suffering. In such cases it becomes the duty of the newspapers to vigorously tell the truth, for there is neither sanctity nor dignity to an unfair court. On the other hand, respect for our judicial system should make some editors think twice before they print a thing once.

Toledo, Ohio, has just come to the front with a court procedure which is of interest to all newspaper men. Holding that a newspaper is guilty of contempt of court for the publication of cartoons, news items and editorials relative to a pending case, Federal Judge John M. Killits fined the Toledo News-Bee \$7,500 and its editor, N. D. Cochran, \$200 because of the newspaper's comments on Killits's handling of the street car fare case in Toledo. The issue was three-cent all day fares, for which the newspaper was fighting. "Mr. Cochran is an employee, not a principal," said the judge. "This is his first offense, so the fine will be made lighter." Both Cochran and the newspaper company were given until April 15 to pay the fines.

Without pretending to pass upon the merits of this particular case, THE EDITOR AND PUBLISHER cites it as an example of the risks newspapers run when they assail the bench. It is always within the power of a sensitive judge to make criticism expensive and troublesome for an editor.

## EDITORIAL COMMENT.

It has been charged that the Catholic Church does not, like the Protestant Churches, use the advertising columns of newspapers to attract people to its services or to increase its membership. This is a mistake. While it is true the Catholic Church has not used publicity as freely as the Protestant Churches, nevertheless here and there instances may be found that indicate that some of the more progressive priests appreciate the value of advertising and use it to advantage. In New York City the Church of St. Paul the Apostle, for the past two weeks has advertised in the daily newspapers a series of special services that are being held by the Paulist Fathers. In Narberth, Pa., the pastors of both the Protestant and Catholic Churches have united in carrying on a campaign to arouse public interest in church going. Advertising, it may be remarked in passing, is non-sectarian and works for any creed.

A box of oranges grown in the Land of Sunshine and sent to THE EDITOR AND PUBLISHER by the Los Angeles Times through the Williams, Lawrence & Cresmer Co. was turned loose in this office this week. Everyone from office boy to publisher as he stuck his teeth into the golden pulp and tasted the delicious and refreshing juice as it trickled down his throat felt grateful to the publishers of the Times for their very acceptable gift.

We have heard a good deal these past months about the south being "all shot to pieces" because of failure to promptly market its cotton crop; but the results secured by the W. N. Hudiburg organization in issuing feature editions at Jacksonville, Augusta, Charleston, Columbia and Tampa belie these mournful tales. The last issue put out by this firm was for the Tampa Times, the regular rate of which is 35 cents an inch. For this edition the Times received \$3.00 per inch, \$300 a page, and

carried nearly \$19,000 worth of business. During the past nine months, Hudiburg's forces have written over \$90,000 worth of new advertising, which would rather indicate that well directed labor will accomplish anything. Most publishers make their own hard times by reducing their advertising staffs in times of stress or cutting the heart out of the organization by reducing salaries—a sure enough way to reduce earnings.

Another attempt will be made to secure the passage of a bill by the Georgia Legislature relating to fraudulent and misleading advertisements. It will be introduced by Representative George W. Thombs, of Lincoln. A bill of this kind was passed by the last Legislature but was vetoed by the Governor, but for what valid reason no one seems to know. What possible objection there can be made by any State Governor to such a measure is difficult to imagine.

## ALONG THE ROW.

IT IS TO SING.

The New York Press Club is organizing a singing society composed of members of the club. It should be a go, and a great success. For the opening performance we suggest the following selections: "Hark the Herald Angels Sing," "Press Me to Your Heart Again," "I Want to Telegraph My Baby," "Hard Times Come Again No More" and "The Other End of the World."

YES RATHER.

One thousand newspapers in Germany have been forced to suspend publication on account of the war. This should offer some consolation to the Staats Zeitung for being published in America.

UP THE RIVER.

The Legislative Correspondent is now in full bloom. He is a busy man making trips between the Albany Capital and the Tub, where most of him boards. The Legislative Correspondent is told everything in confidence so his stories say. The Governor takes him up behind the Executive Mansion near the garage and whispers things to him. So does the Secretary of State, the Speaker of the Assembly, the leaders and the bartenders in the Ten Eyck. Once a week the correspondent comes to New York, gets more money and goes back again and makes forecasts. He knows just what will happen. When he doesn't know he says he does just the same, and as a rule he gets away with it. The correspondent is a good fellow and a good mixer. He has to be to hold his job. He never gives away a secret when told not to. The sad thing about being a Legislative Correspondent is that he has to live in Albany and wear ear muffs, because the mercury up there is generally about 20 degrees below zero while the law makers are in session.

UP AGAINST IT.

Oh, awful names of Poland,  
You're making desk men gray:  
When paste is on the flimsy  
And sections torn away.  
Oh, awful names of Poland,  
All full of z's and y's,  
We rather edit tanglefoot  
That's caught a thousand flies.

INCREASED SPACE.

They are going to push the cowshed which acts as the Manhattan terminal for the Brooklyn Bridge back a couple of hundred feet and give it a concrete front. This will give newspaper delivery wagons and newsdealers more room and will bring great relief during rush hours to their patrons.

TO BE CONTINUED.

Yes better times are coming  
For all the fourth estate,  
And things they will be hummin'  
But we can't fix the date.

TOM W. JACKSON.

## Down and Out at Forty-five.

BY WILLIAM B. DELANCY.

He is shivering with the cold this wintry weather,  
Down and out and on the streets at forty-five;  
And he finds it mighty hard to get together  
The little bit he needs to keep alive.

Little use to ask how rough the road he traveled  
To reach his present most unhappy state;  
Life's tangled skein for some is ne'er unraveled,  
Put the causes all together—call them Fate.

He is here, food, warmth and shelter he requires,  
Faithful, honest, he was never known to shirk.  
He has Charity's cold crust, but he desires  
That which every able-bodied man wants, work.

His feet never learned to find the easy places,  
And his wages, scarce sufficed to keep alive;  
You may read Life's saddest story in the faces  
Of poor men, down and out at forty-five.



**PERSONALS.**

Max Binheim, manager and editor of the Colorado Herald, of Denver, has resigned his position. He will go to California as state representative of a well-known news service and as special exposition representative for several newspapers and magazines.

G. A. Bolden, editor of the Charleston (W. Va.) Mail, has been chosen, to take charge of the West Virginia building at the Panama-Pacific Exposition.

Russel Kent, managing editor of the New Orleans (La.) Times-Picayune, has gone to Memphis, Tenn., where he becomes managing editor of the Memphis News-Scimitar. Mr. Kent formerly was city editor of the News-Scimitar and also has held that position on the Times-Picayune. On the Times-Picayune, Mr. Kent is succeeded as managing editor by W. M. Steele, formerly city editor. C. P. Jones, former telegraph editor, succeeds Mr. Steele as city editor. Charles Mawry succeeds Mr. Steele as telegraph editor.

A. G. Osoniach has been made editor of the Gulfport (Miss.) Daily Herald, succeeding H. W. Bierhorst, who will shortly assume the editorship of a new weekly paper at that place.

Governor Ferris has appointed H. P. Hetherington, of the Detroit Journal; E. G. Pipp, of the Detroit News; William J. Eppen, of the Grand Rapids News; Stuart E. Perry, of the Adrian Telegram, and F. F. Rowe, of the Kalamazoo Gazette, as Michigan delegates to the convention of the International Press Association to be held in San Francisco July 5.

William J. Noole, formerly city hall reporter of the Warren (O.) Chronicle, has accepted a similar position with the Alliance (O.) Leader.

James H. Moore, who has been editor of the Columbia (S. C.) Record since March 6 last, is to leave Columbia this week to take charge of the editorial page of the Knoxville (Tenn.) Sentinel.

Frank B. Powers, United Press telegraph operator on the Minneapolis, Minn., Journal, has been elected general chairman of the United Press division of the Commercial Telegraphers Union of America.

Harris L. Walsh, news editor of the Brantford, Ont., Courier, has qualified as a lieutenant in the Thirty-eighth Dufferin Rifles, and will go to the front with the third contingent which is now being recruited.

C. W. Mason, for five and a half years city editor of the Sheboygan (Wis.) Journal, has resigned.

Edward Morrison has resigned as editor and general manager of the Bridgeport (Conn.) Standard. He has not announced his future plans.

William Doyle, news editor of the Washington (D. C.) Times, is the new editor of the Bridgeport (Conn.) Standard.

J. E. Elliott, news editor of the Bridgeport (Conn.) Standard, has been made legislative correspondent and political writer.

James G. Gillespie, publisher of the LeMars (Ia.) Sentinel, has been elected president of the LeMars Commercial Club.

James C. Williams, editor of the Greensboro (Ga.) Herald-Journal, is confined to his home with smallpox. His condition is not regarded as serious.

J. C. Sullivan, of the Columbus (O.) Citizen, recently underwent an operation for hernia. The operation was successful and he expects to be out shortly.

C. M. Wilkinson, formerly a member of the St. John (N. B.) Evening Times' writing staff, has joined the company of the battle liner Eretria and will spend several months at sea in order to recover his health.

W. W. Gibbs has succeeded Harry G. White as city editor of the Stanton (Va.) News.

Gerald E. Frey, of the Dunkirk (N. Y.) Evening Observer, has been appointed to a position in the New York State Building at the Panama-Pacific International Exposition at San Francisco, Cal., and will leave for that place during the month.

Harold M. Harvey, has resigned his position as theatrical man on the Grand Rapids (Mich.) Press. Before resuming newspaper work he will devote his time to play and short story writing.

Edward Lyell Fox, representing the Wildman Magazine and News Service in Germany, recently secured the first big interview ever obtained from King Ludwig of Bavaria. The Wildman Service sold it to the Hearst papers and the Harmsworth papers in England, and it was published simultaneously on February 7. Mr. Fox is now at the eastern war front with the German army. He left New York in November.

Clarence A. Noble, until recently connected with the News-Times of Reading, Pa., has purchased a substantial interest in the Borough Publishing Co., which publishes and prints the Record, of Richmond Hill, N. Y. Mr. Noble is an experienced newspaper man. Edwin G. Heath retains his active connection in this business. The transfer was effected through Harwell, Cannon & McCarthy, newspaper brokers, Times Building, New York City.

