

# THE EDITOR AND PUBLISHER AND JOURNALIST

Vol. 14, No. 24

NEW YORK, NOVEMBER 28, 1914

10 Cents a Copy

## CHARGES CONSPIRACY.

**F. J. HENEY, SAN FRANCISCO'S  
GRAFT PROSECUTOR ATTACKS  
OAKLAND TRIBUNE.**

**Declares Newspaper Charged County  
\$12,664 for Printing Delinquent Tax  
List Which Was Published in  
Frisco for \$1,700—Los Angeles  
Tribune to be Taken Over by  
Christian Science Monitor.**

SAN FRANCISCO, Nov. 21.—Francis J. Heney, the famous graft prosecutor, has the citizens of Oakland literally by their ears, as the result of his address at a monster mass meeting last night, when he made charges of graft against the entire city administration, and made a particularly severe attack on the Oakland Tribune. It is estimated that ten thousand were turned away from the big pavilion after it had been packed. The address followed charges recently advanced by Heney while canvassing for Senatorial honors.

Heney accused the owners of the Oakland Tribune with criminal conspiracy in league with County Treasurer Mike Kelly, whom he represented as a boss on a parallel with Abe Ruef. "In San Francisco," said Heney, "the delinquent tax list was printed for \$1,700. In Alameda county for the same year it cost you people \$12,664.75 and the money was paid to the Oakland Tribune. Can you understand now why this newspaper has been so aggressive in opposing any suggestion to have me take a part in investigating conditions here?"

A special citizen's committee has been named to conduct an investigation of Heney's charges, which, it is said, will overshadow the famous San Francisco graft trials of a few years back, where in Heney figured so largely. Efforts are being made to have Heney direct the work.

There is a rumor in this city that the Los Angeles Tribune is to be taken over by the Christian Science Monitor. The Tribune was started some years ago by E. T. Earl, the millionaire publisher, who made his fortune in the fruit shipping trade. Besides the Tribune, he owns the Los Angeles Express, the oldest evening paper in that city.

Articles of incorporation of the Motorgram Company, which is to produce a moving-picture road book for automobilists, has been filed in Richmond, Cal. The company has a capital stock of \$10,000. Its directors are L. Wierda and C. L. Stringer, of Richmond, and J. A. Blackledge, of Berkeley. The concern proposes to deal in automobile publications and the publication of such books. The plan is to take pictures of every mile of 4,000 miles of roadway in the state, write descriptions of it and put it in book form.

## EDWIN D. COWLES DEAD.

(Special Correspondence.)

GRAND RAPIDS, MICH., Nov. 27.—Edwin D. Cowles, president of the Bay City (Mich.) Tribune, died at his home Friday morning. He had been an editor in the Saginaw Valley for more than forty years and, with one exception, held the service record for Michigan.

Charles May, formerly publisher of the Peoria (Ill.) Transcript and Springfield (Ill.) News and business manager of the Galesburg (Ill.) Mail, has been appointed special representative of the Thompson Type Machine Co., with offices in the Herald Building, Chicago.

## NEWSPRINT INCREASE.

**Brisk Demand Due to War Conditions—Big Expansion in Production of Sulphite.**

Not only has the European war proved a direct assistance to the leading newsprint companies of the United States in quickening the demand for newsprint, but it has had certain collateral benefits. And these collateral helps are likely to become more important as time advances, it is said.

Up to July the United States was importing from Germany nearly 75 per cent. of the bleached sulphite which it used. Much of this bleached sulphite goes into book papers and other classes of paper selling for more than 4 cents a pound.

These importations have been cut off. The price quickly jumped from \$7 to \$8 per ton. Since then the American manufacturers and many of the newsprint mills have been increasing their sulphite output and selling this increase in the general market at advances of \$3 to \$3.50 a ton and are building up a considerable and profitable business. It is said one newsprint company is building a \$250,000 addition to its sulphite equipment with this object in view.

The Burgess Sulphite Company, of Maine, has enjoyed a very sharp revival in earnings due to this unexpected demand for sulphite to take the place of the shut off German importations. This company will in the twelve months to December 31 make as large net earnings as in 1913, or about \$1,400,000, although for the first half year it looked as if net profits would not go much above \$1,000,000. The company has already booked orders for 70 per cent. of its 1915 possible production and at prices which show a minimum advance of \$3 per ton.

## May Export Pulp Timber.

The Provincial government of New Brunswick has removed the ban which prohibits the exportation of timber for pulp purposes cut on the crown lands of New Brunswick, so far as it relates to the British Isles. This suspension of the regulation will probably remain in force until the close of the war.

## Metcalf Buys Omaha Paper.

Richard L. Metcalf, former Civil Governor of the Panama Canal Zone and now chairman of the Canal Opening Committee, has bought a weekly newspaper at Omaha, Neb., and after December 1 will make his home in that city. Metcalf, before his appointment to the governorship of the Canal Zone, was engaged for many years in newspaper work in Omaha and Lincoln. He was editor of William Jennings Bryan's Commoner for some time.

## Urbana Democrat Now a Daily.

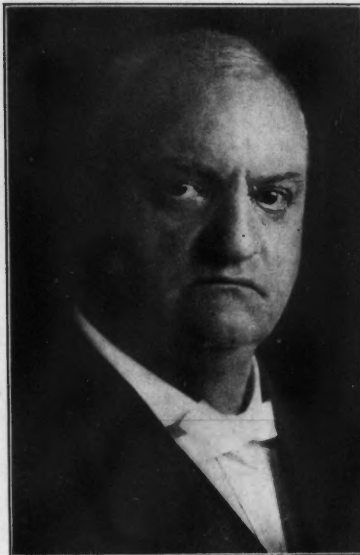
The Urbana Democrat, which, during the past year, has been published every other day, on Monday, November 16, appeared as a daily. The paper was established in 1854 by James T. Flood, then Ohio's secretary of state, as a weekly. In 1886 it was purchased by Thomas M. Gaumer, who conducted it until his death in 1893, since which time his sons, Frank C. and Charles E. Gaumer, have been in charge. S. G. Lindenstein, Inc., New York, represent the Democrat in the foreign field.

The Clarksburg (W. Va.) Daily Telegram will issue a Sunday edition, beginning November 29. It will have the Associated Press service and numerous syndicate features.

## EUGENE F. BALDWIN.

**Veteran Editor of the Peoria Star,  
Who Died November 19th as  
the Result of a Beating.**

It is generally supposed that the death of Eugene F. Baldwin, the founder and editor of the Peoria (Ill.) Star, was due to a beating he received at the hands of Giles Keithby and Fred Faber, two young, robust young men of that city,



EUGENE F. BALDWIN.

who, objecting to some political editorials published in the Star, waylaid the 74-year-old editor and assaulted him on October 3.

It is said that Keithby knocked Baldwin down and kicked him as he lay prostrate on the ground, causing internal injuries which drove him to his bed October 30, where, after three weeks of incessant pain, he passed away.

Baldwin founded the Star September 27, 1897, and has been its editor ever since. He was known throughout Illinois, not only as a strong, forceful writer, but one who could "see through" any kind of trickery, and who was absolutely fearless in saying what he wanted to say. His death eliminates a strong and interesting character in middle west journalism.

## N. Y. TRADE PRESS ASS'N.

### Annual Meeting and Election of Officers and Directors for 1915.

The New York Trade Press Association held its annual meeting Friday, November 20, at the Hardware Club, New York City.

The election of officers for 1915 resulted in the selection of the following: President, Wm. H. Ukers, Tea and Coffee Trade Journal; vice-president, A. C. Pearson, Dry Goods Economist; treasurer, A. E. Clifford, Engineering Record; directors: Franklin T. Root, Dry Goods Economist; W. C. Robbins, Iron Age; E. T. Frazer, Haberdasher; H. E. Cleland, American Machinist.

### New Toronto Daily Suspends.

The Toronto Daily Courier, which was launched October 17 under the editorial direction of John A. Cooper, has suspended publication temporarily. The weekly edition will, it is reported, be continued. The paper was modelled on the London Graphic.

## QUEER DISAPPEARANCE

**COLORADO PUBLISHER'S BRAIN  
SLIPS A COG AND STARTS  
HIM ON NEW CAREER.**

**Takes Position as Linotype Operator  
in Kansas Under Another Name—  
His Struggle to Identify Himself—  
Had no Memory of Immediate Past—  
Wanders Over Several States—  
Finally Restored to His Family.**

The mysterious disappearance of Frank L. Finch, publisher of the Arapahoe Herald, at Littleton, Colo., more than a year ago, has at length been cleared up. After a search lasting nearly a year, he was found at the railroad station in Omaha, a few days ago, by his brother, Clarence O. Finch, and taken to his home in Colorado, where he is undergoing medical treatment which, it is hoped, will restore him to his normal mental condition. Finch's case is one of the most peculiar that has been brought to public attention.

One day in September, 1913, Mr. Finch walked out of the Arapahoe Herald office, telling the force as he left that he would be "back in a minute."

He left a happy home with a wife and two lovely children, a host of friends, a prosperous business and a bank account, and completely disappeared.

Although a country-wide search was instituted by his relatives and friends, and the newspapers published articles about him and printed his picture, no trace of the missing man was found.

About two weeks after Finch's disappearance, in response to a query for a linotype operator addressed to a Great Bend paper, F. S. O'Dell arrived in Lyons, Kan., and went to work in the Republican office. He was a careful workman and a valuable man about the office. He was well educated. He had traveled from the Atlantic to the Pacific, from Vancouver to Florida.

He said he had at one time been a special correspondent for the St. Louis Globe-Democrat and had sent a dispatch from South Africa about the Boer war that had cost in cable tolls nearly \$9,000.

O'Dell, who, it was afterwards learned, was Finch, recognized several persons who came to the Republican office and even called them by name. He appeared to have a wonderful memory, but he could not remember where he came from to Lyons or who or where his relatives lived.

One day he called up his brother-in-law, George Fowler, in Kansas City, and wanted to know how it happened that he was so far from home. During the talk, Fowler told Finch his daughter was dead, and the latter said he would go home at once.

A short time ago he was working in a newspaper office in Clear Lake, Ia. While there his attention was attracted by an item in the "Publishers' Auxiliary," signed by "C. O. F." Julesberg, Colo., asking C. L. F. to communicate with him. O'Dell wrote: "I saw your advertisement. It appealed to me. I have been hunting for my folks for months. Perhaps I am the man you want. My name is F. S. O'Dell."

This led to his restoration to his relatives. While changing cars at Omaha he again forgot what he was doing and appealed to the police for assistance. C. O. Finch, his brother, who was summoned by telegraph, identified O'Dell as the missing man and took him home. Finch is now under medical treatment.

The Arapahoe Herald was kept alive by his family during Finch's absence.

## WHITMAN'S A. B. C. TALK

Parts of a Forceful Argument Presented to the Association of Manufacturers' Representatives at Philadelphia.

Russell Whitman, managing director of the Audit Bureau of Circulation, addressed the Association of Manufacturers' Representatives, which held its seventh annual meeting in Philadelphia, Pa., last week. He spoke at the Friday morning session and announced that, as managing director of the A. B. C. he represented the advertiser, the advertising agent and the publisher. Among other things, he said:

"The interests of the buyer and seller are the same. If it is of interest to the buyer of circulation to know exactly what he is buying; it is just as much, or more, to the interest of the seller to see that he gets the information; that it is just as vital for the seller of circulation that advertising pay as it is for the buyer—and that advertising will only pay when full circulation is given, and when it is placed intelligently and efficiently through full knowledge of all the facts of quality, quantity and distribution.

### PURPOSE OF THE A. B. C.

"The A. B. C. was organized to enable space buyers to 'hit the mark' with their advertising; eliminating waste, increasing efficiency and effectiveness, thereby bringing about the more certain widespread use of this great sales force. This means added profit for the manufacturer, added revenue for the publisher. The A. B. C. is, therefore, co-operative, because it is obviously to the advantage of the advertiser, agent and publisher that advertising be made more efficient through knowledge of circulations upon which all advertising is based—that the profits in advertising will increase in proportion to the added intelligence with which it is placed through the increased knowledge of the actual number of readers, the methods by which they re-secured and maintained, their purchasing power for the articles advertised, and where they are located.

"A great deal of circulation has been bought and is being bought on faith. If your wife bought her household supplies without having anything measured or weighed, and without knowing its quality, you would think her incompetent to run the home, you would probably 'go broke.' And yet that is the way hundreds of thousands of dollars worth of advertising space is being bought.

"We all know that confidence builds, that suspicion destroys. There has been too much mystery and suspicion surrounding circulation. The publisher who is delivering the goods welcomes the standard that will raise his business to a better and higher plane, insure greater results, remove suspicion and create confidence in the commodity he has to sell.

### IMPORTANCE OF CIRCULATION FACTS.

"You all know, through your most effective publicity committee, how difficult it has been to get at circulation facts. And yet, just see how many publications there are from which you can get no dependable circulation statement of any kind, and how many there are that furnish incomplete and unsatisfactory statements.

"By concentrating your appropriations on the worth while mediums, by patronizing the publisher who is really trying to fill his field with a commodity of merit and honesty, you will furnish him with increased revenue to further improve his publication and extend its field of influence, thereby giving you a constantly increasing value for your advertising. By just discrimination you will encourage the legitimate publications and discourage the publications simply in the field 'for revenue only,' trying to get as much as possible and give as little.

"If the publisher in the future is to sell his space as a commodity, you gentlemen must buy it as a commodity and not as 'blue sky.' And there is only one way to buy space as a commodity,

and that is to patronize only those publications which absolutely establish their product. You have the power to know what you are buying. Use it. You wouldn't continue long to buy a half bushel of wheat for a bushel and you certainly wouldn't have any confidence in the man who insisted on your taking his word for the number of bushels you were buying and refused to have it measured or its quality tested.

"The total A. B. C. membership, advertisers, agents and publishers, numbers between eight and nine hundred. We require that publisher members furnish sworn quarterly statements of circulation so that the information may be always up to date. Our statements show the name of the publication, city in which it is published, the date established, the average number of paid subscribers for the period, the average unpaid, such as samples, etc., the distribution of the paid subscribers, the method of securing subscribers, whether premiums are used and if so their nature; what percentage of these subscribers are renewed, showing the stability of the publication and other data tending to establish its quality, character and advertising value."

### BUY A BARREL OF FLOUR.

#### The Shaffer Group of Papers Securing Flour for Belgian Relief.

The newspapers of the Shaffer group are conducting a campaign to secure contributions with which to buy a barrel of flour for each starving Belgian family. "Buy a Barrel for Belgium" is the slogan of the campaign and the citizens of the various cities in which the Shaffer papers are located are responding splendidly.

The Shaffer group comprises the Chicago Evening Post, the Rocky Mountain News, of Denver, the Denver Times, the Indianapolis Star, the Muncie Star, the Terre Haute Star, and the Louisville Herald.

### NEWSPAPER COUNTRY CLUB.

#### Golf Club and Tennis Association Cooperate in New Organization.

Following the joint field day of the New York Newspaper Golf Club and the New York Newspaper Tennis Association at Van Cortlandt Park Tuesday, the members of the two clubs held a dinner at Healy's in the evening and organized as the Newspaper Country club for newspaper men in the immediate vicinity of this city.

George L. Cooper, managing editor of the Evening Telegram, was elected president; Frank J. Pope, of the Tribune, vice-president, and J. C. Fireman, of the Herald, secretary-treasurer. The board of directors will consist of these officers and four other members to be appointed by President Cooper.

As a preliminary step toward the establishment of a club it is planned to accumulate a fund of at least \$25,000 by the sale of stock at \$50 a share each, each share to entitle the holder to full membership without further payment of an initiation fee.

At last night's dinner a gold medal was presented to F. K. Flaugh, winner of the President's Cup in the competition recently finished. The cup must be won three times for permanent possession. The runner-up, E. B. Davis, received a silver medal. Prizes were also presented to the winners in the day's events at Van Cortlandt Park. David Hall, of the Herald, and E. B. Davis, of the American, tied for the eighteen-hole prize, with net scores of 70, the tie to be decided later. F. K. Flaugh won the prize for the largest drive from the twelfth tee and the flag competition also resulted in a tie between R. F. Foster, of the Sun, and F. J. Pope, of the Tribune. They decided to toss for the prize, which fell to Pope.

The publicity and convention fund of the Seattle Chamber of Commerce now amounts to \$115,209.

## IN AID OF STARVING BELGIANS.

### Press Club of San Francisco Gives An Exhibition of the Art of Newspaper Cartoonists and Picture Makers.

(Special Correspondence.)

SAN FRANCISCO, Nov. 23.—The San Francisco Press Club on Thanksgiving eve held at the Hotel St. Francis an exhibition of original drawings, sketches, cartoons and paintings by newspaper artists.

Scores of the best-known western artists—members of the club—and former San Franciscans who have won fame in the east contributed sketches



PETER B. KYNE,  
President San Francisco Press Club.

to the exhibition. Among the latter were "Tad" Dorgan, Goldberg, Russ Westover, Barth, and many of the leading newspaper artists of New York and Chicago.

Arthur Bennett—"L. B. Yates"—the short story writer, auctioned the sketches; and all of the proceeds will be turned over to the Belgian Relief Committee to purchase food.

The San Francisco Press Club, under the new administration recently elected and inaugurated, is taking an even



C. E. PERSONS,  
Vice-President San Francisco Press Club.

more prominent part in the life of San Francisco than it has in the past.

The new officers of the club are: Peter B. Kyne, president; C. E. Persons, vice-president; Clyde C. Westover, secretary; Thomas Boyle, treasurer, and Arthur Knapp, librarian.

One of the traditional features of San

Francisco is the annual open-air concert held at the famous Lotta's Fountain on Christmas eve, and this celebration will be held this year under the auspices of the Press Club. John McCormack, the Irish tenor, and other noted singers have accepted the invitation to participate, and the event promises to be the most interesting ever scheduled.

### PRESIDENT ROY HOWARD.

#### Tells of War Correspondents' Work.

Last week THE EDITOR AND PUBLISHER printed a story about William Philip Simms, stating that he was manager of the Paris Bureau of the Associated Press. This was in error, as Simms holds a similar position with the United Press.

Both the U. P. and A. P. have called our attention to this error, and we take this means of correcting it.

President Roy W. Howard, of the United Press, in commenting on the appointment of Simms, had this to say:

"No single U. P. achievement of the war has afforded us quite the same gratification.

"Aside from our pleasure that Simms was honored by the French government by being selected from about thirty-five English and American correspondents as the one man best fitted and most worthy to represent the American and English speaking press, the selection is gratifying to us in that it completely establishes an old contention of ours that 'official' connections by an American news agency are valueless when it comes to real news getting. We have always known that as sources of exclusive news these connections yield little except denials of stories objectionable to 'officialdom.'

"The United Press has never had a European connection with any of the government subsidized agencies. We always covered Europe through the medium of bureau staffs composed of men trained in our own organization in this country. We have never been handicapped by our lack of official connections and we have never been embarrassed by requests to carry denials of stories which though known to be true were objectionable to official circles. We have been able to announce the death of a dignitary when it occurred and not merely when official bureaus wished it to be known.

