

# THE EDITOR AND PUBLISHER

AND JOURNALIST

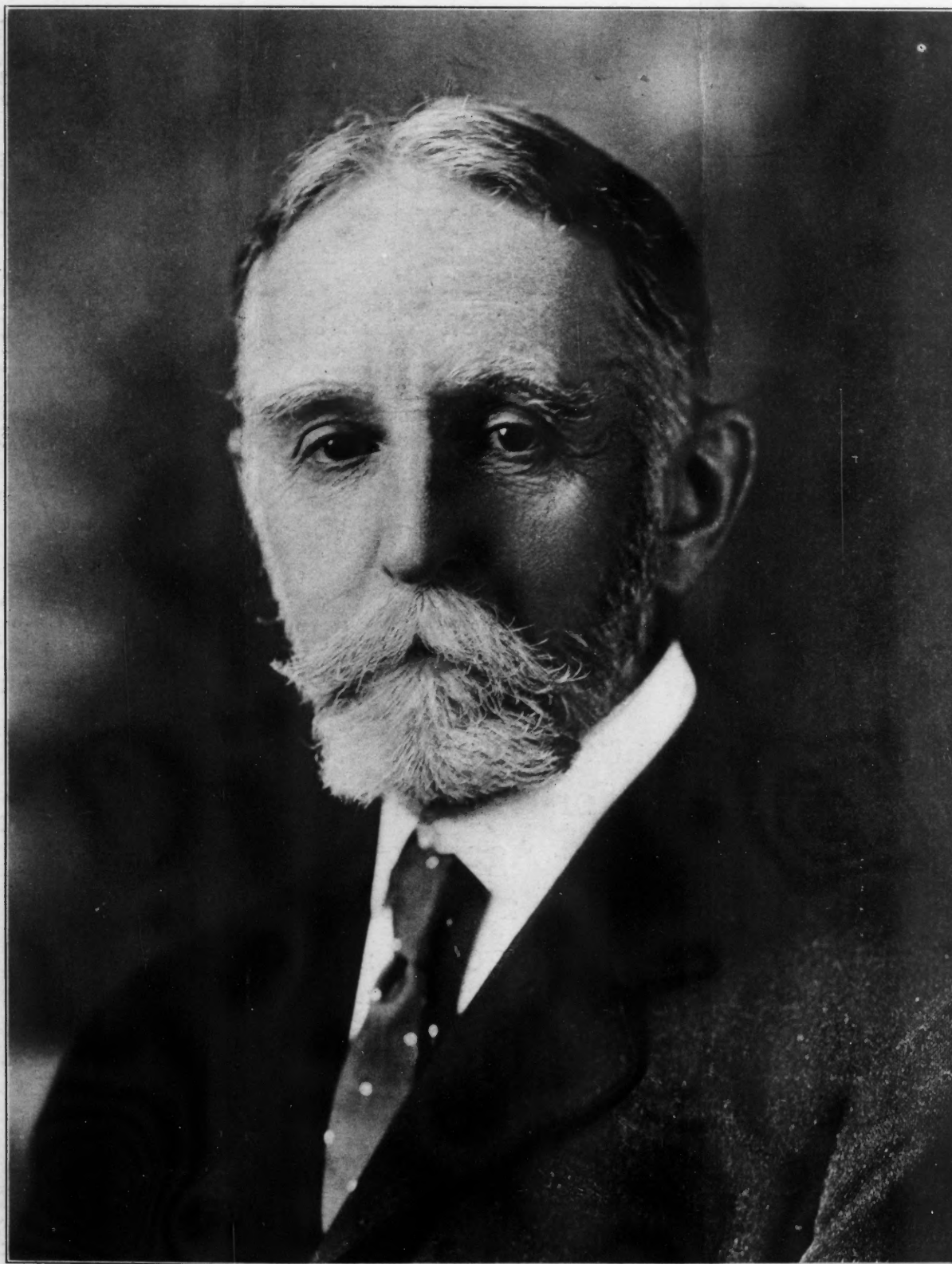
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SAMUEL BOWLES,  
LATE EDITOR OF THE SPRINGFIELD (MASS.) REPUBLICAN.

TO THE ADVERTISERS  
OF AMERICA

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**SAMUEL BOWLES DEAD.**

**Editor of the Springfield Republican Passes Away in his Sixty-third Year—His Notable Career as a Journalist—His Funeral Largely Attended—Many Newspapers Print Tributes to His Memory.**

Samuel Bowles, editor and publisher of the Springfield (Mass.) Republican, died at his home in that city of cerebral shock Sunday, March 14, at the age of 63.

Mr. Bowles had been away from his office since March 4, being troubled with severe headache, such as he had had before. It was thought that an attack of grip might account for it as he had some symptoms of the disease, but when the attack came that rendered him unconscious it was seen that the headaches were premonitory symptoms, and that he had been fated to go in much the same way as his father.

**MR. BOWLES' LIFE.**

Samuel Bowles, the fourth of his name and the third editor and publisher of the Republican, was born in Springfield October 15, 1851, the year before the town became the city, and thus his whole life, with the exception of such time as he devoted to study and travel, was spent in the community whose welfare he had so much at heart and which he loved as few men have loved it. His breadth of Springfield family connection came through his mother, Mary S. Dwight Schermerhorn, daughter of Henry V. R. Schermerhorn, of Geneva, N. Y., and granddaughter of James Scutt Dwight, the great merchant of Springfield in the early years of the last century and a member of the large and important family of Dwights.

On his father's side his New England ancestry goes back to John Bowles, who came from England and in 1640 was one of the prominent men of Roxbury, an elder of the Roxbury First Church, one of the founders of the Roxbury free school and a member of the artillery company.

Samuel, the first of the name, a boy of 13 at the opening of the Revolutionary War, worked at the pewterer's trade in Boston for a time, and then went to Hartford, Conn., where he kept a grocery store.

**FOUNDING OF THE REPUBLICAN.**

His son, Samuel Bowles, 2d, the founder of the Republican, was apprenticed as a printer, and, having worked for some years in Hartford and New Haven as journeyman and foreman, went to Springfield in 1824 and started the Weekly Republican, bringing the press on which it was to be printed up the river on a scow. He died in 1851. His son, Samuel Bowles, 3d, who was born in 1826 and died in 1878, inspired the founding of the Daily Republican and by his extraordinary ability and force of character gave it the peculiar position in journalism that it has maintained to this day. He was one of the great editors of his time, and won for the Republican a national reputation.

Samuel Bowles 4th, the subject of this sketch, was his son and one of ten children. He attended public and private schools in Springfield during his youth and then traveled and studied in Europe for two and one-half years. He took special courses at Yale from 1871 to 1873 and, later, studied at the University of Berlin. It was the desire of his father that he should take up the editorship of the paper when he passed away, and his education was directed to that end.

**SERVED IN BUSINESS DEPARTMENT.**

Before beginning his travels he served an apprenticeship in the business department of the Republican, and during one of his western trips wrote a series of letters for the paper.

He entered the service of the Republican in 1873 as an assistant in the editorial department, where he had the benefit of his father's high ideals and exacting criticism. Two years later he became business manager, and soon proved that he possessed fine business

ability. When his father died, in 1878, Mr. Bowles became president and treasurer of the Republican Company.

During the first year of his control of the establishment the Sunday Republican was started, and so the grandfather, father and son were founders, each in his time.

On June 12, 1884, he married Miss Elizabeth Hoar, of Concord, N. H., by whom he had two sons, Samuel, who is connected with the Boston Post, and Sherman, who is on the Philadelphia Public Ledger.

Mr. Bowles was a member of the Connecticut Valley Historical Society of the Country Club, the Nayasset Club, the Economic Club, the Colony Club, the Literary Club and the Twentieth Century Limited Club. He took a live-

ly interest in educational, charitable, literary and social matters and greatly enjoyed social intercourse, for which he had special talent. He was intensely absorbed in Springfield, in the city and its people. He knew the old Springfield families and enjoyed their esteem and friendship.

Mr. Bowles brought to the direction of his paper a lofty conscience, a fine intelligence and clearness of vision to a degree that only those close to him realized. He regarded the Republican as an agency for public service, with its business prosperity as a means for accomplishing this end. Mr. Bowles conducted the paper in a conservative manner. He undertook and succeeded in preserving its traditions, and in maintaining the high literary character of the Republican during all the years in which he was its editor and director.

Mr. Bowles remained to the end an intelligent conservative in the conduct of his newspaper trust, though never unresponsive to new and more effective ways in journalism. The paper underwent changes as they seemed desirable. The traditional aspect of the Republican, with the advertisements on the front page, he altered with regret; and it was so with various other demands that the multiplication of affairs, and the growth of the paper called for. He feared to sacrifice the fine qualities of the small, compact, carefully-edited newspaper of the days before the advent of the sensational "yellow" journal. And when changes were required they were made in a way that least sacrificed the individuality of the old Republican.

**SAMUEL BOWLES**

By General Charles H. Taylor.

"The death of Samuel Bowles at the too early age of 63 leaves a keen sense of regret among his friends and collaborators on the American press. It is as well an untimely loss for the public as a whole.

"The third of his name to be the editor and publisher of the Springfield Republican in the more than 90 years of its existence, Mr. Bowles held high the standard of the journal which his grandfather founded and which, under his father's direction, rose to the importance and usefulness of a National institution.

"His heritage was to him a trust rather than a property. Its unique position and its traditions of independence and service were loyally and ably maintained through the 37 years of his administration.

"As Mr. Bowles made the Republican a monument to his father, may it remain a fitting memorial of a worthy son."

the Board of Trade and was one of the promoters of the "safe and sane" Fourth of July movement that has swept over the country. Mr. Bowles was given the honorary degree of A. M. by Amherst College, of which his father had been a trustee, and in 1912 Olivet College, in Michigan, conferred upon him the degree of L. H. D. In 1913, he was chosen a director of the Associated Press to succeed Frederick Roy Martin, of the Providence Journal, who had become assistant manager of the association under Mr. Stone.

The following appeared at the head of the editorial page of the Republican on Monday:

"It is proper to state at this time that the Republican will adhere to those ideals of the making of a newspaper and of its public service which have been its guide in the past. The chief who is gone had made, as his father had before him, complete plans for the carrying on of the organization and for its control in harmony with the paper's established policy of independence.

**THE FUNERAL SERVICE.**

The funeral services held at Unity Church, Springfield, were attended by all the employees of the Republican, who marched to the church in a body, by the leading city officials and business men, and by the representatives of many civic and social organizations. The Board of Trade closed its doors during the hour of the funeral. Few obsequies have called for such a general manifestation of public grief in the city as the passing of Mr. Bowles occasioned.

Among the newspaper men who attended the funeral from out of town were: Melville E. Stone, general manager of the Associated Press; Hubert Z. Bridgman, of the Brooklyn Standard Union; Dr. Talcott Williams, of Columbia University School of Journalism; Charles Hopkins Clark, editor of the Hartford (Conn.) Courant; W. O. Burr, editor, and Clayton P. Chamberlain, business manager, of the Hartford Times; Charles H. Eddy, of New York, the Republican's foreign advertising representative, and N. G. Osborn, editor of the New Haven Journal-Courier.

Louis Wiley, business manager of the New York Times, in speaking to an Editor and Publisher representative, said:

"The death of Samuel Bowles removes one of the strong figures of American journalism. In courage, ability and steadfastness of purpose, Mr. Bowles represented the best type of the American editor. The influence of the Springfield Republican extends far beyond New England. This is due to its general acceptance as a newspaper of high ideals and good faith. Mr. Bowles was not only a great editor; he was a practical newspaper maker, and his achievements will form an important part of the history of the American newspaper."

From across the continent came the following message from M. H. De Young, editor of the San Francisco Chronicle: "The American newspaper world has lost one of its most brilliant representatives in the death of Mr. Bowles. Please convey to his family my deepest sympathy and to the members of his staff my regrets."

Ernest Howard, of the editorial staff of the New York World, who for twenty-seven years was a member of the editorial staff of the Springfield Republican, pays this tribute to the editor's memory:

"The death of Samuel Bowles, of the Springfield (Mass.) Republican, is a distinct loss to American journalism. He administered this remarkable newspaper heritage which he received from his distinguished father in constant and successful devotion to the highest ideals of clean and independent journalism.

"He maintained the Republican as a neighborhood chronicle of all western Massachusetts. He maintained it in that position of widespread influence which had been won by the elder Bowles. He maintained, and even strengthened, its independence of all influences save that of the public interest. No railroad president ever sent him a free pass, even in the days of free passes, who did not get it back so promptly as to feel rebuked.

"No advertiser was ever great enough in his patronage to be able to move the paper's policy one way or the other. No political party was ever strongly enough entrenched among the paper's constituency to command its support where the general public interest seemed to speak the other way. He preferred to risk business disaster rather than compromise with his convictions, and he often ran the risk.

"He emphasized the importance to a newspaper of cleanliness in typographical appearance as his life and work emphasized the importance of character and quality in the newspaper's contents. Patrician in his antecedents and assertions, he was, nevertheless, a devout believer in the broadest kind of democracy in government. He inherited a great trust; he wore himself out in devotion to it, and he left it stronger than ever as an influence for the best in American journalism."

The leading newspapers of the country printed editorial tributes to the memory of Mr. Bowles. Excerpts from a few of them follow:

(*Brooklyn Standard Union.*)

Of less aggressive and emphatic personality than his who founded the daily and, in a certain sense, created the Republican, Mr. Bowles was of fine and winning temperament, making and holding friends, inspiring and encouraging associates and subordinates; an ideal head of an organization, first of all, a public institution, of city, state and national rank, which its graduates believe the best college of journalism, and, it is encouraging to know, will be maintained and continued by those upon whom the mantles of two departed leaders fall.

(*From the Troy Times.*)

The death of Samuel Bowles causes a notable break in the ranks of American journalism. The editorial columns of the Republican have always shown conspicuous ability and conformed to high literary standards. The character of the publication has been maintained through the generations that have had charge in succession, and there could be no better monument to the memory of the Bowles family.

## A. P. STATUS UPHELD.

**United States Attorney General Replies to Complaint of New York Sun That Great Organization is a "News Trust"—Opinion of Much Importance to Newspaper Publishers.**

Thomas W. Gregory, Attorney General of the United States, has sent to the counsel for the Sun Printing and Publishing Association an opinion dealing with the complaint filed on behalf of the Sun against the Associated Press. This complaint, asking the Attorney General to institute proceedings under the Sherman anti-trust law against the Associated Press, was laid before the Attorney General on February 2, 1914, and was followed on February 20, 1914, by a supplementary letter from the president of the Sun Printing and Publishing Association in which were set forth a number of instances in support of the allegation that the Associated Press was a monopoly restraining trade in the transmission of news. After reviewing the organization of the Associated Press, the opinion in part is as follows:

"The principal grounds of complaint are:

"1. That the members of the Associated Press are prevented or at least seriously hindered from obtaining news by purchase or otherwise from any rival agency.

"2. That the members of the Associated Press are prohibited from furnishing the news collected by them respectively to any newspaper which is not a member.

"3. That through the operation of the right of protest above described a newspaper in a given locality applying for membership cannot be elected without the consent of the members in that locality.

"Assuming that the kind of service in which the Associated Press is engaged is interstate commerce (a question not free from doubt), I am nevertheless of the opinion that it is no violation of the anti-trust act for a group of newspapers to form an association to collect and distribute news for their common benefit, and to that end to agree to furnish the news collected by them only to each other or to the association; provided that no attempt is made to prevent members from purchasing or otherwise obtaining news from rival agencies. And if that is true, the corollary must be true, namely, that newspapers desiring to form and maintain such an organization may determine who shall be and who shall not be their associates.

### DISPOSES OF TWO POINTS.

"This, of course, is not to say that such an association might not develop into an unlawful monopoly. The facts adduced, however, in my opinion do not show that that has happened in the case of the Associated Press.

"This disposes of the second and third grounds of complaint based on the requirement that members of the association shall not furnish the news collected by them to anyone outside the association, and on the restrictions as to membership.

"As regards the first ground of complaint, assuming as I do that the collection and distribution of news among the several states is interstate trade or

commerce, any by-law or other regulation adopted by the Associated Press which would have the effect of preventing or seriously hindering its members from purchasing or otherwise obtaining news from a rival agency would be, I think, a restraint upon interstate trade or commerce and an attempt to monopolize. The contention that the Associated Press has imposed such a regulation upon its membership, or at least has the power to do so, has a foundation in section 7 of article VIII of the by-laws.

"The president of the Associated Press states that the power reserved in this by-law has not been exercised. As I understand, the complainant disputes that assertion. It is not necessary, however, for me to determine that issue of fact, since my conclusion is that this by-law, whether it has been enforced or not, should be abrogated. I am advised by the president of the Associated Press that that will be done promptly.

"The following resolution of the board of directors of the Associated Press is also pointed to as an obstacle in the way of the members of the Associated Press obtaining the news of any rival agency:

"Resolved, That the placing of an operator of any other news gathering or distributing association in the office of an Associated Press paper is a step which establishes a condition which will be likely to permit the news of this corporation to be disclosed to unauthorized persons and so endangers the inviolability of the news service of the Associated Press that it is seriously prejudicial to the interest and welfare of this corporation and its members and the board of directors, by authority of the by-laws, hereby forbid any member of the Associated Press from so placing an operator of any other news gathering or distributing association in his office or building." (February 20, 1901.)

### DISCUSSES USE OF OTHER SERVICE.

"I am not prepared to say, however, that this regulation has no reasonable relation to a legitimate end, namely, preventing representatives of rival agencies from coming into possession before publication of news collected by the Associated Press.

"Nor am I convinced that the regulation seriously hinders members of the Associated Press desiring to obtain the service of another news agency. On the contrary, my information is that some of them do obtain news from other agencies, while at the same time complying with this regulation.

"It is perhaps unnecessary for me to point out that if the Sun Printing and Publishing Association is not satisfied with the conclusions I have reached it may itself bring suit against the Associated Press, either for an injunction or for damages, and thereby obtain a judicial determination as to the merits of its complaint.

"Regretting that the pressure of other business entitled to priority as to time of consideration has prevented an earlier disposition of this complaint, I am,

"Sincerely yours,

"T. W. GREGORY,  
"Attorney General."

### PRESIDENT NOYES GRATIFIED.

Frank B. Noyes, president of the Associated Press, referring to the Attorney-General's letter, said:

"The clean bill of health given the Associated Press by the Attorney-General after his study of the complaint of the New York Sun, is, of course, highly gratifying to the membership of the organization.

"It is the more gratifying because it was the result of a long, careful, and searching scrutiny by the Department of Justice of the object and form of the organization; its scope and its methods.

"It is convincing proof of the utter lack of foundation of such attacks as that of the Sun that such an investigation found nothing in the methods and practices of the organization properly subject to the attacks made by the Sun, and nothing in its by-laws at all objectionable save one section (a provision similar to which had been upheld many years ago by the highest court of New York), that has been a dead letter and

never operative in any sense since its adoption at the time the present organization was formed in 1900.

"To those of us who have had the responsibility of the conduct of the Associated Press, the opinion of Attorney-General Gregory is the more pleasing because he has accepted the Sun's contention (though with some doubt), that a full responsibility attached to the organization under the anti-trust laws, and has therefore based his scrutiny and his exonerating upon the Sun's own contention.

"Those charged with the management of the Associated Press have endeavored to govern its conduct with a full appreciation of the undoubted fact that its course should be, not only legal, but ethically, controlled by the highest standards, and in this we have felt that we were succeeding—so far as it is humanly possible to succeed.

"It is not the custom of the Associated Press to either shrink from or shrink from investigations of any of its activities—it fair we are content."

## JOBS FOR NEWSPAPER MEN.

**Washington Writers Have Recently Landed Some Lucrative Positions.**

(Special Correspondence.)

WASHINGTON, D. C., March 18.—Washington newspaper men are getting some fine jobs.

Otto Praeger, the new city postmaster, at the time of his appointment, was the Washington correspondent of the Dallas News and the Galveston News, of Texas.

Two of the three members of the Board of Commissioners, the supreme executive authority of the District of Columbia, are newspaper men. Oliver P. Newman left a position with the United Press Association and a newspaper enterprise association to become chairman of the board, and Louis Brownlow, newspaper syndicate writer, and formerly the representative of Tennessee papers, was recently appointed to his present office.

The United States Marshal for the District of Columbia is Maurice Splain, who until he became a Government official was the Washington correspondent of the Philadelphia Public Ledger, the Pittsburgh Post and the Pittsburgh Sun.

Guy Mason, of the New York World's Washington staff, is holding an important position as a member of a special commission that is placing the valuation of a large tract of property owned by citizens of Washington, and which the Federal Government is preparing to buy for park purposes.

Raymond W. Pullman, Washington correspondent for a string of papers, will assume his office as major and superintendent of police on April 1.

After having "put one over" on the newspaper men at Atlantic City, Secretary Bryan returned Monday from that resort, and left that afternoon for Philadelphia, where he spoke at a total abstinence meeting. Mr. Bryan went to Atlantic City Saturday. Desiring complete rest, he asked that the hotel clerk conceal the fact that he was stopping there. The Secretary laughed over the fact that a Philadelphia paper Sunday morning published that a "rumor" to the effect that he was at the resort had been investigated and found to be untrue. The Secretary was accompanied by Mrs. Bryan. Sunday afternoon he took a six mile walk along the Board Walk. Although he said he was recognized repeatedly by other promenaders, no newspaper man spotted him.

John P. Dwyer, editor of the Philadelphia Record, and Mrs. Dwyer, accompanied the Secretary of the Navy and Mrs. Daniels and party to Norfolk on board the Mayflower to attend the launching of the United States dreadnought Pennsylvania.

William J. Kline and Gardiner Kline, publishers of the Amsterdam (N. Y.) Recorder, have settled out of court with Dr. George R. Lunn, former Mayor of Schenectady, for an alleged editorial libel on Dr. Lunn.

## DEATH OF CAPT. HENRY KING.

**Reported Lincoln-Douglas Debates and Was Veteran Newspaper Man.**

Capt. Henry King, who recently retired as managing editor of the St. Louis Globe-Democrat, died at the home of his daughter in St. Louis on March 15. Captain King had been seriously ill for three weeks, and after he had been unable to go to the Globe-Democrat office for several days he sent in his resignation, retiring February 26, after more than fifty years of active newspaper work.

Captain King's first notable assignment was to cover the Lincoln-Douglas debates in 1858. From that date until his retirement he was in daily newspaper work save for the four years he spent in the Union army during the Civil War. He retired from the army with the rank of captain.

He was born in Salem, Ohio, May 11, 1842. After leaving the army he returned to newspaper work in Quincy, where he was editor of the Whig. Later he went to Topeka, Kan., and with Joseph K. Hudson founded the Topeka Capital.

In 1883 he joined the staff of the St. Louis Globe-Democrat as an editorial writer. In December, 1896, Captain King was appointed managing editor.

Captain King's health began to fail three years ago, but except for a short vacation in Colorado in 1912 he refused to give up his work. All his life he had been an indefatigable worker and the long hours at his desk eventually told on his strong constitution.

Besides his daughter, Mrs. Hawley, Captain King is survived by a son, Henry Lane King; a brother, J. T. King, of Topeka, and a daughter-in-law, Mrs. H. L. King. His wife, who as Mary Louise Lane he married in 1861, died many years ago.

"Life generally uneventful: simply a story of trying to do my best wherever placed."

This was Captain King's sketch of his own life. Soldier, scholar, writer and editor, he made a name and friends in every line of endeavor he took up. There was a quiet strength, an air of dignity and modest reserve about him, in strange contrast to the aggressive brilliance of his editorial utterances. Still he was kind and considerate and never voluntarily said or wrote that which could cause the slightest offence or injury to the feelings of those whom he was discussing.