**WEDDING BELLS.**

William H. Field, Jr., of Boston, son of the business manager of the Chicago Tribune, is now a benedict, having received in marriage the charming Miss Dorothy Moore, of New York City. The marriage took place in the gold and white room of the Hotel Plaza. The ceremony was performed by the Rev. George Ashton Oldham and was followed by a supper and reception. The bride's attendants were her sister, Mrs. Harry Mendelsohn and two flower girls, the Misses Alice and Louise Whelan, of Boston, cousins of the bridegroom. The best man was C. L. Babcock, of Chicago, and the ushers were Harry Mendelsohn, of New York, and Robert Pruyn, Arthur Damon and Horatio Newhall, of Boston. The guests included Mr. and Mrs. William H. Field, Mr. and Mrs. Daniel Buckley, Mrs. John Whelan, Mrs. Charles Jenkins and many others.

Frank L. Frost, assistant city editor of the Dunkirk (N. Y.) Evening Observer, and Miss Bessie E. Burton were married recently.

Samuel S. Blair and Miss Myra Mignon Hall, both of the New Orleans (La.) Item, who fell in love while working together, were married in that city recently.

Charles H. Welch, editor of the Mount Union (Pa.) Times, and Miss Clementine Canton were married in that city a few days ago.

W. T. Sitlington, of the Little Rock (Ark.) Democrat, and Miss Mayme Naylor, of Greencastle, Ind., have announced their engagement and approaching marriage.

J. F. A. Jackson, a Philadelphia, Pa., newspaper man, and Miss Harriet A. H. Fletcher were married early this month at Philadelphia.

J. Arthur Gary, city hall reporter of the Grand Rapids (Mich.) Press, was married to Miss Leah Kilts, a stenographer, Jan. 30. Mr. Gary is the first Grand Rapids newspaper man to be married in over a year.

**Kobler Advertising Director.**

A. J. Kobler has been appointed advertising director of the New York Globe, the position previously occupied by W. C. Freeman. Mr. Kobler will work in conjunction with G. F. Bailey, advertising manager. Mr. Kobler has been associated with the Globe for over three years and has specialized in the development of advertising of local specialty shops, milliners and dressmakers.

**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.

**SITUATIONS WANTED**

Advertisements under this classification one cent per word each insertion.

Experienced rewriter, present telegraph editor morning paper, inland city 150,000, wishes change March first. X. Y. Z., care 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.

For sale—Newspaper publishing equipment. One No. 2 and three No. 1 Mergenthaler linotype machines, one Cox duplex printing press, complete stereotyping outfit, and full equipment for publishing daily newspaper; in good condition and will be sold cheap. Address W. G. Newman, Box 663, Zanesville, O.

**Six Point League Luncheon.**

The Six Point League will hold a luncheon at the Martini Hotel at 12:30 p. m., Tuesday.

George W. Hopkins, vice-president, sales and advertising manager of the Loose-Wiles Biscuit Co., will deliver a talk on "Efficiency in Newspaper Advertising from the Viewpoint of the National Manufacturer."

**Col. Markey in Business for Himself.**

Colonel E. L. Markey, for many years sales manager of the Duplex Printing Press Company, has been appointed general manager of the Shur-Loc Elevator Safety Company, of Illinois, in which he owns a controlling interest, and has opened Chicago offices in the Continental and Commercial National Bank Building, 208 South La Salle street.

The new company has been organized to handle exclusively the Safety Interlocking System for elevators, which was introduced in the New York World Building about a year ago and has since been adopted by various other buildings in New York and Brooklyn.

Col. Markey's many friends in the publishing business wish him all kinds of success in his new field.

The International News Service has sent out a letter of warning to its clients, stating that certain persons are visiting their members announcing that after next August they will control the publication of the comic strip known as "Mutt and Jeff," produced by Bud Fisher. It is stated that the copyright for "Mutt and Jeff" is owned by the Star Publishing Company, of which S. S. Carvalho is president and treasurer, and that the International Service will continue to issue under this copyright the "Mutt and Jeff" feature.

**\$5,000 CASH**

Available for first payment on small daily or good weekly newspaper property. Locations within 25 miles of Boston preferred. Proposition L. H.

**C. M. PALMER**

Newspaper Properties  
225 Fifth Ave., New York

**\$5,000 CASH**

balance deferred, will buy New York State Evening Daily showing adequate net earnings on full purchase price.

**HARWELL, CANNON & MCCARTHY**

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.

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

**WHERE THE GOLD COMES FROM!**

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

**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.

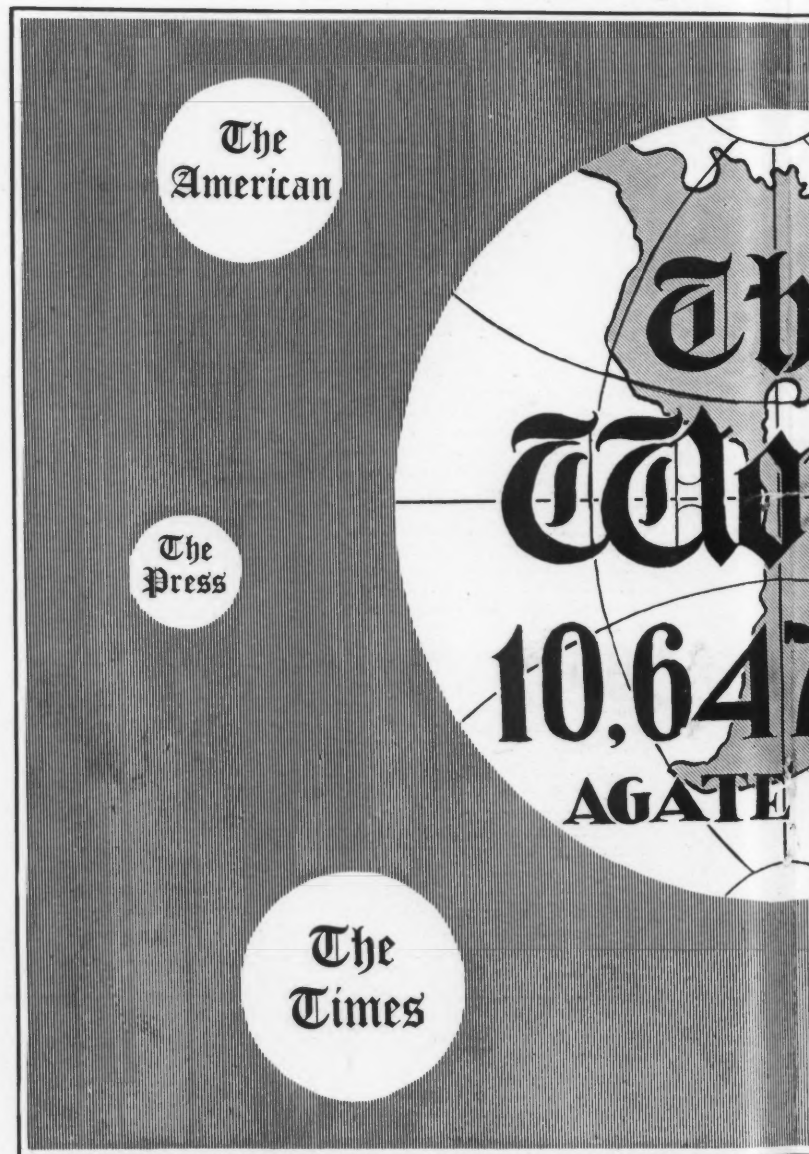
CONTROLLING STOCK in only newspaper (daily and semi-weekly) in prosperous, rapidly growing Central States city of 600. Combined circulation of both papers over 3000. Good advertising patronage at good rates. A rare opportunity, so act quickly. \$8,500, half cash or bankable securities; suitable terms on rest. D 1400, care of The Editor and Publisher.

# THE CENTER OF IN NEW

In 1914, as Usual,  
THE WORLD Led  
with

## 10,647,816

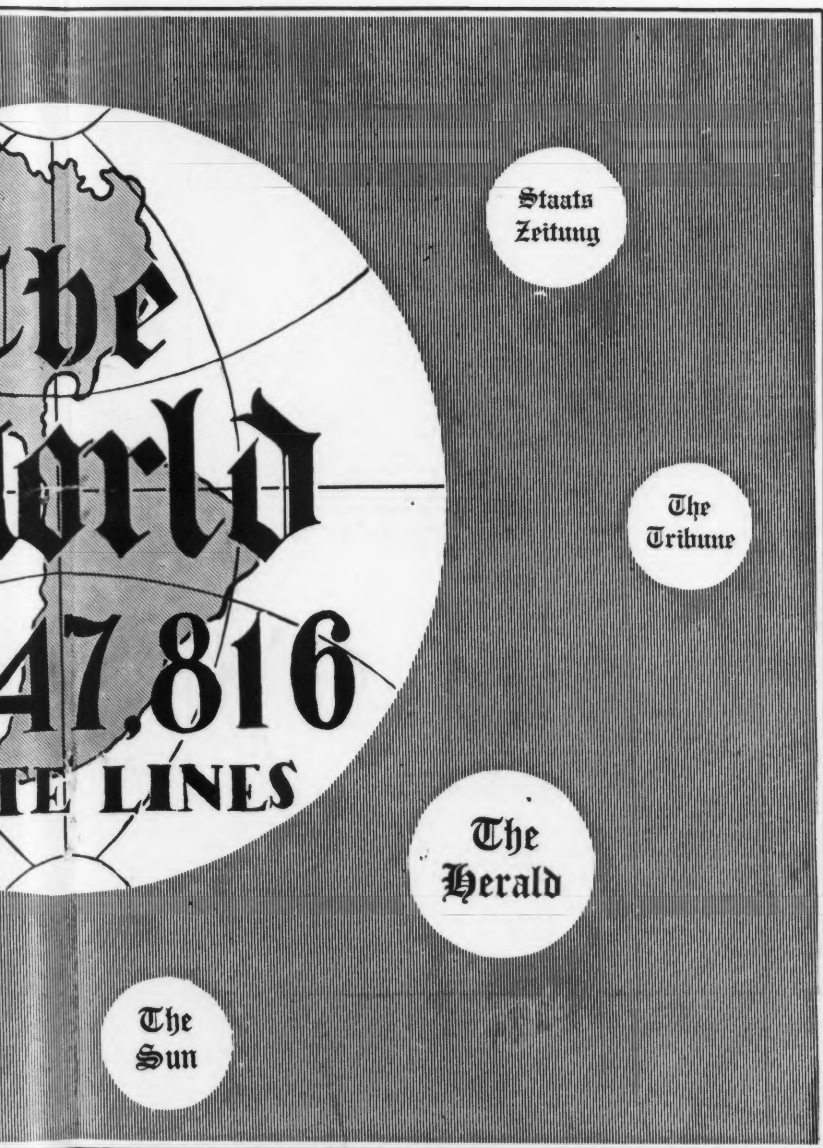
Agate Lines of Advertising,  
this, according to the statis-  
tical department of the New  
York Evening Post, being  
1,482,889 <sup>Lines More</sup> <sub>Than</sub> The Times  
1,611,387 <sup>Lines More</sup> <sub>Than</sub> The Herald  
1,759,034 <sup>Lines More</sup> <sub>Than</sub> The American  
4,853,312 lines more than  
the three closest competi-  
tors.



