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THIRTY-SECOND YEAR

The Editor & Publisher

and The Journalist

32 PAGES

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

32 PAGES

\$2.00 a Year

Vol. 48

NEW YORK, DECEMBER 18, 1915

No. 28

10 Cents a Copy

Three Things

In addition to the other services it renders to manufacturers who contemplate advertising in Chicago, The Chicago Tribune's Merchandising Service Department renders *three forms of service* which are of supreme importance.

(1) It makes a very careful and thorough investigation of local market conditions, both from dealer and consumer standpoints, so that all advertising and sales plans may be worked out, not in accordance with theory or preconceived notions, but in accordance with *actual conditions as they are found to exist*.

(2) It furnishes the salesmen who work in this territory with detailed instructions regarding dealer and consumer conditions and detailed instruction regarding the ends to be attained through the proposed advertis-

ing campaign and regarding the importance of such advertising, so that the advertising and the sales force shall both strike simultaneously, thus increasing the power of both and securing the maximum results.

(3) By means of *The Tribune Signs*, which now hang in the front windows of over 2,000 leading grocery stores and drug stores in Chicago, it *advertises your advertising* to the public, shows the public where Tribune advertised products may be purchased, and thus aids materially in *moving your goods*.

We invite correspondence from manufacturers or their advertising managers who would be interested in a more detailed description of the most unique and resultful form of Merchandising and Sales Co-operation ever put into operation by a daily newspaper.

The Chicago Tribune.

The World's Greatest Newspaper

(Trade Mark Registered)

Circulation over { 500,000 Sunday
300,000 Daily

Member Audit Bureau of Circulations

Eastern Advertising Office: 251 Fifth Avenue, New York City

Pacific Coast Advertising Office: 742 Market Street, San Francisco

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Non-Distribution: The system by which each compositor is continuously supplied with new type, spacing material, high and low leads, slugs and rules, directly from the Monotype Type-&-Rule Caster, which makes this material so economically that whole pages after use are melted up to make new material. Thus Recasting replaces Distribution

The Greatest Composing Room Economy since the Invention of Hot Metal Composing Machines



Our Guarantee

While our Type-&-Rule Caster is the only machine made that casts both type and rules (cut to any length), the fact that it is two machines in one imposes no limitations whatever on output. We guarantee that it will produce one-third more pounds of type, spaces and quads per hour, day in and day out, than any other type caster made

OUR TYPE & RULE CASTER

is the only machine for Non-Distribution because (a) it makes type so fast that it costs less to make new type than to distribute used type; (b) it is the only machine that makes *all the "tools"* for the compositor; type, space material, and rules, leads and slugs of any length from 6 picas to 25 inches

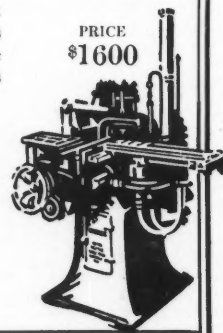
LANSTON MONOTYPE MACHINE CO.

NEW YORK: WORLD BLDG. PHILADELPHIA CHICAGO: RAND-McNALLY BLDG.
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NEW YORK, DECEMBER 18, 1915.

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ON THE LOOKOUT FOR "OLDFIELD" BILLS

Congressmen Expect Some of Them Will Turn Up This Session—Federal Trade Commission Going Ahead with Price Maintenance Investigation—Some Recently Issued Patents.

WASHINGTON, D. C., December 15.—Trade-mark and patent legislation as put up to the new Congress may prove quite as interesting to advertisers and publishers as the other pending bills mentioned in last week's issue of THE EDITOR AND PUBLISHER, namely, the Stevens bill, the proposal to tax coupons, the Adamson bill, etc.

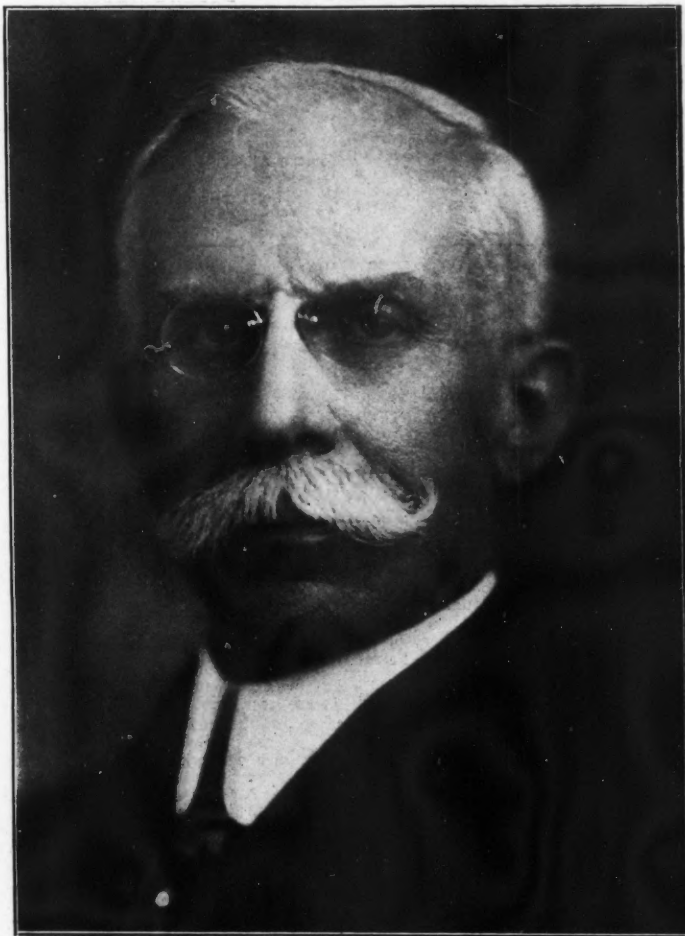
In the category of patent legislation is the Design Patent Law which will be backed this session, as it was before the last Congress, by the Design Registration League, which numbers among its members many national advertisers. Briefly, it may be said, the bill proposes to put the registration of designs somewhat on the trade-mark basis and to cut the present fees which are almost prohibitive to many industries. Type founders would be as much benefited as any interest by reform in this direction, inasmuch as at present they have most inadequate protection for distinctive type faces.

The burning question just now, however, in the field of possible or prospective patent legislation is whether or not there will be reintroduced in any form the measures which for several years past have been the bugbear of advertisers under the name of the "Oldfield bills." The bills have varied in form, but in a general way the object sought in all instances has been to prevent the employment of the patent laws—via suits or threatened suits for infringement—as a means of enforcing the retail or resale prices fixed by manufacturers and advertisers.

While none of the successive Oldfield bills came to vote in the two houses of Congress, the menace of these bills, as disclosed at extended public hearings, was sufficient to inspire antidotes such as the Stevens bill, and is also given the major share of the credit for the organization of the Fair Trade League and similar bodies. The particularly interesting aspect of the present situation lies in the fact that the reorganization incident to the launching of a new Congress finds Congressman Oldfield promoted from his former strategic position as Chairman of the House Committee on Patents. On the attitude of the new Patent Committee depends, to a considerable extent, the fate of measures such as Representative Oldfield fathered and consequently a disclosure of policy on the part of the reorganized committee will be awaited with interest in advertising circles.

Appropos the mooted question of whether the national advertiser shall be allowed to standardize the retail price of his goods, officials of the Federal Trade Commission have just confided to THE EDITOR AND PUBLISHER correspondent that they are going ahead with their "retail price maintenance investigation." This probe is one which came to the Trade Commission as a legacy from the old Bureau of Corporations and when, about the time the shift was made, the expert who had been in charge of the investigation since its inception, entered

(Continued on page 776.)



FRANK P. GLASS,

editor of the Birmingham (Ala.) News, undoubtedly ranks among the first journalists of the South. He has the courteous manners, keen sense of honor and the aggressiveness of the best type of the old-time Southern editors and combines with these qualities sound business judgment and a spirit of progressiveness that is not excelled by any of his contemporaries. Though a man of peace and one who much prefers a settlement of all controversies by means of diplomacy rather than the arbitrament of the sword, pistol or fist, he is generally known as a "fighting editor," for at several times during his career he has engaged in street fights and has always been ready to defend himself physically when it became necessary. He has never been one to resort to personal journalism. His editorials in the Montgomery Advertiser and the Birmingham News for years have been the most vigorous in the state, but the language he has employed has always been parliamentary.

Born in Centerville, Bibb County, Alabama, June 7, 1858, he was educated at Princeton and was a schoolmate of President Wilson. His newspaper experience began when he founded the

Bibb Blade, in 1880, because his father opposed his going to New York to practise law, for which he had prepared. He was prepared for college by private tutors and passed his entrance examination at Princeton for the sophomore class when fifteen years old. On account of his extreme youth, Dr. James McCosh first refused to admit him, but finally agreed that he should be allowed to enter the freshman class.

On his first paper, the Blade, he ran the press, set the type and addressed the wrappers, in addition to his editorial duties. After two years he sold his paper and bought the Selma (Ala.) Times and removed to that city. Later he bought a half interest in the Montgomery Advertiser from the late Major W. W. Sewers, with whom he was associated for thirty years, until the latter's death two years ago.

Soon after his connection with the Advertiser began, the paper experienced hard times through his fight for his political ideals, and more than once the sheriff stood across the street awaiting his chance to close down the paper. However, Mr. Glass won out, and this year he disposed of his interest in the Advertiser to increase his holdings in the Birmingham News, of which he is editor-in-chief.

ST. LOUIS PRESS CLUB PLANS FOR CONVENTION

Expects to Entertain Many Newspaper Representatives Sent to Report National Democratic Session Next June—Business Survey Shows Prosperity—New Law Review Started.

ST. LOUIS, December 15.—The Press Club of St. Louis is arranging, even this far in advance, to entertain the visiting newspaper men from all over the country, who will represent their papers at the National Democratic Convention, to be held here next June. It is intended to rent a large space adjoining the quarters of the club in the Railway Exchange building, where abundant desk room and dozens of typewriters will be available for visiting newspaper men, who will be the guests of the club. Even copy paper, blanks and all necessary paraphernalia will be furnished without cost. A program of entertainment will be arranged that will take up all the spare time of the out-of-town correspondents while here.

The Post-Dispatch's annual Christmas fund is meeting with the responsive approval that has characterized this charity each December for several years. The total disbursements to the deserving poor in St. Louis last year by the management of this fund amounted to \$13,361.81, there being thousands of large and small contributors. The movement this year bids fair to surpass all previous efforts of the kind here.

According to the business survey of St. Louis, finished recently under the auspices of the Advertising Club of St. Louis, the local sales in the five leading retail lines here during November showed a high percentage of increase over the same month last year. The data procured from the 49 largest business concerns here form the basis of comparison. The report from St. Louis will be incorporated with reports from other cities in the business survey report of the Advertising Clubs of the World.

The first issue of the St. Louis Law Review to be published four times in the university year by the undergraduates of Washington University, appeared this week. The fact that there are on the board of trustees of the new journal several men of prominence, makes the venture

(Continued on page 782.)

MR. STRAUSS RETIRES FROM TIMES

Leaves New York Newspaper to Devote Himself to Personal Affairs.

Adolph S. Ochs, publisher of the New York Times, in Thursday's issue of that paper headed the editorial column with this signed announcement:

"I regret, for personal as well as business reasons, to announce that Mr. Samuel Strauss, who for some time has been associated with me in the management of the New York Times, will retire to give his attention to his enlarging personal affairs, which are requiring more of his time."

Mr. Strauss was general manager of the Des Moines (Ia.) Register and Leader previous to coming to New York to become publisher of the Globe. Three years ago Mr. Strauss joined Mr. Ochs' staff, and was made treasurer.

SAYS PUBLICITY LAW SHOULD BE AMENDED

Representative Barnhart, Editor of Rochester (Ind.) Sentinel, Says It Should Provide a Heavy Penalty for Those Who Swear Falsely in Their Statements—The Present Law.

WASHINGTON, December 15.—That the Bourne publicity law, which requires all daily newspapers to file with the Post Office Department, twice a year, a statement showing the average daily circulation of the paper, will be materially



HON. HENRY A. BARNHART
of Indiana

amended at the present session of Congress, is evidenced by the many letters which are being received by Congressmen protesting against the workings of the present law.

The main objections seem to be based on the question of the reliability of the statements of circulation filed by editors and owners with the Post Office Department.

Representative Henry A. Barnhart, of Indiana, editor of the Rochester Sentinel, has, among other Congressmen, been in receipt of protests against the present working of the Bourne law. It will be recalled that Mr. Barnhart was the author of that part of the Bourne law requiring the publication of the names and owners of newspapers in said publications twice a year, but had no part in framing that part of the law which was added by the Senate referring to the publicity of the circulation statements.

Representative Barnhart, who is regarded as one of the ablest men in the House, and is chairman of the Committee on Printing, recently, in replying to a constituent, who had complained about the Bourne Law, sent the following letter:

HOUSE OF REPRESENTATIVES,
Washington, D. C.
December 10, 1915.

DEAR SIR: Replying to your letter of November 24, yes, I introduced the so-called Barnhart amendment to the postal laws relative to publicity of names of editors and owners of newspapers, but I am always quick to deny that I had anything to do but protest the Bourne amendment to my bill which provides that daily papers shall publish sworn circulation statements.

I never could understand why there was any reason or justice in this provision, because publishers who lie about their circulation are usually ready to swear to it and take the chances that nobody will investigate the reliability of their affidavits. In your case, however, I do not see what could be done unless you would put the matter in the shape of a legal complaint against your competitor that he has made a false affidavit and that the same is damaging to your business. This, I think, would bring the Post Office Department to

Appraisal of Newark Eagle and Star

Louis Hanooh, business manager of the Newark (N. J.) Sunday Call, and Harry M. Friend, president of the Essex Press, are making an appraisal of the plant of the Newark (N. J.) Morning Eagle and Evening Star, which are in business difficulty, as already noted in THE EDITOR AND PUBLISHER. The appraisal of Messrs. Hanooh and Friend follows one by Don C. Seitz, business manager of the New York World.

Interesting Yankton (S. D.) Anniversary

The Yankton (S. D.) Press and Dakotan celebrated its forty-fifth anniversary on December 5. It was on December 5, 1870, that the first issue of the Yankton Daily Press was published—the first daily paper to be printed in the territory of Dakota. The daily issue was discontinued when the legislature adjourned, but five years later was revived as the Press and Dakotan, the forerunner of the Press and Dakotan of the present day. The Press and Dakotan has had distinguished editors, and it has been a spectator of and a participant in the making of much of the history of the Dakotas.

New House for Nashville Tennessean

The Nashville Tennessean and American has just taken a long-term lease of the Southern Turf building, Nashville, and alterations will be made at once to put the building into shape to meet the needs of a modern newspaper plant. This will give the Tennessean a more commodious, more comfortable and better equipped home than the historic old residence it has been occupying for several years. The paper plans to move into its new quarters on March 1.

America's Opportunities—A Symposium

The Chicago Evening Post and the other papers of the Shaffer group are publishing an interesting series of articles on America's opportunities. The contributors to the symposium include Roger Babson, Fairfax Harrison, president of the Southern Railroad; Secretary of Treasury McAdoo, James H. Farrell, president of the United States Steel Corporation, and James J. Hill, railroad builder.

Carson Now With Pyrene

Edward Fraser Carson has resigned from the New York American to join the advertising department of the Pyrene Manufacturing Company, under C. Louis Allen. Mr. Carson has been in newspaper work in New York for eight or nine years and has been with the Mail, Times, Tribune and for a short time with the Journal of Commerce, working up from reporting to the copy desk.

Indiana Editors Will Eat Together

A number of Indiana newspaper men are expected to attend the Indiana Club dinner at the Congress Hotel in Chicago, today. Among them are A. J. Bowser, editor Chesterton Tribune; Ernest Bross, editor Indianapolis Star; B. F. Lawrence, business manager Indianapolis Star; Hector Fuller, dramatic editor, Indianapolis Star; Garr Williams, cartoonist Indianapolis News; Kin Hubbard, Indianapolis News, and John H. Harrison, Commercial News, Danville, Ill.

your assistance with an investigation, and if you will do this, I will do anything I can to the end that justice may be done.

I have always thought that it was a reprehensible thing for a publisher to lie about his circulation, and, like yourself, I have been a victim of such unfair competition. However, as I said in the beginning of this letter, I doubt the propriety of the Government going into the question of legislating men to be honest for the reason that men who obey laws do not need such regulation, and those given to lying will not obey the law anyway.

If the law is to stand—which, in the main, it ought to—there should be a provision denying the use of the mails and providing a severe penalty for those who swear falsely, and there should be larger privilege of both public and Post Office Department to investigate violations of the law.

Very respectfully,
(Signed) HENRY A. BARNHART.

A Ridder Concern to Be Sold

Foreclosure sale of the assets of the International Typesetting Machine Company, in which the late Herman Ridder at one time held large interests, has been ordered by a New York city judge. The sale will be held at the county courthouse in Brooklyn, January 17, 1916. The Guarantee Trust Company alleges default in payment by the International Typesetting Machine Company of \$1,089,873, due on first mortgage bonds. Judge Hough's decree fixes the minimum bid at the foreclosure sale at \$500,000. Bidders will be required before the auction to deposit \$50,000 in cash or \$100,000 in first mortgage bonds.

New Building for Albany Journal

At a public auction last week by the city of Albany (N. Y.) William Barnes purchased a site on the new Plaza, adjoining the Delaware and Hudson building at Steamboat Square for \$15,700. There were no other bidders. A building for the Albany Journal Company will be erected on the site by the Journal Building Corporation, incorporated, with \$150,000 capital, to which Mr. Barnes transferred his purchase. J. Sheldon Frost is president of the new concern, Rufus H. Thayer, vice-president, and William J. Brennan secretary and treasurer. According to the terms of sale, the new building must be completed by July 1, 1917.

French Pictures in Philadelphia

The Philadelphia Public Ledger has been the sponsor for wonderful official French cinema pictures of the war, secured by E. Alexander Powell, correspondent for the Ledger and the New York World with the armies of the Allies. This is the second showing of the films in the United States, the first being in Washington. Mr. Powell is now in this city where he is addressing the audiences twice daily.

Our Corner Busiest in New York

The golden dome of the World building, which shelters the offices of THE EDITOR AND PUBLISHER, looks down upon what has been officially determined to be the busiest corner in all New York—the corner of Park Row and Frankfort street. Statistics gathered by the police show that during the ten hours from 8.30 A. M. to 6.30 P. M. 296,200 pedestrians pass the corner. The counts were made between November 5 and November 30. Comptometers were used at the 464 points in this city where traffic policemen are on post. Checks and verifications make the totals wholly trustworthy, and the census is not only the most complete ever taken in New York but is said to surpass any ever made. The grand total of pedestrians counted reached the stupendous figure of 15,545,745.

Register and Tribune Now

The name of the Register and Leader Company, of Des Moines, Ia., was changed to the Register and Tribune Company at a recent special meeting of the stockholders. The authorized capital stock has been increased from \$500,000 to \$800,000, of which \$600,000 is common stock and the remainder preferred stock. The common stock is held as follows, according to a statement issued December 2: Gardner Cowles, 2,195 shares; Harvey Ingham, 545 shares; W. B. Southwell, 100 shares; H. T. Watts, 50 shares; J. D. LeCron, 50 shares; W. A. Cordingly, 50 shares; J. N. Darling, 10 shares. The preferred stock is owned as follows: Gardner Cowles, 227 shares; trustee, 23 shares; Leon Brown, 50 shares; W. H. Ammons, 50 shares.

The Editor and Publisher has framed a reply to the article—pardon us, attack more nearly describes it—by the coupon interests published in this issue. It will appear next week. Be sure to order extra copies in advance.

PRESIDENT GUEST OF GRIDIRON CLUB

Notable Group of Newspaper Men Attend the Dinner—President Wilson a Guest—Available Candidates for Presidency Introduced—Among Those Present Were Many Newspaper Men.

WASHINGTON, December 15.—Preparedness, patriotism and politics were the alliterative themes running through the entertainment furnished the guests at the famous Gridiron Club's dinner last Saturday night. The Gridiron Club is largely composed of newspaper men.

One of the unique incidents of the evening was a "survey" of some Presidential "standing timber," probably upon no other occasion has there ever gathered around one board so many men who, at the time, were in the limelight of publicity as available candidates for the Presidential nomination. The club was honored by the presence of no fewer than ten men whose names had been mentioned in this connection. To introduce them, President Edgar C. Snyder, of the Omaha Bee, summoned them to the space in front of the rostrum, "where they stood in line"—Senator Weeks of Massachusetts, Senator Borah of Idaho, Senator Cummins of Iowa, Senator Sherman of Illinois, Senator Penrose of Pennsylvania, Representative Mann of Illinois, Mr. Fairbanks of Indiana, Mr. Knox of Pennsylvania, Mr. Burton of Ohio, and Mr. Estabrook of New York.

"Gentlemen," said President Snyder, "I desire to present you to one of whom you will hear a good deal in the year 1916—Woodrow Wilson."

This was the second dinner of the Gridiron Club which President Wilson has attended.

Among the newspaper men other than members of the club who attended the dinner were Felix Agnus, Baltimore American; Percy M. Bailey, The Pathfinder; E. H. Baker, Cleveland Plain Dealer; J. Warren Bishop, New York Sun; Ashman N. Brown, Seattle Post-Intelligencer; James M. Cox, Dayton (Ohio) News; Charles W. Danziger, Pittsburgh Chronicle-Telegraph; Jackson S. Elliott, Associated Press; Morgan E. Gable, Pittsburgh Gazette Times; Robert M. Ginter, Pittsburgh Gazette Times; Earl Godwin, Washington Evening Star; James Gray, Minneapolis Journal.

H. F. Gunnison, Brooklyn Eagle; Charles F. Hart, New York Times; Charles E. Hashrook, Times Dispatch, Richmond, Va.; E. C. Hopwood, Cleveland Plain Dealer; Douglas B. Houser, St. Louis Globe Democrat; Roy W. Howard, United Press; Victor Krauffmann, Washington Evening Star; Frank R. Kent, Baltimore Sun; James Kerney, Trenton Times; A. D. Marks, Washington Post; Lawrence Mills, Washington-Baltimore Hotel Reporter.

E. P. Mitchell, New York Sun; D. D. Moore, New Orleans Times-Picayune; Frank B. Noyes, Washington Evening Star; Theodore W. Noyes, Washington Evening Star; Hugh W. Roberts, Birmingham (Ala.) Age Herald; Victor Rosewater, Omaha Bee; E. W. Scudder, Newark Evening News; John A. Sleicher, Leslie's Weekly; Robert T. Small, Associated Press; Courtland Smith, American Press Association; Delevan Smith, Indianapolis News; Louis Seibold, New York World; J. W. Stoddard, Baltimore American; David E. Town, Chicago Evening Post; O. G. Villard, New York Evening Post, and C. F. Yost, St. Louis Globe-Democrat.

Mr. McLaughlin Given a Gold Watch

Thomas E. McLaughlin, business manager of the Portland (Me.) Press, has resigned to become manager of a local motion picture house. It was in October, 1914, that he became business manager of the Press, and his efforts have resulted in increases both in circulation and advertising. His friends gave him a banquet and presented him with a gold watch to signalize his business change. McLaughlin is an old Boston Post editorial man.



SOME OF THE NEW WASHINGTON CORRESPONDENTS AND FOUR MEMBERS OF THE STANDING COMMITTEE.

Bottom row, left to right—Thornton L. Smith, Associated Press; Nixon S. Plummer, Charlotte Observer; H. E. C. Bryant, New York World; Earl Godwin, Washington Star; Leroy T. Vernon, Chicago Daily News; William E. Brigham, Boston Evening Transcript; Aaron B. Rosenthal, Milwaukee Journal. Second row—Carl Smith, Oregon Journal; John J. Marrinan, Boston Herald; Bert St. Clair, Associated Press; Jefferson Jones, Minneapolis Journal; Douglas B. Houser, St. Louis Globe-Democrat; Charles D. Warner, Boston Christian Science Monitor; George E. Stephenson, Boston Evening Transcript; Alfred Pittman, Boston Christian Science Monitor. Top row—John S. McCallum, Chicago Herald; Warwick L. Thompson, Brooklyn Times; J. M. Minor, New York Press; E. B. Faris, International News Service. Messrs. Bryant, Godwin, Vernon and Brigham are members of the Standing Committee.

MEXICAN NEWS KILLED BY STATE DEPARTMENT

Mark S. Watson, Representing Chicago Tribune and New York Sun in Mexico, Says Even Private Letters Are Examined in Washington—Slated for Inquiry He Is About to Leave Vera Cruz.

CHICAGO, December 15.—Mark S. Watson, a Chicago newspaper man sent to Mexico City jointly by the New York Sun and the Chicago Tribune, to learn and report conditions there under the lately recognized Carranza government, charges that the United States is bending every effort to keep correspondents from learning the truth of the state of Mexican internal affairs. The charge is made in a letter from Mr. Watson received by Edward S. Beck, managing editor of the Tribune.

Mr. Watson charges that the statements purporting to emanate from the State Department asserting that peace has been restored and suffering relieved in Mexico fail to find verification in Mexico City and immediate environs. Even private correspondence from Mexico is opened by United States officials, Mr. Watson charges.

"An order from the United States State Department," writes Mr. Watson, "to the local legation is that the official pouch—the only way in which Americans can get important mail through to family or friends with assurance that it will not be examined or wantonly destroyed—is to receive only unsealed letters, allowing the officials (in Washington, not here) of our own State Department to examine the letters, no matter how private.

"The object, of course, is to prevent the circulation of information concern-

ing real conditions, which the State Department has done its best to suppress. This is certain, and even if the State Department denies it, remember it is certain.

"My name is before the tribunal, and the indication is that I shall be asked to leave next week. I plan to beat them to it, sailing from Vera Cruz the first boat after Wednesday next.

"The absurd cable censorship continues. The main point is that the United States is not at war, and, so far as I recall, that is the only authorization for censorship by our government."

Kentucky Editors to Meet

Dr. Clarence J. Owens, managing director of the Southern Commercial Congress, Washington, will be one of the principal speakers at the midwinter meeting of the Kentucky Press Association, to be held in Lexington on December 27 and 28. Secretary E. L. Quarles, of the Lexington Board of Commerce, has charge of the task of securing speakers of national reputation to address the editors.

No More "Hyphen" in Milwaukee

The Milwaukee (Wis.) newspapers on Monday began dropping the hyphen in "German-American" and using two separate words. This follows the recent decision of the German-American Alliance to ask its supporters to avoid the criticism of the hyphen by dropping it. The Milwaukee German-language papers changed their custom weeks ago.

The Editor and Publisher has framed a reply to the article—pardon us, attack more nearly describes it—by the coupon interests published in this issue. It will appear next week. Be sure to order extra copies in advance.

EDITOR PEKING NEWS VISITS THIS COUNTRY

Declares There Is no "White Peril" Except in Minds of Designing Japanese Statesmen—Is a Graduate of Missouri School of Journalism—Movement to Preserve Some Fair Buildings.

SAN FRANCISCO, December 10.—Hollington K. Tong, editor of the Peking Daily News, who is spending a few days here, said in a local interview:

"There is no white peril in the Orient except in the minds of ambitious and designing Japanese statesmen and commercial and financial kings, and then only as concerns China, which they want for their own exploitation. How best to circumvent this Japanese presumptuous guardianship and dictation of any country is a more pressing and vital question than the one about whether President Yuan Shi Kai shall be the first ruler of a restored but limited monarchy."

Tong is en route to St. Louis and New York, to attend reunions of American college classmates, he being a graduate of the school of journalism at the University of Missouri and Columbia University.

Now a leader in the new journalism in China, Tong was one of the first graduates of the Pulitzer School of Journalism in Columbia University, later on doing good work on the Tribune and Times in New York, before returning home for the life work he had mapped out.

Tong will write for his paper a series of articles giving the reasons why there is a strong public opinion in the United States favorable to the territorial integrity of China and its open trade door.

In conclusion Tong said: "The Chinese realize the United States is the best

and most disinterested friend their country has ever had. Our faith in this country gives us strong hope that China is not going to be despoiled or ruthlessly exploited by any nation, no matter which one, for the moral strength of this country makes it very strong both at home and abroad."

The Fine Arts Preservation League, which is waging a big campaign to retain the use of the Government land of the Presidio on which the Palace of Fine Arts of the exposition stands, has secured 100,000 signatures to a petition to the Secretary of War. If their plans are successful, several of the exposition's finest structures will be preserved together with much of the statuary. A post-exposition period has been decided upon and the public is being admitted to the grounds at 25 cents admission. The attendance on Wednesday was 10,000, and with such a winter climate as California's there should be some profit from the desire of San Franciscans as well as tourists to view the grounds and buildings from time to time during the months that will elapse before the principal buildings can be razed.

Two New Active A. N. P. A. Members

The Waterbury (Conn.) Democrat and the Davenport (Ia.) Democrat and Leader have been elected to active membership in the American Newspaper Publishers Association.

Stevens Bill is H. R. 3672

The so-called Stevens bill, to prevent discrimination in prices and to provide for publicity of prices to dealers and to the public, has been reintroduced in the present Congress by Representative William A. Ayers, of Kansas. It is known as H. R. 3672.

HOW RICHMOND GOT HOPEWELL FIRE NEWS

Local Newspapers Had Reporters on First Train Leaving City—Earle Lutz of Times-Dispatch Captures Only Telephone Left in Ruined City and Lands Story in Office—Advertisers Get Busy.

RICHMOND, Va., December 13.—No. since the famous Beattie murder case and trial in 1911 and the shooting up of the Hillsville Courthouse by the Allen gang in 1912, have the newspaper men of Richmond faced as great a problem as confronted them last Thursday, December 9, when, shortly after 1:15 o'clock, came the startling telephone message that Hopewell, twenty-two miles away, was doomed to destruction by fire.

"Zing!" went the telephone line, and Petersburg central said the Hopewell connection was lost. The Western Union Telegraph Company's office was soon a prey to the flames, and Hopewell, a country store town which grew to a city of more than 30,000 population within six months, located at the gate to the E. I. du Pont de Nemours & Company's gigantic gun-cotton plant, was isolated and aflame.

Hundreds and thousands of telegrams and telephone calls began pouring into Richmond from the loved ones of the more than 22,900 employees of the plant, as well as those engaged in other pursuits in the stricken city. It was an afternoon of grave anxiety, and it was up to the Richmond newspapers to deliver. The afternoon papers gathered stray bits of news as best they could and issued extras to meet the demand for information.

IT'S A LONG WAY TO HOPEWELL

Though twenty-two miles distant "as the crow flies," Hopewell was reached only by automobile after a twenty-two-mile ride to Petersburg and twelve miles from there to Hopewell, over almost impassable roads, cut to pieces by heavy traffic incident to the demands made by the growing powder town. The trolley line to Petersburg and railroads furnished the other means of reaching the stricken town, but these did not reduce the mileage.