Last spring Captain King delivered an address before the newspaper conference at Columbia, Mo. He was heard with rapt attention and his talk was declared to be one of the finest ever made before the conference. As he told of the great men of his time whom he had known and made reference to their kindly characters many in his audience were moved to tears. There seemed to be a note of sadness, though not of fear, in his speech, which was noted at the time. It was as if his listeners heard "Moraturu Salutamis" as an echo of their venerable friend's words and all were deeply impressed.

## Pittsburgh, Pennsylvania HOUSEWIVES

Look upon the GAZETTE TIMES, morning and Sunday, CHRONICLE TELEGRAPH, evening except Sunday, as the two greatest Pittsburgh newspapers published. Every member of the family depends upon them entirely to solve the buying problem. They are good teachers, because they stand for the highest ideals in public and private life.

They fill all requirements of a newspaper. Population of Metropolitan District, 1,042,855. Number of dwelling houses 172,294. Number of families, 207,747. The flat combination rate is 22½¢ per agate line. For further information or co-operation write URBAN E. DICE, Foreign Advertising Manager, Pittsburgh, Pa. J. C. WILBERDING, 225 Fifth Ave., New York City. THE JOHN M. BRANHAM COMPANY, Mailers' Building, Chicago; Chemical Building, St. Louis.



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**DISAGREES WITH COBB.**

**St. Paul Newspaper Man Tells Primary Purpose of Schools of Journalism.**

The following timely letter has come to THE EDITOR AND PUBLISHER from St. Paul, Minn., under date of March 4: "EDITOR THE EDITOR AND PUBLISHER, New York City, N. Y.

"DEAR SIR: I like to hear Mr. Irvin Cobb tell about the war in Europe because he knows. He has been there. But I shouldn't like to have your readers accept his opinion on schools of journalism in general and on the course at Columbia in particular as the last word on this subject. They might obtain a more accurate view from somebody who ought to know; from somebody who has been there.

"The writer of this communication, after a five years' experience as editorial writer and managing editor, on a daily in a town of 30,000, took some fourth year work under Dr. Williams beginning in September, 1913. I was obliged to leave the school in April in response to a summons from my employer occasioned by the enlargement of our paper through the absorption of our leading competitor.

**THE WAY IT LOOKS.**

"When I returned to the old town our sarcastic business manager asked me if I had played truant. He was rubbing in the little red school house sting. That was only last April, mind you. Since then, in spite of the lean newspaper days which came with the war, I have shaken the dust of that small office with its "practical" business manager from my feet and have joined the editorial staff of one of the biggest and best papers of the Northwest—to be specific, the St. Paul Dispatch and Pioneer Press. Somehow things are looking up for me as I am certain they never would have looked had I not spent those seven months in New York.

"It does not surprise me to observe the ordinary type of newspaper men shaking their heads from the pinnacle of experience in unanimous contempt of the raw collegian, training his journalistic sinews by striking at the thin air of make-believe newspapers. But I had expected something more brilliant and less bromidic from Mr. Cobb.

"Let us see if we can locate the point of misunderstanding, for that is all it amounts to. I am sure that Dr. Williams does not pretend or expect to make a finished journalist out of any of his graduates any more than a technical school can expect to make a well-fledged physician or engineer out of its raw material.

**AS TO "PRACTICAL" EXPERIENCE.**

Of course the college preparation isn't practical in the sordid, threadbare sense of the word. Of course the youth who has spent four years in the city room can put it all over Dr. Williams' inexperienced graduates in covering a story of a fire, a political convention or a murder. But in a year the advantage will be less apparent. In five years, natural equipment being equal, your college trained man will be a journalist. Your practical man with his superficial, nose-to-the-grindstone point of view will be facing a disadvantage which he cannot overcome without a desperate struggle, and probably never.

"The student at the Columbia school can get about as little or as much as he wants from the academic and technical subjects offered. He can scarcely avoid gathering something of invaluable utility from the successful newspaper men and writers belonging to the faculty—such men as Dr. Williams, Franklin Mathews and Professor Pitkin. What I acquired from the prescribed courses I regard as secondary. What I gained from these men in personal contact has been of primary and inestimable value. Students of Dr. Williams last year had the opportunity of meeting personally such men as Forbes-Robertson, Winston Churchill, the novelist; Samuel Bowles, Melville E. Stone and John P. Gavitt. Perhaps ere this

the class of 1915 has had the opportunity of meeting Mr. Cobb.

While the collegiate training in journalism has no quarrel with practicality it has the power to impart something which is higher and finer and deeper than the efficiency standard of the city room. I would advise youth aspiring to identify themselves with the most interesting career in the world to hesitate before they permit themselves to be whipp'd into the beaten path by the fetish of bare practicality.

(Signed) "RICHARD COE BLAND."

**NEWSPAPER TENDENCIES.**

By CHESTER S. LORD.

Present day newspaper tendency is toward expansion of the news columns in number and the exhalation of the news in importance. The editorial page has not changed materially in forty years, save that the number of columns devoted to editorial articles is less rather than greater, while the news columns have expanded fivefold or more. In the first twenty years of Mr. Dana's editorship The Sun was a four-page paper, the Times, Tribune, Herald and World were eight pages. In those days ten columns was the maximum space devoted to news by the Sun. This morning it contained 58 columns and the Times 60 columns of news, not including financial reports, court calendars and real estate. Nine-tenths of the reading matter contained in our editions today is devoted to news and nearly all of this is routine news. News gathering has been reduced to a system—has become so systematized that the process is no longer mysterious. All the newspapers of any account print the same news, collected in the same manner, from the same sources, and in almost the same newspaper vocabulary. Compared with the agonies and the throes and the confusion of the unsystematic methods of thirty years ago the modern newspaper baby is born in twilight sleep.

And because of the system the reporting of ordinary events is the simplest and the easiest of all newspaper writing. Any intelligent high school boy can catch the knack and many a newspaper office boy has gone on to better things by absorbing that knack. It is easy to acquire because it is largely initiative—that is, almost all routine reports are written in the same groove of construction and in very much the same language year in and year out, for the topics repeat themselves constantly. By routine reports we mean reports of public meetings, conventions, court proceedings, accidents, fires, suicides and petty crimes. These things are of the utmost newspaper importance. They constitute one-half or more of the news of the day. They are the very life of the newspaper as presenting a record of the day's events. It is in the deadly dull routine reporting of these events that we have our poorest and most slovenly newspaper work. I have always insisted that this work should be done with the same skill and the same literary excellence as any other part of the newspaper.

In what I have just said I refer to routine reports only. Seventy thousand persons see the big football game and twenty million persons perhaps read about it. Even business languishes every four years while the fight for the Presidency proceeds. So great is the interest in baseball contests the newspapers feel compelled to print from seven to ten columns a day about them. The same condition exists, to a trifling less degree only, with football, tennis, polo, rowing, and all sports indeed involving a contest—and so throughout the list. The squabbles, the contests, the fights in politics, in business, in the courts, among the doctors and even in the church and the church choir—they all interest the people to the very limit of human interest.

The English language contains two words that have been very useful to me in deciding what to print—the words "interesting" and "important." Is the article interesting? Is the article important? Usually the answer is obvious and consequently is decisive.

**GOOD WORK BY STUDENTS.**

**Texas School of Journalism Put Its Pupils to a Practical Test.**

Students in the School of Journalism of the University of Texas were given a taste of real reporting recently when they were assigned to cover Home Economics Week for the daily newspapers in Austin, for the Associated Press, and for various papers in the State.

Classes were dismissed for the week. Each morning the students reported for their assignments, and each one was given a certain speech to cover. The copy was turned in to the instructor in reporting and news gathering and he distributed these stories to the various papers. One man was assigned to watch the Associated Press reports. Every morning he turned in a general story of 150 to 200 words to be put on the wire, and in the afternoon he wrote from 500 to 1,000 words to be mailed out by the correspondent of six newspapers. The Austin Statesman carried almost a page of reports every morning, and the Austin American used more than two columns each day.

"I was astounded by the stories sent in to me," said Chester Crowell, city editor of the Austin Statesman. "I had no idea it would be such good stuff." "Good stuff!" was the way Tom B. Wheeler of the American characterized the copy.

While the students found the work rather hard and strenuous, most of them enjoyed it thoroughly. Few fell down on their assignments. The speeches were covered and the stories written in a business-like manner. One of the most gratifying results of this experiment was the work done by the women students of journalism. Their reports were as good as those written by the men; in one or two cases they were better.

Training similar to this will be given the students all year. They are given assignments to cover for the daily papers every day. The faculty of the school does not expect to turn out seasoned newspaper men and women, but it does hope that experiences of this kind will enable the students to grasp the essential features of news writing, and will aid them to hold down jobs after they have gone into newspaper work.

**Making Pulp in Canada.**

Industrial Canada, of Toronto, Ont., says: "In 1913 for the first time in the history of the Canadian pulp industry, the greater part of the pulp wood cut in Canada was manufactured at home. Sixty-four Canadian pulp mills report a total consumption of 1,109,034 cords, a slightly greater amount than was exported in an unmanufactured condition. Quebec is still our greatest producer of pulpwood, but the showing made by Ontario, Nova Scotia and New Brunswick is steadily improving. In British Columbia, the industry is only in the initial stages, and it is in this province that the greatest development will be probably made during the next few years. The goal to be attained is the manufacture in Canada of all our pulp wood."

**Changes at Olean, New York.**

W. G. Naylor, who recently assumed the editorial management of The Times, Olean, N. Y., has appointed Thomas Maroney of Rutland, Vt., city editor, William Quinn, Salamanca, sporting editor, and Miss Marjorie Blair, editor the woman's page. Harold Eaton, a nephew of Earl Eaton, managing editor The American Press, has also been added to the staff.

Mr. Naylor addressed a good-sized crowd at the Y. M. C. A. at Olean on the subject, "The Rainbow Salesman." Among other good things Mr. Naylor said that "R" represents or stands for Rainbow; "A" stands for Accommodation; "I" stands for Interest; "N" stands for Neatness; "B" stands for Broadness; "O" stands for Olean, and "W" stands for Willingness.

The Pittsburg (Va.) News will celebrate its fiftieth anniversary this summer.

**CO-OPERATIVE AD COURSE.**

**R. W. Sullivan's Plan For Combining Theoretical and Practical Instruction.**

Robert W. Sullivan, president of the Dayton (O.) Advertising Club, in an address before the Advertisers' Club of Cincinnati, last week, advocated an idea that has long been a dream of that club, namely, a co-operative advertising course in the Cincinnati University. Among other things he said:

"There are hundreds of young men with a theoretical knowledge of advertising who can't get the chance to show what they can do. Just the other day a young man came to see me. He had spent a hundred dollars or so and a year's hard effort following the advertising course of a well-known correspondence school. For more than a year after he had tried to get a job. He answered dozens of ads. He had called personally on as many more. He couldn't land the job he felt qualified to fill because he had had no experience.

"And the men who refused to employ him certainly had good reasons for their demand for experience. His course, no matter how thorough, had not fitted him to handle the practical details of a job so filled with details as that of an advertising executive. On the other hand his study of underlying principles had fitted him to work harder and faster, I believe, than the man who was only trained in the rut of practical experience.

"How can men be trained in both the theory and practice of advertising? The answer to that problem is right here in Cincinnati. Here you have great engraving and printing plants, great newspaper offices and publishing houses; here you have great stores with extensive advertising departments and factories whose publicity reaches all over the world; here you have well established posting, street car card and service agencies. Here in Cincinnati you have all the factors that have to do with the practice of advertising. And here also you have great schools with all the facilities for higher education along specialized lines.

"It was in the University of Cincinnati that the first co-operative courses in engineering were successfully worked out. I propose that the Advertising Club of Cincinnati help work out and establish a co-operative course in advertising.

"As I understand the co-operative plan, the practice of engineering is taught in a shop or in a railroad under actual commercial conditions and the science underlying the practice is taught in the University. By spending alternate two-week periods in practical work and at the University the student secures a thorough training in the theory and practice of engineering.

"If that has been done with so difficult a subject as engineering, I challenge any man to say it cannot be done in advertising. It will be difficult, to be sure, but the same brains that solved the one problem, with your aid can solve the other. It is simply a matter of co-ordinating the practical work of your advertising departments down here in the city with the theory on the college campus."

Acting in the matter the Board of Governors of the Advertisers' Club, at its meeting following the luncheon, decided to take the initial step, and President Albert de Montluzin will appoint a committee at next week's meeting to investigate into this.

The various advertising agencies and merchants and manufacturers will be asked to assist in the work, as it is the idea to have the students in this course divide their time between the university, where they will receive the theoretical knowledge, and the user of advertising, where they will get the practical knowledge. The committee will also investigate to learn if anything like this is being done at present, and if so, how co-operation can be best accomplished.

## CHICAGO HAPPENINGS.

**Junior Advertising Association Makes Fine Start—Doris Blake Told Tales Out of School—What Many Newspaper Workers Are Doing in Great Field—Postgate's New Play—Press Club Activities Keep Members Busy.**

(Special Correspondence.)

CHICAGO, March 19.—The Junior Advertising Association held its first meeting last Saturday evening at the rooms of the Advertising Club. It started with about sixty members, all young men employed by the big advertising houses.

Motion pictures of the advertising convention recently held in Toronto were shown in the Advertisers' Club Thursday evening.

Richard Lee, of the Herald staff, has been elected treasurer of the Small Parks Commission.

Edward Sheridan, one time sporting editor of the Tribune, later professor of journalism in the University of Washington, and more recently on the Sunday department of the Herald, has gone to Florida for a long vacation.

A. B. Freeman, long prominent among the advertising agencies in Chicago, has gone to New York to take charge of advertising for R. H. Macy & Co.

Antoinette Donnelly, who writes the answer to queries stuff in the Tribune over the pseudonym Doris Blake, made guests roar at a dinner of the Writers' Guild Monday evening by reading some of the stuff that is sent in to that department for solution. One young man wanted to know whether it was proper for a gentleman to walk outside or inside of a lady. She read out about fifty letters, every one of them a "scream."

George Kavanaugh did a lot of good publicity work for the Press Club barn dance Saturday last.

Robert Maxwell, of the Examiner, is again active in behalf of the Press Club's entertainment committee. He brought over Foster Ball and Ford West, who played last week at the Palace Theater in a skit of his writing. Ball and West will return to Chicago for the week of April 5.

Ray C. Pearson, of the Tribune sporting department, has returned to work after his vacation. Pearson, while in New York, was the guest of Clare Briggs.

William Maloney, brother of Fred G. Maloney, of the Tribune, died in Oregon last Saturday of heart failure. The Maloney brothers won the hurdling championship for the Maroons the whole four years the brothers were in college in Chicago.

Joseph G. Davis and Howard Milton Briceland have been attending the golf shop lately, getting in the running for the championship of the Press Golf Club.

Michael Leahy, the Postal telegraph operator stationed at the Tribune office, has returned to work after a severe illness.

Oliver Moody helped Fred A. Record, the Tribune's commercial editor, for a few days last week, while Mr. Record was at home with the grippe.

George Morris, the Tribune's school reporter, is on the sick list.

John Postgate, recently of the Evening Journal staff, has written a play called "Falstaff in Rebellion." It is published in Boston by Walter H. Baker & Co. and has been lauded by the Boston newspapers. The Boston Sunday Herald gave it a full page.

Frank Roderus has sold his interest in the Beet Sugar publication, and joined Bolling Arthur Johnson on the general staff of the Lumber Trade Review.

Russell T. Edwards, formerly feature man for the St. Louis Times and more recently news editor of the Kansas City Post, has joined the staff of the Chicago American. He was the first newspaper man in the West to discover the circulation-making possibilities of newspaper and moving picture

co-operation. He is a charter member of the St. Louis Press Club.

William Barrett, the pride of the Tribune engraving department, is still leading the night hawk bowling league. He hit the pins last week for an average of 235 flat.

Captain Wilfrid Tracy Scott, day city editor of the Tribune, is in his old home town in Indiana, where his father is ill.

George Manuel, who used to be on the Tribune and Journal staff and later on the New York Press and Globe, is now one of the board of moving picture censors of Chicago.

Charles M. Lesaar, the only artist whom the late Archbishop Riordan of San Francisco allowed to paint his picture, is in Chicago with his friend Henry Van Sabern. Both are Belgians, and both guests of Mark Hayne, at the Press Club.

Miss Mary King, for some months day Sunday editor of the Tribune, has been given the full title of Sunday editor.

Dean Cornwell, an artist on the Tribune, has gone to New York for a few weeks. While in the East he will visit Briggs and Brande and the rest of the Chicago tribe that moved to Gotham.

## CANADIAN PRESS NEWS.

**Journalistic Activities in British Columbia, Personal, Impersonal and Business Activities.**

(Special Correspondence.)

TORONTO, March 15.—The stock interest of C. T. Pearce, who has been business manager of the Toronto News for the past twelve years, has been acquired by C. Leslie Wilson, of the Wilson Publishing Company, who will assume the management of the News at once. Mr. Wilson, who is president of the Canadian Club of Toronto, has been manager of the ready print service and the other publishing interests of the Wilson Publishing Company. He takes to his new position much useful experience in the Canadian newspaper field. There will be no further change in the management of the News for the present, though rumor is rife to the effect that Sir John Willison, president and managing director of the paper, will shortly be called to the Canadian Senate, and the control will be taken over by the Wilsons.

On the afternoon of March 13 the staff of the News united in making a presentation of a case of silver to Mr. Pearce. The little ceremony was conducted by Sir John Willison, who spoke in the highest terms of Mr. Pearce's ability and energy.

L. D. Taylor, editor of the Vancouver World, who after being elected mayor of the city last month, was unseated on a technicality, was re-elected by a good majority on March 13.

The Saskatoon Daily Star has announced a Best Grain Competition open to all the farmers in the Province of Saskatchewan. Three hundred dollars in cash prizes will be distributed among the winners.

A room in the Herald Building, Calgary, has been donated by J. H. Woods, managing editor, to the Calgary Women's Press Club for use as a clubroom.

At a business meeting of the Toronto Press Club on March 12 a proposal from the Toronto Ad Club that the two organizations should be amalgamated, was rejected, it being felt that the objects of the two were too much at variance.

The Quebec Telegraph is installing a new three deck press and a Hoe stereotyping plant.

W. H. Curran, a well-known Canadian journalist, is going to act as special correspondent for the Ottawa Journal with the second Canadian contingent.

The members of the Edmonton Women's Press Club have been compiling a regular news letter containing in condensed form all the general news of the province of Alberta, which is being sent to the men from Alberta in the first Canadian contingent, now at the front in France. W. A. C.

## ON GUARANTEED ADS.

**Views of Newspaper Publishers on a Topic of Vital Importance at Present Time.**

James F. O'Donnell, manager of the *Bloomington (Ill.) Daily Bulletin*—No newspaper takes chances with the regular advertiser whose proportions are enough to justify an advertising contract. The same business methods that account for the growth he has reached also provide against his making misrepresentations to the trading public.

So the only place needing a discerning eye is the classified columns where small ads find their way from every source. Many newspapers return certain of these with the money when the least hint of deception appears, but they have not always the inclination or tact, if you please, to turn the circumstance to self-publicity as in the case of the very enterprising New York Tribune. There is a self-acting principle involved that safeguards purchasers even beyond the spread of little imperfections that human affairs have yet to shake off.

Charles F. Flynt, general manager of the *Kennebec Journal, Augusta, Me.*—It may be both practical and possible for a newspaper in metropolitan cities to guarantee its advertising, but I think this fact has yet to be definitely determined.

I certainly do not think at the present time the newspaper in the small town can safely do so. Publishers are, however, scanning the copy for advertising orders with great care and very little of the fraudulent class of advertising now gets by the reputable publisher.

E. R. Davenport, business manager *Elmira (N. Y.) Star-Gazette*—Replying to your inquiry in regard to the feasibility of newspapers guaranteeing their advertising, will say that such a plan can doubtless be worked out successfully in the larger cities, but we do not see how it is possible to do so in cities of 50,000 or less.

If we were to adopt the plan and have it effectively carried out, it would certainly compel us to materially advance our rates. It does not seem to us that this would be to the ultimate advantage of either the newspaper or the advertiser. The *Star-Gazette*, in common with most newspapers, does not knowingly accept any fraudulent advertising, and whenever a complaint is received from a subscriber who thinks he is not being fairly dealt with by an advertiser, we always make prompt investigation of the case. We have always found it possible to satisfactorily adjust the differences.

Percy P. Carroll, business manager of the *Evansville (Ind.) Courier*—We beg to say that we do not think it is practicable for a newspaper to guarantee its advertising, nor do we think it is necessary. Our idea of advertising is that the newspaper sells its space with, of course, a reasonable regard for the character and responsibility of the people to whom it sells.

### Scranton (Pa.) Truth No More.

The Scranton (Pa.) Truth ceased publication on March 11 after having been in the evening newspaper field in Scranton for thirty-one years. The Tribune-Republican, published under the management of G. A. Somarindyck, also the publisher of the Truth, has changed its name to the Scranton Republican. John E. Barrett, who recently retired as postmaster of Scranton, has become editor of the Republican.

### Fifty, But Livelier Than Ever.

The Tobacco Leaf, of New York, which has an international reputation as a tobacco trade journal, celebrated its fiftieth birthday on March 4 with an eighty-page issue in which prosperity was reflected throughout. To show the contrast between the first and latest number a fac simile of the initial issue accompanies the semi-centennial copy. The Tobacco Leaf of March 4, 1865, had four pages and an entire issue, including advertising, could be set by one man. The paper now requires a big plant and large force to get out the weekly edition.

I have it in mind to furnish newspapers throughout the country with one article a week, which should help merchants and manufacturers to better understand the value of newspaper advertising.

In order to induce a large list of newspapers to print the article, which will occupy a space of about ten inches across four columns, set in 12 point type, with plenty of white space and a neat border around it, I will make the price so reasonable that every paper can afford to take the service. Each paper will be furnished with a mat.

I am sure that the weekly article on advertising will assist in stimulating business for the newspapers printing it.

There is no reason why every newspaper in a community or section should not print it because every article will be an argument for newspaper advertising.

I have accumulated valuable information about the tremendous power of newspaper advertising. I am able to cite experiences of advertisers that are bound to make an impression on local merchants as well as on general advertisers.

Please remember that while I have directed the advertising department of the several newspapers that have employed me during my career, I never sat in an office—I have always been a worker in the field.

So I have secured my information direct from advertisers. It is not guesswork. It is not theory. What I write is based on fact—therefore, it cannot fail to be helpful.

My idea of price is \$2.00 per week for an article once a week for 52 weeks.

**William C. Freeman**

Advertising

No. 2 West 45th St.

New York

Phone, Bryant, 4817.

## NOT A REPTILE PRESS.

Editor Miller of the New York Times Utters Protest to United States Senate Committee in Washington.

Charles R. Miller, editor of the New York Times, showed an independence which must have surprised the Senate Ship Trust Lobby Investigating Committee when that body examined Mr. Miller in Washington on March 15.

Mr. Miller resented many of the questions Senator Walsh asked him and declared that if such investigations were continued newspapers of the United States would become like the "reptile press" of central European capitals.

Senator Walsh read extracts from five or six editorials in the Times opposing the Ship Purchase Bill. Mr. Miller said that the editorials were based on public discussion and newspaper news items, and that the Times did not have hidden or private information.

Mr. Miller explained that the Times has been opposed to government ownership of any sort for twenty-five years. Its opposition to the Ship Purchase Bill was based on that policy.

"In opposing the Ship Purchase Bill," said he, "we were following our general policy."

Senator Walsh also questioned Mr. Miller about the attitude of the Times toward the railway mail pay by the government and the prosecution of the trusts as set forth in editorials.