"Since the outbreak of the present war, the last semblance of advantage in exclusive arrangements with the subsidized-agencies has been nullified by the fact that all official information is furnished all correspondents of foreign and domestic agencies and newspapers at the same time. The fact that the United Press representatives, von Wiegand in Berlin, Shepherd in Austria, and Simms in France, have been singled out for especial consideration, and have been allowed to go to the front under the personal escort of officers of the general staffs would seem to indicate that the foreign governments are more anxious to gain the good will of absolutely independent and unobligated associations of foreign countries than of those agencies over which they figure they can wield an influence through their official connections.

"In the group of correspondents present at the French front under the personal direction of General Joffre are eight men representing Italy, Spain, Denmark, Switzerland, Norway, Sweden, Holland and America. Unlike Frederic Palmer, the one correspondent selected to represent all American news associations with the English army, and whose stories will be furnished to the entire American press (if England ever consents to having any newspaper men with her army) the men selected to accompany the French army were selected because of the independence and neutrality of their respective organizations and their stories will be exclusive in their own countries. Simms' stories which are being copyrighted in both America and Great Britain will be furnished exclusively to United Press clients."



**LET US BE THANKFUL. FREEMAN BACK ON THE MAIL.**

(A Thanksgiving Day newspaper conception.)

**THE NEWSPAPER PUBLISHER.**

- 1.—Because the price of paper is not to be increased.
- 2.—Because there are signs of the sun of prosperity breaking through the clouds.
- 3.—Because he has been through the worst of the storm and still has a deck under him.
- 4.—Because help and labor unions cannot expect increases in the near future.
- 5.—Because during the long haul he has learned how to produce his newspaper more economically.

**THE ADVERTISING MANAGER.**

- 1.—Because the boss has not demanded increases over past records every month or his job.
- 2.—Because business men generally suffering from bad times will listen to arguments about advertising increasing trade more intently than formerly.
- 3.—Because there is immediate prospect of the lid being lifted and thrown off and more advertising being placed than ever before.
- 4.—Because during dull times he has been able to build up greater efficiency in his office force.
- 5.—Because he has held his job and is now going to show the boss that he made no mistake in handing over that pay envelope every week when everything was going out.

**THE CIRCULATION MANAGER.**

- 1.—Because through war news he could secure larger percentages of circulation at lower cost per thousand than ever before.
- 2.—Because newsboys and newsdealers generally have been brought into better control than usual.
- 3.—Because, owing to demand, it has been possible to build up new regulations regarding price and delivery than formerly.
- 4.—Because by reason of the smaller size of the paper, owing to lack of advertising, his circulation receipts show a margin over the paper bill.
- 5.—Because he still holds his job at full pay and has probably reached the maximum possibilities of newspaper sales for his field for years to come.

**THE EDITOR.**

- 1.—Because "war news," such as it is, comes ready-made.
- 2.—Because of pressure on space local items that usually represent such a keen scramble to get could be slighted.
- 3.—Because syndicate feature stuff has been crowded down to the limit.
- 4.—Because on account of lack of advertising he has been able to get more than a stickful of news on every page.
- 5.—Because he still has his job and the paper is selling as never before.

**THANKSGIVING RESOLUTIONS.**

Let us all resolve that from this day forward we will utter no words, write no words or otherwise transmit words except those of optimism and good cheer; that we will temporarily forego political, religious or other contentions and all pull for prosperity and better business.

With bounteous crops and the whole world compelled to buy supplies from us with pure gold coin or its equivalent, let us all thank God that we live in the United States, the richest and greatest country on earth.

Let us all pull together and build up a greater and more lasting prosperity than ever before, based on the soundest principles of honesty, decency and fair dealing. Let us show the people that the newspapers can render them greater and better service for their well-being and prosperity than any or all other forces in the country combined. R.

**Popular Advertising Manager Returns to His Old Position.**

John C. Cook, business manager of the New York Evening Mail, on Wednesday, announced the appointment of William C. Freeman as advertising manager of that newspaper.

Mr. Freeman, who has been with the Globe the past year, returns to his old position on the Mail which he held for the three years preceding July, 1913, and which he left to become advertising manager of the New York Tribune.

Few advertising men in America are so widely known as Mr. Freeman. He began his career as a schoolmaster in New Jersey, then became a newspaper writer and correspondent, and finally entered the advertising field. Twenty-nine years ago he worked on the Philadelphia Press with John C. Cook, with whom he is once more associated on the Mail.

It was while he was formerly on the Evening Mail that Mr. Freeman became intimately known to the New York public through his daily "Advertising Talks," in that newspaper, of which he wrote more than a thousand. Hundreds, if not thousands of business men, young and old, bought the Mail every evening to read what he had to say about advertising. His common sense views on the subject, which were expressed in simple, straightforward style, were exceedingly helpful to those who were seeking the light in the practice of publicity.

As a producer of business, often new business, Mr. Freeman has been eminently successful. He has an extensive acquaintance among both local and general advertisers not only because of his knowledge of the ins and outs of advertising, but because of his engaging personality.

In returning to the Mail Mr. Freeman displaces no member of the staff. When he left it to go to the Tribune Mr. Cook appointed no one to fill the vacancy, but divided the work among those already on the staff and took over a large portion himself.

**CHICAGO PERSONALS.**

The Rev. W. E. Barton, pastor of the First Congregational Church of Oak Park, at the Congregational ministers' meeting last week gave an account of his stewardship as editor of the religious paper The Advance.

Dr. J. A. MacDonald, editor of the Toronto Globe, will be the University preacher at the University of Chicago tomorrow.

Patrick J. J. McCarty, a newspaper reporter, who was recently appointed city marriage and divorce statistician, is using newspaper methods to dig up and get together interesting and valuable facts regarding those important events. He declares the rented flat and frequent removals to be a most fruitful cause of marriage discontent and separation.

Miss Marguerite Mellen, a former society girl, has forsaken social joys for newspaper work and is making good as literary editor of the Continent.

George Ade will probably write a new fable about the folly of paying for some things before you get them. He gave a big barbecue down in Indiana before the November election for the purpose of helping the candidacy of his brother, Will, who was running for Congress. The election resulted in Will's defeat and, as is said, but few of those who partook of George's hospitality voted for his brother.

John W. Postgate, former newspaper man and Shakespearean student, lectured on "The Toppers and Tipplers of Shakespeare" last week in which he endeavored to prove that Shakespeare was an apostle of temperance.

L. Frederick Haphel, managing editor of the New World, is one of the persons picked by the Tribune as an advisory committee which will supervise its work in bringing war orphans from Europe for adoption.

Sam Fiekel has retired as associate editor of the Illinois Issue, the organ of the Anti-Saloon League, and is succeeded by W. T. Hewetson.

**TRIBUTE TO FOSTER COATES.**

THE NEWS-PRESS.

ST. JOSEPH, MO., Nov. 25, 1914.

THE EDITOR AND PUBLISHER:

Your current number brings the sad news of the sudden death of my old friend and colleague, Foster Coates, a man who was an ornament to the newspaper profession. For eight years we worked side by side, first on the old Mail and Express, and later on the old Commercial Advertiser. He was the best news man on Park Row. He had that knowledge of news which was almost inspiration. Whatever would rivet the attention and command the interest of the largest number of people revealed itself to him out of the mass of daily happenings as if by some miracle. Coupled with that gift was an executive ability and facility for inducing men to work to the limit of their abilities, which I have never seen equalled. That was twenty years ago. Since then he brought the same qualities to bear in that news editing of today which goes hand in hand with the circulation department. In this line he stood unrivaled as his years of distinguished success on the Hearst papers prove. His going takes from the profession a striking figure.

LOUIS T. GOLDING.

**MISS O'REILLY, OF DUBLIN.**

**New Writer on the Philadelphia Record Has Done Things.**

George Morgan, Sunday editor of the Philadelphia Record, has been rearranging his pages and shutting down on the "war dope." He has added a second page of humor, edited by Lawrence Tobin, called "For Grown up Kids," and a "House and Home" page, in charge of Gertrude M. O'Reilly of Dublin, who has been in this country off and on for the past two years.

Miss O'Reilly, who is a new figure in local journalism, has done special articles for the Chicago Evening Post and the New York World since her arrival in this country. While in Ireland she wrote for the Freeman's Journal and the Independent, to say nothing of political articles from the industrial side, for the very radical Sinn Seis—"We; Ourselves"—the organ of the Home Rule Party. Her first book, "Just Stories"—Irish, of course—recently brought out by a New York publisher, is being warmly received by the critics. Francis J. Ziegler's fine art page has been started again and the children's, school, women's and news pages with their snappy photographs and well-told stories of happenings around town, make up an attractive Sunday section.

**Frank Baldwin Dead.**

Frank Baldwin, for forty years one of the most prominent New Jersey editors and publishers, died suddenly of heart disease in the Windsor Hotel, at Orange, N. J. Mr. Baldwin was sixty-eight years old and was a descendant of Joseph Baldwin, who was one of the founders of the city of Newark. For a time, Mr. Baldwin served as the Washington correspondent of the New York Times. For many years he owned a controlling interest in the Orange Chronicle. Mr. Baldwin was the dean of newspaper men in the Orange section of New Jersey. From his boyhood Mr. Baldwin was deeply interested in music and was a proficient violinist and 'celloist.

**NEWSPAPER ACTIVITIES.**

The Philadelphia Public Ledger will issue on December 20 one of the finest supplements ever put out by any newspaper in the country. It will be a regular magazine printed on glazed paper in four colors, on magazine presses, and will be made up entirely of pictures and articles prepared specially for the occasion. Keller has drawn the cover and May Wilson Preston, John Rae, Clara Elsen Peck and Jessie Wilcox Smith are among the artists represented. Those who remember the superb color reproductions of Violet Oakley's frescoes in the Harrisburg capitol, issued by the Ledger last year, will realize the qual-

ity of the treat which is in store. There will also be a new Christmas carol, written expressly for this number by Leopold Stokowski, leader of the Philadelphia Orchestra.

In aid of a movement to help many girls left unemployed by the dull times the Chicago Herald has donated free ads in its situation wanted columns.

The Chicago Tribune has entered the moving picture field in a small way in order to syndicate the exclusive pictures of the war in Belgium recently brought home by its photographer, E. F. Weigle.

Hearst's Sunday American, of Atlanta, Ga., on October 11 published a twelve-column dental advertisement, said to be the largest ad of its kind ever published in any newspaper anywhere.

The Advertising Men's League of New York will hold its December dinner at the Aldine Club next Thursday evening. John R. Lee, of the Ford Automobile Co., will tell the story of the Ford. Those who have heard Mr. Lee elsewhere say that the lecture is full of gripping interest.

**NEW CANADIAN AD SCHEME.**

**Group of U. S. Manufacturers to Undertake a Co-operative Campaign.**

There is a proposal on foot to launch a co-operative advertising campaign among the branch industries in Canada of United States manufacturing concerns. During recent years a great many American manufacturers have established factories in Canada so that they might overcome the disadvantage of the Canadian tariff. It is a number of these concerns that are back of this latest scheme of co-operative advertising.

According to the prospectus which has been issued, the campaign calls for the use of 50,960 lines in each of 58 daily newspapers and of 8,064 lines in one magazine. The space in the daily newspapers will be used at the rate of 980 lines a week, an advertisement of that size being inserted weekly. The main portion of each advertisement will be devoted to a general talk along Made-in-Canada lines, which will be followed by the names, addresses and brand names of the co-operating manufacturers. The proposition is being handled by the Canadian Products and Made-in-Canada Association (Registered).

**PULITZER ESTATE REAPPRAISAL**

**Surrogate Cohalan Issues Order Under Ruling of Court of Appeals Decision.**

Surrogate Cohalan has ordered a reappraisal of the estate of Joseph Pulitzer because Appraiser Joseph I. Berry fixed no tax on the trust funds established in the will. This was due to the fact that at the time the report was filed the law was fixed by a decision of the Appellate Division, which provided that taxes should not be collected on trust funds until they actually came into possession of the legatees.

Since that time the Court of Appeals has reversed the Appellate Division ruling, holding that a tax may be fixed at the highest rate possible and if contingencies arise under which a lower rate is proper the estate will get a rebate.

The effect of the decision on the Pulitzer estate will increase the amount to be paid now many thousands of dollars.

**Pro-German Newspapers in Trouble.**

The Canadian government has ordered the suppression of newspapers publishing articles calculated to promote sedition among alien residents of Canada. Weekly newspapers printed in the German language in Winnipeg, Regina, Calgary and Edmonton have openly condemned Great Britain, France and Russia and upheld the acts of Germany and Austria in the European war. The Northwestern mounted police have been ordered to put an end to the publication of such sentiments.

### PRESS ASSOCIATIONS.

The executive committee of the Northwest Missouri Press Association met in St. Joseph and selected January 22 and 23 as the dates for the annual gathering of the association. As usual, the sessions will be held in St. Joseph and a later meeting of the committee will be called to arrange the program.

The annual meeting of the Southeast Missouri Press Association was held at Kennett, Mo., November 27. The publishers spent the day in "shop talk," and no entertainments as the guests of citizens were indulged in.

More than a score of editors and publishers attended. C. C. Mitchim of De Soto is president.

The Mountain Press Association of Kentucky will meet this year at Irvine, instead of Winchester as was first announced. The association is being reorganized by Editor Emin Elam, of the Mountain Eagle, published at Whitesburg. The 1914 meeting will be held some time next month.

At a recent meeting of the executive committee of the Associated Dailies of Pennsylvania held in Harrisburg there were present President Stackpole, of Harrisburg Telegraph; Secretary Fosnot, Lewistown Sentinel; Chairman R. P. Hapgood, Bradford Star; J. H. Zerbey, Pottsville Republican; W. L. Taylor, York Dispatch; S. N. Andrews, Easton Free Press, and State Printer Pomeroy.

The report showed that sixty-five of the leading daily newspapers of the State were enrolled as members, covering the county seats of nearly fifty counties. Wilmer E. Crowe was elected business agent.

A special meeting of the executive committee has been called for the Manufacturers' Club, Philadelphia, for December 11, for consultation with the Philadelphia and other nearby leading newspapers, with the object of arranging plans for the Legislature in session after January 1 to remedy bad legislation and secure the passage of laws more favorable to the newspaper profession, requesting the hearty cooperation of all the newspapermen of the State.

The Birmingham Newspaper Club is working on plans for a big gridiron dinner in January to which every member of the next legislature will be invited and effort made to get every one of the lawmakers to attend.

The Monongahela Valley Press Association held a meeting at the Hotel Monier chartered for October 30. Supper was taken and afterwards, with President H. L. Lamb of California in the chair, a general discussion of matters pertaining to the interests of the publishers took place. The question of the advance of the price of paper was one theme for discussion.

The Pen and Pencil Club of Philadelphia, will give its famous annual "Night in Bohemia" on December 10 at the Bellevue-Stratford. There will be the usual lively vaudeville program, followed by a dansant, which, as everyone knows, is by no means a mere "dance." Famous dancers will display the newest steps, alternating with fox-trotting and all the other zoo pirouettes by the guests. Harry T. Jordan, general manager of the Keith interests in this city, is again chairman of the entertainment committee.

The Gridiron Club of Washington, D. C., is already preparing for its fall dinner which has been scheduled for December 12, the first week of Congress. The war in Europe has made it somewhat difficult for the club to handle the large events of international importance and it is not expected that any of the stunts will be hung upon war conditions. This does not apply to Mexico because the war in that country will never be such a serious matter as the complications now developing in Europe. "The recent election and its varying results will furnish a number of themes upon which the Gridiron Club will base the principal skits. The Gridiron Club is nearing its 30th anniversary and it proposes to celebrate it next winter in a befitting manner.

Members of the Tri-City Press Club held their first banquet and business session of the 1914-1915 season in the Harper House, Rock Island, October 27. Hugh Harrison of the Davenport Democrat was honored with the presidency of the club for the ensuing year. Other officers named: First vice-president, Lee R. Blackman, Moline Dispatch; second vice-president, F. O. Van Glader, the Modern Woodman; secretary, W. A. Frewert, Rock Island Union; treasurer, Frank F. Swan, Moline Dispatch; board of directors, R. A. Jones, East Moline Herald; Este E. Buffum, Rock Island Argus; Joe Carmichael, Davenport Times.

### CHICAGO PERSONALS.

Floyd Gibbons, of the Herald, who has been writing for the Strike Bulletin, a sensational labor paper, has been arrested on a charge of criminal libel because of an article he wrote for the paper.

T. A. Ballantyne, of the Daily News, last week won the H. C. Chatfield-Taylor trophy, emblematic of the newspaper golf championship, by defeating Basil Wvrick of the Associated Press.

Dr. Michael Singer, editor of the Illinois Staats Zeitung, gave an address on "The Conflict in Europe, Its Reasons and Probable Consequences" before the Cook County Real Estate Board last week.

### CHICAGO PERSONALS.

The engagement is announced here of Miss Ruth Gregory, daughter of Robert B. Gregory, to Arthur Sweetser of Boston, who has just returned from a stay in Europe where he was a war correspondent.

Carl Van Vechton, dramatic critic, and Fania Marinoff, actress, were married recently in New York.

### PHILADELPHIA PERSONALS.

Francis Hill, who in his odd moments writes special articles for the Record, was a winner of one of the \$500 prizes in the recent Collier's fiction contest. The story which won the award was "Anent: A Biscuit Shooter."

Jessie M. Bonsall, who was the assistant of her father, the late Walter H. Bonsall, in the publication of the old Germantown Guide, has since his death become publisher and editor of that paper.

Lawrence Tobin, special writer on the Record staff, has been the recipient of many congratulations on his success with his wonder of an Airedale puppy, six months old, which in a recent bench show won five ribbons, two silver cups and a carton of dog biscuit.

Abraham M. Rose, of the Press, has opened law offices in the Drexel Building. For the present, and until clients come in droves, he is at his office during

the day, and at 6 o'clock at night reports at the Press for his usual copy-desk stunt; and he actually seems to be thriving under the arrangement.

Harvey M. Watts, one of the best-known editorial and special writers on the Public Ledger, spoke at the Business Science Club at the last monthly dinner on "The Influence of Poetry and Music on Human Action." As the writer of a book of verse and perhaps the foremost musical and art critic in Philadelphia he was listened to with especial attention.

### WEDDING BELLS.

L. B. Finley, city editor of the McKinney (Tex.) Daily Courier-Gazette, and Miss Clare Abernathy, of that city, were married November 12.

Reginald E. Hare, editor of the Canadian Mining Journal, of Toronto, Ont., and Miss Ruth Morrison, of Calumet, Mich., were married November 13.

Lynn R. Brodrick, editor of the Marysville (Kan.) Advocate-Democrat, and Miss Jennie Fulton, of that city, were married November 17.

Foster C. Hillegass, of the Pennsburg (Pa.) Town and Country editorial staff, and Miss Florence G. Moll, of East Greenville, were married last week.

Melville E. Stone, general manager of the Associated Press, and Mrs. Stone celebrated their forty-first wedding anniversary on Wednesday last. This is Mr. Stone's initial appearance in this column.



Exclusive features offered by The New York Evening Post.

The World War Day by Day—views of a Military Expert right on top of the news, written at 2 P. M. daily, supplied either by telegraph or special delivery mail.

Daily Wall Street Letter by the financial editor of The Evening Post—filed by telegraph at 3 P. M.

News Notes from the leading European newspapers translated by an expert supplied in proof form daily for advance release dates.