The first trains leaving Richmond early A. B. Tunis, staff representative of the Richmond Times-Dispatch; Paul Christian and Robert C. Harper, of the Richmond News-Leader; J. Taylor Robertson and Clarence E. Boykin, of the Richmond Evening Journal. The four latter writers represented evening newspapers who went to work on next day's report, but it was up to Tunis to gather the details for the general story of the destruction of the town in time for early service by the Times-Dispatch News Bureau (of which each Times-Dispatch reporter is a part) and for the Times-Dispatch of the next morning. He reached the stricken city before the flames had finished their devastation and gained a comprehensive idea of the scope of the fire, which leveled thirty-six blocks. Interviews were secured and, despite the hardships of automobile travel, he was back in the Times-Dispatch office with full data of the conflagration by 11 o'clock.

LUTZ DISCOVERS A TELEPHONE

The night detail, from 9 o'clock until press time, was handled by Earle Lutz, sporting editor of the Times-Dispatch and lieutenant of the Signal Corps, which accompanied the Richmond Light Infantry Blues and the Richmond Grays to Hopewell to aid in preserving order. Early Friday morning, an hour before the Times-Dispatch went to bed, Lutz discovered a telephone in a deserted shack at the outskirts of the smoldering ruins. Out of curiosity he raised the receiver from the hook, and was surprised to hear "Hello, this is Petersburg." Dumfounded, but conscious of his duty, Lutz replied: "Give me the Times-Dis-



J. E. TROWER.

advertising manager of the Pittsburgh Post and Pittsburgh Sun, is a Baltimorean by birth. He has been connected with the St. Louis Chronicle, Baltimore News, Philadelphia Press, Cincinnati Enquirer, Louisville Herald and Buffalo Times; and he has filled his present post since March 17, 1912.

It is Mr. Trower's pride that more than 60,000 families now read the Pittsburgh Sun, and that its circulation is still growing. Its advance has been ex-

ceptionally rapid. In November, two years ago, its average daily output was 34,825 copies. A year later it had become 49,274. Now it is beyond 60,000.

There has also been a striking advance in advertising during this same period. In October, 1913, the gross advertising space used in the Sun totaled 385,616 agate lines. The record for October, 1914, was 401,856 lines. For October of this year the figures were 508,732 lines.

The Post has been doing equally well.

patch, city editor, Richmond, and reverse the tolls," and within five minutes he was in conversation with Wm. B. Smith, city editor, and conveyed to him the detailed story of the wake held by the militiamen over the charred corpse of Hopewell. This was the only telephone message which went out from Hopewell within eighteen hours after the fire.

PHOTOGRAPHER ARRIVES

Shortly after 10:30 o'clock Thursday night a young man whose face was covered with dust, and whose khaki suit showed evidence of hard wear, entered the Times-Dispatch office with four kodak films containing scenes of the fire. Twelve out of twenty-four developed fair pictures, and the Times-Dispatch the next morning gave its readers the only pictures that were obtainable within twelve hours thereafter, the afternoon papers resorting to the use of the same films. Through the medium of the Times-Dispatch News Bureau pictures of the fire were in many newspaper, press associations and syndicate offices by Friday night, full six hours before other pictures of the ruins were offered to local newspapers.

The remarkable feature of the destruction of Hopewell is that in the burning of thirty-six blocks, embracing every kind of building from a one-story shack to modern three-story brick and concrete structures, there was not a single loss of life, and only one man was injured beyond scratches.

FORD QUESTION SOLVED

Shelter from the freezing night air and food for the homeless were the

immediate problems to be solved, and were met by the Y. M. C. A. of Petersburg sending over hundreds of coats. Many of the homeless men, women and children were sent on special trains to Petersburg, where the doors of churches and schools were opened to them. The Petersburg city council appropriated \$7,500 for immediate relief. This was augmented by relief from Richmond, and on Friday the Greater Hopewell Rebuilding Association raised \$12,500 for relief. Many ears of foodstuff were received in the stricken city Friday, and the question of food was solved. Temporary sheds and tents afforded shelter, and then Hopewell business men set on foot plans for rebuilding.

Incidentally, to show the spirit of the business men of Hopewell, the Richmond Times-Dispatch of Sunday, December 12, of business in the city which is now carried nearly 600 inches of advertising pertaining to practically every line nothing but ashes.

JAS. C. LATIMER.

Burglars in H. L. Bridgman's Home

Burglars entered the home of Herbert L. Bridgman, business manager of the Brooklyn (N. Y.) Standard Union and president of the American Newspaper Publishers' Association, Thursday night, and carried away a gold watch, a pair of opera glasses and \$25 in money. They cast aside as worthless \$10,000 worth of gems belonging to Mrs. Helen Bartlett Bridgman, author of a book on gems, and overlooked a pair of diamond shirt studs in a dress shirt that they pulled out of a bureau drawer.

HEADS NATIONAL PRESS CLUB

Theodore H. Tiller, of Washington Times, Chosen President at Annual Election.

WASHINGTON, December 16.—Theodore H. Tiller, of the Washington Times, was chosen president of the National Press Club at the annual election held Wednesday. Other officers chosen were Grafton S. Wilcox, of the Associated Press, vice-president; Charles C. Hart, of the Spokane Spokesman-Review, secretary; John B. Smallwood, city editor of the Washington Star, treasurer, and Jesse S. Cottrell, of the Nashville Banner, financial secretary.

The five new members of the Board of Governors elected were Mark Goodwin, Gus J. Karger, Frank B. Lord, John E. Nevin and Guy Mason.

Mr. Tiller, the new president, is a political writer on the Washington Times and other newspapers. He has "covered" the House of Representatives for the last six years, and has a wide acquaintance among public men at the National Capitol. He has served as chairman of the Board of Governors of the club for two years and had no opposition for the presidency. Mr. Tiller broke into the Washington newspaper game nine years ago. He came to the capitol from Bainbridge, Georgia, where he had conducted a small daily newspaper. Although without experience on metropolitan dailies, the Georgia recruit soon began to receive some of the big news assignments on the Munsey string of newspapers and eventually was promoted to the political staff.

"SIR HENRY" TOOK FURNITURE

San Francisco Newspaper Men Managed to Get Around a Lot of Red Tape.

The Newspaper Men's Club, of San Francisco, is now well supplied with elegant furniture, which was purchased from the Denmark building at the Panama-Pacific Exposition. And thereby hangs a tale of red tape cut and exposition regulations successfully evaded. A permit to remove the furniture was applied for in the regular way. The newspaper men were informed, by the numerous sub-officials and by the gentleman owning the draying privileges of the grounds, that it might be a week or ten days before the furniture could be moved.

However, the members of the club needed the furniture and were indisposed to brook the needless delay. Down in the yacht harbor at the exposition had been lying at anchor, for a few weeks, the launch "Sir Henry Morgan." The skippers thereof are Stewart Dunbart and Albert Porter, newspaper men. About dusk on Wednesday night, this reincarnated pirate craft, with Dunbart at the helm and a worthy crew at his heels, might have been seen, laden to the gunwales with furniture and furnishings, drawing stealthily out of the yacht harbor and headed toward Howard Street Wharf.

And at 8 o'clock, or three hours and thirty minutes after the plot was hatched at the club, the furniture was being disposed to advantage by the house committee in their rooms at 35 Grant avenue. Now the clubmen have a tale of their prowess on land and sea to enrich the annals of their young but vigorous organization of newspaper men.

P. P. A. Planning for a Big Night

The members of the Pilgrim Publicity Association, Boston, are planning on a big night New Year's eve. Last year they celebrated at Filene's and the show was so good that applications for tickets to this year's festivities commenced to come in before the new year had fairly started. This year the ticket sale will be limited to 400. The party will be on from 6 p. m. to 12:30 a. m.

There is no such thing as "a born salesman." It is true a man may have certain natural qualifications not possessed by another, but these will avail him nothing unless he early absorb the vital principle of self-control.



When You Hold the "Council of War"

When you have a meeting of the strategy board to talk over sales and advertising plans—

When you want definite data covering the Metropolitan Boston trading territory—facts with which to back up your plans—

Call on the Boston American!

We will, if you wish, help you analyze local trade conditions—supply useful information regarding each of the 39 cities and towns within 13 miles of Boston's City Hall—the Real Boston.

We will tell you how many families there are in each locality, the number of dwellings, the total valuation assessed estate, the number and

amount of bank deposits and other information which shows Boston's high buying power.

We will tell you how many grocers and druggists there are in each district, and what they think about important features of advertising and merchandising campaigns.

We will help you analyze the local dealer attitude as related to the product you wish to advertise—and we will help you solve the problem of distribution.

We will help you cover Boston—economically and effectively.

You owe it to yourself and your product to know what the Boston American can and will do for you in this territory.

Remember that the Boston American—Evening and Sunday—is New England's Greatest Home Newspaper.

BOSTON AMERICAN

NEW ENGLAND'S GREATEST HOME NEWSPAPER

80-82 Summer Street, Boston, Mass.

New York Office
1789 Broadway

Member Audit Bureau Circulations

Chicago Office
504 Hearst Building

Circulation greater than that of all the other Boston evening papers combined

Coupon Companies Assail Their Critics And Endeavor to Defend Their Business

They Bitterly Attack THE EDITOR AND PUBLISHER for Fighting the Coupon Evil—Make Several Misstatements of Fact Regarding the Position Taken by This Journal—Maintain That Coupons and Trading Stamps Are a Form of Advertising—Who Pays for the Premiums?

By J. M. HEAD, Sperry Hutchinson Co. and The Hamilton Corporation

[Editor's Note.—In April, of this year, THE EDITOR AND PUBLISHER started its campaign of education regarding the coupon and its place in the conduct of modern business. This newspaper has had its own convictions on this subject, and has presented them from time to time; and it has held an open forum for all who could contribute anything of value to the discussion. After about nine months the coupon and allied interests have spoken, and this newspaper presents their views herewith, notwithstanding that the so-called reply is nothing more or less than a vicious attack on THE EDITOR AND PUBLISHER and its policies. While this document is sometimes grotesque in its reasoning and conclusions, this newspaper cheerfully gives it space, firm and steadfast in the faith that it can rest its case with its readers, who will judge the controversy purely on its merits. In our comments upon various phases of it we have tried to be fair and serious. It is regretted that space conditions make it necessary to hold our rejoinder over until next week's issue.]

NEW YORK, December 15, 1915.

THE EDITOR AND PUBLISHER:

WHEN any man, advocating one exclusive form of service, begins to attack other forms, instead of using such influence as he may possess for the sole furtherance of his own cause, he is likely to bring down upon his head, and on his cause—whether justly or not—the wrath of those whom he has attacked.

It is unwise for one man to arrogate to himself all the virtue that there is in the world, and it is equally unwise for any propaganda to assert that it alone has all the attributes of righteousness, and that all other plans and schemes and ideas are anathema.

Yet, this is exactly what, to our mind, THE EDITOR AND PUBLISHER has done, in its great zeal to show that the only true form of advertising is of the newspaper variety. It has placed the stamp of editorial condemnation on other forms of advertising, and with the wild energy of a crusader has slashed right and left, not caring whom it might hit so long as in doing this it fatuously imagined that it was aiding its own cause.

UNREASONING ATTACK ON PREMIUMS

Its frenzied, embittered, unreasoning attacks on the premium form of advertising are familiar to all who have read its pages. And this, unmindful of the fact that at some time or other, nearly all the newspapers of the country have used premiums for their own advancement. The premium-phobia of THE EDITOR AND PUBLISHER has been of the most virulent kind. And at the same time, while condemning premiums, it has consistently and persistently cried out from the house-tops on the efficacy of newspaper advertising. According to THE EDITOR AND PUBLISHER all other forms of advertising are simply so many parasites which are attaching themselves to the business men of the country and dragging them down to ruin. The road to salvation is through the newspaper; the road to business damnation runs through all other forms of advertising.

It has justified its position by asserting that the newspapers of the country are unanimously opposed to premiums. Recently we are informed that it sent out to all the newspapers of the country—some 3,500—a reprint from its pages, containing a characteristically unfair attack on trading stamps and coupons, and it bases its opinion of the unanimity of newspaper opposition to premium adver-

tising on the ground that it was able to publish replies against trading stamps from only a few newspapers, out of the more than 3,000 to whom its attack was sent.

If all its conclusions are based on such a wonderful foundation, is it to be wondered at that some people are inclined to doubt the correctness of such conclusions?

But now, THE EDITOR AND PUBLISHER has seen fit to attack another organization besides the premium concerns, an organization which in the past it had quoted freely because, forsooth, that organization then was attacking one form of premium advertising.

Perhaps it would be more correct to say that the attack is directed against one official of that organization, instead of against the organization in its entirety. And this attack has been made because the gentleman in question had made some remarks about the efficacy of newspaper advertising.

NOT OPPOSED TO NEWSPAPER ADS

It is not our intention to take up the cudgel for or against newspaper advertising. It is sufficient answer to any question as to what we think of newspaper advertising to say that we have ever been consistent users of newspaper space, for which we pay thousands of dollars every year.

Though maligned, attacked, insulted, classed with the most vicious of business evils, we might still have taken no part in the controversy between THE EDITOR AND PUBLISHER and John T. Kirby, field secretary of the National Retail Dry Goods Association, were it not for the fact that THE EDITOR AND PUBLISHER, forced by the attitude of Mr. Kirby to defend newspaper advertising, has found recourse to the same answers that we, as premium advertising people, continually have used in justification of our existence.

AMMUNITION FOR ITS ENEMIES

Perhaps THE EDITOR AND PUBLISHER, when it so unqualifiedly condemned premiums in its attacks on premium advertising, did not realize that it was placing in the hands of some future enemy ammunition with which to attack the very advertising method which it was trying to advance. But this is exactly what it did.

Mr. Kirby, it is charged, has declaimed against the "folly of expending large sums of money regularly for enormous advertising spaces in the daily papers. It is not right," he is quoted. "The public should not be forced to pay for these great sheets of advertising."

This has the old familiar ring! When it was used against premium advertising, it was a fine argument, and THE EDITOR AND PUBLISHER rushed with full speed to indorse it. But now, that its own source of subsistence is attacked, it must needs prepare a defense, and that defense is as familiar to us as was the argument attacking newspaper advertising.

Substitute in the quotations here presented references to premium instead of newspaper advertising, and you will find that the reply of THE EDITOR AND PUBLISHER could be taken almost verbatim as a defense of the premium system.

QUOTES FROM THE E. & P.

Says THE EDITOR AND PUBLISHER: "It has been shown through repeated editorials and promotion advertisements, used in these columns and in promotion used in American newspapers for the education of their readers, that the store which advertises so aggressively that it creates a great volume of daily sales is

enabled to accept a smaller per sale profit from customers than is the store which, through less enterprising publicity methods, reaches but a small volume of sales, and which, in the nature of things, must make this smaller volume of sales earn not only the fixed operating expenses of the store but the store profits."

This is exactly the reason for the existence of premium advertising. It creates a great volume of daily sales, and therefore the store using it is able to accept a smaller per-sale profit from customers than the store which does not use the plan.

Quoting again from THE EDITOR AND PUBLISHER:

"Without materially adding to operating expense, the store which is aggressively advertised is enabled to utilize its organization and distribution service to its full capacity. The store which can use this same organization only at half speed and capacity is not in a position to accept the smallest possible per-sale profits. This is so self-evident a proposition that it seems hardly worth while to dwell upon it.

"The basic purpose of extensive advertising is to accomplish wider distribution. And the store which best accomplishes this is the store which is best enabled to protect its customers from high prices. Advertising, therefore, does not increase the cost of things to the customer of a store. It lessens that cost—always."

"The basic purpose of extensive advertising is to accomplish wider distribution!" This is precisely the basic purpose for premium advertising, and it has accomplished it to such an extent that there are thirty thousand dealers in this country using the Sperry system alone.

APPROPRIATE THIS ARGUMENT

But the most effective argument for premium advertising is found in this paragraph:

"The expense for advertising a store is a part of that store's preparation for doing a big volume of business. To expend adequate sums for the right sort of publicity is the only method by which a store, in these days, may acquire a large volume of business. The expenditure for advertising is, therefore, made for the purpose of reaching the one big result desired—the capacity to distribute goods at the smallest possible per-sale profits. It is as appropriate to ask 'Who pays for the efficient service of a good store?' Efficient service is an economy to the merchant, and never costs the patrons of his store anything. It really saves money to them.

"If, then, we are to identify the person who does 'pay for the advertising,' we should have to look for the person who fails to profit by it—for the person who continues to buy in the old way, paying price-penalties at non-advertised stores."

If there is one thing that has been clear to users of the Premium system of advertising it is that the ultimate cost of the premiums comes out of the man who does not use the plan and sees his customers flocking to the store that does.

Every argument here used is an argument for advertising in its broad sense—whether it be newspaper, billboards, electric signs, premium or other forms.

FURNISHES AMMUNITION

By attacking one form of advertising, in order to boost another, THE EDITOR AND PUBLISHER has placed in the hands of those who are opposed to his method the same weapons that THE EDITOR AND PUBLISHER used to condemn premiums.

The premium organizations have stead-

ily refused to attack other forms of advertising. They have been content to present their own case in as forceful a way as possible, and let the advertiser be the judge. It is perhaps to be regretted that some newspapers have not been as fair and impartial as have the premium companies. But the great majority of publishers in this country have seen no reason to adopt an alleged moral position, and on this ground fight premiums. They themselves have had adequate testimony to the worth of the premium idea. They have taken no part in the rabid attacks that have been conducted ostensibly on behalf of the newspapers. Presumably most of them have taken the position that if the premium plan has merit it will continue, and if not, it will die.

DEPARTMENT STORE PUBLICITY

But THE EDITOR AND PUBLISHER evidently has started a disension in which there is danger to advertising in general, and in newspaper advertising in particular. It is not necessary to point out what a large part of the revenue of the newspapers of this country is due to department store advertising, and what a loss it would be to the papers if a large proportion of this class of advertising should be eliminated. And yet we find a representative of the dry goods association taking a stand against large space in newspapers.

It would seem that so far from THE EDITOR AND PUBLISHER, whose existence depends entirely on the newspapers, attacking other forms of advertising, it might better devote its time to exploiting its own advertising field. Class distinction in advertising is as repugnant to the general people, and especially to business men, as is class legislation. If this is not believed let the newspapers of this country start a campaign against all but newspaper advertising, and powerful as they are, it would not be long before they would feel the effect of the combined enmity of other forms of publicity.

We wonder if THE EDITOR AND PUBLISHER in thus taking up the question of newspaper advertising, is not riding to a fall? Is it not a fact that this idea of large newspaper advertising space has suggested itself to large department stores, and to big advertising men; that it has been the subject of frequent discussion? Why does THE EDITOR AND PUBLISHER, through a psychology over which it has no control, open the way to a thought which otherwise may lay dormant in the minds of big advertisers? In other words, while speech may be silver, is it not also a fact that silence is sometimes golden? We wonder if the newspapers of this country desire to have this agitation made a live issue.

INVITES OPPOSITION

Assuming that it was playing its own game by attacking other forms of advertising, THE EDITOR AND PUBLISHER has thus invited opposition to its own fetich. It has laid a dangerous foundation for the enemy, believing while it was doing so that it was building for itself. We shall be surprised if the newspapers of the country do not resent the assertion that they are going out of their way to attack other methods of publicity.

The premium interests of this country
(Continued on page 765.)

The Editor and Publisher has framed a reply to the article—pardon us, attack more nearly describes it—by the coupon interests published in this issue. It will appear next week. Be sure to order extra copies in advance.

Coupon Tobacco Companies as Rivals of Manufacturers

As Large Purchasers of Premium Goods They May Find It Expedient to Establish Factories in Competition, Says Baltimore American—Alliance (O.) Ditches Trading Stamps—Coupons Create an Artificial Condition That Reacts Upon All Concerned in the Transaction—Views of Many Newspaper Men on the Subject Show Wide Opposition

[This is the third installment of letters and expressions of opinion from newspaper publishers, editors and business managers on the coupon evil. All of them are worth reading, as they support the stand taken by THE EDITOR AND PUBLISHER and second its efforts to rid merchandising of the incubus.—Ed.]

Baltimore American.—"Those who seek, in addition to an honest smoke or a comforting chew of tobacco, to obtain something for the parlor mantle or a watch fob or a near-diamond ring or a walking stick or anything else, are not true lovers of the weed. They ought to have no consideration at the hands of those who believe that smoking constitutes a democracy of privilege, and those who enter into the circle of the tobacco users are to that extent elect from the mere body of human kind. The lover of tobacco for tobacco's sake resents being made a serf of a coupon trust.

"The proffer of coupons or prize tickets or tags or bands or anything of the kind is an appeal to the cupidity of the users of the tobacco in its favored forms and this is something that is intrinsically vicious. It also leads to the passing off upon the public of an inferior brand of cigar or tobacco. The person who is induced to purchase through the persuasion of the coupon is sure to pay for his tobacco, plus the coupon, plus the service of inclosing it or of handing the tobacco with it, plus the middleman's profit in the transaction of placing the orders of the tobacco concerns with the merchandise sellers, and other costs that have no earthly bearing upon the cigar or the tobacco itself.

"The creation of this form of inducement to the purchase of certain brands of tobacco or cigars or cigarettes is sure to develop forms of shady trust enterprise. The demands for the kind of wares that are used as prizes will result in the creation of manufacturing enterprises to make these things. This in turn would come under the control of the tobacco interests or their coupon company allies. There then would result not only a great tobacco trust—there is such at the present time—but a tobacco trust that would control the manufacture of lines of wares which, aside from their use as prize inducements, are wares of the market and ought not be brought under trust control and directed to certain specific, non-legitimate uses."

Nashville Tennessean.—"Probably the most monumental misnomer ever brought into the terminology of trade is 'profit sharing coupon.' In sober fact, it is not in any possible sense a profit sharing plan, but in every sense a great profit making plan for the coupon companies and for the manufacturers who pack coupons with their products.

"All the success that the coupon plan has had is based on human tendency to try to get something for nothing, and on the assumption that it is being got for nothing, to pay for an article vastly more than it is worth. THE EDITOR AND PUBLISHER has for some time past been engaged upon a definite and detailed investigation of the coupon 'profit sharing' plan of business and has demonstrated how the consumer is mulcted on every purchase made from coupon companies.

"Of course, if you want to pay twice as much as things are worth, that is your business and nobody can stop you. But it is occasionally necessary to do something for the protection of fools.

"It looks a good deal as though the government is going to have to put an internal revenue tax—a pretty heavy one—on these 'profit sharing' coupons. That wouldn't be a tariff for the protection of infant industries. It would be a tariff

for revenue and, incidentally, for the protection of suckers."

C. V. TALBOTT, managing editor, East Liverpool (O.) Morning Tribune.—"Alliance (O.) retail merchants have decided to ditch trading stamps, and by a unanimous vote of the Retail Board of the Chamber of Commerce decreed that their use should be discontinued after Tuesday, November 30.

"The merchants of Alliance have learned by experience what East Liverpool tradesmen decided a few years ago, without trial, to disapprove. The hardest kind of an effort was made by the largest and strongest stamp concern in the country to break into this field, but by a united effort of the retail merchants against such attempts at trade getting, the stamp concern survived but a short time when it was compelled to close up and move to greener fields to operate.

"Trading stamps must needs be paid for by the merchant using them, and the only one who benefits from their use is the company which furnishes them. The retail house that gives them to its customers simply adds two or three per cent. additional to its cost of doing business, and, like all other overhead or fixed charges, that additional expense must be tacked on to the selling price of the goods."

CHARLES T. LOGAN, of the S. C. Beckwith Special Agency, New York.—"The work THE EDITOR AND PUBLISHER is doing in combatting the coupon evil has my heartiest approval. If the public can only be made to realize how completely it has been bamboozled by the coupon companies it will compel their withdrawal from the field.

"We have also been engaged in this office along the similar lines and have undertaken to induce our publishers to fight it out along the lines of a final elimination of it, based on proving to the 'man who buys' that any coupon is an expensive luxury. From the tone of the letters we have received in reply, it looks to me as though the war now waging against the evil will place a check upon it, if it does not finally put it out of business.

"At best the coupon is a trick, hut, like many other things that the public innocently falls heir to, the proper light has not yet been shed upon it, and until the illumination is more perfect than at the present, the world will continue to be duped by this arrant humbug. You never waged a fight in a more righteous cause than your anti-coupon battle. We wish you continued success in your onslaught against the coupon octopus."

F. A. BROCKHAGEN, business manager Oakland (Calif.) Enquirer.—"I think the fight which you have been making is a very meritorious one and you should receive the co-operation of all the daily newspapers so that it could be brought to a successful conclusion.

"Here in Oakland our large department stores refused to give trading stamps and do not handle merchandise containing profit sharing coupons or certificates; in fact, the Oakland Retail Dry Goods Association recently passed resolutions condemning trading stamps, coupons, certificates, etc. In view of the fact that concerns handling these trading stamps, coupons, certificates, etc., charge the cost of these items against their advertising appropriation, it certainly behooves the newspapers to make an effort to eliminate them."

CHARLES A. STAUFFER, business manager Arizona Republic, Phoenix.—"Primarily, merchants using the plan of profit sharing coupons do so believing that it is good advertising, and believe that the expense of the coupon plan may be warranted by increase in business.

However, it appears to me that the coupon proposition is an illegitimate attempt at trade producing. Its evils are many. Its life is parasitic, and a parasite is not considered a good thing. The sentiment among Phoenix, Arizona, merchants is squarely and purely against the coupon plan."

R. H. CARNELL, advertising manager Houston (Tex.) Chronicle.—"The writer joins in wishing you the fullest measure of success in your commendatory fight against the coupon evil, particularly as affecting the business of daily newspapers. Constant and consistent publicity directed against the evils of the coupon and the holding of such methods up to ridicule for the manufacturer and retailer, should certainly accomplish your praiseworthy object.

"We believe that the public can, and should, be made cognizant of the inferior quality necessary in coupon goods, and should be educated to the full knowledge that after all they really receive nothing gratis. The trading stamp has never become an evil in Houston because, we believe, our better merchants have learned that they in no way influence desirable trade and little if any new patronage, at least none to justify the tax."

M. D. WITTER, editor and publisher Brawley (Calif.) News.—"When merchants adopt an extraneous method to dispose of merchandise, rather than to sell it upon its own intrinsic merits, an artificial condition is created that finally reacts upon all concerned in the transaction.

"If premiums are given away with goods, the ultimate consumer sooner or later pays the bill. Inauguration of the premium scheme means the subordination of the art of buying and selling on a basis of true values to the acquisition of goods by the consumer in a spirit of gambling.

"What would be thought of the warring nation abroad that required the gift of premiums with its purchases of munitions? Yet is such an example more significant than the exposure of the manner in which the premium system reaches its tentacles into the humblest homes of this land, preying upon even the barest necessities of life?"

R. M. DAVIS, president Arkansas City (Kan.) Daily News.—"We have noticed with much interest at different times your great fight against the trading stamp or coupon evil. Thinking it would sound good to you, we will give you the state of affairs in this community.

"At present there is not a stamp or coupon being given away in this city. This in spite of the fact that their solicitors come to this city on the average of twice a year. Combatting with this is a strong retail merchants' association and the heads of the two newspapers who have taken pains to know when these stamp men were about.

"Looking back five, and even ten, years ago, we easily remember several stores that used these stamps but have fallen by the wayside.

"We believe your fight on the stamp question is right and is putting more people wise to the situation than anything heretofore attempted. May we not add that we take pains to reprint some of your best articles just to educate the merchant as to what is going on elsewhere in this line.

B. F. KLINE, business manager New Castle (Pa.) Herald.—"I am heartily in accord with your campaign against the growing coupon evil, and I am sure that with such a representative publication as yours taking up this fight in the interests of the newspapers of the country, the coupon evil will not long exist. But I do not believe for one minute that to

abolish this system will be an easy matter. It's going to take real fighting spirit. If you finally succeed in defeating the coupon scheme you will have completed a service for the newspaper of great moment. You can do more real good along this line than any other medium and I am very glad to know that we agree on the evils of the coupon plan."

CHARLES B. COOKE, general manager Richmond (Va.) Journal.—"There is no question in our mind but that the chain store proposition is having a very demoralizing effect on newspaper advertising. The greatest offenders are the F. W. Woolworth 5 and 10 Cent Store, McCrory's 5 and 10 Cent Store, Kresge's 25 Cent Store, the United Cigar Stores Company, and the American Druggists Syndicate, with the A. D. S. preparations colonizing practically the entire drug business of every city, also the branch clothing store and shoe store proposition, where a local man simply secures the agency for a standard brand of clothes or an advertised brand of shoes, like Ralston, Walkover, Douglas, Regal and others, and depends entirely on national advertising done by the factory. These people will furnish hooklets, advertising matter, posters, etc., with the local merchant's name on them, and he accordingly drops the newspaper.

"Aside from the direct loss to the newspapers, there is an indirect loss by the standing example of the 5 and 10 cent stores reaping a fortune in every city in the United States of any importance, without spending a dollar with the newspapers, and in the way they demoralize the advertising of notions, the United Cigar Stores, and the stores that they control through their brands of cigars, have the same depressing effect on the independent cigar dealers advertising their productions.

"The coupon scheme is undoubtedly a menace and should be broken up, and it has spread in this community to lines other than the United Cigar Stores. Chewing gum, candies and other preparations are buying United Profit Sharing coupons and putting them in their packages. How to cope with this problem it is difficult to say. The coupon appeals to the public and it will be hard to get them to overturn the scheme. It must be done in some other way. To meet it with competition in the same line would be like cutting your advertising rate to secure business. The result would be disastrous.

"We hope, through your valuable medium, you will be able to gather sufficient data to enable you to carry on this campaign to a successful conclusion."

SEITZ PLEADS FOR N. E. INDUSTRIES

Believes No More Steam or Electric Roads Will Be Built.

(Special to THE EDITOR AND PUBLISHER.)

BOSTON, December 16.—Don C. Seitz, business manager of the New York World, made a strong plea last night at the Chamber of Commerce's annual dinner, for New England industries. He said he believed that no more steam or electric roads will be built in New England owing to the increased use of motor trucks and the coming of state roads everywhere. He used his home town of Norway, Maine, as an example of how money goes out of a New England village to the West and other parts of the country.

Mr. Seitz had a time getting to Boston as his train was snowbound for hours. He had had no dinner when he arrived late in the evening and spoke on an empty stomach.

CLEVELAND PAPER AIDS TEN NEEDY FAMILIES

Plain Dealer Issues Special Section on Music Trades—Five Foreign Language Papers Support President Wilson—Ad Club's Plan for New State Highway Gains in Favor.