### RESENTS NATURE OF INQUIRY.

When Senator Walsh concluded his examination, Mr. Miller said:

"Mr. Chairman, I do not know that it is proper for me to ask a question, but I should like to protest against any attempt on the part of this committee to intimate, or insinuate, either by what I say or by what I do not say, that there has been any effort on the part of the New York Times to suppress news or pervert news, or to shape its policy in that respect to accord with its opposition to the Ship Purchase Bill. I want to make that as plain and as positive as possible.

"The nature of your questions has been such as to intimate, or indicate to me, that you have a suspicion that we shape the physical appearance of the Times in accordance with its editorial policy, in suppressing and minimizing news. There is nothing more erroneous, nothing more absolutely contrary to the fact.

"We attempt to make the news columns of the Times fairly reflect the news of the day without any bias or prejudice, one way or the other. The editorial page goes its way and the news columns go their way. We print impartially both sides of the question so far as information proper to print comes to us.

### RIGHT TO QUESTION DENIED.

"I want to make that very plain, and I say it with entire courtesy and with the utmost respect for this committee, that I can see no ethical, moral or legal right that you have to put many of the questions that you have asked me today. I do not acknowledge your right to inquire into the way in which we conduct our business, any more than you would have the right to inquire into the way in which a public speaker addressing an audience had formed his opinion. I think you have a right to ask me if I have any knowledge of improper influence used for or against the Ship Purchase Bill. I have told you frankly that I have not. There, it seems to me, the privilege of the committee in reference to me and the New York Times stops. However, without acknowledging the right, I have been entirely free to answer, so far as I could, all of your questions. I am sorry I have not been able to answer them more fully, explicitly and satisfactorily."

At this point Senator Walsh declared that the committee was only performing the duty with which it was charged by the Senate.

### THE TIMES NOT INFLUENCED.

Mr. Miller denied that there was any ground for an implication that the Times minimized news concerning suspension of ocean mail service because shipping interests might be affected by the story.

Chairman Walsh complained that the Times had not printed the testimony of President Franklin, of the International Mercantile Marine, given before the investigating committee of the Senate. Mr. Miller replied that he had no knowledge of why it was not printed, but entered his protest against any inference that it was suppressed as a part of a policy to oppose the ship bill.

"The line of your question indicates a suspicion that we pervert the physical appearance of the Times to conform to our editorial policy," suggested Mr. Miller. The editor insisted that the news was printed daily according to its importance and that the editorial policy had no relation to the news columns. He declared that the Times opposed the Ship Purchase Bill because it had always opposed government ownership.

Chairman Walsh became very pointed in his questions as to whether the Times had financial support in London.

"Has Mr. Ochs, your largest stockholder, any financial support in England?" he inquired.

"None so far as I know, and I am in confidential relation with Mr. Ochs," replied Mr. Miller.

### OURS NOT A REPTILE PRESS.

"I understand," said Mr. Miller. "I feel, however, that inquisitorial proceedings of this kind would have a very marked tendency, if continued and adopted as a policy, to reduce the press of the United States to the level of the press in some of the central European capitals, the press that has been known as the reptile press, that crawls on its belly every day to the foreign office and to the government officials and ministers to know what it may say or shall say; to receive its orders.

"For that reason I cannot help feeling that a proceeding of this kind and such questions and minute inquiries—and I will not say insinuations, but intimations—as you have in the accomplishment of your function felt to be necessary, constitute an invasion of the liberty of the press. I think they tend to repress freedom of utterance and to put newspapers under a sort of duress; and for that reason I cannot feel that I ought to leave this room without in the most courteous manner entering a most vigorous protest against such a procedure."

### Staats-Zeitung Stock Sold.

Sixty shares of Staats-Zeitung stock were sold at auction on March 10. Fifteen shares were sold for \$750 a share, twenty shares for \$600 a share and twenty-five shares for \$1,000 a share. These, with the shares sold the preceding week, make 110 shares which have changed hands in the last few weeks. Victor Ridder, an officer of the publishing company, when asked if the transfers meant that the Staats-Zeitung would change hands, said: "The sales do not interest me at all. The Staats-Zeitung is still controlled by the Ridder family and will remain in that control."

### Long Hike for Journalist.

New York has just been visited by J. M. Gawa, a Japanese journalist of Nagasaki, who is taking a long jaunt. When Mr. Gawa reached here he had safely completed the first lap of his 1,000-mile walk from Vancouver, B. C., to New York, by way of Alberta, Saskatchewan and Ontario, to Niagara Falls, Schenectady, Albany and New York. He is taking his time and studying industrial and sociological conditions. From New York he will walk to Philadelphia, to Baltimore, Washington and thence westward to San Francisco to view the exposition. From there he will return to Japan.

The Fort Wayne (Ind.) News has been elected to membership in the American Newspaper Publishers' Association.

## LIKE "BILLY" SUNDAY.

Prof. Merle Thorpe Makes Apt Comparison Between Evangelist and Sensational Editors, in an Address Before the Inland Daily Press Association in Chicago.

(Special to the Editor and Publisher.) CHICAGO, ILL., March 16.—Speaking on "Some Tendencies in American Journalism," before the Inland Daily Press Association today at its annual meeting in La Salle Hotel, Prof. Merle Thorpe, of the University of Kansas, found a striking analogy in the methods of "Billy" Sunday and the sensational editor. And in doing so the speaker took occasion to draw a distinction between the sensational and the so-called "yellow journalism."

"Sensational journalism," said Professor Thorpe, "is quite generally mistaken for yellow journalism. There is a wide distinction. The sensational paper appeals to the emotions, while the so-called conservative publication makes its appeal to the intellect. Those of us who can be aroused to right a wrong by cold blooded reasoning constitute a small percentage, indeed, of the community. The ninety per cent. must be made fighting mad or fanatically glad before great reforms or noble sacrifices are accomplished. The conservative press, coldly intellectual, too often following its constituency depletes change, dislikes to unsettle present conditions, prefers a long time evolution to revolution because noise and bad-breath and tea-parties disturb the existing order. The sensational press, however, like 'Billy' Sunday, turns a summersault if necessary to get attention and then by mechanical devices and rhetorical appliances strives not only to convince its readers that certain conditions are wrong, but to urge them to set about and at once to right them.

### LIKE SENSATIONAL JOURNALIST.

"'Billy' Sunday is a good example of the sensational journalist. He advertises himself; he exaggerates, but in the name of rhetorical hyperbole; he appeals to the emotions; he uses the language of the street; he muck-rakes, going out of his way to find evil to attack; he over-emphasizes, he under-estimates, he caters to the public, he is spectacular, unusual; he relates sensational tales of vice and the sporting world; he flays the church; and for all this he is not averse to princely profits!

"The 10 per cent. of us attack his motives and hold up our hands in holy horror; the 90 per cent. hear, gather, listen, and are moved to live better lives. Who shall judge his motives or place an estimate on his work? Surely not the smug, conservative minister who has been for these many years dispensing orthodox intellect to his chosen few, nor yet the sensitive critic whose nerves have been set a-tingle by the spectacle of hurrah and bad taste.

"And so it is with the sensational journalist. He has reached and moved thousands hitherto unmoved. Bad judgment, low motives, mistakes, have sometimes slipped into his work, but where purpose has been unselfish and worthy results accomplished, the institution as a whole should not be condemned. The audience is always visualized by the successful speaker. The Fifth avenue minister would be more tactful than to use the manuscript of his morning service before the afternoon audience on the East Side.

### YELLOW JOURNALISM ANALYZED.

"Now yellow journalism is an offshoot of sensational journalism. Its worthy purpose is questionable. Its handling of crime does not deter, but suggests. It screams, attracts a crowd—and has nothing constructive to offer. Its account of folly in high life is not a ridicule but a pander. It appeals to hate only for hate's sake. It attempts to fool us by an occasional stumbling into righteousness. We applaud when it gives us cheap gas. It delights to unearth scandal, but its methods do not show it to be concerned in preventing a repetition of that scandal. The ma-

licious coloring, faking, cruel and pitiless publicity, all are stock in trade for the 'Yellows.' These poor imitations often cause us to condemn out of hand purposeful, sensational journalism; we judge superficially by the big type and spectacular makeup.

"With a clear eye then to distinguish the sensational from the yellow press, we perceive that the evils of yellow journalism are passing. It is finding itself, and falling back on old moralities is learning that the long run policy wins. There is less faking today than ten years ago; there is less salacious criminal and divorce court news; there is less clubbing; there is less of unworthy purpose. Yellow journalism still has many undesirable features, but it is patent to the student who has the files of ten and fifteen years before him that it is working out its salvation, according to its best lights, in the peculiar field it occupies."

### TESTING AN ANTI-AD LAW.

Birmingham (Ala.) Newsdealer Submits to Arrest—for a Purpose.

For the purpose of testing the anti-liquor advertising law, petition for temporary injunction was filed in the City Court of Birmingham, Ala., on March 4 by W. H. Falkner, of the Postoffice exchange, directed against H. D. DeLaye to restrain him from continuing to offer for sale newspapers and periodicals containing liquor advertisements.

The petitioner alleges that the respondent has exposed for sale and has sold copies of the New Orleans Times-Picayune, the Atlanta Constitution and other papers and periodicals containing liquor advertising matter, and that he has expressed his intention of continuing the sale of such publications.

Several days ago DeLaye was arrested under a warrant issued from the Court of Common Pleas charging him with violating the anti-liquor advertising law, and the case is still pending. The petition recites the fact that the respondent has repeatedly violated the law since the issuance of the warrant and an early hearing is asked and a permanent injunction prayed for.

It is understood the purpose of the injunction is to take the matter up to the Supreme Court in order to test the constitutionality of the bill.

### NEWSPAPER MEN HONORED.

Consul Stiles and Commissioner Hayward Now Carry Fine Canes.

A dinner in honor of James F. Hayward and George K. Stiles, two newspaper men, of Baltimore, Md., was given on the night of March 5 at the Hotel Rennett in Baltimore by newspaper men of Baltimore and Washington and a few other friends. Mr. Hayward has been appointed a member of the Maryland Commission to the Panama-Pacific Exposition and Mr. Stiles has been selected for a post in the Consular Service.

The other official guests at the dinner were R. A. McCormick, chairman of the Maryland Commission; James McC. Trippe, chairman of the executive committee, and Mayor Preston, all of whom spoke. G. Franklin Wisner, president of the Baltimore Press Club, presented on behalf of the club to Commissioner James F. Hayward, who is financial secretary of the club, a handsome cane. Raleigh C. Smith, of the Baltimore News presented Consul Stiles with a cane in the name of the staff of the Baltimore News.

### Indiana Editors May Organize.

At a conference of newspaper men at Indiana University April 29 to 30, a joint committee representing three editorial associations will discuss plans for a permanent organization to include all the editors and publishers in the state. The new organization will be non-political, its object being mutual benefit to the members.

## SIMPLIFYING CHICAGO.

**Tribune's Merchandising Service Department Is Co-operating With Advertisers to Secure Wider Distribution Through Study of District Needs—The Details of the Plan.**

By CHALMERS LOWELL PANCOAST.

For the purpose of simplifying Chicago from a point of securing distribution for manufacturers, The Chicago Tribune's Merchandising Service Department has divided Chicago into districts and each district is considered as a separate unit or community in planning a selling campaign. In this way the manufacturer has his problems of distribution greatly simplified.

In The Tribune Merchandising Service Department is shown these districts on the largest map of Chicago in existence. It is colored to show the rents paid in each district from which can be estimated the incomes, purchasing power and wealth of a district. The manufacturer who does not analyze the Chicago field might send his salesmen into the poor districts and waste thousands of dollars in trying to get distribution and then say that Chicago is a poor market.

The Chicago advertising cemetery is filled with dead propositions that were failures because Chicago was worked as a unit, instead of being treated as separate units. A manufacturer with a high class proposition might spend weeks in certain districts when he should spend all his time in other districts which are logical markets for him.

The Tribune is trying to simplify this distribution problem in Chicago for all classes of manufacturers. Any manufacturer selling in Chicago can have his sales analyzed so that he can determine in what sections of Chicago his product is selling, and in what parts sales are low.

The Tribune's records show how many dealers there are in a district, enabling the manufacturer to determine what percentage of dealers he has in that district. He can also determine how much business he is getting from an actual number of able-to-buy families, showing just what the possibilities of increased sales are in each district. If the percentage of sales in any district is lower than it should be, the manufacturer can reconstruct his distribution work so that he will bolster up trade in the poor districts.

### DEALER INFLUENCE NECESSARY.

The manufacturer selling in the Chicago market must have dealer influence. So must the advertising mediums which he uses to reach the public. The Tribune found there was urgent need of unselfish co-operation between the advertising medium representing manufacturers and the Chicago retail merchants. The Tribune also found in talking with retail merchants in different lines that there was an astonishing lack of appreciation for advertised lines. The paper decided that if it could render some really worthwhile service to these merchants it would be building up a feeling of good will which would increase their regard for advertised merchandise.

The good will and co-operation of retail merchants located in the market covered by a publication is absolutely essential. An analysis of what a manufacturer buys when purchasing consumer advertising space will show that about 75 per cent. of its value lies in the dealer influence of the medium. When an advertiser buys space in a medium he must assure himself that the medium is recognized by the merchants in its territory as a sales producer.

About a year ago The Tribune started a publication of the Co-Operator, a paper exclusively for the retail merchants of Chicago and suburbs. At the same time the Retail Merchants

Service Bureau was organized. The object of the Co-Operator and Service Bureau is to furnish retail merchants with ideas, plans and suggestions which will be of value in developing their business. The Tribune is perfectly frank with the merchants. It tells them the reason for offering this service free is to get better acquainted with them. Through the Co-Operator and Service Bureau have been accomplished two important results: (1) It has secured dealer influence. (2) Development of more intelligent and helpful investigations for manufacturers.

The prompt response has indicated that Chicago merchants are in urgent need of a service which will assist them



CHALMERS LOWELL PANCOAST.

in making their business pay a bigger profit and to help them sell more advertised goods.

### COMMUNITY DEVELOPMENT.

Another important subject taken up through the Co-Operator is "Community Development." The Tribune has published a series of articles describing plans of organizing and recognizing business men's clubs, kind of policies to adopt, how to conduct a membership campaign and how to construct a model constitution and by-laws. Some of the out-lying business districts are not in harmony with the downtown "Loop" or central trading center.

Just how strong this feeling is in some of the outlying districts against the "Loop," and Loop interests is shown by the fact that when a merchant in one of Chicago's outlying business districts when asked what was the most important service that could be rendered the merchants in the outlying districts, said: "Get rid of the 'Loop' district." The Tribune is trying to convince such a merchant, who conducts a store where two-thirds of the people living in his neighborhood earn their living in the "Loop" district, that if it were not for the money that comes from the "Loop" his business could not exist.

Every city must have a central trading place, no matter how many parts or sections it may be divided into. It is just as important to the life of a city as a heart is to the life of a man. Go into any small town and you will find a "public square" or a "Main Street," where all business centers. The small town is but the beginning of the large city. Chicago must have some central point where big business is transacted for the benefit of the other business districts.

In a city the size of Chicago there are a great many big merchandising problems to solve, which only time and concentrated effort can solve. And there are just as many little problems which must be solved before the big problems

can be successfully tackled. There are in Chicago some 150 District Improvement and Business Men's Associations organized for the purpose of community development, and through the Co-Operator we are trying to help them get together.

Another important division of the service department is the investigation of conditions that govern the sale of certain articles.

### PROMOTING NEW ADVERTISING.

"Another function is to promote new advertising by showing the possibilities of the Chicago market, and what steps will be necessary to secure the market for the manufacturer, says The Tribune.

"Present day selling consists of two factors, namely advertising and merchandising. We take the position that merchandising is the more important part of selling. We realize that the only successful way to sell advertising space is to provide our salesmen with merchandising experience. When a Tribune man enters a manufacturer's office he is able to give him some real information about the Chicago market, the attitude of the dealers toward new propositions and what the dealer will do and will not do, together with an analysis of the situation governing the sale of products similar to the one he is manufacturing.

"The information which we secure through investigations, is analyzed carefully, and then recommendations are made to help the manufacturer work along practical lines. Our investigations are also beneficial to the retailer. It keeps the market clear of many articles that would be failures if offered for sale under present conditions. They also bring more good sellers into the Chicago market by pointing out the possibilities of the market to manufacturers of really meritorious products.

"When the Tribune, through its investigations, can show a manufacturer that there is a market in Chicago for an article of merit, then we are creating business for the retailer as well as the manufacturer. We have also compiled data giving the population within the city limits, population by sections, by nationalities, and in all suburbs and towns within 200 miles of Chicago. We have data on incomes, labor unions, bank deposits, capital employed by manufacturers, weekly payrolls, value of manufactured products, union wages in Chicago, total wage earners, number of wholesale houses, number of retail merchants in various lines, number of firms in different lines, railway transportation, etc.

The manufacturer who is not getting out of Chicago as much business as he should get, can only solve the problem by finding out what sections or parts of the city are buying his product.

This is exactly what we can tell him. We can also tell him a lot of interesting things about merchandising conditions in Chicago which may save him from making very costly mistakes and loss in practice which might require years to regain. Chicago is the best market in the country if it is gone after the right way. It is all a matter of knowing how to go about it. We have made a thorough study of merchandising conditions peculiar to Chicago and we are willing to help any manufacturer who wants help."

### German Paper Plants Hit.

United States Consul General Lay, writing from Berlin, says that the German paper industry has suffered from the war more than almost all the other industries of the empire. Many manufacturers were forced to limit their output at the beginning of the war. Many workmen were drawn into the army, and the closing of some mills forced others out of employment. The real difficulty of the paper industry during the war, Mr. Lay finds, has been to obtain the supply of raw materials, particularly wood, which formerly came from Russia and other foreign countries, while the present price of certain raw materials, such as sulphate-cell stuffs, is almost prohibitive.

## ECHO ANSWERS "WHY"?

**Some Queries Which Writers May Find Profitable to Consider.**

By JOHN TALMAN.

I have my growling clothes on today. It is necessary to my peace that I become real sassy to certain newspapers whose atrocities keep me awake o' nights, prevent me from enjoying my meals and even render the set of my garments uncomfortable.

Why is it that these papers cannot refer to any month of the year without saying "the month of"? Nothing happens in March. It is always in "the month of" March. You might as well say "I went to Boston the day of Thursday."

Why is it that these papers chronicle the death of a man and then proceed to say he "is" or he "has"?

Why is it that a speaker never says so and so in his speech, but always "in the course of" his speech? English newspapers are conspicuously sinful in this respect.

Why is it that a suicide never takes carbohic acid, but invariably shuffles off by taking "a quantity of" carbohic acid?

Why is it that men are never building a fence, but are "engaged in" building it? Why the universal hostility of printers and proofreaders to the interrogation point? The only way to induce a printer to use a "questioner" is to hold a pistol to his head; and very likely he would chance a shot at that.

Why use commas where they have no business to be? To say, as these newspapers ever do, for example, "the Confederate general, Lee," or "the poet, Whittier," conveys the idea that Lee was the only Confederate general and Whittier the only poet that ever lived.

Why use "replica" when "copy" is meant? Is it not better to employ the simpler word, especially when it is at the same time the more accurate? A replica is always a copy, but a copy is not always a replica. A replica is a copy made of some work—painting, statue or what not—by the author of that work. When made by another it is a copy.

Why insist upon "mould" when "mold" is easier, better and time-saving? Why not, as in the old times here and in England still, write also "colour" and "favour"?

Why say "bursted" and "forecasted"? There are no such words in the English language. All the tenses—past, present and future—are the same, burst and forecast.

Why say "Polander" and "Finlander" when Pole and Finn are so much shorter and better?

Why have people throwing "rocks" instead of stones? Nobody since Samson and Hercules has been strong enough to throw a rock.

Why say "neither were"? Why misplace the word "only"? One should say "I have only five dollars"; not "I only have five dollars." The best of writers, book and newspaper, are eternally doing this. To use "only" out of place may actually change the writer's meaning. Think it over.

Why use "loan" for lend? Why cherish so religiously these time-honored (nay, time-dishonored) redundancies and inaccuracies? Any little pupil of a grade school should know better.

Throughout thirty-three years of desk-holding in daily newspaper offices, from the bottom rank to managing editor, I fought these and kindred solecisms tooth and toenail, night and day, early and late, with might and main, and it is gratifying to observe that at least one or two of the journals I served still continue to avoid them. Why cannot all do so? What excuse can there be for them except the plea of immemorial usage, which is no excuse at all!

St. Paul, Minn., March, 1915.

The Lansford (Pa.) Record is to be changed from a weekly to a daily just as soon as a charter can be obtained, stock sold and capital raised to secure equipment. J. F. Maloy and H. W. Peabody will have charge of the paper.



**THINGS BOSTONESE.**

**News From the Hub—Advertising Agency Merger—Spoon Campaign Still Going Strong—Boston Press Club Election—Personal Mention of Staff Men Who Are Doing Things.**

(Special Correspondence.)

Boston, March 17.—An event of great importance in advertising circles in this city is the announcement that the Walter C. Lewis Co., one of the best known advertising firms in Boston, has been merged with the recently organized Greenleaf Company to do a general advertising business.

The new company has taken a suite of rooms in the Unity Building at 185 Devonshire street, the officers of the Greenleaf Company being: A. F. Greenleaf, president, and G. R. Dunham, treasurer.

The Greenleaf Company will have the means to place advertising service of a high class at the disposal of those desiring good publicity.

Albert R. Williams, who was arrested as a spy by the French, Dutch and Belgians and was given a military trial in Brussels by the Germans, spoke before the members of the Pilgrim Publicity Association Monday afternoon at the luncheon at Hurlburt's Hotel. Mr. Williams was special correspondent of the New York Times.

The notices of the entertainments and luncheons given by the P. P. A. have this line on them now: "Phone Fort Hill 1069—by 11 o'clock Monday if coming. No need to give name. Just say, 'I am coming to luncheon.'"

The spoon campaigns are still going with a rush. Harry Malloy, of the Post, has just returned from a trip to the South in the interests of this campaign. He says that business conditions are very good below Mason and Dixon's line.

Howard Reynolds, sporting editor of the Post, has joined the Red Sox in their training quarters. Paul Hannon, baseball man of the Post, was called home by the serious illness of his wife, and Mr. Reynolds was sent to take his place.

James O'Leary, who has been with the Braves, was called home by the illness of a relative.

Charles Parker, of the sporting department of the Post, is writing hockey and Sunday specials.

At the annual meeting of the Boston Press Club S. Conolly, of the Boston Herald, was re-elected president without opposition. This is Mr. Conolly's second term. J. W. Withington, of the Boston News Bureau, was elected vice-president; W. A. Try, assistant Sunday editor of the Post, secretary; H. F. Ellis, financial secretary, and A. J. Bean, financial editor of the Post, treasurer.

The following directors were also elected: Harry Hoye, Herald; D. Bentley, State House man, Globe; F. R. Talbot, Journal; W. U. Swan, Associated Press; S. D. Bartlett, Metropolitan Life Insurance Company, and A. Loring, Auto List. The membership committee consists of John Buchanan, W. F. Adams, A. H. French, F. W. Prescott and D. T. O'Connell.

President Conolly has appointed S. D. Bartlett chairman of the house committee. This appointment has met with much favor from the members.

Bernard G. Priestly, Wakefield district man of the Post, returned to the office Tuesday after having been ill for a week. Another Post man who has been sick is Frank Tanner, who recently arrived here from the New York World.