Syndicate Department, The Evening Post, 20 Vesey Street, New York

## Can It Be

That the most prosperous local merchants of Washington, D. C., continue to use more space in THE EVENING STAR, time and again, than in the other three papers combined except for the fact that it pays them best to do so?

## CHARLES SEESTED

41 PARK ROW

NEW YORK

TELEPHONE 569 CORTLANDT

### DIRECT REPRESENTATIVE

**I**N adding to my list I cannot afford to devote much time to papers unless I can make money out of them.

You, as a publisher, cannot afford to have representation in this field unless such representation is productive.

If you think you should get more business from this field, write me. Perhaps I can show you how to get it.

I have been getting business in this field for sixteen years, and know where it is and how to get it. Start something by writing to me.

# INTERTYPE

THE ACME OF HIGH QUALITY

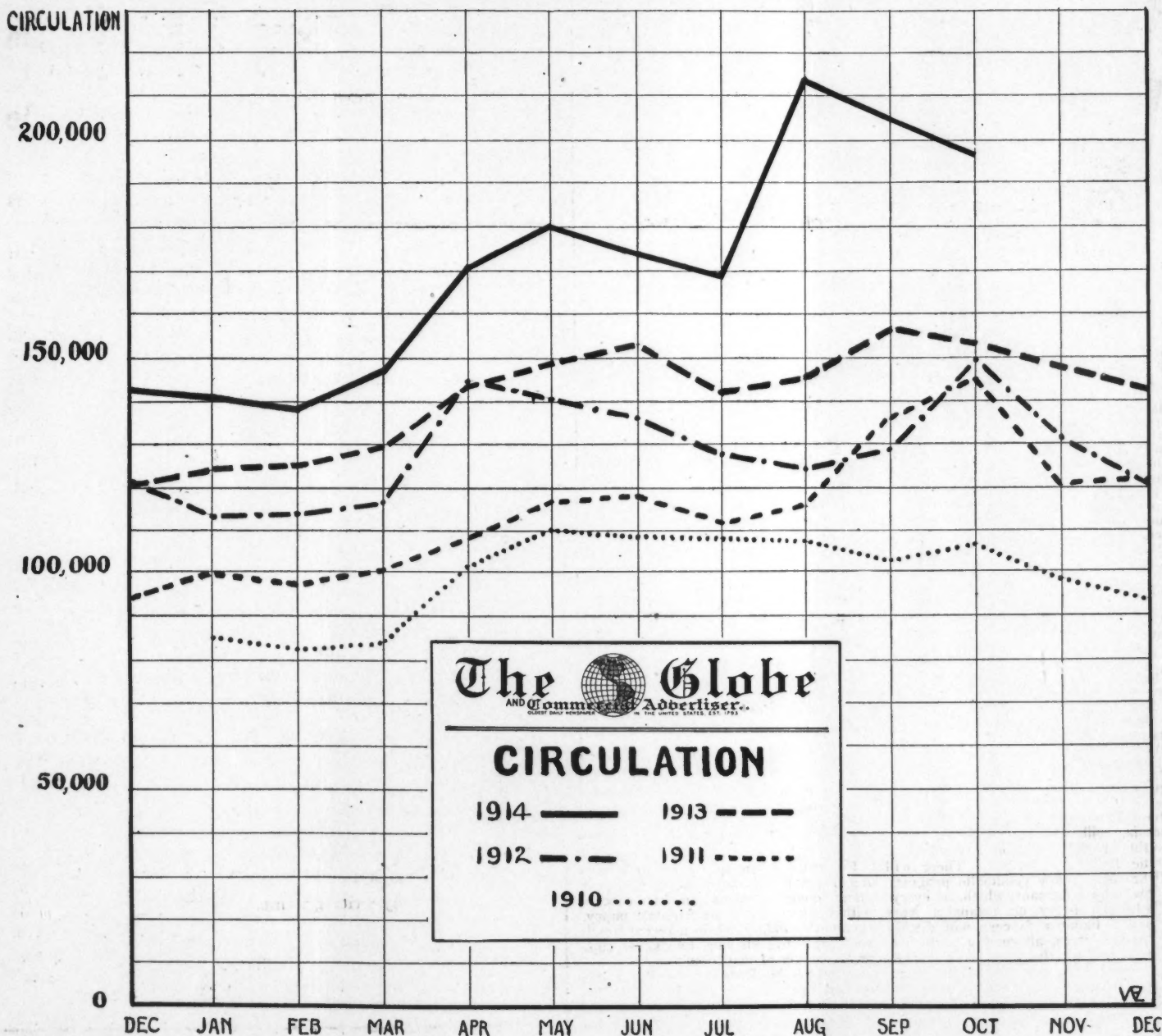
## Does Your Newspaper Need a NEW DRESS?

The New York World, Chicago Tribune, Duluth Herald, New York Globe, Chicago Herald, St. Louis Post-Dispatch, Brooklyn Eagle, New York Post, Cleveland Plain Dealer, Brooklyn Times, St. Louis Republic, Baltimore American, Montreal Star, have purchased new dresses of INTERTYPE MATRICES.



# An Interesting Comparison

This chart, prepared by a graphical statistician, clearly indicates the growth in circulation that has been made by *The New York Globe* during the last five years:



## No Increase in Advertising Rates

has been made since 1910, notwithstanding the fact that *The Globe* is giving advertisers nearly twice as much net paid circulation.

## HOW ONE DAILY HELPS ITS PUBLIC.

### Some Notable Achievements of the Birmingham News in Making the City a More Sanitary and Beautiful Place of Residence.

By W. M. CLEMENS,  
Managing Editor of the Birmingham (Ala.)  
News.

The Birmingham News has been doing things for Birmingham—helping to make it a better place to dwell in and do well in.

Although the Birmingham News was established more than twenty-six years ago, the Sunday News only recently completed its second year. In that period it has gathered some of the fruits of the constructive work which has been

instructive occupations, tending to inspire, develop and instruct them.

The News, co-operating with the Chamber of Commerce and City Commission, fostered the public playground movement. Now Birmingham is heralded all over the United States as the southern city which has done most to give the children safe and pleasant places in which to enjoy healthful amusements.

The News introduced into Alabama the School Children's Department and



the keynote of its policy since the Sunday issue was inaugurated in the fall of 1912. Its principal owners, Victor H. Hanson, publisher, and Frank P. Glass, editor, have demonstrated once more that the public does appreciate worth-while features, and that rapid increase of circulation can be attained without the too usual resort to sensationalism. Otherwise it would not now be a necessity for the News to install an octuple high-speed press (as well as a quadruple press with color attachment) to enable it to serve its subscribers on reasonable time.

The growth of the Sunday News, to borrow the words of its editor, "has resulted from an adequate vision of the Birmingham field and an intelligent conception of the fact that a newspaper, to obtain the confidence and patronage of the public, must serve the public."

#### ITS CONSTRUCTIVE WORK.

The Birmingham News makes the sweeping assertion that since the Sunday News was established it has fostered and developed more constructive work in its own city and state than any other southern newspaper. By the word constructive is meant a building up of the welfare of the community, the making of Birmingham and of Alabama better places in which to live and be happy.

The News started and successfully prosecuted against powerful opposition the campaign for municipal markets, where housekeepers could buy fresher vegetables at lower prices direct from the farmers, encouraging trucking, reducing the cost of living, eliminating as much of the profits of the middleman as possible. With two exceptions, every market started has been a success. Notably at Five Points, the market has grown, day after day, until it now occupies nearly an entire block.

The News took up and successfully conducted the "City Beautiful" movement inaugurated by the City Commission. Witness the result. All over the city unsightly fences have been removed, evil smelling and cluttered back yards and alleys have been cleaned up, and ill-kept front yards have been transformed into beautiful lawns and flower beds.

The News inaugurated the "Garden City" movement and, aided by the City Commission and several public-spirited citizens, brought into systematic organization hundreds of children, who have transformed idle and ugly vacant lots into productive gardens. The little "Commissioners" and officers have enthusiastically entered into useful and

Education Department pages. Public school instructors are now unanimous in commending these pages as the greatest aids in fostering the ambition of the children.

Even such criticism as the News has found it necessary to employ has been of a constructive nature. In this connection may be mentioned the campaign against the iniquitous fee system, which has taken thousands of dollars from the people of this and other counties of Alabama; the campaign against the use of child labor, which stunts the mental and physical growth of future citizens; the campaign against the evils of the commissary system, with due credit to those which are not bad; the campaign to minimize the smoke nuisance, resulting in the removal of the coke-oven plant and the Second avenue slag pile in the center of the city and a check on the whole smoke output; the campaign for municipal ownership of the water-works system, which culminated recently in a sweeping victory for the \$4,500,000 water-works bond issue and the re-election of Commissioner James Weatherly, both being warmly supported by the News. Mr. Weatherly's majority was greater than the total vote of his opponent, a man of great personal popularity.

#### A COMPELLING QUESTION.

Every one of these movements has been for the good of Birmingham. For the surest road to increased population, with resultant prosperity for everybody, is through contentment and happiness for its inhabitants. The city which offers the best answer to the question, "Will my wife and children be happy there?" is the city that the husband and father chooses for his future home.

The Birmingham News is doing its utmost to make of Birmingham a city of happiness, contentment and prosperity. It believes it is succeeding even beyond its fondest hopes.

In state affairs, too, the News has been aggressive and successful in helping to bring about wholesome results. The News pulled off its coat and worked with might and main for the victories of two candidates who stood for safe and sane policies, for constructive, progressive programs, viz., Oscar Underwood for United States Senator and Charles Henderson for Governor. Both triumphed over resolute opposition, Mr. Underwood's opponent being Richmond Pearson Hobson, the prohibition champion, and Mr. Henderson's being former Governor B. B. Comer, who made him-

self exceedingly popular by his anti-railroad legislation. Universal credit has been accorded the News for its bold part and conspicuous effectiveness in those campaigns, the outcome of which has unquestionably advanced the reputation of Alabama in the whole country for sound politics.

In connection with all these efforts for the public good, the News has not

neglected its chief function of printing a wideawake newspaper, giving all the news promptly, fairly, thoroughly. It has known no classes, played no favorites, and has tried to handle its local news particularly so as to convince all interests and views of the intent of the paper to be honest, sincere, considerate, while being none the less enterprising, firm and fearless.

### Trade Newspaper Advertising--"Why Talks"--Number Thirteen



**Special Representation  
PAYS—If It Did Not  
There Would Not Be  
Any "Specials!"**

The time has not yet come when advertising contracts are secured by newspapers without effort.

About thirty years ago some of the live newspapers of the country-at-large determined that it was not good policy to simply depend upon the general placing agencies for their "foreign" business. At that period these placing agencies followed very primitive advertising methods. They insisted upon fixing the rates at which they placed business, and in many cases forced absurd conditions upon publishers—such as the guarantee of impossible "positions" in the paper, and the "trading out" of a part, if not all, of the bill for things which the newspaper did not need at all. If newspapers refused to grant all that the agencies demanded, they failed to receive their shares of the business sent out by these agencies which really meant cash.

These conditions were largely responsible for the policy of SPECIAL REPRESENTATION adopted by the best newspapers.

The "Special" came into the advertising business with the very simple task ahead of him of "making good" or of losing his job. He had to pay his own salary, as well as to increase the net profits of the paper employing him. And in doing this he had to work in a field where conditions were chaotic. "Some job"—and it required "some man" to get away with it.

The conditions facing the "Special" to-day are better, but not without their peculiar difficulties. He must see that the men who place National advertising know as much about local conditions in the cities involved as do the local merchants.

The majority of "Specials" who represent important papers to-day are men of great ability and aggressiveness. They have the habit of success—for no other habit will permit them to keep their jobs. But these men, alert as they are, vigilant as they are to keep in constant touch with the sources of business, cannot be omnipresent. They cannot always "see" the right man at the right time.

Every live American newspaper should employ special representatives for the larger cities—simply because "it pays." But it will pay BETTER, as every live "Special" will tell his boss back home, if the work is made easier for him through liberal and intelligent advertising of his medium through the trade journal which reaches every one of his prospective customers. No mock-modesty influences us to suppress the name of this trade journal. It is "THE EDITOR & PUBLISHER."



**TURNER'S PERSONALITY**

**An Intimate View of Former Business Manager of the New York Morning World.**

By W. D. SHOWALTER.

And so the Little Corporal is dead! And there's no one to write his biography. For no one knew him. His friends and associates had glimpses of the man—impressions of him. No more. This writer worked in close association with him for three years—three electric, tense, interesting years. And I came to love him as a man loves his father.

George W. Turner was a dominant factor in the "making" of the New York World; all newspaper men know that. Yet no two men familiar with newspaper making in that period will agree as to how much he had to do with the realization of Mr. Pulitzer's plans. So good a judge of human beings as Mr. Carvalho once executive head of the World, had his doubts about the importance which I attached to Mr. Turner's personal services as his predecessor there. In discussing the matter with him, soon after he had joined Mr. Hearst's forces, he asked me if I did not consider that a paper like the World was so much like a great machine that the "personal element" lost much of its weight in the management of it. I reminded him that "the great ship has great perils" as well as a great mission and opportunity, and that I believed that the day of the great commander had not passed. Incidentally I reminded him that his own marvelous management of the World confirmed my belief in the potency of the man.

**HIS RECORDER EXPERIENCES.**

In his management of the Recorder Mr. Turner diverted much of his attention from the business end to the editorial. Admittedly a great business manager, he aspired to equal laurels as an editor. Personally, I believe that if he had not followed this course the Recorder would be, today, one of New York's great newspapers—instead of a memory.

To George W. Turner a new idea was the wine of life. He sought, always, the new way to do things—the unusual way. That a thing had always been done in a fixed way was his best reason for not wanting to have it done that way any more. He valued new ideas more than gold. They were his "ruling passion." To him only the new road had attractions.

He sought to make the Recorder the most "human" newspaper ever printed; and he did not fail. Day by day in its columns were launched the "new things" which were aimed to link closer and closer to the paper the people who read it.

To work for Turner was a daily adventure. There were no dull moments spent in the atmosphere of his amazing personality.

**A STRIKING INCIDENT.**

I recall an incident which will throw a little light on the processes of his mind. He came bristling up to the city desk one day and picked up my schedule. As he looked it over he fidgeted with rage. Then, with angry emphasis, he called out, in the hearing of a dozen of my reporters: "I see nothing at all in this schedule. I am disgusted!" Then he strutted away with the air of a man who intended to tear things wide open.

One of my reporters said to me: "Well, good-bye, old man; take care of yourself!"

In a few minutes I followed the "Little Corporal" upstairs to his private office. I was rather excited, and rushed in and at once started an "argument," which was to terminate surprisingly. I asked him: "Are you satisfied with my work as city editor of this paper?" And, with a boyish smile, but with great precision and deliberation, he replied: "No; positively no. I am satisfied with you as city editor of this paper, or you would not be down there at that desk.

But I am not satisfied with your work as city editor. You can do better. You will do better."

"I resign," I interposed. "You do nothing of the sort," he replied, rising and placing his hand on my shoulder.

"If," he continued, "I were satisfied with your work, you would grow careless. I am not satisfied with the work of any man on this paper, least of all with my own. Everyone of us can do better things than we are doing. You and I, to account for two of the employees of this paper, are going to do better things; and we are not going to be satisfied with what we have done for a single moment."

I began to see a great light. "Now," he concluded, "go back down there and get out a better newspaper than you have ever gotten out. And, after you have done that, remember that I shall not be satisfied with that either. But remember, at the same time, that I am satisfied with you when I know you are doing your best, and that I'd break my arm for you if that would help you."

Could any man do less than his best for such a man?

Turner planted the seeds of the new days in journalism.

And now, for him, "the bird of time" has fluttered to the end of its little way!

**IS THIS A CONFESSION?**

By THOMAS DREIER.

Webster Ford is writing for Reedy's brilliantly edited St. Louis Mirror the most remarkable history of a community I have ever read. He gives what the citizens of the village cemetery would say if Truth were to dictate their statements.

No man has a higher regard for editors than I. But I know from intimate contact with newspaper editors in many parts of the country that they, if compelled to speak the exact truth about themselves and their papers, would say what Webster Ford puts in the mouth of Editor Whedon. Of course there are editors who are raising the standards of their citizens, preaching civic virtue by practicing it, and whose papers are representative of that which is best in American life. Opposed to them (let us be conservative in pessimism) are a few who, quoting Editor Whedon, can say:

- To be able to see every side of every question;
- To be on every side, to be everything, to be nothing long;
- To pervert truth, to ride it for a purpose,
- To use great feelings and passions of the human family
- For base designs, for cunning ends.
- To wear a mask like the Greek actors—
- Your eight-page paper—behind which you huddle,
- Bawling through the megaphone of big type; "This is I, the giant."
- Thereby also living the life of a sneak-thief, Poisoned with the anonymous words
- Of your clandestine soul.
- To scratch dirt over scandal for money,
- And exhume it to the winds for revenge,
- Or to sell papers,
- Crushing reputations, or bodies, if need be,
- To win at any cost, save your own life.
- To glory in demoniac power, ditching civilization.
- As a paranoiac boy puts a log on the track And derails the express train.
- To be an editor, as I was.
- Then to lie here close by the river over the place
- Where the sewage flows from the village,
- And the empty cans and garbage are dumped,
- And abortions are hidden.

**Dinner to W. A. Cramer.**

The dinner given at the Savoy on Saturday evening in honor of William A. Cramer, political and City Hall reporter of the New York Globe, who has just completed twenty-five years' service in that capacity, was attended by nearly 300 city officials, lawyers, politicians and others. Job Hedges was toastmaster. Mayor Mitchel, Comptroller Prendergast and George McAneny, president of the Board of Aldermen, were present and made addresses. The dinner was given by the Association of City Hall Reporters.

The office and plant of the Weekly Argus at Branch, Ark., was destroyed by fire November 15. The loss is estimated at \$1,200. The origin of the blaze is not known.

The Mergenthaler Linotype Company desires to thank its customers for the orders for

# 1884 Linotypes

placed during the fiscal year ended Sept. 30, 1914—the largest number of its machines sold in any one year in the history of the company.

This unprecedented volume of business is accepted as evidence of the belief of the printing and publishing trade in the superiority of our machine, and we appreciate it as an indorsement of the fair business methods always pursued by us.

In order to merit a continuance of this confidence, it is our aim in the future, as it has always been in the past, to offer the trade the best and most advanced ideas and inventions in composing machinery, and to maintain our reputation as a clean company, doing a clean business, with clean men.

## Mergenthaler Linotype Company

Tribune Building

New York, N. Y.

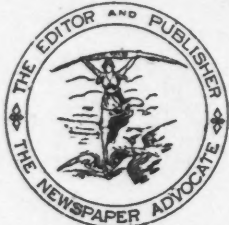
# THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS  
AND ADVERTISING AGENTS

Entered as second class mail matter in the

New York Post Office

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



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

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

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

Telephone, Kearney 2121.

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

e Publisher's announcement for subscription and advertising rate

New York, Saturday, Nov. 28, 1914

## THAT GAS ADVERTISING CAMPAIGN.

We have received a six-page letter from Thomas R. Elcock, Jr., co-chairman of the publicity committee of the National Commercial Gas Association, in which he takes exception to the criticisms made in these columns on October 31 upon the advertising campaign now being carried on by the association.