CLEVELAND, December 15.—Beginning today the Plain Dealer starts its campaign to aid ten of the neediest families in Cleveland by presenting them with a Christmas gift of funds sufficient to carry them along for one year. It is called the ten best opportunities for those well supplied with the world's goods to make real Christmas presents. It has been figured out that just \$3,014 is needed to make the movement a success and prevent "Merry Christmas" from being a mockery to these ten families. The people who will benefit by the generosity of others have been selected by General Manager Frederick K. Blossom, of the Associated Charities. Details of working out the plan have been placed in the hands of D. C. Dougherty.

Although the first story appeared only this morning, a guarantee from one reader of the Plain Dealer, that he would take care of one family for the coming year was received before three o'clock this afternoon. With the offer came a check for \$312. Of course, neither the names of the needy nor those who will play Santa Claus to them will be used. It is hoped that the fund will be complete within ten days.

J. S. McCarrens, advertising manager of the Plain Dealer, is proud of another special section entitled "Music," the first of its kind ever produced in Cleveland. It made its appearance last Sunday, eight pages in size, and was chock full of advertising from musical instrument stores. Stories out of the ordinary, such as the reconstruction of a "cello" that had been broken into fifty-six pieces; personal references to men well known in the music trades of Cleveland, and special sales stunts, were included in the editorial matter.

The foreign language press of Cleveland split on President Wilson's message to Congress, but of the eight papers here, five in editorials, upheld the chief executive. Those which support President Wilson are two Bohemian papers, a Roumanian, a Slavie and a Hungarian daily. His stand is opposed by one Hungarian daily and two German papers.

Plans of the Cleveland Advertising Club for a modern highway connecting Cleveland, Columbus and Cincinnati, under discussion at intervals for several months, have been met with favor by the city commissioners of Cincinnati and won the support of the Cincinnati Inquirer, which is giving much space editorially to the project. The suggestions of the Cleveland Advertising Club embody co-operation on the part of the State Highways Department, which would have power to build the road, and that of the county commissioners in the counties through which the road would pass.

Organization of the National Association of Hungarian Newspaper Writers probably will be completed in the week between Christmas and New Years. This was the decision at a meeting of Cleveland Hungarian newspaper men last Sunday. The original plan to hold a meeting at Buffalo, where eastern and Cleveland committees would cooperate, is held in abeyance while the merits of Pittsburgh for that purpose are considered.

Surely "Some Ad"

The last number of the British Auto Car contained a 128-page advertisement of the Ford Motor Company.

The International Syndicate, of Baltimore, has issued a striking illustrated New Year cartoon page, by Schilder.

The Association of New York Advertising Agents has issued its customary year book, giving a list of officers and members, by-laws, etc.

INDIANA EDITORIAL ACTIVITIES

National Pay-Up Week and Better Rural Credits Being Advocated.

INDIANAPOLIS, December 16.—The Lafayette (Ind.) Journal is promoting the idea that February 21-26, National Pay-Up Week, should be generally observed. The Journal maintains that educational work will do much to tighten up credit, and that abuse of credit is more a national habit than anything else.

The Indianapolis Star has undertaken the problem of straightening out the abuse from which Indianapolis, as well as merchants everywhere, suffer in the delivery of goods to credit customers on approval. The copy that urged people to avoid this practice was prepared in the Star office, and proofs were submitted to the advertising merchants. They were enthusiastic about it, and practically every merchant having the opportunity signed the advertisement. It is too early to say what the results of the effort will be, but the copy was strong in its appeal, and undoubtedly will be effective of good.

The Bicknell (Ind.) Monitor, formerly a semi-weekly, is now issued daily as an afternoon paper. The expansion is indicative of the growth of Bicknell.

Joseph Gardner, of Frankfort, Ind., has taken over the Rossville Journal, which was formerly a very ably edited country weekly. It has been out of print for some time owing to the disappearance of its editor, George B. Terrell.

The Rensselaer (Ind.) Republican is agitating for better rural credits in Indiana, taking up the cudgels for the renter, and holding that with longer term credits most renters could become farm owners.

Dr. J. N. Hurty, secretary of the Indiana Board of Health, in a talk on "Selling Indiana on Health" before the Advertisers Club of Indianapolis recently, told how with the co-operation of newspaper editors he was able to get a vast quantity of health propaganda before the people of the state.

CAPTURED BY BULGARIANS

Mildred Farwell, Chicago Tribune Correspondent, a Prisoner in Serbia.

CHICAGO, December 16.—Mrs. Walter Farwell, Chicago newspaper woman and authoress, whose dispatches and letters from the war zone have appeared in the Tribune under the name of Mildred Farwell, is a prisoner of the Bulgarians in Serbia. The news was received by cable and the Tribune at once appealed to the State Department to take steps to secure her immediate release.

Mrs. Farwell's disappearance a few weeks ago occasioned anxiety and put the wheels of diplomacy in motion. She turned up safely, however, having merely been marooned from lines of communication. Her husband, a member of the wholesale drygoods house of J. V. Farwell & Co., had started for Europe, however. He proceeded to Salonika and thence into Serbia to join his wife. On his return to that port the other day he said he had been informed that his wife had been taken prisoner by the Bulgarians, but said he had assurance that she was being well treated.

Golden and Silver Anniversaries

In the double golden anniversary edition of the Boone (Ia.) News-Republican, celebrating Boone's fiftieth birthday and that of the News-Republican, S. G. Goldthwaite confesses to a personal celebration of a silver anniversary—the completion of twenty-five years in the newspaper business, nearly all of it in Boone. Mr. Goldthwaite recalls his first reporter job at \$6 a week, the requirements of which were that he should turn in one scarehead a day and at least twenty personals, to say nothing of what work he did at the case, making up forms, putting them on the press, etc.

BOSTON GLOBE "YELLOW" NOW

Statement Issued to Satisfy the Curiosity of Many Readers Tells Why.

BOSTON, December 15.—At last the Globe has become a yellow journal! Even the publishers of the paper admit as much themselves, and here is the reason, right from the Globe office:

"So many of the Globe readers have made inquiries about the yellow tint in the paper now being used that it seems necessary to satisfy their rightful curiosity.

"The yellow tint is the natural color of the paper. It has been customary to remove this tint by an aniline dye, making the paper blue white.

"The dye was imported from Germany, and the supply in the paper mills has become practically exhausted. No satisfactory substitute having been found here it has become necessary for newspapers using huge quantities of paper to print upon paper of the natural color.

"Among the other large American newspapers now obliged to use paper not artificially whitened are the Chicago Tribune, the New York Times and the New York World. All other newspapers will be obliged to print on the same natural color when their present supply is exhausted."

The Boston Journal is one of the latest additions to the list of the Boston "yellow papers." It is expected that the other papers, one by one, will join the list as time goes on and the aniline dyes disappear.

American Fruit Grower Has Wide Field

Frank S. Adams, of Greenwood, Va., has just purchased the Virginia Fruit-Grower and Farmer of Charlottesville, Va., which, with the January issue, will be known as the American Fruit-Grower. This gives access to a large field not now covered, as the only fruit-grower published in the East is Green's Fruit-Grower at Rochester, N. Y. There is also the Southern Fruit-Grower.

BIG DAMAGE FIGURES

Owner of "Swamp Root" Sued by a Former Binghamton Newspaper Owner.

Suit has just been brought by Guy Beardsley, who owned the Binghamton (N. Y.) Evening Herald, against Willis Sharpe Kilmer, owner of "Swamp Root" remedy and other Binghamton concerns, for \$500,000 damages for an alleged malicious conspiracy to drive his paper out of business. Jerome B. Hadsell, of Binghamton, is a co-defendant.

An appeal taken by the defendants from an order directing their examination before trial was filed with the clerk of the Appellate Division in Rochester, N. Y., on Wednesday. It will be heard in January.

Beardsley claims that he refused to permit Kilmer to censor news items in his paper, or to dictate the editorial policy, and that Kilmer established a rival newspaper called the Press. By the lavish use of money, it is charged, Kilmer succeeded in putting the Herald out of commission. That was five years ago. Beardsley wants to examine the books of Kilmer's "Swamp Root" Company to ascertain what sums were devoted to supporting the Press.

Included in the charges are that Kilmer enticed employes away from Beardsley by offering them anything in the way of salary, gave reduced rates to advertisers who would agree not to patronize the Herald, and boasted repeatedly that he would put Beardsley out of business.

Beardsley asserts that in 1912, after the Herald had failed, Kilmer disposed of his interests in the Press, declaring that he had accomplished his purpose.

The Editor and Publisher has framed a reply to the article—pardon us, attack more nearly describes it—by the coupon interests published in this issue. It will appear next week. Be sure to order extra copies in advance.

THREE FOOD PAGES

Upwards of 50 Recipes and 40 announcements of national food manufacturers and retail grocery stores (All in addition to the regular Women's Depts.)

IN TRENTON TIMES

New Jersey's leading food medium

EVERY THURSDAY

It's the responsive attitude—the food-buying habit of 100,000 readers—that counts; the "Food Atmosphere."

Let us send you a Thursday paper and our complete Survey of Trenton (N. J.) zone.

KELLY-SMITH CO.

220 Fifth Ave., New York

Lytton Bldg., Chicago

TEN MILLION PEOPLE WAITING FOR YOUR GOODS

New York State—The Best Market, Right Now, for Manufactured Products, and the Live Newspapers That Help to Make It So.

By GEORGE F. BARIGHT, New York Advertising Specialist.

All Americans hate a "tight-wad." In these days of double spreads, the man who coaxes the check book out into the open and wins the respect of the public is the man who is a Liberal and Persistent Advertiser and spends his money freely to tell his story in print.

1916 is going to see Increased Business and Increased Buying in all lines of trade, and not only Increased Advertising but More Intelligent Advertising.

Manufacturers and Dealers are becoming better acquainted—and are more ready to co-operate on the basis of common-sense understanding than ever before.

Intelligent Advertising is Advertising that CONVINCES and SELLS, and does it with as LITTLE WASTE as possible.

CONCENTRATION—POWER—ECONOMY

"Sales-building" advertising must first of all convince; must create confidence with the Purchasing Public.

Conviction comes from knowledge, and knowledge arises from one thing—REPETITION. The Advertiser who keeps on telling his story day in and day out—pounding his message constantly into the minds of the public, by Argument, Logic or Illustration—is the Advertiser who Cashes in on the Campaign.

For this reason, Concentration upon one selected territory, with all the guns bombarding that field, if the selection is one where CONDITIONS are RIGHT, is more productive than Scattering the Forces all over the Map.

CONCENTRATION increases the efficiency of Advertising, helps to get the dealers in line and increases Sales—and does it all at a reduced Advertising and Selling Cost.

CONCENTRATE IN NEW YORK STATE

In every essential of a good market New York State stands at the head of the list.

First of all it has the Population to concentrate on; one-tenth of the Population of the United States, and a mighty Prosperous and Intelligent tenth, too.

GOOD BUYERS

New York State people like the good things of life, and they get them. They wear good Clothes, are proud of their Homes and furnish them well; eat plenty of good Food Products, especially those that are well advertised, and generally deport themselves as good American Citizens should who have Money in the Bank to buy the things they like.

EASILY REACHED

New York State is a Convenient Market. Its many Towns and Cities, the wealthiest in the Country, are easily reached, economically covered by salesmen, and can be covered by Advertising in the Best Newspapers in the World without making it necessary to mortgage the Plant to pay the Advertising Bills.

CO-OPERATIVE NEWSPAPERS

The Newspapers of New York are alive to the opportunities to help their advertisers, and the help they give is real.

Splendid Constructive work they are doing to create the confidence of their readers in their Advertising Columns, work that doubles the Advertising value of their Columns to the Manufacturer.

They work with the Advertiser to secure the cooperation and support of the dealer in introducing his goods and pushing their sales—that's valuable work.

Every live Advertiser who understands these favorable conditions will want to take advantage of them.

If I were a Manufacturer, and had a product that would appeal to that splendid Ten Millions of Possible Purchasers in New York State, I should take my coat off and get after that market, and I shouldn't waste any time starting, either!

I should cover the State with my salesmen, visit every dealer, show him the Newspaper Advertising arranged for, and get the hearty Co-operation of the Newspapers on This List to push my Campaign to the Limit. And when the results came in, the Board of Directors would stop worrying about the War Orders they didn't get, and conclude they were in a pretty good business, after all.

AND THAT'S GOOD ADVICE FOR ANY MANUFACTURER

MANUFACTURERS AND ADVERTISERS: If you are going into Several States, make New York one of them. Start a comprehensive Campaign and check up later on Results. If you only want to try out one territory—let that Territory be New York State. And let it Establish a Standard for future comparison.

The Newspapers of New York State will help you.

THE EDITOR AND PUBLISHER will help, too. A great deal of valuable information has been accumulated on this Subject which is at your disposal to help you in forming your plans.

General Advertisers seeking further light in respect to marketing conditions and distribution facilities in New York State are requested to communicate with THE EDITOR AND PUBLISHER, Suite 1117, World Building, New York. Phones, Beckman 4330, 4331.

The Newspapers listed on this page offer 3,935,096 average Circulation at a total combined cost of \$6.33 per line, or an average of one and one-half tenths of a cent per line per thousand. This is less than thirty-four cents per thousand Circulation for an advertisement occupying a magazine page of 224 lines.

Make your own deduction as to whether that is not Low Cost advertising, bearing in mind that the territory is covered most intensively, and that it covers fourteen of the principal Cities of New York State, and their suburbs, and covers them well, with Newspapers of High Standing and Reputation.

Suppose you had this tremendous Publicity Force working for you; don't you think you would soon feel the Benefit?

| | Paid | 2,500 | 10,000 |
|------------------------------------|-----------|--------|--------|
| | Circ. | Lines | Lines |
| Albany Knickerbocker Press (M)... | 41,229 | .05 | .05 |
| Albany Knickerbocker Press (S)... | 33,836 | .05 | .05 |
| Brooklyn Eagle (E) 3c..... | 44,096 | .16 | .16 |
| Brooklyn Eagle (S) 3c..... | | | |
| Brooklyn Standard Union (E)..... | 61,259 | .15 | .15 |
| Brooklyn Standard Union (S)..... | 68,030 | .15 | .15 |
| Buffalo Courier-Enquirer (M&E)... | 110,274 | .14 | .12 |
| Corning Evening Leader (E) | 8,275 | .0179 | .0129 |
| Elmira Star-Gazette (E) | 20,057 | .035 | .03 |
| Gloversville Leader-Republican (E) | 5,512 | .0143 | .0108 |
| Gloversville Herald (M) | 6,489 | .02 | .015 |
| Ithaca Journal (E) | 6,335 | .035 | .015 |
| Newburgh Daily News (E)..... | 8,386 | .0358 | .0214 |
| Mt. Vernon Daily Argus (E)..... | 5,907 | .0214 | .015 |
| New York American (M)..... | 293,784 | .40 | .38 |
| New York American (S)..... | 690,889 | .60 | .57 |
| New York Globe (E)..... | 187,429 | .28 | .27 |
| New York Herald (M)..... | 98,651 | .50 | .40 |
| New York Herald (S)..... | | | |
| N. Y. Journal of Commerce (M)... | 17,926 | .18 | .15 |
| New York Evening Mail (E)..... | 159,520 | .32 | .29 |
| New York Evening Post (E)..... | 20,598 | .18 | .16 |
| New York Press (M)..... | 110,869 | .27 | .225 |
| New York Press (S)..... | | | |
| New York Sun (M&S)..... | 71,749 | .40 | .36 |
| New York Sun (E)..... | 155,009 | .30 | .27 |
| New York Times (M)..... | 318,274 | .45 | .405 |
| New York Times (S)..... | | | |
| New York Tribune (M&S)..... | 82,674 | .25 | .21 |
| New York Telegram (E)..... | 223,848 | .285 | .27 |
| New York Telegram (S)..... | 232,640 | .20 | .18 |
| New York World (M)..... | 391,158 | .40 | .40 |
| New York World (S)..... | | | |
| New York World (E)..... | 403,787 | .40 | .40 |
| Oneonta Star (M) | 6,484 | .0114 | .0085 |
| Poughkeepsie Star (E)..... | 6,260 | .0215 | .0115 |
| Schenectady Gazette (M)..... | 20,632 | .06 | .04 |
| Troy Record (M&E) | *23,230 | .035 | .035 |
| | 3,935,096 | 6.8253 | 6.3351 |

*A. B. C. Ratings Government Statements, Oct., 1915.

What the Retail Dealers Want

MR. HART, OF HART, SCHAFFNER & MARX, HITS THE NAIL SQUARELY ON THE HEAD

"Every manufacturer of merchandise, whose goods are sold by others at retail, wants to do everything he can to help the retail man to sell his goods, and to tell his customers what they want to know about his goods."—Thus writes Max Hart, of Hart, Schaffner & Marx, the well-known Chicago manufacturers, in the opening paragraph of an article entitled "What the Customers Want to Know," in December System.

From the newspaper standpoint this paragraph summarizes their strongest argument why manufacturers generally can most economically and efficiently create consumer demand for their goods by using newspaper advertising, which the retailers know by experience is the only sort of advertising that brings the customer to their stores.

Hart, Schaffner & Marx have made their great success by getting back of the dealers everywhere in their local newspaper advertising. Their page ads. in various general mediums picturing joyous young men in store clothes, which a few still consider advertising, represent but a fading tribute to the satisfaction of seeing the matter in type in the hope that it may do some indirect and intangible good.

Any manufacturer who will take the trouble to ask, say, a thousand retailers handling his goods, whether they prefer newspaper or general medium advertising to help sell the goods on their shelves, will find that about nine hundred and ninety-nine will vigorously assert their confidence in newspaper advertising.

Despite this fact, many manufacturers have gone broke or lost all faith in advertising because they have insisted on using wasteful and ineffective general advertising, and failed to penetrate to the real milk in the cocoanut as Mr. Hart has done. Any manufacturer who "wants to do everything he can to help the retail man to sell his goods" will do well to inquire as to what he wants and use newspaper advertising.

The local retailer, trained to rely on newspaper advertising to bring customers to his store, knows that, if he inserts fair copy in his home newspaper, he may expect large response from his townspeople the next day. He has likewise grown tired of loading up with goods on the strength of proposed general campaigns, only to find that he must spend his own money in local newspapers to sell them.

Many of the growing difficulties in getting retail dealers to handle the so-called trade-marked specialties advertised in national mediums have developed through a feeling on the part of dealers that the manufacturers ignore their knowledge of local conditions which they feel that they understand, and that they seek to make of him a mere nickel-in-the-slot machine.

The Editor and Publisher

THE NEWSPAPER ADVOCATE

1117 WORLD BLDG.

NEW YORK CITY

CANADIAN PRESS MEN MEET

St. Lawrence River Counties Association Elects Officers for Coming Year.

TORONTO, December 15.—Members of the St. Lawrence River Counties Press Association held their annual meeting on Monday in Victoria Hall, Brockville, Canada. After a drive around the city as guests of the municipality, the delegates held a business session, at which officers were elected and a resolution put through endorsing the proposal to raise the subscription price of weekly newspapers to \$1.50 per annum, commencing on July 1, 1916. President W. E. Smallfield of the C. P. A. was present to explain the proposal.

Officers were elected as follows: President, William Gibbens, Standard, Cornwall; vice-president, J. G. Elliott, Whig, Kingston; secretary-treasurer, W. J. Moore, Recorder, Brockville; committee, C. W. Young, Freeholder, Cornwall; B. O. Britton, Reporter, Gananoque; E. J. Payson, Times, Brockville.

A banquet took place in the evening, with Senator Derbyshire as toastmaster. In responding to the toast of "Our Guests," Mr. Smallfield took occasion to refer to the fact that Brockville was really the birthplace of the Canadian Press Association and he believed that all presidents of the association should visit it for the sake of inspiration. He gave an illuminating explanation of the work of the organization. Following the banquet a round-table conference on what could be done to improve the newspaper business was held. W. A. C.

CRITICS WRITE A FAIRY PLAY

It Will Be Produced in Minneapolis During the Holidays.

MINNEAPOLIS, Minn., December 14.—Minneapolis boys and girls of all ages are to enjoy this year a Christmas fairy play written by two Minneapolis dramatic critics, Winthrop Chamberlain of the Journal, and Caryl B. Storrs of the Tribune. The title of the play is "The Magic Mill, or Why the Sea is Salty."

One of the holiday institutions in Minneapolis is the fairy play put on during Christmas and New Years weeks by the Bainbridge Players, a local stock company. Such fantastical offerings as "Snow White and the Seven Dwarfs," and "The Blue Bird," have been used with great success in the past. For this season A. G. Bainbridge, Jr., manager of the company, gave the contract for the Christmas play to the local writers. They chose as the basis of their production the ancient Norse legend of the bewitched mill which ground out food, clothing and other desirable things and was finally stolen by a villain who did not know how to stop it. He put to sea with the mill, started it to grinding salt, could not stop it and his boat was sunk to the bottom of the ocean, where the mill grinds on forever, and accounts for the saltiness of the sea.

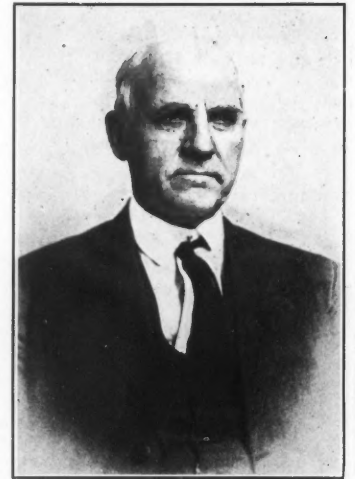
Mr. Bainbridge is to give the fairy play a very elaborate scenic production, to which it lends itself particularly well, there being scenes along a rocky fjord of Norway, the deck of the doomed ship at sea and a scene at the bottom of the ocean, enlivened by mermaids, mermen and other deep sea creatures, and showing the ship sinking with the magic mill.

The Minneapolis Press Club is one of several organizations represented in a board of censorship just now forming, to deal with problems that grow out of the movies. The board will not try to pass on all motion pictures, but has been asked by the mayor of Minneapolis to decide for him questions of propriety, good taste and decency which arise from the movie theaters, he to bar such films as the board deems improper. Along with such organizations as the Drama League, the Woman's Welfare League, the settlement house people, the Civic and Commerce Association, the Press Club takes its place as a factor in the city's civic affairs. Harry B. Wakefield, of the Tribune, is the Press Club member.

STRAIGHT FROM THE HEART

How Editor Wheeler of Quincy, Ill., Said "Good-Bye" to His Readers.

Among the newspaper men now nearing land on the other side of the Atlantic as guests of Henry Ford is H. N. Wheeler, editor of the Quincy (Ill.) Journal. Before leaving he wrote "a



H. N. WHEELER

good-bye article to all his friends and to every beloved subscriber to the Journal," in which he said, among other things:

"My motto is, 'not a dollar or a bullet for any belligerent nation, but food and clothing for all civilian people.' And this would still be my slogan were I President of the United States. As it is now, we are furnishing belligerent nations with money, with arms and with munitions, and all for the dirty dollars that we can make out of it. With the exception of furnishing the belligerent nations with troops, we are doing everything we can to prolong the European war; we are doing everything we can to add to the death toll of the belligerent nations and to add to all the misery that flows from war. The blood of innocent people is on our hands and we are responsible for untold suffering among the nations of Europe. I think that our country should wash its hands of all this business and use its wealth and its energies in ameliorating the sufferings that are caused by the present war."

McAdams Succeeds Cummings

Edward C. McAdams, a copy reader on the Boston Sunday Post, has gone to the Haverhill Gazette to be city editor, succeeding Fred A. Cummings, who resigned recently to become managing editor of the Lynn Telegram. Mr. McAdams, formerly secretary to Congressman Robert O. Harris, has been connected with Brockton and Boston papers for several years, and was at one time city hall reporter on the Haverhill Gazette. Mr. Cummings is one of the best known newspaper men in New England, having worked on the Worcester Telegram, the Lynn Item and Lowell papers.

The man who has at his command some of his salary on Saturday morning and isn't all the time "broke" is the man who, other things being equal, stands the best show of success. This personal equation is becoming more and more recognized by employers of men. The most successful selling organizations are those that weed out the men who cannot manage their own individual finances without bother. The fact that they cannot or do not is evidence of itself of inferiority in self-control.

The Editor and Publisher has framed a reply to the article—pardon us, attack more nearly describes it—by the coupon interests published in this issue. It will appear next week. Be sure to order extra copies in advance.

FRAUD CHARGED AGAINST STAMP MEN

S. M. Hutchinson Hard After the Sperrys
—Alleges Improper Diversion of Nearly \$450,000, That Big Checks Were Taken By the Sperrys for Their Own Use, Also Falsification of Books.

An interesting sidelight on trading stamp methods is afforded by the big legal battle, involving hundreds of thousands of dollars—perhaps even a million or more—that was opened on Monday in Newark, N. J., by a preliminary skirmish. An inquiry is expected to ensue into the affairs of the original copartnership and corporation of Sperry & Hutchinson—the house that put the trading stamp scheme into trade.

Shelley M. Hutchinson, now head of the Hutchinson Profit Sharing Company and a millionaire, began suit last August, as already noted in THE EDITOR AND PUBLISHER, claiming that in surrendering in 1904 his 4,970 of 10,000 shares in the original corporation for \$250 he possessed an agreement that he would have a share of the dividends on his proportion of stock and that this agreement had not been lived up to. The suit at that time was dismissed.

Now Mr. Hutchinson asks that a supplemental complaint be considered in which he charges fraud against William M. Sperry of Cranford, N. J., and Thomas A. Sperry, who died in September, 1915. He declares that nearly \$450,000 was surreptitiously withdrawn from the funds of the concern and that stocks and checks were likewise withdrawn and placed in what was known as the "T. A. Sperry Trustee Account" in the National Park Bank, which he alleges the Sperry brothers subsequently divided, Thomas A. Sperry receiving \$225,007.10 and William M. Sperry \$223,661.10. Hutchinson asserts that he should have shared in all this.

After the death of Thomas A. Sperry, last September, the original Sperry & Hutchinson copartnership and subsequent corporation changed hands. It is now stated that when this occurred certain old employees were discharged, and then came about the gaining of alleged "inside information" on which is based the present action to obtain the admittance of the supplemental complaint with its remarkable charges.

In the supplemental complaint is charged "the suppression and concealment of facts, and that by means of improper bookkeeping entries in some instances, and the lack of any entries at all in other instances, the defendant, William M. Sperry, and his brother, Thomas A. Sperry, confined knowledge of the following facts to only a very few persons in their employ and effectually concealed the same from all others."

In the matter of checks for large sums—for \$100,000 in two instances—the present complaint alleges that while the checks were entered in the books the sums were "withdrawn for the benefit of said defendant and his brother, Thomas A. Sperry," and "were not charged upon the books of the said company and do not appear by any entry therein; and that in order to prevent withdrawal of said sums being shown on said books, the amount of said checks was not added into the aggregate of the checks, page footings of which were made in the check book, or were otherwise concealed."

The Newark judge consented to have the supplemental complaint joined to the original complaint and placed before him for adjudication.

Final victory for Mr. Hutchinson, who claims to have originated the trading stamp idea, would, of course, mean a judgment for hundreds of thousands of dollars. He further demands the return of his original holding of 4,970 shares of stock.

President George B. Caldwell of the Sperry & Hutchinson Company and Hamilton Corporation, as the concern is now organized, has made a statement

to the New York World in which he requests it be noted that the present company has nothing to do with the Hutchinson litigation. He added:

"Whatever the result of the present suit it will in no way affect the business or financial condition of the Sperry & Hutchinson Company and the Hamilton Corporation.

"The annual report of the company shows an increase in business and a redemption of 92½ per cent. of the total issue of its trading stamps. It has a capital of \$1,000,000 and a reserve fund of \$1,000,000, setting up 100 per cent. reserve on all coupons and stamps issued each month."

As to the manner in which the trading stamp scheme had been operated by Sperry & Hutchinson Company, Mr. Hutchinson in his supplemental complaint says:

That during the periods hereinbefore referred to the said Sperry & Hutchinson Company issued large quantities of said trading stamps, which were sold to merchants pursuant to the aforesaid method of business and which were redeemable in merchandise as aforesaid. That no reserve fund was at any time maintained by the said Sperry & Hutchinson Company for the purpose of meeting the obligations of redeeming said stamps in merchandise or otherwise.

That the proceeds derived from the operation of said business, as fast as they were obtained, were divided between the said Thomas A. Sperry and the said defendant, William M. Sperry, who relied largely upon the money paid into the corporation for the purchase of new stamps to replenish the merchandise delivered to the merchants' customers in the redemption of stamps. That in many instances the aforesaid divisions of the proceeds of operation so depleted the cash in the bank that the said Sperry & Hutchinson Company immediately after such distribution was obliged to apply for and obtain loans at banks in order to meet their current obligations.

Journal Now Has Both A. P. and U. P.

The Chicago Journal, one of the original Chicago Associated Press papers, has added the United Press report. Concerning this change Managing Editor Martin J. Hutchens told THE EDITOR AND PUBLISHER: "In keeping with the Journal's policy to embrace every known and proven facility for gathering news, it has supplemented its Associated Press report with that of the United Press.

COUPON COMPANIES REPLY

(Continued from page 760.)

are not without strength; they are not without friends, and friends of the most powerful kind; many of them princes in the business world. These men are not going to sit continually quiet under the charge that they are parasites, that they do not know their own business, or, in the alternative, that they are fleeing the public by making them believe that they are getting something for nothing. Hitherto the premium interests have submitted, with only mild protest, to the charge by some with ulterior motives that the premium plan is akin to the lunco game, and that they themselves are little more than confidence men.

This is written with no idea in mind, other than simply reminding those whose long-continued vituperation has made them bolder as the days went by, that there is a limit to human endurance even among the men in the premium field. In the future it is possible that greater effort will be made to see that those whose interests lead them to oppose premiums shall play the game fair, and shall be held responsible for gross charges or the thinly veiled innuendo which they can in no way substantiate.

More and more the advertising fraternity, in whatever form of publicity endeavor they may be employed, have come to recognize the fact that it devolves upon them to work together for one common good; the old antagonisms have been laid aside, and there is a comity which binds each part to every other. The broad desire of advertising men for securing truth in advertising, as enunciated through the Associated Advertising Clubs of the World has taken root, and every department of advertising should be working to that end, so that eventually whatever of criticism there has been against advertising shall have no basis for existence.

The Better Known A Name Is The More Consistently Is It Adver- tised To Keep It Well Known.

That's the way the Gillette Safety Razor people feel about it. That's the way successful business men feel about it. Keeping a name before the public constantly is the basis for continuous success.

The Gillette Safety Razor is advertised persistently—it is sold everywhere and it has a regular sale.