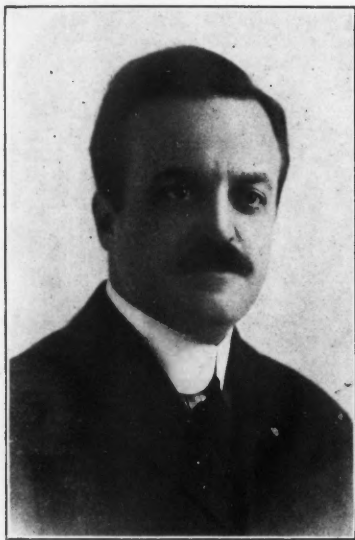
Fred Miller, editor of the Hingham Journal, has been confined to his bed the past week with a heart trouble, caused by indigestion.

Martin F. Hawes, the veteran editor of the Weymouth Gazette, has sold out to Norton F. Pratt, his assistant editor, who was formerly a member of the staff of the Boston Transcript. Mr. Hawes is eighty-odd years of age and retired from active newspaper work.

**CARRINGTON NOW MANAGER. PRINTERS TO PROTECT FUND.**

**He Succeeds E. R. Smith on New Haven Journal-Courier.**

Edward T. Carrington, who has been connected with the business department of The New Haven (Conn.) Journal-Courier for the past eight years, or since the reorganization of that paper, in the capacity of advertising manager and assistant business manager, has been made business manager, succeeding E.



EDWARD T. CARRINGTON.

R. Smith, who, it is announced, will assume duties in another field.

Mr. Carrington comes of a long line of newspapermen. His uncle, J. B. Carrington, is president and treasurer of the paper; Col. N. G. Osborne is editor-in-Chief, and Charles H. Eddy of New York is the foreign advertising representative. The paper was established in 1766.

E. T. Carrington is prominent in fraternal and political circles. He is a Thirty-second degree Mason and a member of New Haven Commandery, K. I., No. 2, Shrine, Elks, Pythians and Red Men.

**Attaches Need Trade Papers.**

Commercial Attache A. R. Baldwin writes from London to the Department of Commerce at Washington that the commercial attaches of that department stationed in ten important trade centers throughout the world are under instructions to make every effort to keep informed of current trade conditions in the United States. It is certain that their work will be more effective in specialized lines of trade if they are currently in receipt of journals devoted to such branches of commerce. It is understood that many trade journals deem it important to transmit copies of their publications to consular officers, and the suggestion is made that such action with respect to the ten commercial attaches of the department named would be of mutual advantage.

**Students' Prize Story Contest.**

The Western Union Life Insurance Company, Spokane, Wash., is conducting a newspaper campaign on a "Student's Prize Story Contest." Five cash prizes—first \$25; second \$20; third, \$15; fourth, \$10; fifth, \$5—are offered for the five best original stories written and submitted by students regular in attendance at any college or high school in Idaho, Oregon, Montana and Washington, having as a theme the subject of life insurance. The contest closes March 31, 1915.

Members of the American Association of Foreign Language Newspapers declared at a luncheon that their strength had been proven by the defeat of the immigration bills before Congress recently.

**International Typographical Union Almost Unanimous on Subject.**

Following a gift of some magnitude to a retiring official of the International Typographical Union, members of the Houston (Tex.) union, disapproving of appropriations of money for that purpose, took the question up with the 250 unions of that order for an amendment of the constitution which would in the future prevent the use of the money of the organization for gifts or gratuities to any person unless expressly authorized by referendum vote.

Houston Typographical Union's stand in the matter has been approved and indorsed by 235 unions out of the 250, with 15 unions yet to be heard from. A vote of the entire membership, which is 60,000, is now being taken on the question. The vote of the Houston local was 155 for to 21 against the amendment. The amendment follows:

Shall the following section be added to article 9, constitution of the International Typographical Union, to be known as section 10?

"Section 10. No convention or meeting, nor any official or member of the International Typographical Union of North America, shall have power to appropriate or use any moneys or securities in the treasury of this union, nor property or collateral in its possession or custody, for the purpose of bestowing upon any person or number of persons any gift of intrinsic value, granting any gratuity, or as payment for any intangible service rendered or claimed to have been rendered, unless expressly authorized by referendum vote."

**SAYS NEWS TRIPS JUSTICE.**

**Lawyers Want to Meet New York Editors and Confer on Reforms.**

Editors of New York newspapers have received invitations to discuss with a sub-committee of the Bar Association methods of handling news so as not "to impair in an important respect the administration of justice."

Joseph M. Proskauer, chairman of the sub-committee on procedure of the Bar Association's committee on law reform, sent the invitations. His letter is in part as follows:

"You are invited to attend, or be represented at a conference between representatives of the New York City newspapers and a sub-committee of the committee on law reform of the Association of the Bar of the City of New York, to consider what means may be adopted by the bar and the newspapers jointly to remedy the serious abuse which has grown out of the publication in the newspapers of matter tending to influence the course of trials in courts of justice, and thus to impair in an important respect the administration of justice."

Purposes of the conference are to ascertain to what extent the bar is responsible for conditions complained of and "to formulate some criteria by which the press can be unhampered in publishing legitimate accounts of litigation" without prejudice to the rights of litigants or the administration of justice. The conference is to be held March 23.

**Fahey to Speak at Chicago.**

John H. Fahey, of Boston, president of the Chamber of Commerce of the United States, has accepted an invitation to address the closing meeting of the Advertising Convention to be held in Chicago June 20-24. He will speak on "Advertising and Commercial Organization as Allied Forces in the Promotion of American Business." "Mr. Fahey's coming will officially recognize the very definite relationship of advertising and big business," said James M. Dunlap, chairman of the Chicago Convention, upon receipt of the word from Mr. Fahey. "We are delighted that he is to be with us."

**AN ADVERTISING "BEAT."**

**How Boyd of the Presbrey Landed a Big Ad Contract.**

In securing the so-called "Full Crew" advertising contract for the Frank Presbrey Co., William B. Boyd, of that firm, engineered one of the best advertising "scoops" of the new year. A brief account of how he did it is interesting. Early in the year the eastern railroads petitioned the Legislatures of New Jersey and Pennsylvania for the repeal of the full crew laws, which statutes, the carriers claim, create unnecessary employment and consequently unwarranted large expenditures.

Mr. Boyd followed this matter very closely in the newspapers and magazines, so that when the roads announced that they would carry their fight for the repeal of these laws directly to the people of Pennsylvania and New Jersey—Boyd boarded the first train he could get for Philadelphia, and "landed" the contract for the Presbrey Co. "right under the nose," so to speak, of all the Philadelphia advertising agencies. It was a distinct "beat," for Boyd was not only very familiar with the subject at hand, but he left New York armed with a lot of copy, and ready to commence the advertising campaign at the shortest possible notice if successful in getting the contract.

Mr. Boyd has now been "on the job" for nearly two months, with headquarters in the Commercial Trust Building, Philadelphia. He has prepared and placed advertising matter in practically all of the daily and weekly newspapers in Pennsylvania and New Jersey, and the New York City and Brooklyn dailies have also received the "Full Crew" advertising, which is costing the railroads tens of thousands of dollars.

**Nathan Straus in Humorous Vein.**

Nathan Straus, the millionaire philanthropist, in commenting upon some of his activities in New York before the Advertising Club of Los Angeles, March 9, said in regard to his "breakfast for one cent" plan, that the largest consumption was in the vicinity of Printing House Square—among the admen and the newspaper boys. This occasion, he said, was his first appearance before an Advertising Club. Heretofore he had been afraid to go lest he divulge some of the good advertising plans which had assisted him in amassing his fortune. In a distinctly humorous vein he related how closely he was now allied with the publishing and advertising business in that he was, weekly, sending checks to his son for Puck's deficit, which he was thankful to say was rapidly decreasing.

**A Notable Fifteen Year Record.**

Arthur J. Birdseye, Connecticut State agent of the Mutual Benefit Life Insurance Company, and president of the Charter Oak Ad Club of Hartford, has written one newspaper advertisement a day for fifteen years. This is an exceptional and unusual record. The ads have ranged from nine inches, single column, to three inches. Through their aid Mr. Birdseye has been able to build up a fine business for the company he represents.

**A Directory of Known Frauds.**

The Executive Committee of the Associated Advertising Clubs of the World has under preparation a publication to be known as "The Directory of Known Frauds," which will be distributed to the public as well as to periodical and newspaper publishers and advertising agencies.

**German Editor in Jail.**

A dispatch from Gotha (via London) says that Herr Geithner, a Socialist member of the Saxe-Coburg Diet and editor of the Gotha Volksblatt, has been sentenced to three months' imprisonment for commenting sarcastically upon Emperor William's statement that he no longer knew parties, but only Germans. The Volksblatt has been suspended.

## THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS  
AND ADVERTISING AGENTS

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George P. Leffler, Business Manager.

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Telephone, Randolph 6065

San Francisco Office: 742 Market St. R. J. Bidwell,  
Manager.  
Telephone, Kearney 2121.

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

See Publisher's announcement for subscription and advertising rate

New York, Saturday, March 20, 1915

### UNJUST TO MR. OCHS.

Elsewhere in this issue is printed the protest of Charles R. Miller, editor-in-chief of the New York Times, against Governmental interference with long established rights of utterance by newspapers. Mr. Miller said to Chairman Walsh, of the Senate Ship Lobby Investigating Committee:

"The tendency of continued inquiries along the lines of this investigation, it seems to me, would be to reduce the press of the United States to the condition of the press of some of the capitals of Central Europe, where it is known as the reptile press, where it crawls on its belly to the foreign office and government officials every day to get its orders. This continued investigation, I believe, is a kind of infringement of the liberty of the press. It puts the newspapers of the country under a kind of duress."

Whatever may be the opinion as to the characterization of the foreign press by Mr. Miller, most American editors will agree with him in his views regarding the attitude of many of our Government officials toward the free press of the United States.

Following the inquisitorial treatment of Mr. Miller at Washington the Times promptly and properly stated editorially that "Mr. Ochs wishes to make the assertion as broad and sweeping as language will permit that he is in possession, free and unincumbered, of the controlling and majority interest of the stock of the New York Times Company, and has no associates in that possession, and is not beholden or accountable to any person or interest in England or anywhere else in the world, nor has he ever been beholden or accountable, in any shape, form, or fashion, financial or otherwise, for the conduct of the New York Times except to his own conscience and to the respect and confidence of the newspaper-reading public, and particularly the readers of the New York Times—and more particularly to the respect and confidence of those who are associated with him in producing the New York Times and expressing its opinions."

It is hardly probable that the man who feels, as Mr. Ochs does, that it is his first duty to win the respect and loyalty of his associates and the confidence of his readers would be guilty of deceiving the public to serve his own interests. Those who know Mr. Ochs' character do not require his printed defence to convince them of his sincerity; but the Times acted wisely in emphasizing, for the enlightenment of others, the fact that Mr. Ochs is above the sort of double-dealing intimated by his questioners at Washington.

### JOURNALISM'S GREAT LOSS

The passing of Samuel Bowles, the distinguished editor of an equally distinguished newspaper, the Springfield Republican, is a serious loss to American journalism. He ranked with the best editors of our time. Born of one of the oldest families of New England, of good newspaper stock, since both his father and grandfather had been editors, and educated with direct reference to a journalistic career, Mr. Bowles, upon the death of his father, took charge of the Republican and up to the time of his own death successfully maintained its traditions and, what is more, its character and reputation as one of the country's foremost daily newspapers.

He regarded the ownership of the Republican as a sacred trust. He felt that it was his duty to give the best there was in him to the direction of its affairs. The efficient and able manner in which he discharged his responsibilities is known not only to the citizens of Springfield but to the entire country. No newspaper stands higher in the esteem of its constituency than the Republican. Although published in one of the smaller cities, such was its character and standing under Mr. Bowles' editorship that in spite of the competition of the metropolitan newspapers it continued to hold its place as a national force in journalism.

Mr. Bowles was a man of high ideals, of deep convictions and of intense feeling. He had the dignity and poise of the statesman, the tact and polish of the diplomat, and the breadth of mind that characterizes the traveled man of the world. He was a conservative of the best New England type and always stood firmly for the things he believed to be right and for the best interests of Springfield and for the nation.

Samuel Bowles will be remembered in the years to come as one of the great journalists of our day.

### ONE NEWS AGENCY BILL FAILS.

The Indiana Legislature that recently adjourned—much to the relief of the State—had before it one of the bills that has been lately popular in the initial steps but which has shared the same fate that has met similar propositions heretofore.

The bill called for an act to regulate news agencies and was aimed more particularly at the Associated Press. The Indianapolis News was supposed to have been the ultimate object of punishment because it had been free in its criticism of the controlling influences in the Legislature and had offended the so-called machine.

If the press dispatches could be made available for everybody and the exclusive quality be at the same time removed from the news service a double blow would be struck. Accordingly the bill had considerable support, was adopted as a caucus measure, passed through one house and was in a fair way to get through the other. It was then discovered that the News was prepared and eager, if the bars were thrown down, to take the Associated Press dispatches for morning and Sunday editions in addition to its afternoon dispatches. Many of the statesmen then began to lose interest. Others of the legislators saw the futility of the bill as proposed and it finally was allowed to go to sleep.

The bill in itself made it obligatory on news agencies or associations to serve all newspapers on demand alike on equal terms without discrimination; compelled them to file with the Public Service Commission a copy of all contracts, a schedule of rates and compensation. All agreements to limit or restrict the delivery of news service to any particular newspaper were declared illegal and any association or bureau declining to supply news service was subjected to a penalty for damages in the amount of \$1,000 per day for each day of discrimination or refusal. The persons or associations violating the act were subject to a fine of from one to five thousand dollars and to imprisonment at the discretion of the court. If any parts of the law were held to be unconstitutional by the courts the remaining sections should stand and an emergency was declared.

The failure to pass the bill of course left conditions undisturbed and peace without harmony was restored.

Probably "Billy" Sunday can thank the newspapers, more than any other agency, for the fact that he will take with him from Philadelphia a "free-will offering" of \$75,000 from his recent endeavors in the Quaker City. Testimony along this line was given in Salem, Mass., a few days ago, when the Rev. Samuel A. Eliot, president of the American Unitarian Association, who had just returned from Philadelphia, said: "It is the newspapers that have made 'Billy' Sunday as they have given him so much publicity. The meetings themselves present no important novelties save that the appeal of the evangelist is more sensational in manner and more scurrilous in language than is customary." To say the least, "Billy" Sunday knows the value of printer's ink.

The Thomas A. Edison, Inc., of Orange, N. J., has notified us that the Hinds Syndicate, concerning which a paragraph was recently published in our columns, had not asked for pay for preparing stories for film plays which were afterward to be sold to newspapers. If the syndicate is not trying to "work" the newspapers by selling them film stories for which the manufacturers have already paid, we are glad to know it.

When the Journalist was taken over by THE EDITOR AND PUBLISHER in 1907, that publication had completed its thirty-eighth volume. Through an oversight, the volume number of the consolidated paper, THE EDITOR AND PUBLISHER AND JOURNALIST, was not changed to correspond with that of the Journalist. The correction is made in this issue, the new volume number being No. 47.

Commendable frankness and sound philosophy are found in the editorial bow of F. T. Mynard, a hustling business man who has just assumed control of the New Albany (Pa.) Mirror. He says:

I wish to announce to the public that the past is done for and the future is what we make it. The ever now—is our only opportunity. The time for action and achievement. We shall get busy. The world isn't looking for anybody to console. Keep your troubles to yourself. Keep your mind on the splendid good things of the world, and then as the days go gliding by you will find yourself unconsciously seizing up the opportunities that are required for fulfillment of your desire. Do not condemn your neighbor if he does not think just as you do. Do not cancel your paper because his ways differ from yours; no one can follow the footsteps of another. Trust to persuasion because it is the soft glove of conviction. I have resolved to correct all weakness if any which might prevent me from stirring up opportunities and coining them into progress on behalf of my subscribers and myself, and now on we shall have the future which is filled with possibilities. I shall do all in my power to make occasions and improve this paper, and will go at the business of getting results.

### ALONG THE ROW.

TIMES HAVE CHANGED.

He used to write his stories once  
And at the same he held his own.  
But now he sends his daily stuff  
To Rewrite Man by telephone.  
And, like Caruso, he takes care  
To keep his voice in perfect trim,  
For he knows, should he lose the same,  
That it would be the end of him.  
He earned his living by his pen  
When he first covered Harlem, South,  
But now like other district men  
He earns his living by his mouth.

### LATEST FINALS.

The "Latest" Edition is not the "Latest" Edition, because there is a "Final" Edition. In a few weeks the "Final" Edition will not be the "Final" Edition for the reason that there will be a Baseball Edition coming later which will really be the latest and final edition, unless something big breaks loose.

### SAD NOTES.

The Indianapolis News has a Glee Club, which, we are told, sings sweetly. It is nice to hear newspaper men sing, provided it is not for their salaries, which, alas, has happened several times in days of yore in this old town.

### MAN OF GENIUS.

"Is Smith a good advertising solicitor?"  
"Is he? I should say he was. Say, Smith could talk a brewer into putting a bock beer ad into a prohibition paper, and then talk the paper into accepting it."  
TOM W. JACKSON.

**PERSONALS.**

Robert O'Brien, editor of the Boston Journal, who was at one time Grover Cleveland's stenographer, was one of the speakers at the annual service held at Caldwell, N. J., on Sunday, in memory of the former President of the United States.

Charles H. Grasty, formerly controlling owner of the Baltimore Sun, and until recently vice-president of the Associated Press, has gone to join the Associated Press staff as a war correspondent.

Elbert Hubbard addressed the New Orleans (La.) Press Club on March 16, his topic being "Earning a Living." He was guest of honor at a luncheon tendered to him by the club before the lecture.

Dr. St. Clair McKelway, editor of the Brooklyn Eagle, was seventy years old on Monday. In celebration of the event the Eagle staff sent him a huge birthday cake, surrounded by seventy candles and surmounted by the figure of an eagle with a quill in its beak. Dr. McKelway received during the day many telegrams and telephone messages of congratulation and good will.

James H. Callanan, publisher of the Schenectady (N. Y.) Union-Star, has gone to the Pacific Coast, where he will remain several weeks.

Richard H. Edmonds, editor of the Manufacturers' Record, of Baltimore, who for two months has been confined to his home at Roland Park because of a breakdown, is reported to be slowly regaining his health.

Edwin W. Beedle, publisher of the Inland Printer of Chicago, and former publisher of the World Today, now Hearst's Magazine, was a recent visitor to Los Angeles while on a trip to the two expositions.

Edwin W. Rice, of Philadelphia, Pa., has retired after forty-four years' service as editor of the American Sunday School Union. He has been given the title of honorary editor.

William H. Nearfoss, one of founders of the Port Jervis (N. Y.) Gazette in 1869, and its editor until 1911 when the paper was taken over by Daniel F. Cook, has been appointed postmaster of Port Jervis.

Matthias C. Ely, formerly editor of the Hudson Observer, Hoboken, N. J., has been made postmaster of Jersey City.

J. W. Hinchon, veteran editor of the Algona (Ia.) Courier, is in Colfax for two weeks' stay to receive treatment for an affection of the right eye, caused by the bursting of a small blood vessel.

Miss Margaret Roth, aged 20, of Cleveland, O., is probably the youngest newspaper owner and publisher in the country. She recently bought the Nationale Gazette, formerly the Neue Heimat, of Cleveland, and has taken full charge.

Wendell Philips Dodge, who is Belasco's press representative, has been appointed editor in America of the Strand Magazine and the World Wide Magazine, and the sole representative of Messrs. George Newnes, Ltd., publishers, of London.

Joseph H. Mayer, editor of the Ada (O.) Record since October, has resigned to open a film exchange at Columbus.

F. Duncombe, editor of the Ft. Dodge (Ia.) Chronicle, has been appointed postmaster of that city. Paul Maclean, formerly state editor of the Sioux City Tribune, has been made editor and C. M. Duncombe, a son, is business manager.

Louis E. Van Norman, of New York, has been selected as editor of the Nation's Business, the official publication of the Chamber of Commerce of the United States. Mr. Van Norman assumes charge with the April issue. He has had a wide editorial experience. He was formerly an editor of the Literary Digest and afterwards for a number of

years assistant editor of the Review of Reviews.

George K. Stiles, a Baltimore, Mo., newspaper man, has been named as consul of the eighth class by President Wilson.

**GENERAL STAFF NEWS.**

Charles B. Welch, managing editor of the Tacoma (Wash.) Tribune, in a recent issue of that paper, paid a loving and appreciative tribute to George Caterer, once city editor of the New York World, who died in New York the first week in March. He called him "the premier city editor of them all."

Richard G. Tindall, who has been on the news staff of the St. Louis Republic since he was graduated from the University of Missouri in 1911, has been made assistant night editor of that newspaper.

J. Wesley Bovee, of Washington, D. C., has written to the New York Herald that he has a copy of Benjamin Franklin's New England Courant for the week of February 4-11, 1723, printed in Boston.

Arthur Leeds has been chosen as the first incumbent of a new office created by the Edison Company, that of scenario editor. Mr. Leeds is an authority on the photoplay.

Sam Adams, the comedian, is the only printer-actor on the American stage. He was a compositor on the New York World for two years and is a member in good standing of Typographical Union No. 6.

O. C. Leiter has become city editor of the Portland (Ore.) Journal, succeeding Fred W. Bell, who has been made assistant news editor.

Harold Day Valpey, city and dramatic editor of the Lynn (Mass.) Daily Evening Item, returned to his duties this week after a two months' vacation spent in the tropics, during which he visited Colon and steamed through the Big Ditch to Panama City. He also spent two weeks in Costa Rica, where he had a thrilling experience in a landslide that swept away a portion of the famous Keith railroad between Port Limon and the capital city of San Jose in the mountains. On the return trip he stopped over in Havana, Cuba, where he was the guest of several government officials.

O. C. Leiter, for ten years city editor of the Portland Oregonian, has been appointed city editor of the Portland (Ore.) Journal, succeeding Fred W. Bell, who has been advanced to the position of assistant news editor. Mr. Leiter resigned last summer from the Oregonian to manage the campaign of William Hanley, progressive candidate for the United States Senate.

Glinn Babb, of the news staff of the St. Joseph (Mo.) Gazette, has taken a position on the New Bedford (Mass.) Standard.

William P. Strandborg, for the past nine years with the Portland (Ore.) Evening Telegram and formerly with Ohio papers, has been appointed head of the publicity department of the Portland Railway, Light and Power Company.

Myles E. Costello, for more than 11 years foreman of the composing room of the Worcester (Mass.) Post, and for ten years previously connected with the Spy as day foreman, severed his connection with the Post to engage in real estate and building. Mr. Costello's associates on the Post presented him with a billbook and a purse of gold.

G. E. Hipps, editor of the Carrolltown (Pa.) News, has been made postmaster at Carrolltown.

Raymond W. Pullman, a newspaper man of Pittsburgh, Pa., will be the head of the Washington, D. C., police force after April 1, having been appointed superintendent and major.

Russell Porter, formerly of the Press, has become assistant dramatic editor of the Morning World. Mr. Porter is the son of A. J. Porter, the well known railroad official, of Bridgeport, Conn.

**HELP WANTED**

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

Wanted—Advertising Manager for The Toledo Express (founded in 1853) only German Daily in N. W. Ohio. Preference will be given to experienced solicitor and one who speaks German. Correspondence solicited. The Toledo German Pub. Company, corner Superior and Jackson, Toledo, Ohio.

WANTED—Associate editor for illustrated national industrial magazine. This man must be young and ambitious with plenty of initiative and ability to write snappy editorials and feature articles. The magazine circulates among factory superintendents, chief engineers, master mechanics and purchasing agents and subjects covered include cost cutting, handling men, production, equipment, accident and fire prevention, power, heat, light, ventilation, trade and transportation, building overhead, stock keeping, etc. Position just created. Address stating age and qualifications, D P C, Editor and Publisher.