Such showings are made every d  
every year, but the regularity



# OF ATTRACTION W YORK



January, 1915, as usual, The World Led with

## 836,862

Agate Lines of Advertising, this, according to the statistical department of the New York Evening Post, being

|         |                 |              |
|---------|-----------------|--------------|
| 62,657  | Lines More Than | The Times    |
| 78,933  | Lines More Than | The American |
| 108,432 | Lines More Than | The Herald   |

250,022 lines more than the three closest competitors.

every day, every week, every month,  
variety does not grow monotonous

# PROFITABLE NEWSPAPER ADVERTISING

THE AEOLIAN COMPANY HIGH CLASS ADVERTISERS.

Newspaper Copy That Sets a Very High Standard in Every Way, and Which, Carefully Followed for Twenty-five Years, Has Done Its Share Toward Making the World's Foremost Musical Instrument Producing and Distributing Business.

By HARRY R. DRUMMOND.



THE AEOLIAN COMPANY  
ORIGINATORS AND SOLE MANUFACTURERS OF THE PIANOLA. TAKE UNUSUAL PLEASURE IN PRESENTING A NEW AND WONDERFUL DEVELOPMENT OF THAT INSTRUMENT

## THE DUO-ART PIANOLA

WHEN The Pianola, the first successful instrument of its type, was given to the public fifteen years ago, the hitherto inaccessible Art of Music was literally thrown open to the world. The Pianola made the pianoforte available to everyone. It conferred on all the inestimable privilege of musical self-expression with music's noblest instrument.

Many and notable have been The Pianola developments during intervening years. Every forward step in what has now become a great world-industry, has originated in this famous instrument. Today, The Pianola offers to every music-lover, trained or otherwise, the ideal means for playing the pianoforte.

### THE NEW PRINCIPLE IN THE DUO-ART PIANOLA

In The Duo-Art Pianola is added a new and an extraordinary element of interest to that which The Pianola already possessed. Not only can it be played by hand, or music-roll, but IT WILL PLAY ITSELF, WITH PERFECT ART.

Through the medium of a new, electric-pneumatic action and specially prepared music-rolls, The Duo-Art Pianola will reproduce the actual performance of eminent pianists, with all the charm and individuality of the original rendition. Every slightest variation of tempo, every subtle tone-shade, every nuance, every elusive rubato is portrayed with a fidelity that is amazing and has never before been approached.

The Duo-Art Pianola is undoubtedly the greatest achievement in the history of the piano industry. It has aroused the utmost enthusiasm in all to whom it has already been shown. The Aeolian Company is desirous that every present owner of a Pianola or a Player-piano of other make, as well as the public in general, shall have an opportunity to see and hear this great invention. It has therefore arranged for

### INFORMAL DEMONSTRATIONS

Every afternoon, at Three o'clock, The Duo-Art Pianola will be played in the Sternway Salons at Aeolian Hall.

In addition, private demonstrations will be given at any hour during the business day, to all who call. These demonstrations are free and attendance will entail no obligation of any kind.

The Price of The Sternway Duo-Art Pianola is \$1500. Convenient terms involving a moderate initial payment and subsequent monthly payments may be arranged. Liberal allowances will be made on Pianolas, player-pianos of other make, and regular pianos, in exchange for The Duo-Art Pianola.

THE AEOLIAN COMPANY, AEOLIAN HALL, N. Y.

Way up toward the top of the list of advertisers who make newspaper space a thing of beauty and a joy forever stands the Aeolian Company, the greatest musical instrument producing and distributing organization on earth.

It was more than twenty-five years ago the Aeolian Company started in business, occupying one floor and basement of a building on Broadway just south of 13th street. Today Aeolian Hall, on 42d street, between Fifth and Sixth avenues, is the headquarters, and branch houses and agencies are scattered throughout the civilized world, also in Europe.

The present president of the company was the first general manager, and was in charge of the advertising, writing all the copy for a number of years. While the advertisements of twenty-five years ago look crude in comparison to those now being run, they were distinctive, and were quality ads in every way.

Advertising with the Aeolian people is no light or frivolous matter. It is a serious proposition, subject to deep thought, many conferences, much writing and great care—not dashed off in a nonchalant manner.

Advertising with the Aeolian people is an expensive proposition. All advertisements are set to order, in an ad setting shop, are reset, perhaps, and then reset again, until they reach a satisfactory degree of typographical excellence,

when they are either electrotyped or matted and sent to the various papers, complete in every detail.

The best copy writers, best illustrators and best of everything go to make this copy what it is.

#### GREAT CARE TAKEN.

Just as an illustration of the great care given to the advertisements, it might be remarked in passing that the announcements of the introduction of their new sound reproducing instrument which they have called the Vocalion were started eight months before the first one appeared.

No attempt has ever been made to cheapen this advertising in any way.

Originally this was a newspaper account exclusively, as it was a local proposition, but as it assumed national and then international proportions it went into magazine advertising more or less extensively. However, it always has been the idea that magazine advertising has been the background, so to speak, of the real advertising, which was given to newspapers.

As one of the officials of the Aeolian Company recently said, they cannot, during all their years of advertising point to any appreciable or traceable results from magazine copy. However, it is not to be inferred from this that the Aeolian Company consider magazine advertising valueless, for such is not the

case. Magazine advertising is valuable (as all advertising is valuable) and it has a very important place in the scheme of things—it keeps the name of the company on the library table—but when it comes to selling merchandise, the newspapers have always got the copy because the newspapers have always brought results.

#### NO ECONOMICAL FALLACIES.

Contrary to most institutions, the policy of the Aeolian Company has always been to see how much advertising the business could stand, rather than how little it could get along with.

Inasmuch as Aeolian advertising is and always has been constructive, rather than destructive, the money spent for it has always been considered an investment, rather than an expense.

The seriousness of Aeolian advertising is never lost sight of, either by the writers or the readers, but, inasmuch as the merchandise advertised runs into enough money to make transactions worthy of serious consideration, perhaps this is the proper course to pursue.

It is interesting to know that the 1915 advertising appropriation carries a much heavier per cent. for newspapers than heretofore, which is an indication that the Aeolian Company are going to cash in on their publicity copy by more direct sales work.

Five branch houses, located at Cincinnati, Ohio, Dayton, Ohio, Indianapolis, Ind., Rochester, N. Y., and St. Louis, Mo., whose advertising has been handled locally, have had that work taken to New York where it will be handled in the future.

There is no use arguing as to whether it is good advertising or not. In advertising, as in anything else, "the proof of the pudding is in chewing the string," and as this is the largest business of its kind in the world it would seem that the string chews pretty well.

This company, so it is said, was the first to adopt the one price policy in selling pianos and kindred musical instruments, and by so doing elevated the industry.

#### TYPOGRAPHICALLY EXCELLENT.

Typographically this advertising is interesting. The advertisement herein reproduced occupied 280 lines on five columns. They are not pickers. When they use space they use space. They also permit a bit of white space to show here and there, which, after all, is no crime, although it does cost money.

Of course it would be foolish, indeed, to say that the Aeolian advertising would be good for any kind of business, but there are many different lines where such methods could be pursued profitably. It is a fair reflection of the business. Dignified, informative, very high class in every particular, one instinctively associates Aeolian products with culture, refinement and good taste.

It might be interesting to note that these people have a large factory in England and, until recently, another one in Germany, which, at the present writing, is being used as a repair shop for the German army, but will, of course, resume regular business at the conclusion of the present European misunderstanding.

They also have a very large business in Australia and South America, not to mention an immense factory on Long Island.

This is a shining example of what splendid constructive work may be done with properly filled newspaper space, and is another emphatic and incontrovertible argument in favor of the best way to advertise.

The 1915 campaign, as outlined, has made preparation for the use of some 10,000 lines of space in newspapers in 25 cities of this country.

For Foreign Language Publications throughout United States and Canada consult

MODELL  
ADVERTISING AGENCY

150 Nassau Street  
New York City

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

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**THE  
PROVIDENCE  
JOURNAL**

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

Let Us Figure It Out for You.

**Walter Scott & Co.**  
Plainfield, N. J.



**PRESS ASSOCIATIONS.**

The annual winter session of the Western Iowa Editorial Association will be held, as is customary, in the auditorium of the Public Library in Council Bluffs, Friday, February 26, an all-day session filled with addresses and papers of more than usual interest to the editors. W. D. Jamieson, of the Shenandoah World; P. S. Junkin, of the Creston Advertiser; W. P. Wortman, of the Malvern Leader, and W. F. Budd, of the Anita Tribune, are among the speakers scheduled.

The Kansas Daily League, an organization of newspaper representatives—one from each town—met at the Throop Hotel, Topeka, recently, with an attendance of fifteen of the twenty members present. An object of the organization is a united effort with a view to advertising the resources of Kansas for the enlightenment of the national advertisers.

George W. Marble, of the Fort Scott Tribune-Monitor, is president of the league. Clyde Knox, of the Independence Reporter, is vice-president. A. M. Clapp, advertising manager for the Fort Scott Tribune-Monitor, is secretary.

The annual meeting of the Southwestern Association of the Associated Press was held in Knoxville, Tenn., Monday and Tuesday, February 8 and 9.

This meeting was attended by editors, copy readers and publishers of Associated Press newspapers in the states of Tennessee, Kentucky, Georgia, Alabama, Mississippi and Louisiana.

With almost its entire membership present, the West Tennessee Press Association, on January 15, at Jackson, Tenn., held its first quarterly session since its organization in Jackson, last October. All the newspaper men were enthusiastic in their reception of the addresses that were made and expressed themselves as being highly benefited by the meeting.

The next meeting will be held in Martin in April.

C. T. Harrell, of Humboldt, president of the West Tennessee League of Business Men's Clubs, addressed the editors on "Co-operation." He urged them to aid the commercial clubs of their towns, saying that fifty per cent of the responsibility for the success of such clubs depends upon the support that is given by the newspaper.

