

THIRTY-SECOND YEAR

# The Editor & Publisher

and The Journalist

40 PAGES

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

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## One Year's Growth

### CIRCULATION

The circulation of The Chicago Daily News in 1915—with comparisons of the daily average for each month with 1914—was as follows:

	1915	1914	Gain	Loss
January . . . . .	405,359	362,972	42,387	
February . . . . .	415,897	368,496	47,401	
March . . . . .	413,675	375,770	37,905	
April . . . . .	410,784	390,974	19,810	
May . . . . .	402,105	373,485	28,620	
June . . . . .	407,287	367,038	40,249	
July . . . . .	407,885	365,753	42,132	
August . . . . .	403,355	403,071	284	
September . . . . .	400,833	403,593		2,760
October . . . . .	409,210	406,090	3,120	
November . . . . .	416,114	411,561	4,553	
December . . . . .	413,695	401,342	12,353	
Year . . . . .	408,808	385,857	22,951	

### ADVERTISING

The Daily News published the following number of columns of advertising in 1914 and 1915:

	Display	Classified	Total Advertising
1915,	24,036.13 Cols.	1915, 13,395.86 Cols.	1915, 37,431.99 Cols.
1914,	22,710.71 Cols.	1914, 13,110.15 Cols.	1914, 35,820.86 Cols.
Gain,	1,325.42 Cols.	Gain, 285.71 Cols.	Gain, 1,611.13 Cols.

In both circulation and advertising the figures for 1915 break all records in the paper's 40 years' history.

## How Should Business Men Choose Their Advertising Mediums In The New York Field?

Do business men advertise in a newspaper merely because they like it?

They often do.

Do business men refuse to advertise in a newspaper because they do not like it?

They often do.

Is either the right way to determine the value of a newspaper as an advertising medium?

It is not.

How should business men decide where to invest their money in advertising?

If they want to reach every nook and corner of a field or territory, then they should employ every medium in that field or territory.

But if they cannot see their way clear to spend, on annual contract, \$5.00 a line for their advertising in the New York English newspapers, or \$7.00 to advertise in both English and Foreign-language newspapers, and they can afford to invest only \$2.00 a line or so—then what?

Will they spend the \$2.00 or so a line in mediums they personally like, or will they approach their advertising investment as a matter of business?

Will they analyze conditions? Will they select mediums that are known to pay advertisers, without regard to their personal likes or dislikes of them?

If they look at the advertising problem in New York with an open mind, if they want to invest their money where there is no doubt about getting a profitable return, then they must select the **NEW YORK AMERICAN** as one of the newspapers in which to advertise.

Why?

*First*, the **NEW YORK AMERICAN** represents **ONE-QUARTER** of all of the people in the New York territory who read newspapers.

*Second*, its advertising rates are very fair and give all advertisers equal opportunity.

*Third*, it has proved its value as a paying advertising medium over a period of over twenty years.

**New York American**  
(AN AMERICAN PAPER FOR THE AMERICAN PEOPLE)

DAILY AND SUNDAY

Member Audit Bureau of Circulations



# The Editor & Publisher

## and The Journalist

The truth no matter whom it helps or hurts.

Vol. 48, No. 35.

NEW YORK, FEBRUARY 5, 1916.

10 Cents a Copy.

### NEWSPAPER CONDITIONS TODAY IN HONG KONG

Breezy Letter From English Journalist Tells How War Has Unfavorably Affected Papers in the Great Chinese City, Taking Away Many Writers—Beautiful Natural Setting.

[Special to The Editor and Publisher.]  
HONG KONG, China, December 19.—As an English journalist with nearly three years' newspaper experience in various big American cities, accustomed there to a ten seconds lunch-counter meal between assignments, my existence in Hong Kong is more than a decided vacation when I can

from the Morning Post. Those Britishers who remain are all in khaki, in the volunteer corps, taking up the defence of the colony of Hong Kong.

The local branch of the British National Union of Journalists has in the past few years bettered conditions and pay for newspaper men out here. One cannot live comfortably here at under \$200 Mexican (\$100 American) per month, and \$250 Mexican should be demanded and insisted upon by anyone coming to any newspaper in the Far East. At present there are four British newspapers (two evening and two morning) in the colony, the policies of which are outlined by Boards of Directors, who appoint a manager, a secretary, an editor, proof-reader, and reporters, though the wholesale enlistment of newspaper men here has upset the order of staffs. Covering the Supreme court, writing a leader about every two days, and covering an occasional big assignment is my work!!!

There could be no more beautiful natural setting for a place than that which Hong Kong enjoys; San Francisco Bay and Golden Horn is no comparison. Right now, the temperature is 75, and ever since I landed, Nov. 23rd, not a cloud has crossed the blue sky, neither has the sun failed to shine.

HARRY B. ARNOLD.

### INTERTYPE CORPORATION

Reorganization of Company With Capital Stock of \$2,650,000.

ALBANY, February 3.—One of the largest incorporations of interest to newspaper men in weeks was filed with the Secretary of State here on Monday. The papers were those of the Intertype Corporation, authorized to begin business with capital stock of \$2,650,000. The purposes for which the company is formed are given as follows: to assemble, manufacture, buy, sell, import, export and generally to deal in and with typesetting, type casting, line casting machines, printing presses and machines and machinery and appliances of all kinds and to conduct and carry on any manufacturing or commercial business in connection therewith.

The number of shares that may be issued by the corporation is 55,000, of which 15,000 shares shall be first preferred stock of the par value of \$100 each; 10,000 shall be of the par value of \$100; and thirty thousand shares shall be common stock without nominal or par value. The subscribers to the stock are Richard H. Swartwout, 44 Pine Street, New York city, preferred 10,000; Henry E. Cooper, 37 Wall Street, New York, preferred 10,000; and Charles D. Palmer, 120 Broadway, New York, 30,000 common.

The number of directors is nine, and the directors for the first year follow: To serve until annual meeting, 1917—George C. Haigh, Erskine Hewitt, and Charles D. Palmer, all of New York city.

To serve until 1918—Henry Ruhleder, William Shillaber and Wellington E. Bull, all of New York city.

To serve until 1919—Edward D. Adams, Richard H. Swartwout and Marsden J. Perry, all of New York city.

Men are the most important factors in the conduct of any business.

### AN AMERICAN REPORTER AT FRONT IN FRANCE

Herbert Corey Describes Some of His Experiences and Feelings Under Fire—Paris "the Bravest City in the World"—Why Germany and England Had to Send Correspondents.

By HERBERT COREY.

The soldier with the belly-ache is the real reason for the war correspondent of to-day.

That is the literal fact. When this war began the various Governments started out on the theory that all the



HERBERT COREY

reporting that need be done would be done by military officers. Civilians according to the War Offices, so rarely look at war in the right light. They only see the blood and agony, whereas properly trained officers would see the glory. The exception to this rule was France. France wanted to be as candid as possible from the very start. Great Britain would not let her.

So the early days of the fighting was reported by an "Eye Witness" with the English army, and by official observers with the German armies. They reported a predigested mess of pap—just what they thought the tender civilian stomach could take. There were no official reporters with the French army. The French people had grimly set their teeth. They were fighting hard, and not saying anything about it. To this day France does not brag or excuse or complain or blame. She just fights silently.

By and by the Governments discovered that the Eye Witness goo was being thrown off the popular stomach. The man in the street was getting his impression of the war from letters of soldiers and from the men with the belly-ache. There are always men who have been at the front, and who in braggadocia or cowardice or sheer loose-lippedness, tell frightful tales. They are the "sole survivors." England is filled with them and Germany is filled with them. "I am the only man left alive of my

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### EXCLUSIVELY EVENING NOW

Newark Papers Drop Morning Issue—Senator Colgate Owns Bonds.

The Newark (N. J.) Morning Eagle and the Evening Star, the sale of which to N. C. Wright and H. S. Thalheimer, publishers of the Toledo Blade, was chronicled in THE EDITOR AND PUBLISHER last week, have been consolidated and hereafter will be published six evenings a week as The Newark Star-Eagle. The new proprietors have formed a new corporation with a capitalization of \$300,000, which will be chartered under New Jersey laws, and be known as the Newark Star Publishing Company. Of this N. C. Wright is president; H. S. Thalheimer, vice-president and general manager; and H. G. Halsted, secretary and treasurer, Charles Sanders, formerly of the Toledo Blade, becomes managing editor. G. D. Smith is business manager.

Mr. Smith said to a representative of THE EDITOR AND PUBLISHER yesterday that contracts had been closed with all the former advertisers in the morning paper for space in the new evening edition at higher rates, and that the circulation was already showing a big increase. The new management, he said, is satisfied that it acted wisely and is gratified that it acted so promptly in making the change. The outlook for success they consider most encouraging. Mr. Wright, it is understood, will make his home in Newark.

State Senator Austen Colgate—of Colgate & Co., well-known makers of soaps and perfumes—owns the majority of the bonds in the Star-Eagle, in connection with the new proprietorship. He states to THE EDITOR AND PUBLISHER, however, that his interest is merely that of an investor—that he went in to "help out" and not for a profit. No matter how well the properties may prosper, he stands to receive, he says, only his investment plus interest. He will have nothing to do with the active management of the paper.

In the first number under the new management there was an editorial announcement, closing thus:

In policy the Star-Eagle will be independent. It will give such influence as it may win to such causes and such men as will in its judgment best serve the interests of the people. It will strive to fight its battles fairly, to take its victories modestly and to accept its defeats good-naturedly. With a just pride in this magnificent city and State and a fixed faith in their splendid promise for the future, the Star-Eagle will realize its highest hope if it may in some measure aid in the upholding and the upbuilding of the best interests of a community of which it is most happy and proud to be a part.

### Charles Sanders to Edit Newark Papers

CLEVELAND, February 2.—Harry S. Thalheimer, publisher, and Nat C. Wright, editor, of the Toledo Blade, stopped off in Cleveland on their way East on Tuesday, in connection with their recent purchase of the Newark (N. J.) Star and the Newark Eagle. Two incidents of the new ownership of the Newark newspapers came to light here: the completion of negotiations with S. T. Hughes, editor of the Newspaper Enterprise Association, for the full service of that organization for the two papers, and the appointment of Charles Sanders, formerly of the Leader-News, and a well-known Cleveland newspaper man, as managing editor. Both Mr. Thalheimer and Mr. Wright were enthusiastic about the new paper



HARRY B. ARNOLD

take a ten mile walk before each meal of the day and spend two hours over those meals!

I feel like a North Star among the other literary stellar bodies in the newspaper firmament here, being the only journalist with an American flavor. I was at once the center of curiosity as if I had come from Arcady or a No Man's Land. And when I covered a meeting and did NOT say "A meeting was held," etc., that curiosity was satisfied. A military man is king of all he surveys in Hong Kong, which is under partial martial law, and in the way of "copy" he does survey ALL. There are hair-raising stories as thick as summer flies, but King Censor uses his blue pencil with as much directness as a battle front-line man uses the steel in a bayonet charge. The pen emphatically is NOT mightier than the sword just here.

Newspaper experience as newspaper experience is practically nil, particularly if one has had American training; the only experience here is that one is living in the Orient, among Oriental people with their typical manners and customs.

The Colony is less in white population by about 12,000, owing to enlistments, newspapers at the beginning of the war having been left in the lurch when their men enlisted, no fewer than five now serving in France

## LEWIS LOOMS LARGE IN NEW COLONY SCHEME

Former St. Louis Man Against Whom Government Issued Fraud Orders and Who Ran Woman's Daily Has Started a Civic Centre and a New Paper in California.

(Special to The Editor and Publisher.)

SAN FRANCISCO, January 28.—E. G. Lewis, who in St. Louis clashed with the United States government over use of the mails by the Woman's National Weekly has gone one better the fellow who made two blades of grass grow where one grew before. Lewis, in about two years, has made about two thousand people grow where before there was only a bunch of cows. This has happened at Atascadero, Cal., where Lewis is at the head of the Colony Holding Corporation promoting what is probably the most remarkable co-operative colony in America. Hundreds of acres in one of the most beautiful valleys of the West have already been laid out in productive form about a civic centre which would do credit to many a city. Lewis plans to have 30,000 people in his colony within two more years and there is every indication that he will succeed. Several million dollars have already been spent on the project.

Lewis, on January 22 gave an inkling of his snap when from his big publishing house in Atascadero he published the first issue of the Atascadero News, a weekly paper. On January 29 he jumped his paper into the front when he installed the full leased wire service of the Pacific News Service making the News probably the only weekly in the United States to be equipped with a full leased wire. The paper is soon to become a daily. Published half way between San Francisco and Los Angeles, Lewis believes the day will come when it will dominate the news field between the effective zones of the newspapers of those two cities.

FOUNDED A MAIL ORDER BANK.

In July, 1905, Postmaster-General Cortelyou issued a fraud order against the People's United States Bank, promoted by Lewis in St. Louis, he being accused of using the mails in securing sales of stock and soliciting deposits for the bank. Since February, 1904, in all the issues of his Woman's Magazine, Lewis extensively advertised this bank. It was reported that he got \$2,000,000 from the public and loaned a third of that sum to himself. The post-office inspectors found that Lewis, after running the bank seven months had not used a dollar of his own money, having received as payment for shares of stock in the bank \$2,289,043.61 and had only accounted to the bank for \$2,204,903.05.

The jury which tried Lewis failed to agree after seventy hours' deliberation, standing nine for conviction to three for acquittal. The People's bank went into the hands of a receiver.

In 1911, a special grand jury in the United States Court in St. Louis indicted Lewis for fraudulent use of the mails in connection with his magazines and as a promoter of enterprises. It was specifically charged that by a debenture plan Lewis endeavored to recover, in exchange for long-time debenture papers, securities of his different companies and obligations, most of which were due at early dates, amounting to \$7,160,000. He was released on \$5,000 bond. The indictment containing twelve counts, covered four proposals in which he was alleged to have obtained several million dollars by misleading statements circulated through the mails.

It was charged that Lewis, through misrepresentations with intent to defraud, sold unsecured notes on the Woman's Magazine building and the Woman's National Daily building in the University City; sold similar notes

of the University Heights Realty and Development Company; operated a "debenture scheme," and misrepresented the condition of the Lewis Publishing Company in selling stock in the concern.

In 1912, when Lewis' University City ventures were in full swing, the post-office authorities issued another fraud order against him. He testified that he had started business with a capital of \$1.25 and that he then valued his holdings at \$5,000,000. He said that before the fraud order was issued he was receiving from 3,000 to 25,000 letters a day and that as a result of the order he had lost \$190,000 in advertising contracts. He also asserted that 19,000 subscribers of the People's Bank changed their stock for an equal number of shares of the Lewis Publishing Company. When the bank was liquidated, on a basis of 87 cents on the dollar, he said, he made up the other 13 cents and saved the subscribers from loss by giving them their full allotment of Lewis Publishing Company shares. After this, Lewis said, he and two other officials of the company were indicted on charges of sending out mail in excess of government regulations. These indictments were quashed after standing for three years.

METEORIC FINANCIAL CAREER.

The whole story of Lewis' schemes would fill a fat book and forms one of the most amazing chapters of high finance ever revealed to the American public. It starts more than twenty-five years ago, when he sold a tobacco cure, sarsaparilla blood medicine, "anti-skeet," "bug-chalk" and other inventions, not forgetting foot-powder, "cold-crackers," watches, jewelry and other things. In 1901 he bought the Woman's Farm Journal and Woman's National Weekly. Then came his big mail order bank scheme and other ventures as related. For a time he owned the St. Louis Star. In 1908 he organized the American Woman's League as an auxiliary to his publishing company, aiming to get 1,000,000 persons to establish an endowment of \$26,000,000 to run co-operative papers, a bank and free university.

### TO REPEAL "BLUE TAG" RULE

Bill Would Simplify Shipment of Second Class Mail by Fast Freight.

WASHINGTON, February 2.—The Post Office Appropriation Bill (H. R. 10484), making appropriations for the Post Office Department for the coming fiscal year has just been reported to the House by Chairman Moon. Section 8 of the bill provides for the repeal of the "blue tag" regulation of the Post Office Department in reference to the shipment of second class mail matter by fast freight trains. The provision reads as follows:—

Section 8. That so much of section one of the "Act making appropriations for the service of the Post Office Department for the fiscal year ending June thirtieth, nineteen hundred and thirteen, and for other purposes," approved August twenty-fourth, nineteen hundred and twelve, which provides that the Post Office Department shall not extend or enlarge its present policy of sending second-class matter by freight trains, is hereby repealed.

### Chronicle Company Election

At the annual meeting of the Chronicle Publishing Company in Augusta, Ga., Thomas W. Loyless was continued as president and editor; Frank H. Barrett was made vice-president, and J. C. McAuliffe, of the Milledgeville News, secretary-treasurer and business manager. Thomas D. Murphy succeeds John W. Hammond as managing editor, Mr. Hammond having taken the Atlanta bureau.

## FEDERAL ADVERTISING LAW IS BADLY NEEDED

Both Space Buyers and Public Should Be Protected by National Legislation, Says Ralph E. Fox in a Special Interview With a Representative of The Editor and Publisher.

(Special to The Editor and Publisher.)

BOSTON, January 31.—"The movement for better advertising is the strongest movement in the commercial field to-day," said Ralph E. Fox, owner and publisher of the Music Trade Indicator, Chicago, in an interview with a representative of THE EDITOR AND PUBLISHER.

"Exaggerated advertising is getting to be more and more unpopular, the tendency being to call a spade a spade. Exaggerated advertising is really nothing but cheating.

"In the music trade the greatest bar to advancement has been through the exaggerated forms of advertising. It is not so much that the dealers have actually cheated, but they have tried to make the public believe that some makes of pianos are not worth what the makers ask for them, and that cheaper pianos in price are just as good if not better. The public is ail at sea in regard to buying pianos.

"One thing that I am trying to do in my campaign for honest advertising is to impress on the trade that they are the losers. There is about fifty per cent. lost motion—waste if you like—in advertising that is exaggerated or distinctly untruthful.

A NATION OF BOOSTERS

"We are a nation of boosters by nature, and when we have something to say we are inclined to exaggerate. I do not believe that moral suasion will do it: I believe that it will be necessary to pass a Federal law that will put the matter up to the advertiser, to state things as they are. In this connection I want to say that some of the big newspapers of the country, the Boston Post among them, I am told, endeavor to keep their columns clean from misleading advertising.

"When we have a Federal advertising law both the public and the advertisers will benefit. The first thing to do when starting any new propaganda is to take it up from the viewpoint of the public. Now the public knows that much advertising is not dependable, and buys accordingly. I suggest that advertisers who wish to tell the truth do as one big piano advertiser does, print on the bottom of his ads this statement:

"THIS ADVERTISEMENT IS TRUTHFUL AND CONFORMS TO THE ADVERTISING LAWS OF THE STATE OF....."

"There has been a feeling that the daily papers would not support this plan. This is not true with the larger papers of the country. The better class papers, and I am glad to learn the Post is one of these, have come to see that while they might be making more money at the time they were killing the goose that lays the perpetual gold eggs by printing misleading or exaggerated advertising.

"Fake or exaggerated advertising has hurt the regular advertisers who confine their statements to facts. The big thing to-day is efficiency in selling, but real efficiency will never be attained until you can present your goods to the public through advertising, the greatest salesman in the world, in a manner that the public will have confidence in and believe.

"If we are going to accomplish anything in this regard that will have a real effect on the dishonest men who either run fake and exaggerated advertising or buy space for its display we must get a Federal law enacted. When the punishment is made sufficiently severe the amount of this kind of advertising, that has such a bad effect on the man doing an honest business, will be materially cut down."

## CHAMBERLAIN IN PHILADELPHIA

Sidelights Upon the Editor's Career When with the North American.

PHILADELPHIA, February 2.—The lamented death of S. S. Chamberlain, brings to mind the memory of his connection with the North American, which he served as managing editor back in 1900. The paper in those days was published in an old shack at Seventh and Chestnut Streets, and of the force which then got out the sheet, very few are still in the fold. Foremost are E. A. Van Valkenburg himself, and Hugh Sutherland, chief editorial writer, whose brilliant screeds are the delight of all who read them. He went to South Africa to cover the aftermath of the Boer War, taking with him a messenger boy who carried a letter of sympathy to Oom Paul, from the school-children of the city, and not long after visited Ireland to send home some wonderful articles on the Nationalist movement.

Another of Mr. Chamberlain's moves was a striking series of stories on the State insane asylums which were woefully managed; written by Alice Rix, and illustrated by Gertrude Partington.

Julian Hawthorne, who later met such a sad cropper, did the book reviews; William Armstrong and his sister, Elisa, who afterwards married Benjamin the cartoonist, were both doing clever work on the paper; Henry George conducted a page for workers, and Miriam Michelson, Winifred Black, and Arthur McEwen were contributors.

In those days there was no Sunday issue, and liquor advertising was not sternly barred. John Lathrop, since dead, was assistant managing editor, and Emery Foster, city editor, also passed over to the great majority. Of those who were then and are still with the paper are John C. Eckel, night editor; C. B. Smith, Sunday editor, who read copy, and James Polk, as ever, the Camden correspondent. The writer, who was at that time writing specials for the North American, was the first woman in the country to interview Admiral Dewey on the Olympia the day she cast anchor off Governor's Island, beating it to even the New York Journal. Those, too, were the days of freak headlines, types of all sizes and kinds being often employed to set forth some unusual occurrence.

### SENATOR KERN KNOWS NOW

Press Association Poll on Preparedness Told Him Where Indiana Stands.

INDIANAPOLIS, February 1.—There was released this week to Indiana clients a feature intended to serve them and at the same time inform United States Senator Kern as to the attitude of Indiana toward preparedness.

Senator Kern has repeatedly stated that he wished to be governed by the wishes of the people "back home." The United Press interviewed Richard Smith, managing editor of the Indianapolis News; George W. Stout, editor of the Indiana Times; Ernest Bross, editor of the Indianapolis Star; Horace H. Herr, editor of the Indiana Forum, the Democratic Organ in Indiana; John H. Heiler, editor of the Decatur Democrat; and Smiley Fowler, editor of the Greensburg Times, and also a dozen mayors of Indiana towns. The opinion of all these men, with the exception of Mr. Herr, was that Indiana was for adequate preparedness.

### Getting Ready for the Convention

(Special to The Editor and Publisher.)

WASHINGTON, D. C., February 3.—James D. Preston, superintendent of the Senate press gallery, has been invited to meet the arrangements committee of the Democratic National Committee in St. Louis on February 8 to assist in making arrangements for the press at the convention, June 14. Mr. Preston will represent the standing committee of Washington correspondents who will have charge of the press seats in the convention.



# SAMUEL SELWYN CHAMBERLAIN

A NOBLE TRIBUTE TO A GREAT JOURNALIST

Written by Winifred Black in memory of one of Mr. Hearst's ablest lieutenants.

Not mere everyday "newspaper work," but to be accounted as real literature. Not great as Milton's "Lycidas" is great, but nevertheless intensely human, and hardly to be read with unmoistened eyes.

**K** IPLING may not have known that he wrote some poetry about Sam Chamberlain—but he did.

And this is it:  
He turns his keen, untroubled face  
Home to the instant need of things.

And that was Sam—"S. S."—most of us called him. And how proud we all were to get a little line on a piece of copy paper—"well done" or "good story" or "bully stuff"—it didn't make much difference what the wording of it was, so that it was signed in the big, plain, open hand, "S. S. C."

I shall never forget the first time he ever talked to me.

Elizabeth Bisland, of the New York Cosmopolitan Magazine, and Nelly Bly, of the New York World, were racing each other around the world.

I was sent down to the steamer to see Elizabeth Bisland off and write a story about her. It was the first big chance I ever had and I was determined to make the best of it.

So I wrote my story—full of adjectives and adverbs and whithers and whences and inasmuches and all the rest of the stilted, labored things I believed was "style."

I handed my story in to the city editor and waited for words of awestruck commendation—for I was very young and more than very foolish.

NO "FINE WRITING."

The city editor called me to his desk. "Mr. Chamberlain wants to see you," he said, and I went into the little inner room at the old shop down in Montgomery Street, and there he sat at his desk, S. S. Chamberlain—the biggest man in the game—except the biggest one of all.

Fresh from a Turkish bath he looked—spick and span—a white gardenia in his coat—they wore them then. He looked up at me and smiled—that kindly, shrewd, measuring smile that has put heart into hundreds of anxious men and made the unrighteous tremble a thousand times since then.

"This is a very bad story," said Mr. Chamberlain, cheerfully; "we don't want fine writing in the newspaper, you know."

"There's a gripman up on the Powell Street line—he takes his car out at 3 o'clock in the morning—every day—and while he's waiting for the signals he opens the morning paper—it's wet yet from the press—and by the light of his grip he reads it."

"Think of him when you're writing a story—don't write a word he can't understand and wouldn't read."

Mr. Chamberlain held my poor, belabored story in his hand, and as he spoke he tore it gently into bits.

"I'm not going to let anyone else touch it," he said; "you're the one to do it," and I did—and I've never forgotten it.

How many hundreds and hundreds of people did he teach their business in his time—S. S. Chamberlain—the great, the true of heart and high of smiling courage.

HIS DAY.

In his day—why, it's his day now—it will always be his day as long as there's a newspaper published on this rolling earth.

How he did know the world—and love it—and how the world knew him and loved him, too!

If there was a shipwreck somewhere on an island in the South Pacific big enough to hold a palm tree, S. S. knew the island—he'd been there—and the old tattooed savage that lived under the tree knew Sam and would send him

the story by a porpoise if there was no other way to get it across the ocean.

Every little by-path and shady lane and sunlit grove in all the world he knew, and all along every step of every one of them there was a friend, with a good story on the tip of his tongue and good will in the core of his heart.

He knew just where the Akoond of Swat lived and what was the best way to get at him to get "the real story." And he always told you all about it in a few, brief words, and when he'd told you he expected you to know—and you did.

And he could make you feel that it was going to be no trick at all to get the Akoond to come down off of his throne, sit cross-legged on a mat and tell you, quite frankly, the story of his life.

Rain or shine, hot or cold, daylight or dark, you'd go to the ends of the earth to get a story if S. S. Chamberlain told you to do it, and you'd be willing to swim from Sausalito to Fort Point, if you had to, just to land with the story in your teeth and have "S. S." say, "I knew you'd get it."

What a great paper you could get out over there, "S. S.," with all of them there—Alfred Henry Lewis, Billy Naughton, Petie Bigelow, T. T. Williams, Arthur McEwen, Homer Davenport—and just think of all the chances for signed interviews and inside stories.