We had stated in the article referred to that from information we had received it was evident that the campaign was a failure, due largely to the fact that magazines, instead of newspapers, had been employed to popularize the use of gas light heat and power.

Mr. Elcock in the course of his letter says:

"You are merely trying to prove an axiom when you argue that newspaper advertising is the best medium for a gas company to use for their local advertising. There does not come to my mind a single city in this country where there is a gas company of any size that does not use the local newspapers very generously and very profitably to exploit their business."

If this is true why waste money in general advertising in the magazines? Gas is a commodity that is manufactured and sold locally, and should be advertised locally in the medium that reaches the very people who may become possible consumers—the newspapers.

Mr. Elcock contends that five months is too short a time in which to demonstrate whether or not the campaign undertaken by his association is a success. Robert E. Livingston, of the Consolidated Gas Company, of New York, one of the largest manufacturers and distributors of gas in the United States, and a contributor to the cost of the campaign, says that so far as his company is concerned it has failed to produce results commensurate with the money spent.

Had the campaign been a newspaper campaign instead of a magazine campaign there would have been no difficulty in telling whether or not it had been a success at the end of five months.

We do not know of a single newspaper campaign covering a period of twelve months the success or failure of which was not clearly indicated in less than five months.

One of the peculiar characteristics of the publishers of the Montreal Star is their practice of swearing to a smaller circulation than the paper actually has. For years the Star has "held back" about

10,000 for the daily edition and 20,000 for the weekly. In its latest circulation statement the daily is given as 90,000 and the weekly 133,000, whereas, as a matter of fact, the daily circulation is 105,000 and the weekly 185,000 copies. We have been told that there is only one other important newspaper in America that does this, but we do not know its name. It has so long been the custom of many newspaper publishers to claim the maximum circulation than they actually had that the case of the Montreal Star shines out conspicuously in the journalistic firmament for conservatism in this particular.

## ON NEWSPAPER MAKERS.

During the periods of financial depression many of those engaged in the business of newspaper making find themselves up against conditions which seem unsurmountable. In most cases such a condition of mind is not alone a great misfortune but a direct handicap on present and future efficiency.

Too many of those who make newspapers are not sufficiently well grounded in commercial science to enable them to trim their sails, without injuring their properties, to seek business which, perhaps, it would not be profitable to stimulate in ordinary times, or to devote time to the intelligent cultivation of an intensive interest which must make advertising effective at all times.

Newspaper men have been known to cut down circulation, delivery and white paper accounts to weather a storm only to find that they have crippled their futures, made it necessary to cultivate the entire field over again, and thrown away two or three dollars for every dollar saved on the expense account.

The newspaper which goes straight ahead regardless of passing storms, wars or perhaps earthquakes, has learned that the public is not as critical of their product as most newspaper men believe. They have learned that in times of stress the safest course is to reduce the size of their paper or to increase the price for which they sell it.

When advertising is less in volume than usual the effective newspaper maker will not only reduce the size of his newspaper to equal the amount of advertising that is omitted but will cut down the amount of space devoted to news and features.

Large newspaper experiences, regardless of all talk to the contrary, clearly show that the people will be satisfied with the briefest of bulletins of important news, editorials and a few popular features for their penny in times of strikes, fires or calamities, then why not in war times such as the world has never known?

If newspaper makers were engaged in any other line of business they would not sell any goods on which they did not make a profit and they are foolish to do so now. No lasting success can be made where the element of profit is an impossibility. At the present moment there are scores of daily newspapers in serious doubt as to which way to turn.

THE EDITOR AND PUBLISHER will shortly begin the publication of a series of articles on newspaper making written by an experienced publisher. The aim of the writer will be to assist in a practical way those of our readers who are engaged in newspaper publishing.

One hundred years ago tomorrow the London Times was printed on a steam power press, the first newspaper to be so printed. John Walter's paper at the time had a circulation of only 4,000, every copy of which had previously been printed by hand. The new press had a speed of 1,100 copies an hour. Perhaps the most impressive way of indicating the development of newspaper production is to point out the fact that today we have presses that will turn out 300,000 copies an hour. It is impossible to estimate the value of the service that the printing press has rendered civilization. It has placed the acquisition of knowledge within the grasp of the poor, it has knocked the shackles off the ankles of millions of slaves, it has throttled tyrants on the throne and given freedom of thought to all men.

## JOTTINGS BY THE WAY.

Every journalist who has had the good fortune to know Arthur Capper, the leading newspaper and periodical publisher of Kansas, was much pleased last week to learn that he had been elected Governor of the State on the Republican ticket. He is the third newspaper man in two years to occupy a gubernatorial chair, the other two being J. M. Cox, publisher of the Dayton (O.) News and the Springfield News, and Martin H. Glynn, editor of the Albany (N. Y.) Times-Union.

It was about six years ago that I made Governor Capper's acquaintance at the annual meeting of the Associated Press in New York. Later I called upon him at his office in Topeka where I spent some time discussing with him the newspaper situation in the State. When I attended the newspaper conference held at the University of Kansas, in Lawrence, last May I again had the pleasure of conversing with him. The impression he made upon me on these several occasions was of a most favorable character. Physically he is of slight build, with a kindly face and an unobtrusive manner. Intellectually he possesses a keen mind that is working at top speed every waking hour. He has the ability to make and hold friends, not because of any overwhelmingly dominant characteristics he may possess, but because of his quiet, forceful earnestness, his sincerity and his common sense way of discussing topics of mutual interest. He is the kind of a man whose friendship you feel you cannot afford to lose.

Mr. Capper is the first native-born Kansan to be elected governor of the State. In his "cub days" he was a reporter on the New York Tribune, and spent one season at Washington as correspondent for several Kansas papers. At the age of 13 he set type on the Topeka Capital, which he now owns. His first business venture was the purchasing of the North Topeka Mail, a weekly with 700 circulation, which he afterward combined with the Kansas Breeze, making the consolidation the foundation of the Farmers' Mail and Breeze. He now owns six publications in Topeka—the Capital, Farmers' Mail and Breeze, Capper's Weekly, Missouri Valley Farmer, the Household, and Poultry Culture; the Nebraska Farm Journal, Omaha, Neb.; the Missouri Ruralist, St. Louis, Mo., and the Oklahoma Farmer, Oklahoma City, Oklahoma.

His broad business experience, his extensive knowledge of the State and his wide acquaintance among its best men led his friends to believe that he will make the best Governor the State has had in years.

I've been wondering how much protest will be made by the church papers of the country against the assertion made in Chicago a few days ago by the Rev. C. D. Gray, editor of the Standard, a Baptist weekly, in his talk at a weekly meeting of Baptist ministers. An alleged decline of the religious press was ascribed largely, according to a despatch from Chicago, to "dishonest methods used in statements regarding circulation." He added: "Advertisers demand truthful circulation figures, and when they don't get what they pay for they cease patronizing." Certainly truth ought to prevail in the office of a religious newspaper if it does anywhere, yet I fear there is some ground for Mr. Gray's allegation. I know one big religious journal which has less than one-half its advertised circulation, yet it "absolutely guarantees" its published figures. Inasmuch as the circulation of this paper is very high class and the real figures lead those of most religious publications I fail to see the necessity of lying about it. I think it is just a little bit worse for a religious paper to deliberately falsify than it is for the secular press to occasionally lapse from strict truth.

## ALONG THE ROW.

HAPPY DAYS.

Oh, for the happy days of peace,  
When both the Kaiser and the Czar  
Will be put on an inside page  
In half a stick like Teddy R.

BUSINESS.

The Fatherland now announces that it is prepared to receive advertisements. Wonder if it will draw the line on French restaurants, Irish whiskey, Russian caviar and English jams?

FROM THE SKINNERSVILLE SIGNAL.

Ebenezer Onderdonk of this village died last week. He was a man of high character, a true Christian, the proprietor of a popular shoe store, and an enrolled Democrat. We feel his taking away keenly. His subscription expires next week, and he always paid in advance.

AGAIN THE CUB.

Here is some copy turned in by a Brooklyn cub: "A horse ran away yesterday on Bedford avenue, and was caught by Policeman O'Brien after he had run into a saloon window and cut his flank."



**PERSONALS.**

Thomas Mott Osborne, who has been appointed warden of Sing Sing prison, is editor of the Auburn (N. Y.) Citizen. Mr. Osborne aroused much public interest last fall by publishing his observations on the conduct of the Auburn prison, while a self-committed prisoner in that institution.

Lewis H. Grover, former publisher of the Kenosha (Wis.) Labor Herald, is now serving with the British army in Belgium. Letters received from Grover tell that he is captain of a company of sharpshooters serving under the king. After leaving Kenosha, Grover went to Canada, and later drifted to England and went into the army. He was made a captain in the army after the outbreak of the war with Germany, and his regiment was one of the first to be sent to the front.

Jerome Beatty has left his position of sporting editor on the Los Angeles Express, to become sporting editor of the New York Mail. He was for several years with New York papers and left a year ago to get general experience, going to New Orleans for a time and then to the coast.

John W. Fisher is now editor and manager of the St. Marys (O.) Daily Leader and Weekly Argus.

Arthur L. Crookham, who has been city editor of the Winfield (Kan.) Free Press for the past eighteen months, has resigned to move to Portland, Ore. His place on the Free Press will be taken by Harry L. Hart.

John C. Dight has succeeded Thomas V. Hendricks as editor of the Brookville (Pa.) Republican.

John E. Sanford, formerly assistant editor of the Fredonia Censor, and for the last four years a member of the staff of the Detroit Free Press, has resigned his position with the Free Press to become an editorial writer on the Elizabeth (N. J.) Daily Journal.

John Ed. Frye is to return to his old position of manager of the Mountain Echo, Cumberland, Va., which he left about a year ago to go to Martinsburg, W. Va.

Elbert L. Fulmer, for four years sporting editor of the Rock Island Daily Union, and for six years prominent in the newspaper work in the triticities, is now editor of the Dixon (Ill.) Morning Leader.

W. Robinson, former automobile editor of La Presse, a Montreal newspaper, has become identified with the Wagenhals Motor Car Company, Detroit, Mich.

Editor Richard Tollnaar, of the Marne (Ia.) Free Press, has disappeared under somewhat mysterious circumstances. The facts as given are, that recently Mr. Tollnaar advertised for a housekeeper and received three letters from Omaha and Council Bluffs. He left his home with a man by the name of Ed. Carpenter supposedly to look up the parties who wrote the letters, and has not been seen since. Mr. Tollnaar is about 52 years old.

William D. Boyce of Chicago, author of "Illustrated South America" and publisher of the Saturday Blade, the Chicago Ledger and the Indiana Daily Times, Indianapolis, has been elected to membership in the auxiliary honorary committee of the national annual Sportsman's Show and Travel to be held in New York February 20-27 at the New Grand Central Palace. The committee is composed of eminent Americans who have achieved distinction in the fields of geography, exploration, big game hunting and photography of wild life.

**WASHINGTON PERSONALS.**

C. C. Brainerd, chief of the Brooklyn Eagle bureau, has been elected a member of the famous Gridiron Club.

Guy Mason, of the New York World bureau, has been appointed a member of the Plaza Awards Commission which has in charge the enlargement of the capitol grounds.

John R. Crown, of the Richmond News-Leader and Norfolk Dispatch, has just returned from a visit to the valley of Virginia.

The friends of Perry Arnold, formerly chief of the United Press bureau, in Washington, are delighted to know that he has been made general news manager of the U. P.

Fred C. Kelly, of the Troy Record and other papers, has returned to Washington after a short absence.

James D. Preston, the general superintendent of the Senate press gallery, is revising the press gallery list which will appear in the official directory on the first day of Congress, December 7.

W. B. Metcalf, formerly of the Washington bureau of the Baltimore Sun, and more recently a member of the Sioux City Tribune staff, is shortly to return to Washington as the secretary to a Congressman.

Charles P. Keyser, chief of the St. Louis Globe-Democrat bureau, has been invited to address the Business Men's League of St. Louis on December 2.

Carter Field, of the United Press, and Mrs. Field are the happy parents of a newly-arrived baby girl.

Charles Wheeler, of the Chicago Tribune, exhibited at the National Press Club on Thursday evening some wonderful realistic pictures of the European war.

**IN NEW YORK TOWN.**

Friends of Emil M. Scholz, business manager of the New York Evening Post, will be glad to learn that he has returned to his desk, entirely recovered from a very serious attack of blood poisoning. While entertaining some friends at the N. Y. A. C., Scholz complained of a pain in the left arm, and within a few hours his life was despaired of.

Walter A. Beswick, advertising manager of the Los Angeles (Cal.) Examiner, is in New York on a business trip.

Clair Briggs, cartoonist on the New York Tribune, has purchased an acre of ground at New Rochelle, and plans are being prepared for the erection of a house which will be different from most homes, as it will portray Mr. Briggs' artistic temperament.

Herbert Bayard Swope, one of the World's war correspondents, who has been sending big headline stuff from Europe, has returned to New York.

Fred Stoker, of the World's telegraph desk, is taking a belated vacation.

John A. Balderston has recovered from a recent operation for appendicitis and has resumed his duties as New York correspondent for the Philadelphia Record.

R. C. Wadsworth, formerly of the Home Pattern Co. of New York, and later resident manager of the Wadsworth stores at Akron and Youngstown, Ohio, has returned to New York, and is in the advertising department of the National Suit & Cloak Co.

W. A. Thomson, director of the Bureau of Advertising, of the A. N. P. A., left town on Saturday for a few weeks' trip through the West in the interests of the bureau.

E. L. James of the Albany (N. Y.) Knickerbocker Press is visiting in New York this week.

Edgar H. Young, publisher's representative, of Chicago, formerly of Payne & Young, was in New York this week on business.

**W. R. Orr Suffers Stroke.**

W. R. Orr, publisher of the Detroit (Mich.) Saturday Night, suffered a slight stroke of paralysis on November 23 and is now in a hospital. His physicians hope to have him on his feet again in a few weeks. Mr. Orr lost his wife recently, her death being caused from the shock of having their son operated on for appendicitis.

**HELP WANTED**

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

Wanted—Young man to solicit advertising on a new small daily. Big salary expected. Also record. Box G, Passaic, N. J.

WANTED immediately, a first-class advertising solicitor who will produce results, for work on a leading independent weekly newspaper. Must be an American and a Protestant and able to prove it. Steady work and good pay. Address, with reference, Western New York Publishers' Bureau, Buffalo, N. Y.

Help Wanted—Traveling representative, forceful man of good character to sell subscriptions for live trade paper. Splendid side line, liberal commission. Address Trade Paper, care The Editor and Publisher.

**SITUATIONS WANTED**

Advertisements under this classification one cent per word each insertion.

London's  
MASTER SALESMAN

of  
ADVERTISING SPACE

is looking for a  
position in New York.

Address Z, care The Editor and Publisher.

Executive, experienced Treasurer, Secretary, Office Manager, known of by Agencies from Coast to Coast, seeks new connection in advertising field. Newspaper, Magazine, General Agency or Special. Full information by return mail or personal call. J. V. B., care The Editor and Publisher.

EDITORS: If you require the services of a correspondent or news photographer in SAN FRANCISCO I am the man who can tend to your wants. FRANK W. LANE, 1303 1/2 WALKER STREET, SAN FRANCISCO, CALIFORNIA.

Have you an opening for an advertising man qualified by eight years' experience in space selling, space buying, campaign planning, circulation building and commercial publicity service to serve in capacity of service department manager. Only responsible position with broad-minded men, will be considered. A-1 references as to integrity and ability. Now advertising manager of one of the largest Pure Food Manufacturers in the U. S. A. Address C. J. T. No. 1342, care The Editor and Publisher.

EDITORIAL EXECUTIVE—Experienced in the resultful, efficient management of large news departments; skilled in dressing a paper modernly; thoroughly practical in developing features; hard and conscientious worker who can get efficiency on minimum expense; above-the-average ability, coupled with twelve years' metropolitan and country experience—strictly high-class young man now employed as managing editor of large daily, desires to make change by first of year. Address EDITORIAL EXECUTIVE, care The Editor and Publisher.

CITY EDITOR—Now employed, but will consider change January first. Progressive and reliable tells the story. Now receives \$35 a week. Address D1345, care The Editor and Publisher.

MANAGING, NEWS OR CITY EDITOR—I offer a guarantee with my work. If I can't increase business, I want no salary. If I can't I want \$50 a week or more. Some publisher somewhere needs a genuine circulation and advertising builder in the editorial department. I know how. I can do things the other fellow never thought about, and do them well. My contract expires December 31. Remember the guarantee. Address D 1346, care The Editor and Publisher.

Do you want a young fellow who can handle detail thoroughly and intelligently? Four years' advertising experience with New York agency and with advertising department. My boss, whose agency is under the present business depression, wants me to come back, when things brighten up; but I can't afford to wait. Address D 1348, care The Editor and Publisher.

London Dramatist would Anglicize American Plays for English Market, or would read, criticize and give advice on plays for New York stage. Playwriting taught, proper technique, simple method. Apply for terms, B., Room 1022, Hotel Knickerbocker.

Capable young man (21) wants permanent job at advertising, preferably on newspaper of less than 25,000 circulation. Experience in agency, assistant to advertising manager and on special editions. Some retail experience. Can write ads on the spot. Understands art, engraving and printing. Will start anywhere—now—for \$15. D 1038, care of Editor and Publisher.

**\$4,000 CASH**

\$5,000 deferred; total \$9,000, buys dominant daily of thriving Pennsylvania county. Annual business \$18,000. Returns to owner \$4,300 annually. Equipment includes late model linotype and five presses. Proposition K. Z.

**C. M. PALMER**

Newspaper Properties  
225 Fifth Ave., New York

**\$15,000**

will buy old established Daily Evening newspaper located in one of the best of the County Seat towns of a Southern state. No competition, physical equipment adequate, including two linotypes. Net earnings last year \$2,700.00.

**HARWELL, CANNON & McCARTHY**

Newspaper & Magazine Properties  
Times Bldg., New York City

**ADVERTISING MEDIA**

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

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

**WHERE THE GOLD COMES FROM!**

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

**BUSINESS OPPORTUNITIES**

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

Excellent weekly class paper can be bought on account of owner's health. Good circulation. Nearly \$9,000 net profits. Price \$40,000. Terms to right buyer. Box 627, The Editor and Publisher.

**FOR SALE**

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

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

**MISCELLANEOUS**

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

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

**PACIFIC COAST NEWS CORRESPONDENT**

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

# Goods Must Be Moved from Shelves

Newspaper advertising not only makes one sale, but a constant daily reminder—always there with you and is less costly than any other method.

The Aluminum Cooking Utensil Co. of New Kensington, Pa., decided to spend a few thousand dollars in some New York newspapers during the latter part of November and the early part of December.

Before Thanksgiving, they advertised their "Wear-Ever" Aluminum Roaster in a space of about 100 lines across three columns. The copy was excellent, and their 289 dealers in the New York territory got the benefit of direct advertising.

For two years the Joseph Horne Co. of Pittsburgh, Pa., advertised Aluminum Kitchen Utensils prior to the Christmas season, using large space. The copy was directed especially to men, with the idea of suggesting to them sensible and useful gifts for the women folk, all of whom are always interested in outfittings for the kitchen. The results from this advertising, which was paid for by the Joseph Horne Co., were very good.