The remainder of the program was as follows: Welcome address, H. C. Ross, Jr.; "Should Advertising Rates Be Uniform Among the Members of the West Tennessee Press Association?," J. D. Gilbert, Huntingdon Democrat; "Country Correspondence, How to Procure and How to Hold; Does It Increase Circulation on Rural Routes?," J. L. Holbrook, Dresden Enterprise; "Newspaper Problems," W. T. Loggins, Fayette Falcon; "Price of Job Work; Should It Not Be Uniform in All Printing Offices?," T. L. Turner, Martin Mail; "Should Foreign Advertising Be Taken at a Less Rate Than Home Advertising?," Chas. Smith, Trenton Herald-Democrat; "Cost System in Country Offices," R. H. Holt; "A Country Newspaper as a Business Institution," G. W. Boucher, Dyer Reporter.

The following committees were appointed: Resolutions—G. W. Boucher, W. T. Loggins and J. L. Holbrook; Minimum Advertising Rates—J. R. Rison, Jr., J. B. Gilbert and W. T. Loggins; Legislation—J. B. Gilbert, J. L. Holbrook and John R. Rison, Jr.; Job Printing Prices—T. L. Turner, J. C. Riggers and Chas. Smith.

At a meeting of morning paper publishers of the Prairie Section of the Western Associated Press, Limited, held at Calgary, Alta., a number of important questions relating to the service were satisfactorily dealt with, particular among these being the rearrangement of the circuit, following the loss of two morning papers at Winnipeg and Regina. W. M. Davidson, of the Calgary Albert-

an, presided, and among those present were Hon. Frank Oliver, Edmonton Bulletin; B. Sutherland, Nelson News; J. B. Kenrick, Medicine Hat Times; W. G. Gates, Moose Jaw News; W. F. Kerr, Regina Leader; J. Cruikshank, Saskatoon Phoenix; E. H. Macklin and J. W. Dafoe, Winnipeg Free Press; J. H. Woods, chairman of the news distribution committee, and J. F. B. Livesay, manager of the W. A. P.

The eleventh annual banquet of the Sporting Writers' Association of Philadelphia, Pa., which will be held in the Hotel Majestic, Tuesday evening, February 16, promises to eclipse all former efforts of the association.

The invited guests are "Wild Bill" Donovan, Pat Moran and Nap Lajoie, who are not only well known to the followers of sport but have a place in the hearts of Philadelphia fans that will no doubt insure them a warm welcome.

The New Hampshire Press Association will hold its annual meeting and banquet at Concord, February 20.

At the annual meeting of the North Star Daily Press Association at St. Paul the following officers were elected: President, Fred Schilplin, St. Cloud Times; vice-president, C. W. Blakely, Rochester Post and Record; secretary, W. Gaspard, St. Cloud Journal-Press; treasurer, E. H. Denu, Bemidji Pioneer; executive committee, all officers and L. S. Whitcomb, F. J. Rucker and R. W. Hitchcock.

The Kansas State Editorial Association held its annual meeting at Topeka, January 29 and 30, with an attendance of over 200. Hugh J. Powell, of the Coffeyville Journal; J. B. Cain, of the Belle Plaine News; J. L. Papes, of the Mulvane News; H. J. Richmond, of the Independence Free Press, were among the speakers.

These officers were elected: President, J. L. Napier, Newton; vice-president, W. L. Markham, Baldwin; secretary, O. W. Little, Alma; recorder, Keith Clevenger, Osawatimic; treasurer, J. Byron Cain, Belle Plaine.

The annual meeting of the Eastern Press Association was held at Halifax, N. S., February 2. The following officers were elected: President, C. C. Blackader, Recorder, Halifax; vice-president, H. V. MacKinnon, Standard, St. John; secretary-treasurer, G. Fred. Pearson, Chronicle, Halifax.

**TRADE PRESS FIELD.**

El Comercio, the oldest export paper in New York, on February 10, moved to new quarters on the eighth floor of 114 Liberty street, where it has more room to accommodate its increasing business. The paper will be forty years old in April, when it will get out a special number in celebration of the event. The J. Shepherd Clark Company are the publishers.

Safety Engineering, 80 Maiden Lane, New York, has absorbed Protection Engineering, a magazine devoted to fire prevention and allied subjects, of Louisville, Ky.

The forty-sixth anniversary number of the Jewelers' Circular, dated February 3, is a good antidote for that down-in-the-mouth feeling that is prevalent among some business men. It contains 300 pages and an artistic cover in light blue and yellow. There is not a pessimistic line in the entire issue. Every advertiser, and there are nearly 300 represented, is prepared to take care of all the trade he can get. There is no letting down of effort discernable in any direction.

**The Higham A. A. C. W. Prizes.**

C. F. Higham, the advertising specialist, of London, has forwarded to the office of Printers' Ink, New York, the Higham silver cup and the Higham gold medal which he offered as prizes at the

Toronto A. A. C. W. convention. The cup is to be given to the club whose member submits the most constructive paper expressed in the smallest number of words, before the next Convention of the Associated Advertising Clubs of the World, to be held in Chicago this year. The medal goes to the winning member. Both are to be won outright this year. Mr. Higham offers them as a slight inducement to those who prepare papers which contains facts of value to advertisers to express their plan as briefly as possible and thus enable newspaper and periodical editors to find room for many of them in their columns and not extracts from them as in past years. Obviously a good paper should have wide publicity that its arguments may get a hearing and be put into effect. It is part of the business of the advertising man to say much in a few words so that the task should not be a difficult one.

**Beaumont Journal to Have New Home**

The Beaumont (Tex.) Journal Publishing Company will shortly have a new home.

A \$9,000 lot at the corner of Liberty avenue and Alamo street, in the heart of the city, was bought by M. Guiterman, president of the Journal, who will transfer it to the Beaumont Journal Building Company, to be organized later.

The building and lot together will represent an investment of \$25,000, and work of construction will begin within the course of a few months.

**Alabama Liquor Law.**

A special dispatch to the Sun from Mobile, Ala., under date of February 10, states that the veto of the anti-liquor advertising bill by Governor Henderson on the ground that it is unconstitutional was overridden in the Alabama senate this afternoon. The article goes on to say: "The bill becomes effective at once and prevents all newspapers or periodicals from carrying advertisements regarding the sale of liquors. It also prevents newspapers and magazines from coming into the state that carry the advertisements of whiskey houses." The governor says the bill will keep any newspaper publishing liquor advertisements from being distributed in the state. Already newspapers are taking steps to fight the bill.

P. S. Florea, secretary and treasurer of the Associated Advertising Clubs of the World, with headquarters at Indianapolis, writes THE EDITOR AND PUBLISHER to say that both the Congress and Auditorium Hotels and the Auditorium Theater will be used for the convention. The general sessions will be held in the Auditorium Theater, and the departmental sessions will be held in the different rooms of the two hotels. The general headquarters and the offices of the secretary and treasurer and general manager of the Associated Advertising Clubs and where the general registration will take place will be on the second floor of the Auditorium Hotel.

The Boston Herald, morning and Sunday, and the Traveler-Herald, evening, which has been represented in the general advertising field during the past year by O'Meara & Ormsby, will return, on February 15, to the S. C. Beckwith Special Agency.

**Deutsches Journal**

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

**Topeka Daily Capital**

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

32,917

*Arthur Capper*

TOPEKA, KAN. Publisher

A body of active Newspaper Representatives with offices in New York City, organized for the purpose of extending the knowledge of the pre-eminent value of newspaper advertising.

**Officers**

- M. D. HUNTON  
PRESIDENT
- HERMAN G. HALSTEAD  
VICE-PRESIDENT
- FRANK R. NORTHRUP  
TREASURER
- LOUIS GILMAN  
SECRETARY



SECRETARY'S OFFICE  
WORLD BUILDING  
NEW YORK

**Executive Committee**

- F. ST. JOHN RICHARDS
- DAN A. CARROLL
- H. E. GRALL
- JOHN B. WOODWARD
- W. H. LAWRENCE
- THOMAS E. CONKLIN
- CHARLES SEESTED

New York, February 2nd, 1915.

Editor & Publisher,  
World Building,  
New York City.

Gentlemen:

It may probably interest you to know that as a result of the little notice you gave The Six Point League Book of Advertisers and Advertising Agents, we have received a great number of inquiries for the Book. The notice appeared over a month ago, and they are still coming in today. This is certainly exceptional evidence of the pulling power.

Very truly yours,

*Arthur Capper*  
Secretary.

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

AN "old timer" in the circulation game recently employed a young fellow to help with the country circulation detail of his newspaper.

Despite his best efforts, the unanswered letters piled up in the wire baskets on our young friend's desk.

The "old timer" recognized his dilemma and sympathized with him, but had long ago given up the idea of overcoming the difficulty.

The young man finally hit upon the very simple expedient of a printed form letter.

He argued that fully 90 per cent. of this subscription matter was of a routine nature; that it was recognized as such by the subscriber or subscription agent; that, therefore, a personal letter could not be more effective than the printed form.

The results fully justified his expectations. With the series of printed letters, one girl has done the work that formerly required two.

We reprint, below, copies of the seven letters that make up the series. The real name and address of the newspaper have been replaced by an imaginary one.

Table with columns: THE EVENING NEWS, SUBSCRIPTION RATES, Payable in Advance, Newdelphia, and rates for one month, three months, six months, and one year.

When ordering change of address always give old and new address.

DEAR SIR: Mail subscriptions for the News are payable in advance. We cannot carry accounts with subscribers.

Will you, therefore, please send us \$..... by return mail, in payment for the subscription order you recently sent us for:

Table with columns: Name, Address, Term for subscription orders.

To prevent delay in the subscriber's receipt of the paper, we have entered the order for five days. We would appreciate the receipt of your remittance before the expiration of that term.

Please return this notice with your remittance. Yours very truly, (Sub. Form 1)

DEAR SIR: This to remind you of the need for your immediate remittance for \$..... if we are to continue the subscription you recently sent us for:

Table with columns: Name, Address, Term for subscription reminders.

We have advised you that we carry no accounts with subscribers. We will be compelled to discontinue the subscription, unless we receive your remittance by return mail.

(Sub. Form 2) Yours very truly, Supt. Sub. Dept.

.....191..

DEAR SIR: Effective with the issue of .....191.., we will send you our ..... edition, instead of the edition you have been receiving.

Your paper should now reach you ..... If you have further cause for complaint, we would thank you to promptly advise us. Yours very truly, (Sub. Form 3) Supt. Sub. Dept.