WANTED—Advertising solicitor capable of writing copy that will sell both for paper and purchaser and able to plan productive advertising campaigns. Strong inland daily in exclusive field. Address Michigan, Editor and Publisher and Journalist.

**SITUATIONS WANTED**

Advertisements under this classification one cent per word each insertion.

City or telegraph editor, open for offer February 1st. Wide experience, energetic, and a newspaper builder. Capable of taking charge of editorial department. Address D 1415, care The Editor and Publisher.

Cartoonist-photographer, experienced, live wire, original; will work for enterprising paper for moderate salary. Fine reference. Can deliver the goods. Temperate, care The Editor and Publisher.

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

I want a position as advertising or business manager, for a publisher who will appreciate experience, ability and faithful service. Address R. M. C., care Editor and Publisher.

**FOR SALE**

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

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

**Hearst Chicago Appointments.**

William Holmes, for many years business manager of the New York Press, has been appointed business manager of the Chicago American, and George Young, recently of the Boston American, has been made business manager of the Chicago Examiner.

The annual dinner of the editorial staffs of the Morning and Sunday World will be held Sunday morning, March 28, at one o'clock, at Healey's. Covers will be laid for more than one hundred.

**County Ad Bill Postponed.**

The Minnesota House has indefinitely postponed the bill to appropriate money to counties to be used for advertising purposes. Opponents of the measure declared that the money is turned over to land development companies and that the counties do not derive sufficient benefit to give the bill merit.

**WEDDING BELLS.**

Richard L. Stokes, of the St. Louis (Mo.) Post-Dispatch staff, and Miss Elizabeth B. Wilson, a singer of St. Louis, were quietly married in St. Louis on March 6.

Chester Horsington, editor of the Harrington (Wash.) Citizen, and Miss Edith Pilloud, of Spokane, were married in the latter city a few days ago.

*The worst pessimist is the one who gets a page ad today and worries about next year when he has to beat it.*  
EMIL M. SCHOLZ.

**\$35,000 CASH**

buys substantial interest in leading evening newspaper of fast growing city of 75,000. Prefer a young man qualified for the business management. Proposition L. M.

**C. M. PALMER**

Newspaper Properties  
225 Fifth Ave., New York

**\$10,000 CASH**

Balance deferred will buy a Daily newspaper in one of the important cities of a Southern state which earned net for owner last year nearly twenty per cent upon the total amount of purchase price. Physical equipment alone worth nearly the total asking price of the property.

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

**ADVERTISING MEDIA**

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

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

**MISCELLANEOUS**

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

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

**PACIFIC COAST NEWS CORRESPONDENT**

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

An selling interest in periodical exceeding 100,000 circulation which I have edited several years. Will consider editorship of metropolitan daily. Have had experience in daily work as staff correspondent and feature writer for largest dailies in America, writing from Europe two years. Was nominee of Progressives for Governor of my State in 1912, but have returned to Republican Party. Believe in protection as fundamental to business prosperity. My editorials are read and quoted. Will expect salary above \$5,000 at start, with "prospects." Address D 1441, care The Editor and Publisher.

**BUSINESS OPPORTUNITIES**

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

\$42,000 will buy a good class paper out of which owner takes \$8,000 besides salary. Harris-Dibble Company, 71 West 23rd Street, New York.

WANTED—AN EDITOR who can invest at least \$25,000 to join a business manager and an advertising manager in the publishing of a monthly trade publication in a growing and uncovered field. Prospects the best. Address "Montra," care The Editor and Publisher.

# Freeman Shows How Co-operation Among Power of the Advertisers' Money W

## A LOGICAL ILLUSTRATION OF EFFECTIVE WORK WHICH

Why do not all of the daily newspapers in the Empire State get together in co-operative effort to show general advertisers the force of their combined power?

The Publishers of the 37 New York State dailies that are paying for a two page advertisement, appearing once a month in The Editor and Publisher, are prompted by a motive higher than that of merely securing individual advantage.

What they permit me to say about the value of newspaper advertising is of advantage to all daily newspapers in the State. Of course, the greater value will accrue in the end to these 37 publishers because advertisers will not be slow in appreciating their broad, co-operative spirit.

It has really come to pass that newspapers that work in harmony—that have a genuine desire to serve advertisers well—are the newspapers that first get consideration from advertisers. When will all newspaper publishers learn the lesson?

The power of the 37 newspapers listed on this page is very great. Their combined circulation is 2,298,089.

An advertiser can use a 2500 line contract in all of them at a cost of \$9,413—or he can use 10,000 lines in all of them at a total cost of \$34,504.

In the case of the \$9,413 expenditure, the cost per reader is less than 5 mills. In the other case, on an expenditure of \$49,000, the cost per reader is less than that of a postage stamp.

Any advertiser who will put his sales force into the communities in which these 37 dailies are printed, and inform local dealers that he proposes to advertise in all of these newspapers, will get instant co-operation from the dealers if the product he wants to sell has merit.

## NEW YORK STATE D By WILLIAM

City	Paper	Circulation	2,500	10,000
Albany	Journal (E)	°16,982	.05	.035
Albany	Times-Union (E)	°41,165	.06	.06
Albany	Knickerbocker-Press (M)	°38,511	.05	.05
Albany	Knickerbocker-Press (S)	°30,000	.05	.05
Auburn	Citizen (E)	°6,580	.0178	.0135
Binghamton	Press-Leader (E)	°25,817	.05	.04
Brooklyn	Eagle (E&S) 3c	°44,227	.16	.16
Brooklyn	Standard-Union (E)	°61,970	.15	.15
Brooklyn	Standard-Union (S)	°71,254	.15	.15
Brooklyn	Daily Times (E)	41,050	.11	.09
Buffalo	{ °°° Courier (M) †59,669 }	†109,992	.14	.12
Buffalo	{ °°° Enquirer (E) †50,323 }			
Buffalo	°° Courier (S)	†83,357	.14	.12
Buffalo	News (E)	°104,281	.15	.14
Buffalo	Times (E & S)	°57,008	.09	.08
Elmira	Star-Gazette (E)	°19,577	.035	.03
Gloversville	Herald (M)	°7,060	.02	.015
Gloversville	Leader-Republican (E)	°5,349	.0143	.0107
Ithaca	Journal (E)	°5,750	.025	.015
Lockport	Union-Sun (E)	°5,230	.0157	.012
Mount Vernon	Daily Argus	°5,279	.0214	.015
New York	Globe (E)	°185,471	.28	.28

### New York newspapers serve advertiser business known local

Twenty-four (24) leading magazines, with circ Canada, have in the State of New York alone a con

In order to obtain this New York State circula tion of these magazines, in as much as it is manife states or by zones.

Therefore, the advertiser who wishes to buy th New York must pay the combined rate of these mag

Now, assuming that the national advertiser co combined rate is \$79.56 per line, he will find that if State from these magazines costs him a total of \$

Comparing the cost of this New York magazine c trated newspaper circulation around which this adv line the advertiser can buy a newspaper circulation of newspapers a bonus of 510,970 circulation at less t

General advertisers, agents and space buyers seek and distribution facilities in New York City and New newspapers listed above will aid and assist with loca THE EDITOR AND PUBLISHER AND JOURNA Building, New York. Phones Beekman 4330 and 4

# Amongst Newspapers Increases the Purchasing Without Reducing Revenue to Papers

WHICH CAN BE EXTENDED TO THE PROFIT OF ALL CONCERNED

## THE DAILY NEWSPAPERS

M. C. FREEMAN

	City	Paper	Circulation	2,500	10,000
.035	New York	Evening Post (E).....	†31,189	.18	.16
.06	New York	Times (M&S).....	°259,673	.45	.40
.05	New York	Mail (E).....	°157,044	.32	.29
.05	New York	World (M) }	°391,944	.40	.40
.0135	New York	World (S) }			
.04	New York	World (E).....	°385,505	.40	.40
.16	Rochester	Union & Advertiser (E)....	°38,715	.08	.055
.15	Schenectady	Gazette (M).....	†††21,118	.06	.04
.15	Troy	Record (M&E).....	**22,670	.035	.035
.09	Watertown	Standard (E).....	°10,621	.021	.0142
.12	Watertown	Times (E).....	°13,700	.02	.02
			2,298,089	3.7452	3.4504

.12 °Government Report.  
 .14 °°Average net paid sworn to by publisher.  
 .08 °°°Only Buffalo papers, Publisher states, examined daily and Sunday by A. A. A.  
 .03 †Publisher's signed statement of average gross figures on file in this office.  
 .015 †††Average Gross A.A.A. Audit.  
 .015 \*Net paid figures supplied by Publisher.  
 .012 \*\*Average net paid A.A.A. Audit.  
 .015 Other circulation ratings are from Nelson Chesman's Rate Book for 1914.  
 .28 New York State population, 9,113,279.

Advertisers in the dual capacity of making their ad locally and nationally.

With circulation scattered all over the United States and with a combined circulation of **1,787,119**.

With this circulation, it is necessary, however, to buy the entire circulation, which is manifestly impossible for them to sell circulation by

to buy the **1,787,119** magazine circulation in the State of New York at a cost of **\$79.56** per line.

The advertiser could use all the circulations of the magazines, whose total circulation is **1,787,119** which he gets in New York State at a cost of **\$8.44** per line.

On the basis of this advertisement is written, we find that for **\$3.4504** per line of circulation of **2,298,089**. On this basis, the advertiser gets in New York State at less than half the cost of the magazine circulation.

Persons seeking further light in respect to marketing conditions in New York State and the degree to which the dominant media with local co-operation, are requested to communicate with the JOURNALIST, The Newspaper Advocate, Suite 1117 World Building, New York City, N. Y. 30 and 4331.

To use a 100 line advertisement 25 times in 37 newspapers with the power and influence these newspapers possess, would be a very effective campaign.

The advertiser can do a business, even at the start, amounting to **ten times** as much as the cost of his advertising, and if he keeps up the campaign regularly, increased business will decrease the percentage of cost of the advertising.

This has always proved itself in every case where an advertiser employs intelligently a combination of strong newspapers in communities.

The 10,000 line campaign represents practically the equivalent of 48 standard magazine pages that could be used in a year in this list of newspapers.

The rate of \$3.74 per line, on the basis of the 2500 line contract, or \$3.45 per line, on the basis of the 10,000 line contract, with a still lower rate on larger contracts, for 2,298,089 circulation, represents a lower cost per reader than any other form of publicity that I know of.

The newspapers of a State or a community represent the daily life of the people and no form of publicity is accepted in such an intimate way as the newspaper.

People can get along without other publications, but never without newspapers.

They are the most logical media to use to get the attention and trade of all of the people.

## CIRCULATION NEWS, VIEWS AND OBSERVATIONS

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

By Harvester

HERE are indications of an alphabetical battle in the near future. The I. C. M. A. is peeved at the A. B. C. because the A. B. C. have a rule compelling publishers, general managers and business managers to sign circulation statements, but, for some reason, does not provide a dotted line for the circulation manager to practice penmanship on.

John M. Schmid, second vice-president of the I. C. M. A. and circulation manager of the Indianapolis (Ind.) News, upon having this oversight brought to his attention filed a vigorous protest and drew a reply in which the A. B. C. said that if all circulation managers measured up to Mr. Schmid's high standard their names would be a necessary part of each and every A. B. C. statement but, inasmuch as, from the viewpoint of the A. B. C., there are so many circulation managers whose statements could not be relied upon, they adopted the rule eliminating such signature.

Mr. Schmid, in commenting on this matter says: "In other words they have indicted the circulation manager as a 'crook' without giving him a chance to demonstrate that he is just about as honest as the average publisher, general manager or business manager."

A. E. McKinnon, president of the I. C. M. A., in speaking about this matter suggested, in passing, that no crooked circulation manager could connect with a pay roll until he found a crooked publisher, general manager or business manager to hire him.

He raised the question as to whether Arthur Capper, Governor of Kansas and owner and publisher of the Topeka Capital, is more honest than Arthur Capper, circulation manager of the Topeka Capital was; if H. S. Scott, general manager of the Detroit News, is any more honest than H. S. Scott, circulation manager of the Detroit News was; if Fleming Newbold, manager of the Washington (D. C.) Star, is any more honest than Fleming Newbold, circulation manager, was?

He also referred to George Rogers, of the Cleveland (O.) Plain Dealer; Emil M. Scholz, of the New York Post, and a few other old time circulation men who may or may not have some of the circulation tar sticking to them—if the A. B. C. contention is justified.

The I. C. M. A. and the A. B. C. are due to get together, friendly or otherwise, before long.

H. H. FRIS, circulation manager of the El Paso (Tex.) Herald, whose lucid and voluminous condemnation of circulation contests was given room, according to its strength, in THE EDITOR AND PUBLISHER OF November 7, writes that he has received numerous communications from all over the country regarding his article and favors us with a few more intensive words along the same line.

It will be noticed that Mr. Fris has not materially altered his opinion regarding contests.

"Long experience and careful investigation have made me opposed to voting contests to secure newspaper circulation, for many and good reasons. I have never yet seen such a contest that ended satisfactorily to the publication or to the people interested. Conduct it as fairly as you can and you will make enemies that I firmly believe are of sufficient harm to the paper to offset any advantages that may accrue as a result of temporarily increased circulation or inflated revenue. This is my principal objection, but there are others and greater ones.

"One of the very strong objections to such a contest is that it is usually put on by some 'specialist' who is a stranger to the community and without financial or personal interest in your paper. The sole object of the 'specialist' is to make as much money from the contest as possible as soon as possible, and his methods are too often those that reflect in an unsavory manner upon the paper for months after he has closed the campaign and gone to other regions. The reaction comes and the paper feels it. For the time being, the contest may add several hundred or several thousand subscribers to the list, but it is not a substantial circulation, not a circulation that stays, and the methods resorted to by the 'specialist' in coaching the contestants are such as to universally place it in the category of things that should be suppressed.

"I have given this matter much thought, in personal contact, and afar. I have been connected with papers during the conduct of such campaigns and afterwards; I have closely studied the operations of such contests on opposition papers and in every way tried to see all that is good in them, and have failed in every particular. I would outlaw them all. The work of securing newspaper circulation is legitimate and can be conducted upon business principles, and this is the only method that is permanently successful. The circulator of the paper should direct the work of all his agents or employes, and he can do it in such a way that it will not be of temporary, but of lasting benefit. In this way, he is able to look after the interests of the paper and of those brought into the fold as subscribers, neither of which interest the contest man has at heart. It is a mistake to 'farm out' a paper's good name to the traveling 'specialist' with his voting contest schemes.

"So much odium has been attached to these contests that many of the State Legislatures have taken up the matter with a view to the passage of statutes prohibiting them. At the last annual convention of the I. C. M. A. on the Great Lakes one of the delegates made the statement that Florida had already put the official ban upon such contests. In Texas, the last session of the Legislature had the matter up for consideration, but the law was defeated by the efforts of one or two publishers. One of these had a contest in progress three months later, and, before it was over, he received his lesson. The man conducting the contest swindled a number of the contestants and slipped out of town with the last day's receipts in his pocket.

"As I said in the beginning, the contests are bad enough if conducted honestly, but when they are not—and this is usually the rule rather than the exception—they are little, if any, short of criminal. Even a contest conducted as fairly as possible more than likely will bring out charges of unfairness, of swindling and of selling out. The disappointed ones will invariably charge fraud. So much of it has been practiced that they have a right to be suspicious, hence I say that any paper conducting such a contest is taking chances on losing the good will of a large number of people, and is laying itself open to severe criticism and charges of dishonesty.

"The plans of the professional contest men—the 'specialist' they so often call themselves—are scarcely ever laid upon anything except deception. Let us take an example: The contest manager comes to town and calls upon the newspaper which is interested in a voting contest. The manager of the paper and the contest man come to an agreement as to the amount of money to be put into prizes and the number of new subscribers that must be secured. The newspaper is safe, of course, as the contract calls for the collection of a certain sum of money.

"The deal closed, the contest man hunts up girls to enter the voting contest. It is easy to get a list of 100 or 200 contestants. He gives to all of them about the same line of talk: 'Now, Miss So-and-So, there is no possible chance for you to lose. I know you will win the grand prize. The other girls in the contest are "dead ones." You are the only live one in the bunch.' If it is not this, it's something similar—and the same thing to all.

"True, as in every profession or vocation, there are some honest contest managers, but the requirements of the contest system make fair dealing almost impossible. Out of the 100 or 200 names that appear as workers in the contest advertisements, only a small number are active after the fifth week of the contest. The others, for one reason or another, have dropped out. The schedule of votes is printed each day, but from the number of the votes one cannot get an idea as to the running. The contest man generally runs the names of the girls who are getting discouraged at the head of the list, and keeps the winners far down. To do this he issues 'hold back' receipts, to put them in the ballot box on the last night of the contest. The contest man tells these hard working girls to get these secret 'hold-back' receipts for votes when they turn in their subscriptions. He also instructs each one of these girls not to tell anyone how many votes she is holding. He does not wish this information to get to the other contestants. Consequently, the contest manager is the only one who knows what the actual vote is.

"When the contest is drawing to a close, if the contest man has not already 'fixed' it with one of the contestants to win the grand prize, he will pick out the girl who has the father, brother, or friend with the necessary money, and tell him that the girl has only one chance to win and that it takes \$600, \$700 or \$800 to win the first prize. The man with the money, if he is easy, then asks: 'Can you guarantee the first prize if I put that money in the box on the closing night?' The contest man's answer is: 'Mr. So-and-So, if you put in that money, and your girl does not win, I will give her an automobile, same make, and model as we offered for the grand prize.'

"The contest man has it now all 'fixed.' Miss So-and-So will win the grand prize. But on the day before the close of the contest, Mr. Contest Manager looks up each of the girls in turn, and the same story goes to all. It is this, or something similar: 'Now, look here, Miss So-and-So, you want to come across with at least so much more business to enable you to get a look in on this grand prize.' With this line of talk he 'scars the life out of them' and they get busy. Not all of them, but most of them, get what they can from their friends, and they themselves put in a bunch of their personal money before the close, each being led to believe that she has a chance.

"Then the judges start counting votes. Within a few hours the winners are announced. Miss So-and-So wins the grand prize. This is the girl who had the father or brother with the money. The other girls, who worked day and night for over two months, receive the small prizes and go home disappointed, physical wrecks from hard work and constant worry."

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

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

### PROMOTION DEPT. SHAFFER GROUP

12 S. Market Street, Chicago

## THE SEATTLE TIMES

"The Best That Money Can Buy"

Daily, 73,000

Sunday, 90,000

57,000 in Seattle

A copy to every family.

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

During 1914, the Times led the P. I. by 3,800,000 agate lines. The Times gained 35,000 lines and P. I. lost 650,000 lines.

LARGEST QUANTITY

BEST QUALITY CIRCULATION

The S. C. Beckwith Special Agency

Sole Foreign Representatives  
New York Chicago St. Louis

## San Francisco Examiner

FIRST IN INFLUENCE  
IN CIRCULATION  
IN ADVERTISING

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

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

Circulation } 122,000 DAILY  
} 226,000 SUNDAY

M. D. HUNTON W. H. WILSON  
220 5th Avenue Hearst Bldg.  
New York Chicago

YOU MUST USE THE

## LOS ANGELES EXAMINER

to cover the GREAT SOUTHWEST

Sunday Circulation  
MORE THAN 150,000

IN

## Colorado Springs

IT'S

## THE TELEGRAPH

J. F. McKINNEY & SON

New York Chicago

## DETROIT SATURDAY NIGHT

is in itself a guarantee of its advertised products. It is unnecessary for the advertiser to discuss the honesty or reliability of his goods. The fact that the advertising was accepted by DETROIT SATURDAY NIGHT is sufficient guarantee to its readers.

Foreign Advertising Representatives

CHAS. SEESTED

41 Park Row, New York

F. S. KELLY & CO.,

Peoples Gas Bldg., Chicago, Ill.

**CRY "ON TO CHICAGO." ONE-MAN COMPOSING MACHINE.**

**Advertising Men Busily Preparing for Eleventh Annual Convention of the A. A. C. of W. on June 20 to June 24.**

*(Special Correspondence.)*

CHICAGO, March 19.—"On to Chicago! On to Chicago!" is the slogan now being sounded wherever the voice of the Associated Advertising Clubs of the World can be heard. And the present indications are that the biggest army of ad men ever assembled will gather on June 20 in Chicago to attend the eleventh annual convention of the A. A. C. of W. for four days.

Douglas N. Graves, chairman of the program committee, says that better programs than ever before seem assured. This year each department, as a definite, forceful organization, has the duty of making its program.

The formal opening of the convention will be on the morning of Monday, June 21. Monday afternoon will be devoted to an inspirational session.

All day Tuesday and the forenoon of Wednesday will be used for departmental sessions. Wednesday afternoon will be given to correlation work by the national commission and by special committees of departments, and also to educational and vigilance conferences.

There probably will be no prominent speakers on Thursday morning, the whole forenoon being taken up by the presentation of trophies, report of national commission, open business, etc.

Thursday afternoon will be devoted to the election of officers and the completion of such business as may then still be pending.

**MANY FINE LAY SERMONS.**

The committee on speakers for the Lay Sermon movement has begun its big task of filling more than fifty pulpits in Chicago on Sunday, June 20. Men with national reputations throughout the United States will be asked to speak in pulpits. President Wilson, Secretary of State Bryan, George Horace Lorimer, of the Saturday Evening Post; Arthur Brisbane, Henry Watterston, Elbert Hubbard, Edgar T. Welch, Louis N. Hammerling, president of the Association of Foreign Language Newspapers, New York, and George Edward Smith, are some of the prominent men decided on to occupy pulpits in Chicago on June 20. Several men from London have also been invited to speak, and several very good lay sermons can be expected from the men from across the water.

**RECREATION AND AMUSEMENT.**

Naturally there will be enough recreation to offset any weight of convention cares. The Gridiron Show will be produced in the Auditorium Theatre by 150 Chicago advertising men, Tuesday and Wednesday nights. There will be lake trips the same evenings. A pageant will occupy Monday evening.

Special attention will be paid to the ladies. Plans for their entertainment include an automobile tour of the boulevards, concluding with luncheon at the South Shore Country Club on Monday; luncheon and afternoon at the Art Institute on Tuesday; visit to the famous State street retail stores on Wednesday, with luncheon in the tea rooms of the various stores. Mrs. Charles H. Porter, wife of the president of the Advertising Association of Chicago, is general chairman of the committee on the entertainment of visiting ladies at the convention. Mrs. Porter, who will be assisted by the wives, daughters and sweethearts of Chicago advertising men generally, already has assurance of a large staff of enthusiastic helpers.

Committees all over the country are working like bees in a tar barrel, in concerted effort to make the 1915 convention a gathering that will advertise advertising and advertising men from coast to coast and from the Lakes to the Gulf.

AD MAN.

Of approximately 60,000 newspapers printed in the whole world 24,000 are printed in the United States.

**Inventor Thompson Gets a Patent on Mechanism Designed to Do Much.**

The United States Patent Office has issued to John S. Thompson a patent on a one-man, matrix-composing, individual-type casting and line-justifying machine. The patent embraces 155 claims of the most comprehensive and broad character. Mr. Thompson has worked many years along this line of endeavor and has received many patents on linotype, typesetting and type justifying mechanisms. Speaking of his invention Mr. Thompson says:

"This machine is in the class of typesetting, setting and justifying machines, as it produces lines of justified, individual type, in one machine and with one operator. The product, therefore, is similar to that of the monotype, though the machine by which it is produced is more like the linotype, as it uses ordinary linotype matrices, which are released by a keyboard in the usual way, and which, after use, are distributed into the magazines in the well-known manner. Here, however, the similarity ceases. Instead of slugs being cast from the matrices, an individual type is cast from each, just as type is cast by the Thompson typesetter from linotype matrices. The cast type is assembled in composed lines and automatically justified in the same machine, the line being then transferred to and deposited on a galley.