Similar copy is to be used in New York newspapers during December by the Aluminum Cooking Utensil Co., giving local dealers direct cooperation. Naturally, it will help the business of the local dealers and the dealers themselves will cooperate by giving good display to Aluminum utensils in their stores.

The campaign planned will cost about \$3,000. All New York newspapers are not being used but a goodly number of them are.

The New York territory represents a population of about 6,000,000 people, the majority of whom will be reached by the advertising of the Aluminum Company. Yet think of the small cost—only \$3,000!

Suppose the Company were to adopt a similar plan in every community in the United States—the cost per 6,000,000 people would average about the same. The entire campaign would cost about 16 times \$3,000, or \$48,000.

Would it pay to link up a direct advertising campaign for dealers in the communities where they conduct their stores and sell Aluminum ware? I don't believe that anybody would be foolish enough to predict that it would not.

Many advertisers believe that advertising in national media is the most economical way of securing general distribution of their product. Maybe it is—for stocking up dealers—but when it comes to selling the dealer's stock to the consumer—that's another matter.

Goods must be moved from shelves to make advertising pay. No better way to sell goods for dealers can be found than by advertising in local newspapers—telling people just where dealers who handle the goods can be found.

## NEW YORK STATE DISTRIBUTION

By WILLIAM C. ...

City	Paper	Circulation	2,500 l.	10,000 l.	Cost
Albany	Journal (E)	16,982	.05	.035	
Albany	Times-Union (E)	39,915	.06	.06	
Albany	Knickerbocker-Press (M)	38,511	.06	.05	
Albany	Knickerbocker-Press (S)	31,140	.06	.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) ..... } { Enquirer (E) ..... }	{ 59,669 } { 50,323 }	.14	.12	
†Buffalo	Courier (S)	83,357	.14	.12	
Buffalo	News (E & S)	104,281	.15	.14	
Buffalo	Times (E)	57,006	.09	.08	
Buffalo	Times (S)	58,444	.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	

° Government Statement for October 1, 1914.—† Only Buffalo papers.  
\* Government statement for April, 1914.—\*\* Average net paid A.A.A. Aud.

### New York Newspapers Serve Advertisers in Business Known Locally

Twenty-four (24) leading magazines, with circulation in Canada, have in the State of New York alone a combined circulation of these magazines, inasmuch as it is manifestly in proportion to the population of the State by zones.

Therefore, the advertiser who wishes to buy the space in New York must pay the combined rate of these magazines.

Now, assuming that the national advertiser could buy the combined rate is \$79.56 per line, he will find that the total cost to the State from these magazines costs him a total of \$8.4 million.

Comparing the cost of this New York magazine circulation with the concentrated newspaper circulation around which this advertiser can buy a newspaper circulation in newspapers a bonus of 1,005,503 circulation.

General advertisers, agents and space buyers seeking advertising conditions and distribution facilities in New York City and the dominant newspapers listed above will aid and assist in communicating with THE EDITOR AND PUBLISHER AND PUBLISHER, Suite 1117 World Building, New York. Phones Bee...



# themselves to Make Advertising Pay!

but it keeps on selling over and over again. It is the punch with the punch. It does not let people forget any other form of advertising.

## DAILY NEWSPAPERS

### M. C. FREEMAN

City	Paper	Circulation	2,500 L.	10,000 L.
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	Herald (M&S)	°109,192	.50	.50
New York	Post (E)	°31,189	.18	.16
New York	Telegram (E)	°220,453	.30	.27
New York	Telegram (S)	°220,672	.20	.20
New York	Times (M&S)	°259,673	.45	.40
New York	Mail (E)	°157,044	.32	.29
New York	World (M&S)	°391,944	.40	.40
New York	World (E)	°386,505	.40	.40
Rochester	Union & Advertiser (E)	°38,715	.08	.055
Schenectady	Gazette (M)	°21,118	.06	.04
Troy	Record (M&E)	**22,106	.035	.035
Troy	Standard-Press (E)	*13,519	.0357	.02
Watertown	Standard (E)	°10,621	.021	.0142
Watertown	Times (E)	°13,700	.02	.02

Falo papers, publisher states, examined daily and Sunday by A.A.A.—  
A.A.A. Audit.—New York State population 9,113,279.

### Advertisers in the Dual Capacity of Making Their Advertisements Locally and Nationally

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

circulation, it is necessary, however, to buy the entire circulation, which is practically impossible for them to sell circulation by states or

buy the **1,787,119** magazine circulation in the State of New York, which is **\$79.56** per line.

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

magazine circulation with the cost of the combined circulation of this advertisement is written, we find that for **\$4.9004** per line of circulation of **2,792,622**. On this basis, the advertiser can get circulation at less than half the cost of the magazine

Advertisers seeking further light in respect to marketing conditions in New York City and New York State and the degree to which they can be assisted with local cooperation, are requested to contact M. C. FREEMAN AND JOURNALIST, The Newspaper Advocate, 4330 and 4331 Beekman

The Aluminum Cooking Utensil Co. is on the right track. It need have no fear of results, because its wares are good and there will be no trouble about repeat orders.

Newspaper advertising not only makes one sale, but it keeps on selling over and over again. It is the constant, daily reminder—always there with the punch. It does not let people forget and is less costly than any other form of advertising. The percentage of cost on the gross business done is the smallest of any of the different media, therefore, it is the most profitable form of advertising.

New York State, with practically 10,000,000 inhabitants, offers a wonderful opportunity to national advertisers.

Every community in the State can be very thoroughly covered with a 10,000 line campaign, which would not cost more than \$100,000 if every newspaper in the State were used.

Does anybody know of a better way to get in touch with the consumer at a more reasonable cost?

The New York State newspapers listed on this page (there are only 37 of them, so far; the other newspapers should be represented here also) are able to introduce the products of manufacturers to consumers more economically and more thoroughly than all of the general media put together.

Just consider the cost of 10,000 lines in these 37 daily newspapers! Consider their total circulation and their influence! If any better publicity can be bought anywhere on earth, I don't know where.

If Companies with a product that can be used nationally will take up a city at a time and get a taste of the quick results that follow newspaper advertising, it won't be long before advertisers, who now concentrate in national media, will adopt a plan of touching territories and establishing quick acting business relations between the dealers and consumers.

The Aluminum Cooking Utensil Co. is doing a business that represents a twelve cent purchase annually on the part of every home in the United States. Newspaper advertising, taking up a territory at a time—will develop in the course of five years, at least five times their present volume of business.

If this Company even confined its advertising to these 37 New York State daily newspapers, spending no more money than they now do, their business would increase at least 25%.

There is nothing so powerful as newspaper advertising to sell articles for use in the home.

## PROFITABLE NEWSPAPER ADVERTISING

The story of The Lindner Co., of Cleveland, Ohio, is a splendid illustration of what it means to do the right thing the right way.

"Commercial Honesty" admits of more "romancing" in ready-to-wear garments than almost any other branch of merchandising, and yet here is a store, carrying "popular priced" merchandise and competing for business without any fairy stories—and making it pay.

By HARRY R. DRUMMOND.

The Lindner Company, "The Store That Sells Wooltex," in Cleveland, O., owes its existence to two things: One was Max Lindner's desire to see his name over the door of a store, and the other was Morris Black's anxiety to have "Wooltex" suits, cloaks and skirts sold in a retail store in the town where they are made.

Max Lindner got his training, first, with Schlesinger & Mayer, Chicago, where he worked his way up to the position of waist buyer, later going to Mandel Brothers in the same capacity, and then with Oppenheim, Collins & Co., first as buyer in their New York store, and later as manager of their Buffalo store.

Because he wanted his own store Max quit his job and, taking account of his money, started out to find a location. He found it in Cleveland.

When the "Wooltex" agent from Urbana, Ill., or Beatrice, Neb., journeyed to Cleveland to buy goods, it was embarrassing, indeed, for Mr. Black to have to admit that "Wooltex" could not be found in any local store, and he had been unable to get any store in Cleveland to handle these goods on a satisfactory basis; so he listened to Max, and the result was the forming of the Lindner Company.

### MR. BLACK AN IDEALIST.

Mr. Black was, and still is, an idealist, a practical idealist, if you wish, and he always has had an abiding faith in the product of his own factory. He has tried, at all times, to have that product measure up to the standards he set for it, and it got on Mr. Black's nerves to have "Wooltex" garments advertised as "worth" \$35 and sold for \$17.50, or some such ridiculous statement.

During the first few years there was a succession of advertising men who tried the job out, one of them being Herbert Kaufman, whose name is mentioned to show that there were some pretty heavy men on the job.

Max Hellman, a brother-in-law of Mr. Black's, and a dealer in heavy machinery in St. Louis, was admitted into the firm and made managing director; and A. Vernon Dilley, a native of Cleveland, who had had one year's experience as assistant waist buyer in Filene's Boston store, was made merchandise manager, introducing the Filene "system" of quarterly inventories, dividing the business into four thirteen-week periods—nine weeks of "regular" goods at "regular" prices, three weeks of "Dutch auction" way of doing business and one week of almost any old price.

And still things did not suit. Heaven knows they were paying enough money for "expert" advice in advertising; there were "daily, almost hourly, conferences"; there were "sales"; apparently everything was done, everything but the right thing.

### A NEW IDEA TRIED.

Finally George Hough Perry was called on for advice, and out of the fullness of his knowledge he told Mr. Black of a different system, and of a man who was a "bug" on that system.

After the new man went on the job, comparative prices were eliminated and the advertising told more of "regular" goods at "regular" prices. Special purchases were exploited, but they were given no imaginary "value" but sold for what they really were.

At "sale" times "reduced" prices were quoted, but it was not said what the goods had been reduced from.

When anything was reduced, the old ticket was taken off and a new one substituted. The new ticket bore the new price, but not the former price.

This was drastic, of course, and it raised a storm of protest, particularly from the advertising agency which had been furnishing the expert advice quite

to the contrary of this way of doing things, and who saw this good thing slipping away from them if the new idea succeeded.

However, it suited Mr. Black, this idea did, and he gave it a fair tryout.

The Lindner Company was the first firm in Cleveland to try selling women's ready-to-wear garments without fairy stories as to the "wonderful values" that were being almost given away.

All this is now ancient history. It happened three years ago.

### AFTER THREE YEARS.

Max Lindner is now out of the firm and is manager of the Oppenheim-Collins Cleveland store; the advertising man who instituted the non-comparative price system found it impossible to please half a dozen bosses and unsatisfactory to have his work picked to pieces by men who, in a great many instances could not spell the words they substituted, and he quit. A. Vernon Dilley is now vice-president of the Lindner Company, and his personal opinion as to the efficacy of the plan after three years' "tryout" may be of value to newspaper men who wish to teach advertisers how to use newspaper space profitably.

In response to a request for his observations as to the practical workings of non-comparative price advertising, Mr. Dilley said:

"Yes, it is true that for nearly three years the Lindner Company has eliminated comparative prices from its advertising, and since that time business has shown more than a normal increase in sales, while previously, when we were using comparative advertising, the results were at first satisfactory, but after two years' use comparative advertising failed to bring results unless that comparative price value was quoted greater than the actual value.

"However, we found that it was difficult to successfully draw the line in comparative price advertising. If it was permitted once in one department, the buyer of another department expects the same, and there is no doubt but what there are many occasions where they were justified, but the same comparative values are not obtainable always, week after week, and month after month, and when the buyer is up against a big week he wants to use comparative prices because he used them the year previously.

### ALL WOMEN DOUBTFUL.

"All women are doubtful in their believing of advertising and, to some extent, more or less they discount all advertising, whether it be legitimate or fictitious value. Now then, if you are continually using comparative prices how is the customer to know when you are giving real bargains?

"A store that continually uses comparative prices may get results at first, but eventually the customer knows that all advertising is done at comparative values, and they begin to doubt even if a bargain is offered.

"In our business, while we realize that price is a big argument, it is not the first argument. A woman first wants style; then she wants to be assured of quality sufficient to give the desired service; and, lastly, she wants to pay not an excessive price. She wants to feel that she is buying at a fair price. Now, advertising that is built around that principle, we have found, brings greater results than any comparative price means of getting business.

"I say we do not use comparative prices; and for three years we have quoted no comparative prices; yet, at our stock clearance sales we do advertise that goods will be sold at one-fourth or one-third less than regular values. Of course, this is comparative price, although we do not quote an

item's comparative price alongside the selling price.

"We find that just as great results derive from this form of comparative prices when there is a real occasion for it as in stating for each article advertised its present price and former price.

"There are also occasions when we can buy merchandise to be sold for one-third or one-half less. We use this means of comparative advertising occasionally, but only quote the selling price.

### THREE WAYS TRIED.

"When we first began to drop comparative prices we had a big sale on in some definite departments and tried out three different methods: First, we said to the customer that there was a saving of \$10 if she purchased a \$35 coat. Later, we revised this in the next event, saying to the customer that there was a saving of from 10 per cent. to 20 per cent. on these \$35 coats. Now we do away with both of these methods of so-called comparative price advertising, and in the last big event we used the following: 'As a means of advising the customer of the value to be expected in this sale of \$35 coats,' and we said in a small note conspicuously displayed in the advertisement that a year ago, at a similar event, we advertised similar goods and they were all sold in one day's time. This form of advertising we found to be the most successful and to bring the greatest results.

"In summing up, we believe that there are better methods of getting direct response to advertisements than to use comparative values. Nearly every store in this city is using comparative values, which, in our opinion, are always more or less doubted by the customer, and we find we get greater results by removing all possible doubt from the customers' minds and substituting something that they are more apt to believe.

"Since we have chosen to educate people by merchandise of style and quality marked at moderate prices, we find that we get greater direct results from our advertising and feel that we are building in their confidences for future business.

"Under the old method of comparative prices we believe we were continually educating the customer to seek bargains and not buying unless they were bargains.

### CLEAN ALL THROUGH.

"It may also interest you to know that there is never but one price appears on the sales ticket. If an article is reduced in price, the old ticket is removed and a new one substituted, and we urge the salespeople to sell the merchandise as good values at the price marked and not to say to the customer that it has been reduced in price. In this way we find it much easier to sell goods at a profit and our customers are no longer seeking for bargains and mark-downs, but are coming to us because they feel that they can get merchandise with style and quality at moderate prices.

"When we used to use two prices on our sales ticket and comparative prices in advertising, we found people often doubted as to whether we were actually selling a \$40 article at \$25.

"In the new method we like to teach them that they are assured of getting good values, and if a woman does not have a chance to buy a \$50 coat for \$30 she is pretty sure to know she is getting an unusual value and tells her friends of the extra style and quality she secured at the Lindner Company at such a moderate price. This advice to her friends brings them to the store for similar purchases, and under the old system of comparative prices this customer would not have come until the time she believed she would get a bargain."

If you are interested in any FOREIGN LANGUAGE PUBLICATIONS published throughout United States and Canada, consult MODEL ADVERTISING AGENCY, 150 Nassau Street, New York City, Telephone Beekman 1142, and our representative will call immediately.

EXPERIENCE HAS TAUGHT US THE VALUE OF THE FOREIGN TRADE PRESS INTELLIGENTLY USED.

## FOR SALE

### Babcock Two-Revolution Press

Bed 34 x 47 inches, now running in New York City and can be obtained at once.

### Walter Scott & Co.

Plainfield, New Jersey

NEW YORK: One Madison Avenue

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.  
154 Nassau Street Tel. 4900-4 Beekman



**ADVERTISING ETHICS.**

**W. R. Hotchkin Talks of the Seriousness of Advertising and the Imperative Need of Honesty.**

The ethics of advertising and the responsibility attached to the profession of advertising were warmly discussed by W. R. Hotchkin in a lecture delivered last week before the advertising class of the Twenty-third Street (New York City) Y. M. C. A. Mr. Hotchkin gave the students some sound advice on the application of honesty in advertising campaigns and drove home the necessity of serious contemplation of the advertising field by the students and warned them not to enter it without realizing the responsibilities therein.

"Before entering the field of advertising, seriously contemplate the step. Start at the beginning, with the thought that here is a business as serious as the study of medicine, of law, and, almost, of religion. If you can enter into it feeling the full significance of what advertising means, you will have gained a tremendous start.

**LEARN SALESMANSHIP.**

"Salesmanship is the fundamental thing. Many men who contemplate entering into advertising come to me and ask me what steps to take to prepare themselves for the business. My advice to all of them has been: 'Learn salesmanship.' Get a job somewhere selling goods, develop assurance in yourself and confidence in your ability. Analyze your merchandise so that when a customer comes up to you you will know what you are going to talk about.

"The weakest kind of advertising is the kind that has nothing to say to the reader. It isn't a matter of saying to yourself, 'Well, here is a space; I've got to fill it, so here goes.' That isn't advertising; nor is it advertising to dress up an advertisement.

**SUCCESSFUL ADVERTISING.**

"Advertising that sells goods before the customer leaves home is the successful kind of advertising. The kind of advertising that makes one's mouth water for the cereals or other stuffs that may be advertised; the kind of advertising that impresses people so that they look about them and feel that their entire home would be greatly improved by the addition of the advertised article, is the right kind of advertising. You will create in the customer the same amount of enthusiasm that you put into the advertisement you write.

"It seems as though all advertising today is a lie at heart. To some people it seems so difficult to tell the truth without leaving a lying impression. There is nothing worse for a campaign than to have the purchasers buy the advertised article and, after taking it home, to look at it say, 'Pshaw, that isn't as good as I thought it was going to be.' Honesty should be a fundamental principle. Ask yourself, 'Is my story going to be believed.' It is not a matter of religion nor of ethics, but a matter of business policy. This is the day of returned goods. Honesty in advertising is the best policy in its coldest meaning. But, remember, enthusiasm must always be present. One can write truthful advertising without losing his enthusiasm. My advice to you is, don't ever get into a position where you must write advertisements when you don't feel like it, because when you write something that is very dry you will lead people to believe that the store or the commodity is dry also. Put your heart interest into it if you expect to produce good advertisements.

**SWAYING THE PUBLIC MIND.**

"In swaying the public mind you are doing something very important. It may mean that you are to change some persons' entire mode of living. Advertising wields a marvellous influence, as great in its field as electricity is in the scientific world. In undertaking the responsibility of an advertising man you are entering upon a very serious profession. You are helping to create the prosperity of the country and you must put into your work the same spirit that one does who goes into the ministry, the law or medicine."

**JOURNALISTIC CHRONOLOGY.**

**Anniversaries of Interest to Newspaper Folk the Coming Week.**

- NOV. 29. Horace Greeley, editor of New York Tribune, died (1872).
- NOV. 29. The Reading (Pa.) Adier was founded by Jacob Schneider and George Gerish (1796).
- NOV. 30. The Norwich (Conn.) Courier was first issued by Thomas Hubbard (1796).
- DEC. 2. Kenneth Lord, city editor of the New York Sun, born in Brooklyn, N. Y. (1879).
- DEC. 2. Carr V. Van Anda, managing editor of New York Times, born at Georgetown, N. Y. (1864).
- DEC. 3. Charles Elliott Fitch, veteran New York State journalist, born at Syracuse, N. Y. (1835).
- DEC. 3. The first number of the New Jersey Gazette, the first regular newspaper in the State, was issued by Isaac Collins.
- DEC. 4. A. Van Hoesen Wakemen, special writer for New York Sun, Times and Globe, born at Cortland, N. Y. (1858).
- DEC. 4. William James Henderson, newspaper writer and author, born at Newark, N. J. (1855).
- DEC. 5. John A. Cockerill, American journalist, once editor of New York World, born in Adams County, Ohio (1845).