Some lines of business, having acquired a reputation, let up in their advertising because they think they are so well known that they will never be forgotten.

That is the worst blunder any business can make.

The Gillette Safety Razor people know that their business grows by following an advertising plan which is as regular as the ticking of a clock.

Many business men, if they owned the Gillette plant, would say:

"Why should we spend any more money for advertising? Everybody knows the Gillette Safety Razor."

The Gillette ownership, however, looks upon advertising as so much capital invested in the business, which brings them regular dividends.

That is the right way to look upon advertising.

Around the Holiday Season every year, the Gillette people give emphasis to their regular advertising by an extra schedule, which is topped off by using a full-page announcement in a great many newspapers throughout the country.

In New York, they use the page in two newspapers only—one of them being the NEW YORK AMERICAN, daily.

The cost of this page in the daily American is less than \$3.00 per thousand buyers of the paper—or less than three-tenths of one cent per individual buyer.

Many thousands of Gillette Safety Razors are bought for Christmas presents. Wives and daughters buy them for husbands and brothers. Women read men's advertisements and men read women's advertisements.

The thing for any business to do that wants to win perpetual fame is to advertise perpetually.

And a strong medium to use is the NEW YORK AMERICAN, daily and Sunday, which will bring you in touch with ONE-FOURTH of all of the homes in the New York territory.

New York American

Daily and Sunday

Member Audit Bureau of Circulations

MERCHANDISING POSSIBILITIES IN NEW YORK'S TEN-MILLION-PEOPLE ZONE

**United Dealers' Association, Comprising 4500 Affiliated Retail Stores,
Handles Several Million Dollars' Worth of Goods Annually, But
Has No Use for Coupons—Money Wasted by Firms
That Do Not Make Good on Their Advertising.**

FRANK A. SELAH is the man who built up the classified advertising department of the New York World from almost microscopic beginnings to the colossal revenue producer that it now is. For twenty-five years he has been manager of special departments of the New York World, Philadelphia Public Ledger, Philadelphia Press, New York Times and the United Sunday Newspaper Magazines. He is also the founder and builder of the United Dealers' Association, which distributes yearly, through its 4,500 affiliated retail stores in Greater New York and vicinity, several millions of dollars worth of goods of standard brands—primarily by creating a demand for the goods by means of advertising in the World.

Mr. Selah has devoted twelve years of strenuous work to building up this gigantic selling organization, and has accumulated a vast experience in the placing of branded and trade-marked articles of practically every description. He says:

"My experience has proved to me beyond any question that trading stamps, coupons, certificates and all kindred devices constitute a blight on American business. Trading stamps and coupons are a nuisance to the manufacturer who packs them, and a nuisance to the jobber, the wholesaler and the retailer who is required to handle them with the goods he sells. Coupons and trading stamps do not sell goods; they do not even help to sell goods. They do not advertise the goods whose sale they are supposed to push. They are unqualifiedly an economic waste. They are an imposition on the public, which is duped into paying for them by the false representation that it is getting something for nothing. They are an unnecessary evil which should be suppressed."

EASIER TO SELL GOODS THAN COUPONS.

To a reporter for THE EDITOR AND PUBLISHER, with whom he chatted in interesting fashion of his work in trying to open the eyes of manufacturers to the enormous possibilities of sales in what he calls "the 10,000,000 zone" of New York City and its environs, Mr. Selah further said that he has found it far easier to sell goods than to sell trading stamps or coupons; that the 4,500 well-appointed stores making up the United Dealers' Association—the pick of Greater New York and vicinity—do not believe in coupons or stamps, and do not want to be bothered with such devices; that they have no difficulty whatsoever in selling on their merits any really meritorious goods that are advertised directly to their customers.

Mr. Selah believes that "you cannot fool all the people all the time"; that manufacturers are coming to see the folly and waste of coupons and trading stamps, and that ultimately the public can be educated to a realization of the truth that such tokens constitute an imposition on the public.

CHANGES IN THE FIELD.

Speaking with the enthusiasm of a man who is wrapped up in his work, Mr. Selah said:

"Twelve years ago, when I started in on the work which I have been building up ever since, which has developed a great merchandising organization working through 4,500 thriving and successful retail stores, the department stores were dominant in retail trade; the magazines were flourishing as they never had before and never have since, and it was next to the impossible for a daily newspaper to get any of the big general advertisers—the so-called 'nation-wide' fellows—to buy any space in a daily paper. I

knew that enormous sums of money had been thrown away in nation-wide advertising campaigns, where the manufacturer had not been able to make the distribution of his goods equal in extent to his advertising announcements. And I determined to show manufacturers a better way.

"If a manufacturer hasn't the capital to place his product in every city, town and hamlet in the country, he'd better



FRANK A. SELAH

keep out of a national advertising campaign. Millions have been wasted in advertising by firms which couldn't make good on their advertising. If you advertise an article as 'sold by all dealers everywhere,' and somebody is led by your ad to ask for your article at a shop where it is not stocked, nine times out of ten that somebody will take something else, or go without. He will not take the necessary trouble to send to the manufacturer for it—even when the ad reads 'If not carried by your dealer, send your money direct to the maker.'

"I had seen many a manufacturer start out with abundant hope and a capital which he supposed would be sufficient to secure a nation-wide distribution for his product, but which proved far from adequate, and seen him go to pieces on that rock.

"So I began to preach and to work on the idea of concentration, of intensive advertising. I induced the newspapers of the United States to send one of the best of newspaper writers over into Massachusetts to get from Governor Douglas the story of the intensive advertising that had raised him from the cobbler's bench to proprietor of great factories and a gigantic chain of stores. And it made a full-page story, and a dandy. I have steadily pointed out to manufacturers that the metropolitan markets are the best to cultivate by concentrated and intensive advertising—and the results in hundreds of cases have more than justified my preaching.

NEW YORK'S RAPID GROWTH.

"New York is growing faster than any other city in the world, is growing faster than London, and is growing to be more and more like London in this that it is coming to consist of many different sections or communities, each a sort of business entity by itself in that it buys the ordinary commodities largely from its local stores and shops. The subways and new transportation facilities, instead of bringing more people into the heart of

Manhattan to do their trading, have enabled people to live farther away from the old business centers, and have led to the upbuilding of whole new sections, new communities, where the necessities of life, and many of its luxuries also, are supplied by smaller stores, but which are new and thriving local establishments.

"Greater New York and its immediate vicinity today make up a buying zone of ten million people. The vast cosmopolitan masses living in this zone constitute the greatest body of steady consumers of ready-to-wear, use, eat, drink articles in the United States; indeed, in the whole world, I might say. An urban population is always the Mecca for the maker of such articles. This 10,000,000 buying zone is Mecca of the Meccas. And its people are thoroughly educated to 'buy by the brand.' Those fortunate manufacturers whose brands are steady sellers find themselves millionaires today from this 10,000,000 buying zone alone.

"In the old days the manufacturer who stormed New York spent his money in wads on the theory that it took money to create markets. Conditions were such that he had to be made of gold to win. The smaller man of average capital had no show at all. But today all that is changed.

"By concentrated, intensive advertising in the daily newspapers, by direct announcements to this buying public, listing the local dealers where his product can be obtained, even the smaller manufacturer can familiarize the millions of Greater New York with his brand of goods, can secure this greatest of

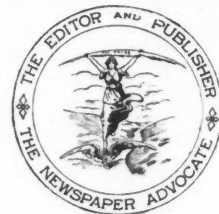
markets—and can do it without wasting a cent of his advertising appropriation. A glance over almost any New York paper will show you how it is done, and it is constantly being done more and more extensively every day.

"This is the basic idea on which we founded the United Dealers' Association, which is today the most effective and successful merchandising organization of its kind. I call it a 4,500 'cycle' selling machine. It guarantees the manufacturer its best efforts to familiarize its customers with his goods. Actually, it is engaged in educating the tremendous buying public of the 10,000,000 zone to buy by his brand through the association's 4,500 stores.

"Through this association we are selling many millions worth of goods every year. We have no difficulty at all in selling meritorious goods, whether breakfast foods, canned goods, smoked meats, jellies, condensed milk, toilet soap, shoes, razors, watches, candy, tooth brushes, corsets, cutlery, collars, sporting goods, or what not. But we cannot sell trading stamps or coupons. Our 4,500 busy and successful dealers don't need such tokens to help move their goods, and they will not buy them. They don't want to be bothered with them.

"Concentration in advertising—intensive and direct advertising that is localized by listing the dealers who handle the product advertised—that is what sells the goods every time; and coupons and trading stamps are only a useless but expensive and wasteful trick that does not work to the profit of either the manufacturer or the dealer, and a trick that should be abolished."

Subscription
\$2.00 a year
in advance



Advertising
Rate
25c. a line

WHEN a prominent Boston Advertising Agent was recently asked if it was necessary to advertise in all the publications specially devoted to the newspaper and advertising fields, he replied:

"No, use The Editor and Publisher; it is the paper the advertising men are reading these days."

It is because the leading publishers, feature syndicates, illustrators and supply houses do **Know** that advertisers are reading The Editor and Publisher that so many of them are now advertising in its columns. For instance last month—November—it showed an advertising gain of 153% over November, 1914, and 1914 was pretty good at that.

The man who would keep in touch with "the trends" and "the developments"—that is, the news of the advertising and publishing fields—is invariably a reader each week of

THE EDITOR & PUBLISHER

World Bldg.

PHONE } BEEKMAN
4330

New York City

"The Oldest Publishers & Advertisers Journal in America—Established 1884"

TEXAS ADVERTISING ORGANIZATIONS BUSY

Dallas Advertising League Plans to Build Up Local Industries—Program Announced for State Ad Clubs' Convention—Houston Business Clubs Seek Co-operation—Dallas Reorganization.

DALLAS, Texas, December 13.—The Dallas Advertising League has made public the plans it has adopted for its winter activities. The efforts of the league will be directed to the task of aiding and building up the various Dallas industries, especially the small factories, through properly directed newspaper advertising. This is part of the educational work in the campaign to "advertise advertising," which will be conducted through the winter months.

The plan was developed and presented to the league by Harry A. Olmstead and Ike Lorch, and it is believed that the novelty of the idea and its effects will attract wide attention.

Dr. F. A. Wynne, chairman of the educational committee, discussing the benefits that should accrue from such a campaign, said: "Dallas needs more factories, particularly small factories. It is our purpose to give conscientious consideration to every phase of the subject, such as factory production, factory cost, methods and advertising details. The subject of factories, suggested through 'Advertise Advertising,' furnishes the league a broad and fertile field for study, and our members will derive a valuable fund of information by the study of methods incidental to factory operation."

Arrangements are making to secure speakers of national prominence to address the league on advertising subjects, in connection with the movement to aid Dallas factories.

At a meeting of the executive committee of the Associated Advertising Clubs of Texas, at Fort Worth, on December 5, arrangements were completed for the next convention of the Texas clubs, which will be held at El Paso February 14 to 16. Subjects and speakers were announced as follows: "Novelties in Advertising," Will Haughton, Dallas; "The Newspaper," speaker to be chosen by the El Paso Ad Club; "The Function of the Advertising Agency," H. C. Burke, Jr., Fort Worth; "Advertising as an Investment," Gus W. Thomasson, Dallas; "Co-Operative Trades Day Advertising," Miss Macaulay, San Angelo; "Making Sales Through Store Display," M. P. Carlin, Waco.

The Advertising Committee of the Dallas Chamber of Commerce and Manufacturers' Association, discussed its publicity work at a meeting this week, but beyond deciding to make an appropriation for newspaper advertising, no action was taken pending the arrival of Richard Haughton, who has been elected secretary of the organization and who will assume active charge of the publicity bureau.

The Dallas Press Club, which was organized for social purposes and which has maintained club rooms since its organization, will disband. A committee has been appointed to take steps toward reorganizing under a different name and more in line with the original purposes of the club. This action was taken after it had been found that the club was in sound financial condition. The cause of disbanding is the fact that active newspaper men have been dropping their membership. It was found that many of the newspaper fraternity disapproved of the club's activities in the last few months, which they consider outside the proper sphere of newspaper men's social and civic duties. There was strong sentiment in favor of getting away from some features of the club and getting back to meetings of purely social exchange of ideas, information and suggestions concerning the newspaper profession. A majority of the active members, it is said, favor returning to the earlier suc-

cessful form of club activity, namely a newspaper men's lunch club.

The Houston Ad Club and the Retail Merchants' Association of that city, are planning an organization which shall act as a clearing house for the two bodies. At a joint meeting, a committee of seven members was appointed to devise means for forming such an organization, for the purpose of securing co-operation in their work among the various business clubs of the city.

The management of Baylor University at Waco, is considering the establishment of a course in Marketing and Advertising. Dr. S. P. Brooks, president of Baylor University, has invited Harry Tipper, advertising manager of the Texas Company and an advertising man of national prominence, to address the student body on January 21 on this subject. The course in Marketing and Advertising probably will be added to the regular curriculum of the university.

The El Paso Ad Club, patterning its activities after those of the Dallas Advertising League, has organized the Wunt More Flour Company, a theoretical concern which has a large advertising appropriation, and is conducting the affairs of this dummy company as training for its members and as part of its general campaign to "Advertise Advertising."

Mayor Roy Miller, of Corpus Christi, has suggested that a fund of \$15,000 be raised through municipal taxation to be used in advertising Corpus Christi. The mayor's suggestion has met with hearty approval and it seems likely that the tax for advertising will be voted. A mass meeting of property owners has approved the plan. It is proposed to conduct a campaign of publicity through newspaper advertising in Texas and northern and eastern papers, to place the attractions of Corpus Christi before prospective tourists and the public generally. The plan proposed is similar to that now being put into effect by the Ten Thousand Club of San Antonio.

Certificate of dissolution of the American Home Journal Publishing Company of Dallas, has been filed at Austin.

The Wow-Wow is the name of a new paper which has been established at Lorena, Texas, with Clyde Essex as editor. The Wow-Wow announces a contest in which two dollars will be paid for the best lie sent to the office at Lorena before December 15. J. E. KING.

TO ADVERTISE CUBA

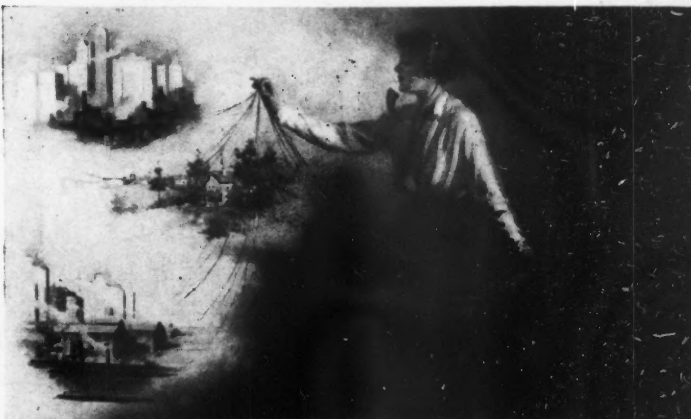
Preliminary Appropriation Given Exclusively to the Philadelphia Ledger.

President Menocal has authorized Gen. Emilio Nunez, secretary of agriculture, commerce and labor, to expend a certain sum in advertising, in the United States, the island of Cuba and its attractions as a Winter resort. A contract has been made with the Philadelphia Ledger for display advertising and reading matter, to run practically every Sunday for two months and a half. No further advertising contracts are contemplated at this time.

The Ledger of December 5 carried a half-page ad, and on December 12 there was a page "reader" by Walter Hayward, and a full-page ad signed by George L. Reno, chief of the Bureau of Information, Department of Agriculture and Commerce, Havana.

N. Y. Telegram Draws Lines Closer

Beginning with the present month, the New York Telegram's "medical" classification in the classified and display columns was discontinued, and the Telegram announces that no advertising of this character is to be accepted under any heading whatever. Classified advertising "business opportunities" will continue to be received, subject to a delay of 48 hours before publication. Also, in order to obtain consideration for the "business opportunity" advertising, it is now necessary for the person sending in the advertisement to indorse his or her name and address on the advertisement, as a guarantee of good faith.



Weavers of Speech

Upon the magic looms of the Bell System, tens of millions of telephone messages are daily woven into a marvelous fabric, representing the countless activities of a busy people.

Day and night, invisible hands shift the shuttles to and fro, weaving the thoughts of men and women into a pattern which, if it could be seen as a tapestry, would tell a dramatic story of our business and social life.

In its warp and woof would mingle success and failure, triumph and tragedy, joy and sorrow, sentiment and shop-talk, heart emotions and million-dollar deals.

The weavers are the 70,000 Bell operators. Out of sight of

the subscribers, these weavers of speech sit silently at the switchboards, swiftly and skillfully interlacing the cords which guide the human voice over the country in all directions.

Whether a man wants his neighbor in town, or some one in a far-away state; whether the calls come one or ten a minute, the work of the operators is ever the same—making direct, instant communication everywhere possible.

This is Bell Service. Not only is it necessary to provide the facilities for the weaving of speech, but these facilities must be vitalized with the skill and intelligence which, in the Bell System, have made Universal Service the privilege of the millions.



AMERICAN TELEPHONE AND TELEGRAPH COMPANY AND ASSOCIATED COMPANIES

One Policy

One System

Universal Service

TEN YEARS AN INTERNATIONAL RECORD HOLDER

This stamps the

UNDERWOOD

AS

SUPREME IN THE TYPEWRITER FIELD

IN 1915 THE UNDERWOOD REPEATED A SUCCESS IT HAD ACHIEVED FOR NINE YEARS BY WINNING IN OPEN COMPETITION

THE

ONE THOUSAND DOLLAR TROPHY CUP

AWARDED FOR

SPEED :: ACCURACY :: STABILITY

UNDERWOOD

"The Machine You Will Eventually Buy"

ONE-NINTH OF UNCLE SAM'S FOLKS HIS "CHANGE" ARE CONCENTRATED

BY RICHARD A. FOLEY

IF all the men in the states of Pennsylvania, New Jersey and Delaware were rolled into three big men, it would take one-ninth of all the men in the entire United States to make these three giants.

One of the big fellows would be a Workman, the second a Farmer and the third a Capitalist, and each would be a master in his line, with a bank account representing a good slice of the country's wealth. They would be thrifty, hard-working fellows, who make money and spend it to the best advantage. They would become good customers of yours provided you approach them right. And once you won their "good will" you would find it a paying and permanent investment. Nowhere would you find better educated and more prosperous citizens; for nowhere are illiteracy and poverty less general than in the three states of Pennsylvania, New Jersey and Delaware.

And, of course, our three friends would be married. So it would be well not to forget "the wife and family" when soliciting the patronage of the husband.

The Capitalist would own coal and oil fields in Northern Pennsylvania, iron and steel mills around Pittsburgh, great textile mills and a thousand and one other industries in Philadelphia. For you must know that the city of William Penn is the greatest manufacturing city on earth and the state of Pennsylvania is a leader in variety and value of manufactures.

In New Jersey and Delaware, the Capitalist would own every sort of plant imaginable, from powder works to pottery plants. And he would employ the Workman at wages that are remarkably high, as compared with the working wage paid in many parts of the United States.

[The following newspapers, each prominent in

Pennsylvania

| | Net Paid Circulation | Rate | |
|--|---------------------------|-------------|--------------|
| | | 2,500 lines | 10,000 lines |
| Allentown Call (M) | 17,161 | .025 | .0171 |
| Allentown Chronicle & News (E) | 7,159 | .0178 | .0107 |
| Allentown City Item & Democrat (EM) | 10,785 | .015 | .015 |
| Altoona Times (M) | 13,411 | .025 | .02 |
| Chester Times & Republican (EM) | 12,654 | .0335 | .0218 |
| Connellsville Courier (E) | 6,415 | .0143 | .0122 |
| Easton Free Press (E) | 11,977 | .0214 | .0214 |
| Erie Dispatch (MS) | 8,822 | .03 | .0225 |
| Erie Herald | { (E) 8,957 (S)**7,428 | .0171 | .0143 |
| Erie Times (E) | 24,019 | .04 | .04 |
| Harrisburg Telegraph (E) | 20,672 | .03 | .03 |
| Johnstown Leader (E) | 7,254 | .0214 | .0142 |
| Lancaster New Era (E) | 9,205 | .0178 | .0178 |
| New Castle News (E) | 9,075 | .0178 | .0128 |
| Norristown Times (E) | 7,100 | .0178 | .0143 |
| Philadelphia North American (MS) | 171,660 | .25 | .25 |
| Philadelphia Press (M) | 74,012 | .165 | .15 |
| Philadelphia Press (S) | *157,908 | .25 | .25 |
| Philadelphia Record (M) | 161,765 | .25 | .25 |
| Philadelphia Record (S) | **141,086 | .25 | .25 |
| Philadelphia Telegraph (E) | 110,047 | .175 | .15 |
| Pittsburg Leader (E) | 80,238 | .08 | .08 |
| Pittsburgh Post & Sun (S and E combined) | 133,079 | .14 | .14 |
| Pittsburgh Post & Sun (M and E combined) | 107,625 | .12 | .12 |
| Pittsburgh Dispatch (M) | 64,753 | .12 | .08 |
| Pittsburgh Dispatch (S) | | .19 | .14 |
| Pittsburgh Press (E and S) | 118,068 | .13 | .10 |
| Pottsville Journal (E) | 8,875 | .0142 | .0142 |
| Scranton Republican (M) | 34,104 | .06 | .05 |
| Scranton Times (E) | 37,397 | .05 | .05 |
| South Bethlehem Globe (E) | 7,449 | .0214 | .0178 |
| Washington Observer & Reporter (ME) | 13,132 | .025 | .025 |
| West Chester Local News (E) | 12,450 | .03 | .03 |

Twenty-four leading magazines have a circulation in these three states of 1,668,771 and a combined line on pro rata basis of approximately \$7.60 per line. One-ninth of the population of the United States is in these three states.

S AND A CONSIDERABLE PORTION OF D IN THREE STATES

nt in its own field, have purchased this space]

Pennsylvania (Continued.)

| | Net Paid Circulation | Rate | |
|-------------------------------------|-------------------------|----------------|-----------------|
| | | 2,500 lines | 10,000 lines |
| Wilkes-Barre Times-Leader (E) | 16,620 | .035 | .025 |
| Total..... | 1,632,362 | 2.6995 | 2.4561 |

Population, 8,245,967.

New Jersey

| | Net Paid Circulation | Rate | |
|-----------------------------------|-------------------------|----------------|-----------------|
| | | 2,500 lines | 10,000 lines |
| Asbury Park Press | 7,942 | .02 | .0142 |
| Atlantic City Review | 8,213 | .025 | .02 |
| Elizabeth Journal (E) | 12,769 | .0286 | .0214 |
| Jersey City Journal (E)..... | 21,459 | .06 | .06 |
| Newark Eagle (M) | 20,672 | .05 | .05 |
| Newark Evening Star (E)..... | 44,949 | .07 | .07 |
| Paterson Chronicle (S) | 6,801 | .025 | .0214 |
| Paterson Press-Guardian (E) | **14,000 | .0178 | .0142 |
| Paterson Morning Call | 12,825 | .0357 | .025 |
| Paterson News (E)..... | 10,307 | .05 | .03 |
| Perth Amboy News (E)..... | 5,877 | .0157 | .0121 |
| Plainfield Courier-News (E)..... | 5,742 | .0157 | .0124 |
| Trenton State Gazette (M)..... | 10,653 | .025 | .02 |
| Total..... | 182,209 | .4385 | .3707 |

Population, 2,815,663.

Delaware

| | Net Paid Circulation | Rate | |
|------------------------------|-------------------------|----------------|-----------------|
| | | 2,500 lines | 10,000 lines |
| Wilmington Journal (E) | 15,479 | .025 | .02 |
| Total..... | 15,479 | .025 | .02 |

Population, 209,817.

*Government statement, April, 1915.

**Publishers' statements.

Other ratings Government statements, October, 1915.

| | Population | Net Paid Circulation | Rate | |
|--------------------|------------|-------------------------|----------------|-----------------|
| | | | 2,500 lines | 10,000 lines |
| Pennsylvania | 8,245,967 | 1,632,362 | 2.6995 | 2.4561 |
| New Jersey | 2,815,663 | 182,209 | .4385 | .3707 |
| Delaware | 209,817 | 15,479 | .025 | .02 |
| Total..... | 11,271,447 | 1,830,050 | 3.136 | 2.8468 |

Forty-Six daily newspapers with a circulation of 1,826,300 you can buy at a rate of \$2.8468, less than one-half the cost of the magazines, reaching the homes of the people who purchase more than one-ninth of your products.

The Farmer, who feeds the Capitalist and the Workman and their families, would be a plutocrat among farmers. His acres would include the rich farming section of Pennsylvania, where tobacco and wheat grow side by side. Into his pockets would pour the golden harvest from the fertile soil of "Jersey" and Delaware—famous at home and abroad for fruit and "truck."

This Farmer would have advantages known to few tillers of the soil. He would live in a section where large cities demand the best of the land and will pay the best of prices for it. He would find a ready market among hundreds of smaller cities and towns that would rank as metropolises in less thickly populated parts of our country. He would have shipping facilities unexcelled anywhere on earth.

And all this is not a supposition or a fairy story. It is a fact.

Eleven million possible customers of yours live in the comparatively small area comprising the states of Pennsylvania, New Jersey and Delaware. Most of them are well off and are growing "better off."

It is said, with truth, that no man who wants a job will fail to find work in the thriving northern section of the Middle Atlantic States.

Density of population in Pennsylvania, New Jersey and Delaware lowers the cost of selling these markets to the minimum.

These states—inhabited by a ninth of this country's total population and probably owning considerably more than a ninth of the total wealth—can be thoroughly worked by the use of a well-selected list of daily papers.

And not one of these eleven million resides at any great distance from a shopping centre. This vast market is yours for the asking, if you ask in the right way.

The Editor & Publisher and The Journalist

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

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

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



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

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

New York, Saturday, December 18, 1915

THE MOUNTAIN IN TRAVAIL BRINGS FORTH A MOUSE

For nine months THE EDITOR AND PUBLISHER has been engaged in a campaign against the use of coupons in merchandising and especially by manufacturers. We took up this fight in the interest of the newspapers because we realized that the practice is a menace to legitimate advertising, an unnecessary and undesirable tax upon the consumer, a weapon in the hands of the rich manufacturer against his smaller competitor, and a valuable aid to the chain store in crushing the smaller retailer. We have shown that millions of dollars are spent annually for coupons which would otherwise have gone into advertising. We have called attention to the fact that those who distribute coupons compel the public not only to pay the price of the goods purchased but also, in addition, an installment covering the cost of the coupons received with the article of merchandise.

It is quite probable that the coupon companies at first attached little importance to THE EDITOR AND PUBLISHER'S fight against coupons, as it is not a publication dealing with merchandising or representing any branch of wholesale, retail or manufacturing business. Much to their surprise, however, the officials of these companies soon discovered that an unusual opposition to coupons and trading stamps was developing all over the country. Their agents found that merchants in many cities were familiar with arguments against the use of these alleged trade stimulants and were, therefore, far less responsive.

Upon inquiry they learned that the local newspapers had been publishing editorials on the subject and furnishing information showing that the use of coupons is unprofitable. Moreover, they found that a number of the newspapers had announced that they would not accept advertising in which coupons or trading stamps were mentioned.

The situation at length became so acute that last week the Sperry & Hutchinson Company and the Hamilton Corporation concluded it was time that they took some notice of THE EDITOR AND PUBLISHER'S campaign, and, therefore, had the article prepared attacking this publication, and incidentally defending coupons and trading stamps, which will be found elsewhere in this issue. It appears just as it was written and is, we suppose, the best and only defense that these most popular of coupon concerns have to offer. We hope all of our readers who are at all interested in the subject will scan every line of it and then see if they do not conclude with us that it is about as weak and wobbly an argument as was ever put out by firms whose product is under fire.

The document is prepared by a writer whose ability is evidently satisfactory to the coupon companies, and is a clever attempt to turn to the defense of their interests the entire structure of economic argument

in behalf of newspaper advertising as recently presented to our readers in our comment upon the opinion expressed by Mr. Kirby, field secretary of the National Dry Goods Association. It declares that the coupon companies are not going to keep quiet any longer under the attacks made upon their business. They have friends of the most powerful kind—"princes of the business world" who will come to their aid. In fact the opponents of the coupon scheme are to be swatted in great shape.

Right from the start the writer pitches into THE EDITOR AND PUBLISHER in true pugilistic style. His zeal, however, leads him into extravagances of statement that are ridiculous. For instance, we have never maintained that newspaper advertising is the only kind of advertising that is worth while and that all others are parasites, as he affirms. THE EDITOR AND PUBLISHER from choice confuses its attention to the advocacy of newspaper advertising because it is devoted to the interests of newspapers and advertising. It is not so blind that it can see no virtue in other mediums, and it would be the height of folly for it to even attempt to maintain such a position.

Another deliberate misstatement is that we have maintained that the newspapers are unanimously opposed to premiums. Hardly a week passes in which there is not recorded in these column reports of newspaper circulation contests in which prizes or premiums are offered. This alone should be regarded as a refutation of the charge.

THE EDITOR AND PUBLISHER admits that of all the schemes to promote business it considers coupons the worst. That it is not alone in this belief is apparent from the pages of letters we have printed during the last three weeks from publishers all over the United States. Except in two or three instances the writers declare themselves against coupons.

In considering the question as to who pays for the premiums, the writer of the article says it comes out of the pocket of the merchant who does not use the system. This is a way of whipping the devil around the stump. Does anyone imagine that the \$120,000,000 a year spent in coupons and trading stamp premiums is ultimately paid by the manufacturers, the retail merchants or the coupon company? It's the consumer who foots the bills, and no one else. To advertise is to make known. Does any one seriously contend that coupons proclaim anything?

Read over the Sperry & Hutchinson Co. and the Hamilton Corporation reply to the arguments we have presented and tell us frankly if you think it disproves a single one. Most of the article is devoted to an attack on THE EDITOR AND PUBLISHER and not to a refutation of the facts we have brought to our readers' attention.

To editors and publishers of newspapers the language of these threats will have a very familiar sound. They have heard these phrases before. They have heard them on every occasion when they have, in the public service, conducted a fight against any civic evil or abuse.

It is the complaint of this advocate of the coupon industry that THE EDITOR AND PUBLISHER has been wantonly attacking men who are "princes of the business world."

THE EDITOR AND PUBLISHER has not attacked men at all. It has attacked what it considers an evil in our business system. If the "princes of the business world" have chosen to identify themselves with this evil, that is, plainly, their affair, not ours.

When the inventor of the steam engine was explaining to a town council what he proposed to do with it, and had estimated that it might be made to run twenty miles an hour, he was asked what would happen if a cow should get on the track. He answered that "it would be bad for the cow."