"The broad nature of the claims allowed in this patent shows that this is the first organized machine invented to perform these various functions, and when ready for the market will give the printer that for which he has long been seeking—a one-man typesetting, setting and justifying machine."

After describing the operation of his machine, which is simple, Mr. Thompson concluded:

"It may seem to be a complicated mechanism, but it is far less complicated than some which are in successful operation today. My long experience with composing machines of various types has taught me to respect the good points of the several composing machines on the market, and I believe I have combined them all in one apparatus. The fact that a new style of matrix does not need to be created is a strong point, and one frequently overlooked by inventors in this art. The casting of type by printers is no longer a novelty, but has been successfully demonstrated for years. My justification method is novel only in its application, and is certain of operation. And, finally, it is a one-man machine, and that is what is being demanded."

**Advertisers Advertise Themselves.**

The 400-line advertisement of the Advertising Association in the March 6 issue of the Chicago Daily News and Chicago Journal was the first of a series of five which is to be run in the Chicago Daily News, Chicago Herald, Chicago Examiner, Chicago American, Chicago Journal and Evening Post. The purpose of this campaign is to stimulate the business man's interest in the coming convention and to interest desirable prospects in club membership. The above papers, which comprise every daily paper in Chicago except one, generously contributed this space to the association.

**Paper Booms American Trade.**

United States Consul General Leo J. Keena officially reports from Buenos Aires that La Nacion, one of the leading daily newspapers of Argentina, with publication offices in Buenos Aires, has published six lists of North American manufacturers and exporters and the products that they desire to sell and buy, which were made up from inquiries that have come to this consulate general. The paper also suggested that Argentina business men interested in the products listed should write to the manufacturer or exporter direct and not through this consulate general. The newspaper has now decided to establish an "Office for

North American Publicity," and has addressed a circular letter to United States firms explaining its venture and seeking advertising.

**WAR WILL HELP AMERICA.**

**So John Hays Hammond Told the Cleveland Ad Club in Able Address.**

Addressing six hundred members and guests of the Cleveland Advertising Club on March 10 John Hays Hammond, the famous mining engineer, argued that the European war has helped this country, declaring that it "has averted from the United States a national calamity in finance, by increasing our exports of food and war stuffs, and by reducing imports from European countries. If it were not for this, we would not have the favorable balance of trade which is absolutely indispensable to our prosperity. In future a favorable balance of trade can be assured only by some form of protective tariff.

"When the war is over," said Mr. Hammond, "the unprecedented demand for capital abroad will probably cause Europeans to unload their American securities on us, especially if our government does not change its unfavorable attitude toward business. England permits, France encourages, and Germany sometimes actually compels the formation of 'trusts' to prevent cut-throat competition, while in America our politicians attack them."

Mr. Hammond said that the war had shown as never before the interdependence of industry, our farms, railroads, manufactures and banks being absolutely dependent upon each other. He blamed politics for much of the present business confusion and depression and added: "This market is approaching the saturation point, which when reached will necessitate either industrial retrenchment in this country or the development of foreign markets for our surplus goods. To compete successfully in the world's markets, this country must utilize every advantage to be had, particularly Government encouragement and legislation. Both our political parties have transgressed—it is unfortunate, to say the least, that economics have not been dissociated from politics.

"The agitation for Latin-American trade has been hysterical, due to the opening of the Panama Canal and to the European war," asserted Mr. Hammond. He cautioned, "Let us make haste slowly, for there are many problems of trade to be solved first."

**How Ads Help One Y. M. C. A.**

The Y. M. C. A. of Trenton, N. J., believes in the power of advertising and is using it to successful advantage. It runs 450 to 650 lines weekly, with large display on Friday and Saturday. The association has featured its Sunday afternoon services and the result of its advertising has been to compel it to engage the largest theater in the city, having a capacity of 2,500. This has, on one occasion, been insufficient to accommodate those who wished to attend, and an overflow meeting of 500 persons was held in the Y. M. C. A. hall.

**Will Cruise to Convention**

Members of the Grand Rapids (Mich.) Advertisers' Club and their families will cruise on the "City of Grand Rapids" to Chicago to attend the A. A. C. of W. convention in June. During the convention the Grand Rapids delegation will use the steamer as their hotel. It is expected that between 400 and 500 Grand Rapids folk will be aboard.

**Cut the Price of His Paper.**

Col. A. E. Sholes, editor of the Flushing (N. Y.) Daily Times, will not permit his paper to increase the cost of living. On March 15 he reduced the price from two cents to one cent per copy. Editor Sholes claims that Flushing wants a one cent daily and that he intends to enlarge his paper from four pages to eight.

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

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

**Buffalo News**  
**EDWARD H. BUTLER**  
Editor and Publisher  
"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."  
Foreign Advertising Representatives  
**KELLY-SMITH COMPANY**  
220 Fifth Avenue NEW YORK Lytton Building CHICAGO

**Il Progresso Italo-Americano**  
(Established 1880)  
(Member Audit Bureau of Circulations)  
The largest and most successful Italian newspaper published in the United States. The tremendous purchasing power represented exclusively by Il Progresso Italo-Americano cannot be reached by any other medium.  
**NATIONAL ADVERTISERS**  
are requested to write for information regarding our sphere of usefulness. Cooperation will be given and suggestions made as to the best methods of placing goods on sale, etc.  
Average daily net paid circulation, October, November and December, 96,931.  
**IL PROGRESSO ITALO-AMERICANO**  
Ed. and Pub., CHEV. CARLO BARSOTTI  
Telephone: 3470-1 Worth  
42 Elm Street New York City

**H. H. LEVY**  
1328 Broadway, New York City  
(Marbridge Building)  
Specializing in  
**Hotel and Apartment House Advertising**

**JOHN H. PERRY,**  
**LAWYER**  
Seattle, Wash.  
**Specialty Newspaper Law:**  
Civil and Criminal Libel, Contempt, Right to Privacy, Copyright, etc.  
**Practices in all States.**

## PRESS NEUTRALITY.

### Dr. Talcott Williams Tells Connecticut Editors of the Service Newspapers Have Rendered Dur- ing the War.

Talcott Williams, director of the School of Journalism on the Pulitzer foundation at Columbia University, at the dinner of the Connecticut Editorial Association, held in Waterbury, March 9, said, in part:

"In no modern war has the press of each country had less opportunity to collect news for itself and give it to its readers. In none has the press of England and America done a larger service to its nation and wielded a larger influence. When war came, Kitchener stopped all news. Recruiting halted. It took twenty-three days to gather 100,000 men.

"A conference was called at which there were present leading journalists. They pointed out that recruiting would never begin unless the newspapers were permitted to publish personal news from the front—not news on military movements but news of men—the peril, the courage, the endurance, and the heroic deaths of the individual. Grudgingly the war officials yielded to the technical knowledge of the journalists, as to how men in masses are moved. Column after column of letters from the men of personal experiences, officers and soldiers were published. In eight days, 100,000 men had enlisted and in the next week another 100,000. Today, if report be true, England was 3,000,000 men who would never have been enlisted except for the fashion in which the press of England made visible to the masses the need of the nation.

#### POSITION OF THE U. S.

"The United States, in accordance with past tradition, was neutral. The government was bound to treat both belligerents alike by the law of nations and international policy, but in this great struggle it was necessary that a great people should be heard. It has been through the American press. The consummation of the violation of the neutrality of Belgium, the verdict of civilization on a causeless war, the publication of its wholesale slaughter, the impartial record of its events, to which history will turn for the daily record for the travail of humanity—these all are to be found in the columns of the American press. Nor have the newspapers forgotten that our neutrality is the impartiality of the just judge.

"We of this great craft at every post from the village weekly to the small daily, to the metropolitan sheet know, taking the press of the country as a whole, remembered our traditions, higher and deeper than those of mere state policy. We have considered what was due to the principles, the past and the future of self-government which next June sees the 700th anniversary of the signing of Magna Charter at Runnymede. We have remembered that government is made for the individual and not the individual for the government. We have held that the many were more important than the few. We have refused to accept the plea of privilege against the rights of man, and the rule of democracy.

#### REFLECTS PUBLIC VIEW.

"These great truths, without bitterness, without partizanship, without prejudice, suffusing every headline, every editorial utterance in spirit and in principle, have expressed the opinion of the American people and made it evident to Europe, brought nations and rules to the bar of humanity and pronounced today the sure and righteous verdict of the future.

"True to the freedom of the American press, which every one of us protects whenever he publishes truths unpalatable to the individual or a community, in this country alone, both sides have been heard, and the issues and the arguments of both combatants have been spread broadcast. This has been our service in

a hard conflict certain to settle the destinies of the future for generations to come. Every man in this association as he remembers the exchanges which he has read and the work which he has done since August 1, knows that this task has been discharged with malice towards none, with charity for all, and with righteous loyalty to the principles of freedom and self-government."

### WHERE ENGLISH PAPERS FAIL.

#### One of Their Editors Says Their War News is Unsatisfactory.

S. K. Radcliffe, a London journalist, told the Twentieth Century Club in Boston, last week, that the English newspapers had fallen down dreadfully in supplying the public with war news. When no authentic reports come from the war zone he said the evening papers announce the "steady advance of the Allies" or tell of "great German losses."

Since winter set in the papers are full of the sufferings and trials of the enemy in the field, but till letters from Tommy Atkins began to arrive they had nothing to say about the effect of the elements upon their own armies. There is a real need over there for accurate, impartial information, he asserted.

"For the time is coming," he continued, "when the English people will have to discuss the greatest issues ever put before any people. Our people want all the help they can get, all the help the Americans, through your press and your societies, can give us.

"The world will be only possible for humanity to live on it again when a reign of good will is restored. We have got to live together in an atmosphere that is not charged with suspicion and ill-feeling; we must be brethren in the cause of humanity."

MacGregor Jenkins, publisher of the Atlantic Monthly, in a witty address, divided the American reading public into three rough groups—the "sponge readers," the "sieve readers" and the "duckback readers." The first class absorbs everything it can get, the second is highly catholic in its tastes, but its reading has little effect, while the third reads to no effect at all.

### OBITUARY NOTICES.

ARTHUR S. DOLEN, of the New York Evening Journal, died March 9. An attack of tonsillitis developed into a throat affection which caused suffocation. He was 27 years old.

JAMES D. FAY, editor and owner of the Nutley (N. J.) Sun, died March 10, aged 58 years.

CHARLES H. SPALDING, sporting editor of the Fort Wayne (Ind.) Sentinel, died March 9 from tonsillitis, aged 51 years.

ALBERT BALDWIN, JR., vice-president and treasurer of the New Orleans (La.) Times-Picayune Publishing Company, died March 11, aged 50 years.

The body of W. A. Carter, the New York Journal of Commerce reporter, who disappeared January 12, was found in the bay off 79th street March 11. It was identified by his wife.

J. A. DOBSON, banker, and editor of the Ulysses (Neb.) Saturday Night Review, died at Ulysses, of erysipelas, a few days ago.

#### Mme. Jule De Ryther Dead.

Mme. Jule De Ryther, a widely known New York newspaper writer, died last Sunday in New York, of pneumonia, after a few days' illness. She was born at Little Falls, N. Y., in 1845, the daughter of Albert Weatherwax Churchill. Her academic education was received in Utica, N. Y. She studied singing in New York City under Mme. Seguin, and in her youth was a concert and oratorio soloist of considerable note.

Later she engaged in society reporting, and was on the Recorder, now defunct; Herald, Times, Tribune, Press, where she remained eighteen years, and Evening Mail. Recently she was engaged in planning dances and other

events for the Save-a-Home Fund conducted by that paper.

Mme. De Ryther was a member of the Women's Press Club and was considered an authority on newspaper matters pertaining to women. Her reputation for charity and kindness was great.

Funeral services were held Tuesday morning in the Church of the Transfiguration, New York. Interment took place Wednesday afternoon in the family plot in Little Falls, N. Y.

### BIG DAY FOR THE GLOBE.

#### Carried Sixteen Pages of Textile and Fashion Ads in One Issue.

To show that the way to get advertising is to get it, the New York Globe on March 10 carried eighteen pages of ads in addition to its regular pages to accommodate high class announcements of the trade in women's wear. This issue contains the largest volume of business printed by the Globe on one day, and also carries the largest number of advertisements from textile manufacturers and specialty shops ever printed by an evening newspaper in New York.

Speaking of this particular success, upon which the Globe, Mr. Rogers and Advertising Director A. J. Kobler are to be congratulated, Mr. Kobler said to a representative of THE EDITOR AND PUBLISHER: "The Globe has made it a point to print the most authentic and most accurate fashion news, and this large response from our regular advertisers is a good proof that the effort of the Globe in this direction is appreciated."

#### Shares Profits With Employees.

Eighty thousand dollars was distributed among the employes of the Procter & Gamble Co., in Ivorydale, Ohio, the occasion being the fifty-fifth semi-annual profit-sharing dividend of the concern. Thirteen hundred employes shared in the dividends.

### SOLILOQUIES OF THE DEVIL.

BY H. F. LOCKHART.

I pled a galley here the other day,  
Before the bloomin' paper went to press;  
I picked the measly thing up right away,  
And put it back together just by guess.  
The make-up man he chucked it in the form;  
The thing went through. Oh! golly, what a storm!

"John Smith will sell at 20 Prospect street,  
At the bride's home, on Wednesday at high noon,  
An only daughter, beautiful and sweet—  
With spotted feet, and coming two next June."  
So help me, that's the way the darn thing read.

I saw it, and I nearly fell down dead.

That ain't the worst. The thing went on to say:  
"Mike Dolan died last night at half-past eight;  
No fire insurance carried, so they say;  
Loss total, but the value was not great."  
You'd ought to heard the widow tear and rave—  
It makes me sick the way some skirts be-have!

"A son was born to Dr. Richard Vose,  
A glossy black, and weight a thousand flat;  
His mother was by Danby, out of Rose—  
With gloves to match, and wore a picture hat."  
The foreman threw three fits and clawed the air;  
For once he got so mad he couldn't swear.

"The Park House burned to ashes Tuesday night.  
The cause, they say, was softening of the brain;  
The noble firemen made a gallant fight  
In satin duchess, made with fishtail train."  
Ain't that the everlasting limit? Gee!  
The way the whole darn bunch jumped on to me!

The boss he had me on the carpet, too.  
Gosh! He can dress a feller to the ground!  
I sneaked his office feelin' mighty blue,  
When all to once I heard a funny sound.  
The boss was all alone—I'd give my hat  
To know just what that guy was laughing at!  
INLAND PRINTER.

#### Papers in Shanghai.

In Shanghai there are two English daily newspapers, one after the English style of sober, solid and ponderous composition, the other after the American style of scare heads and short news well displayed in the page. Both are said to be well patronized.

## CHARLES SEESTED

DIRECT REPRESENTATIVE

41 Park Row

New York

Telephone 569 Cortlandt.

**I** HAVE a new and interesting proposition to make to publishers who can use the right kind of representation in the foreign field.

This idea has been figured out after sixteen years of hard work in this field, and is one which puts it up to me to make good in order to make money.

If I did not know that I could show satisfactory results, I could not afford to make this kind of a proposition.

Write me for particulars.



**THE INDEX-APPEAL,**  
Petersburg, Va.

*A copy of your journal recently came into our hands and we wrote some of the parties under your heading "Tips for the Ad Manager," which brought us several large contracts. Had we not been in touch with your valuable journal, we would not have been in touch with this business. We were so much pleased that we felt constrained to subscribe. We found it interesting in every department and we think that all daily papers should be enrolled as subscribers to your journal.*

*We enclose you herewith our check for one year's subscription to your journal.*

S. D. ROGERS,  
Business Manager.

James A. Keeley, publisher of the Chicago Herald, was the speaker at the banquet of the Michigan Association of Publishers and Printers at Grand Rapids, Mich., on March 12. Edgard A. Guest, of the Detroit Free Press, was the other leading speaker at the banquet, of which Roy K. Moulton was toastmaster.

**THE TEST**

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

**NEWSPAPER FEATURE SERVICE**  
M. Koenigsberg, Manager.  
41 PARK ROW, NEW YORK

**ON THE RIGHT SIDE OF THE LEDGER**

**One Year Old and on a Paying Basis**

**WHAT DO YOU THINK OF THAT?**

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

**Central News of America**  
26 Beaver Street, New York

**These war times**

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

**JOHN B. GALLAGHER & CO.**  
Western office: 1205 Cass St., Joliet, Ill.

**You Would Enthuse Too**  
as many publishers do, over the increased business and efficiency of your **Classified Ad Department**

if you were using the **Winthrop Coin Card Method** of collecting and soliciting.

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

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

**PRESS ASSOCIATIONS.**

The Newswriters' Club, of Rochester, N. Y., has issued 350 invitations to the annual banquet of the club. The feast will be held April 10 at the Powers Hotel in Rochester.

Newspaper men of Hartford, Conn., have organized the Hartford Press Club with about fifty members. The committee on permanent organization is composed of C. C. Hemmenway, of the Post; E. L. Pond, of the Courant; Roy W. Olmsted, of the Globe, and William L. Mead, of the Times.

The Western Iowa Editorial Association has elected F. W. Hanlon, of Griswold, president; E. P. Harrison, of Oakland, vice-president, and C. C. Sheaffer, of Randolph, secretary.

Governor Ferguson, of Texas, has appointed a long list of delegates to represent Texas at the International Press Congress to be held at San Francisco July 5 to 10, inclusive.

Thomas F. Dunn, of Wilmington, Del., president of the Del-Mar-Via Press Association, has appointed the following delegates to the International Press Congress at San Francisco: Edgar L. Haynes, the Morning News; Fred G. Usilton, the Kent News, Chestertown; S. E. Shannahan, the Star-Democrat, Easton, Md.; C. L. Vincent, the Democratic Messenger, Snow Hill, Md.; Colonel Theodore Townsend, the Chronicle, Milford. The president and secretary of the Wilmington, Del., press association are delegates ex-officio.

John Evans, of the Seattle (Wash.) Times, has been elected president of the Seattle Press Club. Other officers chosen are: Frank P. Goss, Post-Intelligencer, first vice-president; Sydney Smith, second vice-president; Rex Battenfield, the Bulletin, treasurer; Robert C. Hill Merchants' Exchange, secretary. The club has presented its musical director, Charles Lombard, with a solid silver life membership card.

President C. S. Glassco, of the Mississippi Press Association, says that body will probably hold its annual meeting at West Point, Miss., this year.

At Wilkes-Barre, Pa., a few nights ago nearly two hundred friends and former associates of Isaac E. Long, the veteran newspaper man, among whom were business and professional men and residents of the valley in all walks of life, joined with members of the Wilkes-Barre Press Club in paying their respects to the dean of local journalists who will attain his seventieth birthday on May 8 next. There was a banquet and also many clever stunts and speeches by the Press Club members and their guests.

The Michigan Press and Printers' Federation held its annual meeting at Grand Rapids Thursday, Friday and Saturday of this week. A long and interesting program, covering all the questions of printing, publishing and editing, was prepared. Amongst the speakers were A. E. McKennon, of the New York World; Milo W. Whittaker, of the Jackson Patriot; W. H. Shumaker, of the Three Rivers Commercial.

**To Interest Houston Readers.**

The Houston Chronicle recently featured a "Picture Puzzle-Business Information Contest," putting questions like these: "What shoe store is owned by two brothers?" "How long has this store been established?" "What engraving company started recently in Houston?" "Where is it located?" Several questions were asked about each advertiser in the section. Hundreds of answers were received and the first eight to send in correct answers received money prizes. In the first announcement the portraits of the advertisers were improperly inserted. The contestants were required to cut out these portraits and place them in the correct spaces in addition to answering the questions.

**OF INTEREST TO PUBLISHERS.**

The California Fruit Canners' Association, large canners of fruits and vegetables, San Francisco, Cal., is conducting a high class newspaper campaign on Del Monte canned fruits and vegetables. Each piece of copy specializes on some one kind of a fruit or vegetable.

The "Safety First" movement has been used to good advantage by the Mercantile Trust Company of St. Louis. This bank is conducting a newspaper campaign on "Save First" as a slogan the people should adopt.

The newspapers in Houston, Texas, advertised "Inauguration Day," Thursday, March 4, as the Official Spring Hat Day for men in Houston. One announcement said: "It has been moved by every instinct of comfort and good looks and seconded by every set of brains in this city, that next Thursday shall be set aside as 'New Spring Hat Day.' That upon that day new hats shall be secured for every head that is worthy of covering; and that after that day all old, worn and soiled winter hats shall be declared contraband of war. It is further moved and seconded that this edict regarding the appearance of all men be heralded about the city and placed in the public prints; that the hatters shall issue their advertisements for that day and display their new styles, and that all men shall be prepared to avail themselves of such new styles without delay."

The Meriden Creamery Co., Kansas City, Mo., is using large, attractive newspaper ads to sell "Prairie Rose" creamery butter. The feature of the campaign is announced as follows: "Furnish your silver chest—every pound of Prairie Rose contains a silver certificate which helps you to own a full set of flat silver—Reliance Plate (guaranteed 25 years) made by the Oneida Community. You may get a spoon or knife or fork at a time—or save the silver certificates and get a full set. Send for free booklet and silverware list."

The C. F. Sauer Co., Richmond, Va., manufacturers of Sauer's Flavoring Extracts, is advertising a \$50 cash prize contest for original recipes for making home-made candies, home-mixed drinks, cake or table delicacy. The conditions of the contest are as follows: "Write your recipe plainly, giving full directions. Give full name and address also grocers. We especially desire new uses for flavoring extracts—as, for instance, a few drops of vanilla in coffee, chocolate or stewed apples, etc., improves the flavor. The first prize is \$20; second, \$10; third, \$5; fourth and fifth, \$2.50; next ten \$1 each; next 200 will receive one aluminum kitchen thermometer. Contest closes April 20, 1915."

The Dallas H. Gray Co., representing the orchards and vineyards of Armona, Cal., is using newspapers in Chicago to announce a free cooking exhibition. The object of the campaign is to show the people how to cook raisins, apricots, peaches, prunes, etc., because people will eat more fruits if they know how many delicious uses may be found for them in cooking. A free cook book and price list is offered in the advertisement.

The Weideman Co., Cleveland, is advertising in newspapers the Weideman Brand Salad Dressing, under the heading "Quality First." The claims for this product is that it contains no artificial preservatives or color, will not separate or spoil.

Beginning March 21 the Chicago Tribune will furnish its women readers with an exclusive and practical pattern service from the designs of a leading creator of fashion. The newest fashion features are to be incorporated and then modified to suit the taste of the women who wish to be stylish without being too extreme. The designer of the Tribune Patterns will go under the name of "Clotilde." This is a novel scheme and will, no doubt, be popular.

**BASE BALL POSTERS**

in three colors, size 13x21", printed on heavy calendered stock. **Best kind of feature to advertise your SPORT PAGE. It's so attractive you will experience no difficulty in owning privilege to hang Poster up in such places as restaurants, cigar stores, drug stores, barber shops, and other public places.**

Want Samples?

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

**Educate Readers to Read Classified Advertising**

I have some hundreds of original educational ads, specially prepared for the quick education of readers of newspapers to read classified advertising. I would like to make sale of these to a large newspaper desiring to inaugurate a year's campaign in the education of its readers along the classified line. Will forward sample copies of ads. Address 1405, Care The Editor and Publisher.

**ATTENTION**

**Publishers and Business Managers**

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

Address  
**General Welfare Committee**  
I. U. Sears, Chairman, Davenport, Iowa.