**NO TRANSPORTATION FOR ADS.**

The State Public Utilities Commission of Illinois finds that under the provision of the state public utilities act the granting of transportation for advertising space is discriminatory and illegal. "To authorize such an exchange would defeat the purpose of the law which requires the filing of rates and schedules"; which means that newspaper men will be compelled to pay for transportation just like ordinary folks.

**LIVE AD CLUB NEWS.**

The Ad Club of Los Angeles is exploiting the 1915 convention of the Pacific Coast Advertising Men's Association, to be held in their city next May, by a series of "Los Angeles Days" at all the Pacific Coast cities. The first of these, held at Spokane October 21, furnished a very interesting program for the Spokane Ad Club's regular meeting. The principal feature of the day was made an unveiling ceremony of the Printers' Ink cup while the entire membership of the club joined in the chorus of "I Love You, California." Phonographic speeches were rendered by President Jack Wilson, of the Los Angeles Club, and members of the convention committee.

The speaker at last week's luncheon of the Newark Advertising Men's Club was Frank Leroy Blanchard, editor of THE EDITOR AND PUBLISHER, who took for his subject "Some Things Advertising Cannot Do." Two of the declarations he discussed were these:

First, that advertising will not make a permanent success of any enterprise that is not conducted upon sound business principles, including honesty; second, that advertising will not create a permanent demand for any article that is inferior in quality to and sold at the same price as a similar article already established in public favor.

At the meeting of the Cleveland Advertising Club, held November 18, Elmer E. Ferris spoke on "Twenty-four Hours a Day," and a unique educational program was announced by R. E. Fowler, advertising manager of the Printz-Biederman Company. The plan is to conduct a course of ten lectures covering the fundamentals of advertising to be given Saturday noons by Mr. Fowler. A stock company was formed, to be known as the "Analad Company," and 116 out of the 300 men present subscribed for one share of stock, each at a rate of \$6 per share. Dividends are to be declared on this stock at a rate of 50 cents for each meeting attended by the stockholders. At the conclusion of the ten lectures a new theoretical company will be organized for the purpose of putting on the market some concrete product. The various steps from the legal incorporation of the company to laying out the advertising and selling campaign will be worked out in the sessions that follow, so that the men taking this course will not only be given a clear and comprehensive idea of the elements of advertising, but will actually go through the process of forming a company and putting it into effective operation. The difficult questions in planning the advertising and selling campaign will be referred to the advertising and sales divisions of the club. Also the business correspondence division of the club will be called upon to help out in the correspondence of the company. The opportunities to "learn by doing" struck a popular chord, and the Analad Company promises to become one of the most valuable divisions of the club.

The Rochester (N. Y.) Ad Club will soon have permanent quarters if the plan approved at a recent meeting goes through. A proposition has been made to the management of the Hotel Rochester for the permanent occupancy by the Ad Club of the banquet hall on the second floor. This hall is now used by the club for its weekly Thursday luncheons.

Dressed in jumpers and bandannas and calico, 200 members of the Advertising Association of Chicago staged an old time huskin' bee in the club-rooms in the Advertising Building November 11. A continuous vaudeville entertained the party in an attractive manner.

In addition to the entire troupe performing at the La Salle Opera House many of the club members gave original skits. The speakers included Arnold Joerns, Alexander M. Higgins, Peter Beringer, A. B. Freeman, W. A. Freeman, William A. Stiles, Stanley Clague, H. W. Heegstra and Charles H. Stoddard.

**R. J. BIDWELL CO.**

Pacific Coast Representative

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

742 Market Street  
SAN FRANCISCO

**Buffalo News**

EDWARD H. BUTLER

Editor and Publisher

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

Foreign Advertising Representatives  
KELLY-SMITH COMPANY

220 Fifth Avenue NEW YORK  
Lytton Building CHICAGO

**The OMAHA DAILY NEWS**

"Nebraska's Greatest Newspaper"  
October, 1914, Circulation, 78,467

Divided thus:  
City (Omaha-South Omaha-Council Bluffs-Benson-Dundee and Florence).....29,694  
Mail .....48,773  
Over 96% of the total is in Nebraska.  
The Omaha Daily News has 78,467 Circulation (Evening Paper).  
The second Omaha Newspaper has 59,968 Circulation (Evening 25,732—Morning 33,336).  
The third Omaha Newspaper has 52,837 Circulation (Evening 19,953—Morning 32,884).  
C. D. BERTOLET Chicago, Ill.  
1110 Boyce Bldg.  
New York Representative:  
A. K. Hammond, 366 Fifth Ave.

**DETROIT SATURDAY NIGHT gets results**

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

**GUARANTEED ADVERTISING**

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

Foreign Advertising Representatives

CHAS. SEESTED

41 Park Row, New York

F. S. KELLY & CO.,  
Peoples Gas Bldg., Chicago, Ill.

**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.

The S. C. Beckwith Special Agency  
Sole Foreign Representatives  
New York Chicago St. Louis

**THE MASONIC HOME JOURNAL**

Member A. B. C.,

has a larger circulation in Kentucky, outside of Louisville, than the daily COURIER JOURNAL (14,691) and The HERALD (14,602) combined.

Figure It Out For Yourself!

Here's our distribution—it's net paid—and growing fast:

Louisville .....	6,327
Kentucky .....	34,301
United States .....	4,377
Foreign Lands .....	119

Grand Total .....

45,124  
Post Offices in Kentucky.....2,667  
Home Journal Towns in Kentucky, 2,381

**D. B. G. ROSE,**  
Editor and Manager

Advertising Representatives

F. W. HENKEL,  
Peoples Gas Building, Chicago

FRANKLIN P. ALCORN,  
33 West 34th Street, New York

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

J. P. MCKINNEY & SON  
New York Chicago

## 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's a street sale promotion plan that is recommended to circulation managers whose street sales boys visit the office at least once daily. We think it worth while also for wholesale newsdealers who are in daily personal contact with all of their street hustlers:

Identify each boy by number. This can be done by means of celluloid buttons, or by die-cut, round or diamond-shaped paper "tags," which can be obtained from any job printer. If the paper tags are employed for identification, obtain duplicate or triplicate sets of numbered tags so that each boy may be re-supplied if the first one given him is lost or destroyed.

With every boy numbered and his number recorded in your office, explain to the boys that a mysterious stranger will go through the streets of your town daily for three or four weeks, whose mission will be to find boys who are "putting over" good sales talks in behalf of your paper—crying the news, and giving due attention to the important events indicated by the headlines. Inform the boys that the mysterious stranger is in your employ and will report to you the numbers of those boys he finds "hustling." Award a cash prize of one dollar, daily, to the boy whose sales talk and endeavors to sell your paper entitle him to the prize, in your judgment, based on the reports of your mysterious investigator. Name the hour of day, for the award of the prize, that is best suited to your aim to get boys into your office. Be sure to indulge in some little ceremony in awarding the daily prize. Do this part of the work yourself. Appear before the boys and give them a little "efficiency talk," calling out the numbers of those boys who deserve "honorable mention" in addition to the prize winner. Impress on them, daily, the need for keeping their numbered badges displayed while at their work, so that the mysterious stranger can easily identify them. If your numbered tag carries the name of your paper or some catch-phrase, the constant display of the tags will have additional promotion value for you.

To supply your mysterious stranger (who can be designated as "Raffles" or "Gum-Shoe" or any other appropriate name) you need only caution your regularly employed inspectors, who are on the street and among the boys in your interest, to be on the alert for good "sales talks," and add to this the effort of several men in other departments of your paper who are not so well known to the boys and who can be depended upon to co-operate with you. Every newspaper has a number of self-appointed inspectors in the editorial and advertising departments who can be relied on to report unfavorable street-sale circumstances to the circulation manager. Get them to look for favorable circumstances and "play them up" to your boys when you make the daily prize award.

You can tell a boy, over and over, how to approach a customer and how to improve his "sales talk," without impressing him very much. But when he sees you paying over a perfectly good dollar bill for just the sort of an "approach" and "sales talk" that you wanted him to make, the power of good example becomes very, very potent.

You'll be surprised at the degree of enthusiasm and excitement this plan will stir your boys to. "Who won the dollar?" will be the all-absorbing question as the hour for the daily prize award approaches. Boys will be attracted to your delivery room for the answer to that question. Of course the prize winner must be present to claim the award when it is made. Otherwise he forfeits to the boy whose sales talk has ranked second. And every circulation manager and wholesaler knows the importance especially in large cities of inducing boys to come to the office for their papers. And especially, of course, as applied to those boys who have been going to the office of your competitor first. The plan costs only a dollar per day in addition to the initial cost of the badges, buttons, or tags. We know of nothing so simple and economical that will put the same degree of vim and new life into the work of an organization of newsboys numbering anywhere from 25 to 200.

### SOME OF DON C. SEITZ APHORISMS.

(From an address delivered to the Trade Press Association, Nov. 13th.)

We get a few fundamental lessons free. We get about a thousand that we have to pay for.

To make circulation go up try everything legitimate, but don't imagine you have found the cause if it goes up. If you find the cause, retire and buy a steam yacht for yourself.

Thousands of publishers continue to struggle under a heavy load caused by the waste and extravagance of the return of unsold copies. Eventually they must realize how useless and unnecessary this is.

Hundreds of publishers go along year after year without knowing whether they make money or not. All they know is that they have none when they get through.

Circulation men who use or desire to use form letters in the collection of accounts will be interested in THE EDITOR AND PUBLISHER's plan for distribution of a series of form letters, selected because of their "pulling power" and efficiency in waking up delinquent agents and subscribers. Details of the distribution plan freely given those interested. Write us.

We also have some worth-while information for the fellow who uses New Year's Greetings—in those cities where the carrier boy continues the time-honored practice of going among his subscribers on New Year's Day and collecting their offerings. If you have been distributing calendars every year, and compelling your boys to pay for them, we can tell you how to reduce the cost of your carrier boy's greetings to a point where you can afford to give them to the boys without cost.

### "Old Subscriber" Displaced.

No circulation manager has escaped the jar that comes from reading the letter sent in by "old subscriber" or "constant reader," threatening to stop buying the paper because editorial or news matter failed to coincide with his own views.

The New York Times has discovered a new 1914 model of this seemingly necessary evil, and discusses the "find" in its "Topics of The Times," as follows:

When a man who writes to a paper is of a nature so retiring that he does not sign his name to his letter, it can be taken for granted that his modesty would suffer if any publicity were given to the subject of his communication. Therefore, as our earnest and constant effort is to avoid the giving of pain to anybody we will not tell what one anonymous letter received yesterday was about, but we do venture to reveal that the substitute for a signature was "A Reader of the Times—for the Present."

That, now, so far as memory serves, besides being highly interesting, is quite new as the description of a subscriber's status with relation to his newspaper. The man who writes to stop his paper because of something it has done or hasn't done is a familiar figure in the mails of every office. Familiar, too, is the fact that he and his class never have the slightest effect on circulation—a phenomenon from which various deductions might be drawn if it were necessary to do so. But to have a reader tell us that only "at present" can we count on his support and countenance is disquieting, because it is so difficult to decide whether we can in fair safety continue along chosen lines or whether it will be necessary to select others or lose him.

We can at least hope that the toleration of this particular correspondent will persist. He has a grievance, but that is the common human lot, and he would have to stop more than his paper to escape from it.

It is the custom of the San Angelo (Tex.) Standard newsboys to meet in convention every Friday evening to discuss the principal features of their week's work and to consider matters that would advance their own and the paper's interests. These meetings have been most successful. A new departure in newspaper work and policy has been launched, that of entertaining the mothers of the carriers and newsboys. To that end these women were invited to the Standard office to participate in an evening's entertainment which followed the weekly convention of their sons.

A. Pageau and J. D. McAlpine, of Montreal, appeared before Mr. Joseph Cousineau, justice of the peace, in the Hull police court, charged with conspiring to defraud Mrs. Ludger St. Pierre of Hull, of the sum of \$1,000, concerning a circulation contest organized by the accused in August in connection with Le Temps, an Ottawa French newspaper.

Around this time of the year small news merchants are the recipients of more or less entertainment, provided by newspapers and other friends. Amongst the recent social events of this character we note:

WILKESBARRE, PA.—Annual dinner for newboys, given for many years through the Y. M. C. A. by an anonymous benefactor, held November 21.

PITTSBURGH, PA.—Theater party, arranged by the Press, entertaining North Side newboys on November 19 at the Kenyon Theater to witness "The Deep Purple."

WASHINGTON, D. C.—Ice cream social given by the Herald for the newboys on November 13 in the Herald Building.

SPRINGFIELD, MASS.—Newsboys' Association entertained in the Boys Club Building November 13 with vaudeville and mock trial. A splendid time was had.

NEW YORK.—Evening Telegram Benevolent Association held annual ball at Webster Hall, 11th street near Third avenue, November 22. This association comprises more than five hundred members of the circulation department.

PATERSON, N. J.—The Annual Christmas dinner, given by Maj. Isaac A. Hall, for the Paterson newboys at Helvetia Hall, has been arranged. Major Hall has pulled this stunt for fourteen years.

## THE SEATTLE TIMES

"The Best That Money Can Buy"  
Circulation for 6 months ending  
Sept. 30th, 1914, per P. O. State-  
ment—

Daily, 71,523  
Sunday, 89,079  
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 first nine months of 1914, the Times led the P. I. by 2,856,700 agate lines. Times gained 307,818 lines and P. I. lost 412,062 lines, compared with same period of 1913.

LARGEST QUANTITY  
BEST QUALITY CIRCULATION

Buy the best and you will be content.

The S. C. Beckwith Special Agency

Sole Foreign Representatives  
New York Chicago St. Louis

Seven strong newspapers—  
each wields a force in its  
community that honest ad-  
vertisers can employ to advantage.

THE CHICAGO EVENING POST  
(Evening Daily)

INDIANAPOLIS STAR  
(Morning Daily and Sunday)  
"The Star League" TERRE HAUTE STAR  
(Morning Daily and Sunday)  
MUNCIE STAR  
(Morning Daily and Sunday)

THE ROCKY MOUNTAIN NEWS  
(Morning Daily and Sunday)

THE DENVER TIMES  
(Evening Daily)

THE LOUISVILLE HERALD  
(Morning Daily and Sunday)

The Shaffer Group

## Los Angeles Examiner

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

Circulation } Week Days, 69,560 Net  
Sundays, 144,979 Net

The only non-returnable newspaper in Los Angeles. Over 90% delivered by carrier into the homes. Reaches 78¼% of families listed in Blue Book of Los Angeles.

M. D. HUNTON W. H. WILSON  
220 Fifth Ave., New York Hearst Bldg., Chicago

## The Florida Metropolis

FLORIDA'S GREATEST NEWSPAPER  
JACKSONVILLE, FLA.

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

FOREIGN REPRESENTATIVES  
KELLY-SMITH COMPANY  
New York, 220 Fifth Ave.  
Chicago, Lytton Building.

YOU MUST USE THE  
LOS ANGELES  
EXAMINER

to cover the GREAT SOUTHWEST

Sunday Circulation  
MORE THAN - - 150,000



**THE PITTSBURG PRESS**  
 Has the **Largest**  
 Daily and Sunday  
**CIRCULATION IN PITTSBURG**  
 Foreign Advertising Representatives  
**I. A. KLEIN**, Metropolitan Tower, N. Y.  
**JOHN GLASS**, Peoples Gas Bldg., Chicago

There is no Duplication or Substitution in  
**Pittsburg Leader**  
**Circulation**  
 Ask us about the Pittsburgh Territory and in what way the Leader is the important paper.  
**VERREE & CONKLIN**  
 Foreign Representatives  
**Steger Building, Chicago**  
**Brunswick Bldg., New York**

*Reach the men and women who can afford to buy advertised products through*  
**THE PITTSBURGH POST**  
 (Morning)  
**THE PITTSBURGH SUN**  
 (Afternoon)  
**CONE, LOKENZEN & WOODMAN**  
 Foreign Representatives  
 New York, 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

**New Jersey's**  
 Leading 7 Day Paper  
**Trenton Times**  
 More circulation than corresponding period in 1913  
 U. S. Report, 23,985 Paid  
 and 200,000 more lines of display advertising  
**Kelly - Smith Co.**  
 CHICAGO NEW YORK  
 Lytton Bldg. 220 Fifth Ave.

**The Peoria Journal**  
 "Guarantees a larger bona fide circulation than any other Peoria newspaper and also guarantees as much city circulation, in Peoria and Pekin, as both other Peoria newspapers combined."  
**H. M. Pindell, Proprietor**  
 has. H. Eddy, Fifth Ave. Bldg., New York  
 has. H. Eddy, Old South Bldg., Boston  
 ddy & Virtue, People's Gas Bldg., Chicago

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

"PULL OUT THE LEADS AND GET IN ANOTHER STORY" is one of the best things that has been told in the way of a story for a long time. Don C. Seitz, business manager of The New York World, told the story to the Trade Press Association of New York at its Annual Meeting, at the Hardware Club, New York City, November twentieth.

The wise masters who arranged the programme asked Mr. Seitz to be present and to say a few kind words as to how to make a publication successful. Not that the members needed any information on the subject, but they probably thought that it would be interesting to know how the manager of a daily paper managed his business.

Mr. Seitz gave a great deal of mighty good advice to those who heard him. He did not evade the questions that confront publishers, nor did he treat them in a veiled manner.

The sum and substance of his remarks would have brought a smile to the face of Gifford Pinchot, for the whole theme was "Conservation."

He spoke feelingly of press agents and their splendid efforts to keep the news columns so plentifully supplied with free advertising that it would reduce the cost of composition in the ad alley to a minimum; he expressed a few Christian like thoughts about publishers who print this matter, and said that such practice on the part of the publisher was anything but conservation.

But the best part of the story was what he told about his own home town, where, in his father's shop he learned the rudiments of printing and publishing a small paper. He said that the paper was not enough to furnish a living for the family, and they sold it out to a man who, he thought at the time, was a chump, but whom he afterward grew to respect wonderfully, because he made a fortune out of that paper.

He went on to say that, after leaving the old home town he came to New York where he went to work as a reporter on The Brooklyn Eagle at \$25 a week, and that finally he went back home to show himself as a successful New York journalist.

He went to the old shop and into the composing room where they were making up the paper. The new editor was there, of course, making up, and one of the "prints" was leading out a column when the boss saw him and said "Pull out the leads and get in another story."

That, said Mr. Seitz, is the secret of success. Pull out the leads and get in another story. People do not buy a paper for its size, but for what they find in it. Bulk does not mean value, and the running of all kinds of free stuff just to make volume does not mean that you are doing anything for your paper.

Another mighty good point that he brought out is the fact that news stands, newsboys, solicitors or agents do not sell your paper, but people buy it; by which he meant that, by keeping your eye and mind and thought and everything else on the people who were going to buy your paper, or the people you wanted to buy your paper, you could forget all about the selling force; that the sales would take care of themselves, and all that you had to do was to see to it that no other publisher dished the news up any quicker or better than you did.

There were other mighty good thoughts in his talk, too many to be mentioned except by a verbatim reproduction of his entire talk, by which is meant that it was all of it good.