These "princes of the business world" have a poor cause in which to expend their energies and their natural gifts for service. THE EDITOR AND PUBLISHER does not attack them. It attacks an economic evil of our day—and this attack is made through an appeal to fundamental economic reasoning. We are sorry if this hurts worthy men—and sorry that worthy men should be in a position where a little light will hurt them.

PRICE MAINTENANCE NO PANACEA

Viewed from the consumer's standpoint the efforts of the general mediums to get manufacturers who use them to exploit their wares, and fight valiantly for price maintenance as the panacea of all business annoyance to the extent of urging Federal legislation to make what, for centuries, has been unlawful, legal, seems like the dying gasp of a drowning man.

The so-called Stevens hill, reintroduced by Ayers of Kansas, if enacted in its present form, would, in practice, be a roar-back to those who most urgently are struggling to have it enacted. Dealers in most cases could not afford to traffic in goods which would not be a liquid asset for the accommodations of trade.

If a retailer is prevented by law from realizing on his assets at forced sale in order to produce cash to meet his obligations, his bank will not discount his notes or bills, although, in many cases, it is necessary to his continuance in business.

Then again if retailers generally realize that because a manufacturer wishes to indulge in national advertising and establish a stiff price for any article through the enactment of price maintenance legislation, they will refuse to handle such goods and provide substitutes of probably greater merit which can be sold at lower prices with greater profit.

If our friends, the price maintainers, will but refuse to be influenced by the wiles of the alleged advertising experts of the general mediums and the advertising agencies which make easiest money by trafficking with them under duress, they would realize what a really dangerous position they are in.

The organization of the "fair trade league," whose only appeal to fairness in trade is the advocacy of legislation to build up an artificial wall to protect a few manufacturers, known as price maintainers, from the competition of others who do not need or desire any other protection than a free market, is pure idiocy.

The men who seek to get \$5 for articles that cost probably less than \$1 to make; \$1 for articles that cost about 30 cents; \$200 for machines which probably cost about \$50 or \$60, naturally are urgent advocates of price maintenance. They object to the people being able to buy similar goods at only a fraction of the price they try to exact.

Of course, these people are very violent when any newspaper man dares to raise his voice against their program, but they fail to realize the absurdity of their position in expecting the newspapers to antagonize say 80 per cent. of their local customers to please probably less than 20 per cent.

Fair play to them takes on the proportions of modern neutrality as defined by our warring friends—if you are not wholly with them you are against them. General advertising constitutes only about 20 per cent. of a newspaper's business, and with retailers representing the heaviest customers of the newspapers opposed to price maintenance, it is easy to see where their best interest lies.

Congress is not going to pass such unconstitutional laws to please a few to the injury of the masses. The price maintainers are rapidly placing themselves in a position where congressional inquiry may make public their own immoderate profits and unfair trade practices.

What would the price maintainers do if the retailers generally refused to handle their goods and united on substitutes under popular trade names? In six months' time retailers could, through local newspaper advertising, put the present exclusively-inclined manufacturers and their trade-marks high and dry among the also rans.

We are in receipt of No. 1, Vol. 1, of the Burglars' Gazette, which the editor, Earl H. Emmons, says is one of a series of "nut newspapers" which he proposes to issue "every once in a while," or "whenever the general public becomes so insistent in its demands that further publication is necessary." The other papers will be the Grave Diggers' News, to be followed by the Garbage Haulers' Journal. One of the "health hints" in the Burglars' Gazette reads:

"Gazing for long periods of time into the barrel of a forty-five calibre revolver is bad for the nervous system, and should not be indulged in often."

PERSONALS

William Randolph Hearst, vice-president, and Henry Varlan, of the World, treasurer of the California Society, were speakers at the monthly luncheon of the society at the Biltmore on Wednesday.

Elbert H. Baker, president and general manager, and Eric C. Hopwood, managing editor of the Plain Dealer, were hosts to former Governor Cox and Congressman Whitaker, on their trip to Washington, to attend the annual meeting of the Gridiron Club last week.

Oswald G. Villard, editor New York Evening Post, was one of the speakers at the dinner of the Economic Club at the Astor Hotel on Monday last.

John Gribbel, one of the heavy stockholders on the Public Ledger, was re-elected president of the Union League on Monday and Senator William G. Sproul, owner of both the Chester Times and the Republican, was chosen a vice-president, after a lively contest.

Don C. Seitz, business manager of the New York World, was one of the speakers on Wednesday night at the annual dinner of the Boston Chamber of Commerce.

John T. McCutcheon, the Tribune cartoonist, is sending an illustrated story a day from Salonika, Greece.

P. F. Dowe, formerly manager of the Eastern office of the Duplex Printing Press Company, has been engaged in the practice of dentistry since resigning from the company, when Robert Hoe became president and took charge of the sales end of the business.

James Kerney, editor of the Trenton (N. J.) Times, receiver for the Interstate Telephone Company and its subsidiaries, was allowed a fee of \$20,000. The receivership covered a period of eighteen months, and involved the handling and disposing of property value at \$1,300,000.

Jay G. Hayden, a former member of the staff of the Detroit News, who attracted attention recently by resigning as secretary of the Street Railway Commission, appointed by Mayor Marx, because "the defeat of the proposal of the city to purchase the lines of the Detroit United Railway, left nothing for the commission to do," has returned to the afternoon paper's corps of reporters. He has re-entered the political reporting field and is now running a series of interviews with and sketches of the leading candidates for governor.

A. B. Ogle, who recently returned to Detroit from an extended vacation, taken because of ill health, has taken the local copy desk of the Detroit Journal.

E. J. Parker, of the McClure Newspaper Syndicate, New York City, who has made an extensive trip through the South, and Texas to the Pacific Coast, and up the Coast to Vancouver, is returning by way of Anacosta and St. Paul, and expects to be in New York a day or two before Christmas.

P. C. Eastment, vice-president of the McClure Newspaper Syndicate, New York City, left on Tuesday for a short trip to Toronto and Montreal.

Robert G. Glasgow, editor of the Burlington (N. J.) Gazette, and a member of the Board of Freeholders, was struck by a train while crossing the tracks of the Pennsylvania Railroad at Burlington, last week, and severely injured. He was taken to a Camden hospital.

Edgar Mels, who for the past three years has been connected with the Philadelphia Public Ledger in the editorial department and for the last six months of his connection with that paper he was the photoplay editor of that paper, has joined the New York Tribune staff, and will be editor of the photoplay department of that paper.

BOSTON PERSONALS

James W. Reardon, of the Boston American, is handling features for that paper. The Christmas basket arrangements are now being made and contributions to the fund are pouring in rapidly from readers of the paper.

Eddie Reynolds, of the Globe, who caught a redundancy in this column recently and noted the same in his "So

They Say" column in the Globe, is entitled to our compliments and regards.

P. Trenchard Jones, of Underwood & Underwood, is going to New York next week. Mr. Jones, who is a New Yorker by birth and long residence, says that it is necessary for him to go to New York occasionally to see a real show.

Paul Waitt, Ernest Jackson, Joseph Brooks, "Doctor" C. P. Haven, Edward Maguire and others of the Post staff, are working in the "Santa Claus" department of the paper. Joseph Hurley is in charge of the work.

Theodore Hedlund, of the Post staff, escaped a serious siege of typhoid because of an injection of anti-typhoid vaccine administered to him some years ago.

Harold Johnson has been made day city editor of the Herald, taking the place of Jack Connolly, who resigned to become private secretary to Congressman Carter. Mr. Johnson has been a member of the Post staff and was also connected for a time with a Lynn newspaper.

Leighton Blood is a member of the city staff of the American. Mr. Blood was recently on the Journal staff.

E. S. Shaw, managing editor of the Journal, is a great reader. In his private office at the Journal he has a fine collection of books.

William Hardy, of the Sunday Post, has been in charge of the story that has been running for several weeks in the Post on the life and adventures of William H. Turkington, the minister of the gospel who was forced to exist on a dollar a week.

Fred Hoey, of the Herald sporting staff, is handling the publicity work of the Boston Arena and managing the Arena hockey club, club champions of the East.

Howard Reynolds and Ed. McGrath, of the Post sporting staff, are depleting the streams and lakes of Weld, Maine, of their fish and also doing a little hunting.

Walter Grannan will become the editor of school boy sports, for the Post, commencing the first of the year. Dr. Edward J. O'Brien, who has held this position with credit for several years, will retire from newspaper work January 1 to devote his entire time to the practice of medicine. Dr. O'Brien is recognized as one of the leading college football officials.

John Moran has been placed in charge of the hockey department of the Boston American.

William Eaton, sporting editor of the Journal, entertained Frank Cavanaugh, Dartmouth football coach, Tuesday evening.

Charles Parker, football expert for the Post, is writing a series of articles for the Sunday Post, in which he forecasts the 1916 football teams of Harvard, Yale, Dartmouth, Princeton, Cornell and Pennsylvania. This is an idea that Mr. Parker originated last year. The plan seems to be making a hit, much favorable comment being heard on all sides.

Paul Shannon, the American league baseball writer for the Post, after attending the baseball meeting in New York this week, will visit Ernie Shore, Red Sox pitcher and hero of the recent world's series at the latter's home in North Carolina.

Carroll Swan, of the Swan Agency, is becoming a preparedness expert. He is lecturing on the subject all over the State, his last talk being given at Fitchburg last Friday night. It is at the special request of Adjutant General Charles H. Cole that Mr. Swan, who is a well known member of the First Corps Cadets, is doing this lecturing.

Egbert Hans, correspondent of the Flemish Gazette, Brussels, is visiting his brother, Arthur Hans, in Woburn.

CANADIAN PERSONALS

Fred H. Gadsby, for nineteen years a member of the Associated Press staff at Boston, has joined the staff of the St. John (N. B.) Standard. The Standard has lost at least twelve employees through enlistment, and the manage-

ment felt the need of strengthening its editorial department.

Word has reached Canada that Major Filiatrault, one of the best known journalists in Montreal, has been wounded at the front, and is now in a hospital in London. Major Filiatrault, who was in command of one of the companies of the 22nd French Canadian Battalion, was news editor of Montreal La Presse, and at one time president of the Montreal Press Club.

Captain Jaffray Eaton, formerly of the staff of the Toronto Globe, and a grandson of the late Senator Jaffray, president of the Globe Printing Company, has accepted an offer to become second in command of the new 147th Grey County Battalion, now being recruited for overseas service. He has been promoted to the rank of major.

CHICAGO PERSONALS

Philip Sampson, formerly of the Herald, addressed the Daughters of the British Empire, Friday, on "Life in the Trenches." Mr. Sampson was invalided home after serving a year with the Canadian overseas contingent. He was wounded at Ypres.

Miss K. G. Harris, formerly of the Journal, is doing movie criticisms.

Bessie Rowland James is visiting at her home in New Orleans.

Ralph Donham, after managing his father's farm in Indiana for several months, is back in his old seat at the Tribune telegraph desk.

J. R. Johnson, motion picture camera man for the Journal, is in Butte, Mont.

Miss Dorothy Kuhns has joined the Journal staff.

Col. Perley H. Boone, assistant city editor of the Tribune, holds the Jackson Park golf record for the season. He went around the course in 77 two weeks ago.

Henri A. de Masi is on the Journal copy desk again. He was news editor there two years ago.

Capt. Henry Reilly, of the Tribune, has joined that paper's contingent of Washington correspondents.

Parke Brown is acting as day city editor of the Tribune while Frank Carson is taking his vacation. Herbert Brande is covering the city hall during Parke's absence on the inside.

James Cruisenberry, of the Tribune's sport department, mourns the loss of his new automobile, which was stolen a few nights ago.

Byron Williams, the syndicate writer, and his family have returned from Michigan and opened their home at Glen Ellyn.

C. R. Stephenson, of the Associated Press, was called to Sturgeon Bay, Wis., last week by the death of his mother.

Charles N. Wheeler, of the Tribune, is back from a pleasure trip to California.

Paul Cowles, superintendent of the Chicago division of the Associated Press, has returned from Beaumont, where he attended a meeting of Texas editors.

PHILADELPHIA PERSONALS

Charles Williams, some time ago city editor on the Press and later on the Post-Intelligencer, of Seattle, is now again with the Press on the copy desk.

Miss Mae Maloney, society editor of the Ledger, has returned to the office after an illness of three weeks. She has been appointed a member of the national press committee of the Women's Branch of the Navy League, and is the only newspaper woman of this city so honored.

Theodore E. Ash, secretary of the Poor Richard Club, announces the removal of his offices for advertising service to larger and finer quarters in the North American building.

Miss, of the Evening Ledger, has gone to Washington to cover the national suffrage convention.

E. Burdette Smith, of the editorial staff of the Public Ledger, will give a lecture on Friday night at Clayton, N. J., on the origin and development of the music drama.

Peter J. Hoban, the newly-appointed assistant director of supplies for the incoming city administration, is well known in newspaper circles, having been a reporter on the Inquirer, Press and Record, and later, for twenty years political reporter on the Public Ledger. In 1908 he was appointed chief examiner of the local Civil Service commission, which seems to be a favorite stepping-stone from journalism to a political career. They say, sub rosa, that more than one political reporter who distinguished himself during the recent heated campaign is slated for preferment, but names are not to be mentioned as yet. Walter Hoban, a son of Peter J., is a cartoonist on the New York Journal, and another son is a reporter on the Inquirer.

Henry Grimes, formerly on general work on the Press, has been transferred to the state desk of that newspaper. Mr. Grimes before joining the Press staff was with the United Press here.

S. A. Fairbanks, who has been state desk-man on the Press, has been made afternoon city editor.

W. D. Whitcomb, newly elected president of the Portland (Ore.) Advertising Club, was a visitor to the Cleveland Advertising Club's home this week.

W. G. Davies, publicity director of the Cleveland Advertising Club, editor of the Torch, advertising manager of the Stearn Co., and holder of 54 other varieties of positions in the Sixth City, is confined to his home by sickness, but is expected to be out in a few days.

Richard A. Foley, the well-known Philadelphia advertising agent, has been suffering from an attack of gripe. He is improving, however, and is expected to be back at business again in a week or ten days.

CLEVELAND PERSONALS

Samuel T. Hughes, editor of the Newspaper Enterprise Association, is making an extensive trip through the east, visiting New York and Washington.

B. H. Canfield, president of the Newspaper Enterprise Association, was a visitor in Washington this week, attending the annual meeting of the Scripps-McRea League.

Thomas W. Garvin, secretary of the Cleveland Advertising Club, is back on the job after three weeks illness.

Samuel Davis, formerly advertising manager of the May Co. and now a lecturer to department store employes, has signed a contract to deliver a series of talks to the people in the Famous-Barr Co., St. Louis.

Visitors to San Francisco

S. B. Getzler, St. Louis Times; R. P. Sleicher, Leslie Judge, New York; Frank Hall, Denver Post; A. S. Holden, Los Angeles; C. C. Rogers, Milwaukee Tidings; William Sondholt, Monterey American.

Stewart Dunbart, who was in charge of the San Francisco Bulletin's bureau at the Panama-Pacific Exposition, has resigned his position, in order to become managing editor of "Pals," a sprightly little magazine that is published in San Francisco in the interest of the popular order of the same name.

Visitors to New York

John Stewart Bryan, Richmond (Va.) News-Leader.

David E. Town, Shaffer Group; Nathan Frank, St. Louis; Col. Robert E. Ewing, New Orleans Daily States.

L. V. Ashbough, The Clover Leaf Newspapers.

We gain over ignorance but slowly. Ignorance and selfishness are one. Selfishness makes problems which are soluble only in the crucible of Time. In a cycle, wisdom accomplishes but one thing.

The Editor and Publisher has framed a reply to the article—pardon us, attack more nearly describes it—by the coupon interests published in this issue. It will appear next week. Be sure to order extra copies in advance.

ON NEWSPAPER MAKING

Coupon and premium organizations are not last coming out into the open in the hope, probably, of throwing dust into the eyes of those who are exposing the sham of their pretenses and those benighted merchants who, tied by arbitrary long term contracts, try to make themselves believe that what they are spending is for advertising.

A four-page letter from the coupon concerns seems so much like those which used to come from the magazines before they commenced to crumble into mere ghosts of their former greatness (?), centers upon the alleged unfairness of criticism and comparative analysis.

THE EDITOR AND PUBLISHER stands unqualifiedly for newspaper advertising as the only advertising that will sell goods in the sense of bringing the ultimate consumer directly to the merchant or store selling them. Other forms of advertising will make sales in a general way, but are wasteful and extravagant as compared with newspaper advertising.

Manufacturers and merchants have made a mistake in charging the cost of their premiums and coupons to advertising. It is not advertising, but a form of price cutting and price inducement which itself must be advertised to become even partially effective. Newspaper advertising is used for the introduction of nearly all other kinds of advertising.

It is a favorite resort of tricksters to criticize others for criticizing them. All they ask is an opportunity to ply their

trade unmolested. Newspaper advertising does not have to fight other classes of media, but those who know its superiority would be remiss in their duty if they did not point out the shortcomings of the parasites which attempt to live without producing anything.

If we did not have police, thieves would make life in our cities unbearable. If we did not have doctors, sickness, disease and death would have a free range. If we did not have medical societies, quacks and fakirs would swindle the people more freely. If we did not have courts, all malfactors would get away instead of a few.

Modern competition is too keen to permit merchants and manufacturers to give away a certain per cent. in coupons, plus advertising, to sell goods. Many have tried it of whom the majority have failed, or who would pay heavily to escape from the deadly embrace of the octopus-like device which, at one time, looked so attractive to them.

Admitting for the sake of the argument, that if only a single store or a few stores in each line used coupons or premiums, which if properly advertised in the newspapers might draw increased trade, the whole fabric of special attraction falls to the ground as useless and deadly if nearly every store in a town vies with the others in trying to see which can give away with purchases the largest number of coupons.

The merchant must have a profit if he is to survive. The customer must pay for the discount represented by the coupons in some way or other. Coupons never attracted a dollar's worth of new business unless they were advertised in the newspapers. Merchants generally are trying to get away from the needless expense which is cutting into their profits and chaining them to central exchanges which give pretended values in shoddy, showy goods.

To attempt to draw a parallel between the use of large newspaper copy and coupons or premiums, is like pretending that grand opera and five cent movies attract the same people. Large copy in the newspapers by department stores is as logical as their very existence.

The department store is theoretically a group of small stores, each represented by a buyer who seeks "a place in the sun" to attract customers to his department just as he would if he were conducting a separate institution. No matter how much space a department store uses in a newspaper it does not approach the volume of space that the same thirty or forty little merchants inspired by the progressive spirit would use if operating on their own hook.

Through combination of purchasing power, advertising, credits, accounting and the elimination of waste in rent, lighting, etc., etc., each department of a department store should be able to buy cheaper and sell cheaper than a small dealer operating on an individual basis. The neighborhood of the department store is, nevertheless, the center about which the most successful small stores cluster.

Department store advertising is as much news to the women readers of the newspapers as the Associated Press dispatches. They have grown to plan their purchases in accordance with the offerings of the various shops. They have learned which stores tell the truth in their advertising and which do not.

Many newspapers would rather have the department stores use less space. The change would probably involve a slight increase in rates, but would work to the great mutual advantage of store keeper and newspaper in the long run.

Such a change is improbable so long as department stores continue to represent so many small stores as they do today, with each small store or department seeking an opportunity to advertise—present the news—of its wonderfully attractive offerings to the women of the community.

Kirby, of the National Retail Dry Goods Association, in talking about the wastefulness of large advertising by the big stores reflected rather the desire to save money than any carefully thought out possibility, while the coupon people grabbing at any crutch seek to turn any incident to their advantage.

NORTHCOTE.

ACTIVE SPECULATION
IN ADVERTISING BILLS

Men with Money to Spare, and Willing to Wait Patiently to Get a Handsome "Rake-Off," Are Buying Up, at a Substantial Discount, Advertising Bills Against the State of New York.

"Yes, I have paid 85 per cent. of face value, but I don't know but I'd pay even 90 if I were buying any more just now, because every day that passes makes realizing just that much nearer."

Thus spoke Charles R. Temple, a New York financial agent, yesterday, to a representative of THE EDITOR AND PUBLISHER, regarding the speculation now going on in advertising bills owed by the State of New York to various newspapers.

Because the state is slow in paying its bills, speculators stand to win a handsome "rake-off" by buying up claims on the \$600,359 due newspapers for the publication of the proposed constitution, which was defeated overwhelmingly at the election on November 4. The last legislature passed a bill appropriating \$500,000 to pay the expenses of the constitutional convention and providing that the secretary of state be instructed to order the publication of the proposed constitution in such newspapers as he might select, any excess of the cost of such publication, over and above the \$500,000, to be a charge against the state.

Given his discretion, Secretary of State Francis M. Hugo, of Jefferson, gave out the publication of the proposed amendments to 301 newspapers.

When the time came, a few weeks ago, to pay the newspapers, the secretary of state approved the bills and turned them over to the state controller. The latter, finding that the \$500,000 originally appropriated had been all spent, notified the papers that they had claims against the state which would be paid when the legislature supplied the cash. To those who wished them he issued certificates of indebtedness, stating in effect that the state owed the holders money which would be paid when the state could do so. These certificates are due on no specific date. Bankers are authority for the statement that they do not form very acceptable collateral because they are not readily convertible.

Presenting to newspapers the argument that at the best they would not get their money until next spring, and that there was a possibility of not getting it then, a group of speculators has acquired a considerable part of these claims at discounts running from 15 to 25 per cent.

The issuing of the certificates of indebtedness sets no precedent, for such is the system of paying for the publication of session laws every year. However, these are not published in 301 papers, and the unfamiliarity of publishers with the procedure may be responsible for their readiness in selling their claims.

A statement issued by the controller's office in Albany says that newspapers that took the advertising were told that there was no money to pay them, and that they would have to wait for their money until the legislature provided it.

New York City newspapers received for the constitution advertisement \$4,727 each, a number of the larger papers not printing it because of the low rate. The Monroe and Erie county papers received \$2,104, and all other papers \$1,439 each. The records of the secretary of state's office show that sixty-five newspapers in New York City published the advertisement, with aggregate bills of \$307,288; twenty newspapers in Buffalo and Rochester with bills of \$42,085, and 216 papers in small towns, with claims of \$310,986.

The Editor and Publisher has framed a reply to the article—pardon us, attack more nearly describes it—by the coupon interests published in this issue. It will appear next week. Be sure to order extra copies in advance.



Analyze Your Mediums Through The A. B. C.



The days of circulation guessing have gone by the board. Today the advertiser insists upon having facts right before him before he adds a publication to his list. Whether a medium represents quality or quantity, the advertiser has three vital questions to ask before adopting it:

How Many? What Class? Where Distributed?

"A. B. C. Service" gives the advertiser this information in a uniform, standardized, comprehensive form. It not only tells him the net paid circulation and where it is distributed, but gives a detailed analysis from which he may determine its adaptability to the advertising of his product. "A. B. C. Service" eliminates guess work—places space buying on a commodity basis.

The Audit Bureau of Circulations is a co-operative organization—not for profit—its membership includes over one thousand Advertisers, Advertising Agents and Publishers, in the United States and Canada, who believe in standardized circulation information. Complete information regarding the service and membership may be obtained by addressing—Russell R. Whitman, Managing Director.

AUDIT BUREAU OF CIRCULATIONS
15 East Washington Street, Chicago

MANHATTAN TYPES
FOR ALL TYPE PRINTING PURPOSES

WE FURNISH
HALF-TONE, ZINC ETCHINGS, COPPER ETCHINGS, BRASS ETCHINGS,
COLOR PLATES, ELECTRO TYPES, DESIGNS, RE TOUCHING, ILLUSTRATIONS
AND PHOTOGRAPHS FROM THE ORDINARY TO THE HIGHEST QUALITY.

ALL ORDERS RECEIVE THE MOST CAREFUL AND PAINSTAKING
ATTENTION, WITH PROMPT AND SATISFACTORY SERVICE.
GRANT US THE PRIVILEGE OF ESTIMATING ON YOUR ORDERS.

MANHATTAN PHOTO ENGRAVING CO.
251 253 William Street,
CORNER NEW CHAMBER STREET
NEW YORK ESTABLISHED 1895

Telephone 1657 North
1658

QUAKERS COUNTING CIRCLES FOR PRIZES

Philadelphia North American Contest Interests the Whole Town—\$2,500 in Cash Prizes—\$525 the First—100 in All—Based on Paid-in-Advance Subscriptions.

PHILADELPHIA, December 15.—Circles, circles, everywhere, and not a drop to drink. Heavens. The whole town is counting circles. Considering the prohibition attitude of the North American, it is a frightful task. Even so, think what it would be otherwise! You see the N. A. devised a fiendishly clever scheme to increase its circulation by a "problem" to be solved—how many circles are there in a printed chart?—circles which overlap and intermix and are large and small. The answer is to be accompanied by a payment of from \$1 to \$5.50 for a subscription, the latter being for the mailing of the daily and Sunday issues for a year. The aggregate of awards is to be \$2,500, divided into 100 cash prizes, of which the first is \$525 and the fifth, \$100.

Even after the maddened solver has reached a solution by various expedients, such as sticking pins in the centers of the little whorls, and one man wrote that in spite of this precaution he had reached a different result five successive times, those who have tied will be expected to try again on a second problem, also of circles, the hidden wickedness of which is far, far worse than the first.

No employees of the N. A. or their families are eligible to the competition, but it is open to both old and new subscribers, and as many solutions of the puzzle may be made as desired, providing a subscription of at least the minimum amount accompanies each answer. As the lucky winner of the first prize stands to receive in addition to \$250, a dividend of 50 times the amount paid in at the time the answer is submitted it will be seen not only that the matter is a good sporting proposition, but that the resultant bookkeeping would tax an expert.

It is to be noted that the contest furnishes an argument on the economic advantage of government ownership of public utilities since the rates by mail are less than those per carrier or agent.

The excitement recalls the old days of puzzles on the Inquirer when frenzied contestants used to stay up all night and form in line in the postoffice that their letters might bear the precisely correct postmark.

With all the pet schemes, fol-de-rol, and voluminous advertising carried by some papers, where is the harassed city editor to slip in the news of the day which the readers presumably want? The Inquirer recently printed four solid columns of a continued story and four columns more of a Pastor Russell ad in one issue, and it is by no means the worst offender in this respect.

A Unique Advertisement

The San Francisco Chronicle showed originality and enterprise by running in its issue of December 4—Exposition Closing Day—an eight-page advertisement expressing the business men's approval of the achievements of the citizens who were active in the management of the Panama-Pacific Exposition. Each page carried one hundred one-inch spaces containing the name of a business firm. Across the top of the page appeared, under the large heading—A Good Work Well Done, San Francisco Thanks You: "To the directors of the Panama-Pacific Exposition—San Francisco thanks you for the greatness of your achievement, and in her memory, erects a monument of perpetual gratitude to her civic patriots. San Francisco never forgets a good service, and foremost in her thoughts will always be three years of arduous public labor, given at the expense of private business and without material reward." Extending down the outer edge of each page was a marginal row of portraits of Exposition officers and directors, including President Charles C. Moore, Vice-President M. H. de Young, Mayor James Rolph, Jr., and a number of others.

FIGURES THAT POINT THE WAY

Show Newspaper Advertising Strength and Possibilities Also.

Those who have long insisted upon the supreme value of daily newspaper advertising for securing business from the national field, are viewing with special satisfaction some recent figures bearing upon this. These have been variously gathered—one of the most authoritative sponsors being the Bureau of Advertising of the A. N. P. A.

The most reasonable figures obtainable credit the newspapers with about \$300,000,000 worth of all kinds of business annually, based on present-day expenditures. Of this amount between \$55,000,000 and \$60,000,000 comes from the foreign or general field.

An old compilation that has been used frequently gives the magazines \$60,000,000 worth of business per year. According to figures credited to one of the big periodicals, thirty-one leading magazines carried in 1914 \$22,425,000. The same source of information is authority for the statement that the entire magazine business of the country at this time is about \$30,000,000.

These figures show the newspapers in a surprisingly strong position in the general advertising field. The business they have gained in the past few years does not represent entirely business lost by competing mediums. New campaigns have been developed in the newspapers, and new appropriations have been made by advertisers to finance newspaper campaigns. When it is remembered that a trifle less than 20 per cent. of the newspaper's revenue is derived from the foreign field, it will be seen that, big as this business is, it merely points the way to greater possibilities.

Detroit News Stops Liquor Ads

The Detroit News recently announced, in a first-page box, that in the future it would not accept liquor or beer advertisements. This, with several editorials which have since appeared, pointing out to the local saloonists the reason for the wave of prohibition that, it claims, is sweeping the country, is taken to mean that the News will line up on the side of the "drys" in the impending struggle to make Michigan a prohibition state. Though the paper's announcement contained the information that, in the coming campaign, its news columns would be open to legitimate news and argument from both "wet" and "dry" viewpoints, it is the consensus of opinion in Detroit that the paper will be found solidly "dry" when the battle opens. The News has taken a leading part in several recent campaigns affecting civic questions, notably the street railway issue.

Seek Ideas from School Children

The Walnut Street Business Association of Philadelphia has awarded five prizes of \$5 each to public school children who sent in the best slogans for their association in a recent contest. The judges were Cyrus H. K. Curtis, Richard H. Durbin, president of the Poor Richard Club; Harris J. Latta, president of the Rotary Club; Dr. Hess, professor of advertising in the Wharton School at the University, and E. J. Berlet, president of the Walnut Streeters.

Harshness in Commercial Art Explained

"The average business man is responsible for the harshness of commercial art because he takes the line of least resistance," said H. A. Weissberger of the International Art Service, of New York, at a luncheon of the Philadelphia Poor Richard Club the other day. He spoke of art in advertising and cited the well-known fine posters and ads turned out in Germany as examples of what could be done without increased cost.

The Editor and Publisher has framed a reply to the article—pardon us, attack more nearly describes it—by the coupon interests published in this issue. It will appear next week. Be sure to order extra copies in advance.

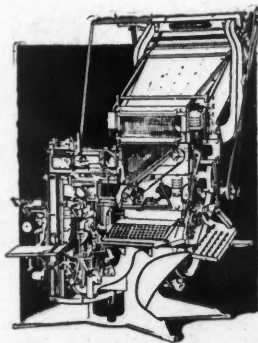
International News Service

wishes the newspapers of America

Merry Christmas

and a prosperous and

Happy New Year



Three of these Model 9, four magazine Linotypes now in use by the

CHICAGO DAILY NEWS

The demands of the readers and advertisers of the metropolitan daily call for the utmost in composing room equipment. In the Model 9 Linotype the Chicago Daily News provides it.

MERGENTHALER LINOTYPE CO.

TRIBUNE BUILDING, NEW YORK
CHICAGO SAN FRANCISCO NEW ORLEANS
CANADIAN LINOTYPE, LIMITED, TORONTO

\$32,000,000
Is the
PAYROLL IN PITTSBURGH, PA.,
Per Month.