**WAR NEWS and PICTURES**

Unequaled services. Moderate prices. Splendid daily war layouts in matrix form. Special signed cables day and night. For details and prices

write or wire to

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

**USE UNITED PRESS FOR Afternoon Papers**

General Offices, World Bldg., New York

## PROFITABLE NEWSPAPER ADVERTISING.

*Huyler's*  
FRESH EVERY HOUR

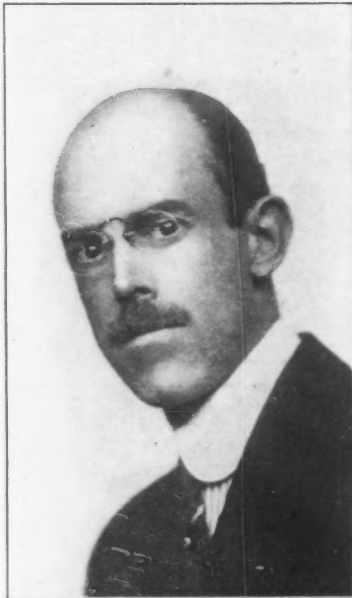
DE LUXE CANDY ACCOUNT GETS ACTION THROUGH NEWSPAPER COPY. Long a Magazine, Street Car Card and Theatre Programme Account, Makes Splendid Advances in Sales by Switching Bulk of Appropriation to Newspapers. A Campaign Which Proves That There Is Nothing Too High Class to Use Newspapers Advantageously.

By H. R. DRUMMOND.

If Benjamin Akin, sales and advertising manager for Huyler's, had not elected to follow his present work there is little doubt but what he would have made an excellent railroad man.

The way he has managed to switch the Huyler advertising from magazines to newspapers within the past three years proves him to be splendidly capable of being a first class switchman.

Upon assuming the duties of his present office Mr. Akin, who, besides being a good switchman, a first class advertising man and a capable salesman, is a fairly keen psychologist, might have figured to himself that it was up to Benjamin Akin to do something in the way of making a showing. He might



BENJAMIN AKIN,  
SALES AND ADVERTISING MANAGER  
HUYLER'S.

have figured that the vacancy he was going to fill was caused by some one having followed a program not entirely in accord with the times or conditions, or it might be that he was simply anxious to do something different—but whatever the reason, he began switching things around from the start.

That was three years ago and they have not been switched back, nor has he been switched out of his job—neither has Huyler's gone out of business.

### TRYING NEW CHANNELS.

Mr. Akin found Huyler's spending a large sum of advertising money for perfectly good magazine space, an appreciable amount for street car cards and more or less of the current coin of the realm for program advertising—with some currency going for signs, electric and otherwise, and occasionally bits of small change doled out to newspapers principally as a peace offering.

Things are not entirely adjusted to Mr. Akin's liking yet, but Rome was not built in a day.

An unfulfilled street car card contract is a perfectly good excuse for the money diverted from newspaper advertising to that channel. The contract has some time to run, and it is intimated that the salesman who gets the right signature on the dotted line of its renewal will, to put it mildly, be some salesman.

Last year three thousand dollars was spent for magazine space. The one hundred thousand dollars invested in newspaper space was spent for advertising that sold goods, which, after all is said and done, is the kind of advertising generally considered deeply interesting to business men.

### FIRST CAMPAIGN FAILS.

Mr. Akin began the demonstration of newspaper space as a selling force by trying out a New England campaign.

His original limit was so small that he was compelled to put it all into one basket, so to speak—and it did not do just as it should. The copy ran in Boston papers exclusively and, notwithstanding every Bostonian's contention, it proved that there is something to New England besides Boston. It also proved that newspaper copy, in order to be effective to the greatest possible degree, must be local newspaper copy.

The next campaign was tried in Illinois, and along different lines. Local papers were used throughout the State, in cities and towns where local merchants handled Huyler's and the customer, the dealer and the advertisement were brought together locally.

The campaign paid for itself four or five times over and not only demonstrated the value of newspaper space, but also how it should be used.

### GROWS IN VOLUME.

Last year's newspaper campaign involved some seven thousand lines of space in papers of over two hundred cities throughout the country.

Now 1914 has gone down in history as a hoodoo year for business and the business that did not go behind was an exception, consequently it was not just exactly fair to draw the deadly parallel between magazine and newspaper advertising.

Then, too, Huyler's normally has a heavy sale throughout the South and the cotton crop, which is the South's principal source of revenue, did not find a bull market last year—consequently it is hardly fair to judge the pulling power of newspaper space over magazine space by noting the fact that Huyler's business showed an increase in 1914 over 1913 of only 18 per cent.—and 1913 was not a bad year either.

Mr. Akin has an idea that it is good business to spend advertising money in cities and towns where Huyler's products are on sale. He seems to think that if readers of his advertising can find his goods without much trouble that goes a long way toward making sales.

### A CO-OPERATION MAN.

He looks for co-operation from newspapers, welcomes co-operation and rewards co-operation.

He frankly admits that much of the progress made through newspapers has been due to co-operation which could not be supplied by magazines—co-operation which has helped establish agencies and keep his office up on information regarding conditions.

Huyler's is a high grade proposition. Huyler's candies are not bargain counter candies—not by considerable. They are recognized as standard by our best families, and, while it is probably true that Huyler's are consumed principally by the gentler sex, it is equally probable that the bulk of sales are made to "mere man."

### BUYER OR CONSUMER.

Consider, if you will, the young man in love. How he goes to Huyler's. It is a wonderful proposition. His hard

earned money goes for Huyler's because his girl is worthy of the best.

Consider the tired business man, who has been compelled to stay at the office until midnight or later poring over his books, ruining his eyes and contracting a fearful headache and dizziness from the glare of the electric lights; who, going without supper because of the time he needs for work, is so sick he cannot talk coherently.

As he weaves his weary way home, somehow he instinctively feels that he will be misunderstood and that perhaps friend wife is sitting up, anxious to have a heart to heart talk with him—a talk which in reality is a monologue and which she has been rehearsing for some six hours.

Tired business man doubtlessly appreciates the fact that this talk would be edifying, but he is yearning to lean his tired head against a pillow and drop into fitful but restful slumber, so he arms himself with a box of Huyler's, and, lo! all is well.

The callow youth and the tired business man both read newspapers—therefore get to the buyers even more than the consumers to make sales.

The baking and cooking cocoa and chocolate are used by housewives who keep posted as to the local butter, egg and potato markets through the daily papers. The market page of the daily paper is the place to reach her. Her mind is right. Her grocer can supply her.

Then the local newspaper, in order to get the copy, must show Mr. Akin who is carrying Huyler's, and they get the co-operation. It is logical, it is profitable, it is not only good advertising, it is the best kind of advertising.

One of the principal reasons for the success of the Huyler campaign in newspapers has been the enthusiastic and intensive co-operation given it by the sales department.

Mr. Akin, having charge of both of these branches of the business, has not relied upon advertising to do all the work, nor has he expected advertising to blaze the trail for his goods.

His idea is that the salesman should sell the goods, and that Huyler's should be on sale in a city before the advertising campaign started.

Mr. Akin has traveled pretty well over the country getting in personal touch with papers, publishers and cities, and makes up his lists principally from first hand knowledge.

In this, as in other things, he shows splendid judgment and gets maximum results from his expenditures.

But there is room for other papers on Mr. Akin's list and newspaper publishers who want some of this copy can gain valuable information by getting in touch with headquarters.

Incidentally this story furnishes splendid grounds for newspaper men to contend that there is nothing too high class or too expensive, even comparatively, to be beyond benefit by newspaper advertising.

In this series of stories it has been shown how Corsets, Cherry Pies, Cravettes, Talking Machines, Musical Instruments and Candies, all articles of general use, high class and for the most part high priced, competing with cheaper grades, appealing to the quality, rather than the price idea, have switched from other media to newspapers and have been greatly benefited thereby.

Newspaper advertising concentrates; it puts the punch in advertising where the punch is beneficial.

For Foreign Language Publications throughout United States and Canada consult

MODELL  
ADVERTISING AGENCY

150 Nassau Street  
New York City  
Telephone Beekman 1142

We can increase your business—you want it increased.

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

**BURRELLE**

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

Most Far Reaching Newspaper  
Reading Concern in Existence

**ATLAS PRESS  
CLIPPING BUREAU**

CHARLES HEMSTREET, Manager

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

Our Motto—RESULTS COUNT

218 East 42nd Street New York

### Canadian Press Clippings

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

**The Dominion Press  
Clipping Agency**

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

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

74-76 CHURCH ST., TORONTO, CAN.

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

TAKE IT TO  
**POWERS**  
OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH  
ON TIME ALL THE TIME  
**POWERS PHOTO ENGRAVING CO.**  
64 Nassau St. N.Y. Tel. 4806-4 Beekman

**THE  
PROVIDENCE  
JOURNAL**

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

Let Us Figure It Out for You.

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

## MILITARY ADVERTISING

**An English Advertising Man Shows Kitchener How to Get Fighting Men, and Proves That the Right Kind of Newspaper Advertising Will Do Anything.**

By WILLIAM G. SHEPHERD.  
(United Press Staff Correspondent.)

LONDON, Feb. 16.—It pays to advertise! Ask Lord Kitchener. Ask Winston Churchill. Ask the English government. Not many weeks ago Kitchener was a conscriptionist. He had the man's size job on his hands of getting together an army ten times larger than England had ever hoped or planned to have. It looked to him and many another Englishman as if the Kitchener army would, beyond a certain point, have to be made up of drafted men.

But all this time an influence was at work that Kitchener didn't know much about. Of war and armies and the task of ruling colonies no man knows more than Kitchener, but what Kitchener knew about advertising—newspaper advertising or any other kind—was nothing. There was one man in England who knew as much about advertising as Kitchener did about armies, and while Kitchener and his army council were worrying about conscription this man was patiently, scientifically and hopefully advertising. And this man's advertising has saved England from conscription.

### NO FORCING OF ENLISTMENT.

No Englishmen are to be forced into the army; no men are to be dragged, unwilling, from their families; England will go through the war with the proud boast that everyone of her army of millions is a willing volunteer. That is the outlook today. Kitchener is no longer a conscriptionist. The voices of the dukes and lords who believe that the masses ought to be forced to join the army have been silenced. And England will have the glory of possessing an army of men who asked to be permitted to fight for her.

This man is Hedley Le Bas. He's a psychologist of the masses. He knows how the public thinks and what it wants and what it will want. And always before the public knows those things itself. He has made a fortune in a publishing concern by this talent, and when this war started he knew that Englishmen wanted to fight for their country. His duty was to tell them they did. The war office knew Le Bas. One day a war office official said to him, on a golf links:

"Say, you've got a big business, with many men working for you. What would you do if you wanted more men? How would you get them?"

"Easy," said Le Bas; "I'd advertise for them."

"Well, the army needs thousands of men. Do you suppose you could get them by advertising?"

"Without a doubt," said Le Bas.

Whereupon the war office gave Le Bas a sum of money and told him to go ahead. This was just before the war broke.

### OUT OF THE BLUE.

Le Bas was just about getting started when the declaration of war came, like a bolt out of the blue. The need then became for millions.

"How shall I tell England the army wants men? What thought is big enough and what words strong enough to catch their attention?"

The danger was that his first message would be too weak. He worked one whole night, writing down short phrases. By morning he had only twenty. Then he spent the rest of the twenty-four hours picking out the phrases that were not good enough and throwing them away. Finally there was only one phrase left. It read:

"Your King and Your Country Need You."

The newspapers blazed forth that advertisement that night. They called attention to the fact that this phrase was

to appear on posters and billboards everywhere. The public read the newspapers and watched for the posters. The phrase hit the English mind exactly in the center. The seven words became a watchcry.

And then Le Bas set out on a terrific advertising campaign. He followed English public opinion. He kept his nerves raw to English feeling. Lord Roberts died at the front.

"Lord Roberts did his duty. Will you do yours?" was thundered in the newspapers and then on the billboards, even while the public attention was still fixed on the old hero's death.

When some English ships had been sunk Le Bas knew that there would be a flutter of worry in the English mind. And so he put out this message, through the press:

"Britain's strong arm and yours will carry us through."

These messages were to the masses. What about the employers whose businesses might suffer by letting their men go? Le Bas handed these thoughts to them, in one huge blast in the evening papers:

"Is there some man serving your customers who ought to be serving his country?"

"Is there some man preserving your game who ought to be preserving the country?"

These two queries were punches. Landowners and employers wrote to the newspapers in which the advertisements had appeared saying that they had never looked at the matter in this new light.

"Of course they hadn't," said Le Bas, in effect, "that's what advertising is supposed to make a man do."

Then came a boastful period in English thought. Le Bas was equal to it. The public must not get the idea in its head that everything was all right.

"We shall win but you must help," replied Le Bas, in display type.

### BUILDING UP SENTIMENT.

When the soldiers' letters began to come from the front and England was dotted with proud homes and neighborhoods, Le Bas sensed the feeling.

"You're proud of your pals in the army, of course, but what will your pals think of you?"

And then there was a display as showing a soldier silhouetted on a hill holding his rifle.

"Are you content for him to fight for you? Why don't you do your bit?" asked the advertisement.

Everyone of these advertisements hammered away at the public opinion of England just as the German guns had hammered away at the fortifications of Liege. It was a hammering that Kitchener didn't understand. His soldier ears didn't catch the explosions in this psychological cannonading. His military senses didn't feel the vibrations of the crashing walls of personal inertia.

Recruits were coming in too slowly. Conscription was talked about. The newspapers began to prepare the public mind for it. But these same newspapers were carrying, day after day, the forceful, irresistible advertisements prepared by Le Bas.

The question of football and sports came up in the public prints. Le Bas countered with:

"Halt! Go into training and help the boys at the front."

Then arose talk about the necessity for some sort of badge to those who had been refused on account of health. It was a popular theme. Le Bas had his word to say:

"If you cannot join the army try to get a recruit."

The army council and Kitchener can almost put their finger on the day and hour when the torrent broke. The battering of advertising had done its work. Recruits began to come in faster than they could be equipped. That was five weeks ago. The tide has been flowing in ever since.

### LE BAS STILL AT IT.

But Le Bas is still at it. For instance, there was a spell of peace talk, and everybody began to hopefully ask,

"When will the thing be settled?" It was a dinner table question; you heard it everywhere. And Le Bas answered, in a glowing advertisement:

"What in the end will settle this war? Trained men. It is your duty to become one."

Le Bas' job isn't done yet. He's still on it. Incidentally, he works for nothing. He knew that if the English people knew the true facts and pondered them long enough they would fight without conscription. And what is advertising but letting the people know? There are plenty of new features in this war but Le Bas' advertising campaign in England is perhaps the twentieth-century thing that has been done in the great European struggle.

## PENNSYLVANIA EDITORS MEET.

**Annual Session Held at Harrisburg Largely Attended.**

(Special Correspondence.)

HARRISBURG, PA.—The forty-third annual meeting of the Pennsylvania State Editorial Association closed its sessions with the election of the following officers for the ensuing year: President, R. H. Thomas, Jr., editor of the Mechanicsburg Journal; first vice-president, W. L. Binder, Pottstown; second vice-president, C. H. Bressler, Lock Haven; third vice president, I. O. Nissley, Middletown; executive committee: George J. Campbell, Pittsburgh; John Z. Zook, Lititz; Dietrich Lamade, Williamsport; John W. Scheffer, Renovo; A. Nevin Pomeroy, Chambersburg. Robert P. Habgood was elected secretary-treasurer and given a special vote of thanks for past efficient services.

The banquet that followed was attended by about one hundred editors. Governor Brumbaugh was the leading guest of honor and delivered a stirring address upon the subject of important legislation now pending in the state legislature, asking co-operation.

The Pennsylvania editorial associations have shown renewed life and activity, and there is no question as to their ability to prove helpful and accomplish some good purposes, by reason of their concentrated efforts.

Higher advertising rates, increased subscription rates, the purchase of material and paper stock, Panama Exposition advertising, etc., were among the many subjects of interest discussed at the several meetings. The associations represented both daily and weekly newspapers from all parts of the Commonwealth.

Five very important resolutions unanimously adopted were: Endorsing the policy for better roads, fixing the minimum age at 12 years for boys to sell papers and other periodicals, a vote of thanks to the Pennsylvania Railroad Company for their extensive advertising on the full crew bill, a vote of thanks to the Panama-Pacific Commission for their advertising and a resolution asking banks and similar concerns to publish their annual reports in one of the daily papers in the city or town in which the institutions are located.

The newspaper representatives who are prominent, you will find are men who have not devoted their time to the purely cold-blooded selling of space, without having at least attempted to study the sales conditions and co-operative possibilities for the advertiser.

I think you will agree with me that the present day newspaper representative never solicits business from the agency without being thoroughly posted as to the nature of the commodity to be advertised; but if this condition did obtain, in my judgment, it is an equal reflection on the advertising agent for uselessly wasting his time by giving ear to such a senseless and unintelligent solicitation.

It always has been the policy of the John Glass office, as well as that of my many other brother representatives in Chicago, to systematically endeavor to advise the agent and advertiser on all matters which will redound to the success of the campaign involved, by furnishing physical data, suggestions regarding possibilities of co-operation in connection with sales conditions in each of the territories; and the slogan in the office of the live representative is equally that of figuring some way to make the territory profitable to the advertiser, with that of simply getting the largest amount of money possible, to the exclusion of any interest as to the results which might accrue.

It must be quite patent to any thinking man this condition should exist, as future advertising depends on results obtained on the campaign under discussion—therefore it is not only wise, but necessary, that the function of a representative is far and beyond simply selling cold-blooded space.

Incidentally, the matter of rate cards, mentioned by Mr. Lord, is handled from this office, and all other representatives with whom I am in touch in precisely the manner he suggests—individual rate cards for each paper, with the name of the representative, and his office address.

JOHN GLASS.

**Washington Star Bulletins.**

The Washington (D. C.) Star issues bulletins about every three months, in which are published information regarding national advertising of food products which is being run in contemplation on that paper, together with articles by national advertisers. These bulletins are circulated among the grocers and have a tendency to keep the grocers informed as to what the demand is to be and what to be prepared for. They are said to be beneficial, not only to the paper, but to the national advertisers and retailers as well. This is good co-operative work.

**Western Newspaper Union Builds.**

The Western Newspaper Union, with plants in fifty-two cities of the country, will build a new headquarters building at Omaha this year at the cost of \$100,000.

## WHAT READERS THINK.

[We shall be glad to print views on topics relating to newspapers or advertising in this column.—Ed.]

**HOW THE E. & P. HELPS.**  
The Daily News-Record.

Harrisonburg, Va., March 2.

A' TOP O' THE WORLD: I have used several of your weekly contributions with telling effect on some of our retailers. They have been valuable in urging the retailers to adopt strict truth in their advertising. At least one has responded.

The tendency of so many retailers to take any old price rather than miss a sale was never more strongly intrenched than here. I have been working on this, too, because if they would maintain one price they would make a greater profit, and, consequently, would be more able to spend a larger percentage for advertising. The enclosed ad will show the results of my efforts. I think it is only a matter of time now before all of them see that they must follow.

You put out good "dope," and I enjoy reading it. F. A. ROBERTSON,  
Advertising Manager.

## YOU HAVE A SPLENDID STAFF.

The Jackson Patriot.  
Jackson, Mich., March 3.

EDITOR AND PUBLISHER: I desire to congratulate you upon the forward step made as announced in your issue of February 27, and the addition to your staff of Mr. DeWitt.

Sometimes it seems to me as though you had about reached the limit in putting out a publication like yours but you continually keep bettering it, and that shows very conclusively that there is no limit to what can be done. You have a splendid staff around you, and here's wishing you and Mr. DeWitt all the success that it is possible to attain.

I shall look forward to meeting him and adding him to my list of acquaintances and friends on THE EDITOR AND PUBLISHER.

MILO M. WHITTAKER,  
Manager.

## On Soliciting Business.

Chicago, March 16, 1915.

Editor and Publisher.  
I have read with a great deal of interest the speech delivered by G. Frank Lord, of the Dupont Powder Co., before the Six Point League at the Martinique Hotel, on Friday last. Many of the points he has brought out have a decided element of merit and truth in them, for I do believe, without wishing to say anything of a derogatory nature in reference to my collaborators in the representative business, a lack of intelligence is many times shown by the representative in soliciting for his various publications.

At the same time, is it not true that in any class of business where soliciting is necessary there is an equal lack of intelligence displayed?

The newspaper representatives who are prominent, you will find are men who have not devoted their time to the purely cold-blooded selling of space, without having at least attempted to study the sales conditions and co-operative possibilities for the advertiser.

I think you will agree with me that the present day newspaper representative never solicits business from the agency without being thoroughly posted as to the nature of the commodity to be advertised; but if this condition did obtain, in my judgment, it is an equal reflection on the advertising agent for uselessly wasting his time by giving ear to such a senseless and unintelligent solicitation.

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Incidentally, the matter of rate cards, mentioned by Mr. Lord, is handled from this office, and all other representatives with whom I am in touch in precisely the manner he suggests—individual rate cards for each paper, with the name of the representative, and his office address.

JOHN GLASS.

**FOR SALE**  
**Casting Box Bargains**

One Goss and two Hoe Casting Boxes, good condition, 1/2" thickness of plate, maximum page size 18" x 22". Will sell at sacrifice.

**Also Plate Finishing Machine**

One McConnell finishing and cooling machine; patents now owned by Hoe people; good condition; maximum size plate 18" x 22". Apply to THE PRESS, Pittsburg, Pa.

There is no Duplication or Substitution in

**Pittsburg Leader**  
**Circulation**

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

**VERREE & CONKLIN**  
 Foreign Representatives

Steger Building, Chicago  
 Brunswick Bldg., New York

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

**The Post and The Sun**  
**WHY?**

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

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

**Get the Best Always**

**The**  
**Pittsburg Dispatch**

**Greater Pittsburg's Greatest Newspaper**

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

**Pure Food Atmosphere**  
**Promotes Sales**

**TRENTON TIMES**

Two Food Feature Pages  
**EVERY THURSDAY**

Whets the Appetite of Our  
**100,000 READERS**

2c. The Only Evening Paper

**KELLY-SMITH COMPANY**  
 220 5th Ave., N. Y. Lytton Bldg., Chicago

**THE**  
**PEORIA JOURNAL**

Only evening paper in Peoria having Associated Press franchise. Largest net paid circulation in Peoria. Member of A. B. C. Carries more advertising than any other Peoria newspaper.

**CHAS. H. EDDY CO., Representatives**  
 Fifth Ave. Building, NEW YORK  
 Old South Building, BOSTON  
 Peoples Gas Building, CHICAGO

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

**THE DEATH OF SAMUEL BOWLES**, editor of the Springfield, Mass., Republican, removes one of the acknowledged leaders in American journalism and leaves a vacancy which, to say the least, is no sinecure for his successor.

The fact that he is to be succeeded by his son augurs well for the future of the property, for it has descended from father to son until the new head is the fourth Bowles to guide the destinies of the paper.

Each succeeding generation has proven adequate and capable. Each generation has added to the heritage, leaving increased responsibilities for its successors—and each incoming generation has made good in a most satisfactory way.

Because he is the son of his father, because he has the traditions and standards of the Bowles family imbued in him, newspaper men everywhere expect, confidently, that the new editor will make a splendid record—but because he is the son of Samuel Bowles, he has a man's-size job on his hands.

**WE HAVE JUST BECAME ACQUAINTED** with the details of the splendid effectiveness of a consistent, well written newspaper advertising campaign, and the accumulative value of newspaper advertising, which should be of interest to every one.

A big house in New York City, which has been in existence for nearly fifty years, and which has a splendid reputation, started in a few years ago to hold "sales" at the end of each regular season. Contrary to the general rule the advertising of these "sales" was not the usual run of sale advertising, but was well written, set without any attempts at heroics, and presented sound, convincing arguments.