As a rule one can spot any big advertiser's copy by its style. For years Macy's advertising has been easily spotted because of its lack of style. Under the management of several very able advertising men it has looked like practice work, set up by a printer's devil, who gathered waste from the hell box and threw it together.

Reading it was torture, but if one did wade through it one was filled to overflowing with bombastic, unbelievable collections of superlatives.

It has been claimed, by men who stepped down and out of the management of the advertising department, that it was impossible to do any differently; that there were so many bosses to please, and that every boss had ideas at variance with every other boss; that economy, clear down to the 'nth power was so inbred in everything that there was no use in trying to do anything except run around a ring.

Be that as it may, and notwithstanding the fact that a number of highly capable men have worried themselves into nervous wrecks trying to do something creditable with that account, William C. Cozier, the new advertising manager, has done something heretofore thought impossible.

No one acquainted with Macy's copy of a year ago would recognize it now. It has style. It is readable, it is almost believable. It looks like real advertising of a real store.

From A Top o' T' World it is impossible to say just what has caused this change, unless it is Cozier himself. Perhaps there has been a change in ideas with the management; perhaps—oh, well, perhaps almost anything—but the fact remains that, since Cozier took charge, there has been a tremendous change for the better, and now that he has started something it is to be hoped that he will go on, and on, and on until he gets up to the standard of real good advertising. Rome wasn't built in a day and he has not been on the job long enough to do everything necessary, but from what he has done it is only fair to suppose that that what he will do, if he is not headed off, will be "quite some considerable."

A BIG retail clothing merchant gave us a mighty good idea not long ago—a good selling point for newspaper men to use in selling space.

He says that in his idea, most clothing is sold before the buyer leaves home—that the store is "picked" from the advertisement found in the daily paper.

He goes on to say, however, that simply because the ad sells the clothing it does not stay sold.

If the ad reflects the store and merchandise then the sale is made—but if, as is frequently the case, the ad is vastly different from the store and the goods the sale is not made.

But the advertisement has more to do with influencing the customer than any one thing—and he is right.

IN WESTERN PENNSYLVANIA  
 You will make no mistake by using  
**The Johnstown Leader**  
 The only newspaper between Philadelphia and Pittsburg printing an eight-page two color Saturday Feature Magazine Section.  
**S. G. LINDENSTEIN, INC.**  
 Special Representative  
 18 East 26th Street New York City

**The New York Times**  
**Christmas Number**  
 Sunday, December 6, 1914  
 will far surpass anything ever issued by any newspaper in the world. It will contain, in addition to the Rotogravure and Pictorial Sections, a Special Supplement containing the first reproductions ever made of six famous paintings in full color, telling the dramatic story of the triumph and tragedy of Joan of Arc, by Boutet de Monvel. These paintings are owned by Senator William A. Clark and are reproduced by The New York Times with his special permission.

**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

**The Globe**  
 reaches more of the better class people in Greater New York than any other Evening paper.  
 Net paid circulation for year ending Oct. 31, 1914  
**169,251**  
 Net paid circulation for Oct. 31, 1914  
**196,944**

**Growth of THE EVENING MAIL**  
 The average net paid circulation of The Evening Mail for the six months ending September 31, 1914, was  
**157,044**  
 This is an increase of  
**26,738**  
 over the corresponding period of 1913.

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

## TIPS FOR THE MANUFACTURERS OF SUPPLIES

## NEW PUBLICATIONS.

PHOENIXVILLE, PA.—The Daily Cresset, edited by George F. Scott, and issued by the Cresset Publishing Co., has made its appearance. It is an eight-page paper.

SALT LAKE CITY, UTAH.—The Utah Nippo will be the name of a new Japanese daily paper which will appear soon. It will be printed entirely in Japanese. Harry T. Teshirogi will be editor; U. Tersawa, general manager.

WAYNESVILLE, N. C.—The Carolina Mountaineer, edited by J. D. Boone, formerly editor of the Waynesville Courier, has been issued. It is a weekly paper.

PILOT MOUND, IA.—The Leader is the name of a newspaper which will be started here the first week in December by E. F. Horning, proprietor of the Sheldahl Thrift. Tom O. Caverly will have charge of the paper.

MEMPHIS, TENN.—The Daily Court Reporter, edited by Miss Louise A. Berlin, has made its appearance here. Miss Berlin was formerly city editor of the Record, a similar publication.

COLUMBUS, IND.—S. F. Meffert, of Elwood, and S. P. Poynter, of Sullivan, are getting ready to start a new morning daily paper here.

NEW CASTLE, DEL.—Franklin W. DeCroix, formerly publisher of the Danville (Va.) Ledger-Dispatch, is arranging to issue a new weekly here which will be named the Journal.

SPENCER, W. VA.—Col. Hal. W. Depue, a prominent politician and oil operator, announces that he is organizing a stock company with a capital of \$10,000 for the purpose of launching a new weekly paper here within a few weeks.

MONTGOMERY, ALA.—The Journal issued its first Sunday paper on November 29. The Sunday paper carries all the features handled by other newspapers. Heretofore the Journal has been a six-day paper.

ATKINSON, ILL.—The News, edited and published by B. R. Garner, has made its appearance here. It is a weekly.

ENGLAND, ARK.—The Courier, a new daily paper, edited by Frank N. Henderson, owner, has made its appearance.

HEBER SPRINGS, ARK.—The Daily Live Wire is a new paper, the first issue being dated November 11. W. H. Gambien is the owner and editor.

OCEAN SPRINGS, LA.—The News is a new weekly under the ownership and editorship of Thomas Dabney Ewing.

PERSHALL, TEX.—A new weekly, published by the Mexican citizenship under the name of El Democra, will make its initial appearance soon. The owners of the paper are Clemente Lopez, M. Lara and M. Herrera.

## CHANGES IN INTEREST.

ROSEBUD, MONT.—Skinner and MacCausland, owners of three newspapers along the Milwaukee, in Rosebud County, have purchased the Courier.

BARBOURSVILLE, W. VA.—W. A. Smith has purchased his partner's interest and is now in full charge of the Budget.

MIDDLETOWN, CONN.—James R. Bolton, formerly of the New Haven Times, has purchased the Times.

PLENTYWOOD, MONT.—George W. Tilton, formerly a newspaper publisher in North Dakota, has purchased the Sheridan County News from George Cook.

RICH HILL, MO.—The Review Printing Co. has purchased the Daily and Weekly Mining Review from the C. R. Waters estate. E. E. Bean, of Nevada, Mo., will be manager and editor.

RAYMOND, S. D.—William Simpson has purchased the Gazette from editor Andrus, who will remain in charge of the editorial department for a time.

GUNTERSVILLE, ALA.—H. H. Williams has bought the interest of D. L. Clay in the Advertiser.

EAGLE GROVE, IA.—H. W. Mitchell, of Canby, Minn., has bought the Goldfield Chronicle from B. W. Azard.

FRANKFORT, S. D.—C. M. C. Woodland, editor of the Redfield Press, has purchased the News-Messenger from W. Lawrence Butler.

WYOMING, ILL.—Gerry Scott and his brother have purchased the Post-Herald from Rev. Moore.

THREE RIVERS, MICH.—The Daily Commercial has passed to the control of William H. Shumaker, who for the past four years has been business manager of the paper. Harry J. Burgess, the

former owner and editor, expects to resume his newspaper activities in another field.

OMAHA, NEB.—Richard L. Metcalfe, Panama Canal Commissioner, and Sidney J. Ranger have purchased the Omaha Nebraskan, a weekly paper, from Henry C. Richmond. Mr. Metcalfe will edit the paper and Mr. Ranger will be business manager. The first issue under the new management will appear December 3.

BATESVILLE, ARK.—Sam McCullough, of Calico Rock, has purchased Bennis Williamson's interest in the Commercial.

DAVIS, S. D.—Walter R. Oppen succeeds Ray Dingman as editor and publisher of the Eagle.

HARRISONVILLE, MO.—N. W. Huston, formerly editor of the Mount Pleasant Journal, has purchased the Case County News.

FRANKFORT, S. D.—C. M. C. Woodland, editor of the Redfield Press, has purchased the News-Messenger from W. L. Butler.

FAULKTON, S. D.—T. E. Bickell succeeds Octavia Jones as editor and publisher of the Advocate.

SPRINGFIELD, MINN.—August G. Erickson has purchased the Free Press from Paul F. Dehn.

DOUGLAS, WYO.—Thomas F. Doyle, superintendent of the composing room of the Omaha (Neb.) Bee, has purchased the Enterprise, formerly edited by "Bill Barlow," the sagebrush philosopher, who died some four years ago. Barlow's real name was Barrow and since his death his widow and daughter have published the paper.

## BRIEF ITEMS OF NEWS.

The Walnut (Ill.) Mail and Express suspended publication October 9.

The Buffalo (N. Y.) Freie Presse, suspended publication November 14.

Thos. R. Williams has been appointed receiver of the National Labor Tribune, of Pittsburgh, Pa.

The Heber Springs (Ark.) Headlight is to be sold at auction by order of the court.

ARMSTRONG, IA.—W. H. Hassing has bought the Journal from J. E. Tierney and will continue the publication.

MORENCI, MICH.—I. T. Raab, of Washington, has purchased the Observer from Emil Ahearns.

MUSCODA, WIS.—L. M. Dixon and C. M. DuHamel have bought the Democrat from Mr. Craig.

GOBERICH, ONT.—W. H. Robertson has repurchased the Signal from A. E. Baldwin.

RICH HILL, MO.—E. E. Bean has purchased the Review and will be in full charge from now on.

OSBORNE, KAN.—E. B. Smith has purchased the News from Edwin C. Hadley.

RAYMOND, S. D.—Wm. Simpson has bought the Gazette from Mr. Andrus.

## NEW AD INCORPORATIONS.

CLEVELAND, O.—The Simplex Advertising Company; \$10,000; T. W. Swall, D. H. Tilden, G. M. Reilly, W. J. Budd, N. A. Young.

SOUTH CAROLINA.—The A. G. Blotcky Advertising Agency; \$10,000; a South Carolina corporation; A. M. Aiken, statutory agent, Danville, Va.

NEW YORK, N. Y.—Picard & Co., general advertising; \$10,000; Alfred Wallenstein, A. J. Picard, Charles J. Mendelsohn.

NEW YORK, N. Y.—National Photogram Co.; \$100,000; general advertising; S. H. Burke, B. H. Freel, G. M. Purcell.

CHICAGO, ILL.—R. A. Mathews Advertising Corporation; \$12,500; Richard A. Mathews, Edward F. Wilson.

WAR NEWS  
and  
PICTURES

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

International News Service  
238 William St. New York City

Sketches From  
Life

A Service where the picture tells the story. No composition—one line of type. Best human interest Service published; furnished in mat form, three columns, six installments a week. Used only by the best papers in the United States. Do you want proofs?

WORLD COLOR PRINTING CO.,  
R. S. Grable, Mgr.  
Established 1900.

USE  
UNITED  
PRESS  
FOR  
Afternoon Papers

General Offices, World Bldg., New York

Our new eastern office in the New York World building will greatly improve our facilities for rapid handling of our illustrated news service, already second to none. Ask for samples.

THE CENTRAL PRESS ASSOCIATION  
New York and Cleveland

"Women and Their  
City"

A Record of Women's Current  
Achievements  
Real Circulation Builder  
Write for Samples  
BRUCE W. ULSH COMPANY  
Prestige Builders, Wabash, Indiana

## Every Daily Newspaper in London

(Except The Morning Post)  
purchases and prints the CENTRAL NEWS WAR SERVICE. (Comment unnecessary.) This service is obtainable by newspapers on the American continents only from

THE CENTRAL NEWS OF AMERICA,  
26 Beaver St., New York City

## 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.

## 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

## 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  
111 East 25th Street New York City

## 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 &amp; CO.

Eastern Office: Room 606, Equitable Bldg.  
Baltimore, Md.

Newspaper  
Correspondents

Increase your list of papers by registering in the forthcoming edition of the Newspaper Correspondents Directory. A stamp will bring you information which should be of material help to you.

National Association Newspaper  
Correspondents

Germania Savings Bank Building  
PITTSBURGH, PA.



**GRAFT ADVERTISING**

Attention is directed to the following cases where publishers are being asked to contribute free space for advertising that should be paid for. Look out for them.

Walter Parker, New Orleans, La., formerly press agent for Louisiana, is working off a 250 word ad for Louisiana land under the title of "Orange Day."

Now the Oyster Growers' and Dealers' Association of North America, Baltimore, Md., through William H. Killian, president, are sending out six-inch printed proofs of "news," boosting oysters and booming Shellfish Day, November 20.

U. Grant Border, secretary of the International Apple Shippers' Association, is sending out publicity booming a booklet entitled "197 Ways to Cook Apples," and asking editors to contribute space to the idea, as he says the association has no money to pay for a real advertising campaign.

A. D. Campbell, First National Bank Building, Milwaukee, Wis., is trying to get free advertising for Wisconsin in connection with the Wisconsin Advancement Association.

Los Angeles, Cal., and Hot Springs, Ark., are also sending out press agent booster stuff in hopes of getting it printed free.

Parker & Bridge, 20 Broad street, New York City, are sending to the newspapers a column article entitled: "First Aid Hospitals in Coal Mines," by D. H. Lake, M. D., Chief Surgeon, Kingston Coal Co.

International Information Bureau, District National Bank Building, Washington, D. C. Bulletin No. 53, on "Responsibility for Continuation of War."

Half column printed proof from the Billiard News Bureau, 626 South Wabash avenue, Chicago, about billiards. This press bureau is the free publicity department of the Brunswick, Balke, Collender Co., of Chicago.

Socialist Party Press Service. J. L. Eneidahl, editor, 803 West Madison street, Chicago, 1200 words on "The Purpose of Socialism."

American Public Health Association, 755 Boylston street, Boston, sends 200 words about the convention of that association with the National Mouth Hygiene Association to be held November 30 to December 4 in Jacksonville, Fla. The subject of the article is "Teeth in Health Work."

Pillsbury Flour Mills Co., Minneapolis, Minn., about the Minneapolis Millers' Belgian Relief Movement. Contributions for the purchase of flour are urged to be sent in conjunction with donations of a number of flour milling companies, which flour will be sent to the American Ambassador in London for distribution to the suffering in Belgium.

Findeisen & Kroof Manufacturing Co. contributes a quantity of free copy. An automobile editor asks: "Why not get some Rayfield ads for the newspapers as well as for the auto trade papers?"

Importers' Automobile Salon will be held at the Hotel Astor, New York City, from January 2 to 9. A member writes on the free publicity sent: "This salon never uses newspaper advertising outside of a few New York newspapers, but Mr. Eustis (the busy press agent) sends press notices all over the country."

The Charles H. Fuller Co., Chicago, is sending bales of free donations about the Stewart Vacuum Gasoline System, which is in use by a number of its customers.

The Fletcher Co., 42 De Long Building, Philadelphia, for Roland Cioni, the world's speed champion roller skater.

Baltimore Bargain House, Baltimore and Liberty streets, Baltimore, article about eight inches long on safe arrival of toy supply from Germany despite the war.

C. B. Hemingway, manager of the Cheaper-Fuel League, 453 G street, N. W., Washington, D. C., requests the publication of comment on the bulletin of the league which he sends that a bill

before the House of Representatives, designed to open public coal lands and wrest them from the control of the monopolists, be passed and by this action reduce the price of coal and oil.

McCormick & Co., of Baltimore, importers and exporters in drugs, teas, coffees, etc., have been sending to newspapers the important information that they have subscribed \$5,000 to the Cotton Pool Fund. A letter giving the impressions of W. M. McCormick received during a trip through the South is also included.

**OBITUARY NOTES.**

WILLIAM H. HILLEARY, founder and editor of the Upshur (W. Va.) Republican, died November 18, aged 66 years.

C. C. HEACOCK, editor of the Brighton (Ia.) Enterprise, died November 8 of heart trouble, aged 63 years.

C. J. BROWN, editor and proprietor of the Alma (Mich.) Record, died November 11, aged 52 years.

BRADLEY WILLIAMS, news editor of the Springfield (Mass.) Republican, died November 19, aged 35 years.

W. R. TALBOT, of the Philadelphia (Pa.) North American, died at Edmeston, N. Y., November 16, aged 49 years.

EDWARD S. YOUNG, editor of the York (Pa.) Daily Dispatch, died November 19 in that city. He was president of the Dispatch Publishing Co. and was 56 years old.

J. J. McGRATH, formerly of the Louisville (Ky.) Courier-Journal, who went to Denver, Colo., for his health about a year ago, died in that city. While in Denver, McGrath was for a time with the Associated Press and later with the Denver Post. His body was taken back to Louisville for interment.

WILLIAM CHARLES, JR., editor of the Pontiac (Mich.) Gazette, is dead. "Billy" Charles was, for some time, in entire charge of the Associated Press interests in Michigan, and became acquainted with more newspaper men than it is the lot of most of us to know. He was one of the best fellows on earth, a graduate of the University of Michigan and a man who, when he did anything did it with all his might. His death was due to a mental breakdown, and he leaves a large host of friends, including everybody who ever knew him.

COLONEL GEO. W. REED, who was the first owner and editor of the Topeka (Kan.) State Journal, died at his home in Topeka November 10. He was one of the old-time journalists, and was well known throughout the state of Kansas. He was 70 years old.

H. CONQUEST CLARK, for many years a member of the old United Press bureau of Washington and the New York Tribune bureau of that city, and more recently chief of the dead letter bureau of the Post Office Department, died in Washington, D. C., on November 16. Members of the Gridiron Club were active pall bearers.

JACOB P. PRICKETT, owner and editor of the Goshen Times, Milford Mail and Albion New Era, died at Albion, Ind., November 19, aged 78 years.

ELMER E. BEACH, publisher of Beach's Magazine, Detroit, Mich., died November 19, aged 53 years.

WM. TEMPLEMAN, president of the Times Printing & Publishing Co., Ltd., Victoria, B. C., died November 15, aged 70 years.

John Henry Glas, former manager of the Alameda (Cal.) Daily Argus, is dead. He was 47 years of age and a native of San Francisco.

**The Substitution Evil.**

In an address before the American Specialty Manufacturers' Association last week Charles C. Green, in speaking as the managing director of the National Anti-Substitution League said that several national advertisers estimate their losses from substitution at from 20 to 50 per cent. He advised the use of publicity, the power that promotes sales, as the best weapon to employ to protect sales and stamp out the nefarious practice.

# A Winter Home

## And a Big Money-maker

Gentleman's Country Estate, consisting of about 106 acres, located on one of the most beautiful lakes of Florida. This property is just 12 miles from Tampa on new brick road and one-quarter mile from railroad station and prosperous village. County roads run on three sides of the property.

This holding consists of 15½ acres of old grove in pink of condition, now bearing between 5,000 and 6,000 boxes of Oranges and Grape Fruit; 6 acres in Truck Crops; 25 acres in Field Crops; 3 acres for Residence; 50 acres in high Timber Pasture and balance in Lake.

Two deep, drilled wells, one 2-inch, and one 4-inch, with power-pump, furnish an unlimited supply of pure, soft water. A complete Irrigation System, delivering 400 gallons per minute of lake water makes truck-farming a success.

A new, beautiful bungalow is erected on the shore of the lake. It has 8 rooms, billiard hall, complete bathroom with all modern appliances, including shower bath of marble, etc.; three screened porches; complete sewer system; hardwood floors; detached laundry with water and sewer system and modern throughout.