"THE BIGGEST MAN."

What really happened to Napoleon at Waterloo?—Whom is Grover Cleveland taking as his candidate for the Democratic party this next year? I wonder if by any chance anybody got out an extra to tell when you arrive—the biggest man in the biggest game that's played.

What's the "Boss" going to do without you? How are we all going to stand it in a world with you not in it?

Who's going to breeze into the office when everybody's blue and nothing's going right and straighten out the tangle with a smile and one or two telegrams?

Who is going to see a chance in the down-at-the-heels, shabby fellow who has lost his grip and doesn't know how to come back? Who's going to find ability in the gawky, self-conscious chap who hasn't found himself yet?

Who's going to stop the quarrels and heal the wounds? Who's going to hold us all together in the big family now that you've gone? What will the "Boss" do without your courage and your sincerity and your unflinching and unshakable loyalty?

It's a lonesome world for a whole lot of us to-day, "S. S."—a dreary, lonesome world with you out of it.

But we are not going to cry or look down in the mouth—you never did in your life. Do you remember how you used to like that fool song that Ferris Hartman used to sing, out at the old Tivoli in San Francisco before the fire?

Is everybody happy? Sure we are—  
Go and make your neighbor happy, too.

That was you, "S. S.," that was you, to the last beat of the measure.

"Is everybody happy? Sure we are," or we'll all pretend to be when we think of you—and remember.

Farewell, old friend, you've gone ahead of us, up the High road. Hark! Is that your voice that's calling down the crying wind? Goodby.

## BLANDING OF BANGOR ELECTED PRESIDENT

Maine Press Association Holds Its Annual Meeting in Portland—Officers Elected, a Banquet and an Occasion Where the Humorous Was Mingled Effectively With the Serious.

Edward M. Blanding of Bangor, Me., who was elected president of the Maine Press Association at its 53rd annual meeting in Portland last week, is publisher of the Industrial Journal of Bangor and is also secretary of the Maine State Board of Trade. He is a graduate of the University of Maine, in the class of 1876, beginning his newspaper career as editor of the College Reporter, published by the students. Afterwards he was city editor of the Bangor Commercial for four years and city editor of the Bangor Whig and Courier for three years. He is secretary of the Bangor Historical society and for several years he has been one of the prominent backers of the "Maine 1920" movement, which is planning to celebrate the 100th anniversary of Maine's statehood.



EDWARD M. BLANDING

Mr. Blanding succeeded William O. Fuller of Rockland as president. The other officers were chosen as follows: vice-presidents, Frank B. Nichols of Bath; Frederick I. Tower, Portland; Roland T. Patten, Skowhegan; secretary, Joseph Wood, Portland; treasurer, William H. Dow, Portland; executive committee, Liston P. Evans, Dover; Charles H. Fogg, Houlton, and Fred B. Merrill, Bethel.

The banquet marking the first day's session was one of the best events of the meeting. It was tendered the visiting members of the association by those living in and around Portland. At the conclusion of the gastronomic portion of the program, George W. Norton, editor of the Portland Express-Advertiser, assumed the role of toastmaster, following a brief address of welcome by Fred L. Tower. In opening the program, Mr. Norton spoke interestingly upon the ethics of the newspaper profession, its serious purpose and the influence it has in shaping public opinion.

Leonard Withington, publicity secretary of the Portland Chamber of Commerce, made a strong appeal for co-operation in advertising Maine.

"Maine has not awakened to her possibilities," said he, "and for that reason there is now a movement under way in the Portland Chamber of Commerce to spread Maine's attractions before the eyes of the nation. This movement will call for big financial support—indeed, \$100,000 may be needed; and in order to arouse the necessary enthusiasm, the movement

must have the heartiest co-operation of Maine newspapers."

Prof. B. O. McAnney of the journalistic courses at the University of Maine—a recent Pulitzer school graduate—told of the work being done at the University in his line, and spoke in an optimistic vein of the journalistic profession in Maine, which, he said, can now be considered as being only in its infancy.

The concluding speaker, Arthur G. Staples of the Lewiston Journal, one of Maine's keenest witted newspaper men, who had been selected to speak on "Journalistic Amenities," first swung his audience from the serious mood that prevailed in the consideration of the topics of the preceding speakers. The fun in his preliminary remarks drew forth volleys of laughter. He told in detail of the newspapers of his early career, when "the amenities were not sprouting so vigorously as now." Newspapers to-day have abandoned the spirit of bitter criticism of each other that prevailed half a century ago, and three causes have contributed to this: "A general advancing civilization; the demands and requirements of immensely enlarged business investments in newspapers and a higher appreciation of the work of the profession."

Among the topics discussed at the various sessions of the meeting was "The Local News," by Charles H. Fogg of the Houlton Times, in which the following took part: George W. Norton, Fred B. Merrill of the Bethel Citizen; B. E. Kelley, Boothbay Register; Merle L. McAllister, Madison Press.

Charles A. Pillsbury of the Belfast Journal gave an address on "The Editorial Page" with discussions by Frank B. Nichols, Bath Times; Charles H. Prescott, Biddeford Journal; Arthur Staples, Lewiston Journal; J. H. Ogier, Camden Herald; G. W. Hinckley, Good Will Record.

The Friday session was devoted to the printers—the Portland Typothetae, by vote of last year, being invited to attend.

Liston P. Evans of the Piscataquis Observer spoke on "Perpetuating the Association," followed by a discussion, in which joined Arthur Staples, William H. Dow, Portland Express-Advertiser; A. H. Jones, Rockland Courier-Gazette; Fred W. Sanborn, Norway Advertiser; Charles F. Flynt, Kenebec Journal.

"Advertising, and Some Ways of Advertising Agents" was the topic of the remarks of J. H. Ogier, Camden Herald. Discussion was by F. B. Nichols, Bath Times; W. O. Fuller, Rockland Courier-Gazette; F. W. Sanborn, Norway Advertiser, Roland B. Patten, Skowhegan Reporter Journal.

It was voted to hold the mid-year meeting with the Newspaper Institute at the University of Maine, next spring.

The newly elected officers of the association were the guests of the Portland Rotary Club at luncheon on Friday.

### A Good Sharp Blade

The Toledo (Ohio) Blade, has this to say regarding a press club movement in Toledo: "It has come to the attention of the Blade that efforts are being made to organize a so-called Press club in Toledo. Certain men, alleging that they have the backing of the newspaper men of this city, have approached business men, asked and received their financial support for the formation of the club. The Blade believes that when the newspaper men of Toledo really want an organization and club rooms of their own, they will pay their own bills. They can never, in simple self-respect, put themselves under obligations to men in other occupations. The Toledo Blade will have absolutely nothing to do with the organization which is under way. Its editors and reporters are not concerned with it."

## AN AMERICAN REPORTER AT FRONT IN FRANCE

(Continued from page 1019)

company," they declare. "The others were frozen or starved or died marching or were shot."

The men and women at home were given a wrong impression of what is going on at the front by these men. Heaven knows the front is bad enough. But when the first story of that front is told by a liar, and is added to by every hearer who re-tells it, the people at home begin to get panicky. England and Germany had to send correspondents to the front in order to correct these impressions. Trained observers told the truth. Those who read their stories found the truth was not nearly so grisly as the efforts of the "sole survivors."

In the first few months of the war reporters passed rather freely from one side to another. A man who had been in Germany would visit France with little difficulty. Arthur Ruhl, John McCutcheon, W. G. Shepherd, H. W. Snydam, myself—there were a dozen or more of us. Now the lines have tightened. The reporter must stay with one side or the other. The regulation is a wise one. Not one reporter in 500 has as much military knowledge as a hen. But things he sees make an impression upon his photographic brain. An alert enemy officer might draw from him information of great value, and yet the reporter would not know that he was being pumped.

Nowadays, one enters France, for example, armed with his papers and passports and letters of introduction. The first thing to do is to present one's self to Ambassador Sharp. If one's papers stand the scrutiny, Mr. Sharp writes the French Foreign Office to that effect. By and by the reporter appears at the Press Bureau, to become acquainted with M. Ponsot, head of that department. He meets a very charming and a very capable man. M. Ponsot has accomplished an impossibility. He knows the press of the whole world. I think that American reporters are especially fond of M. Ponsot. They delight in men who are both clever and straightforward, and M. Ponsot answers that description.

In time one receives an invitation to present himself at the Press Bureau on an hour of a given day. There he finds that he has been accepted as a reporter, and that he is to leave on his first trip very shortly. His pass as correspondent is made out. It contains his photograph, some vital statistics, and blank spaces in which his trips are to be recorded as he makes them. This is M. Ponsot's idea. At a glance the activities of the reporter are thus shown. He is not made to pass over the same ground twice.

Before he leaves for his trip to the front permission has been secured from the general commanding that particular sector. Sometimes this permission is refused. Often it is reluctantly given. The truth is, that reporters are nuisances. Officers must be detailed to chaperone them and the officers are always needed elsewhere. Cars must be provided for them. Care must be taken that the reporters shall be at once safe and satisfied. That is very difficult. The feelings of the reporters must be saved from injury.

"Why cannot we go down that road?" the reporters are apt to ask of the officer in command.

It would be easy for that officer to reply, bruskiy, that he has been given orders to bring the reporters back with a whole skin. Marred reporters are of lessened value to their papers. Reporters are hired for the purpose of reporting, and not for brooding in print over broken arms and the like. But the officer never makes so crass a reply. The reporters might misunderstand.

"We might lose a car," he will say, gently. "I would be held responsible. The Germans are shelling the road."

In spite of this care a reporter will

run into danger now and then, quite unintentionally. When that happens he is scared. I refuse to believe that any reporter fails to be frightened when a bit of shrapnel whizzes by his nose. He may disguise the fright, but it is there. The longer he is on the job the more scared he is. On his first trip he may be conscious only of a feeling of wild exhilaration when he goes under fire. Soon he begins to notice what happens to other men who have been under fire. The exhilaration cools off. By and by it becomes quite icy.

The French Foreign Office has avoided every suggestion of propagandish activities. All it asks is that reporters shall make a truthful report of what they see, minus such matters as may be of aid to the enemy. The reporter pays his own expenses on these trips. He is furnished with a military car, because no other sort of car may be had in the army zone but he is given no other favor of value by the Government. Reservations are made for him at the hotels where he spends the night, and his convenience and comfort are carefully studied, but he is permitted to pay his way. His report is not tainted by any financial obligation.

Each morning upon such a trip he is aroused at a fiendishly early hour. He takes a breakfast of rolls and coffee into a mouth that is dry as ashes. At dawn he enters his car, to find a courteous officer awaiting him as his companion for the day. Nothing—apparently—is ever concealed from him. One is shown big-gun positions, concealed batteries, all the secrets of the front. Nothing of this may be written, of course, and it is assumed the reporter has sense and honor enough not to talk about them. The French officer is always and under every condition a gentleman. He does not demean himself by any failure to trust his guests.

Nights upon these trips are confessedly dull. The reporter may not have reached his hotel before midnight. The chances are the town is absolutely dark, in order to make more difficult the work of German air-raiders. The reporter is too tired to rollick, and if he were not there is no place for him to rollick in. The French are at all times a temperate people, but they have increased in temperance during the war. The Government has not been required to enforce repressive regulations, as in England. The Frenchman appears to feel that he has neither time nor money to waste at cafés. More than that—France feels all confidence and all determination. Her men do not need a stimulant to keep up their courage.

Upon returning to Paris the reporter writes the story of his trip and submits it to the censor, who is the officer under whose escort he travelled. Then he writes stories of Paris. There are many stories to be found and written in Paris. As it was once the gayest, it is to-day the bravest city in the world. If one does not hear laughter upon the streets, neither does one see tears. Paris is coldly, grimly determined, as is all France. One writes stories of the silent, strong Paris out of an admiration that will not be denied. There are ninety-odd neutral reporters in Paris, and it is only now and then that one gets a trip to the front. Between times one waits.

### A \$1.92 Ad Makes \$1,000 Sale

The Reading (Pa.) Eagle points with justifiable pride to the fact that a 24-line advertisement in the Eagle last Tuesday, costing \$1.92, resulted in the sale of over \$1,000 worth of cows the following Saturday at Columbia Cross Roads, Bradford County, Pa., 180 miles from Reading. Says the Eagle: "This is another illustration of the results obtained by the users of Eagle advertising. A remarkable part about this instance is the fact that the sale took place a great distance from the city in which the advertisement was printed. It also shows that people at a distance realize that to get results the Eagle is the newspaper to use."



**CHICAGO PRESS CLUB "WET"**

**Strong Vote Against Removing the Bar From the Club's Premises.**

(Special to The Editor and Publisher.)

CHICAGO, February 3.—The Press Club of Chicago last night declared its desire to remain "wet" by a vote of 55 to 11. The decision was registered when a proposal to let lapse the bar permit (which had expired) was brought before a regular meeting of the members.

President H. Percy Millar presided and made a speech championing the cause of those who favored the continuance of the bar. "Newspaper men will resent any such infringement of their liberties," he asserted, "and justly so. This Club is home to many men, and the privileges of the members must not be curtailed if our institution is to be a success. We have 840 voting members, but we need more to assure the prosperity of the Club. To abolish buffet service would cause us to lose members, not gain them."

Mr. Millar then read letters from life members, including judges, lawyers, physicians, and scholars, who are not permitted a vote. Eighty to ten they favored the continuance of the bar. After the vote was taken the Board of Directors passed on the question, balloting five to one in favor of the decision of the house. The vote then was made unanimous.

**ENTERTAINED IN CLEVELAND**

**Correspondents Travelling with President Wilson Were Well Treated.**

CLEVELAND, February 2.—The newspaper men who are travelling with President Wilson on his tour of the Middle West were the guests of local newspapers during their stay here last Saturday night and Sunday. A committee, composed of Elbert H. Baker, president of the Plain Dealer, chairman; Victor Morgan, editor of the Press, and William P. Leech, business manager of the Leader-News, arranged for their entertainment. When the reporters got to the Hollenden Hotel, where President Wilson and his party stayed, they found reservations made for them, and also an envelope for each with tickets to the Gray's armory press gallery, tickets to the outdoor balcony at the Hollenden, and invitations to avail themselves of the facilities of the telegraph room of the Plain Dealer. The committee had also arranged for the Western Union and Postal Telegraph Companies to run wires into the armory, so that those who wished to use either service could do so.

Over Sunday the privileges of the Cleveland Athletic Club, one of the most exclusive organizations of the city, were offered to the visitors.

**Editors of Three States Met**

The annual meeting of the Del-Maria Press Association, composed of newspaper publishers in Delaware, Maryland and the Eastern Shore of Virginia, was held at Hotel du Pont, in Wilmington, Saturday. After a fine luncheon, George Frank Lord talked about the splendid possibilities that attach to efficient and carefully directed advertising, and David Snellenburg urged concentrated action for the purpose of making these possibilities effective. Both addresses were practical and inspiring. At the annual election the following officers were chosen for the ensuing year: President, Thomas F. Dunn, Dover; vice-president, S. E. Shannahan, Easton, Md.; secretary and treasurer, William F. Metten, Wilmington; executive committee, Colonel Theodore Townsend, Milford; C. O. Melvin, Pocomoke City, Md., and Everett C. Johnson, Newark. Secretary Metten reported on the work accomplished in the past year. The association has a membership of 36, which is an increase over the previous report.

**Indiana Republican Editors Elect**

INDIANAPOLIS, February 1.—The Indiana Republican Editorial Association, in annual convention here, has elected the following officers for the ensuing year: President, J. A. Kautz, publishing the Kokomo Tribune; vice-president, George D. Lindsay, of the Marion Chronicle; secretary, Harry Martin, of the Martinsville Republican; treasurer, Walter Bail, of the Huntington Herald.

George B. Lockwood, of Muncie, was named chairman of the committee in charge of the summer meeting of the association.

**Northern Editors Meet**

At the eighth annual meeting of the Northern Editorial Association, at Sauk Center, Minn., the following officers were elected for the coming year: President, Peter J. Vasaly, Little Falls Herald; vice-president, Will Wilke, Grey Eagle Gazette; secretary-treasurer, A. G. Rutledge, Minneapolis; executive committee, George Ericson, Spooner News (chairman), C. H. Bronson, Osakis Review; H. P. Phillips, Mahanomen Pioneer. Brainard was chosen as the place of the 1917 winter meeting and Cass Lake for the 1916 summer gathering.

**WOMAN'S PAGE DEFENDED**

**It Fills a Need, Says Mrs. George C. Hitt, Who Ought to Know About It.**

INDIANAPOLIS, January 18.—Mrs. Geo. C. Hitt, in a talk before the Women's Press Club of Indianapolis, urging more consideration of the Society editor, saying:—

"If we are sometimes tempted to resent the request of the society editor for information about our social affairs or our visiting friends, let us always bear in mind that she has not a grain of curiosity about our personal affairs, or the slightest desire to invade our privacy. Newspapers give the people exactly what they demand, and ninety-five persons out of every 100 like and demand personalities; especially is this true of women—hence the "Society Column."

It is purely a matter of business with the society editor. You want personal items, the editor must provide them, the society editor is given the assignment. Why find fault with her? We often complain of the things she prints—but oh! If we only knew what a lot of things she knows that she does not print! With kindly consideration she often saves us many a tear, many a sorrowful hour. Let that woman who can honestly assert that she does not enjoy the society column, and that that is always the last thing she reads in her newspaper, throw the first stone at the society editor—but pray let it be a very small and soft stone; a boiled pea might serve. For my own part, I hold her in highest esteem and my admiration for her ability and consideration is boundless.

Mrs. Hitt defended the woman's page as filling a need. She said: "Those of us who are self-centered enough to feel quite equal to managing our own husbands, pulling our babies through sieges of teething and whooping cough, bringing up our boys and girls in the way they should go, making our own cake and pickles are inclined to smile at the usual woman's page, in the newspapers and speak contemptuously of it. I used to make fun of it myself, until one day, I read between the lines, and there came to me a sense of the tragedy and the pathos underlying the apparently inane requests for receipts and advice in matters of health, morals, manners and etiquette. The woman's page appeals to many people or it would not exist."

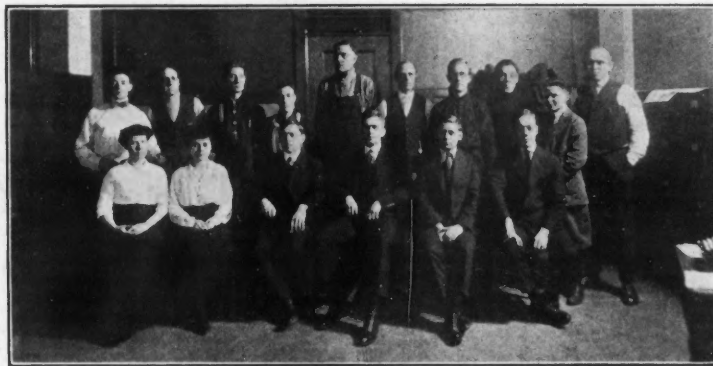
**CENTRAL PRESS GROWING**

**Association Supplies 225 Papers with Daily Illustrated Feature Service.**

CLEVELAND, February 4.—The Central Press Association hopes to make a little history in its special division of the newspaper feature business between now and July 1, and so the staff called in a photographer a few days ago to make a group picture to serve as a souvenir. The Central Press is the organization which employed William J. Bryan to cover the national

conventions for the metropolitan dailies in 1912, and this year it expects to do more along the same line.

For some time an Eastern branch office has been maintained in New York. This is now the headquarters of the general manager, Virgil V. McNitt, who is conducting the business there, in addition to the feature work which he is handling for the Evening Mail Syndicate. The two services are not competitive. The Central Press owns and operates a complete mechanical plant. It supplies 225 newspapers with a regular daily illustrated feature service, and is growing rapidly.



The staff of the Central Press Association. Standing, left to right: Robert Burden, mailing clerk; Harvey Kellar, foreman engraving room; Charles James, foreman stereotyping room; Steve Chipchase, stereotyper; R. J. Kingzett, engraver; William McKay, linotype machinist-operator; William Jones, foreman composing room; William Simmons, mailing clerk; Frank Jackson, errand boy; John Howard, editorial department. Sitting, left to right: Edith Considine, cashier; Evelyn Bellows, woman's page editor; H. A. McNitt, managing editor; V. V. McNitt, general manager; Lee W. Stanley, cartoonist; Morris Miller, comic artist and special writer. Missing from the picture are C. A. Voight, comic artist; Roy K. Moulton, humorous writer; Mrs. Leonard and Mrs. Thompson, woman's feature writers, and William Davy, chief of the mailing department.

**PRESS CLUB IN GRAND RAPIDS**

**Newspaper Men of the Furniture City to Organize on February 20.**

(Special to The Editor and Publisher.)

GRAND RAPIDS, Mich., February 2.—The committee appointed to draft a constitution and by-laws for the Grand Rapids Newspaper Men's Association has practically completed its work, and officers will be elected at a meeting for permanent organization to be held on February 20. Over 100 active newspaper men have signed the charter membership roll, including workers on furniture publications and four weekly publications in the city. Editors of western Michigan papers will be admitted as associate members.

There are not fewer than 150 newspaper men and special writers eligible to membership in the city, and it is designed to make the organization of a practical working character and to become associated with the national organization.

It has been decided to maintain club-rooms with café service, and to devote the club to civic advancement as well as to promote the interests of the craft. It is expected that all eligible workers in Grand Rapids will be on the charter list.

The committee on permanent organization was made up as follows: J. W. Hannen, W. J. Goldsborough, Fred A. Grimes, W. H. Kingsley, R. R. Retan, Frank E. Shaw, W. S. Stevens, E. M. Wakefield.

**Among those eligible to membership who have already signed the roll are:**

E. W. Dickerson, G. N. Nelson, John Bolger, Ted Booth, Paul O. Sergeant, J. S. Hitchcock, E. M. Wakefield, Lewis W. Bailey, W. P. Lovett, P. S. Johnson, John Bailey Mills, W. S. Stevens, Harry M. Dayton, W. H. Kingsley, B. F. Post, Tom Parker Junkin, Arthur W. Stace, J. Arthur Gary, Harold Heffernan, Carl M. Saunders, F. J. Mailhot, J. Newton Nind, Harry J. Daniels, Harry L. Creswell, J. C. Van Norman, Glen R. Birchard, Ray C. Barnes, Fred A. Grimes, C. W. Shafer, Frank Weaver, Frank E. Shaw, Thal L. Daniels, J. W. Hannen, W. J. Goldsborough, C. D. Poel, Clare D. Mattason, E. H. Doran, James A. Doran, R. R. Retan, W. B. Weston, E. M. Lucas, Alex Golden, and Ralph Johnson.

**Frisco Newspaper Men's Club Booming**

SAN FRANCISCO, January 29.—Things are going with a rush nowadays at the Newspaper Men's Club at 35 Grant Avenue. The active membership list is well filled and a number of prominent newspaper men and ex-newspaper men are being added to the associate class. A pool tournament will be held at the club rooms in the near future. The entertainment committee has planned to hold some event of a social and instructive nature each week.

**Press Club's Annual Banquet**

The Lawrence (Kas.) Press Club will hold its annual banquet on the night of February 21. The club has just elected officers as follows: President, John P. S. Mahoney of the Sun-American; vice-presidents, John N. Cole of the Andover Townsman; A. H. Rogers of the Eagle-Tribune; Kimball G. Colby of the Telegram and John J. Connor of the Methuen Transcript; treasurer, John J. Ragan of the Eagle-Tribune; secretary, Edward A. Garner of the Sun-American; directors, William P. Peters of the Eagle-Tribune, Max E. Trumpold of the Anzler Post, Joseph Monette of Le Courier de Lawrence; Charles F. Hill of the Telegram; banquet committee, ex-Senator Dennis E. Halley, chairman; P. S. Nugent, P. J. O'Gallaghan, Joseph McCarthy and Walter E. Rushforth, toastmaster.

**North Star Press Association**

The North Star Press association, an organization composed of the publishers of daily papers in Minnesota and the Dakotas, held its annual meeting at St. Paul, on January 19 and elected the following officers: C. W. Blakely, Rochester Post and Record, president; Ed M. LaFond, Little Falls Transcript, vice-president; L. S. Whitcomb, Albert Lea Tribune, secretary; F. J. Rucker, treasurer. Executive committee: Fred Schlipin, St. Cloud Times; Jens K. Gron Dahl, Red Wing Republican, and W. E. Easton, Stillwater Gazette.

## EFFECT OF ADVERTISING UPON COST OF LIVING

**Wider Publicity Has Brought Cheaper Production and Hence Lower Prices to Consumer, Carl Hunt Told the Century Club of Indianapolis—Has Also Raised Standards and Saved Time.**

INDIANAPOLIS, Ind., February 2.—The Century Club of this city heard an extremely interesting analytical address by Carl Hunt, when he spoke on "Advertising and the Cost of Living."

After reviewing the history of store-keeping and the growing publicity of business methods, Mr. Hunt said, in part:

"It is natural for us to inquire into the effect which advertising has upon the cost of the things we buy. We have a right to know whether the dollars that come to us through toil are going as far as they might under some other system of supplying us with the things our dollars buy. It has been said that \$600,000,000 is spent in this country in advertising each year. I do not know whether that figure is correct, but I can imagine that it does not miss the true figure very far. Who pays this \$6 per capita per annum? Is it well spent, and in the public interest?"

"It is encouraging to know that the general movement toward greater efficiency in the shop, in the office—throughout the entire business fabric—has touched advertising, also; and that, of late, an increasing number of safeguards against advertising waste have been thrown up about the would-be advertiser, so that it is harder and harder for him to waste a part or all of the money he spends in advertising."

### ADS COST LITTLE AND REACH FAR.

Discussing the comparatively small cost of advertising and the big audience reached, Mr. Hunt said:

"I suspect that the average person does not realize how little it costs the advertiser to talk to him each time, and this applies especially to advertising of the class that reaches the masses. Take the case of the local advertiser, for example. For \$3,000 he can buy a fair sized space in a daily newspaper with 100,000 circulation, every day for a year. Let us suppose that, on the average, three people see each copy of that newspaper. That means 300,000 people are impressed with the advertiser's message each day. So, HE TALKS TO EACH PERSON EVERY DAY FOR A WHOLE YEAR for the trifling sum of a penny."

### WHAT ADVERTISING HAS DONE.

Concluding his address, after quoting the testimony of ten national advertisers to show that widespread advertising, by increasing sales, reduces the cost of production and hence lowers the cost to the consumer, Mr. Hunt said:

"Advertising has decreased selling prices, quality considered, by reducing selling costs, by bringing about quantity production with the attending economies and in other ways.