DEAR SIR: We acknowledge, with thanks, receipt of your order for the following subscription:

Table with columns: Name, Address, Term for subscription acknowledgment.

Your newsdealer account has been charged \$..... for the above. This charge will appear on the next monthly statement we send you.

Enclosed find agent's subscription blank, showing gross and net rates. Yours very truly, Supt. Sub. Dept.

NOTE—Subscriptions are not renewed unless renewal order is given us at time of expiration. (Sub. Form 4)

.....191..

DEAR SIR: We credit your account as follows: For amount remaining after charging against your recent remittance of \$....., the following subscription:

Table with columns: Name, Address, Term for credit memo.

Please return this credit memo with your next order for subscriptions. It will be accepted as cash.

Yours very truly, (Sub. Form 5) Supt. Sub. Dept.

DEAR SIR: We have changed the forwarding address for your copy of the Evening News—

From ..... To ..... To be delivered by .....

If you do not receive the paper regularly at the new address, please advise us promptly.

Yours very truly, Supt. Sub. Dept.

NOTE DIFFERENCE IN SUBSCRIPTION RATES.

City Rate—delivered by carrier.....30 cents per month Out-of-Town Rate—delivered by mail....25 cents per month Change from out-of-town to city address SHORTENS subscription term. Change from city to out-of-town address LENGTHENS subscription term. See expiration date on address label of your paper. (Sub. Form 6)

.....191..

DEAR SIR: We regret that we are unable to supply you with the back numbers of the News you recently asked for. We do not keep a stock of back numbers on hand.

Your remittance for \$..... is herewith returned. Yours very truly, (Sub. Form 7) Supt. Sub. Dept.

\*\*\*

WE are indebted to Osear S. Stein, the newspaper premium specialist, Penn Building, Pittsburgh, Pa., for a handsome set of sterling silver rim and initial tumblers. Mr. Stein writes that he is using the sterling silver rim and initial tumblers as a premium on a number of newspapers.

The tumblers are of the finest thin blown glass and are decorated with a very dainty sterling silver initial design and silver banded rim. \*\*\*

MOSE REICHER, superintendent of newsboys and newsstands for the Houston Post, has his stable of four bang tails at the New Orleans race meet. \*\*\*

H. A. WENIGE, circulation promoter for the Spokane (Wash.) Spokesman Review, has resigned that position to take up active duties as president of the Salt Lake Circulation Construction Company. Mr. Wenige was formerly in Salt Lake, and he and G. L. Geiger organized the company of which he will now take active control.

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

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

PROMOTION DEPT. SHAFFER GROUP

12 S. Market Street, Chicago

THE SEATTLE TIMES

"The Best That Money Can Buy"

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

A copy to every family.

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

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

LARGEST QUANTITY BEST QUALITY CIRCULATION The S. C. Beckwith Special Agency Sole Foreign Representatives New York Chicago St. Louis

San Francisco Examiner

FIRST IN INFLUENCE IN CIRCULATION IN ADVERTISING

Covers Greater San Francisco more completely than any other American city is covered by one newspaper

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

Circulation 122,000 DAILY 226,000 SUNDAY

M. D. HUNTON W. H. WILSON 220 5th Avenue Hearst Bldg. New York 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 THE TELEGRAPH J. P. McKINNEY & SON New York Chicago



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

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

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 guarantees as much city circulation, in Peoria as in, as both other Peoria newspapers combined."  
**H. M. Pindell Proprietor**  
 Chas. H. Eddy, Fifth Ave. Bldg., New York  
 Chas. H. Eddy, Old South Bldg., Boston  
 Eddy & Virtue, People's Gas Bldg., Chicago

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

**S**UIT HAS BEEN BROUGHT AGAINST THE NEW YORK TRIBUNE for \$250,000 damages by Isaac and Meyer Liberman, who, under the name of Stewart & Co., run a suit and cloak emporium on Fifth Avenue at Thirty-seventh street.  
 They base their claim on the statement that on January 22, the Tribune published a few of Samuel Hopkins Adams more or less pointed observations regarding the business methods pursued by that institution, and, inasmuch as Mr. Adams' observations were couched in plain unvarnished words, and were not any too complimentary, the business has been damaged and their feelings have been hurt something awful.  
 This story of Mr. Adams, this left-handed ad for Stewart & Co., which, it might be remarked, was exclusive copy for the Tribune, occupied 1,140 agate lines of space, and a couple of followups were somewhat smaller but equally pointed in their wording. They were all of them masterpieces of good copy.  
 This is the first suit for real money which has been brought to our attention, that has been filed against the Tribune on account of Mr. Adams' comments which, from time to time, have been given space in that paper, although the New York Globe and Brooklyn Eagle have been sufficiently peeved to come back at them in the columns of their papers.  
 It might be remarked, in passing that Stewart & Co. have retained Martin W. Littleton to look after their interests in this matter, and Mr. Littleton is attorney for the Globe. This, however, is probably a mere coincidence, as Mr. Littleton doubtless has many clients.  
 It is understood that Stewart & Co. either cannot, or will not, use the Tribune columns but, if they figure that less than 2,000 lines of space can damage them to the tune of \$250,000, it would seem that, perhaps 2,000 lines of space, equally as well filled, could benefit any other advertiser in a like manner, and that such newspaper space should be a mighty good "buy" for merchants.

**A**MENT THE SAMUEL HOPKINS ADAMS STORIES on advertising, it is said that they have served to increase the circulation of the Tribune something enormous, both locally and out of town.  
 Another thing quite apparent to observing people is that the local advertising, not only in the Tribune, but in all other New York papers has improved wonderfully during the last two months, while reports from retail stores are more than encouraging, showing that it is not impossible to get results from cleaner copy.

**H**ERE IS SOMETHING FOR THE FELLOW who is trying to do something which, at times, seems impossible. It came to "A Top o' The World" from a very dear friend, it cheered us up a whole lot, and, although we do not know who wrote it, it is good enough for you to save, and read every time you begin to feel down in the mouth and think that "nobody loves a fat man."  
 There is only one kind of people that nobody loves and that is the quitters.

Somebody said that it couldn't be done.  
 But he, with a chuckle, replied  
 That "maybe it couldn't," but he would be one  
 Who wouldn't say so till he tried.  
 So he buckled right in, with a trace of a grin  
 On his face. If he worried he hid it.  
 He started to sing as he tackled the thing  
 That couldn't be done—and he did it.

Somebody scoffed: "Oh, you'll never do that;  
 At least no one ever has done it,"  
 But he took off his coat and he took off his hat,  
 And the first thing we knew he'd begun it;  
 With the lift of his chin, and a bit of a grin,  
 Without any doubting of quiddit,  
 He started to sing as he tackled the thing  
 That couldn't be done—and he did it.

There are thousands to tell you it cannot be done;  
 There are thousands to prophesy failure;  
 There are thousands to point out to you, one by one,  
 The dangers that wait to assail you.  
 But just buckle in with a bit of a grin,  
 Then take off your coat and go to it;  
 Just start in to sing as you tackle the thing  
 That "cannot be done"—and you'll do it.

**A** READER OF ATOP O' THE WORLD, who is advertising manager of a retail store, writes to say that he not only enjoys reading the column, but that he takes particular delight in putting it on his employer's desk so that it will be noticed by "the man higher up."  
 There are advertising men aplenty who are compelled to do things they know to be wrong, but who dare not protest, because they are paid to follow orders or get out.  
 The publisher of this paper puts no curb on the writer of this column, and comments are written without any fear of consequences; provided, of course, that they are honest and fair.  
 Any advertising man who has a grievance to air, or who wishes to get anything before the boss, may write to this department and get quick and emphatic action at any time.

**E**ARNEST ELMO CALKINS, WHO KNOWS ADVERTISING COPY and how to produce it, in speaking before the Ad Men's League of New York last week, said, among other good things, that most of the mediocre copy which is so ordinary is mediocre because the copy writer is not permitted to do his best. He said that we will get better ads throughout when men who are trained in the production of copy are permitted to do their best, without having to have their work piteously handled by everybody from the boss to the office boy.

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

**ECONOMY**  
 in advertising consists in reaching the maximum number of responsive readers at the minimum cost. The New York Times, with its daily and Sunday sale of more than 300,000 copies, offers the most economical means of covering the New York market, thoroughly.

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

Connecticut's Biggest and Best Daily Newspaper  
**The Hartford Times**  
 Hartford, Conn.  
 THE TIMES' circulation is 3c. circulation  
 Home circulation  
 "One paper in the home is worth a hundred on the highway."  
**KELLY-SMITH COMPANY**  
 Representatives  
 220 Fifth Ave. Lytton Bldg.  
 New York Chicago

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

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

## THE DEVELOPMENT OF ADVERTISING.

By H. L. HOLLINGWORTH,

Professor of Psychology in Columbia University.

(From an Address delivered before the Poor Richard Club of Philadelphia.)

Advertising is grounded in the fundamental constitution of human beings, and animals as well. You are familiar with Darwin's theory of sexual selection, according to which the colors and the musical ability and the many feathers of the lower animals develop, because of their advertising value in the mating processes.

Well, now, it is interesting that even clear down there in the animal series advertising materials are a sign of progress. For instance, the birds develop the elaborate colors as an advertising device.

If you go to the early histories of advertising in human life you find the same relation holding. Take, for instance, the first form of human advertising. It was merely displaying your goods on a blanket along the road, or in front of a tent, and see how that reveals at once without any other commentaries the sparsity of population, all the needs and wants of the people of that time, and the primitive nature of the means of transportation and locomotion. Everybody came down that road slowly enough to see those goods, and that was the only type of advertising that was needed.

### FAIRS AND BAZAARS AD MEDIUMS.

Go a little further, and you find the development of fairs and bazaars as an advertising device.

Then come on down to the time of the public town crier, who represents the next step. What does the public town crier signify? What do we know about his time if we had nothing but the knowledge of the town criers as an advertising device? Well, it shows at once the geographical limitations of trade. The trade of a given merchant was limited to the sound of a man's voice. One man could shout that the tea had arrived, and the trade of that merchant was limited geographically to the area covered by the sound of that man's voice. It alone shows you the condition of the illiteracy of the time. It was impossible to communicate news by print, or by writing. Only speech was understood at that time.

It shows the lack of strenuous competition, because each merchant was willing to trust his publicity to the impartial announcements of the public town crier. It shows the official control of trade at that time, because primarily the town crier was an officer of the king. It was his main duty to announce the levying of taxes and the declarations of war, and only incidentally and for certain stipend did he make these other announcements.