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

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

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

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

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

Topeka Daily Capital

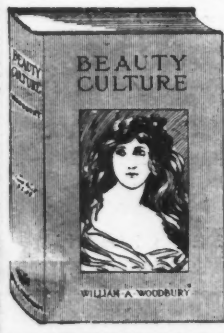
Average net paid circulation for the six months, ending September 30, 1915, as sworn to in Government report

32,430

And as confirmed by report of The Audit Bureau of Circulations.

Arthur Capper
Publisher,
TOPEKA, KANS.

Wm. A. Woodbury's Book



Attracts Women and Girl Readers. The Subject and the Author Combine to make it a Happy Premium.

ELIOT LORD
110 W. 34
New York

LATIN-AMERICAN FIELD IS VERY PROMISING

Judicious Advertising Should Bring Satisfactory Results, Declared Dr. W. E. Aughinbaugh Before Pilgrim Publicity Association—Truth About United States Is Sorely Needed.

BOSTON, December 13.—Dr. William E. Aughinbaugh, Latin Trade editor of Leslie's Weekly and author of "Selling Latin America," gave an instructive and entertaining talk upon that subject before the Pilgrim Publicity Association at the American House this noon. He began by telling something of the important part that Bostonians have played in the commercial life of South America for more than a century. He said that the two daily papers owned by Englishmen in Buenos Aires insult and belittles everything American, and that fully 75 per cent. of the colored cartoons in the South American illustrated weeklies bitterly assail the United States.

After describing conditions which prevent reaching many of the 55,000,000 to 75,000,000 people south of the Rio Grande by any form of advertising, Mr. Aughinbaugh said that all of the nationalities of Europe are represented in these republics with fair sized colonies in Mexico, Cuba, Brazil, Argentine, Peru and, of course, in the Canal Zone. He continued:

"The Latin American of the educated class is always familiar with French and with the natural exception of Spanish literature, works by French authors predominate. It is therefore obvious that advertisements placed in the leading French weeklies, all of which are religiously read by the better class of Latin Americans, reach an excellent class of the purchasing public.

"The English-speaking colonies, which are composed chiefly of British subjects, with a very small leavening of Americans, is sufficiently large to maintain two daily papers in Buenos Aires, the largest city in these countries with a population of approximately 1,700,000. These papers—the Herald and the Standard—are owned by Englishmen, and their policy toward America and Americans is one of intense hatred, a fact which prospective advertisers of American goods in these lands should bear in mind. By these two sheets American customs, American diplomacy, American products, American business methods—in brief, everything American is insulted and belittled. The Panama Star and the Daily Post of Havana are the only other papers published in these Latin American countries in the English language, and are owned by Americans and in sympathy with American ideals.

REAL NEWS IS NEEDED.

"If we seriously wish to gain a commercial foothold and really establish friendly relationship with these people we should as a nation arrange to provide every paper in Latin America with press news of a favorable nature direct from the United States, giving true and accurate versions of our national affairs and policies, instead of allowing these vital items to dribble through European news agencies, garbled and distorted to suit the sender. As an illustration let me state that I was in Buenos Aires when the four gunmen were electrocuted. The local papers received the news through the usual European sources, and consequently I was not the least surprised to read that night that the great State of New York was so financially embarrassed that in order to defray the expenses of the affair, the public was admitted at twenty-five cents each. Local illustrators depicted the four dead men, lying in a morgue with pieces of rope about their necks. The result was that most of the Latin American papers contained warn editorials in which we were referred to as brutal and barbarous Yankees. Such a condition of affairs does us material harm, and should be stopped, as I have suggested.

"Each country has one or two weekly publications similar to Leslie's or Col-

lier's. As a rule, their front pages are used for colored cartoons, fully 75 per cent. of which assail the United States. The intense bitterness, indecency and immorality of some of these political cartoons is beyond belief.

"No papers are printed on Monday in these lands, as this is the printers day off.

THE FIELD IS INVITING.

"With but few exceptions one cannot place dependence upon the circulation claimed for Latin American periodicals. There are not over ten in all whose statements are reliable. Others show padded circulation lists for inspection, but most give any combination of figures which they think may impress the inquirer. One should therefore give liberal discounts in this line.

"Circular letters and the follow-up system have not yet reached this part of the world. Properly used they would produce excellent results. Electric signs are as yet almost unknown.

"On posters and hanging signs most Latin American municipalities charge a tax, and for that reason they are not in common use.

"Latin America offers to the American paper, the weekly and the monthly magazines an inviting field. Today this line is practically controlled by the English, whose papers and magazines are far from the standards enjoyed by the average American, but who is simply forced to purchase them because there is nothing in the nature of a substitute to be had. American papers and magazines are so scarce and so highly prized in these lands that those which find their way to the consulates are borrowed and read and re-read until they finally actually fall apart from use.

SPHINX CLUB DINES

New York to Have a Commercial Frauds Department.

At the dinner of the Sphinx Club, in New York, on Tuesday evening, Preston P. Lynn presided.

District Attorney Elect Edward Swann, speaking of "the practical way to eliminate the dishonest advertiser," told of what had been done in this state and elsewhere to prevent frauds in advertising. He said that he intended to bring to justice men who are making money by false and misleading advertising.

"I am going to departmentalize the district attorney's office," said he, "and am going to put different departments under specialists. There will be a commercial frauds department and I have in mind the man to have charge of that department, although he does not know of it himself yet. He will pay attention to all kinds of frauds perpetrated on the people." He wished also that there was a law against those who deface the landscapes with huge signs.

District Attorney Cropsey spoke on "Law and Advertising." He said that with the exception of old statutes against certain classes of advertising, such as lotteries, counterfeit money and insurance by lotteries, the present laws were of very recent enactment. He told briefly what these laws were and then said that a good advertising man needed a good lawyer. He referred to the advertisement or publication of crime in the newspapers, which does not minimize crime, but on the contrary tends to spread it. "Only recently," he continued, "I took two evening newspapers, one of New York and one of Brooklyn, and looked to see what amount of space was devoted to crime. The New York paper had eighteen cases and the Brooklyn paper thirteen, and no case was duplicated. Not one of these had an unusual feature, not one case involved a public officer, and not one was deserving of mention.

"These accounts were read by young men and boys from whom the bulk of the criminals comes. Three-quarters of our criminals are under thirty years of age and one-third under twenty-one years. These, reading the reports, get the idea that it is the easiest thing to

IN BOSTON AD MEN'S CIRCLES

Some of the Doings Talked About Within the Past Few Days.

BOSTON, December 15.—Charles H. Bellatty, of the H. B. Humphrey Advertising Agency, addressed the class in advertising at the B. Y. M. C. U. Monday night, in which he said, among other things, that advertising men seem no more familiar with the rules of art than newspaper cartoonists are familiar with the rules of spelling. "What accounts for so much inartistic advertising," asserted Mr. Bellatty, "is the fact that it does not offend the great mass of people who respond to advertising. I have yet to see where a writer upon art in advertising has recognized that this might be so, and I have looked in vain for a book upon the principles of art in advertising that wouldn't put a tired business man to sleep."

The New Year's eve party that has been arranged for the Pilgrims at Filene's bids fair to be a corker. Two tickets only to each member are allowed, and as much care is taken in the distribution as is used at the annual Harvard-Yale game. The Pilgrims will have a water wagon repast, and the ladies will be invited. It is said that the program stunts will be worth going miles to see. The show will be on from 6 p. m. to 1 a. m. So far as is known this is the largest anti-Demon Rum party on in Boston for the night.

The United Drug Company is about to start its country-wide campaign in the newspapers. Contracts for space have already been made.

URGES FIGHT ON COUPONS

Salem, Mass., Chamber of Commerce Joins Other Trade Boards in Movement

SALEM, MASS., December 15.—The Salem Chamber of Commerce has united with other Massachusetts trade boards in urging a fight against the use of coupons on staple goods sold across the counter.

A new labor paper, issued semi-monthly and called the Central Labor News, has been started here. Stuart Rogers, formerly of the Boston Journal, is writing sports for the Salem Evening Mail.

J. Frank Reynolds, late of the Boston Traveler, has entered the magazine field, starting the Police Monthly, published at Salem in the interests of policemen of the Bay State.

James Nathan, head window dresser for the Jordan Marsh Co., of Boston, in a recent address before the Chamber of Commerce, said that although the show windows of stores were a big advertisement, the biggest factor in direct selling of merchandise was daily paper advertising.

The Salem Evening News does not allow department or other stores to mention trading stamps in their advertising, although few continue the practice.

commit crime and have ideas that they will never be arrested.

"Let there be a little more effort to prevent crime. Discontinue the publication of crime indiscriminately and form instead of reform the boys."

Mr. Cropsey mentioned the violator of the law who desecrates the flag of the United States, adding: "Those persons defeat the very object of the flag that stands as the emblem of national power and honor; and that honor to our flag was never more essential to preserve than it is now."

He said that it was not possible to abolish signs because they were merely not aesthetic, but suggested that public sentiment might aid.

Chief Magistrate William McAdoo, the last speaker, said: "The free use of pistols in this country is one of the greatest causes of crime. I have repeatedly suggested that all such weapons be manufactured under government supervision, and be serially numbered, and, further, that a tax of from \$5 to \$10 be placed on each weapon sold."

DEATH OF THAD BUTLER

Dean of Northern Indiana Editors Passes Away at Huntington.

HUNTINGTON, Ind., Dec. 7.—Thad Butler, known as dean of northern Indiana editors, died today at the home of his son, Charles A. Butler, of Huntington, Ind. His passing takes from Indiana newspaper work one of its oldest editors.

He was born in Lagrange, Ind., November 19, 1846. At thirteen he began working on the Lagrange Standard, and from that time until his last illness he never was far from the printer's forms or an editorial desk. In 1863 with C. O. Myers, he established the Kendallville (Ind.) Standard. He later worked as a printer for offices in Ft. Wayne, Wabash and Lafayette, Ind., and in Cleveland. In the early seventies he became associated with A. P. Perry and bought the Wahash (Ind.) Plain Dealer. He sold his interest in 1882 and removed to Andrews, Ind., then a railroad center, where he issued the first number of the Express. In 1886 he went to Huntington, Ind., and consolidated the Express with the Lime City News. Still later the News-Express and Indiana Herald were merged, and the present Huntington Herald is the result. For many years Mr. Butler remained the editor, but a few years ago went to Boulder, Colo., where he issued a weekly. Afterward he returned to Indiana and issued the first number of the Huntington Times, which was sold later and Mr. Butler went to Decatur, Ind., where he and Morton Stults issued the Decatur Herald.

EDWARD T. TAGGARD

Former Mail and Express Attache Passes Away in New Rochelle.

EDWARD T. TAGGARD, for many years a newspaper man, having at one time been associated with the New York Mail and Express, died on Saturday last at his home in New Rochelle, aged 74. Mr. Taggard was secretary to former Mayor Abram S. Hewitt, and for the past twenty-five years was Deputy Tax Commissioner of New York City.

Funeral of Philip J. Halvosa

Mayor Curley and members of the Boston City Council and representatives of newspaper and labor circles, attended in Quincy, Mass., on Friday, the funeral of Philip J. Halvosa, who was city hall reporter for the Boston American, and was also well known in labor circles. Services at the home preceded service at Christ (Episcopal) Church in Quincy. President Coleman of the council and Councilmen Attridge, Watson and McDonald represented the Boston city government with Mayor Curley. The pallbearers were C. O'Connell Galvin and John W. McGowan of the American; William A. Tighe of the Globe and William S. O'Conner of the Herald; President H. P. Jennings and M. A. Murphy of the Boston Central Labor Union, and Forrest P. Hall of the Transcript, Donald G. Babbitt of the Record, and Clifton Loring of the American, representing the city hall reporters.

Frederick P. Morris Left \$1,000,000

The will of Frederick P. Morris, who was president of the Long Island News Company until his death recently at Garden City, L. I., has been filed for probate. The value of the estate is estimated at about \$1,000,000, of which his wife will receive the bulk. Two sisters, Elizabeth and Maria Morris, of Southport, England, are to divide between them life insurance amounting to \$5,000 and 225 shares of capital stock of the American News Company. A daughter, Mrs. Lelia E. Clark, is to receive for life the income from \$20,000, and a house in Garden City, in which she now resides, valued at \$65,000. A friend, William T. Morris, is to receive a set of encyclopedias. The remainder of the estate goes to the widow, Anna L. Morris.

OBITUARY NOTES

GEORGE B. MEYER, superintendent of the New York Times buildings for twelve years, died on November 9 at the Post Graduate Hospital, where he had undergone an operation. He was 53 years old.

JOHN RAMSEY GRAHAM, formerly publisher of the Emporia (Kan.) Gazette and Mayor of Emporia in 1884, died at a hospital in that city on Monday last, aged 70 years.

ISAAC N. STEWART, for ten years editorial writer on the Milwaukee (Wis.) Journal, died at St. Mary's Hospital, in that city, on December 6. Mr. Stewart was at one time president of the Wisconsin State Teachers' Association, and in 1912 was elected to the assembly from Appleton (Wis.).

ROBERT A. OLMSTEAD, with the sporting department of the Brooklyn Daily Eagle, died on November 10. He was born in Hohoken, N. J., twenty-three years ago.

EDWARD JONES ADAMS, connected with the Brooklyn (N. Y.) Times some years ago, died at his home in Alexandria, Va., on December 5, in his eighty-ninth year. He is survived by his wife and five children.

JOHN E. GORSE, Sunday editor of the St. Louis Post-Dispatch for twenty-two years, died at his home in that city on Wednesday last. Mr. Gorse was at one time associated with the New York American and the New York World.

JUDGE JOSEPH E. RYAN, who died in Chicago recently, at the age of 45, was a native of Fort Dodge, Ia., and at one time was city editor of the Fort Dodge Chronicle. He was a graduate of Highland Park College, at Des Moines, and went to Chicago to finish his education in law. Four years ago he was chosen to fill an unexpired term as municipal judge, and one year ago he was elected for a six-year term. He was president of the Irish-American League of Chicago.

WILLIAM P. SMITH, for fifteen years foreman of the electrotyping department of the New York Herald, died last Monday in the Washington Heights Hospital, in his fifty-sixth year.

THOMAS J. O'NEILL, dean of Chicago's political writers, and who, at different times worked on every newspaper in Chicago, died Monday after a brief illness. Mr. O'Neill was born in Ireland in 1855. He served as secretary to Carter H. Harrison, Sr., and DeWitt C. Cregier, when they were mayors of Chicago. Funeral services were held from the Church of the Presentation on Wednesday. A committee from the Press Club attended.

HOWARD V. WALLACE, of the 25th Battalion, who prior to enlistment was a member of the staff of the Amherst (N. S.) News, died in France. He gained his newspaper experience on the Halifax Herald and was regarded as a promising young journalist.

WILLIAM H. WOODROW, who was a regular contributor to the columns of the Winnipeg Free Press, died last week in Winnipeg. He was well known throughout the West and his crop reports were highly regarded for their completeness and accuracy. He was also something of a poet, writing under the pen name of "Bill Horning."

MRS. PATTIE COOKE LEWIS, wife of Edward S. Lewis, president of the Star-Chronicle Publishing Co., and chief owner of the St. Louis Star, died at her home in this city December 10, following an operation of several months previous. Mrs. Lewis was born in Gainshoro, Tenn., in 1851. She was very active in church and charitable work in St. Louis. She left a husband and four children.

HENRY HERMANN, publisher of the St. Louis Humorist, an old established monthly publication, founded in 1879, died of apoplexy a few minutes after he collapsed on the sidewalk in front of his office on the afternoon of December 7. Hermanns was for several years foreman of the composing room of the Amerika, this city, prior to his starting his own publication.

ADS WIN 500 PER CENT. BOOST
Rotarians Hear of Pure Food Campaign's Success

Newspaper advertising, as a medium for obtaining results, was commended by W. Wallace Roberts, general manager of the J. S. Ivins' Son & Co., in an address before the members of the Rotary Club at their weekly luncheon held at the Hotel Adelphia today.

Mr. Roberts said that seven years ago his company began advertising its biscuits, cakes and crackers in the newspapers in a pure food products campaign. Since that time, he said, its business had increased more than 500 per cent. The cost, he said, was insignificant compared with the results obtained. Mr. Roberts' address was entitled "Biscuits, Cakes and Crackers."

Phila. Evening Ledger, Nov. 24

RESULT AND CAUSE

The Ivins account was placed in our hands about seven years ago. This Agency mapped out a new advertising policy, and to a large extent the trade work, going into the smallest details, from labels up.

This is one of the most notable successes in a restricted-area account in the United States.

We are repeating this campaign for several concerns of local-general appeal throughout the country.

We are prepared to send particulars of this campaign to any other cake and cracker baker or to pure food advertisers.

The Richard A. Foley Advertising Agency, Inc.

Bulletin Bldg., Philadelphia

ARE YOU UNEMPLOYED?

The Editor and Publisher commencing with the January First issue will publish

FREE OF CHARGE

to all those not employed a fifty (50) word or eight (8) line advertisement, two insertions, under the heading

SITUATIONS WANTED

This new departure will enable those out of employment to secure a position without expense, and also provide publishers an opportunity to get competent assistants for all departments promptly.

The Editor and Publisher

1116 World Bldg.

New York City

FIRST

In eleven months of 1915 The New York Times printed 494,439 agate lines of Automobile Advertising—a greater volume by 75,465 lines than any other New York morning newspaper.

The net paid Daily and Sunday sale of The New York Times is far in excess of 300,000 copies.

The Automobile Show Section of The New York Times will be printed January second.

IL PROGRESSO ITALO-AMERICANO

Established 1880

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

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

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

The Jewish Morning Journal

The Only Jewish Morning Paper
New York City

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

Next to the "World" in Want Ads.

The Pittsburg Dispatch

Possesses a clientele all its own, representing incomes above the average. It reaches the actual buying power, therefore best for advertisers.

WALLACE G. BROOKE,
Brunswick Building, New York
THE FORD-PARSONS CO.,
Peoples Gas Building, Chicago
H. C. ROOK,
Real Estate Trust Building, Philadelphia

Good News Service
Is that which reaches you **FIRST**
Is **WELL WRITTEN**, Is **ACCURATE**

This is the Specialty of

International News Service
238 William St. New York City

The New York Evening Mail

enjoys the confidence of its readers.

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

Its average net paid circulation for August was in excess of

158,000

A desirable advertising medium.

SECOND DAILY PAPER IN AURORA

January Will Witness Advent of Morning Free Press in Bustling Illinois Town.

AURORA, Ill., December 15.—Aurora, for years one of the largest and richest "one paper" towns in the United States, is to have a second newspaper. In January the Aurora Daily Free Press, a morning publication, will make its appearance as a rival of the Beacon-News.

The Free Press will make its bow fully equipped with a telegraphic news service, special wire service from Chicago and the State capital and with a local and editorial staff of competent, city trained newspaper men. R. W. Francis, manager of the new paper, now is working out the details of the organization. The paper has established an office at 69 South La Salle street, Aurora, from which the paper will be issued until it gets a home of its own.

For a long time there has been recurrent talk of a morning paper for Aurora, but projects, for one reason and another, failed to materialize, the Beacon-News remaining alone and supreme in the field. The Beacon-News is said to be one of the best paying papers of its size in the Middle West.

According to Mr. Francis the paper will start off with 5,000 paid subscribers.

Aurora is in Kane county, forty miles west of Chicago. It lies in the Fox River valley, the center of the county's dairying industry. The city is a manufacturing center and has a population of 35,000. Many wealthy Chicagoans live there.

North Adams Herald Improvements

The North Adams (Mass.) Herald has completed extensive alterations in its plant. It has installed two new linotype machines, a No. 8 and a Model "K." An entire new recessed front, finished in mahogany and built at an expense of over \$1,400, gives the Herald a most ornate office entrance. The composing room has been entirely remodeled, hardwood floors put in, etc. There have been added four additional rooms for editorial purposes, and the head of each department now has his own private office. The Herald has a modern stereotyping equipment, and the installation of a larger press must be seriously considered within a short time.

Piqua, O., to Have New Paper

A new daily paper is shortly to be issued in Piqua, O. The officers are: President, Dr. W. J. Prince; vice-president, J. M. Kenesey; secretary, R. A. Lloyd (Mrs. J. A. Lloyd); treasurer and general manager, J. A. Lloyd.

Engagement Announced

The engagement is announced of the Rev. Charles W. Welch, religious editor of the New York Tribune and pastor of the Park Avenue Presbyterian Church, and Evelyn Tylden Bridgman, daughter of Edward Clark Bridgman, a publisher, of Stapleton, Staten Island.

WEDDING BELLS

J. Edwin Brunson, reporter on the Spartanburg (S. C.) Herald, and Miss Lila Balleuger, of the same city, were married on December 6. Mr. Brunson was at one time connected with the Columbia (S. C.) Record and later with the Charleston (S. C.) News and Courier.

J. B. Sheridan, one of the best-known sport writers of the Middle West, now on the editorial force of the St. Louis Globe-Democrat, was married to Miss Marie Adelaide Baumgartner, a former local newspaper woman, at St. Mark's Church here, last week. The ceremony was quiet on account of recent deaths in the families of both contracting parties. They are at Excelsior Springs, Mo., to spend their honeymoon.

Ben Hecht, of the Chicago Daily News, and Miss Marie Armstrong, of the Chicago Herald, were married last week. The romance dates back several years when both were members of the staff of the Daily Journal.

PRAISE FOR "THE MASQUE"

Seattle Press Club's Annual Publication Heard From Through Philadelphia

The Masque, an 80-page annual "expose" of the Seattle Press Club, has reached New York, coming in like a refreshing breeze from the West. It deserves national fame through THE EDITOR AND PUBLISHER.

This is the sixth year that the live Seattle club has issued its manifesto. Four times it appeared under the name of The Wuxtra, and last year was dubbed The Exposé. It is put out in conjunction with the Press Club annual entertainment, which for 1915 was a ball on November 5. Charles Eugene Banks was the editor, W. J. Petrain managing editor, and the assistants were E. E. Carpenter, of the Times; Thomas Francis Hunt, of the Post-Intelligencer; Abe Hurwitz, of the Star; Richard Seelye Jones, Town Crier (sic); Stuart Morris, "Dok" Hager, Tom Thurlby, "Vic" Gauntlet, George Hager and Charles Bell.

In a foreword by John Evans, president of the club, we are told that the organization has had decreased revenues and other difficulties, which are being triumphantly surmounted. The remaining officers are: Frank P. Goss, first vice-president; Robert C. Hill, second vice-president; Sidney Smith, secretary; S. R. Battenfield, treasurer, and Jabez B. Nelson, Edwin E. Carpenter, Charles Eugene Banks, C. R. Marshall, G. R. Stahl and Frank E. Roberts, trustees.

The ads are mostly of banks, hotels, foods, steamships and railroads, automobiles, coal, and three newspapers, the Times, the Post-Intelligencer, and the Star, and were collected by Bert W. Jones, who is some hustler.

NEW INCORPORATIONS

DALLAS, TEXAS.—Ownbey Advertising Company. Capital stock \$10,000. Incorporators: Marion K. Ownbey, Fred C. Clark, Stanford Steele and H. G. Wills.

PARKERSBURG, W. VA.—F. M. Taylor National Advertising System, advertising agency. Capital stock \$50,000. Incorporators: F. M. Taylor, J. S. Eehols, H. C. Young, L. N. Pickens and G. W. Peudery, all of Parkersburg, W. Va.

NEW YORK CITY.—Italia Press Publishing Association, Inc., consolidation of "Italian Press Publishing Association" with "L'Araldo Italiano Publishing Company," printing, publishing and newspaper business. Capital \$120,000. Incorporators: E. Cantelmo, 367 Broome street; B. M. Cantelmo, 34 Morton street, New York City; E. M. Grella, 137 Hudson avenue, Brooklyn.

Mr. Seavey Goes to Minneapolis

James Arthur Seavey, manager of the New York Sun news service, will give up the work of that institution on the day after Christmas and leave New York for Minneapolis, where he will become the associate editor of the Minneapolis Journal. Mr. Seavey and H. V. Jones, the owner of the Journal, have been friends for many years. A short time ago Mr. Jones concluded to take a trip to the Orient, and wanted to be sure that Mr. Seavey would be on the job in Minneapolis while the owner of the paper was away. Therefore, a proposition was made to the manager of the Sun News service which the latter accepted.

The country town and its community have inspired the highest ideals in our national life, and have preserved them to the point of incorporation into our conceptions and practices of justice, fairness, cheerfulness and content. This is so because our democratic ideals of power do not recognize any far-off seat of despotic authority.

The Editor and Publisher has framed a reply to the article—pardon us, attack more nearly describes it—by the coupon interests published in this issue. It will appear next week. Be sure to order extra copies in advance.

What Chicago Ad Club Is Doing

The Advertising Association of Chicago Monday noon will hold a general meeting which will be in the nature of an open forum, in which all the members will have an opportunity to ask questions or furnish suggestions and ideas. Also on Monday will be inaugurated a handicapped tournament of cowboy pool, to the winners of which valuable prizes will be awarded.

SUSPENSION

BROWNSVILLE, TEXAS.—El Democra, the Matamoros Spanish daily, which was charged with encouraging the late horrid troubles by editorials and incorrect news stories, was suspended by Major General Alfredo Ricaut, the new Carranza commander on the border, when he recently assumed his new command.

LOOK OUT FOR "OLDFIELD"

(Continued from page 755)

the service of the New York Tribune it was feared that the project would be allowed to lapse. It is known, however, that Chairman Davies of the Federal Trade Commission, is keenly interested in this issue—including its very conspicuous "advertising end"—and the investigative work is to be pushed although there is no prediction when a preliminary report will be forthcoming. Meanwhile advertisers who are concerned over this question will have their ears to the ground for any report which may be made on this same subject at the forthcoming annual meeting of the Chamber of Commerce of the United States. The National Chamber has a special Price Fixing Committee, but it has not yet reported anything conclusive.

A two-color planographic offset printing press has just been patented at Washington by William H. Banzett, of Bergenfield, N. J., who has transferred his rights to the American Lithographic Company, of New York City.

Henry A. Wise Wood, of New York, has patented and turned over to the Wood & Nathan Company, of New York, an apparatus for separating intermingled printed and slip-sheets.

An automatic chase-locking device has come into the possession of the American High Speed Press Company, of New York, by assignment from Charles S. Hayes, of Plainfield, N. J., to whom a patent was recently issued for this invention.

Fletcher V. Walsh and Colvin M. Reed, of San Francisco, have invented a new photo-engraving camera sufficiently different from predecessors to win a patent.

Linotype and Machinery Company of London, England, secures by assignment the American patent rights on an escapement mechanism for typographical composing machines invented by John Ernest Billington, of England.

David J. Scott, of Plainfield, N. J., has a new patent on a paper folding and stitching machine.

In official circles in Washington there is considerable curiosity as to the attitude with which national advertisers will regard the proposal to increase second class mail rates—as advocated by the Postmaster General in his annual report—in the event that the proposition is seriously considered by Congress at its present session. It will be recalled that when a similar proposition was the subject of hearings, a year or so ago, before the post office committee at the Capitol the publishers were represented in force, but there was no expression of sentiment from advertisers despite the fact that circulations and advertising rates would presumably be affected. Says the Postmaster General discussing second-class rates in his annual report just issued: "It is obvious that the necessity for some readjustment of the rates on such matter is constantly becoming greater."

From the rulership of the patriarch of the hairy tribe to the government of this liberty-loving democracy there have intervened thousands of years; but a million million have died for every advance.

**"COMPOSITE" ADS
ARE BIG WINNERS**

Montreal Gazette Demonstrates the Value Not Only of Co-operative Special Feature Advertising, But Also of Keeping in Touch with Striking Local News Events—More "Composites" Coming.

The Montreal Gazette has lately been decidedly "doing things," in an advertising sense, under the guidance of Joseph J. Fischgrund, who became its advertising manager at the end of June, having formerly been promotion manager of the Cleveland Press.

The new idea was the preparation of a series of composite full-pages, featuring special lines of goods at timely intervals.

The first of these appeared on July 6 under the caption, "Coal and Coke at Summer Prices," and a similar page was secured for July 13. Other composite pages which followed were: "Canning Season Suggestions," July 14 and September 7, shirt page July 16; "Swat the Fly," July 20; "Pure Beverages," July 27; "Cameras and Photo Supplies," August 3 and 10; "Pure Bread," August 17; "School Outfits," August 24; "September Bride Suggestions," August 31; "Furs," (three pages), September 8; "Fall Hat Day," September 10; "Pure Drugs," September 25; "Bagging Big and Little Game" (for the opening of the hunting season, two and three-fourths pages), September 30; "High Shoe Day" (two pages), September 30; "Thanksgiving Day Needs" (Canadian holiday, October 11), October 7; "Edison Day," October 22; "Enterprising Shops Managed by Women," October 22; "Timely Reminders for Halloween," October 29.

In addition to these pages, most of them planned to meet the requirements of the various shopping seasons, an "Electric Page" has been sold in advance for every Wednesday for 52 times, as has also a "Moving Picture Page" for every Saturday for the same period. The advertising space of the latter was sold in five hours' canvassing, and so great has been the demand for extra space than an overflow page has been needed each week since the inception. In all, 40 of these composite pages were run in the four months from July to October, inclusive.

COMPLETE CHANGE OF SENTIMENT

When these composite pages were first proposed, the merchants approached demurred at the idea of having their announcements grouped with those of their competitors. Now they show eagerness to take space. Similarly, the Gazette canvassers were not at all enthusiastic about trying to sell advertising on the composite pages, but now they feel aggrieved unless at least one new page a week is projected.

Mr. Fischgrund is a firm believer in the theory that every newspaper has a great opportunity for getting large special copy if the advertising manager will keep a close watch on the news columns and link them up with prospective advertising. Events likely to be of advantage to an advertiser are anticipated, attractive copy is prepared, and at the psychological moment it is laid before him. Three instances will suffice to show how this policy has worked out in practice with the Gazette.

The day before the opening of the Fall race meeting at Blue Bonnets track, one of the most important in Canada, fire swept the big grand stands out of existence, and it appeared that a postponement of the races would be necessary; but as this meant a heavy loss and great inconvenience to the jockey club and the horse owners, as well as a disappointment to the public, a leading contracting firm undertook to erect a complete grand stand in 24 hours, and the feat was accomplished by 100 carpenters, 12 teams, and an unlimited supply of lumber. The same morning that saw the grand stand completed also saw a full-page ad, telling the

whole story, the contractor knowing nothing of the proposition until the copy was submitted to him just before the preceding midnight. He gladly seized the chance to let the whole English-speaking population of Montreal learn what his company had accomplished.