"Advertising has brought within the reach of all such a plethora of current literature that the enlightened world is fairly gorged with opportunities to learn.

"Advertising has raised standards, so that we lose less through the buying of shoddy goods.

"Advertising has saved our time, by directing us to the best places to find what we require and has further saved our time by teaching us to rely upon the seller and his sincere desire to serve us, so that we need not take time to barter, but may with safety buy more quickly.

"Advertising, at the same time, has been one of a number of educational influences that have made us desire better things, more comforts, broader lives—and in that sense, we have been prompted or tempted to spend more than if there were no such thing as advertising.

## MARLIN RE-ELECTED

President of the Press Club of St. Joseph, Missouri.

(Special to THE EDITOR AND PUBLISHER.)

ST. JOSEPH, Mo., Feb. 3.—At the annual meeting of the St. Joseph Press Club, last Sunday, Allen P. Marlin of the News-Press was re-elected president. Other officers chosen were: Fred K. Barkhurst, vice-president; Nelson K. Crow, corresponding secretary; M. Samuelsohn, recording secretary; C. F. Bucheie, treasurer. The board of control comprises John Albus, Fred Lorenz, Floyd L. Bell, B. G. Voorhees and P. K. Manifold.

The question of having a noonday luncheon each week for the purpose of drawing the members into closer relationship was discussed and favored. The club's rooms at 214½ South Eighth Street will be abandoned for more suitable quarters. The rooms now occupied are satisfactory in every way except that the club does not need so much space.

President Marlin in his annual address laid stress on the fact that the Press Club stands for a great deal in that it brings the business and professional men into closer touch with the newspaper workers. He reviewed the accomplishments of the club during the year of its existence and outlined plans for the coming year.

## BALTIMORE P. C. MAKES MERRY

Fun and Frolic Follow Address by Maryland's Governor at Club's "First Extra."

BALTIMORE, February 3.—The "First Extra" reception and entertainment in 1916 of the Baltimore Press Club, given to-night in Lehman's Hall, was a great success. The chief guest and speaker was Governor Emerson Harrington, of Maryland, whose address was one of greeting and felicitation. Dr. B. B. James, editorial writer on the Baltimore American responded on behalf of the club. Impromptu talks were made by other men prominent in business and political affairs of Maryland; but entertainment and enjoyment were the essential features of the affair. It was what it was designed to be, an occasion for surcease from the daily grind of business and breadwinning.

Among the "stunts" were a negro barrel fight, sparring contests, a newspaper skit staged and conducted by Norman Clark, assistant city editor of the Baltimore News, and as a climax "The Press Club Extra," a four-page paper, was run off and distributed to the audience by newsboys.

The newly adopted municipal song, for the writing of which Folger McKinze, "The Bentztown Bard" of the Baltimore Sun, was awarded a prize of \$250 by the city, was sung for the first time in public, the audience joining in the singing.

The moving pictures captured the house, many men in public life being cartooned on the screen in a way to create much hilarity. All the newspaper artists on Baltimore papers contributed to make this feature one of the best.

The recent vice report and commissioners responsible for it were made the butts of some of the evening's humor. A score or more of artists from the theatres contributed to the entertainment and merriment.

The floor was then cleared and dancing ended the programme. There were present about seven hundred leading business and professional men and politicians. All expenses were borne by the Club.

## Berri May be a Regent

It is reported that William Berri, proprietor of the Brooklyn (N. Y.) Standard-Union, is to be named Regent of the New York State University, to succeed the late Dr. St. Clair McKeiway of the Brooklyn Eagle.

Every business man is an advertiser, whether he admits it or not.

## ARTHUR BRISBANE ON ADVERTISING APPEAL

Addresses the Advertising Club of New York at Thursday's Luncheon—Tells How the Newspaper Replaced the Public Square as a Source of Information—Importance of the Appeal to the Eye.

The speaker at the Thursday luncheon of the New York Advertising Club was Arthur Brisbane, editor of the New York Evening Journal. The main dining room and the grill room were filled to capacity, 250 members and friends being present. In the course of his address Mr. Brisbane said:

"Publicity to political and social life is like sunshine to a tree. You cannot have good government in Russia or in Persia because a majority of the people cannot read. There must be intelligence in the mass of population if the governing body is to rule successfully.

"In the olden days when the cities were small, the public square was the place where all the inhabitants gathered to find out what was going on. Here they exchanged the gossip of the hour, and heard the news. When the cities became large the public square could no longer accommodate them. It was then that the newspaper appeared and took its place, as from its pages could be obtained at far less trouble the information formerly collected in the public square by word of mouth.

"Mr. Wilson's present trip around the country would not accomplish its purpose if all the newspapers did not bring to your breakfast table every morning the reports of his several addresses. The newspaper is the great illuminator of the public mind.

"If I were a young man and going into the newspaper business to-day, I would take up the business end, because it would bring me into direct contact with the men who are doing great things. From an advertising viewpoint it is a difficult problem to deal with a business man because his mind is concentrated upon the problems that pertain to his own occupation and he is not, therefore, immediately responsive to ideas that do not relate to them."

After relating the story of Fuiton's two-minute interview with Napoleon in which he told him how he could transport his troops across the English Channel by the aid of steam, thus putting an end to the delay of waiting for a favorable wind to fill the sails of his fleet, and to which the commander gave not the slightest attention because he was preoccupied in thought, with other matters, Mr. Brisbane continued: "As soon as the average man gets four other men working for him he has an idea that he is Napoleon."

In advising the advertising men as to the preparation of advertisements, he said:

"The first thing to remember is the necessity of making an appeal to the eye. Your advertisements must attract attention. Pictures are worth a million words if they are of the right kind. To be successful in dealing with me you must study the human brain, as you would the jungle in which you would find yourself if you landed in Africa. You would seek out the elephant's path because it was the largest and easiest to travel. In trying to influence a man's brain, the eye is the elephant's path.

"When I first started in to work for Mr. Hearst and before I had formulated any plans, Mr. Hearst asked me what I intended to do. I replied that if the staff of fifty men were seated at a long table, with myself at one end and some one else at the opposite end, I would talk to them in such a way as to hold the attention of the twenty-five at my end of the table.

"An advertisement must hold the attention of the people who see it until they read it, understand it, and believe it. You should see that it does not overshoot the mark. It should tell

clearly, attractively, and truthfully what the advertiser has to offer. One fault the most of us have is that we lack imagination. If we had more of it we would have greater ambitions and would accomplish greater things in life. When John Knox lay dying he was asked if he knew where he was going. He could not reply in words, but pointed upward. He knew his destination and had a ticket in his pocket. At his funeral the clergyman who officiated said: 'He lies there who never feared a man.'

## Des Moines Press Club Active

The Des Moines Press Club held its first meeting of the year last Monday evening, elected officers, heard several addresses and outlined plans for the year. Lafayette Young, Sr., Harvey Ingham, Secretary R. H. Faxon of the chamber and others in addresses encouraged the club and urged upon its attention the valuable work it can do for the community as well as for the newspaper workers of the city. A committee was authorized to co-operate with the other committees in charge of the entertainment of the Iowa Newspaper Association which meets in Des Moines Feb. 11 and 12. The newly elected officers are: President, F. E. Lyman; vice-presidents, E. T. Meredith, George Gallarno, Harold Young, Ora Williams; secretary, R. H. Faxon; assistant secretary, F. F. Miles; executive committee, C. A. Dixon, C. E. Marsh, J. W. Ball, B. H. Morrison, C. A. Marcellus.

## Women's Press Club Received

The reception by the Women's Press Club of Manhattan at the Waldorf-Astoria Astor Gallery last Monday was brilliant in quality and imposing in numbers. Mrs. Haryot Holt Dey presided. Marguerite Linton Glenworth was chairman of the reception committee, which consisted of Mrs. H. C. Hawkins; Mrs. Minton Dyke Clark, Miss Eliza Harris, Miss Elizabeth Lonergan, Miss Marie Dacie, Mrs. Madge McIntyre and Mrs. C. K. Peck. Mrs. Harriet Bishop Waters was chairman of the executive committee; Mrs. M. Claire Finney, of the day; Miss Sara Buchanan Huff, of music, and under her guidance many groups of vocal and instrumental music were presented. Mrs. Eugene J. Grant, president of the New York City Federation of Women's Clubs, was honor guest. Miss Villa Faulkner Page spoke on "The Twentieth Century Progress of Religious Thought." Owen R. Lovejoy told of the work and progress of the National Child Labor Committee. Charles B. Barnes told of the "Progress of the Public Employment Bureaus" in finding the right jobs for the right man and woman.

## Texas Women Writers to Meet

HOUSTON, Texas, January 26.—The Texas Women's Press Association will hold its annual convention in Austin in connection with the week of journalism March 20-25, conducted by the Texas School of Journalism. The place and date were decided on at a meeting of the executive board of the association here on January 20. The board endorsed the resolution offered at the Waco convention, amending the constitution by abolishing the office of poet laureate.

## The War Calls Toronto Reporters

TORONTO, February 1.—The formation of a Sportsmen's Battalion for overseas service threatens to drain Toronto newspaper offices of some of their best men. Among those to whom commissions have been offered, and who have intimated their willingness to accept, are Lou Marsh, sporting editor of the Star; Harry W. Anderson, the Globe's press gallery representative; Ewart Munro and L. H. Logan, of the Globe's reportorial staff.





## Information Which Will Help The Advertiser

When you want information covering the 39 cities and towns of Metropolitan Boston—data which will help you in the preparation of your advertising and merchandising plans—write the Boston American.

If you wish, we will furnish information regarding the buying power of these 39 cities and towns; the total valuation of assessed estate, the number of families, dwellings, telephones, electric light customers, the number of bank deposits, total amount of deposits, and the amount deposited by women.

We will furnish information regarding the industrial situation—the number of men and women employed in manufacturing establishments, the total amount of wages received and the average wage received. This will give you a good idea of the buying power of Bostonians.

And we will be glad to furnish information concerning the attitude of dealers toward certain phases of advertising and merchandising campaigns. This data covers such features as window displays, counter cards and hangers, coupons in advertisements and dealer follow-up literature.

Then, if you want an analysis of the local situation governing the sale of a product or service similar to yours, we will supply the necessary data.

We will help you get the most out of the Boston territory, and the work we do for you will not obligate you in any way.

This information will help you eliminate guess work—it will help you back up your plans with facts. Write for details concerning our plan of co-operating with advertisers—find out what this service means to you.

**BOSTON AMERICAN**  
NEW ENGLAND'S GREATEST HOME NEWSPAPER

80-82 Summer Street, Boston, Mass.

Member Audit Bureau Circulations

New York Office  
1789 Broadway

Chicago Office  
504 Hearst Building

*You cannot cover New England without the Boston American*

# THE MORNING AFTER



## Fire Destroyed the Plant of the Asbury Park Press

Three Model 14 Multiple-Magazine Linotypes were prepared at our Factory in response to a telephone message. They left Brooklyn at 3 o'clock that afternoon, and arrived in Asbury Park before the flames were out.

This demonstration of prompt—though not unusual—

## LINOTYPE SERVICE,

made possible by our perfect organization, elicited a most gratifying letter of appreciation from Mr. J. Lyle Kinmonth, Publisher of the Asbury Park Press.

### MERGENTHALER LINOTYPE COMPANY TRIBUNE BUILDING, NEW YORK

CHICAGO:  
1100 South Wabash Avenue

SAN FRANCISCO:  
646 Sacramento Street

NEW ORLEANS:  
549 Baronne Street

TORONTO:  
Canadian Linotype, Limited

**ASBURY PARK PRESS**  
*Asbury Park, N. J., Jan. 24, 1916.*  
Mergenthaler Linotype Co., Brooklyn, N. Y.  
Gentlemen:

In delivering this letter of release to your machinist, M. Feinblatt, I desire to express my appreciation, not only for the prompt and efficient service which Mr. Feinblatt and his associates have rendered in the installation of three Model 14 machines, in my temporary composing room, but I also desire to compliment the Mergenthaler Linotype Company for the manner in which its management got on the job and had these three machines in Asbury Park, ready to be placed, *within twenty hours* after the fire, which destroyed the Press plant, was discovered. Installation was delayed two days by the fact that the fire could not be completely put out and the dangerous walls removed; even then we had our composing room running on Friday.

Thanking you again, I am,

Very truly yours,

J. LYLE KINMONTH.

P. S. The machines are running fine.



# ORIGINATORS

# IMPROVERS

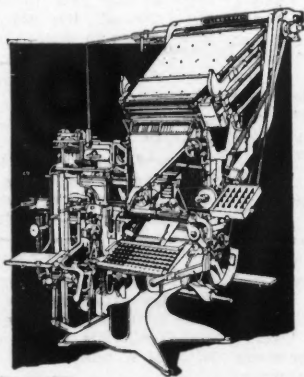
# DEVELOPERS

Every year for more than thirty years has seen marked improvements in Linotype machines.

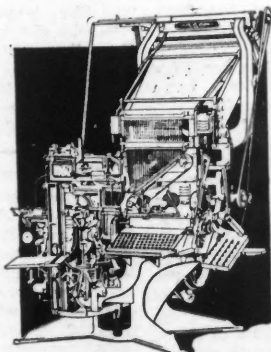
From the earliest model to the present Quick Change Multiple Magazine Linotypes the growth and development of "The Linotype Way" have always kept pace with, and even anticipated, the demands of the printing industry for composing machines adapted to its requirements.

Step by step the Mergenthaler Linotype Company has improved and developed its machines until the acme of perfection has been reached in

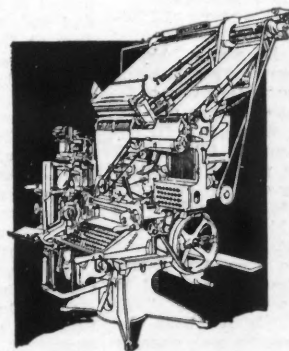
## Multiple Magazine Linotypes



MODEL 8  
Three Magazines



MODEL 9  
Four Magazines



MODEL 14  
Three Magazines with Auxiliary  
Magazine

MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK

CHICAGO:  
1100 S. Wabash Ave.

SAN FRANCISCO:  
646 Sacramento St.

NEW ORLEANS:  
549 Baronne St.

TORONTO : CANADIAN LINOTYPE, LIMITED

## TRUTHFUL ADVERTISING IS COMPULSORY

So Predicts Charles E. Spillard, Elgin Clothier—Gives Admen's Club of Aurora Some Hints on "Keeping Up With Rising Costs"—As Essential to Learn How to Play as to Buy and Sell.

Charles E. Spillard, Elgin (Ill.) clothier, whose writings on business efficiency have won him a wide reputation in a short time, spoke recently before the Admen's Club of Aurora, Ill., on "Keeping Up With Rising Costs." He said in part:

"Among some of the things that help to keep down Rising Cost are:

"1. To increase the turnover of stocks.  
"2. Study your business and merchandise from every angle.

"3. Confine yourself to truthful and judicious advertising.

"4. Educate your help to know the cost of doing business and explain it thoroughly to them.

"5. Loose methods and good service are very important factors.

"6. Be sure you know what it costs to do business.

"7. Don't let competition or anything else make you over-buy.

"8. When you increase your stocks, be sure and increase your turnovers in proportion.

"To increase the number of turnovers means bigger profits at the end of the year just as sure as two plus two makes four. I want to read to you from a series of short business talks written by a merchant that I know very well, that shows what actually happened in a city of 30,000 inhabitants, and it shows what increasing turnovers meant to a business.

"A new manager for B. & Co., was the announcement which recently appeared in the evening paper in a town of 30,000 inhabitants located on the banks of the Mississippi river.

"What's the matter with B. & Co.? Any of the firm sick? Is there any discord among the partners? No, no one was sick, there was no discord in the firm, but they were asleep, had been asleep for five years and had just waked up. They discovered that their business had not increased any in the last five years. The times were better, the town had grown considerably, but they just woke up to the fact that they were behind in the procession. They saw their weak spot—they needed a new system and a new manager.

"A young man by the name of Phillips had been employed by the firm for the last six years. He was a clean-cut, honest young man, very ambitious, never shirked any work that was to be done, and was always looking out for the interest of the firm. Mr. B. selected this young man to fill the bill as manager, but his partner hesitated, offering a good many excuses about his not being able to do the buying, the bookkeeping, etc., which was his work in the establishment. He was afraid no one could fill his place, but finally Mr. B. persuaded him that it would be best to give Phillips a trial. Phillips became manager. This is about the way things stood when he took charge: Stock of goods on hand, \$26,000, some of which was ten years old; amount of business done the last year, \$28,000; indebtedness, \$5,000. It is now three years since the new manager was installed and this is the way business stood at the last invoice: Amount of stock on hand, \$18,000, all of which was new, and \$3,000 less than the old management carried. Amount of business done the last year, \$42,000, or \$14,000 more than under the old management. Indebtedness, nothing. Cash in bank, \$8,000. Moral: If you are a merchant and your invoice reads like B. & Co.'s did three years ago, you are sick, you need medicine, and the best kind to take is the kind B. & Co. used. It is called New System and is manufactured by a New Management."

"Truthful advertising will be a compulsory law all over the United States before many years. (Thanks to the Associated Ad Clubs of the World), and when it does, it will be one of the big factors of keeping down the Rising Cost of doing business.

"I believe the so-called 'After Season' and 'Clearing Sales' that are mostly held in the middle of the season, cut a big figure in the rising cost."

## FORSYTHE'S STYLE ROILED THEM

Evening World Staff Stood for "Shamecoat" but not for High Hat.

"Vic" Forsythe, who portrays the beauties, graces and wit of "Floocy and Axel" for the magazine page of the New York Evening World, draws a fine salary. The office believes he earns it, but objects to his attempt to robe himself in a way to make the community believe he is worthy of the panoply of Sir Joshua Reynolds, Rubens and John Sargent.

Hence the designation, generally adopted in the Evening World office, of "Vic's" strangely fur-lined overcoat as a "hasenpfeffer shamecoat" and the posting of a subscription list asking contributions for a fund to provide mothballs to insure the fuzzy garment an honorable retirement in its old age.

"Vic" went to a party in Manhattan the other night and fearing the rigors of a New Haven railroad expedition back to New Rochelle, stayed at a hotel. He went to the office next day wearing the treasured "shamecoat" and carrying a pasteboard box in which the ten dollar high hat purchased for the previous evening's distinguished festivities was tenderly encased. This was too, too much, especially as "Vic" insisted in showing the treasure to all who could be dragged to inspect it.

After the Final Edition had gone to press, an office boy was sent in a hurry to the undertaking shop of Baccigalupo in Bayard street, there to purchase the oldest, most battered, mangiest silk hat that ever was worn out on the roads to Woodlawn or Greenwood. It cost thirty-five cents and wasn't worth it.

"Vic" was lured into the office of John H. Tennant, the managing editor, "for instructions." Happy, busy hands abstracted the new hat from the box and replaced it with the Bayard street tile of mourning.

"Vic" returned to find "Wurra Wurra" McLaughlin, Ross Whytock and Will Johnstone playing medicine ball with his hat-box. He howled in protest and appealed to Mr. Tennant, who ran in to find out what was making the fuss. Just at that moment somebody threw the box at the toe of the managing editor's shoe, denting the box horribly.

"Vic" fell on the treasure like a football player, intrenched himself behind a desk, grabbed a chair and in throaty accents announced he would brain anybody from the Don down who laid hands again on that box. Mr. Tennant sternly reproved all present for such frivolity in the office "over a rented hat" and returned to his office.

Glaring, and growling with rage, Vic took the hat box back to New Rochelle. He was hardly inside the door before he began telling Mrs. "Vic" of the low, coarse sense of humor of some of those with whom he was unfortunate enough to be associated.

All sympathy and indignation, she cut the string and lifted the lid. She fell back with a scream of horror at the atrocity revealed by the top of the hat. What "Vic" said caused every fire alarm in New Rochelle to go off. He seized the hat and withdrew it, to know the damage at its full. Then he sat down on the stairs and went into a period of protracted thought.

When "Vic" hangs up the "shamecoat" in the art department now, the cloth side is always turned out and any appearance of fur is carefully tucked in. Also he has bought a leather hat-box with a lock on it, but he hasn't told anybody yet what proportion of his magnificent salary he paid for it.

## ENDORSES BILLY SUNDAY

Business Manager of Syracuse (N. Y.) Paper Strongly Advocates the Evangelist.

ROCHESTER, N. Y., January 31.—"Spike" Williams, reformed criminal, came to town yesterday, with twenty-nine fellow citizens of Syracuse, to convince Rochester that it wants Billy Sunday. The trall hitters of the Salt City disbursed a fiery oratory in about forty of the Protestant churches at morning, afternoon and evening meetings, and it was the belief of the Rochester Billy Sunday enthusiasts last evening that they had succeeded in their mission; that the impress of their words would sink deep into the hearts of the people who heard them.

Among the earnest Syracuse endorsers of the evangelist was J. T. Barnum, business manager of the Syracuse Post-Standard.

At three services yesterday Mr. Barnum told a story that struck home with his hearers. It had to do with his trip to Lake Placid.

"Every year about this time," said Mr. Barnum, "a party of about eight of us go to Lake Placid, which is one of the famous places in the country for winter sports. Eddie Collins, that king of baseball players, has been a member of our party. You remember Chicago paid \$50,000 for his services—a ball player, mind you. He's a good player and a true Christian gentleman. There were a number of other men prominent in other walks of life.

"A year ago when we made the trip cards and all kinds of liquors were carted along. There was drinking and gambling most of the way to and from the lake. Bottles were always to be seen.

"This year," and the speaker paused and stretched out one of his long arms, "things were different. There was no open gambling or drinking. Whether some was done in secret I do not know, but I saw none. At every table there was discussion of Billy Sunday and Jesus Christ.

"On Sunday we went to the little chapel and six of us conducted a service. Two hundred-odd woodsmen and their families, in their funny clothes, came down to hear us. When the meeting was over exactly 130 of them had hit the trail. There was no sawdust in the aisles, but that was all we lacked. Those people walked down, shook our hands and took their stand for God.

"When I returned home I received a letter from a woman who had heard us. She wanted to know about her son, who she said was employed at the Franklin automobile works. She wanted me to see if his associates were all right. 'I know you'll do this,' she wrote, 'because that's what you talked to us about when you were here.'"

## Grows Better With Each Issue

In renewing his subscription to THE EDITOR AND PUBLISHER, Charles B. Welch, managing editor of the Tacoma Tribune, writes: "May I express my congratulations and compliment you on the very excellent newspaper man's newspaper, which you are issuing weekly? It seems to grow better every issue, particularly to those Easterners of us on the West Coast who are unable to keep in touch with friends and former associates now scattered in many cities of the United States."

## Against Fraud Advertising in D. C.

WASHINGTON, February 3.—Providing a fine of \$500 as the extreme penalty for its violation, a bill has been introduced by Representative Johnson, of Kentucky (H. R. 10490), to prevent fraudulent advertising in the District of Columbia. The bill which is similar in character to that adopted by thirty-two States, has the endorsement of the citizens association of Washington and is endorsed by the advertising associations throughout the United States.

## ALONG THE ROW

THE SUB.

A busy man, the printer sub,  
And this is how he earns his grub:

On Monday, it is safe to bet  
He'll work on the Police Gazette.

On Christian Herald Tuesday he,  
Is just as busy as can be.

On Wednesday he goes to the Post  
And there he does his uttermost.

On Thursday to Dramatic News,  
And Friday—Review of Reviews.

On Saturday he pounds away,  
Upon the World to earn his pay.

Six envelopes containing dough  
Into his pockets weekly go.

He cannot work the seventh day  
For "Big Six" sayeth to him nay.

A strict rule of the Union is  
A man must rest one day from biz.

A wise rule too, you will agree—  
It gives the sub a chance, you see.

THEY CERTAINLY DO.

Warring European nations seem  
badly in need of a make-up man.

HOLDS THE RECORD.

The question of who was the first editor has never been settled satisfactorily. There is no doubt, however, that Moses, on Mount Sinai, was the first man to handle hard copy.

HIS ONE REGRET.

Years ago there was an old newspaper man and clever sporting writer who was employed on a well-known weekly paper. One day he fell sick, and his condition became very serious. One evening a few of his friends called to try and cheer him up, and just before they left he said: "I don't mind going, boys. Mr. Fox will see that I get a first-class funeral—he's a good man. My only regret will be that there will be a big silver plate on my casket inscribed: 'Presented To The Inclosed by Richard K. Fox, Editor and Proprietor of the Police Gazette.'"

SAD CHANGE.

A cafe is to be opened on the main floor of the new building erected on the site of the old Sun structure. From news to booze as it were.

HAS NEW JOB.

First Artist—"What has become of Krayon who worked for the Biff Syndicate?"

Second Artist—"He lost his job and has gone to work as a designer."

First Artist—"On what paper?"

Second Artist—"Wall."

CUB COPY

"Policeman Mahoney stepped on a coal hole last night. The cover was very slippery, which caused him to fall and break his record of fifteen years without a mishap."

DOING WELL.

The late Gen. Franz Sigel, Civil War hero, once ran a weekly paper called the Tageblatt, in the Morrisania section of what is now known as the Bronx. It did not pay, and he finally sold it to a barber in Harlem named Laugenstein, who had an ambition to become an editor. Three weeks after Laugenstein had assumed charge a friend asked him how he was making out. "Fine," he answered. "Last week I lost two hundred subscribers;" and seeing a look of amazement on his friend's face he added. "It's this way—they never paid so I cut them off—now I don't have to print so many papers, and save money."

TOM W. JACKSON.



# Every Newspaper Writer

will find help in solving big questions which arise because of international complications, if he will have on his desk Gustav Pollak's new book

## FIFTY YEARS OF AMERICAN IDEALISM

It is of great interest to note the close connection between the political questions arising out of the European war of to-day and those that were involved in previous wars, with their similar international complications—notably the Franco-German war of 1870-71.