It shows also the undifferentiated study of our social activities. As a matter of fact, it is not only recently that advertising has become an organ of religion. It is true away back in the times of the town crier. There are instances on record where one could by paying a fee to the town crier bring it about that after he had announced the various official notices, and had announced the arrival of cargoes, he also declared that, "Great is Jehovah," or votes for women, or any sort of propaganda that one wanted considered.

### THE PRIVATE CRIER.

The next step of course is that of the private crier, in which each individual merchant secures a man who goes out and makes his announcements. What does the private crier tell us about the condition of the epoch? He shows us at once the multiplication and the increased independence on the part of competitors. He shows the diverse between trade and government, because these private criers, being in that day burdened no more with messages from the king. He shows the aggressive modes of marketing, because the private crier goes out and makes his announce-

ments in different places. He carries content on the part of women, and occasionally of the aggressive desire to actually come out and stand on their own feet economically and socially.

Coming down further we get the development of the woman's leagues, and the fact that women are allowed here at this advertising meeting, mainly in the gallery, of course, although in part actually on the floor.

### AGAINST FRAUD ADS.

Then take the fraudulent advertising campaign of recent years. What a sign it is of just the opposite situation which was portrayed in Shift in Johnson's character. There you get the growing of socialist conscience, and the feeling that people ought to work together in a sort of economical and social co-operation. You could have no better indication of that growing social conscience than you would find in the fraudulent advertising campaign.

Then finally take the rising development of advertising along scientific lines. The tendency to develop study courses, the tendency to develop research fellowship courses in the universities, in which the subject is taught, the doctors of philosophy being granted the dissertations under the faculties of philosophy on those whose title, for instance, is "Relative merits of advertisements." There is a department of psychology for research by the American Philosophic Association in it, and by the Advertising Men's League, and the Association of National Advertising Managers, to investigate by the experimental method in the laboratory the problems of advertising.

### THE SCIENTIFIC MOVEMENT.

All of those tendencies are a sign of what we might call the scientific of all of our life. In our present epoch there can be no better commentary on that general tendency to scientific of all aspects of life than the modern scientific movement, or modern phase of advertising. We are coming to believe that everything goes by law, and if you discover the law you have almost everything you need. Even samples, takes orders. The survival in our own day is, of course the traveling salesman, just as the survival of the blanket is the window display, the survival of bazaars, the exposition, etc.

Then much about this same time there was another development in advertising material that also is significant on the side of progress, and that is the development of trade and professional symbols; such trade symbols as the barber's pole, the red bottles in front of the drug store, and such professional symbols as the doctor's beard, the frock of the clergyman. What are they a symbol of? A symbol of the illiteracy of the time. People could not read, and so they had to have these concrete symbols.

But they are a symbol of more than that. They show us at once that trade has been developed beyond personal acquaintance, so that you do not necessarily know your butcher, but you have to have a sign which represents where meat can be bought. It shows the habit of strangers passing through the community as traveling back and forth, so that total strangers can still identify trade, and it shows the standards of the beginnings of the principles which we now have in the form of trade in packages or containers.

### ADVENT OF POSTER.

Then comes the period of posters. Now the poster is an interesting step. Psychologically it represents the substitution of vision for hearing. You no longer rely on the ear but on the eye. That means at once the rapid growth of education and educated literature. The public is now able to at least read the graphic signs on the posters. Markets have become extended, and it is only a short step from the poster to the news book. The news book—the

magazine—is just a collection of posters. Well, what does the news book serve us as a sign of progress? It tells us at once about the invention of printing, about the increase in news interest. It also indicates the rise of the newspaper and the magazine.

Then in the person of "Shift" the first advertising man on record is spoken of in one of Ben Jonson's plays, and in that we get another interesting sidelight on the conditions of the time. Shift was a scoundrel. There you get a crafty unscrupulous character portrayed, which advertising men ever since have been trying their best to live down. You also get portrayed in Shift a purely individualistic notion of social organization. Shift was out to get what he could get and in any way he could get it.

Then we come later down to the development of the magazines as we now know them, to those of the Spectator, the Tatler, and the Idler, and you find Johnson and Addison writing essays on showing the significance of advertising as reflecting the customs of their time, and Lewis in an interesting book on the advertisements of the Spectator he shows how the reign of Queen Anne is better portrayed in the advertisements in the Spectator than it is in much more imposing documents. Why? Merely because they did not intend to do that. They are but straws, trivial forces, but straws show which way the wind blows better than bricks, and unintentional signs are often more effective than board signs.

In going over the advertisements of that time one gets interesting sidelights of the conditions of the time. The condition of women, the history of women for instance is very nicely portrayed in the history of advertising. You need hardly know anything more about it. Go clear back to the time when woman was looked upon as the wreck of a man, which she was called on the tombstones. Her career began when a man stopped. If you go back through the advertising of that time you get interesting indications of the growing disour dreams, they tell us, are not mere random chance of affairs. They follow definite lines. They all mean something. Even our blunders, our mistakes, our missteps are all significant.

Not only does advertising contribute to progress; not only has there been progress in advertising in spite of Samuel Johnson's statement 200 years ago that advertising had then reached such a stage of perfection that it seemed quite impossible to suggest any modification or improvement, but it is also true that advertising is a sign of progress.

### AN EARACHE FOR McCUTCHEON.

(From the Washington (D. C.) Democrat.)  
This is our day for writing ornery items, so we will write this one. A day what we are going to say is, that we do not believe that John T. McCutcheon of the Chicago Tribune can write for sour apples, on the other hand, he cannot draw like he once did. He has lost heart in his work. He is a sour old bachelor, with no interests in the world. He has no kiddies to get the earache at night and keep him awake so he feels like the devil the next day. Nobody is there to bother him or hinder him in whatever he wants to do, and, therefore, his life lacks the salt and the pep and whatever it is that makes life worth living.

He gads around too much, also. An ordinary man who gads around as much as he does, couldn't hold a job on the Washington Democrat, let alone on a paper worth while.

He is not on the job enough. He wants to do his thing and we notice that old Ed. Howe or Lafe Young do better work right on their little old dime hill day by day than McCutcheon can in forty-seven years, running around over the country or rather, over the wide world. McCutcheon is not satisfied with being a wonderful cartoonist, but he tries to write, just like so many chorus leaders do at Chautauqua who try to draw speeches and we want to shoot every last one of them.

### THE NEW HAVEN

## Times - Leader

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

## Buffalo News

EDWARD H. BUTLER

Editor and Publisher

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

Foreign Advertising Representatives

KELLY-SMITH COMPANY

220 Fifth Avenue  
NEW YORK

Lytton Building  
CHICAGO

## The Business Condition

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

## DETROIT SATURDAY NIGHT 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



## CHARLES SEESTED

DIRECT REPRESENTATIVE

41 Park Row

New York

Telephone 569 Cortlandt.

**A**MBITION to do something bigger and better than I had ever done, prompted me to go after more papers to represent in the foreign field.

I have spent sixteen years cultivating this field, learning where the business is and how to get it, making and cementing friendships and standing with advertisers, and equipping myself in every way possible to get and keep business for papers I represented.

The kind of representation I have to offer is high-class, business-like and productive.

I want to hear from publishers who can use this service advantageously.

### ABOUT PATENT MEDICINE ADS.

The Proprietary Association,  
Chicago, Feb. 3, 1915.

#### THE EDITOR AND PUBLISHER.

Mr. Marshall Ballard, of the New Orleans Item, objects to my definition of a "patent medicine": "A patent medicine is any medicine put up in uniform packages under a distinctive name." That definition is right, in spite of Mr. Ballard's objection to it.

Further, Mr. Ballard is seriously in error in his statement that a medicine is a "patent" medicine because it is "patented." Nothing further from the truth. Very few compounded medicines are patented—Castoria was, but the patent expired years ago. In most cases the distinctive names are protected. Mr. Ballard, who is a chemist and has had drug store experience knows that paregoric, brown mixture and other preparations named by him were at one time "patent medicines" under my definition. The names have ceased to be distinctive and have become descriptive. Vaseline is a "patent" medicine, the distinctive name is owned, and it is "put up in uniform packages under a distinctive name." Mr. Ballard simply splits hairs.

For the information of your readers and perhaps of Mr. Ballard may I explain the origin of the term "patent medicine"? It comes from the granting of "patents" or "privileges by sovereign authority" by ruling monarchs, some of whom, years and centuries ago, granted patents to subjects to engage in the exclusive manufacture of a medication. Others were given "patents" of land, or what not. The item "patent medicine" has survived. A better term is "package" medicine.

Mr. Ballard admits that a man who advertises a medicine, truthfully, is strictly within his moral rights. I agree.

Then what is the truth and how is it determined?

Mr. Ballard, who has never used it, who doesn't know what it contains and who can't analyze it, says a certain medicine won't do what is claimed for it. A hundred or a thousand people who have

used it say it will. Its manufacturer, who can judge by the experience of thousands of users, says it will and spends his money to advertise it, knowing that if it won't live up to its advertising he will lose his money.

Is Mr. Ballard the better judge? Medical values are not determined as are overcoat values or flour values. There is no exact science in therapeutics and there is but one criterion—experience. Therefore, an article of medicinal claim cannot survive if the experience of its users is unsatisfactory or shows that it will not reasonably perform the service claimed for it. If it will perform, its merits will be spread

by its friends, and their confidence is in no wise shaken by the statement of some one else that it will not do what is claimed for it. Indeed, I am reliably informed that package medicine business in New Orleans is just as good as it was when the Item took medicine copy.

The contention that worthless medicines are soon out of business is correct, absolutely. In a commercial sense age is absolute proof of merit—without merit no advertised article can live. You know that is so and Mr. Ballard knows it is so. Every other man who knows anything about advertising and merchandise knows it to be true.

Medicines are always the subject of controversy. The Allopath and the Homeopath and the Eclectic disagree as "schools" and as individuals. They all agree that "patent" medicines are getting money that the doctors would get if the "patent" medicine business could be put out of business.

I believe newspapers should apply the same rule to package medicine advertising that they apply to other advertising—and no more. I do not believe Mr. Ballard would permit a vegetarian to censor the Item's meat product advertising or would he let one department store censor the advertising of another. Mr. Ballard mentions flour and overcoats. Some people who pass as intelligent say that many of man's ills are due to white flour. Mr. Ballard would not let them "censor" his flour or bread advertising because they are not strong enough numerically to constitute a class worth trying to please, while, in his judgment, doubtless, the doctors do constitute such a class. Many people believe that liquors and beer and cigarettes are not legitimate articles of commerce. Mr. Ballard would not let them censor his beer, whiskey and cigarette advertising. Yet he lets a doctor censor his package medicine advertising.