A few weeks later, two interesting cases came up in the courts—one in which the French government sued a Montreal firm of tobacconists for alleged infringement of government trade-mark on cigarettes, and the other in which a company manufacturing a patent floor material claimed that a former employee was wrongfully using its processes and machinery. In each case, Mr. Fischgrund prepared copy for a full-page advertisement based upon the expectation of judgments favorable to the two local companies; and when the court decisions were handed down it was found that he had picked both winners. The advertisements were submitted to the successful litigants in the first flush of their victories, and the result was, as expected, the signing of the contracts without an instant's hesitation. Eight of these special papers have appeared in the four months.

PAPER USED SPACE TOO

The most significant feature of these achievements is that rates were not cut as a bait to secure this advertising, which was specially created, and therefore, in the parlance of the day, was all "velvet." Full rates were charged, even to the odd cents on a full-page spread.

One strong factor in impressing the advertiser with the desirability—or rather the vital necessity—of advertising on a large scale was the Gazette's liberal use of its own space to state the advantages of advertising. The advertiser was shown by visualized demonstration that the effectiveness of an announcement depends in large measure on its proportions being commensurate with its importance, and the lesson was driven home that while arithmetically twice one hundred is two hundred, in an advertising sense, two hundred lines is not twice but four times as striking and convincing as one hundred. Another device employed was the running of special promotion ads, in which items in the advertiser's copy were picked out for special mention, with a reference to the position of the advertisement but not to the advertiser's name. This appealed to the curiosity latent in all humanity and led to the study of many advertisements which otherwise some readers might have passed over. By these and other methods new to Montreal, Mr. Fischgrund has brought to many business men of the city a new realization of the truth that it pays to advertise, while the pages of the Gazette itself are a proof that it pays to advertise advertising.

Other special "composites" are coming.

Johnstown, Pa., Against Stamps

Business men of Johnstown, Pa., on Tuesday joined the action started by merchants all over the state of Pennsylvania for legislation against trading stamps. E. C. Thompson, representing the General Store and Grocer-Merchandise, called at the offices of the Johnstown Chamber of Commerce with petitions such as he has been circulating in the various cities. Then he visited the officers and other business men. He came from Altoona, where a special meeting had to be called because the Chamber of Commerce there had taken no action on the matter. But the Johnstown Chamber had been awake before the petition arrived. The Retail Trade Committee had taken action several weeks ago against the trading stamps, in favor of a tax on their distribution in Pennsylvania, and so the stand of the local merchants was assured without any special conferences.

The Editor and Publisher has framed a reply to the article—pardon us, attack more nearly describes it—by the coupon interests published in this issue. It will appear next week. Be sure to order extra copies in advance.

BIG NEWSPAPERS ARE "WHITE"

Milton A. McRae Made Fine Defense of Press in Talk at San Diego.

SAN DIEGO, Cal., December 12.—Members of the San Diego Rotary Club are still discussing the interesting talk on newspapers, their uses, abuses, tribulations and achievements, made by Milton A. McRae, now of San Diego, a veteran newspaper publisher of Detroit, at a recent meeting of the club.

"Newspapers are not controlled by big advertisers," the speaker said. "A successful editor would no more take dictation concerning the conduct of his business, than would the head of any other large business enterprise."

As to "yellowness," the Rotarians were told that the majority of big newspapers of today are pure white compared with the majority of papers in the early days of this country's history. No paper of today would care or dare to assail a national figure, said Mr. McRae, as Washington, Jefferson, Lincoln or any one of a dozen other historical figures were assailed in their times.

The reporter, a much maligned being, came in for his share of the tribute paid by the newspaper publisher to the daily press of the country.

"The common belief that reporters, through a scarcity of material, are compelled to pad or fill out the articles they write with exaggeration is erroneous," said the speaker. "To the contrary, not one half of the material gathered by reporters ever sees print. The 'cream' of the news only is printed. The skim-milk is never set in type."

"Individuals in the employ of a newspaper must maintain the standard of honesty that is ever becoming higher. A lying reporter or a reporter too greatly inclined toward exaggeration would not last long on the average daily."

The speaker told of one particular trust that is imposed on the papers of the country each year—that of the President's message to Congress.

"That message is in the office of nearly every daily paper in the country several days before it is read to the national legislators," he said. "And it is never printed beforehand."

Just one instance of violation of that trust could be recalled by the speaker. In that case, he said, the editor of the paper that printed the message just two hours too early, found himself in a position where he could not buy telegraphic news service from any news association in the land. An apology, and forgiveness from the President then in office—Theodore Roosevelt—proved the only means whereby his news service could be re-established.

All of the arguments advanced in relation to the value of newspaper advertising and concerning the average integrity of American newspapers were illustrated with concrete instances drawn from a memory of 30 years in the newspaper field.

Several important changes were made on the local newspaper staffs this week. Clarence A. McGrew, formerly of the New York Sun, who has been editor of the San Diego Sun for eight years, left that paper to assume the editorship of the San Diego Morning Union. He takes with him from the Sun staff Harry T. Martin, feature writer and political reporter.

George H. Thomas, former editor of the Sacramento Star, is in charge of the Sun under W. H. Porterfield, the publisher.

O, the Changes of 75 Years!

The Iowa City (Ia.) Press has just entered upon its seventy-fifth year. The first number was issued December 6, 1841, the paper then being known as the Capital Reporter. Its founders were Thomas Hughes and Gen. Verplank Van Antwerp. The material with which the paper was printed was brought up the river from Burlington to Muscatine (then called Bloomington), and thence overland to Iowa City, capital of the territory of Iowa.

WINSOR & NEWTON'S

Artists' Materials.

Winchester Water Colors

For Air Brush and Solar-Print Enlargements

"British" Spotting Brushes

BLANC D'ARGENT

(Silver White)

LAMP BLACK and SEPIA

For Process Reproduction.

Send for our Special Catalogue for Newspaper Artists and Illustrators—5 cents
298 Broadway, New York

Buffalo News

EDWARD H. BUTLER

Editor and Publisher

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

Foreign Advertising Representatives

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

THE PITTSBURG PRESS
Has the LARGEST

Daily and Sunday

CIRCULATION IN PITTSBURG

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

You can now lease
for small monthly rental
National Electric Bulletins

Publishers everywhere should investigate. Write or wire for particulars.

National Electric Bulletin Corp.
New York City

The Automatic Press Blanket

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

"Quality Goods Only"

New England Newspaper Supply Co.,
Worcester, Mass.

Deutsches Journal

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

NEWS OF THE SCHOOLS OF JOURNALISM

Bingville Bugle

furnished in Mat Form, 20" or 21", 7-column or 8-column. Furnishes laughs to the entire family. It's unique. Saturday or Sunday release date.

Ask us to send you late proofs.

World Color Printing Company,
R. S. Grable, Mgr.
Established 1900. St. Louis, Mo.

THE SEATTLE TIMES

"The Best That Money Can Buy"
Net Paid Circulation for Nov., 1915
Daily, 67,759
Sunday, 78,247
Over 55,000 in Seattle

A copy to every family.
Largest circulation by many thousands of any daily or Sunday paper on the North Pacific Coast.
Largest Quantity Best Quality Circulation
The S. C. Beckwith Special Agency
Sole Foreign Representatives
New York Chicago St. Louis

In PITTSBURGH

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

The Post ^AND The Sun
WHY?

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

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

The Evening Star

covers Washington, D. C., more thoroughly with one edition than any other paper in the United States covers the city in which it is published.

Member of the A. B. C.

PITTSBURG

THE HOME OF THE
LEADER

Also the city of happyized homes and Substantial workmen

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

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

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

Columbia University

David Bowman, of the class of 1915, has been appointed editor of the Times-Democrat at Lima, Ohio. Mr. Bowman was reporter on the Trenton (N. J.) Times.

Francis Cornell, '15, is make-up man and sporting editor on the Bridgeport Telegraph.

J. Powell, a graduate of the school, has become ship news reporter for the New York Tribune.

Welking Ring, president of the American Exporter's Association, spoke at the School of Journalism Tuesday afternoon on "The Future of American Trade in South America." Talks on subjects of special interest to the students in journalism are given at the school every month.

James W. Danahy, a junior, secretary of the International Polity Club, has done much campaign work for peace throughout the State in the last few months. Last Sunday he spoke at the Corpus Christi Chapel in New York City on "National Hysteria."

Students at the School of Journalism prepare several kinds of newspapers each week. Under the supervision of Professor Franklin Mathews the fourth year men get out The News, a daily. The women students in the third year write features for a Sunday supplement in Professor W. B. Pitkin's course, and the men of the second year publish two weekly feature sections in R. C. E. Brown's course. These four newspapers are made ready just the same as ordinary metropolitan publications, but are never printed and sold on the streets.

The School of Journalism uses the moving picture screen as a method of training its students in observation. This work is not in place of regular reporting, but is supplementary to it. Authentic war pictures and literary photographs have been shown at the school. This is the third year that the cinematograph has been used to train reporters, and the experiment is considered a success. In fact, the Dean of Columbia College in his recent annual report urged the use of the screen for class room work in all colleges.

M. Lincoln Schuster, a Junior, has been appointed Columbia correspondent for the United Press.

Albert W. Atwood, financial editor of McClure's, is giving a course in financial writing for the third year students.

Professor Ripley, the Harvard economist, will give a course on trust problems for the students of the third and fourth years of the School of Journalism next term.

NEWSPAPERS WANT PICTURES

Heavy Demand for Photographs of the President and His Bride-to-Be.

So great has become the demand from every part of the country for photographs of President Wilson and his bride-to-be, Mrs. Norman Galt, in their "wedding togs," that photographers in the East, and especially in Washington, are driven almost to despair.

Newspapers on the Pacific Coast and in the Middle West during the last few days have been "burning up the wires" in an effort to obtain pictures of the nation's chief and the future first lady of the land as they will appear at the wedding. These pictures, to be available for publication following the wedding, must be taken quickly, for the process of transmitting likenesses by telegraph has not been perfected as yet for a task so important as the present one.

BRITISH ABATE CENSORSHIP

Newspaper Editors Now to Be Responsible for What They Print.

Beginning next Monday, it is officially announced, censorship by the London (Eng.) Press Bureau on behalf of the Foreign Office is to be suspended. This will not mean a change in the provisions of the Defense of the Realm acts or of regulations made thereunder. They will be binding, as heretofore, but the responsibility of seeing that they are complied with as regards the publication in any newspaper or by any news agency of matter relating to foreign affairs will rest upon the directors of that newspaper or news agency.

As regards matter telegraphed from England, the responsibility will rest with the senders of telegrams. The censorship of press telegrams from one foreign country to another over British cables will remain unaltered, since the senders of such telegrams are not within British jurisdiction, and cannot be proceeded against under the Defense of the Realm acts.

Nothing in this announcement affects the existing arrangements for the censorship of naval or military matter, to which wholly different considerations apply, nor the censorship of other matters, save so far as they relate to foreign affairs.

A London dispatch of last Monday's date stated that it was considered by the Foreign Office that when the change was initiated that, while once it laid down under the provisions of the Defense of the Realm Act broad rules as to what ought or ought not to be done in the public interests, it was really better that those who were skilled in presentation of the news to the public should be left free to carry out those rules for themselves. This proceeding, Sir Robert Cecil has explained, has nothing to do with what the naval and military authorities might think necessary.

There is no intention on the part of the Government to trap or trip papers, or to vent its indignation against any particular paper by criminal proceedings, and Lord Robert Cecil avers that if the Foreign Office could give assistance to the press as to the dangers to be guarded against it would be glad to render it. He recognized the difficulty, he said, of distinguishing between military matters and foreign news, but thought that there ought to be no practical difficulty, because all doubtful matters could be submitted to the censors as hitherto.

An old-time Dixie minstrel show will be given by the National Press Club at Poli's Theater, Washington, Monday, December 20. It will be the first entertainment the club has given outside of its quarters since the now famous spelling bee between the congressmen and newspaper correspondents several years ago. The minstrel show will not be a public performance. No tickets will be sold at the box-office but to members only. Ralph A. Graves, of the Post, is the business manager. Rehearsals have been under way for a month or more, and seventy performers, all members of the club, will participate in the show. A handsome souvenir program is promised. Frank B. Lord, president of the club, will be the interlocutor and Howard L. Acton will lead the orchestra and chorus. George T. O'Dell will be the stage director, and associated with him will be Harry Andrews, who is in charge at Poli's. A novel introduction to the first part is promised. Following the olio, with its singing and dancing, there will come the afterpiece, a black-face cabinet meeting. This feature, of particular interest to Washingtonians, has been written by James Hay, Jr.

The Editor and Publisher has framed a reply to the article—pardon us, attack more nearly describes it—by the coupon interests published in this issue. It will appear next week. Be sure to order extra copies in advance.

"Keeping a Dollar at Work"

It was written by TRUMAN A. DEWEESE, Director of Advertising for The Shredded Wheat Company, a man who has spent millions of dollars in advertising. A book for the merchant, for the manufacturer, the banker, the business man. It is published by The New York Evening Post, printed by The Nation Press, and will be sent to any address upon receipt of the price, One Dollar.

The New York Evening Post
More Than a Newspaper—A National Institution.
Member A. B. C.
Publication Office, 20 Vesey Street, New York.
Eastern Foreign Office, 1103 World Bldg., New York.
Western Office, McCormick Bldg., Chicago.

THE NEW ORLEANS ITEM

Member A. B. C.

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

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

The Detroit Free Press

"Michigan's Greatest Newspaper"

Member A. B. C.

The Largest
2-Cent Morning Circulation
In America

Rates and information
direct, or from

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

WHY IS IT?

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

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

SPECIFY
CLINE-WESTINGHOUSE

Motor and Control
Equipments
FOR WEB PRESSES

SPECIAL MOTOR DRIVES FOR
STEREOTYPE MACHINES

LINOTYPE MOTOR DRIVES

CLINE ELECTRIC MFG. CO.
Fisher Bldg., Chicago

USE
UNITED PRESS
FOR
Afternoon Papers

General Offices, World Bldg., New York

IN
Colorado Springs
IT'S
THE TELEGRAPH
J. P. MCKINNEY & SON
New York Chicago

HANDLING CIRCULATION SUCCESSFULLY IN SO-CALLED "UNPRODUCTIVE TERRITORY"

How One Newspaper, the Indianapolis News, Is Constantly Increasing Its Distribution in Outlying Districts—Scheme Employed to Secure Carriers to Take Care of and Build Up the Subscription List at a Reasonable Cost.

By J. M. SCHMID.

Circulation Manager, The Indianapolis News.
ONE of our traveling representatives asked the question not long ago, "How can I overcome the lack of interest displayed by some town agents who make an arbitrary dead line or boundary, outside of which they will make no delivery?"

This question has often come up, especially in country towns where the streets and sidewalks are not improved beyond the business districts, and consequently the matter has required a great deal of thought.

In nearly every city, town or hamlet, there are people living in the outskirts; the houses are scattered and not generally accessible for delivery of newspapers in the regular way. This is especially true with an evening newspaper in the fall and winter months, when the days are short and the roads are bad.

Many towns have little suburbs in the outskirts, or hunches of houses, where the people could easily be induced to subscribe, if a delivery could be effected.

PROVIDING REMEDIES.

There are a number of remedies for this, and I will endeavor to briefly outline a few that could be applied to an advantage in most places.

If an agent refuses to deliver your paper beyond a certain boundary, your traveling man should first convince himself that the uncovered territory will produce a reasonable number of good subscribers to make it worth while to establish a carrier in that section. That question having been settled favorably, a good boy should be found who is a sort of a neighborhood favorite, and would be interested in making a little extra money before or after school hours.

If the railroad schedule does not permit of such an arrangement, and no boy can be found who can be kept out of school long enough to make delivery, search should be made for an old man or woman, who, for financial reasons, will do work of that kind in order to make a living. Sometimes a cripple, or other indigent person is available, and really would make a bigger success than a boy, because the townspeople are more willing to help such a person along.

NOTIFYING THE AGENT.

When the right party is found, tell your agent all about your plans. Notify him that he is no longer your exclusive agent; that you have appointed a second agent, who will look after the uncovered territory, on the same basis as other agents, making the delivery and collections himself.

A boundary line should then be decided upon, with instructions that all business is to be looked after by each agent in his respective district, and no encroachment of territory between agents will be allowed. If a subscriber moves from one route to another, the order shall be turned over to the proper agent.

The new agent should be bonded, and a separate bundle sent him, so that he will be independent of agent No. 1. You can rest assured that the competition thus created will increase your circulation, sometimes very rapidly, while at other times it will require constant effort to keep the new agency alive. In some instances, a small bonus in the way of a salary is necessary, such bonus to be increased for certain increases in circulation.

WHEN THE CIRCULATION GROWS.

When the circulation eventually grows to a figure where the profits alone make it worth while, the bonus can be reduced, or cut off entirely, or a new carrier can

be put on, who will not be given a bonus. I have in mind one arrangement, such as was described above, in the outskirts of Indianapolis where it was thought impossible to get much business for an evening paper on account of the scattered territory, and the distance from the main roads to the houses to be supplied, fences that had to be climbed, fields that had to be crossed, "No admittance" signs, vicious dogs, and other obstacles that are usually found in the country.

Our district man in charge of the territory spent two days in an automobile



J. M. SCHMID

trying to find a man, woman, or boy to undertake the apparent difficult task. He was about to give up the job in despair, when he happened to stop at a country school where about fifty boys and girls were in attendance from several miles around, and asked the school-ma'm to give him the names of some of her pupils who might be interested in work of that kind. She studied a while, and said that while there were a number of boys who would undertake the work there were but few who could get their parents' permission, because of the distance to be covered, and the necessity of having a conveyance of some kind. She said most of the boys were needed after school hours to do various chores around the farm, and possibly could not be spared. She finally said, "We have two colored boys here, who clean the school and do the janitor work. They might be interested."

PICKING OUT A BOY.

The boys were seen after school. One was about fifteen years of age, and the other about twelve. The proposition was explained to them, and they seemed enthused with the idea, and suggested that their mother be consulted.

The next day was Saturday, and the district man paid a visit to the place, a small shack, it could hardly be called a home, and found the mother and boys at work. The mother stopped long enough to listen to the district man's oft-repeated story, after which she called the older boy to her, and asked him whether he could still do the janitor work, and build up a News route. He quickly responded, "Sure I can, if the News will buy me a bicycle." So the deal was made on that basis.

The boy started the following Monday with twenty-one subscribers in his immediate neighborhood. Nearly everybody who was approached to subscribe, it seemed was taking some paper by mail, receiving it in the morning from rural

carrier. The idea of an evening delivery, however, appealed to them, as most of the people had more time to read in the evening than in the morning. Some of the prospects ordered the News started at once, while others agreed to subscribe when their subscriptions by mail expired. The route was gradually increased, and today there are 188 copies being delivered, requiring over twelve miles of traveling each day. There are four members of the family now engaged, one with horse and cart, two with bicycles, and one on foot.

It is interesting to see this family of eleven children, ranging from six months to eighteen years; judging from its size and various ages, the supply of good carriers will not be exhausted for some time. The profit on this route is four cents per week for each subscriber, a total of \$7.52, which sum means a great deal to this poor, but honest, hard-working family. The News furnishes new bicycle tires whenever needed, this being the only bonus paid.

HOW CIRCULATION WENT UP.

While this is perhaps an extreme case, who would have thought that within four years a circulation of nearly 200 could have been established in a section where the inexperienced eye could have detected only about a dozen prospects?

The result of this arrangement is simply this: The morning paper lost about 75 per cent. of its business to the paper that had the nerve to go out and take the subscribers from under its very nose.

Another case similar to the one described enabled us to build up a list of 225 subscribers within five years, where we were previously unable to get even a foothold.

In the southern outskirts of Indianapolis was a prosperous farming community, reaching out for several miles. It was a sort of "String-town on the Pike," and in a much traveled territory. We located an old man with only one leg, who was trying to farm a little to pass the time, but was unable to do much in that line on account of his physical condition. He had plenty of money, and did not need to work for a living. He, however, was induced to build up a route in order to give him something to do, which was not as strenuous as farm life. He finally consented, and for about ten days the territory was thoroughly covered by him and one of our circulation men in an automobile. They canvassed everybody, and finally about 25 subscribers were secured to begin with; others gradually allowed their mail subscriptions to other newspapers to expire, and now the route is a profitable one.

A USEFUL OLD MAN.

The old man, although handicapped in getting around, is one of the most enthusiastic carriers on our staff, and has bought a neat delivery cart, which can be closed up entirely during severe weather. He covers upward of ten miles every day in delivering 225 copies, and has but recently established a second route in which he has interested his daughter-in-law. They both drive, and never miss a single delivery regardless of the weather.

In my experience, when an additional agent is put on as described in the opening paragraphs, he very often demonstrates superior ability over the old agent, and in all such cases the old agent soon loses out, or is made to see the wisdom of changing his tactics. Competition is the life of trade as much in the newspaper business as in dry-goods, clothing, groceries or any other line.

The circulation man who will study each condition which confronts him, independent of any other, relying only upon his experience elsewhere, will not have much trouble to make his efforts count. There can be no fixed rule, as local conditions vary, and all that is necessary for the man who has the task to perform is to use a little common sense in whatever he does. It's easy, and the traveling man who asked the question, has since found the solution and is happy.

(Other circulation notes on page 780.)

Editors Who Know



GUY FLENNER, Managing Editor, Idaho Daily Statesman.

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

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

NEWSPAPER

prosperity is based on circulation.

FEATURE

elements of the right kind make and hold circulation.

SERVICE

by experts means material and methods that have been PROVED.

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

Newspaper Feature Service

M. Koenigsberg, Manager
 41 PARK ROW NEW YORK

REVIEW OF 1915 CARTOON

4 and 5 col. sizes—mats or cuts
 7 col. size—mats only

Released for publication
 Sunday, Dec. 26th

THE INTERNATIONAL SYNDICATE

Features for Newspapers
 Established 1899 BALTIMORE, MD.

HOLLISTER'S CONTESTS PRODUCE RESULTS

Below is shown our records on six campaigns in different parts of the United States.
 Los Angeles Times, Los Angeles, Cal. \$67,970.00
 Courier-Journal, Louisville, Ky. 60,000.00
 The Express, San Antonio, First Contest. 50,000.00
 The Express, San Antonio, Second Contest. 78,000.00
 Desert News, Salt Lake City, Utah. 85,000.00
 Capital-News, Boise, Idaho. 23,000.00
 News-Courier, Charleston, S. C. 25,000.00
 50,000 new subscribers were secured for the above papers. If you want more circulation call upon our old established dependable organization.

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

LIVE PAPERS

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

The Vitagraph Company of America

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

DETROIT SATURDAY NIGHT

guarantees and stands back of every advertisement it publishes.

G. LOGAN PAYNE CO.
 New York Chicago Boston Detroit

Canadian Press Clippings

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

The Dominion Press Clipping Agency

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

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

74-76 CHURCH ST., TORONTO, CAN.

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

We can increase your business— you want it increased.

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

BURRELLE

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

Successful

Men in every walk of life are all familiar with

Romeike's Press Clippings

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

Romeike Clippings

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

HENRY ROMEIKE, INC.,

106-110 Seventh Ave., New York City.

ATLAS

PRESS CLIPPING

Agency

42d Street New York

TAKE IT TO

POWERS

OPEN 24 HOURS OUT OF 24

THE FASTEST ENGRAVERS ON EARTH

ON TIME ALL THE TIME

POWERS PHOTO ENGRAVING CO.

154 Nassau ST. Tel. 4993-4 Downtown

For Sale

DUPLEX FLAT-BED NEWSPAPER PRESS

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

Walter Scott & Co.
Plainfield, N. J.

NEWSBOYS HAVE A CLUB

Youngstown (O.) Y. M. C. A. Starts One That Makes Big Hit.

A newsboys' club has been started at the Y. M. C. A. in Youngstown, O., to give boys who cannot afford to join, the benefit of the new building. Boys will meet twice a week for exercise and baths, will be welcome to the Sunday afternoon meetings, and permitted to take part in various activities of the institution.

Every Tuesday evening the boys' club room will be open from 6.30 until 9 o'clock. At 7:15 the boys will be admitted to the floor of the gymnasium for three-quarters of an hour of games and exercise under competent supervision. A bath will follow after which the boys will have a club meeting, with a talk of entertainment of some kind. On Saturday the club rooms will open at 12, and between 12:30 and 1 the boys will be admitted to the baths and the swimming pool. In order to have the benefit of the swim the boys must attend on Tuesday night and a weekly fee of five cents will be charged. Soap and towels will be provided. Membership is open primarily to newsboys, although other boys who cannot afford the usual fee will be welcome; and no one who is now a member of the association will be eligible to join the club.

Among other features the club will include games and other physical contests, instruction in swimming, hikes, socials, use of the game room, and talks on health travel, science and other subjects.

The club started without any public announcement, with 19 boys. The membership will be limited to 75. The work is under the general direction of E. N. Hale, boys' work secretary of the Y. M. C. A., and the committee includes O. E. Lutz, chairman; R. H. Lane, Joseph Siersdorfer and W. F. Maag, Jr.

"May Fracture the Walls"

The prediction is made by a Rochester (N. Y.) newspaper, based on the last previous dance of the newsboys of that city, that the event to be held on January 18 "may fracture the walls" of Convention Hall. Three thousand persons are said to have attended the last dance, given seven years ago in the same auditorium. Many new ideas will enhance the tango-fest of 1916. Theatrical acts borrowed from vaudeville houses will be on the program, and a full orchestra, with chimes, will play. Solly Schwartz, president of the Newsboys' Association, is said to have ordered a plated shirt with a vast, snowlike area of hosom.

The officers of the association are: President, Sol Schwartz; vice-president, Eddie Knapp; treasurer, Ike Lazarus; business manager, Earl Wilson; secretary, Abe Zelomek; recording secretary, Louis Silverstein; sergeant at arms, Morris Freedman; directors, Harry Salterson, Post Express; Dave Myers, Democrat and Chronicle; Morris Manson, Union and Advertiser; Benjamin Sherman, Herald; Joseph Galancy and Frank Audino. The proceeds will go to equip the boys' clubroom.

"Old Newsboys' Day" Coming in Detroit

As a result of the formation of a permanent organization of former newsboys of Detroit, Mich., growing out of the idea of James J. Brady, collector of internal revenue, himself an old newsboy, the organization now intends to extend its activities beyond the mere selling of papers on one day in the year. It means to have a large part in all the activities that will better the condition of the present newsboys, and improve civic and social matters. "Old Newsboys' Day," which was suggested by Collector Brady last year, and which netted more than \$2,500 in the two hours that the old newsboys sold papers on the streets, will be duplicated this year on December 21, when the boys of long ago will swarm the streets between 12 and 1 o'clock. It is expected that more than 150 old newsboys will take part.

Hockey Competition in Montreal

The Montreal Herald started this week a \$2,500 hockey competition. A weekly prize of \$200, with consolation prizes of fifteen, ten and five dollars, is offered for the correct guess as to the scores at the games of the National Hockey Association played during the week. Forms are inserted each day in the sporting page of the Herald, and a competitor has the privilege of sending in a coupon daily. Arrangements have been made to have ballot boxes placed at different points in the city for the convenience of competitors.

Newsboys Were News Guests

The Buffalo (N. Y.) Evening News entertained a thousand or more newsboys at a local theatre a few days ago. The big feature in which the newsboys were especially interested was the presentation of the motion films showing the Buffalo newsboys enjoying their Thanksgiving parade and dinner. The pictures showed the 1,500 boys marching to the 65th Infantry armory, showed them and their friends of the Rotary Club, who gave the dinner, enjoying the big feast, and also presented the newsies in all sorts of stunts on parade and at dinner.

Long Service Brings Ease

Chris Loemer, the oldest East New York (N. Y.) newsdealer, has just retired after being in the business for almost half a century. He succeeded his father, Christian, Sr., who was the first newsdealer in what was known years ago as the town of New Lots, establishing his business in 1858. Chris says that he is going to take his second honeymoon trip early next year to the Bermuda Islands, Porto Rico and the Panama Canal, and when the war is over he will take a trip through Europe.

Big Men Who Sold Papers

The members of the Carriers' Club of the Newburgh (N. Y.) Journal were recently entertained with a short talk by J. Renwick Thompson, Jr., and a moving picture show with refreshments. Mr. Thompson told the boys of the various big men in national affairs who started their careers as newsboys. Thomas A. Edison was a newsboy on the Grand Trunk Railroad, Andrew Carnegie was another recruit from the ranks of the "newsies" and David B. Hill was still another of the great men whose early training was obtained in selling papers.

Peoria Newsies to Give a Ball

The newsboys of Peoria, Ill., after a long and hard canvass to raise funds, have opened their new home and athletic club. There is a slight deficit, however, owing to heavy expenses in remodeling the building, and the boys are to give a ball and vaudeville entertainment, including the best home talent, on New Year's eve. A number of local business men have promised to give their support to the affair.

Omaha Newsies' Christmas Treat

George Brandeis, who began his merchandising career as a bundle wrapper in the Boston store in Chicago at \$2 per week, will give the newsies of Omaha, Neb., a dinner Christmas day at the Rome Hotel, in that city. Mr. Brandeis has been host to the newsboys twice. The dinner has now been declared an annual event. He will not be present to watch the boys partake of the dinner. The spread, it is estimated, will cost about \$400.

Brooklyn Newsdealers Organize

For social, benevolent and business purposes, the United Newsdealers' Protective Association of Brooklyn, N. Y., has been incorporated. The directors are Frank Williamson, William King and Henry Richter, of Brooklyn.

Another Goodfellow Campaign

The Chicago Tribune has begun its annual Goodfellow campaign, its Christmas charity. Last year the Tribune raised more than \$16,000, which sets a mark for newspaper holiday funds.

O'KEEFE ANSWERS MAYOR CURLEY

Not "Buying Up" Boston Papers for Storror—Was Advertising Curley.

BOSTON, December 16.—The contest that has been waged in this city between the Good Government Association, commonly known as the "Goo Goos," and the Curley faction, has resulted in some vitriolic utterances, charges and counter charges. Last Saturday night, at the Curley rally in Tremont Temple, Mayor Curley charged that Councillor Storror, the millionaire member of the city council, had spent "\$49,000 through Major O'Keefe, the advertising agent, in buying up the editorial writers in Boston, and but for that fact the Curley side would have had the support of the 'purchasable' press of Boston." Later it appeared that the advertising placed by Major O'Keefe was for the Curley ticket and not for Mr. Storror.

In a letter Major O'Keefe denies the truth of the statement made by Mayor Curley. He says in part:

"Mayor Curley's statement is not true. Neither Mr. Storror, nor any candidate on the ticket with him, is expending one cent through my agency or through me individually in this campaign.