Some of the most striking articles in Gustav Pollak's new book

### FIFTY YEARS OF AMERICAN IDEALISM

are on political and international subjects that are now being discussed with renewed interest—for example:

- "Responsible Government in Germany," by Carl Schurz
- "Neutrals and Contraband," by E. L. Godkin

In the same volume will be found such other topics as

- "The Austro-Prussian War and the Rights of Private Property"
- "The Meaning of American Naturalization"
- "American Diplomats Abroad"
- "American Sympathies During the Franco-Prussian War"
- "A Spirited Foreign Policy"
- "Our Mexican Troubles"
- "Restricting Immigration"
- "Working Up a War"
- "The Morality of Arms Dealing"



The literary essays in Mr. Pollak's book, reprinted from *The Nation*, are of permanent value, and in themselves an addition to any library. They include Lord Bryce's notable biographical and critical paper on Gladstone, Prof. A. V. Dicey's "English View of American Conservations," Francis Parkman's "Tale of the Ripe Scholar," Prof. Gildersleeve's "Oedipus Tyrannus at Harvard," William James's "Herbert Spencer," and the admirable essays on such subjects as Charles Sumner, General Sherman, William Lloyd Garrison, Charles Eliot Norton, Helmholtz and Mark Twain.

#### OUR SPECIAL OFFER TO READERS OF THE EDITOR AND PUBLISHER:

Publishers' Price for "FIFTY YEARS OF IDEALISM" .....	\$2.50
Subscription to <i>THE NATION</i> for one year .....	4.00
	\$6.50
<b>Special Offer with <i>THE NATION</i>.....</b>	<b>\$4.20</b>

(A saving of \$2.30)

Anyone may take advantage of this offer. If you wish, you can subscribe to *The Nation* for yourself and we will send the book to a friend, or vice versa.

We are able to make this unusually attractive offer as the result of special arrangements with the publishers of the book, and our supply is limited to five hundred copies. It is advisable, therefore, that you sign the blank below and send to us with your check.

Publishers of

**THE NATION.**

Date .....

Publishers of *THE NATION*,  
20 Vesey Street, New York, N. Y.

Enclosed find  $\frac{1}{2}$  check  $\frac{1}{2}$  money order for \$4.20 for which send me *The Nation* for one year, and also a copy of "FIFTY YEARS OF AMERICAN IDEALISM," without charge. This is a  $\frac{1}{2}$  new  $\frac{1}{2}$  renewal subscription to *The Nation*.

Name .....

Address .....

## RETAIL MERCHANTS' ASSOCIATIONS BAR COUPONS FROM MANY CITIES

Publishers of Newspapers Report Good Work of These Local Organizations in Preventing the Trading Stamp-Coupon Device from Gaining Footholds in their Cities—  
Federal Legislation in Prospect.

[In this new symposium of extracts from letters of publishers and managers of newspapers on the status of the trading stamp and coupon in their cities, the excellent work done by local associations of merchants is again shown. In cities where the people are still under the grip of these schemes it would seem desirable that the newspaper editors and publishers should offer to their local merchants' associations the fullest co-operation in the work of ridding their cities of these tax-gathering devices.

The newspapers owe it to themselves, to their readers and to their communities to educate the people as to the fallacies on which this whole system of "something for nothing" is based; and with the help of such a campaign of enlightenment, the merchants themselves can do the rest—without even temporary loss of revenues.—Ed.]

### WHERE THE CRAZE STARTED.

William H. Shumaker, publisher, Three Rivers (Mich.) Daily Commercial.—"It might be of interest to you to know that the real home of the S. & H. trading stamps is at Centerville, a little village of about 700 population, five miles east of Three Rivers, where the Sperrys lived and where the trading stamps came into being some years ago.

"We want to congratulate you on the work you are doing, although we were fortunate enough to keep them out of Three Rivers. Representatives of a certain line of trading stamps appeared in this city some months ago and made one or two tentative contracts. The matter came before the Retail Merchants' Association, and following investigations of results in other towns was turned down, and practically every merchant in the city signed an agreement that he would not take over the use of trading stamps. The merchants felt that it was simply giving an undesirable cash discount, and placing too heavy a burden on the retailer, and that the trading stamp concern received the discount instead of the consumer."

PUTTING IT UP TO THE RETAIL MERCHANTS.  
J. L. Mapes, business manager, Beaumont (Texas) Enterprise.—"I have been following THE EDITOR AND PUBLISHER in its fight against this evil ever since it was first inaugurated. I am heartily in accord with your efforts, and believe that a great deal of good has already been accomplished.

"So far as the coupon is concerned, this particular evil has not reached the South to a very great extent, and so far we are not feeling it except from the foreign field. Naturally some of the foreign advertising agencies are under the impression that the coupons are being worked all over the country, from the fact that they are worked so hard in the metropolitan cities in the North and East.

"We are just in hope that it will be curbed and put out of business before the evil spreads to this part of the country.

"Our local retail merchants' association agreed about four years ago not to use coupons or trading stamps, and so far this agreement between them has not been broken. If the retail merchants' associations in the various cities would act accordingly it would help a great deal toward doing away with the coupons.

"I certainly hope you will keep up the fight, in which you are bound to win in the end."

### A CITY THAT IS "ON GUARD."

W. W. Beck, advertising manager, Reading (Pa.) Telegram and News-

Times.—"Reading is virtually closed to trading stamps and coupons. None of the stores use coupons and stamps, except a few small grocery stores that installed 'Surety' coupons after Lord and Gage, one of our four large department stores, discontinued.

"Our Chamber of Commerce is directly opposed to the use of coupons and stamps and no newspaper in Reading carries trading-stamp advertising. Our Mr. Dumser was the prime mover in Reading for their elimination from the columns of the newspapers. Only once, in nearly four years, have trading stamps been advertised in Reading, and that was when Lord & Gage desired to give their customers notice of their discontinuance of 'Surety' coupons. This was done to advertise their discontinuance, and not to boost them."

### AGAIN, CREDIT TO THE MERCHANTS.

A. W. Fell, business manager, Williamsport (Pa.) Sun.—"There is no premium stamp store in this city. A few years ago, when the establishment of a store here was being promoted, the Merchants' Association by concerted action rendered it impossible. We do not know of any store here which is giving premium stamps or coupons of any kind, and we believe the Merchants' Association is responsible for this condition."

### DECLINES TO "PARTICIPATE IN THESE SCHEMES."

A. W. Peterson, general manager, Waterloo (Iowa) Evening Courier.—"In over thirty years' daily newspaper business experience, I have seen the evil of premiums, trading stamps, coupons, etc., and have declined to participate in these schemes by admitting them to the advertising columns. I have also held that they do not belong to the advertising columns, because they do not give true publicity, and because they tend to mislead the public. Moreover the premium inducement often leads people to buy that which they do not want, and they are also liable to be imposed upon by inferior goods, with the so-called advertising device attached.

"It is pretty safe to say that no quack advertising of any nature can get into the city of Waterloo through the newspapers, window displays or any other advertising medium of known value. Merchants do not generally believe in kiting methods of any sort."

### URGING PASSAGE OF SUITABLE BILL.

W. O. Brown, business manager, Youngstown (O.) Vindicator.—"None of the larger concerns in Youngstown handle trading stamps. A few small grocers are pushing what is known as 'Legal Stamps,' handled by an individual in this city. The Vindicator has accepted none of this advertising for a long time.

"There are two local papers, but no agreement has been reached between the two in regard to stamp advertising. The Vindicator, however, at the present time, is using all its influence with our representative in Washington to secure the passage of a law to do away with the inserting of coupons in tobacco products."

### COUPONS DOOMED IN WASHINGTON.

Charles J. Columbus, secretary, Washington (D. C.) Retail Merchants' Association.—"The Retail Merchants' Association has, of course, gone on record as opposed to trading stamps, and a committee has been appointed to prepare a bill to present to the present Congress.

"The use of stamps is illegal here, and only one or two of what may be called average stores use coupons at all. We have been hammering at the use of coupons for some time back.

"I believe that THE EDITOR AND PUBLISHER can be of great help to Washington, and the country at large, by promoting national legislation, which would not only be a direct help to the District of Columbia, but a wonderful object lesson to the United States."

### "COST US SOME ADVERTISING—AT FIRST."

Thomas McCullough, president, Anderson (Ind.) Bulletin.—"Some of our merchants use trading stamps, but neither ourselves nor the Morning Herald will carry any advertising that either directly or indirectly refers to trading stamps. We have a mutual agreement and positively will not use stamp advertising in any way or from any source. Our firm stand on the question cost us some advertising at first, but we are more than repaid for our policy toward the stamp evil."

### NO TRADING STAMP DECISIONS

But Death of Justice Lamar Will Not Affect Pending Cases.

WASHINGTON, January 31.—The trading-stamp cases now pending before the Supreme Court for decision, which have been expected to be decided for several Mondays past, are yet to be handed down. Upon investigation it has been learned that the death of Justice Lamar has not in any way affected the court in making its decision. In several cases past the judge assigned to write the decision of the court has died, thus delaying the court in making its decision, but Justice Lamar was not sitting on the bench when the three trading-stamp cases were heard for argument by the court.

The three cases which are pending for decision and which will materially affect the trading stamp law are two appealed from the State of Washington, and one from the State of Florida. The two Washington cases are known as Number 224 and Number 242, the first being that of W. V. Tanner, Attorney General, vs. John T. Little, and the second of F. S. Pitney vs. State of Washington.

The Florida case is that of John W. Rast, Tax Collector, vs. Van Deman and Lewis Company.

### Newspaper-Making Machine Finished

Henry A. Wise Wood, president of the Wood Newspaper Machinery Corporation, informs THE EDITOR AND PUBLISHER that the first of his Newspaper-Making Machines, built for the New York Herald, is finished and is running weekly in his shop upon a section of the Herald's Sunday issue. Invitations to inspect the machine at work will be issued in a few days. An octuple for the Philadelphia Evening Bulletin is nine-tenths finished, a double sextuple for the Philadelphia Inquirer is well under way, while a quadruple for the Minneapolis Tribune is just going into the shop.

### Many German Papers Discontinued

BOSTON, February 2.—When Professor Neilson of Harvard returned from Berlin, where he went as an exchange professor, he had many interesting stories to tell of newspaper work in the heart of Germany. "Fully 1200 newspapers have been discontinued in Germany," said Professor Neilson. "This has been caused by a lack of advertising in part, but the real reason is the fact that the newspapers were opposed to the Government. When the war began the censorship made all the news of a uniform nature, and the newspapers lost their individuality. When the Lusitania was sunk the German papers said that she was a British war vessel, carrying guns. That was a story sent out by the Government press bureau. The battle of the Marne was never reported in German newspapers, because it was a German loss and a French gain."

## FLIM-FLAMMED OUT OF FORTY MILLION A YEAR

That Is the Amount the Public Loses in Coupons According to Mr. Kirby—Some of the Iniquities of the Stevens Bill Now Before Congress Pointed Out in Earnest Language.

John T. Kirby, field manager of the National Retail Drygoods Association, recently addressed the merchants of Charlotte, N. C., on "Retail Problems." He took up cudgels against the Stevens price maintenance bill in vigorous fashion, pointing out its fallacies.

"What business has to fear," said Mr. Kirby, "is first, adverse legislation. One of the most noteworthy forms of this supposedly helpful, but in reality, inimical legislation, is the Stevens Bill, which has been and is now, knocking for admittance into the realm of laws. On behalf of the organization which I represent, I desire to say that this provision will receive our open and unending hostility. Its main claim to fame is a clause providing for 'price maintenance.' Now, 'price maintenance' is a consummation most earnestly to be desired, and we want it. But 'price fixing' is not 'price maintenance.' This bill would give the right to manufacturers of copy-righted goods to fix the sales price of their product for the retail purchaser, but would further provide that the manufacturer specify the price at which the retailer must dispose of the article to the consumer.

"This fixed and universal price would have no consideration for the distance of the retailer from the manufacturer, the efficiency of the merchant in making a quick turnover of his stock, or the location of his establishment, which might on account of high rental and other overhead expense, make it impossible for him to sell the article in question at the same figure as some other rival with lighter operative expense. Through elimination of the opportunity for quick turnovers, through intelligent and timely special sales and a subsequent reinvestment of the money in other lines, it virtually shoves back the wide-awake retailer into the class of his slower-witted competitor.

"The conditions under which the retailer may return the goods to the manufacturer, in case of inability to sell, are but little short of ridiculous. The bill would, therefore, result in the making of the retail merchant into an agent; deprived of the ordinary agent's privileges. It places the interests of a few thousand manufacturers above those of a million and a quarter retailers and 100,000,000 consumers. It is undoubtedly unconstitutional and is being promulgated by various periodicals who behold in it the opportunity of seizing the lion's share of the country's annual advertising expenditure of between \$500,000,000 and \$600,000,000."

The National Retail Dry Goods Association is credited with being the most potent factor in the fight against the coupon and trading stamp traffic, and it was upon this phase of the retail trade which Mr. Kirby dealt at some length and in no uncertain terms.

"When a retailer gives coupons," said Mr. Kirby, "he is in reality entering into competition with himself, for the value of the premiums represented by those coupons, could otherwise be returned into his stock. I was informed by the president of one of the largest coupon distributing houses in the country, that should 85 per cent. of issued certificates be redeemed in premiums, every house of similar character would be forced to retire from business. In reality, but approximately 60 per cent. of these coupons or certificates, eventually return to be cashed in for premiums. Based upon a conservative estimate that \$100,000,000 is annually entailed in such issuances, it means that the public is within the 12-month, flim-flammed to the extent of \$40,000,000.



## BOOKLOVERS' SALES CO. PROSECUTED FOR PUBLISHING UNTRUE ADVERTISEMENT

First Action Under New York Law Making False Advertising a Misdemeanor is of Wide Interest to Newspaper Publishers—Ad in the Fourth Estate Said Sales Co. Had Obtained Injunction Granting Antecedent Rights—It is Alleged This is Untrue, Deceptive [and] Misleading.

The first prosecution under the new law of New York State making the publication of untrue and misleading advertisements a misdemeanor was begun yesterday, when Judge Edward Swann, District Attorney of New York County, instituted an action in the First District Magistrate's Court of this city against the Booklovers' Sales Company, Inc., by filing a deposition and complaint of George L. Geiger, setting forth that Booklovers' Sales Company had violated the law and damaged its competitors in business by publishing a false and deceptive advertisement in The Fourth Estate of Saturday, December 4, 1915.

This case promises to be of noteworthy interest and importance to newspaper publishers throughout the country, not alone because it is one of the earliest prosecutions of its kind and so in the nature of a test case under a very new type of law dealing with fraudulent advertising, but also by reason of the fact that it will give publishers illuminating information concerning the whole subject of such circulation promotion devices—and the right of all companies in the field issuing such a service. The story back of the action just started is, in brief, this:

The Booklovers' Sales Company, Inc., a New York corporation, is engaged in the business of issuing a service of puzzle contests to newspapers. One Percy J. Hall, having left the employ of that concern and affiliated himself with the Universal Movie Game Co., Inc., a competitor in the same line of business, the Booklovers' Sales Company last October brought suit in the Supreme Court of the County of New York against the Universal Movie Game Co., Percy J. Hall, The News Publishing Company, of Baltimore, Press Publishing Company, Pittsburgh, and the Evening Telegraph, of Philadelphia, asking for an injunction restraining those defendants for a period of five years from conducting any circulation campaign requiring the use of any printed or written matter for solution of answers and from disclosing or communicating "any details, ideas or features of the plaintiff's business or any information concerning the same received by the defendant Hall during his employment with the defendant."

Justice Erlanger of the Supreme Court on December 1 rendered an opinion in the case to the effect that the game used by the Booklovers' Sales Company is one in which anybody may engage, is in fact public property, and the opinion was based upon contract only, prohibiting Hall from disclosing alleged information which he agreed not to disclose under the terms of a written contract entered into with the Booklovers' Sales Company. No injunction order was signed or served on Hall.

Immediately following the handing down of that opinion, the Booklovers' Sales Company published in The Fourth Estate for December 4, 1915, on that paper's front cover-page a three-quarter page advertisement headed "Booklovers' Sales Co., Inc., Obtains Sweeping Injunction Against Universal Movie Game Co., and P. J. Hall, Prohibiting Their Imitation of Booklovers' Picture-game." Under this heading were the words "New York Supreme Court hands down decision protecting the pioneer picture puzzle enterprise against trade piracy and unfair competition. Sales Company's right to rules for conducting a legal Picture-game is

affirmed." And the advertisement went on to quote Justice Erlanger's opinion to the effect that this class of enterprise is subject to postal regulation, and to say: "Action was initiated by the Booklovers' Sales Co., Inc., under the contention of trade piracy and unfair competition, and upon both points the decision meets in every detail the claims of the Sales Company. . . . The decision therefore goes to the roots of the controversy, and basically fixes the ownership, right, and title of the Booklovers' Sales Co., in its field." It said further: "The court not only upheld the Sales Company in its attitude, granting the injunction prayed for, but also in its sweeping decision named the company as the inventors of the method by which such circulation campaigns may now be carried on."

That this whole advertisement was untrue and was published with intent to mislead and deceive is the basis of the present prosecution of the Booklovers' Sales Company, Inc. George L. Geiger, with a deposition from whom the prosecution started, is treasurer and general manager of the Circulation Construction Company, a corporation organized under the laws of Utah, which is engaged in the general circulation promotion business and issues as part of its business a service of puzzle contests to newspapers and other periodicals. In his deposition the advertisement in The Fourth Estate is taken up paragraph by paragraph, and refuted serially; and other affidavits are adduced to prove that "no injunction order of any kind was at such time in existence nor has any been issued since."

The point is made, further, in the complaint that the opinion of Mr. Justice Erlanger "in no wise establishes the supremacy of the Booklovers' Sales Company and this assertion is an assertion of fact misleading and untrue. The companies in the field of issuing picture puzzle services to newspapers and periodicals are in competition with each other. The advertisement was inserted by the Booklovers' Sales Company for the purpose of influencing publishers throughout this country in the belief that the Booklovers' Sales Company had the exclusive right and ownership to picture puzzle contests so as to place them in a position of choosing to deal with any competitor of the Booklovers' Sales Company at the peril of the publishers. Publishers of newspapers and magazines are not inclined to use any service or matter concerning the right to use which there is any question, and an advertisement such as this goes to exert considerable influence upon such publishers against the use of any other service than that of the defendant.

The complaint further states:

"The advertisement of the Booklovers' Sales Company contains assertions of fact that are untrue, misleading, and deceptive. They have been set forth for the purpose of pretending that the Booklovers' Sales Company has exclusive rights to the use of picture games and of influencing publishers to believe such assertions. The Circulation Construction Company, of which deponent is an officer has been irreparably damaged by the insertion and circulation of the advertisement, as have other companies in competition with the Booklovers' Sales Company, Inc."

The new law, under which this prosecution has been instituted by District Attorney Swann, was enacted by the last session of the New York Legislature, and went into effect on September 1, 1915. Its violation is punishable by a fine of not less than \$25 nor more than \$1,000, or by imprisonment for not more than one year, or by both such fine and imprisonment. It is Chapter 569 of the Laws of 1915, repealing and supplanting Section 421, Article 40, of the Penal Law (Consolidated Laws, Chapter 40). The full text of the statute is as follows:

SECTION 421. UNTRUE AND MISLEADING ADVERTISEMENTS. If any person, firm, corporation, or association, or agent or employee thereof, with intent to sell or in any way dispose of merchandise, real estate, service, or anything offered by such person, firm, corporation, or association, or agent or employee thereof, directly or indirectly, to the public for sale or distribution, or with intent to increase the consumption thereof, or to induce the public in any manner to enter into any obligation relating thereto, or to acquire title thereto, or an interest therein, knowingly makes, publishes, disseminates, circulates, or places before the public, or causes directly or indirectly to be made, published, disseminated, circulated, or placed before the public, in this State, in a newspaper, magazine, or other publication, or in the form of a book, notice, circular, pamphlet, letter, handbill, sign, placard, card, label, or tag, or in any other way, an advertisement, announcement, or statement of any sort regarding merchandise, service, or anything so offered to the public which contains any representation or statement of fact that is untrue, deceptive, or misleading, or that amounts to an offer to sell, barter, or exchange real estate, by means of prizes, rewards, distinctions, or puzzle methods, such person, corporation, or association, or the members of such firm, or the agent of such person, corporation, association, or firm, shall be guilty of a misdemeanor, punishable by a fine of not less than twenty-five dollars nor more than one thousand dollars, or by imprisonment for not more than one year, or by both such fine and imprisonment.

### DAIRYMEN TO ADVERTISE

Large Fund Being Raised—Effort Will Be to Reach Housewife.

The Bureau of Advertising of the American Newspaper Publishers' Association, New York, has been interesting itself for the past few months in the advertising plans of the National Dairy Council. It has received a number of inquiries from its members about the proposed campaign of this organization.

The National Dairy Council, in a prospectus recently issued, sets forth its object as being "to advance the cause of dairying in America by promoting the dairy cow and all interests dependent upon her, through cooperative and united effort."

Milk dealers, ice cream manufacturers, butter, and cheese makers, cattle dealers and cattle breeding association are affiliated in the organization.

At a meeting of the Council held in Chicago on November 5 last, an advertising plan was considered, and soon after that prospectus covering the results of this meeting and setting forth the tentative plans of the association was issued to those interested. In the prospectus it was announced that the organization proposed to "raise a fund of \$150,000 to \$200,000 a year for a period of three years, to cover an advertising campaign similar in character to that which proved so successful in promoting a universal use of California Sunkist Oranges and California Raisins, and other food-stuffs." It said further that "the campaign upon the housewife will comprise paid advertisements in national mediums and city newspapers, presenting our claims as to our milk, cream, butter, cheese, and ice cream as being the best food possible to obtain, and seeking increased patronage."

The distribution to publications of press matter prepared by experts and distributed by the Council was also indicated. "These articles will be prepared and issued by publicity experts who are familiar with our industry and will cover manufactures as well as information relating to the healthfulness of our products."

The prospectus contains the report of an address delivered at the November meeting by a representative of the Curtis Publishing Company, in which the value of national advertising is set

forth. In this address the association is advised "not to make the mistake of seeking localized markets—aim for the vast national markets which will benefit every one of your thousands of producers."

The director of the Bureau of Advertising of the A. N. P. A. had an interview in New York on January 26, with W. E. Skinner, secretary of the National Dairy Council, who is busy raising the proposed advertising fund and who reports favorable progress in this direction.

Mr. Skinner asserts that no definite plan of advertising has been adopted by the Council, and that no advertising agency has been selected. He believes that newspaper advertising will play an important part in the campaign although it has not been determined to what extent.

A special telegram to THE EDITOR AND PUBLISHER from its Chicago correspondent, received yesterday (Friday), quotes Secretary Skinner as follows:

"No authoritative announcement of our plans has been made. We intend to place our advertising in the mediums that will serve us best. We want to reach the housewife. We believe ourselves the best judges of what these mediums are. No announcement of our plans will be made for some time, all contrary reports notwithstanding. We are still raising our publicity fund and are not going to start this ball rolling until the fund is guaranteed."

### SECRETARY OF ATLANTA GEORGIAN

Ex-Gov. Slaton Elected to Important Post with Hearst Paper.

(Special to The Editor and Publisher.)

ATLANTA, Ga., February 3.—The Georgian Publishing Company, publishers of Hearst's Atlanta Georgian and Sunday American, to-day announced that at the annual January meeting of the stockholders of the company, ex-Governor John M. Slaton, of Georgia, was elected a member of the board of directors of the company, and the secretary thereof. The announcement also stated that the law firm of Rosser, Slaton, Phillips & Hopkins, of which Governor Slaton is a member, has been retained as general counsel for the Georgian Company.

### NORTH DAKOTA PRESS MEET

Gathering at Grand Forks Was One of the Best in Body's History.

GRAND FORKS, N. D., January 30.—The North Dakota Press Association has just closed here one of its most successful meetings, from every viewpoint.

Foreign advertising was discussed at length at the morning session. A paper by C. M. Brinton on "Foreign Advertising—Rates and Discounts" was read by George Farles, of Williston. Mr. Brinton declared that there ought to be one rate and one discount and that the publishers should stick to it. He recommended a uniform rate card for papers of 1,000 circulation.

William Roche, of Inkster, read an interesting paper on "How to Keep Foreign Advertising."

The election of officers preceded the selection of meeting places. Robert Hughes, of Wahpeton, was chosen president. The other officers are: First vice-president, M. I. Forkner, Langdon; second vice-president, George A. Monteith, Finley; third vice-president, J. H. McGarry, Alexander; secretary, D. R. Carlson, Towner; treasurer, P. H. Howard, McHenry; executive committee, E. F. Peterson, Dickinson; W. B. McLaughlin, Kenmare; H. P. Knappen, Bismarck.

After a spirited fight, chiefly between Minot and Bottineau representatives, Lake Metigoshe, a beautiful summer resort in the Turtle Mountains, was awarded the summer meeting. Bismarck was selected as the winter meeting place.



## TO SIMPLIFY THE ADS OF REAL ESTATE SALES

Various Reforms Now Being Considered by the Law Committee of the New York Advisory Council of Real Estate Interests—Better Prices and Increased Advertising Should Result.

The Law Committee of the New York Advisory Council of Real Estate Interests is considering various reforms, among them being real estate advertising. It says:

"A reform which is especially desired is that of simplifying the legal phraseology used in advertising real estate sales, inasmuch as the present system in advertising foreclosure offerings is obsolete.

"To-day property to be foreclosed must of necessity be advertised in the *Law Journal* semi-weekly for three weeks preceding the date set for auction sale, to which there may not be any objection; but the verbiage, lengthy and confusing description and additional appended diagram that are also required make the statement very unreadable. This does not serve the purpose originally intended, and it might be much better to reduce the advertisement to a normal size, mentioning street number, or related description, date and place of sale. This would curtail the space to about one-fourth of what is used to-day, and would be a plan for inexpensive, concentrated and clear advertising.

"To-day, on account of the lengthy reading, it is placed in an obscure part of the paper and oftentimes is only found after considerable difficulty. It would seem to the Council that a paper of general circulation should be designated by the courts, in which all such advertisements should appear and that the advertising used should be something which the ordinary person would understand. Many other brokers and firms have publicly supported this form of legal advertising, so that some effort will be made by the Law Committee of the Council to accomplish a definite reform in this direction."

Appropos of the foregoing, the New York Herald of Sunday last remarked that if some foreclosed and financially broken one-time property owner does not rise up and cry protest to the world as a result of the sacrifice of his equities from the employment of the archaic advertising methods enforced upon the auctioneers because of the existing legal requirements, then the excellent results achieved by Joseph P. Day, auctioneer, at the sale last Tuesday in the Vesey Street Exchange Salesroom, in New York city, of the tenement holdings of Adolf Mandel, bankrupt, will have failed of their most significant mission.

Here was an offering for which there was available only a comparatively small advertising appropriation. But the display advertising copy used was of the terse, explanatory sort that seldom fails to attract attention, and for which Mr. Day so largely has been responsible.