Very truly,  
E. F. KEMP.

### TEXAS ADVERTISING EXHIBIT.

One of the features of the fifth annual convention of the Texas Ad Clubs held at Waco this week was the first Texas Advertising Exhibit. The display occupied nearly 4,000 square feet of space and included specimens of advertising from the leading agencies, and printing and engraving houses in different parts of the country. The exhibit was made up of newspaper ads, from "copy" to the printed page, including proofs, type, matrices, and press plates. Original "copy" from W. R. Hotchkiss, who was ten years advertising manager for John Wanamaker, and three years with Gimbel Bros. New York; an exhibit from Lord & Thomas, and other leading agencies; magazine

"copy" from some of the most noted and highest-paid ad writers in this country; an exhibit showing the process of book-making, carrying a 1,100 page book through practically every stage of the work for its production; a very extensive array of advertising novelties, including street car cards, electric signs, etc., and the special "Made in Dallas" exhibit of advertising products.

### Philadelphia Wants 1916 Convention.

The Poor Richard Club of Philadelphia has served notice that it intends to bring the Associated Advertising Club's convention to the Quaker City in 1916. Here's the way the matter is stated in a circular sent to members last week:

"Will Philadelphia get the convention of the Associated Advertising Clubs of the World in 1916? It will. The enthusiastic meeting at the Adelphia Hotel last Wednesday shows that the advertising men of this city want it, and that they are simply chafing at the bit to lend a helping hand to bring this big conclave here. It is becoming tiresome to hear Philadelphia constantly being called slow. Philadelphia is the *livest city in the country*, and we mean to visualize this in June, 1916, to five thousand of the leading advertisers and advertising men from all parts of the world."

### Sphinx Club Ladies' Night.

The Sphinx Club Ladies' Night special will be run according to the following time table:

Date—Tuesday, February 16; assembly, 7 p. m.

Dinner—Served precisely at 7:30.

Place—The Waldorf Apartments.

The balance of the information, as usual, is a profound secret, but, like the far-famed and now defunct borax advertising, "there are surprises coming."

President Brown's announcement promises music, mirth, frivolity, souvenirs, songs, sociability, dancing, damsels, demigods of advertising, besides the dinner.

### Things Were Moving.

A young lady was dining with some friends at their home, says the New York Evening Post. The host had concocted some seductive cocktails and she had joined the others in drinking to his health. Before the dinner was over she was experiencing that much-talked-of wobbly feeling that is said to follow a cocktail.

While coffee was being served in the drawing room the three-months-old son of the family was brought into the room and the young guest insisted on holding him.

"I am surprised that he is so contented in your lap," her hostess told her. "He doesn't usually care for strangers."

"Well, you may not know it," was the reply, "but he is being rocked."

## The Printer as a Manufacturer Should Look Well to Production Cost

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

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

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

### Miller Saw-Trimmed Company - Pittsburgh, Pa.

501 Fisher Building  
Chicago, Ill.

1125 World Bldg.  
New York, N. Y.

TIPS FOR THE AD MANAGER.

The Earnshaw-Lent Company, 80 Maiden Lane, New York City, is placing some new orders for Andreas Saxlehner, "Hunyadi Janos," 130 Fulton street, New York City.

George L. Dyer Co., 42 Broadway, New York City, is issuing orders to some eastern newspapers for the Corn Products Refining Company, "Karo Corn Syrup," 17 Battery place, New York City.

Humphrey's Homeopathic Medicine Company, "Humphrey's 77," 156 William street, New York City, is putting out new copy.

It is reported that the advertising for this year of the White Mountain Freezer Company, Nashua, N. H., will be placed by the Walker-Longfellow Co., 565 Boylston street, Boston, Mass.

Maclay & Mullally Bros., 60 Broadway, New York City, are forwarding 56-line 1-time orders to a selected list of newspapers for the Home Life Insurance Company, 256 Broadway, New York City.

The Federal Advertising Agency, 231 West 39th street, New York City, is issuing 30-line 3-times-a-week for two months' orders to Pacific Coast newspapers for the Falk Tobacco Company, "Tarryton Cigarettes," 56 West 45th street, New York City.

J. Walter Thompson Co., Lytton Building, Chicago, Ill., is making 9,000-line contracts with some western newspapers for Libby, McNeil & Libby, of Chicago.

E. E. Vreeland Agency, 350 West 38th street, New York City, is handling the advertising account of the Vulcan Metals Company, Inc., "Hydra Vacuum Cleaner," 148 West 23d street, New York City.

It is reported the Mahin Advertising Company, 104 South Michigan street, Chicago, Ill., will shortly start a spring campaign with a selected list of large city newspapers for Lowe Bros., "Paints," Dayton, Ohio.

Frank Presbrey Co., 456 Fourth avenue, New York City, is sending out orders to large Sunday newspapers for the Hende Manufacturing Company, "Indian Motorcycle," Springfield, Mass.

The Honig Advertising Service, Wells Fargo Building, San Francisco, Cal., is again placing copy with large city newspapers for the California Fruit Canners' Association, "Del Monte Canned Fruits," San Francisco, Cal. (North & Dalzell, agents, 111 Hudson street, New York City.)

Pincard & Co., Inc., 286 Fifth avenue, New York City, are making 3,000-line contracts with large city newspapers for the United Shirt and Collar Company, "Lion Brand Collars and Shirts," Troy, New York.

Frank Presbrey Co., 456 Fourth avenue, New York City, is placing the following: 28-line 26-time orders with southern papers for the Greenbrier White Springs and 432-line 1-time with a selected list for the Equitable Life Company.

It is reported the Tracy-Parry Co., Lafayette Building, Philadelphia, Pa., will handle the advertising account for Dobbins Soap Manufacturing Company, "Dobbin's Electric Soap," 119 South 4th street, Philadelphia, Pa.

Witt K. Cochrane Advertising Agency, Boyce Building, Chicago, Ill., is making 10,000-line contracts with a few papers for the Universal Film Company.

Picard & Co., Inc., 286 Fifth avenue, New York City, are handling the advertising account for Phillips, Jones & Co., Girard & Co., "Olus Underwear," 346 and 1195 Broadway, New York City.

Van Cleve Co., 1790 Broadway, New York City, is placing orders with large city newspapers for the Revere Rubber Company, "Spring Step Rubber Heels," Boston, Mass. (U. S. Rubber Company, 1790 Broadway, New York City.)

Sehl Advertising Agency, Chicago, Ill., is now handling the advertising accounts for the Calumet Baking Powder Company and the Pabst Brewing Company.

The Rheuma Company, Buffalo, N. Y., is issuing 300-inch 1-year contracts to Pennsylvania papers direct.

George H. Mayr, manufacturing chemist, Chicago, informs us that the bulk of his newspaper advertising is placed direct; that most of the balance goes out through Victor H. Young, and the remainder through Roberts & MacVinch, both of Chicago.

Dudley Walker & Co., People's Gas Building, Chicago, Ill., are making contracts for the summer advertising of the Grand Trunk Railway Company.

NEW INCORPORATIONS.

PHILADELPHIA, PA.—The Fair Publishing Company; \$100,000. C. I. Wilson, T. F. Thompson, A. Brooks.

NEW YORK.—Giles Printing Company; \$15,000. Clarence M. Giles, Henry B. Corey, Wildey F. Smith, 290 Broadway.

NEW YORK.—The Denker Publishers; \$5,000; Walter W. Storer, Edward Kamm, Sidney Green, George A. McGlove, 35 Wall street.

CHICAGO, ILL.—The Hamming; general publishing; \$25,000. A Hamming, M. A. Whitman, A. F. Hamming.

LAKEWOOD, N. J.—Mutual Publishing Company; \$100,000. Archibald D. Davis, George P. Woodruff, Samuel S. Taylor.

NEW YORK.—Graham & Matlack; general printing; \$100,000. Leon R. Matlack, Charles E. Graham, M. E. Irwin, 251 West 19th street.

PLAINFIELD, N. J.—Fischer Advertising Company; \$50,000. Louis Fischer, Perth Amboy; Edward J. Way, James Cahill, Plainfield.

SPRINGFIELD, ILL.—Practical Advertising Company; \$100,000. C. E. Depew, L. Kapes, F. E. Baker.

BOSTON.—Massachusetts Advertising and Sales Company; \$50,000. P. S. Marks, J. A. Cunningham, Cambridge; M. Atwater, Boston.

Why Lazarus Was a Beggar.

Andrew Carnegie when before the United States Commission on Industrial Relations, last week said he was reminded of the minister who posted a notice that in his next sermon he would answer the question, "Why was Lazarus a beggar?" "Now we had all supposed," continued Mr. Carnegie, "that question was answered long ago. The reason was he didn't advertise. I believe in advertising."

"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.

Table listing newspaper circulations by state: ARIZONA (GAZETTE), CALIFORNIA (EXAMINER), GEORGIA (JOURNAL), ILLINOIS (HERALD), IOWA (REGISTER), LOUISIANA (TIMES-PICAYUNE), MARYLAND (THE SUN), MICHIGAN (PATRIOT), MINNESOTA (TRIBUNE), MISSOURI (POST-DISPATCH), MONTANA (MINER), NEW JERSEY (PRESS), NEW YORK (EVENING MAIL), OHIO (PLAIN DEALER), PENNSYLVANIA (DAILY DEMOCRAT), SOUTH CAROLINA (DAILY MAIL), TENNESSEE (BANNER), TEXAS (STAR-TELEGRAM), WASHINGTON (POST-INTELLIGENCER), WISCONSIN (PRESS), WYOMING (LEADER), CANADA (WORLD), BRITISH COLUMBIA (WORLD), ONTARIO (FREE PRESS).

ROLL OF HONOR

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

Table listing newspaper circulations: ILLINOIS (POLISH DAILY ZGODA), INDIANA (THE AVE MARIA), NEBRASKA (FREIE PRESSE), NEW YORK (EVENING NEWS), PENNSYLVANIA (TIMES), QUEBEC (LA PRESSE).

Corners the Ink Supply.

A German diplomat has been in Bucharest for a fortnight, according to the Morning Post correspondent in that city, endeavoring to buy the support of the leading Roumanian newspaper. His mission proving a failure, he has cornered all the printing ink in the country, and the suspension of several of the newspapers is threatened.