"The Democratic city committee, which is supporting Mayor Curley's candidates in this campaign, is, however, having their rally advertising in the Boston newspapers charged to my agency. Therefore if there is any advantage in placing political advertising through my office it is on the side of the city committee candidates at this time.

"In the mayoralty campaign of 1909, I did handle the political advertising for Mr. Storror, one of the candidates. But, even in that campaign, he did not spend \$49,000 for newspaper advertising, and what he did spend through me for newspaper advertising was expended for actual advertising space in the newspapers, and for that alone.

"I have in the past, also placed political advertising for ex-Mayor John F. Fitzgerald, ex-Governor Douglas, Governor Walsh, the late John B. Moran and many others when they were candidates for public office. Neither Mr. Storror nor any one of these gentlemen was ever so unwise as to suggest that I or any other individual could influence the editorial policy of any Boston newspaper through the placing of political advertising, or by any other method.

"Any advertising agent who would take advertising on the basis that he could 'buy up' the editorial writers of the Boston newspapers would be obtaining money under false pretense."

Insolvency Alleged

Upon the complaint of the National Bank of Baltimore (Md.) an order has been signed requiring the Globe Advertising Service, Inc., of that city, to show cause by Tuesday next why it should not be placed in the hands of a receiver. It is alleged in the bill of complaint that the defendant is indebted to the bank on an overdue protested promissory note for \$1,000, and is insolvent.

Wants Men, Not Boys, to Sell Papers

A letter from Mayor Newton D. Baker was lately received by the executive committee of the Consumers' League of Cleveland, O., asking it to undertake the task of abolishing the small boy as a newspaper vendor. Mr. Baker pointed out the injuriousness of street work and late hours to boys of tender age and suggested the European system of aged men as news "boys." He said this system eliminates many street noises.

Examiner's Christmas Charity

Chicago Examiner is active in behalf of its fund for the poor and gave a theatrical benefit this week, the which was quite generously supported.

Next week is the Christmas Edition of The Editor and Publisher. It will be worth reading because it will contain a close analytical study of the fundamentals of advertising.

LIVE TOPICS DISCUSSED BY OUR READERS

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

THE NAMING OF EDITIONS

A Southern Publisher Speaks Up Strongly for Accurate Datings, etc.

THE EDITOR AND PUBLISHER: I quote the following from an article in your current number on the Evening Mail edition of the New York Evening Mail. "In discussing the innovation with a representative of THE EDITOR AND PUBLISHER, Frank Parker Stockbridge, the managing editor, said: "You can't fool all the people all the time. I think it a fraud on the public for a reputable newspaper to issue a "Home" edition at 10 o'clock in the morning or a "Night" edition at noon. Our people are with us in this change, both advertisers and readers."

I agree with Mr. Stockbridge as to what he says about "fraud on the public." There are other frauds being perpetrated daily on the public by a number of the metropolitan dailies, both the evening and the morning publishers.

A number of evening dailies change their headlines and date lines, and by this fraudulent method transfer their evening paper into (a morning edition), thus perpetrating a fraud on the credulous reading public.

The morning papers are equally as guilty, along another line, that of pre-dating their papers. This practice is carried further, from a deceptive standpoint, by the metropolitan Sunday morning dailies, than on week days, as the Sunday morning edition of these dailies can be bought thousands of miles from the city of publication bearing the (Sunday date), the same date as in the city of publication, showing plainly that these predated papers are received and dispatched by the post office officials as early as Thursday evening or Friday morning preceding their date of publication, and do not, and can not, contain anything but predated and speculative news.

Another feature of these predated editions of metropolitan daily papers is the long haul the government is charged with for the transportation, by which thousands of dollars are lost annually. The originators of the second class mailing privilege could never have dreamed of such an abuse and loss being imposed on the revenues of the post office department by such methods. There is a remedy which would be effective: Prohibit the mailing of any morning paper before one minute after 12 o'clock on the morning of publication, and exclude the evening paper from the mails altogether, if the date lines were changed from the evening to the "morning." I have discussed this question with one of the most distinguished public men in this country and he said: "Pure food laws should be enforced against these publications by making their date tell exactly what they are. Just as the label on canned goods does."

E. A. FITZGERALD,
Publisher The Herald,
Vicksburg, Miss.

"Great and Good Work"

THE UNIVERSITY OF KANSAS.

THE EDITOR AND PUBLISHER: Permit me to express my appreciation of the great and good work you are doing with THE EDITOR AND PUBLISHER. It not only makes us an excellent text book, but keeps us all, teachers and students, tingling up and on our toes.

With kindest personal regards, I am,
Yours sincerely,
MERLE THORPE.

Afternoon Rates Too High

HUNTSVILLE DAILY TIMES.

HUNTSVILLE, Ala., Nov. 27.
THE EDITOR AND PUBLISHER: The day rates charged by the telegraph companies are entirely too high, and are an injustice and, in many respects, a handicap to progressive publishers. As nearly so as possible the afternoon papers should be put on the same basis as the morning papers, as to press rates. The present P. R. rates are not only unfair but they border upon discrimination in favor of the morning papers as against the afternoon publications. Congratulating you the very bright and always neat appearance of your magnificent publication and trusting that the day is not far distant when we fellows of the afternoon craft shall come into the possession of our own as to proper press rate recognition, I am,
J. E. PIERCE,
Vice-President of the Tennessee Valley Press Association.

New Ad Manager for Columbia

Edward M. Baker, who has been connected with the Columbia Phonograph Co. for some time, has been made advertising manager of that company.

DENOUNCES PIRATE "SPECIALS"

Chicago "Special" Representatives Opposed to Dishonorable Tactics.

THE NEWSPAPER REPRESENTATIVES ASSOCIATION OF CHICAGO.

November 29, 1915.
THE EDITOR AND PUBLISHER:

It is claimed that piracy is the second oldest profession in the world; when a collection of over 12,000 books can be gathered on the subject, there must be something of romantic appeal surrounding the dashing swashbuckler of old, who scuttled the ship or cut a fair throat with equal bravado. The world's naval development has successfully rid the high seas of the old time pirate, but his type has transferred his sphere of activity to modern business, where in every walk of life the cut-throat pirate is still found.

Nowhere in the business world today do we find him with more frequency than in the field of newspaper special representatives, where he flourishes and waxes fat upon the credulity of greed of the man he approaches.

One of the most vicious and destructive methods of the modern swashbuckling newspaper pirate, is that of approaching a publisher with the promise that if the publisher is willing to upset pleasant and profitable existing conditions in his foreign advertising department, he will secure for that publisher one or two large contracts which the paper may not be carrying at that time.

Recently a publisher who had been satisfactorily represented for six years or more, was approached by one of these pirates with the statement that he would secure for him one of the biggest accounts in the national field, which the paper had not been carrying for some time, if the publisher would turn the foreign representation over to his concern.

The disgusting part of this procedure was found in the fact that he made good the promise, securing for this publisher business which had been continuously solicited for four years, and could not be secured on any ground but this particular paper had no immediate value for the advertiser.

It seems strange that men paid to conserve the interests of large national advertisers would be guilty of so picaunish a basis of placing business, and more strange that the personal equation plays so large a part in the expenditure of national appropriations.

Recently one of the best known advertising managers in the country was reported to a certain publisher as having promised that when he—the publisher—gave his paper to a certain special, his business would go into that paper. It is inconceivable that any fair-minded man would place business on this basis, much less allow his name to be banded about by newspaper representatives seeking to tear down other special representatives lists.

Competition is one thing, destructive methods another. Thank God most publishers have a sense of loyalty and gratitude for the men who helped build their properties.

CHAS. S. FREDERICKS,
Secretary.

Who Can Give These Facts?

Wheeling, Va., December 4, 1915.

EDITOR AND PUBLISHER, New York.

Dear Sirs: Can you give me the address of any publication giving methods for arriving at the cost of advertising per inch, also what number of complete papers of varying sizes should be produced by a careful pressman, from 1,000 pounds of paper, 32-pound basis; also what amount of ink is required for any fixed number of pages? Do you know a good form of record for keeping stock account?

Yours very truly,
W. S. McDONALD,
Business Manager Register.

Food for Newsboys at Cost

No more will Des Moines (Ia.) "newsies" have to get out on the street and peddle twenty papers to get the price of a ham sandwich and a cup of coffee. The "uxtree" shouters can now buy their food at cost at the new lunch room established by the Des Moines Capital Boys' Club, on the third floor of the Capital building.

MISCELLANEOUS

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

WE WANT SECOND HAND LINOTYPE

MACHINES.
We know a number of concerns in the market for the above machines. We prefer to deal with offices at present over-equipped. Furnish full particulars. No dealers. Newman & Company, 39 Vanderveer Ave., Woodhaven, New York.

SITUATIONS WANTED

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

Circulation Manager

Does your organization problem require an expert of efficient circulation management and construction promotion? My experience covers period of twelve years with publications that are pronounced leaders in their respective fields. Competent to handle morning, evening and Sunday circulation. Can furnish excellent references as to ability and character. Address E 1588, care of Editor and Publisher.

CIRCULATION ON A NON-RETURNABLE BASIS

A circulation manager of twenty years' experience on one of the largest metropolitan newspapers can place your circulation department on a profit basis and increase the net sales. No scheme but a thorough and tried plan. Have had full charge of mailing and delivery departments. E 1588, care of Editor and Publisher.

Circulation Manager Over Ten Years

With most successful newspaper in one of the largest cities. Morning, evening and Sunday editions. Know every angle of circulation promotion. Have always planned and operated own contests. Daily circulation doubled. Sunday trebled during that period. Familiar with operation of mechanical and mailing departments. Desire to connect as

Business Manager

or assistant to

Publisher or Business Mn'gr

Open to circulation offer. Betterment only reason for desire to change. No bad habits. Member I. C. M. A. Employers' reference. Address C. U. M., care Editor and Publisher.

Rotary Pressman-Stereotyper on Goss or Hoe presses, thoroughly practical in both branches, strictly temperate, experienced, A-1 reference, guarantee entire satisfaction, want to connect with a reliable publishing concern that will appreciate efficiency in every particular, whose business is in such shape to enable a competent Pressman-Stereotyper to command \$30.00 per week. Two weeks' notice. Particulars in first letter. Address Rotary Pressman-Stereotyper, c/o Editor and Publisher Co., New York City.

Circulation Manager

Thoroughly competent to handle the largest circulation or build up a trailer; would like to connect as circulation manager in city of 300,000 or over, or as business manager, or assistant in smaller city. Now employed by one of the most successful daily and Sunday papers in the country, the leader in its field. Experienced on both morning and evening. Understand large city methods of handling street and stand sales and home delivery. Know best methods of getting and holding R. F. D. business. Over 2,000 country agents have been featured in present location. Familiar with magazine circulation promotion methods. Not a rover, want something permanent. Best of references. Address R. E. X., care Editor and Publisher.

Situation Wanted by Circulation Manager with several years' experience, with up-to-date methods; can furnish best of reference. Address J. M. Morris, 948 10th St., Des Moines, Iowa.

Newspaper woman of ability and experience wants position. B 1586, care of Editor and Publisher.

FOR SALE

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

A plan telling in detail, "HOW TO GET A SATISFACTORY SITUATION," mailed post-paid for \$1.00. Some say it's worth a hundred. Your copy is ready. HARRIS-DIBBLE COMPANY, 171 Madison Avenue, New York.

FOR SALE—3-deck press, prints 4, 6, 8, 10, 12, 16, 20, 24 pages. Overhauled and rebuilt. Will sell at very low price. The Goss Printing Press Co., Chicago, Ill.

FOR SALE—4-deck press, prints 4, 6, 8, 10, 12, 14, 16, 20, 24, 28, 32 pages. Will be overhauled and rebuilt. The Goss Printing Press Co., Chicago, Ill.

NINE THOUSAND DOLLARS buys modern, high-speed, Goss, straight-line, twenty-four pages, press, also prints colored supplements, three colors and black. Cost \$18,000 four years ago. Had excellent care. Complete stereotype plant seven or eight columns. Very easy terms. Immediate delivery. Wire for particulars. COLUMBUS, GA., ENQUIRER-SUN.

\$25,000 Cash

available as first payment on attractive eastern, northern or western daily newspaper property. Might use more cash if proposition sufficiently attractive. Proposition M. Z.

CHAS. M. PALMER

Newspaper Properties

225 Fifth Ave., New York City

SOUTHERN WEEKLY

Leading paper in most desirable County Seat town of 5,000 population. Good business possibilities and efficient plant including No. 8 Linotype. Price \$8,500; one-half cash, balance arranged.

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

Unquestionably

the best buy in Southern California. Over \$13,000 net annually to owner for time and investment. Delightful location; paper leads the field and an easy money maker. Price \$75,000; desirable terms. Proposition 366x.

H. F. HENRICHS
NEWSPAPER PROPERTIES
LITCHFIELD, ILL.

PUBLISHER'S NOTICE

The Editor and Publisher and the Journalist maintains an efficient corps of paid correspondents at the following important trade centers: Boston, Philadelphia, Toronto, Cleveland, Chicago, Atlanta, New Orleans, Dallas, Indianapolis, Washington, Baltimore, and San Francisco. Other correspondents will be added from time to time. Advertisers and newspaper men will find a ready market for stories of advertising achievements, news beats, etc., by addressing the main office, 1117 World Building, New York City.

Branch offices are located as follows: Chicago, 332 S. Michigan Ave., Ryan & Inman, mgrs., 'phone Harrison 2161; San Francisco, 742 Market St., R. J. Bidwell, manager, 'phone Kearney 2121

The Editor and Publisher page contains 672 agate lines, 168 on four. Columns are 13 picas wide and twelve inches deep.

Advertising Rate is 25c. an agate line, \$100 a page, \$75 a half page and \$42 a quarter page. Position extra. Time, space and cash discounts are allowed on contracts.

Small advertisements under proper classification will be charged as follows: For Sale and Help Wanted, fifteen cents a line; Business Opportunity and Miscellaneous, twenty-five cents a line, and Situations Wanted, ten cents a line, count six words to the line. Readers are urged to have the paper mailed to the home address. This will insure prompt delivery.

The Editor and Publisher sells regularly at 10c. a copy, \$2.00 per year in the United States and Colonial Possessions, \$2.50 in Canada and \$3.00 foreign, and is on sale each week at the following news-stands:

New York—World Building, Tribune Building, Park Row Building, 140 Nassau street, Manning's (opposite the World Building), 33 Park Row; The Woolworth Building, Times Building, Forty-second Street and Broadway, at basement entrance to 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.

Boston—Parker House News Stand. Pittsburgh—Davila 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; Solomons News Co., 111 Walnut Street.

Detroit—Solomons News Co., 66 Larned St., W. San Francisco—R. J. Bidwell Co., 742 Market.

Advertising Agents

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

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

HOWLAND, H. S., ADV. AGENCY,
INC.,
20 Broad St., New York.
Tel. Rector 2573.

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

ARKENBERG SPECIAL AGENCY,
Newspaper
Publishers'
Representatives.
702A World Bldg., New York
406A Madison Ave., Toledo, O.

Publishers' Representatives

M. L. KATZ,
Peoples Gas Building, Chicago, Ill.

CONE, LORENZEN & WOOD-
MAN,
Brunswick Bldg., N. Y.; Advtg. Bldg.,
Chic.; Gumbel Bldg., Kansas City.

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

GLASS, JOHN,
1156-1164 Peoples Gas Bldg., Chicago.

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

PAYNE, G. LOGAN, CO.,
747-748 Marquette Bldg., Chicago,
Ill.; 200 Fifth Ave., New York,
N. Y.; 8 Winter St., Boston, Mass.;
Kresge Bldg., Detroit, Mich.

R. J. BIDWELL CO.

Pacific Coast Representative of

LOS ANGELES TIMES
PORTLAND OREGONIAN
SEATTLE POST-INTELLIGENCER
SPOKANE SPOKESMAN-REVIEW
THE EDITOR AND PUBLISHER
PORTLAND TELEGRAM
CHICAGO TRIBUNE
ST. LOUIS GLOBE-DEMOCRAT
KANSAS CITY STAR
OMAHA BEE
DENVER NEWS
SALT LAKE HERALD REPUBLICAN
NEW YORK TIMES

742 Market Street
SAN FRANCISCO

YIPE! YIPE!! YIPE!!!

The coupon men have spoken. Be sure
to get next week's issue. It will contain
our reply.

NOW INSURANCE AD MANAGER

**Mr. Adler, Newark (N. J.) Real Estate
Man, Goes With North American Life.**

Harry Adler, who has been publicity man and advertising manager, also chairman of the Saturday Real Estate Club of Feist & Feist, Newark, N. J., for the past 11 years, will sever his connection with the firm on January 1. Mr. Adler has accepted the position of advertising manager for the North American Life



HARRY ADLER

Insurance Co., of Newark. In addition to his work as advertising manager, Mr. Adler will be closely associated with Albert Schurr, the company's third vice-president and resident manager for New York, New Jersey and Pennsylvania. Mr. Adler will continue his general insurance and real estate business at the new address.

Previous to going into the insurance and real estate business in Newark Mr. Adler was building news editor of the Record and Guide, of New York City; real estate editor of the New York World; building news editor of the New York Evening Mail, and publisher's representative in New York City of the old Newark Daily Advertiser.

Mr. Adler has been a subscriber to THE EDITOR AND PUBLISHER ever since it started, and reads it carefully every week.

Bill Barring Liquor Ads. from Mails

Congressman Charles H. Randall, of Los Angeles, en route from Los Angeles to Washington, stopped off in Chicago long enough to say, among other things, that he would make an effort to obtain the enactment of a bill barring liquor advertisements from the mails.

Sidener Is Appreciative

The Philadelphia Public Ledger has received an appreciative letter of thanks from Merle Sidener, chairman of the National Vigilance Committee, A. A. C. W., for a recent editorial "Smash the Advertising Faker."

Advertising Calendars Barred

No advertising matter of any kind whatever may hereafter be displayed in any government immigration office, according to an order recently issued by the department in Washington. Inspectors have been warned not to post in their offices any calendar carrying advertising matter, or to use desk blotters of an advertising nature.

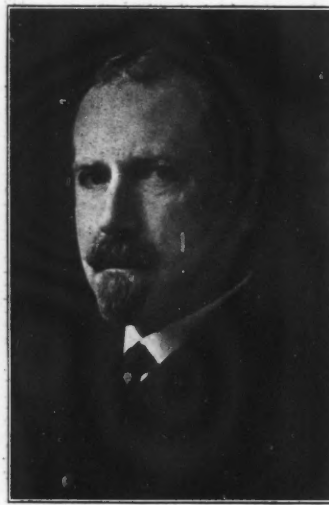
The Retort Peevish

The husband and wife were arguing, as husbands and wives sometimes do. "It's easy to see that the fools are not all dead yet," said the angry husband. "I wish they were," was the comeback. "I look real well in black."—Detroit Saturday Night.

JOHN FIELDS NOW WITH CAPPER

Thought He Would Take a Long Vac-
ation but Changed His Mind.

When Arthur Capper, now governor of Kansas, but usually a newspaper man, bought the Oklahoma Farm-Journal, the other day, John Fields, its editor, thought he was going to have a nice long picnic



JOHN FIELDS,
Editor Oklahoma Farmer.

in the form of a vacation, before he took up another proposition. But he had hardly dropped out of the harness before he set up a holler that he was lonesome and wanted to go to work again right off. Mr. Capper caught him while he was in this mood and the result is that John Fields is now the editor of the Consolidated Oklahoma Farmer, which Gov. Capper has owned for some time, and the Oklahoma Farm Journal, which he had just acquired.

Fields is Oklahoma's leading authority in agricultural matters. He has probably addressed more farmers than any other five men.

PLANS FOR CONVENTION

(Continued from page 755.)

ture interesting. Among the trustees are Frederick N. Judson, one of the trustees of the Pulitzer estate, owners of the St. Louis Post-Dispatch and New York World; Charles Nagel, a member of President Taft's cabinet, and several St. Louis judges. Charles P. Williams, president of the St. Louis Bar Association, is an associate editor.

The St. Louis Times is about to start a daily cartoon feature, which will present prominent St. Louis citizens in their daily activities of business and pleasure. Artists and solicitors are already busy upon the innovation here.

Announcement has just been made that Charles Boeschstein, Illinois Democratic committeeman, has sold the Edwardsville (Ill.) Intelligencer, which he had edited and published for 33 years, to C. H. Spilman and Gilbert Giese, two of his former employees. The transaction involves only the plant, the consideration being \$26,000. Boeschstein retains the building and has given the new owners of the paper a long-time lease. Spilman will have charge of the editorial department, it is announced, and Giese will be business manager. The paper has been published for 53 years and is one of the oldest in Illinois.

The first annual exhibit of the Society of Ozark Painters has just closed here, and it is the intention to combine it, as well as the exhibit of the St. Louis Commercial Artists, with the Newspaper Artists' Exhibition in the quarters of the Press Club, which has been extended the second time by special request. If this arrangement is consummated, it will result in the finest exhibition of the kind ever held in St. Louis.

ALONG THE ROW

OF MORE INTEREST.

Spruce—"Did you read the story of how Irvin Cobb got his first job?"
"Yes; now I'd like to read some fellow's story of how to hold one after a shake-up."

HOW PHILP GOT THERE.

The late Kenward Philp happened to be in Washington on the day of Cleveland's first inauguration. He wasn't there for any paper—just off on one of his wandering trips—and suddenly he conceived the idea that he would like to see the parade from the grand stand. He had no ticket, or credentials, but a little thing like that never troubled Philp. He cast his eyes about, and they finally lighted on a tall, dignified man with magnificent white whiskers. "Like to see the parade?" said Philp, stepping up to him. "I certainly should, sir," replied the stately old gentleman. "Then come with me," said Philp, "and don't say a word." Then Philp huddled into the crowd, shouting: "This way, General. Make way for the General;" then "Officer, clear a passage, so that the General may reach the grand stand," and half a dozen policemen opened a lane through the mob. "The General" saw the parade from a point of vantage—and so did Philp.

FLAYING FAKIRS.

Some rivals may call the Globe the "Fish paper," but it's whaling the food fakirs all right and insisting on honest scales.

CUT FROM CLUB COPY

"The monstrous Ladies Night of Oakwood Lodge was a huge success."
"A goat was arrested by Policeman O'Brien of the Bronx Saturday night while he was devouring the poster of a burlesque show."

ADDED ATTRACTIONS.

"Peace hath her victories no less renowned than war," and the great attraction about them is that they do not cost so much for cable tolls, and cause less holes to be punched in flimsy copy.

CINCH.

Panama Fair closes with a profit of about \$2,000,000. It pays to graft advertising if you can get away with it.

MATRIMONIAL.

A. K., who resides in Kansas, writes us as follows: "Do you think I could get a good wife by advertising?" No, A. K., you could not. A good wife would not leave her husband in response to an ad. What you want to do, A. K., is to advertise that you want to marry a maid or a widow, and you will be kept busy day and night opening letters. A lot of money, A. K., is wasted by people who don't know how to prepare an advertisement.

CAUGHT IN CUB COPY.

"After the bride had been given away by her father, he was congratulated by all his friends."

"An auto on the boulevard last night ran into a load of bricks. A policeman who saw the accident said that the car could be repaired, but that the chauffeur could not."

"Patrick Casey had an altercation with his wife last night during which he left the house and had not returned up to a late hour. As he was in his bare feet, however, the police hope to find him, also by the scratches on his nose."

REGULAR TRAGEDY.

First Reporter: "What's all that racket going on in the chief's room?"

Second Reporter: "The boss is calling down the foreman of the composing room."

First Reporter: "What's the trouble?"

Second Reporter: "Serious typographical error. Cohen's Meat Market advertised that it would present each customer with a free coupon, and we printed it capon, that's all, and the old man will have to make good."

TOM W. JACKSON.

TIPS TO THE AD MANAGER

Bloomingdale-Weiler Adv. Agency, Philadelphia, is placing orders with newspapers in Delaware, New Jersey and Pennsylvania for the Pennsylvania Poultry Show, Philadelphia. This agency is also planning a campaign to use Pennsylvania newspapers during 1916 for the Pennsylvania Brewers' Association, Philadelphia.

Wendell P. Colton, New York City, is again placing 160 l. l t. orders with some Eastern newspapers for the Southern Pacific Company, New York City.

A. R. Elliott, New York City, is again putting out some more copy with Eastern newspapers for Borden's Condensed Milk Company, New York City.

Richard A. Foley Adv. Agency, Philadelphia, is placing orders with Pennsylvania newspapers for the Philadelphia (Pa.) Public Ledger. This agency is also placing classified and display advertisements with Pennsylvania newspapers for the Centaphrase Society, Philadelphia.

Carl M. Green Company, Detroit, will in future place the advertising for the Detroit Stove Works, Jewell Ideal Stoves and Ranges, Detroit.

Metropolitan Adv. Company, New York City, is placing small orders with some Connecticut newspapers for the C. & C. Premium System, New York City.

Frank Presbrey Company, New York City, is contemplating placing a blind cigarette advertisement, to run for 52 times, with newspapers generally for the American Tobacco Company, Pall Mall Cigarettes, New York City.

Redfield Adv. Agency, New York City, is placing orders with a few Boston newspapers only for a special campaign for McKesson & Robbins "Calox" Tooth Powder, etc., New York City.

Ruthrauff & Ryan, New York City, are again placing l t. orders with newspapers generally for the U. S. School of Music, Mail Order Copy, New York City.

Scheck Adv. Agency, Newark, N. J., is placing orders with some Southern newspapers for I. Lewis & Co., "John Ruskin Cigar," New York City. This agency is also placing orders with some New Jersey newspapers for the Hudson County Tobacco Company, Jersey City, N. J.

Stack Adv. Agency, Chicago, is placing orders with some Southern and Eastern newspapers for the Santa Fe R. R. Company, Chicago.

M. Volkman Adv. Agency, New York City, is placing 35 l. t. orders with some Pacific Coast newspapers for Jas. Smith & Co., "Robinson's Patent Barley," New York City.

Lord & Thomas, Chicago, are placing 3,000 l. l yr. orders with newspaper in the Middle West for the California Fruit Growers' Exchange.

N. Chesman, Chattanooga, Tenn., is placing 9 in. 6 t. orders with a few newspapers for R. M. Rose, Chattanooga, Tenn.

Morse International Agency, New York City, is placing 1,218 l. 17 w. orders for J. I. Brown & Son.

N. W. Ayer & Son, Philadelphia, are placing 30 in. 26 t. orders with a large list of newspapers for R. J. Reynolds' "Camel." This agency is placing for the same customer 40 in. 26 t. orders, also, with a large list of newspapers, for their "Prince Albert."

Frank Presbrey Co., New York City, is placing 216 l. l t. orders with a few Eastern newspapers, for White Rock.

Redfield Agency, New York City, is placing 384 l. l t. orders with a few newspapers, for the American Thermos Bottle Company.

FREE READERS BANNED

Canadian Papers Take a Stand That Increases Revenue.

TORONTO, December 14.—Since the last annual meeting of the Canadian Press Association, Toronto newspapers have made a practical demonstration of what can be done through concerted effort in reducing to a minimum the free reader evil. All the Toronto dailies now insert in each issue, a small notice headed "announcements," which explains to readers that "notices of any character relating to future events, for which an admission fee is charged, are inserted in the advertising columns at 15 cents a line. Announcements for societies, clubs, or other organizations, relating to future events, for which there is no admission fee, may be inserted in this column at two cents a word, with a minimum of fifty cents for each insertion."

The result has been that a large number of notices which good-natured editors allowed to slip into the reading columns without charge, and which were really advertising matter, are now classified and made revenue-producing. The "announcement" departments are growing in popularity with clubs and societies, for with a two-cent post-card rate it costs a good deal to notify members through the mails of intended meetings. More than that, the newspaper notice materially saves the time and labor of secretaries.

Newspapers outside Toronto have taken up the idea and recently the following paragraph has appeared in several weekly papers throughout Ontario under the heading, "Change in Advertising Policy":

The Standard of Practice in Matters Relating to Advertising having been amended at the recent meeting of the Canadian Press Association, hereafter the..... will make a charge of five cents per line for all notices of socials, lectures, church services or meetings, whether for patriotic, club, fraternal or institute purposes. While these meetings, in some cases, may not be for money-making purposes, in nearly every instance they are to benefit or convenience a goodly number, and the weekly newspapers of Canada feel that it is fair and proper that when a notice is of value to any organization, it shall be paid for just the same as merchandise.

AD FIELD NOTES

The Advertising Service Company is the new agency just formed in St. Louis by C. I. Newman, former advertising manager of the Pufeles Cloak Company, and George M. Brasch, formerly of the German-American Press Association. Their offices are in the Victoria Building.

Theodore E. Ash, of Philadelphia, announces that he has moved into new and larger offices in the North American Building, Philadelphia.

Kurtz Wilson, for eight years eastern advertising manager of the Philadelphia North American, has organized the Wilson-Ward Motor Company, Inc., with offices in Newark, N. J. The organization is for the distribution of Maxwell cars in certain northern New Jersey territory.

YIPE! YIPE!! YIPE!!!

The coupon men have spoken. This comic opera composition will be torn to shreds in next week's issue of The Editor and Publisher.

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 member newspapers by state: ALABAMA, CALIFORNIA, GEORGIA, ILLINOIS, IOWA, KENTUCKY, LOUISIANA, MICHIGAN, MINNESOTA, MISSOURI, MONTANA, NORTH CAROLINA, NEW JERSEY, NEW YORK, NEBRASKA, OHIO, PENNSYLVANIA, SOUTH CAROLINA, TEXAS, TENNESSEE, UTAH, VIRGINIA, WASHINGTON, CANADA, ONTARIO.

ROLL OF HONOR

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

Table listing publishers in ILLINOIS, INDIANA, NEBRASKA, NEW YORK, and PENNSYLVANIA.

New Orleans States

Sworn Net Paid Circulation for 6 Months Ending Sept. 30, 1915

33,142 Daily

We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans.

To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium.

Circulation data sent on request.

The S. C. BECKWITH SPECIAL AGENCY Sole Foreign Representatives New York Chicago St. Louis

Establishing New Records of Results
to Advertisers Every Day

THE NEW YORK GLOBE

A new proof of its individual pulling power. The
Globe during the week ending December 12th got

35,000 to visit the Park Theatre and
see its War Pictures

This established a new record of attendance at a theatre away from the beaten
paths and is offered as additional proof of The Globe's hold on its readers.

If you want proof of The Globe's ability to produce results for you, The Globe
wishes you to ask any of its advertisers what they think of it and what results
they are receiving.

If you want to know what readers think of The Globe, The Globe stands ready
to give you an offhand list of its readers for you to question.

180,000 Circulation

Member of the A. B. C.

O'MARA & ORMSBEE, Inc.

CHICAGO
Tribune Bldg.

Special Representatives

NEW YORK
Brunswick Bldg.