These sales were successful from the start. They eliminated the dull season and grew in importance right along.

To the outsider they were and are legitimate and genuine in every particular and no question is raised as to their being just what they pretend to be.

Just now this store is in the height of a new season. It is the logical time when business should be coming by leaps and bounds and within the last two weeks, several of the most important men of the place have been laid off, and are looking for jobs because the advertising has switched the business from its logical place on the calendar to sale time, and "regular" business, "regular" prices and "regular" values have been so thoroughly prostituted by clever advertising that this establishment will do practically nothing until the time to announce "sales" when things will pick up again.

During the "regular" season, of course, "regular" prices must be quoted and maintained, else where would the "values" come from for the "sales," and now customers can see the goods at "regular" prices and stop, look and listen, while they calculate just what they will save by waiting for the sales.

Sometimes the outsider questions the advisability of so many "sales," but no one can question the effectiveness of newspaper advertising, nor the accumulative value of it, only when it is used this way it frequently acts as a boomerang.

**ONE OF OUR GOOD FRIENDS** recently asked us if we did not think the other fellow has a right to his opinion and if it would not be well for us to get after some man whose copy did not meet our viewpoint as to the best way to exploit things and get his view point.

Last Saturday we called on the advertising manager of one of the big stores, whose copy, while well written, is not what we would call honest, by a good deal.

We found him to be one of the most charming of men and we enjoyed every minute of the visit. Just before leaving we told him that we had called to ask him to defend his advertising policy, but, after talking to him we concluded that we did not want his defense because he frankly told us that he was simply following orders, and that he does not think for a minute that he is doing the right kind of advertising.

It is a question in our minds how many department store advertising managers there are who can defend their advertising policies, and who honestly believe their advertising is being done right.

We are anxious to hear from some of them, and will find room for the publication of any explanations or defense they care to make.—Comealloy!

**WANAMAKER'S NEW YORK STORE**, famous throughout the business world for many things, not the least of which is its striking advertising, is springing another surprise on the gentle and unsuspecting public.

Just now, in some of the New York papers, directly under the name cut, you will find the slogan, "Not a Department Store." This is interesting information. It is real information. The proportion of people in and around New York who know that Wanamaker's is not a department store is very small indeed.

That brings up an interesting question, by the way. What is a department store? And why is this big institution endeavoring to differentiate itself from department stores?

**WHAT IS THE MATTER WITH DEPARTMENT STORES?** Or, perhaps, what is the matter with advertising managers? Announcement has been made that a new man, by the name of Freeman, is to leave Chicago for New York to take charge of Macy's advertising. He is the third man on that job within a year. W. E. Reynolds has just left B. Nugent & Bro. Dry Goods Co., making a vacancy for the fourth man within a year to hold that job.

Saks & Co., New York, have a new man, and there are rumors of other important changes in the big stores shortly.

Is it that the men can't do the work, or is it that they will not stand for the dictation, mixing in and general trials, troubles and tribulations incident to the work? It is a question worthy of thought of both advertising men and store keepers. Something is wrong, surely.

**IN WESTERN PENNSYLVANIA**

You will make no mistake by using

**The Johnstown Leader**  
 Member A. B. C.

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

**S. G. LINDENSTEIN, INC.**  
 Special Representative  
 18 East 28th Street New York City

**The New York Times**  
 Daily and Sunday  
**300,000**

**The Jewish Morning Journal**  
 NEW YORK CITY  
 (The Only Jewish Morning Paper)

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

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

The Jewish Morning Journal prints more **HELP WANTED ADS.** than any paper in the city, excepting the New York World.

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

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

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

That is why THE GLOBE costs less per line per thousand

Average net paid circulation for year ended February 28, 1915.....181,058  
 Net paid circulation for February, 1915 .....170,779

**The Globe**  
 AND Commercial Advertiser.

"One paper in the home is worth a thousand on the highway"

**THE EVENING MAIL**

goes into the home. Its readers have confidence in it and in the advertising it prints, which is one reason why advertising in its columns brings ready results.

**THE EVENING MAIL**  
 283 Broadway, New York

**THE NEW ORLEANS ITEM**

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

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

**AD FIELD PERSONALS.**

Walter M. Bieling, director of sales and advertising for the Premier Motor Manufacturing Company, is a former newspaper man and editor of Rudder. He is well known socially in New England.

C. V. Dean, an advertising solicitor of Wichita, Kan., has secured a judgment against the Wichita Railroad and Light Company for \$1,000. Mr. Dean was injured in alighting from a street car. His overcoat caught in the doorway and he was dragged about ten feet, breaking his shoulder.

John Plumb, of the advertising staff of the Schenectady (N. Y.) Times-Star, has been appointed manager of the classified department of the Syracuse Herald.

J. B. Powell, instructor in advertising in the University of Missouri, is the author of a book, "Getting Subscribers for the Country Newspaper," which has just been issued by the Oswald Publishing Company of New York.

William Woodhead, President of the Associated Ad Clubs of the World, will soon make a tour of the United States.

W. E. Reynolds, formerly advertising manager for B. Nugent & Bro. Dry Goods Company, of St. Louis, Mo., is in New York this week, gaining ideas which he proposes using in advertising a new store which is getting ready to open in that city shortly.

**AMONG THE SPECIALS.**

Hasbrook, Story & Brooks, Inc., have resigned as representatives of the Washington (D. C.) Herald in their New York, Philadelphia and Chicago offices, to take effect March 13. This firm also announces its removal to larger quarters in the Fifth Avenue Building.

The Mobile (Ala.) Item has appointed the S. C. Beckwith Agency, New York, as its representative in the foreign field, succeeding the Kelly-Smith Co., which resigned a week or more ago.

**Omaha World Herald Builds.**

The Omaha (Neb.) World-Herald is to have a new ten-story home, now being erected on the corner of Farnam and Fifteenth streets. The building, exclusive of the ground, will cost \$200,000 and will be thoroughly modern in every particular.

**PUBLISHER'S NOTICE.**

Subscription: Two Dollars a year in the United States and Colonial Possessions, \$2.50 a year in Canada and \$3.00 foreign. It is suggested that the publication should be mailed to the home address to insure prompt delivery.

The Editor and Publisher page contains 672 agate lines, 108 on four.

The columns are 13 lines. Advertising will not be accepted for the first three pages of the paper.

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

Liberal discounts are allowed on either time or space contracts.

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

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

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

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

Pittsburgh—Davis Book Shop, 416 Wood street.

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

Chicago—Post Office News Co., Monroe street.

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

Detroit—Solomon News Co., 60 Larned street, W.

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

**REFUSED WRITE-UP, TOOK AD.**

**And the Result Was Mutually Satisfactory to All the Parties Concerned.**

Thinking that the experience of the Jacksonville (Ill.) Courier Company may help others to induce manufacturers to use more newspaper space, E. A. Olds, the advertising manager of the concern named, sends to THE EDITOR AND PUBLISHER the following together with Courier pages showing to triple column and nearly a page deep:

"On December 2 a representative of the G. W. Todd Co., Rochester, N. Y., manufacturers of the Todd Check Writer, called at our office and was very much interested in getting us to give his company a free writeup, touching on how essential it was that newspapers should give the public all possible information regarding check protection, etc. After some little conversation the representative admitted that his only interest was to sell his machines and that our position was a proper one. After looking over some of his literature the writer outlined a display ad for him, named regular commercial rates and asked him why he didn't get after the trade in some such natural and effective way. He admitted that it probably would bring results but stated his company didn't believe in that sort of thing. After studying the matter the representative finally said, 'All right, you go ahead and get me up that ad; it's the first paper I have called on that had any suggestions to offer or assistance to give, and I'll go you one; here's your money.' The representative called on us later, stated that he had made a number of sales the following day, and expressed himself as well pleased. He sent a copy to his district manager at St. Louis and that gentleman wrote us in a complimentary manner and asked for a number of the papers. We sent them immediately and later heard that he had placed a copy in the hands of each of his salesmen, together with the promise of a little more leeway in their dealings with papers in his territory.

"We have followed the above plan in several instances and have found it mutually satisfactory."

**Loss in Steamship Ads.**

Henry Rascovar, of New York, representing the firm of Albert Frank & Co., advertising agents, on Tuesday in Washington, D. C., told the Senate committee investigating the alleged ship trust lobby that the steamship companies together paid ordinarily \$1,500,000 for newspaper advertising in the United States each year, but that since the war started this expenditure had been steadily reduced until now it was only about one-third of what it was last year.

**An Ad Club Protective Committee.**

The Birmingham, Ala., Ad Club has a Protective Committee of which H. D. Cullen is secretary. In a bulletin to the membership, under date of the 27th ultimo, the committee reports that Ralph Stodgill proposed to issue a directory of the Baptist Church members of Bir-

mingham, 2,500 copies at \$10 per page. This suggestion was not approved. Abernathy & Direbbe proposed to publish a weekly program for Oleon theatres, 5,000 circulation, \$15 per page. "The committee considered the rate too high and also thought that in connection with the slide advertising already running that the theatre should not add this form of advertising."

Two publications, "Grist," published by the South Side Baptist Church and the "Fairfield Wire," published by the Fairfield Commercial Club asked for endorsement and were advised by the committee that all such publications should make good with the advertiser on their merits.

**Presbrey Takes Over Gratz Agency.**

The Frank Presbrey Co., of New York, announces the consolidation, effective April 1, with the Alfred Gratz Advertising Agency, of Philadelphia. Mr. Gratz will become vice-president of the Frank Presbrey Co., and will have charge of the Philadelphia offices, 1001 Chestnut street. The Gratz Agency is one of the oldest agencies in Philadelphia, and is handling a number of well known national accounts.

**A Trophy Worth Winning.**

Advertising clubs affiliated with the Pacific Coast Ad Men's Convention are much interested in the pending contest for the Coast Trophy. This trophy, a perpetual cup which will enter the lists for the first time at the Pacific Coast Ad Men's Convention, May 27, 28 and 29, at Los Angeles, is to be awarded to the Advertising Club, affiliated with the P. C. A. M. A. which, during the preceding year has, upon well defined rules, been of the greatest benefit to the interests of the Pacific Coast ad men. The rules in question will be published in detail in the near future. The cup, which shows beautiful workmanship, resembles an enormous cocktail glass and has a liquid capacity of 80 pints.

**Lee Will Address Ad Club.**

At the Cincinnati Chamber of Commerce on the night of April 6, John R. Lee, personal representative of Henry Ford, will tell the Advertisers' Club of Cincinnati the story of the Ford Motor Company betterment work. Mr. Lee's talk will be illustrated with lantern slides. Invitations have been sent to over a thousand manufacturers and business men to be the guests of the Advertisers' Club on this evening. Members of the Chamber of Commerce, Business Men's Club, Rotary Club, Manufacturers' Club, Carriage Makers' Club, Ben Franklin Club and other clubs are included in the invitation.

**Newspaper Advertising.**

Lillian Russell's own toilet preparations are now being advertised in the newspapers that have been featuring Lillian Russell's Health and Beauty Talks editorially. The manufacturers of Lillian Russell's preparations are taking this opportunity to cash in on the publicity created by Lillian Russell's Health and Beauty Talks.

**Publisher's Representative**

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

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

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

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

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

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

**DE CLERQUE, HENRY,**  
Chicago Office, 3 S. Wabash Ave.  
New York Office, 1 W. 34th St.

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

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

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

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

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

**Advertising Agents**

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

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

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

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

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

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

**A PUBLICATION ON THE NEWS-STAND SAVES MANY FROM THE JUNK PILE**  
Established 1892

**DUHAN BROTHERS**

WHOLESALE DEALERS IN

**NEWSPAPERS AND PERIODICALS**

TRIBUNE BUILDING  
NEW YORK CITY

Telephone 3584 Beekman

**Distributing Specialists Daily Weekly Monthly Newspapers Periodicals**

**Circulation Builders Bill Posting Advertising Display Periodical Promotion**

TIPS FOR THE AD MANAGER.

J. Walter Thompson Co., 44 East 23d street, New York City, is placing orders with some large city newspapers for the Baltimore & Ohio Railroad Company, Baltimore, Md., and New York City.

Roberts & MacAvinche, 30 North Dearborn street, Chicago, Ill., are renewing some contracts where they have expired for Cluett, Peabody & Co., Collars and Shirts, Troy, N. Y.

L. A. Sandlass, 7 Clay street, Baltimore, Md., generally prepare their newspaper copy about this time for the advertising campaign of Schloss Bros. & Co., Clothing, 500 West Baltimore street, Baltimore, Md.

It is reported that the Mitchell-Lewis Motor Company, of Racine, Wis., have transferred their advertising account to the Taylor-Critchfield Co., Brooks Building, Chicago, Ill.

Otto J. Koch Advertising Agency, University Building, Milwaukee, Wis., is handling the advertising of the David Adler & Sons, "Adler's Collegiate Clothes," Milwaukee, Wis., it is reported.

H. H. Levy, Marbridge Building, New York City, is issuing orders on a trade basis for the Park Avenue Hotel, Park avenue and 32d street, New York City. Also for the Flanders Hotel, 135 West 47th street, New York City.

Blackman-Ross Co., 95 Madison avenue, New York City, is forwarding schedules to Pacific Coast newspapers where the United Cigar Manufacturers' Company, "Van Dyke," "Tom Moore," "General Arthur," Cigars, 1016 Second avenue, New York City, have contracts.

Hanff-Metzger, 95 Madison avenue, New York City, is sending orders to a selected list of Sunday mail order newspapers for Dr. Jeanne Walter, 45 West 34th street, New York City.

It is reported that W. H. H. Hull & Co., Tribune Building, New York City, are preparing a list of newspapers for Lord & Taylor's, "Onyx Hosiery," Fifth avenue, New York City, spring campaign.

Ballard Advertising Company, 1328 Broadway, New York City, is sending out orders to southern newspapers on trade and cash basis for the McAlpin Hotel, Broadway and 33d street, New York City.

Dauchy Co., 9 Murray street, New York City, is placing orders with some New England newspapers for Allen S. Olmstead, Leroy, N. Y.

It is reported that the Greenleaf Company, 185 Devonshire street, Boston, Mass., is handling the advertising of the Foster Rubber Company, "Cats Paw Rubber Heels," 105 Federal street, Boston, Mass.

Franklin P. Shumway Co., 373 Washington street, Boston, Mass., is making 2,000-line contracts with Pennsylvania newspapers for A. H. Bill & Co., "Tu-

dor Tea," 115 Central street, Boston, Massachusetts.

M. Volkman Advertising Agency, 5 Beekman street, New York City, is issuing orders to a few large city newspapers for the S. S. Scranton Co., "Parson's Laws of Business," Hartford, Connecticut.

Mahin Advertising Company, 104 South Michigan avenue, Chicago, Ill., is putting out orders in New York City newspapers for the present for the Royal Typewriter Company, 364 Broadway, New York City.

The Metropolitan Advertising Company, 6 Wall street, New York City, is forwarding 12-line nine-time orders to some southern newspapers for Atlanta and Charlotte Air Line Company.

It is rumored that the Taylor-Critchfield Co., Brooks Building, Chicago, Ill., is now in charge of the advertising account of the Pabst Brewing Company, Milwaukee, Wis., and the Calumet Baking Powder Company, Chicago, Ill.

Matos-Menz Advertising Company, Bulletin Building, Philadelphia, Pa., is issuing orders to New York City newspapers for the Plexo Preparations, Inc., "Plexo Creams," 94 North Moore street, New York City.

J. F. Singleton Co., Citizens Building, Cleveland, Ohio, is placing orders with large city newspapers for the Corego Chemical Company, "Wilson's Corego," Cleveland, Ohio.

M. C. Weil Advertising Agency, 38 Park Row, New York City, is placing orders with New England newspapers for P. & Q. Shop, 594 Broadway, New York City.

Mahin Advertising Company, 104 South Michigan avenue, Chicago, Ill., is sending out orders to New York City newspapers for the Pantasote Company, "Pantasote," 11 Broadway, New York City.

Frank Presbrey Co., Inc., 456 Fourth avenue, New York City, is forwarding orders for Henri Nestle Food, New York City.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., is placing 21 inches four times with eastern papers for the Joseph Dixon Crucible Company of New Jersey.

R. A. Sweet, Binghamton, N. Y., is making 5,000-line one-year contracts with a selected list for the Americal Sales Company, Binghamton, N. Y.

Corning Advertising Agency, Dispatch Building, St. Paul, Minn., is issuing 5,000-line one-year contracts to the Pacific Coast for Gordon & Ferguson.

Fuller & Smith, Engineers' Building, Cleveland, Ohio, are placing 5,000-line one-year orders with a few cities for the Kalamazoo Corset Company, Kalamazoo, Mich.

Gardner Advertising Company, Inc., Kinlock Building, St. Louis, Mo. is sending out orders for Fownes Bros. Company.

Honest Advertising Law.

The lower house of the Missouri Legislature has passed the honest advertising bill. It has been engrossed in the Senate without opposition and is certain of final passage. The bill provides that any firm or corporation which with intent to sell merchandise, securities or service to the public publishes in any way an advertisement which contains any representation which is untrue, deceptive or misleading, shall be guilty of a misdemeanor, and upon conviction subject to a fine or imprisonment in the county jail. The provisions of the bill do not apply to proprietors or publishers who print such advertisements without the knowledge of the unlawful or untruthful nature of such advertisements.



"ABOVE BOARD CIRCULATIONS"



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

Table listing newspaper circulations by state: ALABAMA, ARIZONA, CALIFORNIA, GEORGIA, ILLINOIS, IOWA, KENTUCKY, LOUISIANA, MARYLAND, MICHIGAN, MINNESOTA, MISSOURI, MONTANA, NEW JERSEY, NEW YORK, OHIO, PENNSYLVANIA, SOUTH CAROLINA, TENNESSEE, TEXAS, UTAH, WASHINGTON, WISCONSIN, WYOMING, CANADA, BRITISH COLUMBIA, 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, PENNSYLVANIA, QUEBEC.

Union Plans New Home. The Western Newspaper Union is planning to erect in Omaha, Neb., a six-story building as a home for the organization. The structure will cost \$75,000 and if plans are completed by July 1 the work will be started then.

Funeral of W. A. Chater. The funeral of William A. Chater, New York correspondent of the London Standard, and Pall Mall Gazette, whose body was found on Friday in New York Bay, was held on Sunday at Cypress Hills Cemetery.

New Orleans States

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

33,271 Daily

Per P. O. Statement

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

THE S. C. BECKWITH SPECIAL AGENCY

Sole Foreign Representatives New York Chicago St. Louis

*January Eighth, Nineteen Hundred and Fifteen*

# Perpetual Injunction

## Against the Intertype Company

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

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

*January Twelfth, Nineteen Hundred and Fifteen*

# A Second Perpetual Injunction

## Against the Intertype Company was ordered

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

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

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

**MERGENTHALER LINOTYPE COMPANY**

*Tribune Building, New York*

# The Cincinnati Zone and What It Means to National Advertisers in a Business Way

WHILE Cincinnati has been for a long time prominently identified with American industry, it is within the past few years that she has stepped into the position of prominence so justly hers—a position which identifies Cincinnati with America's commercial, industrial and financial interests. In 1901 there was organized the Industrial Bureau with the object of putting the facts regarding her advantages as a manufacturing and distributing center before the world. Other organizations sprang into being. Old ones took on new life, and now all have been consolidated with the Chamber of Commerce, which is the oldest commercial organization west of the Alleghenies, and one of the most solidly financed commercial bodies in the United States, having 2,100 members, with ten subsidiary organizations, and operating 12 departments, with an annual budget of \$125,000.

Cincinnati has always been handicapped because no census can give it the population to which it is entitled, for it is really a community spread over a dozen municipalities and in two different States, and is the center of a district of 600,000 people, with over 3,000,000 within one hundred miles. It has a wonderful diversity of manufacturing interests, and in its factories are over 100,000 employees, among whom is disbursed a pay-roll of over \$5,000,000 a month.

The following list, while it does not do the city justice, as there are so many industries which are really part of the city though not within its incorporated radia, should interest the National advertiser.

Cincinnati has:

Hotels .....	22	Libraries .....	10
Apartment houses.....	27	Theatres .....	16
Private boarding houses .....	500	Churches .....	250
Factories and mills..	2,827	Clubs .....	25
Foundries .....	14	Garages .....	35
Breweries .....	29	Charging stations....	66
Saloons .....	894	Grocery stores .....	1,296
Banks, etc. ....	38	Drug stores .....	222
Office buildings .....	50	Cigar stores .....	394
Hospitals .....	33	Hardware stores .....	63
Public schools .....	120	Haberdashers .....	105
Private schools .....	50	Department stores....	12
Colleges .....	16	Dress goods stores....	191
Moving picture houses .....	115	Shoe stores .....	191
		Men's clothing stores.	58

Her factories, with an invested capital of \$213,000,000, use each year \$140,000,000 worth of material and rank first in the manufacture of acids, bookcases, laundry machinery, machine tools, office furniture, printing inks, safes, soap, vehicles and wood-working machinery. Its bank clearings are a billion and a quarter yearly.

Cincinnati is so located within its particular business zone that it is recognized as a very important center, not only in the matter of retailing, but in jobbing and wholesaling as well. Within the hundred-mile trade zone of Cincinnati there is a demand annually for hundreds of millions of dollars' worth of supplies and necessities—machinery, farm implements, clothing, automobiles, etc., and this supply is derived mainly from Cincinnati direct. In other words, Cincinnati is the distributing hub of the immense wheel which makes up a business zone which offers to National advertisers exceptional business opportunity. The actual purchasing power within this specified zone amounts to hundreds of millions yearly. Naturally, Cincinnati business men are making the best of the opportunity offered them in the Cincinnati zone. There is a demand for everything which the National advertiser manufactures, and there exists through these business men a direct route to a tremendous purchasing power. The retailing, jobbing and wholesaling houses can handle, display and market about everything the National advertiser has to sell—all the way from a patent safety-pin to heavy machinery.

## A Market Without Parallel

Manufacturers with meritorious articles seeking profitable markets will find it worth while to investigate Cincinnati. The census gives 400,000 as the population, but that does not take into consideration the dozen municipalities within the county and directly across the Ohio River in Kentucky.

## The Cincinnati Community

Consists of an area of 70 square miles with a population of 600,000. 468,000 are native Americans; 110,000 are German, Irish and English; 12,000 are Hungarians, Russians and Italians. The negro population is 5 per cent. The Cincinnati trade territory is on the direct route between the manufacturing States of the East and the agricultural States of the West.

The city is seventh in manufacture. In bank clearings it is ninth. Seventeen railroads and nine interurban traction lines enter Cincinnati. 2,827 manufacturing establishments represent 92 industries. Its greatest industries are clothing, meat packing, foundry products, shoes, liquors and printing. Products valued at over \$260,000,000 per annum. 172,372 residents are employed. Over 75,000 telephone subscribers.

## The Cincinnati Enquirer

Circulates throughout this district. The advertiser gets circulation without waste, a fact guaranteed by the selling price of the paper—five cents per copy daily—home delivered, seven days, thirty cents per week. It enters the home before breakfast and is not discarded until all retire at night.

The head of the household reads it at breakfast and the maid takes it when her day's work is completed. Each page of every copy is read by some member of the family, insuring extra value to advertisers.

Every live advertiser in the territory is represented in its columns in some way.

It is the leading want ad medium, carrying more of this class of advertising than all the other Cincinnati dailies combined. The medium you should use in this unparalleled market of Cincinnati—

## The Enquirer, Cincinnati, Ohio

**JOHN GLASS**  
Peoples Gas Building  
Chicago

*Foreign Representatives*

**I. A. KLEIN**  
Metropolitan Tower  
New York