All necessary outbuildings. A complete water system, including fire-protection with 75 lbs. pressure. Excellent fishing and hunting.

Stock, consisting of two first-class mules, registered 4-gallon Jersey cow, hundreds of Barred Rock chickens and Indian Runner ducks; breeding pens of thoroughbred Belgian hares; a number of hogs, pigeons, etc.

Complete equipment of modern machinery and Tools for Farming and Trucking; 5-passenger touring car, standard make; furniture, linen, silver, cut glass, etc. All complete and up to date, and one of the prettiest places in the State.

This beautiful place has been built and fitted up by an officer in one of the regular armies of Europe. He has been ordered to report for duty within six months and must sell.

This is one of Western Florida's elegant winter homes, and will pay a net income of more than \$10,000.00 per year.

Price for everything as it stands, \$30,000.00. See us at once. Address

Lieut. JAMES LINDGREN,

Seffner, Fla.

**TIPS FOR THE AD MANAGER.**

F. Wallis Armstrong Advertising Co., North American Building, Philadelphia, Pa., is placing orders with newspapers in Pennsylvania for the Pepsimint Company, Inc.

It is reported that Frank Seaman, 116 West 32nd street, New York City, will shortly make up a new newspaper list for the Studebaker Corporation, "Studebaker Automobiles," Detroit, Mich.

B. F. Kirtland Advertising Agency, Lytton Building, Chicago, Ill., is issuing 84 line four time orders to some Western newspapers for the Manhattan Soap Company, "Sweetheart Soap," New York City and Chicago, Ill.

Charles H. Fuller Company, 623 South Wabash avenue, Chicago, Ill., is forwarding orders to some Wisconsin newspapers for the Northern Chemical Co., "Benetol," Minneapolis, Minn.

The Fletcher Company, De Long Building, Philadelphia, Pa., is making up a newspaper list on the co-operative plan for the Waterproof Shoe Dressing Co., "White Shoe Dressing," Philadelphia, Pa.

J. B. Haines, Bailey Building, Philadelphia, Pa., will shortly place holiday copy with some Southern newspapers for Bailey, Banks & Biddle Co., Jewelry, 1218 Chestnut street, Philadelphia, Pa.

Birch-Field & Company, 110 West 40th street, New York City, are sending out orders to New York City newspapers for the present for Richardson & Robbins, "R. & R. Plum Pudding," Dover, Delaware.

The Mahin Advertising Co., 104 South Michigan avenue, Chicago, Ill., is issuing 150 line orders to some Western newspapers for the Towle Maple Products Co., "Towle Log Cabin Syrup," St. Paul, Minnesota.

Frank Presbrey Company, 456 Fourth avenue, New York City, is placing orders with a few selected newspapers for the Aluminum Cooking Utensil Co., "Wear Ever Aluminum Roaster," New Kensington, Pa.

W. H. Stewart, advertising manager of the World's Dispensary Medical Association (Dr. R. V. Pierce, 623 Main street, Buffalo, N. Y.), who is stopping at the Broztell Hotel, New York City, is making some new contracts with newspapers where they have expired.

F. Wallis Armstrong Advertising Co., North American Building, Philadelphia, Pa., will make up a new newspaper list shortly after January 1, 1915, for the Joseph Campbell Co., "Campbell Soups," Camden, N. J.

John L. Clough Advertising Agency, Merchants' Bank Building, Indianapolis, Ind., is making 10,000 line contracts with some southwestern newspapers for the Indiana Condensed Milk Company, Sheridan, Ind.

It is reported that Calkins & Holden, 250 Fifth avenue, will shortly prepare a newspaper list for Calkins & Holden, 250 Fifth avenue, New York City.

It is believed that the advertising of the Reo Automobile Co., Lansing, Mich., is about to be placed by the Clague Agency, Otis Building, Chicago, Ill.

Richard A. Foley Advertising Agency, Bulletin Building, Philadelphia, Pa., is making propositions on a new brand of tobacco with a selected list of newspapers for Liggett & Myers Tobacco Co., St. Louis, Mo.

Philo Hay Specialties Co., "Harfina Tonic," 30 Clinton street, Newark, N. J., is issuing new copy to a list of newspapers direct.

Francis Holmes, 524 Spring street, Los Angeles, Cal., is sending out orders to a selected list of newspapers in large cities for the California Walnut Growers' Association, "Diamond Brand California Walnuts," Los Angeles, Cal.

George L. Dyer Company, 42 Broadway, New York City, is placing orders with a few newspapers in selected sections for Frank H. Fleer Corporation, "Bobs," and "Spring Root" Chewing Gum, Philadelphia, Pa.

Charles W. Hoyt, 120 West 32nd street, New York City, is issuing orders to magazine sections of large Sunday newspapers for the Ellanem Co., Inc., "Lava Heater," 72 East 131st street, New York City.

Frank Presbrey Company, 456 Fourth avenue, New York City, is forwarding 30 inch 8 time orders to some western newspapers for the American Tobacco Co., "Bull Durham Tobacco," 111 Fifth avenue, New York City.

The Parmelee Manufacturing Co., "Eg-Save Baking and Cooking Powder," is reported to be controlled by the World's Dispensary Medical Association, of Buffalo, N. Y., and that orders for this company are placed on the new made contracts by W. H. Stewart, advertising manager of the above association.

Tobias Bros., 258 Broadway, New York City, is putting out 180 lines one time orders for MacNiff Horticulture, New York.

Taylor-Critchfield Co., Fuller Building, New York City, is placing 100 lines, 5 times for Book Supply Co.

Wendell P. Colton (inc.), 165 Broadway, New York City, is contracting 1,000 lines for one year in a few cities, for A. G. W. I.

The Bee Call Company account is now being handled by Wylie B. Jones, Binghamton, N. Y.

Dr. J. H. Dye's advertising is now being placed by Wylie B. Jones, Binghamton, N. Y.

Moser & Cotins, Utica, N. Y., is now placing advertising of Hotaling & Warner.

P. F. O'Keefe Advertising Agency, 43 Tremont street, Boston, Mass., is making a list for Plymouth Rubber Co.

Bromfield & Field, Inc., 171 Madison avenue, New York City, are handling the advertising of the Annual Automobile Shows, to be held January 2-9 in Grand Central Palace, New York, and January 23-30 in the Coliseum and First Regiment Armory, Chicago, both shows being under the auspices of the National Automobile Chamber of Commerce, Inc. Newspapers, automobile trade papers and billboards will be used.

**ROLL OF HONOR**

Publications examined by the Association of American Advertisers, of which a COMPLETE EXAMINATION of the various records of circulation was made and the ACTUAL CIRCULATION ascertained, with later figures in some instances furnished by the publisher.

<b>ARIZONA.</b>	<b>NEW JERSEY.</b>
GAZETTE—Av.Cir. 6,125.....Phoenix	PRESS .....Asbury Park
<b>CALIFORNIA.</b>	JOURNAL .....Elizabeth
THE NEWS.....Santa Barbara	COURIER-NEWS .....Plainfield
<b>BULLETIN</b> .....San Francisco	<b>NEW YORK.</b>
<b>GEORGIA.</b>	EVENING NEWS.....Buffalo
JOURNAL (Cir. 57,531).....Atlanta	BOLLETTINO DELLA SERA, New York
<b>CHRONICLE</b> .....Augusta	EVENING MAIL.....New York
LEDGER .....Columbus	<b>OHIO.</b>
<b>ILLINOIS.</b>	PLAIN DEALER.....Cleveland
POLISH DAILY ZGODA.....Chicago	Circulation for October, 1914.
SKANDINAVEN .....Chicago	Daily .....134,219
HERALD .....Joliet	Sunday .....161,322
HERALD-TRANSCRIPT .....Peoria	VINDICATOR .....Youngstown
JOURNAL .....Peoria	<b>PENNSYLVANIA.</b>
STAR (Circulation 21,589) .....Peoria	TIMES .....Chester
<b>INDIANA.</b>	DAILY DEMOCRAT.....Johnstown
THE AVE MARIA.....Notre Dame	DISPATCH .....Pittsburgh
<b>IOWA.</b>	PRESS .....Pittsburgh
REGISTER & LEADER...Des Moines	GERMAN GAZETTE.....Philadelphia
THE TIMES-JOURNAL....Dubuque	TIMES-LEADER .....Wilkes-Barre
<b>KANSAS.</b>	GAZETTE .....York
CAPITAL .....Topeka	<b>SOUTH CAROLINA.</b>
<b>LOUISIANA.</b>	DAILY MAIL.....Anderson
DAILY STATES.....New Orleans	THE STATE.....Columbia
ITEM .....New Orleans	(Sworn Cir. Mch, 1914. D. 22,850; S. 23,444)
TIMES-PICAYUNE ....New Orleans	<b>TENNESSEE.</b>
<b>MARYLAND.</b>	NEWS-SCIMITAR .....Memphis
THE SUN .....Baltimore	BANNER .....Nashville
has a combined net paid circulation of 127,000 copies daily, 80,000 of which are served in Baltimore homes.	<b>TEXAS.</b>
<b>MICHIGAN.</b>	STAR-TELEGRAM .....Fort Worth
PATRIOT (No Monday Issue) Jackson Average 9 mo. 1914; Daily 11,042; Sunday 12,117. Member "American Newspaper Pub. Ass'n." "Gilt Edge News- papers," and A. B. C.	Sworn circulation over 80,000 daily. Only daily in Fort Worth that permitted 1912 ex- amination by Association of American Ad- vertisers.
<b>MINNESOTA.</b>	CHRONICLE .....Houston
TRIBUNE, Mon. & Eve....Minneapolis	The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday.
<b>MISSOURI.</b>	<b>WASHINGTON.</b>
POST-DISPATCH .....St. Louis	POST-INTELLIGENCER .....Seattle
<b>MONTANA.</b>	<b>WYOMING.</b>
MINER .....Butte	LEADER .....Cheyenne
<b>NEBRASKA.</b>	<b>CANADA.</b>
PREIE PRESSE (Cir. 128,384). Lincoln	<b>BRITISH COLUMBIA.</b>
	WORLD .....Vancouver
	<b>ONTARIO.</b>
	FREE PRESS.....London
	<b>QUEBEC.</b>
	LA PATRIE.....Montreal
	LA PRESSE.....Montreal
	Ave. Cir. for 1913, 127,722

**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

Commencing December 1 there will be only three papers in the town of Barrie, Ont., as compared with four hitherto. J. A. MacLaren of the Examiner and W. C. Walls of the Saturday Morning have decided to amalgamate.

The Outcalt Advertising Co. of Chicago has increased its capital stock from \$1,000 to \$6,000.



**AD FIELD PERSONALS. CAMMEYER'S NEW AD MANAGER**

Jesse M. Joseph, advertising manager for the Kline Bros. Co., Cincinnati, with which he has been connected for the last six years, has resigned in order to devote his entire attention to a list of special clients. D. Wylie, formerly with Lord & Thomas, has succeeded Mr. Joseph at Kline Bros.

James Brown, formerly advertising manager of the Kentucky Post, is now connected with the Ad Electric System Co., of Dayton, O.

A. J. Harding, chairman of the vigilance committee of the Newark, N. J., Ad Club, addressed the Plymouth, Mass., Ad Club two weeks ago on vigilance work.

Leonard S. Sawvel, of the Waukegan (Ill.) Gazette, and Mrs. Sawvel were in New York City last week and attended the Yale-Harvard game at New Haven Saturday.

The Parcel Post News, a national weekly published at Marinette, Wis., has engaged W. Lee Pinney, for the past two years manager of the Philadelphia office of the American Wool and Cotton Reporter, as advertising director and manager.

Richard H. Waldo, advertising manager of the New York Tribune, is scheduled to address the Associated Ad Clubs of Texas at their annual meeting at Waco, in February.

H. C. Bradfield, who, as the newspaper advertising manager for the Cole Motor Car Company has been familiarly known on the Pacific coast, has severed his connection with that concern and hereafter will be identified with the National Press Bureau, which was originated by him.

The Sphinx Club, of New York, has issued a booklet relative to the proposed advertising building, which is being urged. It contains the speech made by Jos. H. Appel, at the October dinner, where the idea was launched, together with a mention of the propositions that have been made by various interests who wish to erect the building, and calling for a vote, which is to be announced at a regular meeting in the near future.

The second of the regular meetings of the Cedar Rapids Ad Club was held November 7 in the Commercial Club-rooms and a good attendance was present. The subject for the evening was: "Do I Know My Goods Well Enough to Advertise Them?" Al Killian delivered the address.

**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. Payable yearly in advance.

It is suggested that the publication should be mailed to the home address to insure prompt delivery.

The Editor and Publisher page contains 672 agate lines, 168 on four.

The columns are 13 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 newstands:

New York—World Building, Tribune Building, Park Row Building, 140 Nassau street, Manning's (opposite the World Building), 83 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—Morris Book Shop, 71 East Adams street; Post Office News Co., Monroe street.

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

Detroit—Solomon News Co., 69 Larned street, W.

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

**He is A. H. Rosenbaum, a Young Man From Boston.**

The increased virility of the Cammeyer shoe copy apparent the past few weeks is due to the fact that A. H. Rosenbaum, of Boston, has become advertising manager and has vested this copy with a "punch" that carries conviction to the reader if increased crowds of shoppers count for anything at all.

The Cammeyer management is so well satisfied with his work that he has been given complete authority in swinging an appropriation of over \$100,000 devoted wholly to footwear. This is one of the largest single retail shoe store and mail order shoe house appropriations in the world.

Mr. Rosenbaum who is twenty-five years old brings the prestige of shoedom to his work, as he comes from a section where the shoe industry is an important factor in the community and where shoe lore is household gossip. He has had a wide experience from writing copy to soliciting and has conducted his own advertising agency.

"I believe in reaching the people in a way they understand," said Mr. Rosenbaum, "and that is by neither deceiving them with a deluge of flowery talk or offending their sense of decency with impossible assertions as to valuing. Every Cammeyer offering has always conformed to these requirements and my intention is to drive the wedge still further in."

**Vigilance Committee at Work.**

As the result of charges preferred by the Advertising Vigilance Committee, Louis Overstein, of the "Outlet Clothing Co.," Boston, Mass., has been haled into court on charges of misrepresenting goods advertised as for sale. The association claimed that he advertised shirts as silk, and they proved to be cotton and that he advertised hats to be "genuine Panamas," and they were not Panamas. One of his victims complained, and the Grand Jury decided that the complaint was a just one. As a result, Overstein found himself in court, where he eventually pleaded guilty and paid costs; then his case was placed on file. He was warned that in the future his merchandise must measure up to his advertising, else his case would be taken from the files and a suitable penalty imposed.

and paid costs; then his case was placed on file. He was warned that in the future his merchandise must measure up to his advertising, else his case would be taken from the files and a suitable penalty imposed.

**Press Club Election.**

The New York Press Club will hold its annual election on November 30, when the polls will be open from 10 A. M. to 7 P. M. The following ticket has been nominated: For president, Edward Percy Howard; first vice-president, G. Herbert Daley; second vice-president, Eugene P. Doane; third vice-president, Oscar Watson; treasurer, Ralph W. St. Hill; financial secretary, G. Selmer-Fougner; recording secretary, Charles E. B. Moir; corresponding secretary, Caleb H. Redfern; librarian, Frank I. Cadwallader; trustees: (three-year term) William F. Connell, Charles Sarver, C. Fred Crosby; (one-year term) Courtlandt Smith, J. Clyde Oswald.

**Believes in Newspaper Advertising.**

Joliet, Illinois, Aug. 6.

**THE EDITOR & PUBLISHER.**

Anything that will get the attention of the American manufacturer and show him the fertile field that awaits his enterprise in newspaper publicity is surely of the highest value.

The form in which The Editor & Publisher is published will invite reading, if anything will. If it will induce him to attend the next session of Associated Advertising Clubs, at Chicago, it will open his eyes. He will then see for himself how effective intelligent publicity is in selling products to the consumer. Newspaper advertising never suffers by comparison. Its cost per 1,000 circulation attracts him as nothing else does. Yes, I believe in advertising newspaper advertising to the limit. Publishers must appreciate your work. H. E. BALDWIN, Mrg. of Advertising.

**Likes Advertising Stories.**

ELLER-BARNHAM.

New York, November 17, 1914.

**THE EDITOR AND PUBLISHER:**

In reading your issue of November 7th, we noticed an article on the advertising of Nemo Corsets, which was very interesting because of the fact that this was the first time that the Nemo Corset advertising had been handled from such an interesting viewpoint. It is just this kind of article, pertaining to newspaper advertising successes that will make Editor and Publisher valuable to the reader, and we hope that we will have an opportunity to see that other "stories of successes" are covered in future issues. A. HELLER.

**Publisher's Representatives**

**ALLEN & WARD**  
Brunswick Bldg., New York  
Advertising Bldg., Chicago.

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

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

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

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

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

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

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

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

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

**O'FLAHERTY'S N. Y. SUBURB. LIST**  
22 North William St., New York.  
Tel. 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 PUBL. CO.**  
21 Warren St., New York.  
Tel. Barclay 7095.

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

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

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

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

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

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

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

**BUILD YOUR CLASSIFIED MEDIUM RIGHT**

Increased volume, improved service to readers and advertisers, efficient constructive sales organizations, and additional increased revenue, are the results of our methods for several of the largest classified mediums in the United States.

**THE BASIL L. SMITH SYSTEM**

will build for you a perfect and profitable classified medium.

Cost of our service entirely dependent on increased business.

Philadelphia Address, **BASIL L. SMITH, Haverford, Pa.**

**Daily Sale 40 Copies vs. \$100.**

Thomas A. Edison is one of the greatest advertisers in the world. He tells when the first reports of the battle of Pittsburgh Landing came to Detroit he was a newsboy on a train running between that city and Port Huron. His usual daily sale was forty papers. That day he took 1,000 papers and paid the telegraph operator at Detroit to wire an announcement of the battle on ahead of his train. At every station he was besieged by anxious inquirers for papers, sold all he had, his whole pack being finally exhausted at fancy prices, the total day's work netting him \$100.

This is but one instance of what enthusiasm on the firing line will do. The DUHAN organization is composed of live circulators acquainted with New York City and the up-to-the-minute methods for creating stand and street sales in this territory.

Write—Phone—Wire

**DUHAN BROTHERS**

Newspaper Distributors Who Have Made Good Since 1892.

TRIBUNE BUILDING

Phone: 3584 Beekman

NEW YORK CITY

# To Get Chicago Business Economically

—to get it in a short space of time, with few men, and with the smallest possible expenditure of money, requires detailed information of the highest order regarding Chicago territory, Chicago dealers and the Chicago buying public.

Such information, covering every business street and every residential block in Chicago, showing where you need to spend money and where you don't, showing how various manufacturers have secured representation and big sales *at small cost*, is at your disposal through *The Chicago Tribune's Advertising Promotion Department*.

In writing for this information please state the name and character of your product.

## The Chicago Tribune.

The World's Greatest Newspaper

(Trade Mark Registered)

*Member Audit Bureau of Circulations*

Eastern Advertising Office: 1216 Croisic Bldg., 220 Fifth Avenue, New York City.

Pacific Coast Advertising Office: 742 Market Street, San Francisco.



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