The vital facts of each offering were not smothered in a wealth of legal verbiage and so made uninteresting to possible buyers. They were brought out in a sharp, clear, concise and intelligible way that carried conviction to the minds of those who had money with which to buy and who bought on the day of sale.

In view of the specific lesson taught by the Mandel sale, it is to be hoped that the Legislature this year will take some definite action to regulate and modernize the existing methods of advertising real estate to be sold in foreclosure proceedings, if only in order that the unfortunate among the owners of lots and little income producers may have a decent, fair and honorable chance to get out "alive."

## PRESS CLUBS AND ASSOCIATIONS.

At the meeting of the Ad-Press Club of Johnstown, Pa., a week from next Monday evening, an address will be made by Rufus R. Wilson, of Carney & Kerr, New York city on the subject, "How to Advertise Your City."

The winter meeting of the Vermont Press association will be held in Burlington, beginning Friday afternoon, February 18, with a probable forenoon session Saturday. A practical programme is being developed and many vital subjects will be discussed. Election of officers will take place and one of the features of the meeting will be an address by Dean Talcott Williams of Columbia University College of Journalism. While in Burlington the association members will be guests of the University of Vermont, which brings Dr. Williams to Burlington for the address. The university also will tender the association members a banquet on Friday evening, at which Vermont products so far as possible will be served.

Gerald K. Rudolph, president; Robert C. Stedler, vice-president, and Alfred H. Kirchofer, secretary, have just been elected at the annual election of the Press club of Buffalo, N. Y. Edward P. Hartnett is the new treasurer of the organization. The directors are Frank Bloomer, John J. Meegan, Edward Tranter and Arthur C. Smyth.

The Middle Tennessee Editors' League has postponed its meeting until Friday, January 23, in Portland.

It is announced that the German-American Alliance, of the state of Iowa, and the Iowa German-American Press Association will hold their annual conventions March 3 and 4, in Clinton, Ia.

Arrangements have been completed for a "housewarming" in the new quarters of the Brooklyn (N. Y.) Press Club next Wednesday night. A vaudeville performance is scheduled to provide the entertainment of the evening. In addition, there will be singing by the Press Club quartet and a number of dialogues will be presented by members. Eric H. Palmer, president, will be on hand to welcome the crowd, which it is expected will be unusually large. Borough President Pounds and other officials will attend.

The second annual meeting of the Iowa Press Association will take place in Des Moines Feb. 10 and 11.

The next dinner of the Sphinx Club of New York will take place on Feb. 15.

The Editorial Association of Omaha, Neb., has re-elected all officers, being Doc Tanner of Omaha, president; E. A. Walrath, of Osceola, secretary, and John W. Cutright of Lincoln, vice-president.

An association embracing the publishers of the Districts of Muskoka and Parry Sound, in Ontario, was formed under the name of the Muskoka and Parry Sound Press Association, at a meeting held on Friday, Jan. 28 at Huntsville, Ont. Officers were chosen as follows: President, H. E. Rice, Huntsville Forester; vice-president, G. H. O. Thomas, Bracebridge Gazette; secretary-treasurer, J. H. Fawcett, Burk's Falls Arrow; executive committee, A. D. Wright, Gravenhurst Banner; Wm. Ireland, Parry Sound North Star; J. B. Lake, Powassan News. Owing to ill-health president Smallfield of the C. P. A. was unable to be present, but the national association was represented by A. R. Alloway, assistant manager.

Roy Ray, of Windsor, Colo., was elected president of the Colorado Editorial Association at the annual convention in Denver. David Elliot, of Colorado Springs, was elected first vice-president, and Alva A. Swain, of Denver, was re-elected secretary.

The Omaha (Neb.) Ad Club will be ten years old in May.

Averaging every three minutes there is a birth in New York city. Every seven minutes there is a death. Every ten minutes there is a marriage.

## National Press Club's Head

Theodore H. Tiller, of the Washington Times, is the new president of the National Press Club, one of the most prominent organizations of its kind in the world. Membership of the club numbers over one thousand and is fast growing. Mr. Tiller has long been identified with the organization of the Press Club, and was vice-president for several terms. He is a prolific writer on the subject of National politics and legislation, and is one of the most popular men among Washington's corps of correspondents.

## New York Press Club

A billiard tournament is now being arranged and on the opening night "Yank" Adams, the finger billiard expert, will give an exhibition. Ward Damon is among the active members of the tournament committee. It is also planned to stage a wrestling bout in the near future with the "Masked Marvel" as the star performer. A heavyweight member of the craft will go to the mat with the "Marvel" in more ways than one.

Another stunt, in the near future, will be an automobile party, and the announcement states that "cars will be furnished by newspaper men who actually own them."

The newly elected librarian Clarence E. Swezey, aims to give the Press Club a first-class library so that special writers and magazine men can get anything they may want within reason. The Press Club library has some of the most precious volumes in the United States, particularly books of professional interest to literary men. Mr. Swezey has his eye on a number of valuable additional volumes. Last week he secured several new books, including a very rare Horace Greeley acquisition.

## North Star Press Officers

The North Star Press Association, an organization of publishers of daily papers in Minnesota and the Dakotas, has elected the following officers: C. W. Blakely, Rochester Post and Record, president; E. M. La Fond, Little Falls Transcript, vice-president; L. S. Whitcombe, Albert Lea Tribune, secretary; F. J. Rucker, treasurer; Fred Schilpin, St. Cloud Times; J. K. Grondohl, Red Wing Republican; W. E. Easton, Stillwater Gazette, members executive committee.

## Iowa Editors to Meet

The Western Iowa Editorial Association will meet on March 3 at Council Bluffs. Secretary Caswell of the State association will be one of the speakers and will outline the work of that association and tell how the various associations may co-operate to increase the benefits to be derived from the State society's work. The program will comprise an address by A. S. Bargium of the Dorland Advertising agency of Omaha on the subject of "Advertising and Trade Propositions," and an address by W. F. Baxter of Omaha on "Community Interests and How the Press Can Help Them."

## Women and Newspaper Work

Mrs. John F. J. Herbert, who has had several years' experience on Worcester, (Mass.) newspapers, gave the Union Hill Parent-Teacher Association, at its last meeting, a talk on "The Woman's Page." The page, she said, was the result of a growing demand for the "woman's viewpoint." The troubles of the woman reporter were mentioned by the speaker, as were the different attitudes on the part of the public that she encounters in her quest for news. The talk was enlivened throughout with tales of personal experiences and with humorous reminiscences that were greatly enjoyed by the audience. Mrs. Herbert told her hearers of the fascination of newspaper work and of the constantly increasing number of young women who are eager to engage in it.

## MINNESOTA EDITORS IN SESSION

Northern Minnesota Association Chooses P. J. Vasaly President.

At the eighth annual meeting of the Northern Minnesota Editorial Association the following officers were elected for the ensuing year: President, Peter J. Vasaly, Little Falls Herald; vice-president, Will Wilke, Grey Eagle Gazette; secretary-treasurer, A. G. Rutledge, Minneapolis; executive committee, George Ericson, Spooner News, chairman; C. H. Bronson, Osakis Review; H. P. Phillips, Mahanomen Pioneer. Brainerd was selected as the 1917 winter meeting place. It was decided to hold the 1916 summer outing at Cass Lake.

Among the resolutions adopted was that the association pledge its efforts towards securing the 1917 National Editorial convention for Minneapolis, that the association recommend to the State Highway commission the extension of the Jefferson highway from Bemidji north to the Rainy river and westward through the villages of Spooner, Baudette, and Warroad on to the Lake of the Woods, and through Roseau and Kittson counties to the International boundary line.

The visiting editors were taken on an inspection tour through the building and grounds of the State home schools for girls, by Mrs. F. F. Morse, superintendent, and C. E. Vasaly, of the board of control.

Retiring President Asa M. Wallace of Sauk Center, was presented with a handsome silver loving cup by the members of the association.

## PEN DROPPED FOR SWORD

Nearly Fifteen Hundred British Newspaper Men Are Now Fighting at Front.

No profession in Great Britain has responded more patriotically to the call to arms than that of journalism. Aside from the hundreds who have attested under Lord Derby's scheme and hundreds of others who are rendering personal service in directions other than with the colors, no fewer than 1465 working newspaper men and three newspaper women are on the active service, the women being with the Red Cross.

Of this total, 1400 editors and reporters volunteered in the United Kingdom, the other 65 being from the colonies. The overseas contingent comes from all parts of the world—Australia, Canada, Ceylon, China, East Africa, India, New Zealand, South Africa and the Straits Settlements.

So far 55 newspapermen-soldiers have been killed in battle, 71 have been wounded, and 11 are reported missing. Ten have been mentioned in dispatches or have received high decoration for gallantry and distinguished conduct on the field.

Since the invasion of Belgium brought ruin to the newspaper staffs of that kingdom, the British colleagues at home and abroad have contributed generously to a fund for their relief.

Officers and members of the Institute of Journalists recently gave a dinner to Louis Raemakers, the well-known cartoonist of the Amsterdam Telegraaf, whose editor in chief, M. Schroeder, has been arrested on the charge of endangering the neutrality of Holland by his anti-German articles.

## Much to George Young's Credit

From being a cub reporter in Winnipeg, Canada, to becoming business manager of the Los Angeles (Cal.) Examiner, is the career of George Young, of Winnipeg. He was employed on a Winnipeg daily newspaper 18 years ago. Desiring to break into bigger company he went to New York, where for several years he drifted from one paper to another, learning the game from all angles, until he went to work on the New York American. He was transferred to the Chicago American, and has lately been promoted to take charge of the Los Angeles Examiner.



# A HOUSE WITH OVER A MILLION SALESMEN

It is possible for you to enlist this formidable army of salesmen in behalf of your business interests by advertising in these Alert New England Newspapers

By L. H. TOWNSEND

Hicks Advertising Agency, New York City

These New England Newspapers have a daily circulation of 1,886,942.

Each Newspaper is a trained salesman.  
Each salesman is able, steadfast, polite and persuasive.  
Impressions which you wish to make will be made in exactly the manner you desire them made.  
Each salesman will follow your instructions to the letter.  
Your purpose will be their purpose. They will work in perfect harmony with you, and keep pace with the activity of your driving brain.

If you seek to sell automobiles, they will "talk automobiles" until their voice is heard in the remotest corners of New England, and in every city and town.

Imagine these 1,886,942 aggressive salesmen telling their story every day just as you would tell it in your salesroom, with not a salient selling point omitted!

Think what that would mean to automobiles, to you and your bank account at the end of the year.

It would be the same with musical instruments, jewelry, rugs, carpets, clothing, pictures, books, house-furnishings, breakfast food, and with everything else necessary to the comfort and pleasure of the human family.

There's never any cessation in these salesmen's efforts. They never tire. They invariably do that which you have instructed them to do.

They talk to the classes and the masses. They talk to ALL NEW ENGLAND, where they are received in the homes with open arms and smiling faces.

They are part of the vital force of New England, and exert a tremendous influence.

If you are a manufacturer, producing something which you want to get in the right way before SEVEN MILLION NEW ENGLAND CONSUMERS, these newspapers will put it before them at an insignificant cost.

If you are a jobber or a retailer, impress these New England Newspapers into your service, and note the results they bring.

New England is one of the richest fields in this country, where there is a reserve cash fund to-day of TWO BILLION DOLLARS!

And to these TWO BILLION DOLLARS, hundreds of thousands of dollars are being added every week.

It is not difficult to persuade people to buy when they have money in their pockets, and see more money coming.

It is easy then to sell anything, and especially anything of merit; easier by far than it is to produce it.

Let it be reiterated, too, that every town and city in New England has been forging ahead since the beginning of the war, steadily accumulating wealth.

This means that New England is in a buying mood, and in an extremely happy state of mind.

Business is expanding in every direction. From big Maine, down to little Rhody, prosperity is smiling benignly.

Every one of the six states is feeling the throb of industry and hearing the chink of coin.

To get money it is necessary to go where money is. The same method applies to business.

Advertisers who will persistently and intelligently use these New England Newspapers can prove these statements in a short time to their entire satisfaction.

	Net Paid	2,500	10,000		Net Paid	2,500	10,000		Net Paid	2,500	10,000
	Circulation	lines	lines		Circulation	lines	lines		Circulation	lines	lines
Boston American (E)	389,944	.35	.35	Worcester Gazette (E)	24,562	.05	.045	VERMONT			
Boston Globe (ME)	227,523	.30	.30	Worcester Telegram (MS)	26,443	.05	.05				
Boston Herald-Traveler (ME)	170,093	.28	.25	Massachusetts totals	1,576,962	2.2601	2.0588	CONNECTICUT			
Boston Journal (M)	59,451	.16	.125	Population, 3,605,522.							
Boston Post (M)	463,578	.40	.40	RHODE ISLAND				(E & M)	25,375	.065	.045
Boston Transcript (E)	29,052	.15	.15					Providence Bulletin (E)	49,388	.09	.09
Fall River News (E)	*7,153	.02	.02	Providence Journal (MS*)	24,495	.07*08	.07*08	Danbury News (E)	5,969	.0118	.0118
Fitchburg Sentinel (E)	4,879	.0172	.0129	Providence Tribune (E)	18,396	.05	.05	Hartford Courant (MS)	17,624	.06	.035
Haverhill Record (S)	**15,000	.0285	.0285	Rhode Island totals	92,279	.21	.21	Hartford Post (E)	10,597	.025	.02
Lawrence Telegram (E)	8,780	.0286	.016	Population, 591,215.				Hartford Times (E)	23,899	.06	.04
Lawrence Tribune-Eagle				MAINE				Meriden Journal (E)	4,910	.025	.0143
(M & E comb)	11,426	.03	.02					Portland Argus (M)	6,790	.0178	.0178
Lowell Courier-Citizen	16,749	.03	.03	Portland Express (E)	20,163	.0535	.0375	New Haven Journal-Courier			
Lynn Item (E)	13,245	.0536	.0357	Waterville Sentinel (M)	5,183	.02357	.01215	(M)	11,752	.03	.025
Lynn News (E)	8,268	.0357	.0207	Maine totals	32,136	.09487	.06745	New Haven Union (E)	15,719	.05	.03
New Bedford Standard and				Population, 762,787.				New London Day (E)	8,254	.0285	.0171
Mercury (ME)	20,949	.03	.03	NEW HAMPSHIRE				New London Telegraph (M)	3,780	.00857	.00714
Springfield Republican								Manchester Union & Leader			
(M)	14,831	.09	.06	(M & E)	24,811	.08	.05	Connecticut totals			
Springfield News (E)	15,295			Population, 438,662.							
Springfield Republican (S)	15,973	.065	.04	NEW ENGLAND				New England totals	1,883,745	3.13	2.6775
Springfield Union (MES)	28,216	.07	.06					Assuming that it would be possible to buy exclusive New England circulation in twenty-one leading magazines on a pro rata basis, it would cost \$6.29 per line for a gross circulation of 1,339,006.			
Taunton Gazette (E)	5,552	.0215	.015	The 43 leading New England dailies listed on this page offer 1,883,745 circulation at \$2.6775 a line, or over 400,000 more circulation at about one-third the cost per line.							
General advertisers seeking further light in respect to marketing conditions and distribution facilities in the New England territory are requested to communicate with THE EDITOR AND PUBLISHER AND JOURNALIST, The Newspaper Advocate, Suite 1117 World Building, New York. Phones, Beekman 4330, 4331.											

\*Government statements, April, 1915.

\*\*Publishers' statement.

Other ratings Government statements, October, 1915. Population for New England, 6,874,147.

## TRADING STAMPS THROWN OUT

How Atlanta Was Rid of the Pest, Told by Head of Retail Merchants' Assn.

ATLANTA, February 2.—At the last meeting of the Ad-Men's Club of Atlanta, President Fred J. Paxon, of the Atlanta Retail Merchants' Association, and proprietor of one of the largest department stores in the South, addressed the Ad-Men on the trading-stamp situation and in the course of his remarks spoke highly of the fight which THE EDITOR AND PUBLISHER is making against the trading-stamp evil. He said:

"Laws are made for the common good and general welfare, and what affects one usually affects all. We may not agree with any one law in itself, but we must indorse the principle of a law where the common good is concerned. This position holds true regarding trading stamps used by merchants in the sale of merchandise. Trading stamps are not good advertising. The public are deceived into believing that they are getting something for nothing, whereas it is purely a delusion. The public always pay for what they get.

"The cost of furnishing trading stamps must be estimated in the selling price of the goods, and the purchaser pays just that much more at the time of purchase and gets in exchange a stamp redeemable for merchandise usually at another store.

"All businesses of any consequence are conducted on a strict percentage basis: A certain per cent. for light, heat, power, salaries, etc. The overhead charges added to this give us the actual percentage of expenses. Where trading stamps are used it must be at the cost of the merchandise itself, or deducted from one of the items of percentages, and usually it is included under the head of advertising and deducted from that.

"The advertising percentage is usually three per cent., that is three per cent. of the gross sales of the previous month, or a six months' average. If, therefore, we take one-half per cent., one per cent., or any per cent., as a trading-stamp cost and deduct it from the three per cent. for advertising you are spending that percentage against a purely legitimate advertising basis, for the trading stamp proposition is not good advertising.

"It admits of no argument that 99 per cent. of the stores prefer charge accounts where the customer's credit standing is 'A—No. 1.' They would much rather have John Doe have a thirty-day charge account than have John Doe pay cash, for John Doe's account is always considerably more when he has a charge account than when running on a strictly cash basis. Therefore, it resolves itself into the fact that in a very large percentage, trading stamps being given for cash only, it is only those who cannot get the advantage of a credit account who use the trading stamps. Therefore, it is not an advertisement at all.

"Where one store in a community has the exclusive right and use of a trading stamp it may help that one store that much, but no one store can have an exclusive privilege. If one store uses a yellow stamp, its competitor will use a blue one, another competitor will use a green one, and so on; so that, each store being the user of a trading stamp, no one gets any benefit, but, on the contrary, it is simply an added expense to the business.

"Up to 1901 the city of Atlanta was over-burdened with the trading-stamp proposition. The larger stores agreed that they would wipe the evil from their books. The result was that within twelve months the trading stamp had practically disappeared from Atlanta. No one was injured. Every one was benefited. I have never known of a store which, having once used trading stamps and discontinued it, returned to it."

## MIGHT HAVE USED DAILIES

While Advertising the South is Approved, Choice of Weekly Excites Comment.

CHATTANOOGA, Tenn., February 1.—While no criticism is made of the merits of the particular weekly medium chosen to advertise Chattanooga, there is strong sentiment in local newspaper offices and other advertising circles that well-distributed daily newspapers might have been profitably chosen for the purpose.

Nevertheless, it is deemed encouraging here to see that the Southern Newspaper Publishers' Association, which prescribes advertising as the remedy for ills which beset the southern merchants, is showing that it can take its own remedy. The Association has contracted for a full page of advertising space each week in the Literary Digest. For ninety-two weeks the South will be advertised through that publication, and the Southern Newspaper Publishers' Association will pay the freight.

The campaign already is bearing fruit. The advertisements will convey the message of Dixie's fine opportunities to other sections. The South as a desirable community in which to live, as a thriving industrial and agricultural section of the country, and as a bonanza for investors is the message which is being conveyed.

The South's community spirit was never stronger than at the present time. Wide-awake bodies such as the Southern Newspaper Publishers' Association are not only knitting the various threads of Southern progress closer together, but they are reaching out and drawing in new threads.

The Chattanooga Times, commenting on the new publicity, says: "Advertising for a territory as large and as prosperous as the South is just as important as advertising for a city. The Southern Newspaper Publishers' Association is to be commended for its progressive plan for letting other sections of the country know of the advantages of the new South."

## WOULD "CLEAN UP" FRONT PAGES

President of Pilgrim Publicity Association Advocates a New Reform.

BOSTON, January 31.—At the luncheon of the Pilgrim Publicity Association today President George B. Gallup made a little speech to the newspaper men present, in which he suggested that the "cleaning up" of front pages of daily newspapers might be advisable. Mr. Gallup spoke in this way as George C. Morton, treasurer of the Carpenter-Morton Company and chairman of the New England Clean Up and Paint Up Campaign committee was to tell what had been accomplished in this regard throughout this section.

"I feel that there should be better and more constructive matter on the front pages than the reports of crime, scandal and other stuff of a like nature," he said. "It seems to me that a newspaper that would adopt this policy would be a better advertising medium than one that did not. It has a depressing effect on the mind to read, say the first thing in the morning, of some horror or crime. That does not encourage buying and has the effect of depressing the value of the advertising that is printed in the paper. The back pages of the newspapers have been pretty well cleaned up and now, gentlemen, I think the time is ripe to have a house cleaning on the front pages."

Mr. Gallup announced that the P. P. A. plans a membership campaign to last one week. He suggests that newspaper writers be allowed to join this organization. It is understood that this meets with general approval. Before he introduced the speaker of the afternoon Mr. Gallup thanked the reporters, several of whom attend the luncheons regularly, for their good reports and the newspapers for the liberal amount of space devoted to meetings of the P. P. A.

## FOR NEW VENDORS' BILL

New York Merchants' Association Would Prohibit False Advertising.

The Merchants' Association of New York city is contemplating the introduction in the State Legislature of a bill similar to that introduced last year to prevent false advertisements of sales purporting to be made by order of a court.

Last year's measure was introduced by Senator Burd of Buffalo, to whom the association has written as follows: "In the session of the Legislature of 1911 you introduced Senate Bill No. 1130 to amend the general business law in relation to itinerant vendors, which was referred to the Judiciary Committee, and there remained.

"We desire to be informed, if you can recall the circumstances, the nature of the objections in the Judiciary Committee, which defeated the bill—particularly with reference to 'Section 426, Statement required of itinerant vendors,' which required a statement under oath as to the details of alleged sales in bankruptcy, etc., closing out and damage sales, and all the facts relating to time, place and person necessary to exactly locate and fully identify the same.

"The present law as to false advertisements fairly well covers the intent of your proposed Section 426, but still leaves it difficult to obtain competent evidence of the falsity of the representations made. We are considering the advisability of seeking the passage of a somewhat similar provision which shall require as a condition precedent to holding any sale purporting to be made by direction of a court or under the orders of a court official, that details similar to those indicated by you be filed with a county clerk. If this were done it would speedily extinguish that form of false representation, and deprive the so-called itinerant vendors and fake-sale merchants of their main means for attracting victims.

## NEWSPAPER ADS AID CHURCHES

So Writes Norcross, in his Column in The Philadelphia Public Ledger.

"The time seems to be approaching when business men in churches will insist upon business methods in church work," says Norcross in the "Church and Clergy" column in the Philadelphia Public Ledger. "Instead of a three, five or ten-line 'notice' in the newspaper, announcing the services and the minister's topics, they will have 100-line, and even 500-line display advertisements, which every newspaper reader will see and read with interest. It requires no prophet to predict that within 10 years most of our enterprising churches will advertise their services in large type.

"Some will ask the question: 'Does it pay to advertise a church?' It does. No one can estimate the value of the souls that may be saved through the medium of this advertising; but there are more practical results which will appeal to practical church officials. A young minister of North Philadelphia, who has astonished churchmen by his publicity methods, brought two of the wealthiest families of his district into his church by means of his newspaper campaign. These families make a handsome contribution to the current expenses of that congregation. And newspaper advertising did it."

## Fine Library for Ad Club

Increase in its general activity and membership during the last three months has made it necessary for the New Orleans Advertising Club to arrange for permanent quarters, particularly for the installation of what is proposed to be the finest library of business and advertising books in the South. The club's weekly luncheon on January 25, was held at the St. Charles Hotel, and this will be the club's address hereafter.

## PREPAREDNESS MEANS MORE ADS

Uncle Sam Will Use Want Columns to Get More Soldiers and Sailors.

WASHINGTON, D. C., February 2.—Should Congress put through the preparedness programme it will mean more advertising for the newspapers. If there is authorized an increase in the strength of the army and the navy both the War Department and the Navy Department will immediately begin to advertise for recruits, and newspaper space will be principally employed.

Formerly, the Navy Department, in particular, did considerable advertising, but latterly with the enlisted force of the navy at full strength there has been no necessity for advertising. If, however, Congress votes the navy an increase of 10,000 men the Department's advertising manager will get back into harness at once. It is proposed to vote an appropriation of \$20,000 for naval recruiting, etc., and the major portion of this would be spent in advertising.

Newspapers will get the bulk of the advertising because of the experience of the Navy Department in the past. At one time the naval authorities took space in a large number of monthly magazines and illustrated weeklies, but gradually they dropped out of all but one or two. Newspaper advertising, and particularly want ads in the liner pages proved so much more effective that the Departmental expenditure was concentrated on this form of publicity. The Departmental policy, as finally shaken down, involved the insertion of small ads several days a week in the "Help Wanted" and "Business Opportunities" columns, and it is expected that the campaign will be resumed where it left off, if Congress gives the word.

Publishing and advertising interests are likely to figure more prominently than ever before at this year's annual meeting of the Chamber of Commerce of the United States which will be held at Washington February 8 to 10, inclusive. With Mr. John H. Fahey in the president's chair and a number of leading advertisers and publishers accredited as delegates, it goes without saying that the interests of the "newspaper end" of the business field will be well looked after, but the angle of this meeting that brings it closest to advertising and publishing interests is the discussion of "The Maintenance of Retail Prices." The National Chamber has for two years past been struggling, via a special committee, with this subject which is of vital importance to advertisers and printers of advertising and if any final conclusions are reached at the forthcoming meeting it will be of significance to all makers and marketers of advertised goods. Press arrangements for the next Tuesday's meeting are under the general direction of Robert D. Heine.

## Milwaukee Ad Show a Success

Ten thousand persons attended the first annual exposition of advertising given under the auspices of the Advertisers' Club of Milwaukee. The exposition was such a success that another show will be given in 1917. Next year the display will be so large, featuring twenty-five complete campaigns of advertising, that the main hall of the Auditorium will be engaged. The electrotype and engraving demonstrations proved distinct features during the week's show, which was visited by the heads of the city's largest business concerns, advertising managers and others interested in advertising. Visitors came from many points in the State and from Chicago, St. Louis, Minneapolis and other cities.

## A New Ad Club in Burlington, Ia.

An Ad Club was organized in Burlington, Ia., last week, composed of 29 business men with J. W. Pauley president. Its declared object is to study and promote advertising in all its phases for the benefit of Burlington business men.



## WOULD TAX COUPONS OUT OF EXISTENCE

Representative Austin Introduces Bill in Congress Imposing Tax of Two Cents on Each Tobacco Coupon, Prize Ticket, or Other Device, with Penalty of \$50 for Failure to Stamp.