New Orleans States

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

33,271 Daily

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

THE S. C. BECKWITH SPECIAL AGENCY

Sole Foreign Representatives New York Chicago St. Louis



**AD FIELD PERSONALS.**

George MacCormack, advertising director of the Houston Post, is giving a course of twenty-six lectures on advertising to his shopmates in the Post's business department. Attendance is optional to Post employes. The lectures are intensely interesting. More than thirty employes from the Post's auditing department, the advertising and circulation departments make up the class. G. J. Palmer, the Post's general manager; A. E. Clarkson, business manager; A. P. Goodman, circulation manager, and Roy Watson, son of the founder of the Post, are in regular attendance.

R. M. Nicholson, former advertising manager for the Kimberly-Clark Paper Company, Neenah, Wis., and also former space buyer for the Cramer-Kraselt Company, Milwaukee, has been placed in charge of the advertising of the Stark Rolling Mill Company, Canton, Ohio.

R. L. Harriman, formerly of the Frank Presby Company, has been appointed advertising manager of the Hendee Mfg. Co., of Springfield, Mass.

W. Blanchard Bancroft, late of the Strand Magazine of London, is now publicity manager for the British-American War Relief Fund, of 200 Fifth avenue. Mr. Bancroft recently bought the rights, title and good will of T. P. O'Connor's former paper, "M. A. P." (Mainly About People) and will republish the same in London after the war. "M. A. P." has had a romantic history, and at one time was a very widely quoted paper.

W. J. Bold, who was auditor of the System Magazine for six years, has been appointed general manager of the Sunset Magazine.

C. R. Erwin, who resigned the presidency of Lord & Thomas, of Chicago, recently, has been elected president of Wasey & Jefferson, which firm will hereafter be known as Erwin, Wasey & Jefferson, 168 North Michigan Boulevard, Chicago.

**Progress in Topeka.**

The Topeka (Kan.) State Journal has recently installed four double magazine, Model K linotypes, which replace four Model 1s. The Journal's equipment now consists of six multiple magazine linotypes, including one Model 9, or four-magazine machine, and two single machines or eight in all.

**PUBLISHER'S NOTICE.**

Subscription: Two Dollars a year in the United States and Colonial Possessions, \$2.50 a year in Canada and \$3.00 foreign. It is suggested that the publication should be mailed to the home address to insure prompt delivery. The Editor and Publisher page contains 672 agate lines, 168 on four. The columns are 13 picas. Advertising will not be accepted for the first three pages of the paper. Advertising Rates: Transient Display 25c. an agate line. Liberal discounts are allowed on either time or space contracts. Small advertisements under proper classification will be charged as follows: For Sale and Help Wanted fifteen cents a line; Business Opportunity and Miscellaneous ten cents a line, and Situations one cent a word; see classified pages. The Editor and Publisher can be found on sale each week at the following newsstands: New York—World Building, Tribune Building, Park Row Building, 140 Nassau street, Manning's (opposite the World Building), 33 Park Row; The Woolworth Building, Times Building, Forty-second street and Broadway, at basement entrance to Subway; Brentano's Book Store, Twenty-sixth street and Fifth avenue, and Mack's, opposite Macy's on Thirty-fourth street. Philadelphia—L. G. Rau, 7th and Chestnut streets. Pittsburgh—Davis Book Shop, 416 Wood street. Washington, D. C.—Bert E. Trenis, 511 Fourteenth street, N. W. Chicago—Post Office News Co., Monroe street. Cleveland—Schroeder's News Store, Superior street, opposite Post Office. Detroit—Solomon News Co., 69 Larue street, W. San Francisco—R. J. Bidwell Co., 742 Market street.

**LIVE AD CLUB NEWS.**

The Newark Advertising Men's Club had an old fashioned beef steak dinner last week as the guests of C. W. Feigenbaum. About sixty advertising men were present. After the beef steak repast and during a lull in the merrymaking, officers were chosen. Theodore S. Fetting, the first president of the club, was again elected to head the association. Other officers are: Vice-president, Charles F. Hanser; secretary, Morris Scheck, and treasurer, Louis Hannon. Members of the executive committee are Clarence Chatfield, John F. Betz, T. J. Kelly, Eugene W. Farrell and Mr. Koenig.

Lewellyn Pratt, of New York, chairman of the A. A. C. W. Committee on Education, was greeted by the largest attendance of members of the Birmingham, Ala., Ad Club this season, when he spoke before that body two weeks ago. His address was upon cooperation between the clubs and between civic organizations of all kinds.

"Illustrate Your Advertisements" will be the subject for the February meeting of the League of Advertising Women, to be held on Tuesday, the 16th, in the Rose Parlor of the Prince George Hotel, 14 East 28th street, at eight o'clock. The speakers will be Alexander Popini, the popular magazine illustrator; Norman Pierce, of the Norman Pierce Co., who will talk on the tendency of art in advertising, and Arthur Wiener, president of the International Art Service, who will illustrate with slides the posters so successfully produced in this country.

**NAME FOR CHICAGO "FEDS."**

"Whales," Suggested by an Advertising Man, Selected Out of 350 Others.

"Whales," suggested by a Chicago advertising man, is the new name chosen for the Chicago Federal League baseball team. The suggestion made by D. J. Eichoff, advertising manager of the American Lumberman, won over 350 other monikers. That "Whales" would be the most suitable name was advanced by Mr. Eichoff with the following reasons:

The best commercial whales are found in the North (North Side).

"Whale"—to lash so as to mark with stripes, to whale, thrash, drub. (Necessary in pennant winners.)

"Whaler"—one who whales or beats; hence anything extraordinary, especially in size, a whopper. (What the North Siders want the Feds to be.)

"Whale 'em out"—"harpoon 'em," "give 'em what Jonah got." Are we down in the mouth? Ask Jonah. (We've got to have a few slogans of our own.)

In order to make his suggestion appear stronger in the eyes of the team-owners, Mr. Eichoff, who is also an ardent fan, submitted a pen-and-ink sketch making emphatic the mightiness of the whale.

**MERCHANTS WHO KILL TOWN.**

**Non-Advertisers and Untruthful Advertisers Drive Business Elsewhere.**

J. B. Powell, instructor in advertising at the University of Missouri School of Journalism, gave an entertaining talk at the weekly luncheon of the Commercial Club of Columbia last week. "There are two kinds of merchants," said Mr. Powell, "who hold back the development of a town. One does not advertise at all, the other advertises untruthfully. The merchant who advertises judiciously takes no more chance than he takes when he walks down to his store in the morning. Advertising is not a chance, it is an essential part of business.

"The mail order man has the assistance of the chain stores now in taking away the smaller towns' business. The United Cigar Stores have taken nearly all the business of the independent retailers in New York and Chicago. It will not be long until these stores come to the small cities. Twelve per cent. of the retail business of the country is conducted through the mails and the percentage is increasing yearly. The chain stores always have the choice locations in the cities and follow up-to-date methods of business and advertising.

"Marshall Field and Company in Chicago does an annual business of \$40,000,000. Two per cent. of this amount is spent on advertising. Some of the department stores in New York City spend 6 per cent. of their total sales in advertising. The Proctor and Gamble Company buys more than \$200,000 worth of advertising a year in the Saturday Evening Post to sell 5-cent cakes of soap. Other manufacturers advertise according to similar methods, and to equal extent. This advertising is not an expense, but it is a means of increasing business.

"According to the last census, nearly six thousand towns in the Middle West lost in population during the last ten year period. In Missouri were 540 of these towns. Many of them perhaps had small right to existence. But for many more the reason for the decrease is in the fact that the money of that region is going out by every mail in response to modern advertising and modern methods of conducting business.

"Advertising, with an honest line of goods and courteous treatment, is the remedy for preventing the encroachment of the larger chain stores and mail-order houses on the small city and town trade. Make everything about a business up-to-date, make the advertising campaigns long, earnest and honest, and make a united effort for a better Columbia, and Columbia will be the town that will, within ten years, dominate Central Missouri."

**Students Study the E. & P.**

The senior class of the School of Journalism of Notre Dame (Ind.) University reviews each issue of the Editor and Publisher. John M. Cooney, the director of the school, writes concerning the practice: "We find it well worth while."

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**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  
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Circulation Builders  
Bill Posting Advertising Display Periodical Promotion

# The Chicago Daily Tribune

*The World's Greatest Newspaper*

Over 500,000  
SUNDAY

ADVERTISING BULLETIN

Over 300,000  
DAILY

VOLUME 1.

SATURDAY, FEBRUARY 13, 1915

NUMBER 2.

## 1,800,000 REPLIES

The fact that The Tribune has a greater circulation on Sundays than any other Chicago paper, morning or evening, enjoys on any day of the week, does not entirely account for the unique producing power of advertising in The Tribune.

Although the circulation of The Tribune on week days is nearly equal to the week day circulation of the other Chicago morning papers **combined**, there is yet another reason for The Tribune's leadership in bringing replies from advertising.

This other reason is the **responsiveness** of Tribune readers.

For years The Tribune has told its readers of the economic value to them of reading and buying from Tribune advertising.

For years The Tribune has maintained a censorship of its advertising columns that has bred confidence in those advertisements that are accepted and appear in The Tribune.

And now we have an actual measure of this **responsiveness** of Tribune readers—a definite expression of their activities in connection with but one of the many phases of

their relations with their favorite newspaper.

During the year 1914, The Tribune's Business Office, on the ground floor at the corner of Dearborn and Madison Streets, has received from readers of The Tribune and distributed to "Want" Advertisers in The Tribune more than

## 1,800,000 Letters

These letters were either received by mail or delivered by hand in response to the so-called "Blind Ads" only. These are the "Want Ads" bearing no signature except The Tribune box number assigned to the advertiser at the time he places his ad. They are less than one fourth of the total number of "Want Ads" placed in The Tribune.

If less than one fourth of all The Tribune's "Want Ads" bring more than one hundred and fifty thousand replies a month, figure for yourself the tremendous response to **all** these "Want Ads."

The Tribune's Business Office frequently handles, on a single day, as many letters as the number of pieces of first class incoming mail at the post office in the City of Springfield, the capital of the State of Illinois.

**Eastern Advertising Office: 1216 Croisic Bldg., 220 Fifth Avenue, New York City**  
**Pacific Coast Advertising Office: 742 Market Street, San Francisco.**

Member Audit Bureau of Circulations