WASHINGTON, February 2.—A tax of two cents on every coupon, prize ticket, or other device, attached to, packed in, or accompanying any sale of manufactured tobacco, cigars or cigarettes, will be levied if the bill (H. R. 10499) introduced by Representative Austin of Tennessee becomes a law.

A penalty of fifty dollars is to be inflicted for every failure to affix such stamp or stamps. The bill is in eight sections, the first three of which state upon what coupons, prize tickets, etc. the tax shall be levied, and the other sections of the bill provide for penalties in case the stamp is forged or counterfeited, and carries the provisions imposing penalties, etc. Should the bill become a law it will be effective after the first day of September, 1916.

Representative Austin, when seen to-day by the Washington correspondent of THE EDITOR AND PUBLISHER, said: "I am sincerely in favor of such legislation as prescribed in my bill, placing a tax on coupons and prize tickets. I shall ask the chairman of the Ways and Means Committee of the House to which my bill was referred, for a hearing, so that I may explain the merits of the bill. I believe I will be granted a hearing and I look for an early and favorable report. My bill is in the interest of honest and legitimate business, and I believe it should and will be enacted into law. I have had many letters requesting such legislation and have talked with my colleagues about the enactment of such a law, and I honestly believe that favorable action will be had upon my bill at this session of Congress. If I can have the bill favorably reported from the Committee on Ways and Means and placed upon the House calendar, I do not anticipate that I will have the least trouble in having it passed by the House.

When shown the editorial in THE EDITOR AND PUBLISHER of January 22nd, entitled "Coupons no Advantage to the Consumer," Mr. Austin read it through and remarked that it was a splendid presentation of the arguments for a tax on coupons. While Mr. Austin is a member of the minority party of the House, he feels confident that the merits of the bill are enough to insure its passage.

While this bill places a tax of two cents on each coupon it would not be any great source of revenue as it is well known that this tax would be prohibitive, and its passage would mean the death of the coupon evil. From the great number of letters which Mr. Austin has received requesting legislation on this subject, it is shown that the public is awake to the coupon evil. Public sentiment will have great weight in bringing favorable action upon this legislation.

Sections 1, 2 and 3 of the bill read as follows:

"That there shall be levied, collected, and paid by adhesive stamps, a tax of 2 cents for and upon every coupon, prize ticket, or other device, attached to, packed in or with, or forming a part of, or encircling, or given with or accompanying any sale of any manufactured tobacco, cigar or cigars, little cigar or little cigars, cigarette or cigarettes, or snuff, or any stamped package or receptacle thereof, if any such coupon, prize ticket, or other device, contains any direct or indirect promise, or proposition, or offer, to make redemption or payment in

cash therefor, or for any number of same, or to exchange property therefor, or for any number of same, whether such redemption, payment, or exchange, is made or is to be made by a manufacturer of, or dealer in, such tobacco, cigars, cigarettes, or snuff, or any other person, firm, or corporation.

"Sec. 2. That on and after the first day of September, nineteen hundred and sixteen, there shall be levied, collected, and paid, by adhesive stamps, a tax of 2 cents for, and upon redemption, payment, purchase, or exchange of any coupon, prize ticket, tag, band, or any other article, thing, or part of an article or thing, which before being offered for such redemption or purchase shall have been attached to, packed in or with, or formed a part of, or encircled, or given with, or accompanied any sale of any manufactured tobacco, cigar or cigars, little cigar or little cigars, cigarette or cigarettes, or snuff, or stamped package or receptacle thereof.

"Sec. 3. That coupons, prize tickets, and other things mentioned in the first section of this Act, stamped in accordance with the provisions thereof, notwithstanding anything contained in the second section hereof, upon being offered for redemption or sale shall

not be required to pay said tax, but all coupons, prize tickets, and other things mentioned in said first and second sections hereof, not stamped when issued by the manufacturer, merchant, or other person, firm, or corporation issuing same, shall, if presented for redemption on and after the said first day of September, nineteen hundred and sixteen, be stamped as provided in said section second hereof by the person, firm, or corporation presenting the same for redemption, purchase, or exchange."

E. A. H.

## To File Rates for Political Ads

INDIANAPOLIS, February 1.—C. W. Henley, secretary of the Republican State Committee, has been advised that the members of the Indiana Republican Editorial Association will file with him a schedule of rates under which candidates will receive publicity. There has been some abuse of rates for political advertising, and this filing of information is for the purpose of putting the publishers on record so that there will be no temptation to charge different rates to different politicians.

## Pushing Pure Food Ads

The Columbus (Ohio) Dispatch, on a single page of its issue of January 19, carries the names of 486 grocers pledged to sell Dispatch advertised goods. More than fifty national food products are being advertised from time to time in the Dispatch. H. M. Miller, manager of the paper's service and co-operative department, writes: "In order to further promote sales of worthy advertised brands, we are publishing articles by Miss Edna N. White, head of the Home Economic Department of the Ohio State University, also valuable recipes, received from our readers, for which we pay cash prizes."

## Advertising Sells Fruit

Addressing the State Horticultural Society convention at Champaign, Ill., on "Modern Methods of Co-operation," J. E. Byrnes, a member of the Chicago Fruit Exchange, said: "The success of the California Fruit Growers' Exchange is due to advertising. The exchange plans to spend \$400,000 for newspaper advertising alone next year," added Mr. Byrnes, "yet the cost of advertising oranges has never been more than 1.5 cents per box. The cost of the marketing and advertising service furnished by the association is only 15 per cent. of the total gross receipts of fruit sales, or 5½ cents per box."

# Ink Preparedness

**W**e saw a shortage and future troubles on "blacks" and prepared ourselves accordingly. We are helping our regular trade. Perhaps we can help you.

**The Aust & Wiborg Co. of N.Y.**

57-63 GREENE STREET,

NEW YORK.

*Introducing—*

# PHILIP GOODMAN

---

**H**ERE is a man whom we've been watching—a man who produces exactly the type of stuff for which we've been searching for years.

In our search we found examples of wisdom without kindlines,—we found examples of kindness without wisdom. But here our search is surely ended in the rare combination of *wisdom* and *sentiment*. This discovery of genius offers a great opportunity for every newspaper which acts quickly and secures—





## THE DAILY TALKS BY PHILIP GOODMAN

THERE will be six a week—one a day, each about three hundred words.

Philip Goodman always has something big and vital to say—something that inspires and helps, that warms and strengthens.

He writes with a punch and a wallop—his style is short, crisp, bright, clever.

He combines humor, philosophy, sentiment and downright horse-sense in quick action talks which leave the reader thinking—and better for his thoughts.

PHILIP GOODMAN knows how to put a big thought into small space—knows how to express a basic idea in few words.

He has been for years a keen student both of books and of people, and so his wisdom is that of the ages fitted to the needs of humans of today.

**Important**  
The sure way to secure Philip Goodman for your territory is to wire for option. Prices and samples will be sent to first inquiry. Options will be granted in order received.

*As service will be released shortly, quick action is necessary*

**A** GAIN we emphasize the fact that we have found in Philip Goodman a man who will give newspaper readers the most humanly helpful daily talks ever printed.

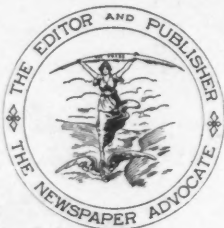
THE McCLURE NEWSPAPER SYNDICATE  
120 WEST 32nd STREET,  
NEW YORK CITY

# The Editor & Publisher and the Journalist

FOR NEWSPAPER MAKERS, ADVERTISERS  
AND ADVERTISING AGENTS

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

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



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

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

New York, Saturday, February 5, 1916

## DEPLORES AMERICAN AD METHODS.

Writing in the Advertisers' Weekly on British and American advertising, H. E. West Taylor protests against the tendency to compare the British central body of advertisers with its American equivalent, the Associated Advertising Clubs of America, and contends that there are very important psychological differences between Englishmen and Americans. He says, in part:

"Advertising is largely a matter of appealing to sentiment through psychology. And the second great objection to arguing in terms of American experience is mainly psychological. For two nations sprung from a common stock and talking (more or less) the same language, the psychological difference between Englishmen and Americans is extraordinary. The characteristics of both are, naturally, the outcome of and adapted to their respective environments. Both have their merits, which are severally enhanced, rather than the reverse, by the fact that each is utterly unsuited to the other; for it by no means argues inappreciation of American domestic merit to protest against any attempt to graft American methods on to English stock."

Mr. Taylor then proceeds to tell in two columns how it is as natural for an American to read and respond to advertisements as is breathing, or dressing in the morning, or any other mechanical process. He lambastes the American business man as having no ambition but to make money, without love for games, music and social distinction—such as Englishmen have. "It is, therefore, not surprising," says Mr. Taylor, "if his womenfolk become imbued with some of his 'atmosphere,' and this naturally makes them, as well as him, keenly receptive to the appeal of the 'business' columns of their newspapers, i. e., to the advertisements."

After trying to impress his readers with the fact that American business men "mix" their advertising much more freely than do Englishmen, and that the average Englishman looks upon advertising "as merely a more or less reputable form of charlatanism, and considerably less than more," Mr. Taylor gives utterance to this British growl:

"This essential difference, then, between the receptivity of the English and American public makes it utterly impossible to base any conclusions as regards English advertising on the experience, methods or achievements of American advertisers; and consequently it is not only fallacious, but positively mischievous, to attempt comparisons between what the Associated Clubs of America have done and what the E.A.A.C. (or any other English body) have not done or might do, as so many of our 'limelight' ad-men who have been over to the other side and been fascinated by the glare and noise and cheap theatricality (another characteristically American trait) of the annual conference, appear to do. It also indicates very plainly part of the enormous work which lies before the proper organization when we have got it. That I must leave for some subsequent occasion; but, for goodness' sake, let us forget the Associated Clubs of America and build our own organization in our own way! If we try to mould it on American lines, we shall merely go on making ourselves ridiculous."

Surely the war must have upset Mr. Taylor's nerves. Perhaps if he would mingle with a lot of

our best advertising men, as have many of his British brothers, he would see things in a different light. As it is, his exhibition of irritation will only cause the American advertising fraternity to smile as they read his tirade. They will not take him half as seriously as he takes himself.

## "PUBLICITY CAMPAIGNS" SHOULD BE CARRIED ON THROUGH THE ADVERTISING COLUMNS OF NEWSPAPERS!

Once upon a time the idea prevailed that as railroads were obliged to run a certain number of trains, in order to keep to their schedules, whether or not such trains carried their full quota of passengers, it would cost them no more to carry editors, and others connected with newspapers, on annual or special passes.

The idea was not sound, and under Mr. Roosevelt's Administration legislation was enacted doing away with free passes for newspaper people. That legislation was wholly just and right.

The newspapers have to issue on schedule time, too; and a majority of them have a certain amount of space to fill. And the railroad managements evidently consider that as the papers must be issued, just as the scheduled trains must be operated, it would really not cost the makers of newspapers any more if they filled portions of their space with railroad advertising, disguised as "news matter," than if they carried other matter in that same space.

Just now the railroad interests have on their hands a big problem—that of granting the demands of their organized employees for an eight-hour day. Mr. Frank H. Fayant is publicity manager for the Eastern Conference Committee of the Eastern District roads.

It is, obviously, a part of Mr. Fayant's task to influence public opinion in favor of the case of the railroads and against the contentions of the workers.

If the railroads have a good case, or believe that they have, it is an ADVERTISABLE one. If it will profit the railroads to get their arguments before the people—and they evidently think that it will profit them, else why a "publicity manager"?—is there any good reason why they should not carry through a campaign of paid advertising in the newspapers?

The newspapers, too, are "common carriers." They are carriers of news and of views; and they are carriers of advertising. They DELIVER these things to the people, just as surely as the railroads transport to their destinations passengers and freight. But the railroads do not carry certain kinds of freight, disguised in some way, without charge—nor do they carry passengers without charge, whether these passengers have "news value" for the railroads or not. Governor Whitman's rather expensive trip to the coast is a pertinent illustration of this fact.

Mr. Fayant is not to be criticised for his plan of campaign. If he is able to send "hurry calls" to the city editors of newspapers, have them assign news writers to cover these calls, and to dig up and to dress up as news matter the "developments" in this fight, and to assume the expenses of having the matter written and of "carrying" it to their readers, why should he pay out real money for the work?

It seems to THE EDITOR AND PUBLISHER that the publishers of newspapers should have a better understanding with their city editors as to what is advertising and what is news—as to what the city editor should spend to get, and where the line should be drawn. Editors, in fact, should be first-class advertising men!

Mr. Fayant is quoted, in last week's issue of this newspaper, as saying that the matter of advertising had not yet been taken up by either himself or the railroads. But—the matter of "publicity" has been "taken up."

Are the newspapers to have a repetition, in this matter, of the tactics of the managers of the Panama-Pacific Exposition? The newspapers "made" that exposition, through free publicity—but, until the very last, were fed with the prospect that a lot of money was to be spent for advertising.

The railroads will not "take up" the matter of paying for advertising as long as the newspapers answer every call for free publicity. No business man would pay freight charges if the railroads were anxious to carry his freight at their own expense,

because of the "public interest" in that freight! In such cases the shippers would not find themselves inclined to "take up" the matter of paying freight charges!

Recent legislation, regulating freight rates UPWARD, and the legislation referred to correcting the abuses of the free pass, have contributed to the prosperity of the railroads. They are great business institutions. Their business is an advertisable one. It can be increased through advertising—as the Central has discovered through its campaigns of advertising for passenger business.

Just now, this newspaper believes that their cause—their opposition to the eight-hour plan for their employees—is a losing one. The men will win—and it will be a good thing for the railroads if they do win; for in all other lines of business this has proved true.

But, if the railroads desire to carry on a "publicity" campaign in behalf of what they consider their business interests, then all matter relating to such a campaign is, properly and legitimately, ADVERTISING, and should be paid for at advertising rates.

## SMALL CITY TEACHES BIG LESSON

Norfolk, Nebraska, a city of somewhat more than six thousand population, proudly claims "the world's greatest country daily."

It is the Daily News, with a circulation of nine thousand copies each day. It is obvious that it not merely covers its city, but that it covers its field which, so far as we know, is no richer than many other fields in which newspapers of lesser importance are published.

This country daily has the leased wire service of the Associated Press—a stereotyping plant, a perfecting press, generally modern equipment, and employs sixty people. It is an object lesson for all publishers of small dailies. What it has accomplished in its field seems a sort of miracle at first glance—but the publishers of the Daily News do not so consider it. They have simply turned the POSSIBILITIES of a good field into REALITIES.

Can anybody doubt that it is a fine testimonial for a small city to thus boast of a really great daily newspaper? Does it not proclaim to the outside world that Norfolk, Nebraska, must be a mighty fine place to live—a city of opportunity? Does not the existence of so prosperous and useful a newspaper in so small a field suggest that the merchants of that city must be enterprising and aggressive, and that the people must have a high average of intelligence? There may be special factors, aside from the ability of the publishers of the Daily News, which help to account for so great a record of accomplishment.

In a recent letter to THE EDITOR AND PUBLISHER, N. A. Huse, editor of the Daily News, touches upon one such factor—one "straw" which shows how the "wind blows," economically speaking, in this Western city.

He writes: "No coupons or trading stamps are used or tolerated by the merchants of Norfolk. We have a Retail Merchants' Federation which has gone on record in opposition to trading stamps."

Does this not seem somewhat significant to publishers of daily newspapers elsewhere? Here is a city in which a daily newspaper has made what seems to be a world's record of achievement in newspaper making—and it transpires that it is a city in which coupons and trading stamps are not used or tolerated!

We suggest to publishers of daily newspapers in other fields, where the conditions are naturally quite as favorable for accomplishment as in this Western city, that it might make a great big difference in the business activities of their fields if these trade-lures were neither used nor tolerated.

The merchants of Norfolk evidently utilize the natural channel of communication with the people—the advertising columns of a good newspaper; and the people of that field, evidently, look to this source for their information about stores and about commodities.

THE EDITOR AND PUBLISHER has contended that the existence in a community of these trade devices demoralizes the conduct of business, and lessens the force and influence of legitimate advertising. Does not the case of Norfolk and of its wonderful little daily newspaper teach a big economic lesson to other cities and to other publishers?



## PERSONALS

Oswald Garrison Villard, LL.D., was last week unanimously indorsed by the New York city members of the Associated Press for director to fill the vacancy caused by the death of Herman Ridder. Dr. Villard is president of The New York Evening Post Company.

W. C. Steigers, business manager of the St. Louis Post-Dispatch, left town Tuesday, February 1, for several weeks' rest at Palm Beach, Florida.

John R. Lunsford, veteran newspaper man, who has seen service on Texas newspapers and on dailies in a number of other States, was to-day appointed managing editor of the Austin (Texas) American, of which Hal H. Savier is publisher and editor.

W. G. Hale, for sixteen years connected with the Des Moines (Iowa) News, ten of them as editor, became editor of the Des Moines Evening Tribune on February 1. On the same day, R. A. Wright became news editor of the Des Moines Register.

William C. McCarty, of St. Louis, Mo., a lawyer and a newspaper reporter, was enrolled a few days ago by Circuit Judge Kinsey as a member of the bar upon motion of McCarty's wife, who is also a lawyer, and accompanied her husband into court for the occasion.

James F. Anderson, owner and editor of the Bellaire, (Ohio) Independent, had his hip fractured by a fall on the steps of his home last week.

Howard A. Quirt has become city editor of the Marinette (Wis.) Eagle-Star, succeeding George Madtes, who has resigned because of throat trouble.

A. E. Arkenberg, of the Arkenberg Special Agency, was in New York this week.

Lee B. Ault, of Ault & Wiborg, printing ink manufacturers of Cincinnati and New York, sails from San Francisco to-day (Saturday) for a three-months' business trip to China.

Burton Brown is the new automobile editor of the New York Sun, succeeding C. E. T. Sharps, who has gone with C. T. Silver, agent for the Overland automobile.

Israel Friedkin, for several years general manager of the New York Jewish Morning Journal, has been elected president of the Jewish Press Publishing Company, which publishes that paper, and in which he has just become a majority stockholder.

Hamilton Mercer has been succeeded as editor of the Greensburg (Ind.) Evening Times by Smiley Fowler.

Carl Mote, former editor of the Indianapolis Sun, is campaigning for his fellow-townsmen, James P. Goodrich, who is running for Governor on the Republican ticket.

John Brooks, a former Indianapolis newspaper man who has been sending war correspondence from London to the Indianapolis Star and other daily papers has enlisted in the British army.

Alwin Seekamp, formerly city editor of the Louisville Courier-Journal, has left the staff of that newspaper to join the editorial force of The Insurance Field of which Young E. Allison is editor.

Fred D. James has become editor and advertising manager of the Camden (Ark.) Beacon-Herald.

John McGrath, who a few months ago was a reporter on the Denver (Col.) Rocky Mountain News, will share in an estate of \$700,000, through the death of his uncle, Henry McGrath, in Fitchburg, Mass. Young McGrath gave up newspaper work to engage in cattle raising and has a 500-acre ranch in Colorado.

## WASHINGTON PERSONALS

A second son has been born to Edward B. McLean, of the Washington Post, and Mrs. McLean.

Several of the correspondents have gone to Newport News in connection with the story about the British ship Appam. Among them are LaBert St. Clair, of the Associated Press; Elmer

Murphy, of the New York Sun; E. R. Sartwell, of the International News, and John Kirby of the New York World.

T. Howard Brooks, of the Star, has been ill with the gripe.

Arthur W. Copp, who comes from the superintendency of the western division of the Associated Press, will succeed Robert W. Small, superintendent of the southern division of the Associated Press, when Mr. Small leaves for his European assignment.

"Bugs" Baer, the popular cartoonist of the Washington Times, has taken a position with the New York World. Mr. Baer continues to contribute his clever cartoons to the Times.

Oliver Owen Kuhn, of the Washington Star, author of the interesting "Uncle Sam, Esq.," articles now appearing in his paper, will devote several articles shortly to the Press Galleries of Congress.

## BOSTON PERSONALS

John W. English of the Traveler, who went abroad on the Ford Peace ship, has returned to Boston. He is now busily engaged in telling his friends the real story of the trip.

James Hubert Walsh was sent to New York by the Record to write some special stuff on the Russian ballet.

Harry B. Adsit, formerly connected with the editorial and circulation departments of the Brooklyn Eagle, has been made circulation manager of the Cambridge Standard.

P. L. Monteith, city hall man for the Detroit News, was in town recently with Mayor Oscar B. Marx of Detroit and members of the city council. Mr. Monteith said that Detroit is a good city for newspaper men, but that Mr. Ford seems to be well supplied with press representatives at present.

Andrew Kelley, formerly the Washington correspondent of the Hearst service and for many years a member of the staff of the Boston American, is now on the staff of the Boston Post.

Kaliph Stratton, a Cambridge newspaper man, has been elected to the city council of that city. He is also secretary and publicity representative of the Inman Square Business Men's Association.

James C. White, political editor of the Herald, has been on a trip through the West looking over the business and political situation.

## CLEVELAND PERSONALS

Victor Morgan, editor of the Press, was the principal speaker before the Men's Club of St. Andrew's Episcopal Church, Elyria, Ohio, last Wednesday. Mr. Morgan's subject was "The Obligations of the Newspaper to the Public," in which he emphasized honesty in journalism.

Marcell L. Deutsch, who has been sent to Berlin as correspondent for the International News Association, is a former Cleveland and Cincinnati newspaper man.

James McDonald, editor of the Toronto Globe, will address the student body of Western Reserve University on Washington's Birthday.

James M. Dunlap, who has resigned from the presidency of the Dunlap-Ward Advertising Agency, Chicago, which he established five years ago, has been appointed sales manager of the Chandler Motor Car Company, of this city.

Carl E. Jenks, formerly of the Leader staff, has taken a similar position with the Akron (O.) Beacon Journal.

J. H. Platt, formerly editor of the comic service department of the Newspaper Enterprise Association, has been appointed managing editor of that organization. Brown Holmes, sporting editor of the Newspaper Enterprise Association, becomes editor of the comic service department.

## PHILADELPHIA PERSONALS

Winsfield Sheehan, of the editorial staff of the New York World, will be the guest of Richard J. Beamish, di-

recting editor of the Press, at the private view of the 111th annual exhibition of the Pennsylvania Academy of the Fine Arts.

Lee Ellmaker, of the Press, has been appointed private secretary to Congressman William S. Vare, at a salary of \$3,000 a year. He is only twenty and has made a remarkable record since his entrance into newspaper work two years ago.

John C. Eckel, night editor of the North American, and Curtis Wager-Smith, special writer and artist; two of the founders of the Philadelphia branch of the Dickens Fellowship, have been elected to the Council of that society for the ninth consecutive time.

E. S. Stewart, assistant advertising agent of the Pennsylvania Railroad, has been advanced to the post of advertising agent, to succeed the late Col. Frank L. Barksdale. In addition to his advertising work he has contributed short stories and special articles to periodicals and newspapers, and is the author of a genealogy, "The Stewart Family of New Jersey."

Frank J. Price, well known and liked in Philadelphia newspaper circles, and father of Tom Price, a Philadelphia newspaper-man now fighting in France, whose verses were published in last week's EDITOR AND PUBLISHER, is now on the New York Telegraph, where his column, signed Beau Broadway, is taking rank with those of the other famous columnists of the country.

## ST. LOUIS PERSONALS

G. A. Buder, president of the German-American Press Association, has been elected chairman of the Business Men's League Conference Committee on Newspapers and Periodicals. George S. Johns of the Post-Dispatch and E. Lansing Ray, of the Globe-Democrat, were elected to the Conference.

Marvin Ferree, telegraph editor of Secretary of the Navy Daniels' paper, the Raleigh (N. C.) News and Observer, has resigned to accept a position on the copy desk of the St. Louis Globe-Democrat. This is Mr. Ferree's first return to St. Louis, where he was on the street for the Globe-Democrat some years ago. During his absence from St. Louis Mr. Ferree was the Mexico City correspondent of the United Press. He has worked in New York and Philadelphia and before going to Raleigh he was city editor of the Harrisburg (Pa.) Patriot.

## SAN FRANCISCO PERSONALS

S. A. Perkins, who in addition to being proprietor of the Tacoma Ledger and Daily News is a man of large affairs, is a visitor in San Francisco. Mr. Perkins was at one time private secretary to Mark Hanna and is now a member of the Republican National Committee.

Irwin R. Keeler, a well-known news writer and publicity man, has retired from the position of secretary of the San Francisco Greeters, an organization of hotel clerks, and has been succeeded by John D. Griffin.

Among the visiting newspaper men in San Francisco are H. R. Judah, publisher, of Santa Cruz; Burt R. Greer, of Ashland, Ore.; C. B. Blithen, owner of the Seattle Times; Frank P. MacLennan, proprietor of the Topeka Journal; Joseph V. Snyder, of Nevada City, Cal., and W. H. Killman, owner and editor of a Modesto paper.

Irving Bacheller, editor, novelist and syndicate proprietor, has arrived in San Francisco from New York, accompanied by Mrs. Bacheller.

Martin F. Eagan, a former San Francisco newspaper man, has arrived from New York and is visiting relatives in Oakland. Mr. Eagan has charge of the publicity department of J. P. Morgan & Co. Some years ago he represented the Associated Press in London and again in the Philippines.

## TEXAS PERSONALS.

Lee J. Rountree, editor of the Georgetown (Texas) Commercial and president

of the National Editorial Association, has been appointed to the rank of Colonel in the Woodmen of the World and assigned to the division of General R. H. McDill of Dallas.

Clarence Ousley, former editor of the Fort Worth (Texas) Record, but now head of the Extension Department of the Texas Agricultural and Mechanical College, has been appointed a member of the committee on rural credits of the Chamber of Commerce of the United States.

Theodore H. Barrett, recently of Dallas, Texas, has gone to San Benito, Texas, where he has joined the editorial staff of The Light.

H. B. Savage, editor of the Belton (Texas) Evening News, has announced his candidacy for the Texas State Senate. Mr. Savage is now a member of the Texas House of Representatives.

M. L. McCain, Jr., of Fort Worth, Texas, editor of the North Fort Worth Sunday News, has been reappointed press agent for the National Feeders and Breeders Fat Stock and Horse shows, to be held in North Fort Worth, March 11-20.

W. C. Huchingson, who has been publisher of the Dublin, (Texas) Telephone for the last eighteen years, has gone to San Saba, Texas, where he will become manager of the San Saba Star, published by W. D. Cowan. Mr. Huchingson retains ownership of the Telephone which will be managed by De Witt Lamb, who has been connected with the paper for a year.

Homer M. Price, editor of the Marshall (Texas) Noon-Day Sentinel, was re-elected president of the Marshall Young Men's Business League at its last meeting.

## CANADIAN PERSONALS

A. R. Macdonald, of the staff of the St. Catharines (Ont.) Standard, has joined the 81st Battalion as a private and is now in training in Toronto.

Gordon Smith, agricultural editor of the Toronto Globe, has resigned to join the new battery of artillery being formed at Kingston for service in France.

John B. Kerr, late telegraph editor of the Toronto News, has gone over to the Mail and Empire as cable editor. He was formerly on the editorial staff of the Vancouver Sun.

Edward Sheppard, formerly on the editorial staff of the New York Sun and later an editor in Vancouver, B. C., has joined a Vancouver regiment for service overseas, having been commissioned a lieutenant.

Sergeant Paul Beaupre, now connected with the Remount Staff at Sandgate, England, was city editor of the Kingston Standard till November, 1914, when he enlisted as a private and went overseas. He was sent back from France to his present post.

General Watson, formerly editor of the Quebec (Canada) Chronicle, went to the war as Lieutenant-Colonel. He is now in command of the Fifth Canadian Brigade, and has just been honored by the King with the title Commander of the Bath.

## VISITORS TO NEW YORK

J. R. Holiday, advertising manager Atlanta Constitution.

H. C. Ogden, publisher, Wheeling (W. Va.) Daily News and Intelligencer.

Hamilton W. Clark, formerly president of the United Press Association, and part owner of several of the Scripps Pacific Coast papers. He is doing some special work for the New York Sun.

Fred I. Thompson, publisher, Mobile (Ala.) Register.

James Burton Pinkham, advertising manager, San Francisco Chronicle.

## Another A. N. P. A. Member

The Galveston Tribune has just been elected to active membership in the American Newspaper Publishers' Association.

## GREAT DANGER TO THE PUBLIC HIDDEN IN THE LITTLE "WANT AD"

How Petty Swindlers Use "Classified," and Particularly "Help Wanted," to Perpetrate That Peculiarly Contemptible Class of Fraud That Causes the Poor and Struggling to Suffer—Need for Publishers to "Watch Out" Vigilantly.

"When all the newspapers take every precaution to trap the crooks who prey upon the people seeking opportunities through 'want ads' there will be fewer victims. And the newspapers that show an interest in being unusually vigilant, and that refuse to print 'want ads' unless the advertisement can be verified, will win the respect and everlasting gratitude of the public."

In every large city there is a class of petty crooks, swindlers and fakers who attempt to eke out a half-way existence through the "want ad" columns of some of the large city newspapers.

These are smooth operators who, usually place blind advertisements designed as traps for purchasers and investors and those seeking employment or looking for opportunities for advancement.

The majority of questionable schemes are found under the classification of "help wanted" and "personal." It is here that those out of employment look for situations, and they are usually susceptible to the glittering offers of the "want ad" fakers.

### A BLIND WANT AD

Recently a smooth schemer placed a blind "want ad" in a large city newspaper for a doorman for an exclusive club. There was nothing suspicious about the advertisement, as it was worded such as were dozens of others. The men who answered the advertisement were asked to call at a certain hotel on a certain day and at a certain hour. Each man called at a different time, and during the interview he was told that he could have the position if he would pay \$18 for a uniform. If he did not have the money, he was told to come back the next day at a certain hour. In this way the applicants did not meet each other. When a man turned over his \$18, he was given an order on a large department store for a uniform, which he was to secure two days later.

When the ten applicants, each of whom had paid the schemer \$18, presented their orders at the department store, they were told that the store knew nothing about any uniforms that were to be delivered. The duped applicants made a rush for the hotel, but the crook had flown. The matter was turned over to the police, but they could get no trace of the swindler. Many of the men had borrowed the amount, and to all of them the loss of the \$18 meant a decided hardship to themselves or their families.

### CROOKS WHO ADVERTISE FOR SALESMEN

A great many men and women have been swindled by "want ad" crooks who advertise for salesmen, and offer the applicants positions paying high salaries, provided the applicants deposit \$100 or \$200 as security. Then the swindlers disappear and are seldom if ever located.

Confidence games are operated in nearly every line of industry. Not long ago, a young lady cashier at a movie theatre captured a glib faker. She had ambitions. She wanted to become a part of the celluloid dreamland she saw every day—to be made love to, to wear pretty gowns to ride in automobiles and to have wonderful adventures. While in this enraptured frame of mind, she was easy victim for a fraud who advertised that he would find positions for girls who wanted to become movie actresses. The girl was to pay him \$100 to secure the position for her. However, her mother decided the man was a fraud and she called up the movie company he was supposed to represent, and was told that it never heard of him.

After she paid him the money, she was requested to "pose." The man suggested that she disrobe and drape herself to pose as Kipling's "Vampire Lady." The girl retired, ostensibly to pose, but instead she telephoned the police. While the faker was waiting, the police arrived and he was arrested.

In many cities the police departments are receiving complaints from girls who have been duped by "want ad" crooks who claim to have the power of hiring girls as movie actresses. It is not difficult to capture the majority of them if the victim will assist the police in setting a trap. But the majority of victims of the "want ad" swindler are so embarrassed at being duped that they would rather keep quiet and suffer their losses than to receive newspaper notoriety and the jeers of their acquaintances.

In one large city, a smooth rascal read the "lost and found" column regularly. Where a residence address was given in connection with a lost article, this swindler would call and tell the lady of the house that he had seen the advertisement offering a reward for the lost article.

"Have you got it?" she would ask, expectantly.

"No," he would answer, "but my brother who lives at Blanksville (a nearby town) has it. I'd go down and get it for you, but I haven't any money."

Then the woman usually gave him the amount of the fare to the nearby town, which would be a dollar or so. The man never came back for his reward and the lady who lost the article was out of carfare.

### "THE TAPE MEASURE MAN."

Another kind of a "want ad" rascal has sprung into existence in more than half a dozen cities. He is known as "the tape measure man." He uses the "want ad" columns for illegitimate purposes. An innocent looking ad, something like this, usually appears:

"Young lady—regular features, pose for advertising. Ryan, Room 476, 180 Main street, 9 to 5 Monday."

A young lady who answered an advertisement of this kind went to a detective bureau and registered a complaint of the man's actions toward her. Detectives found fifteen girls waiting in an outer office. They found a sheet of paper containing measurement notations, made of some of the girls, and the "tape measure man" was charged with assault and battery. In several cities these men have been given heavy fines and sentences for juring girl job-seekers to their offices and taking advantage of them.

Another master of sharp practice advertises himself as "the lady suddenly called abroad and forced to sacrifice her beautiful furniture." Another is, "the gentleman ordered to Denver for his health; contents of eight-room flat for sale cheap." Still another is, "the discouraged widow going to boarding; take parlor suite at own price." All these parts are played in the course of the regular business of selling furniture.

### A NEW KIND OF FAKE ADVERTISER.

A new kind of fake advertiser is a certain class of newly-established flourishing "movie schools." They are advertising their ability to turn any one with \$50 into a motion picture actor. The worst thing about the "movie schools" is that they trap some screen-struck and ambitious school boy or girl by fake claims. They get tuition money on the false pretense that they will assure jobs for graduates.

Recently a travel-stained youth, in the fashioning of whose hands, feet and nose Nature had made a reckless job, rushed into a motion picture studio. He

announced that he did character and leads and was ready to go to work. To prove it, he had a make-up box and a diploma showing that he was a graduate actor from some unheard-of photoplay school. "This is to certify," it read, "that the bearer has successfully completed our course in photoplay acting. I take pleasure in recommending him, especially for character and leads, in which direction he displays remarkable talent and sympathy. Kindly arrange to make a place for him as soon as possible."

This poor lad gulped painfully when he learned that there is no motion picture producing company that will hire people who have taken courses in fake schools. The boy had spent his last cent for acting lessons—fifty dollars—he had thrown up his job and did not even have fare to get back to the town he came from.

### "TO SELL STOCK AT LITTLE COST."

Another kind of a fraud is the stock broker who runs a "want ad" promising to sell stock at little cost. He finds a victim and requests a fee of \$100 or \$200 for mailing out thousands of circulars to a preferred list of buyers. He keeps the money, the circulars are never sent out, and when the victim wakes up, he finds the clever crook has departed for unknown fields. Usually, when he finds he has been "stung," the loser is ashamed to tell anyone. He pockets the loss and allows the swindler to run at large, fleecing other victims.

The publisher of the newspaper is not always to blame, because a crooked "want ad" seldom looks crooked. The faker is so clever that he makes his copy ring genuine, and it is only when the victims make a fuss that the publisher has a chance to run down the fraud.

Recently an advertisement appeared in the "want ad" columns for a worthy and ambitious art student who wanted to receive an art education free. The advertiser received hundreds of letters. He was investigated. He claimed that he registered all names received, then called on wealthy people and persuaded them to advance money for free educations for the deserving students. He was posing as a philanthropist, but the chances were that he was making a good thing out of it. As soon as the advertiser learned that he was being investigated, he dropped the scheme.

The vaudeville act promoter has duped many stage-struck girls by offering them "star" roles if they will deposit money for their costumes. The money is paid down and the promoter invariably leaves town. This game is getting so old that everybody ought to be wise, but it is being worked right along.

### THRIVES ON SMALL AMOUNTS.

The "want ad" faker seems to thrive on small amounts. He does not steal large sums, but what he does steal is from people who cannot afford to lose it. He has become a pest that must be exterminated. Some of the large city newspapers employ special advertising investigators who devote their entire time to detecting fake "want ads." This is no easy job, as the majority of "want ad" swindlers are clever rogues who have enough intelligence to escape before their scheme is revealed.

There is seldom anything in the advertisement to indicate the danger that lurks behind it; but when all the newspapers take every precaution to trap the crooks who prey upon the people seeking opportunities through "want ads" there will be fewer victims. And the newspapers that show an interest in being unusually vigilant, and that refuse to print "want ads" unless the advertisement can be verified, will win the respect and everlasting gratitude of the public.

The biggest, busiest, healthiest, wealthiest and happiest aggregation of people in the whole world is now living and working together in the city of New York.

## HOW NEWS IS DISTRIBUTED

Interesting Figures Showing Relative Values as Determined by Editors.

The Brooklyn (N. Y.) Daily Eagle comments on the fact that newspaper publishers have noted, more than any other class, the change that has come over newspapers since the outbreak of the war. Measurements of reading matter reveal many interesting things, the chief fact brought out being the relatively unimportant position given to police court news and the disappearance of the exchange editor. Thirty years ago the Philadelphia evening papers carried extracts from other newspapers on the first page and these items were valued because they were cheap and quickly culled. Thomas R. Garth, in School and Society, shows the amount of space given to different departments of reading matter in 138 newspapers, mostly Virginian. He took all the reading matter of one paper as 100 and then ascertained the percentage given to each of thirty-two topics fixed upon. These percentages were then reduced to a single table showing the average percentage. That table follows:

War, 14; sports, 10.14; government, 10; business, 7.7; finance, 6.22; crime, 6.14; politics, 5.7; education, 3.61; deaths and births, 3.6; society, 3.6; safety and accidents, 2.8; noted persons, 2.7; industries, 2.22; religion, 2; literature, 1.8; persons not noted, 1.8; agriculture, 1.7; theater, 1.5; marriage, 1.3; benevolence, 1.21; improvements, 1.20; weather, 1.1; jokes, 0.9; household arts, 0.9; science and discovery, 0.8; fashion, 0.7; amusements and recreation, 0.6; exposition, 0.6; divorce, 0.4; invention, 0.4; transportation, 0.3; art, 0.2.

### Why Kohlsaat Was Not Warned

H. H. Kohlsaat, the Chicago publisher, registered at the Hotel Cecil in London recently, and was assigned to a room on next to the top floor. The following morning he rang for a bell-boy. When there was no response to the second call he lifted the telephone receiver and waited in vain for "Are you there?" Failing to establish any communication with the office, he dressed and started for the office to register indignation. The elevator wasn't running. He began to walk down. On the fourth landing he met a housemaid, and asked in strong Chicago language what was the matter with the hotel.

"Well, sir, you see, sir," came the answer, "the Zeppelins were reported, and we were all ordered to the cellar for safety."

"!" After which Mr. Kohlsaat said: "Well, I'm on the next to the top floor and I wasn't warned."

"No, sir," was the bland reply, "but you see, sir, you don't come under the Employers' Liability Act, sir."

### May Be Postmaster Green

Word has come from Washington that the name of Martin Green, of the New York Evening World, is being mentioned in the national capital as a possible compromise candidate for Postmaster of New York. Mr. Green is well known as a newspaper writer, and is so popular with his fellows that newspaper men gave a large testimonial dinner in his honor a few years ago, at which many men prominent in public life and Democratic politics made speeches and lauded him as "the best reporter in New York." Mr. Green is a Tammany Democrat and a personal friend of Joseph Johnson, formerly Fire Commissioner. He would not admit, when asked about the rumor, that he was a candidate for Postmaster, but his friends said that if Johnson was out of it definitely Mr. Green would be in the race.

### First American Newspaper

G. M. Van Sant, of Atlantic City, N. J. has a copy of the first newspaper ever published in America. It is the first number of The Boston News-Letter, published by authority of the Crown, at Boston. It contains considerable political news, most of it coming from Scotland and points in England.



NOT RESOLUTIONS BUT PUSH

The Latter is What Wins Business, Says Publisher Curtis, of Philadelphia.

"All the resolving of a meeting of mutual admiration societies doesn't bring business," said Cyrus H. K. Curtis, of Philadelphia—head of the Curtis Publishing Company—to the advertising men of Cincinnati, in a brief address last week. "But push, energy, going after it, being on the job, attending to your own business, and the liberal advertising of a good article, whether 'made in America' or in Timbuctoo, are the only things that bring success. Never mind about the origin of the product. If it is a good one—if the goods bear out the promises made, and equal or excel other goods that are sold—that makes no difference.

"There are a hundred great manufacturers of Philadelphia, now, who ought to advertise their own goods nationally. If they would do that, they would not only make their own business greater, but they would make Philadelphia greater. The first and most important thing is for individual firms to go out and build their own reputations nationally; and advertising is the quickest, surest, and most practicable way to do it.

"There is an article that is very largely advertised all over the country and has a very large sale—the 'Keen-Kutter' hardware—and that article is advertised by a St. Louis hardware firm and is known all over the country as a St. Louis product; but it is made in Philadelphia. That's what very many Philadelphia firms have been doing for years—making goods for somebody else to advertise and sell.

"New York, Chicago, and—what city comes next, Philadelphia? If we are talking about population, yes. If we are talking about old-established manufacturing prestige, yes. But if we mean alertness to modern practice and forward-looking toward individual industrial development, and the employment of the most advanced methods of trading, the following cities must be mentioned before Philadelphia: Akron, O.; Battie Creek, Mich.; Camden, N. J.; Detroit, Mich.; Cincinnati, O.; Cleveland, O.; Minneapolis, Minn., and Rochester, N. Y. But that has all been changed now! I was told the other day by a well-informed man on advertising matters, that to-day there is as much advertising being done by or going through Philadelphia, as—well, it's the second place to New York."

A PERSISTENT SURPLUS

But by Earnest Efforts It Was Finally Put Under Control at Healy's.

The big Waldorf-Astoria dinner to Irvin Cobb last Spring was done over again on a smaller scale at Healy's, New York city, last Sunday night.

In some unaccountable way the committee that arranged and executed the Cobb dinner found itself, after all the bills had been paid, in the possession of a surplus. That surplus was one of the inspirations of the dinner at Healy's. The other was Charles W. Hayes, known throughout the United States in theatrical and newspaper circles as "Pink." Inasmuch as Mr. Hayes did most of the work connected with the Cobb dinner arrangements, it was decided that the other members of the committee on arrangements who took an active part in the Cobb affair should show appreciation of his efforts.

After long and arduous effort the committee succeeded in separating R. Crosby Gaige, treasurer of the Cobb dinner, from the aforesaid surplus. Word was sent to Mr. Hayes by a grapevine route that he was to be presented with a humidior, an amber cigarette holder, a set of aluminum shirt studs, some silver hair brushes, and a baby grand calliope which could be played in a flat. Then the committee

went out and purchased a nice silver tea-set for Mrs. Hayes, and at the dinner Sunday night they presented it to "Pink" and he had to take it home. To everybody's amazement, there was still a surplus after the dinner at Healy's, but the committee didn't tell Tom Healy about it until after he had received the bill.

Among those who attended the dinner were Edgar, Arch and Mike Selwyn; Irvin Cobb, who told some stories; Roi Cooper Megrue, the playwright, and Jack Welsh, of the Cohan and Harris forces, who made speeches on behalf of President Wilson, Klaw & Erlanger, the Kaiser, Dr. Mary Walker, William A. Brady, Cain's Storage Warehouse Company, and others unable to be present; Eugene Keley Allen, who started to tell a story about a man who took his wife to the old Haymarket; Commodore J. Stuart Blackton, of the Vitagraph Co.; Paul West, Bozeman Bulger, Damon Runyon, Harry Burke, Frank O'Malley, Emilio Buchignani, Martin Green, Walter Moore and Ned Cullinan.

RESPONSIBILITY FOR ADS

Test Case Against New York Times Argued in Court of Appeals.

ALBANY, N. Y., February 3.—Whether a newspaper can be held responsible for an advertisement inserted by an advertiser who seeks to gain trade by unfair competition is the principle involved in the case of the Innovation Ingenunities, Incorporated, against the New York Times, argued in the Court of Appeals Wednesday. The case was dismissed by Justice Greenbaum in the Supreme Court and his decision was affirmed by the Appellate Division, first department.

The plaintiff is a corporation at 329 Fifth Avenue, New York city, having the exclusive selling agency in the United States of a wardrobe trunk patented by Seymour W. Bonsall. The complainant alleges that on May 26, 1912 the New York Times used a large display advertisement of the R. H. Macy Company in which was included a picture of the trunk of the plaintiff under the name of "Macy's Peerless Wardrobe Trunk" and advertised to sell at \$24.74 with a caption "similar trunks sold elsewhere at \$32.50." The plaintiff alleges that it is selling its trunks at prices ranging from \$24 to \$45 and that printing a picture of its trunk and advertising it to sell for \$24.74 constituted a "fraud upon the public" and a damage to its property. The plaintiff sued to recover \$10,000.

The defense set up that the complaint was a "frivolous action" and that no action could be based on unfair competition since the New York Times was not selling trunks but was engaged in the business of publishing a newspaper. The Times further claimed that no special damage was shown.

Adam J. Stricker appeared for the appellant and Harold Nathan for the New York Times.

Changes on Manila (P. I.) Paper

Oliver E. Nelson, formerly of the New Bedford (Mass.) Mercury, who for the past two years has been identified with the Cablenews-American in Manila, P. I., as city editor, has become the managing editor of the paper and one of the two lessees. P. G. McDonnell, former editor and general manager of the Cablenews-American, has gone to Europe to represent a New York newspaper. Mr. Nelson and Irving Posner, the advertising manager of the newspaper, assumed management on Jan. 1st. Their lease includes an option to release at the expiration of one year.

Most men have two arms, two eyes, two ears, a nose and a mouth, and, considering their height, they weigh about the same. What is the difference in men? Power—ability!

AD CLUB PERSONALS

George W. Coleman, former president of the Associated Advertising Clubs of the World, gave a short informal talk before the members of the Syracuse Advertising Men's Club at luncheon in the Club rooms on Friday, January 28th. Mr. Coleman's remarks were reminiscent in nature and touched largely on the entrance of the Pilgrim Publicity Association into the National body and the benefit derived from that alliance. An interesting feature of the address was the history of the adoption of the Open Forum idea by the National conventions. In this Mr. Coleman stated he was merely instrumental, repressing his views along this line until forced to put them in practice by demands from different clubs.

Fred J. Paxon, Charles W. Bernhardt and J. M. Van Hollinger have been named as members of the committee to make preparations for the luncheon to be held on the twenty-second of the present month at which the Atlanta Ad Men's Club will launch a movement looking to the setting aside of one day of the year as Frank L. Stanton day. The movement has gained many supporters and the luncheon promises to be an elaborate event. Mr. Stanton's column, "Just From Georgia," which is published daily in The Atlanta Constitution, has attracted wide attention and has won for him many admirers. For some time past there has been a general movement for the honoring of the poet but

the Ad Men's Club proposes to give it definite form and ask for the setting aside of a day at the next session of the General Assembly.

Very Good for Every Week

The Boston Transcript's recent annual analysis of matter carried in the magazines during the preceding twelve months gives remarkable credit to Every Week, which was only thirty-five weeks old at the end of 1915. It stood eighth in the list of seventeen magazines decided to be the best magazines published, and had twenty-three stories marked for special distinction. In fifty-two issues of one of the most notable magazines in the country only twenty-nine stories were so marked.

French Seek Print Paper

The problem of getting white paper at anything like a reasonable cost has become so acute in the publication of a daily newspaper in France that Danile Gounouilhou, director of the Petit Gironde of Bordeaux, one of the best known of the French provincial journals, has come to this country to study the American source of supply of that and other materials necessary in the production of a newspaper. "It is very difficult to get paper in France," said M. Gounouilhou. "We can make it, but most of our workmen are in the war, and the production is very costly. It is necessary to get it from Norway or America, and this seems to be the best source."

# Larger Than Ever!

## The Philadelphia Bulletin's Circulation for January

An increase of 42,656 copies a day over January, 1915.

The following statement shows the actual circulation of The Bulletin for each day of publication in the month of January, 1916.

1.....	309,848	17.....	381,698
2.....	Sunday	18.....	384,957
3.....	377,627	19.....	388,882
4.....	380,003	20.....	387,980
5.....	380,233	21.....	391,712
6.....	378,949	22.....	385,748
7.....	378,530	23.....	Sunday
8.....	375,470	24.....	394,798
9.....	Sunday	25.....	392,287
10.....	385,833	26.....	393,441
11.....	386,064	27.....	392,660
12.....	385,818	28.....	397,856
13.....	385,553	29.....	387,285
14.....	382,941	30.....	Sunday
15.....	377,996	31.....	398,389
16.....	Sunday		

Total copies sold for 26 days, 9,962,558  
Net Daily Average

# 383,175 COPIES A DAY.

The Bulletin circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

William L. McLean, Publisher

Average for January 1915: 340,519 copies

Average for December 1915: 371,360 copies

The net paid daily circulation of THE PHILADELPHIA BULLETIN is the largest in Pennsylvania, and one of the ten largest in the United States.

TO ADVERTISERS: You can at one cost reach the greatest number of consumers in the third largest market in the United States by concentrating in the one newspaper which is read by nearly everybody in Philadelphia.

## HOW TO ADVERTISE UNDERTAKER SERVICE

Experience of the Baltimore News in Developing the Business of William J. Tickner & Sons—Copy Must Avoid Words That Might Shock the Bereaved—Herbert Wyle's Achievement.

The appearance of an announcement in The Baltimore News two years ago of the firm of William J. Tickner & Sons, Baltimore, signaled the advent in the advertising columns of American newspapers of high-class mortuary advertising. While it is probable that no other newspaper has as yet followed the News' lead in this respect, its great success in behalf of the firm advertising would seem to open a new and highly profitable field for exploitation by American newspapers.

The form of advertising of undertaking firms in sundry newspapers in cities of eastern States, along the lines of department stores, that offer great bargains in funerals, has come to be well and not too favorably known, however profitable this form of such advertising may have proved to be. Advertising of this particular commodity quoting bargain prices of different kinds of coffins, style of hearse and number of hacks, etc., is offensive to sensitive persons; besides, such advertising appeals only to a class of patrons who are seeking such service at the lowest cost obtainable.

In the mortuary advertising inaugurated by the Baltimore News, every statement made is suggestive without being offensive to the most sensitive. What is said, and the way it is said, serves to make the name of the firm recur to readers of the paper when the necessity for the service of an undertaker arises. In inaugurating this service the Baltimore News has discovered a new and profitable source of advertising income, and the firm advertising has found it to bring very satisfactory results.

This high-class form of advertising business was the conception of Herbert Wyle, business manager of the Baltimore News, and he has been writing all the copy. In response to a request made by a representative of THE EDITOR AND PUBLISHER for a statement relating to this new advertising method for the sort of clientele indicated, Mr. Wyle said:

"Can a high-grade undertaking establishment be advertised so as to produce results and at the same time maintain and add to the prestige and dignity of such a concern?"

"This was the question asked me by William E. Tickner, of the William J. Tickner & Sons Company, after I had solicited business from him for many months. At that time I was unable to answer the question, as personally I had never seen such a campaign tried anywhere, but after a two years' campaign in the Baltimore News I know that the undertaking business can be profitably advertised and that no matter how exclusive a business it may be, it can acclaim itself without any loss of caste.

"Tickner & Sons have been established for more than forty years. The firm consists of William J. Tickner, the father, and his four sons. A grandson is also actively interested in the concern. Working harmoniously and enthusiastically (if such a term can be applied to this calling), this family has built up a most wonderful business, and it was in a flourishing condition when I first became acquainted with it.

"William E. Tickner, the oldest son, was the first man I approached. He laughed at me; said that it was impossible to advertise his business, and that instead of helping him it would ruin the prestige they had spent many years in building up.

"During this first interview and others he kept telling me the story of the undertaking business, and gave me

many reasons why he could not see publicity for it. Each reason he gave me for not doing so was, however, really an argument in favor of doing so, and while in the beginning I was not sure of myself, he unconsciously sold me on the proposition.

"After fifteen months of effort, I finally persuaded one of the Tickners to try it and he passed me along to his three brothers. The work had to be gone over again with them all, but he proved a splendid ally and we finally won them over.

"And then came the most delicate task of them all. The senior member of the concern, William J. Tickner, had to be told and sold. Much to my surprise, he was more receptive than any of the others and said to me: 'If you will prepare copy that will read interestingly and avoid gruesomeness and at the same time advertise our undertaking business, I'll sign your contract. You must not use the words death or casket or coffin or mourners nor any other words that would tend to morbid reading nor dare you at any time mention price in any connection.'

"For a time it seemed a big job but I finally got into the swing of it. I prepared four pieces of copy and after reading them they signed up for 15,000 lines.

"I told the story of Tickner & Sons, as I had learned it from them—their superior service, equipment, etc.—the many years of experience, their readiness to cope with all situations, and above all, the fact that a member of this family responded to every call.

"I told the public the story of the undertaking business as a business, and tried to tell it in such a way as would create interest and not horror or ridicule. Few people knew anything about it and it was in a measure an educational campaign.

"The results, after two years of publicity, have been most gratifying. Direct results have been frequent, but where this firm is convinced of its success is in the steady growth of its business during this period showing a larger growth than in any years preceding.

"This advertising is in a measure

### TICKNER EFFICIENCY

Efficiency in the undertaking business is unlike efficiency in any other line. It does not consist of mechanical skill alone, nor altogether of the application of improvements made from time to time. The kind of efficiency required and wanted by those who call upon this profession is the efficiency that can only come from a long experience.

The members of this concern have spent their entire lives in this business. In fact, on March 5th we will have rounded out 40 years of undertaking service in this community. Our establishments and equipments have grown with the city, and each year we have made the necessary changes consistent with the demands and necessities of the community's needs along this line of work.

During these many years we have learned that the greatest asset to this work was efficient service, and each year taught us something new in the way of service. Details small in themselves, but meaning big things in the aggregate and gratefully acceptable to those whom we serve, are the strong links in the Tickner chain of service.

We have learned that the real duties of this profession consist of the performance, with courtesy and respect, of those things always wanted and not always expected, thoughtfulness and consideration of the wants of those by whom we are employed, and sincerely performing the office of the vocation unobtrusively, but with a full appreciation of what should and SHOULD NOT be done.

WILLIAM J. TICKNER & SONS,  
Undertakers and Coach Owners.

paradoxical. No one wants to buy what is offered and the greatest menace to its success would be a price appeal. It is a matter wholly of imagination and mental impression, so that when the need arises first consideration will be given the advertiser.

"Fortunately, this was a real opportunity to test the value of such advertising. I have never seen more studious attention or better service rendered in any enterprise than this concern gives its undertaking business. It is complete in equipment and service, and they back up the advertising in a superb manner.

"The campaign has no regular schedule. In my opinion none can be maintained. Certain seasons have to be avoided and certain issues also. Position in the newspaper is also essential—not in the sense of 'next to reading or top', but in the character of other ads. and reading matter that appears on the page with it.

"I am fully convinced that a high-grade undertaker can advertise profitably, and the fact that my clients have signed a larger contract than ever for the coming year proves that they are also convinced."

Below is a copy of one of the advertisements used in the Baltimore News:

### HONEST ADVERTISING ENDORSED.

#### Dallas Club Members Will Work for Passage of Edwards Bill.

DALLAS, Tex., January 25.—"Honest Advertising" was the subject discussed at the regular meeting of the Dallas Advertising League, and the bill introduced in the House by Congressman C. G. Edwards, of Georgia, was endorsed in every particular. Steps were taken by which the Dallas ad men will use their influence in working for the passage of this measure.

The committee on honest advertising, J. C. Phelps, chairman, read its report recommending the enactment of such a law. Mr. Phelps pointed out that under the terms of the written contract, the purchaser now has recourse by law if the facts in that contract are misrepresented. He said there ought to be a law that will protect in the same manner the man who buys an article on the representation of its seller in his advertising, if that representation proves false. Mr. Phelps said the operation of the Edwards bill would give the purchaser this protection.

State Senator J. C. McNealus, editor of the Dallas Democrat, endorsed the Edwards bill, and said he would support in the Texas Legislature bills looking to truthful advertising.

W. H. Benners, business manager of the Dallas News, said his firm had turned down \$40,000 worth of advertising in one year because it was known to be bad. Carrying bad advertising, he said, was bad business policy.

J. H. Foreman, of the Dallas Dispatch, and Herman Phillipson, of the Times-Herald, made short talks favoring the passage of the Edwards bill.

Will T. Henry, a prominent attorney, paid a high tribute to the Dallas ad men, when he said: "This is a day when the minds of men turn largely to public service and betterment of social conditions, but I believe those men who are bound together with the purpose of raising the standards of advertising in the daily newspapers and magazines are doing a noble service."

#### Texas Women to Meet in Austin

The midwinter meeting of the executive board of the Texas Woman's Press Association was held in Houston a few days ago, and it was decided to hold the convention in Austin March 20 to 25, coincident with newspaper week in connection with the School of Journalism of the University of Texas. The board endorsed the resolution offered at the Waco meeting of May 4, 1915, amending the constitution by eliminating the office of poet laureate.

### NEW Y. M. C. A. AD COURSE.

#### It Starts in the New Bronx Building With L. E. Pratt as Instructor.

A new course in advertising was launched on Thursday evening of last week in the magnificent new \$465,000 building of the Bronx Union Branch Y. M. C. A., at 161st Street and Washington Avenue. Fifty Bronx business men and young men attended the opening session. Frank Leroy Blanchard, editor of THE EDITOR AND PUBLISHER, who was scheduled to speak, was unable to be present, but Herbert S. Houston, Vice-President of Doubleday, Page and Company, and President of the Associated Advertising Clubs of the World, described in a forceful way the new movement for better and more dependable advertising, which began some ten years ago with the Advertising Club movement. Mr. Houston had a peculiar interest in this Advertising Class, because it is being held in one of the buildings erected from the \$4,000,000 fund raised by the Committee of which Mr. Houston was an enthusiastic member and because the class is being conducted by Lewellyn E. Pratt, Chairman by Mr. Houston's appointment, of the Educational Committee of the Associated Advertising Clubs of the World.

Following Mr. Houston's address, Mr. Pratt outlined the course of instruction and described the general plan of work for the winter. There was decided interest and enthusiasm and sufficient enrollments were made on the spot to insure the attendance of all that can be accommodated at the present time.

### ADS AND SALES GO TOGETHER

#### Expert Urges Co-operation Between Salesmanship and Publicity

By CHARLES W. HOYT.

Let me tell you two facts. You can't find in this country a real big success, in the sense in which we call things successes in this country, an advertising success, a thing that has had the backing of a big advertising manager, a big advertising agent, where you don't find if you look into it, with the exception of mail order enterprises, an equally big sales manager, sales idea, sales scheme. It is there in every case which I have ever been able to get into, with the exception perhaps of some things that are purely the making of big machines, etc.

You can't find a single American success which consists solely of what I call the selling side, with a big sales plan, so big as to have become national or international, but what it has had to carry an advertising campaign with it.

Now, in handling salesmen where we have got a campaign, I often say to the people with whom I am working, "I want to have you understand one thing about this salesman feature. I want you to agree with me that we will try and you will try to have the salesman just as well informed or just as well posted on this advertising that you and I are going to do, as you are or as I am. I want every man in your employ to whom these letters go to be just as up-to-date as we are with the plan in front of us." And that is the keynote of obtaining salesmen's co-operation in advertising campaigns. Let them know.

Now, just a word to some of you men who are in the advertising business. You know it behooves every one of us to-day to be about as expert and about as well informed as we possibly can be. We must have fewer headstones in the graveyard of advertising that failed. Be broad enough to see everything that is called advertising. It is your duty to know every single tool that is used in your trade, and to know how to use them. You should be master, from A to Z, of the things that make up your job. Now, your job is to distribute goods, and antiquated methods will not do.

One in every nineteen persons in the United States lives in New York city. One in every thirteen lives or works here.



**J. BAIN THOMPSON JOINS AGENCY**

Elected Secretary and Director of Bryant, Griffiths and Fredricks, Inc.



J. BAIN THOMPSON

J. Bain Thompson has joined the newspaper special agency of Bryant, Griffiths & Fredricks, Inc., and been elected secretary and a director of that firm, to which he brings valuable assets in ability, experience and acquaintanceship. For more than six years Mr. Thompson was manager of the New York office of LaCoste & Maxwell. He is a Southerner and prior to his coming to New York, Mr. Thompson was for several years associated with Allen N. Drake and the Wyckoff Advertising Agency at Buffalo. He is accordingly well versed in every phase of the advertising profession.

Concerning his new affiliation, Mr. Thompson said to a reporter for THE EDITOR AND PUBLISHER:



MORTIMER BRYANT

"For a long time I have had in mind the perfection of a plan whereby the national advertiser or his agent and the newspaper publisher might be drawn into a closer and more lasting relationship, but conditions heretofore have not made it possible to put my plans into practical effect. In Mortimer Bryant, Harry Griffith and Charles Fredricks, I soon found young men whose ideas and mine along progressive and constructive lines were identical and when the opportunity finally presented itself for me to link up with them I naturally grasped it. I feel very happy over the connection and very sanguine of what I know will be the successful outcome of our combined efforts."

At the annual meeting of Bryant, Griffith & Fredricks, Inc., the following officers were elected: M. D. Bryant, president, C. S. Fredricks, vice president, H. C. Griffith, treasurer and J. Bain Thompson, secretary.



H. C. GRIFFITH

Messrs. Bryant, Griffith & Fredricks have been associated sometime in the building of a strong service agency and Mr. Thompson rounds out an already effective combination. This company for a number of years has maintained offices in New York, Boston and Chicago.

Mr. Bryant entered the special agency field several years ago, as a partner of the late L. E. Pullen and New York manager of Pullen, Bryant & Company. Prior to this, he was for

many years business manager of the Brooklyn Daily Times.

Soon after Pullen, Bryant & Company was formed, Charles S. Fredricks joined and became the Western member, under the firm name of Pullen, Bryant & Fredricks Company. Mr. Fredricks has had many years merchandising, selling and advertising experience in the West. He is well known and liked for his consistent and constructive attitude toward the advertising business. Mr. Fredricks is assisted in the Western field by Frederick Van Maren.



CHARLES S. FREDRICKS

At the death of Mr. Pullen in November, 1912, Kenneth S. Ballou was appointed to manage the New England territory and has been a big factor in the development of the facts and information with which this company is equipped from its various clients. His sterling qualities and tireless efforts have won for him a host of friends in the New England field.



K. S. BALLOU

H. C. Griffith joined this company some two years ago, merging his Griffith-Powers Company interests into the firm. Mr. Griffith is one of the best known men in the special agency field, having a national acquaintance. He has devoted his life to special agency work, starting with the Smith & Thompson Agency and then to the John Budd Company, which company he left to build a business of his own. This business he conducted with success until merging with Bryant, Griffith & Fredricks, Inc.

**WANTS LIBRARIES ADVERTISED**

Kansas Man Sees Possibility of Big Business for the Newspapers.

CHICAGO, January 26.—It may be that W. H. Kerr, of Emporia, Kan., has discovered a brand new use for advertising. Mr. Kerr believes that if libraries would use the advertising columns of their home newspapers there would be more people reading good books, and consequently in a short while the whole communities would discover themselves on a higher intellectual plane. Mr. Kerr contends that advertising can stimulate interest in a good book just the same as it stimulates interest in a good show. He voiced his views at a session of the American Library Association here recently.

"What have the libraries to offer to 100,000,000 Americans?" asked Mr. Kerr. "The literary treasures of the ages, the wisdom and wit of all times. Such is our product. Can we make the people want our service? We can. How? The one avenue is publicity by advertising. I have heard it said that it is astonishing that libraries and their associations have not awakened to this already.

"We have been lax and sadly behind the times. Advertising long has directed individual human needs. Why not direct the reading habits of the American public?"

**Announcement**

**The Davenport Democrat**

and Leader

has appointed the

**Charles H. Eddy Company**

New York-Boston-Chicago

as its representative in the foreign advertising field

Effective January 1, 1916

Frank D. Throop  
Secretary-Treasurer-Manager

The Democrat Publishing Co.  
Davenport, Iowa

The superior service rendered our publishers necessitates the enlarging of our organization.

**Mr. John P. Schultz**

has become a member of the Company and will have charge of the Eastern territory for the

**CARPENTER-SCHEERER COMPANY**

who specialize in supplying advertisers and agencies with accurate information in regard to local and state conditions. Publishers desiring the highest grade representation at the least cost will be furnished full information by addressing the

**CARPENTER-SCHEERER COMPANY**

New York  
Fifth Avenue Building

Chicago  
Peoples Gas Building

**Market Place for Good Men**

The Editor and Publisher's columns offer newspaper and advertising men an opportunity to get in touch with employers who are seeking capable and efficient assistants. More newspaper publishers read The Editor and Publisher each week than any other periodical in its field. Hence it is the best medium for those seeking positions to place their qualifications before the men who may need their services. And the astonishing thing about it is that The Editor and Publisher runs the advertisements of those who are out of employment and are seeking positions, free of charge. Write out your advertisement, not to exceed eight lines and send it to us to-day.

**THE EDITOR AND PUBLISHER**

World Building

New York

## INDIANA EDITORS MEET

## Men Representing Democratic Papers in Session in Indianapolis.

(Special to The Editor and Publisher.)

INDIANAPOLIS, Ind., February 3.—John L. Clough and Merle Sidener, advertising agents, addressed the Indiana Democratic Editorial Association in session here. The tenor of Mr. Clough's talk was greater cooperation between the country daily and the advertising agent, that it might be made easier for the advertising agent to get service for his clients.

Mr. Sidener reiterated his belief that the Indiana dailies should establish a central bureau at Indianapolis where the advertiser could go to place his advertising in many of Indiana's small town dailies, and get one bill for the advertising, with proof of insertion. He said that the newspapers would give manufacturers the dealer cooperation that they seek, because the small-town newspaper furnishes the connecting link between the dealer and his customer, enabling the manufacturer to advertise his product and name the dealer from whom it can be obtained. At present the small-town newspapers were making it hard for the manufacturer by many annoying practices, such as failure to furnish checking copies and failure to send statements.

The members of the Association in a body attended the stop of President Wilson. Though they had requested that he address them, President Wilson declined. He appeared on the back platform of the train and greeted many of them personally, but made no attempt to talk, pleading a voice in poor condition.

Lew M. O'Bannon, president of the Association, acted as toastmaster at the banquet. John A. M. Adair and Leonard B. Clore, rival candidates for the nomination for Governor, were speakers. Howard Roosa, editor of the Evansville Courier, spoke on "The Democratic Press," and Governor Elliott W. Major pleaded with the editors to support President Wilson.

## The Place of Specialties in Advertising

The use of specialties in advertising was the theme of an address delivered in the 23d Street Y. M. C. A. course in advertising on Wednesday evening by Lewellyn E. Pratt, chairman of the Educational Committee of the Associated Advertising Clubs of the World. Mr. Pratt stated that ten per cent. of all the money annually spent for advertising was devoted to the purchase and distribution of advertising novelties. The value of this form of advertising lies in the fact that they supplement the direct mediums, promote good will for an advertised article, and are a constant reminder of the giver. Their cost ranges from a few cents to several dollars each. The most popular of these specialties is the calendar in the production of which six great concerns employing in the neighborhood of 600 persons each are employed. Others are metal signs, trays, watch fobs, card cases, jewels, and other novelties. One firm spent \$200,000 a year in this form of advertising.

## "Daily Papers Will Serve Us Best"

In the arrangement of the advertising campaign of the J. C. Wilson Co., truck manufacturers of Detroit, Stanley C. Wilson, secretary of the company, will largely favor the daily papers. Agencies are being established now and space in the daily papers will be bought in cities where agencies have been placed. "Our advertising department," said Mr. Wilson, "in arranging for its advertising will buy space in just the same manner as we buy material. We have figured that the cost of producing a motor truck includes just so much advertising, and from a careful analysis of the situation we have come to the decision that the daily papers will serve us best."

If our newspapers are opposed to whisky and such strong drinks, and if we are urging the people who read our papers to abstain from whisky and such strong drinks, we surely have no right to accept for pay an advertisement which urges our readers to partake of whisky or such strong drink, or of any so-called medicines containing alcohol or opiates in injurious and habit-forming quantities.

I intend, therefore, not only to reject all such undesirable advertisements, but to oppose the manufacture, use, prescription, or sale of all such harmful concoctions.

I have complete tolerance for those who think differently from me in regard to what is legitimate advertising, and in regard to what is proper sumptuary regulation, but I can only be guided by my own conviction of what is right and what is best for the community; and by that conviction I shall stand.

WILLIAM RANDOLPH HEARST.

## FIRST SALESMANSHIP CONGRESS

## Much Enthusiasm Shown Over Important Gathering in Detroit Next July.

DETROIT, February 2.—The first Salesmanship Club in the world—in which anyone interested in salesmanship, whether he be an office employee, salesman, would-be salesman, sales manager, or business executive was eligible to membership—was organized in Detroit less than three months ago. At the present time the Salesmanship Club of Detroit has a membership of over 600.

The enthusiasm which has been evidenced in the organization of the local Club, and more than seventy-five similar clubs which have either been organized or are now in the process of organization throughout the country, has brought those prominent in salesmanship circles to realize the desirability of holding a World's Salesmanship Congress. Plans are now under way and the Congress will be held in Detroit July 2, 3, 4, 5, and 6, of this year. The success of this Congress is assured by the calibre of the men who have undertaken to support it.

D. M. Barrett, editor of Salesmanship, is general chairman of the executive committee of the Congress, and Walter C. Cole is general secretary. Many of the best sales and advertising managers are on the sub-committees.

## Newspapers Cover It All

Edward P. Clark, a newspaper dealer of Newport, R. I., and several times mayor of that city, said this week in Boston to THE EDITOR AND PUBLISHER correspondent: "I feel that in selling newspapers to the people I am serving them in a wholesome manner. I find that the newspapers furnish much of the reading matter for all classes of people, even those who count their wealth in many figures. This is a world of hustle, and with newspapers printing such a varied amount of reading matter, from the latest sensation to a work of fiction of merit, serially, there is less excuse than even before in using valuable time reading other forms of periodical literature."

## Germans Short of Paper

The Berliner Tageblatt says 300 newspaper proprietors met in Berlin recently to discuss the serious scarcity of paper in Germany. A resolution was passed requesting the Government to regulate the consumption of paper and to fix a sale price for it.

## Editor Miller's Milestone

Charles Ransom Miller, editor in chief of the New York Times and one of the most eminent of American newspaper men, recently passed his sixty-seventh milestone, having been born January 17, 1849, in Hanover, N. H. He joined the staff of the Times in 1875, and the fortieth anniversary of his connection with that paper was celebrated last July. Mr. Miller is a son of Dartmouth College, and began his journalistic career in 1872 as a reporter on the staff of the Springfield (Mass.) Republican.

## Pulling Power of News Publicity

BOSTON, February 1.—The tremendous pulling power of a new story has just been illustrated afresh in New England by the number of letters received at the headquarters of the Forest Service in Gorham, N. H., as a result of the exclusive story in the Post of last Wednesday telling of the government offer of camp and cottage sites in the White Mountain National Forest for surprising low rates. Following the appearance of the story nearly 2,000 letters and telegrams were received in three days, and the end is not yet. It now appears that all the available camp sites will be snapped up in quick order through the publicity given the matter by the Post.

## Ads and Good Roads Did It

MACON (Mo.) merchants have just enjoyed their most profitable holiday trade, developed by good roads, an extensive and timely advertising campaign, and well chosen goods. F. W. Gleselman, of Macon, is quoted in the St. Louis (Mo.) Republic as saying: "The real lesson of the holiday trade is that merchants in the smaller towns can get a good six-day business every week as well as a Christmas business if they go at it right. Good roads and advertising should be a 365-day-in-the-year proposition, and not merely something to be worked at by fits and starts. They are the dominant factors in creating new trade, and unless the merchants of a town are constantly seeking to extend their business that town is certain to go down and a more wideawake rival take the trade. I have no objection to weekly stock sales, band concerts, free motion-picture shows or anything of the sort to bring people in, but I think commercial clubs and business men should be more interested in making every day in the week a good business day. And I know of nothing more certain in getting this result than by building roads that are useable the year round and by continual advertising in the papers."

## Making "History Newspaper"

Thirty-five Poly Prep upper school boys of Brooklyn, N. Y., are each engaged in making a "History Newspaper," and have reached the stage of final draft. The work is to be completed by May 20. About six years ago Wilfred Seymour Conrow offered a prize for competition by students at Poly Prep in a "History Newspaper" contest. The prize is a bronze medal of Dr. Edward Coe Seymour, former principal of the school, and connected with the Institute from 1856 to 1896. The medal has a three-fold purpose: First, to perpetuate the memory of Dr. Seymour; second, to foster a vital and intelligent study of history; and, third, to encourage original thinking. The experiment is under the direction of George W. Van Vleck, head of the history department, and he says that in every way its results have been more beneficial than even its most sanguine admirers had hoped. The history newspaper, which must be prepared and written or printed by hand by the competing students, purports to be of some former period and represents characters, events and the spirit of that age as nearly as possible.

## Ad Men Hear Chilean Consul

Richard J. Leupold, the Chilean consul in Baltimore, told the Advertising Club of that city at its last weekly luncheon that South America is so hard hit by the war that it is cutting out even such luxuries as aerated water. He emphasized the opportunity at the present time for merchants of the United States to establish trade in staple things, the articles of commerce which they must have whether wars are waged or not. The basis of this trade, he declared, is a thorough understanding on the part of merchants and manufacturers in this country of the needs and desires and idiosyncrasies of the people of the South American countries. Mr. Leupold also spoke on advertising mediums and conditions in the big South American cities. He said that all advertising had to be simple and direct and that the posters were under control of the municipalities, for the purpose of preventing "crimes in color."

## Opportunities in the Ad Field

Frank Leroy Blanchard delivered an address upon "Opportunities for Young Men in the Advertising Field," before the Bronx Y. M. C. A. class in advertising, on Thursday evening. After stating that about \$600,000,000 is annually spent in advertising in this country alone, Mr. Blanchard went on to state that an army of workers is required to handle it. Among them were artists, writers, advertising agents, space buyers, and space sellers, advertising managers, printers and publishers. In a brief way the speaker described the duties of each and gave the approximate salaries paid and the incomes earned. Owing to the fact that advertising is becoming more popular year by year and the necessity of using it becomes more apparent the more numerous are the opportunities for employment in the field.

## Pays Church to Advertise

The Galesburg (Ill.) Republican Register thus tells a story creditable to all concerned: "Elsewhere in this issue appears a paid advertisement of Dedication Week of the First Christian Church of Galesburg. We have long been convinced that 'it pays to advertise,' even the church. This space is bought and paid for by that congregation. The copy was written by a churchman who is also an advertiser of experience. The point we wish to suggest is that if the churches of Galesburg desire to secure this co-operation of the citizens of this city in a large way, let the churches get together and make use of half a page or any desired amount in the Saturday issues of this paper, paying for the same as an investment in their services. Baltimore, Kansas City, Pittsburgh, and other cities have had this form of church co-operation. Galesburg is not as big as those towns, but it is just as progressive."

## Advertising For A. A. C. W. Convention

PHILADELPHIA, February 3.—Rowe Stewart and Irvin F. Paschall, of the Poor Richards, appeared before the executive committee of the Chamber of Commerce a few days ago and told that body of the advertising which was being secured for the A. A. C. W. convention, which would cost \$500,000 if the publicity secured was placed on a cash basis. The Chamber of Commerce will give hearty support to the Poor Richard Club in the matter, A. C. McGowan, chairman of the Trade Expansion Committee, being delegated to co-operate with the advertising men.

New York city is increasing in population at the rate of 18,000 a month adding every three months a new city as large as that which Washington knew when he was President of the United States and the national Capitol was on Wall street.



## NEW INCORPORATIONS

**NEW YORK CITY.**—The Assets Producing Company. To do a general advertising business in distributing and publishing advertising. Capital \$25,000.

**NEW YORK CITY.** Alpha-Omega Publishing Company, Inc. Newspaper publisher, printer. Capital \$25,000. N. R. Green, G. E. Moesel, S. M. Melaneo.

**INDIANAPOLIS, Ind.** The Indiana Publishing Company. Capital, \$10,000. Directors, Charles J. Orbison, Robert E. Springsteen, Charles B. Clarke. To print daily and weekly newspapers, including Sunday papers.

**BUFFALO, N. Y.** Buffalo Saturday Night, Inc. Newspaper publisher, advertising agents, \$100,000; A. F. and R. P. Penton, R. A. Chetney.

**NEW YORK CITY.** The Psychological Publishing and Distributing Corporation., printing, publishing, periodicals, \$50,000; O. A. Gleasburg, A. M. Hunt, C. P. Christensen.

**EVANSVILLE, Ind.** Hauser Publishing Company; capital, \$10,000; publishing business; directors, G. H. Hauser, R. R. Winklepleck, T. H. Hull.

**NEWARK, N. J.** Realty Service Publishing Co., printing and publishing, \$100,000; Freida Reimers, Josephine E. Borfquist, Rose G. Higgins, Newark.

**FORT MADISON, Ia.** Gem Publishing Company. Capital increased from \$7,000 to \$20,000.

**WILMINGTON, Del.** L'Opinion Italian Publishing Company. Capital, \$6,000. To carry on a general publishing business in all its branches. Incorporators, Herbert E. Latter, Norman P. Coffin, Clement M. Egner.

**ST. PAUL, Minn.** West Publishing Company. Capital increased to \$1,400,000.

**LOUISVILLE, Ky.** The Kentucky Farming Publishing Company. Authorized capital stock of \$12,000, divided into shares of \$100. The company will publish a newspaper, and do a general printing business. The debt limit is \$50,000. The incorporators holding three shares each are: T. M. Gilmore, W. W. Watts and Fred W. Bonte.

**NEW YORK CITY.** The Motorists Magazine, Inc., Publishing Magazine, selling stationery. Capital \$100,000. Incorporators, G. W. Sutton, Jr., H. W. Merwin, P. J. McMaster.

**ALBANY, N. Y.** The Theodore H. Price Publishing Corporation. Capital, \$25,000.

**LOUISVILLE, Ky.** The Farmers' Home Journal filed articles of incorporation increasing its capital stock from \$30,000 to \$50,000.

**NEW YORK CITY.** The American Publicity Corporation of Manhattan; general advertising business, publishers, printers, booksellers, stationers; capital stock, \$10,000; directors, Henry Edler of Brooklyn, Julien M. Jacobs of Jersey City, N. J. and Frank X. Guth of New York city.

**CLAYVILLE, N. Y.** Clayville Paper Mills Company, Inc.; manufacture all kinds of paper, wood pulp, fibre, etc.; capital stock, \$70,000; directors, Herbert D. Wood of Phoenix, J. Newell Bowman and Herman J. Meyering of Rochester.

**BUFFALO, N. Y.** Buffalo Saturday Night, Inc.; newspaper publishers, general publishers and advertising agents; capital stock, \$100,000; directors, Adam F. Penton of Toronto, (Ont.) Canada, Robert A. Chetney of Buffalo and Reginald E. Penton of East Aurora.

## New Members of the A. P. A.

The Agricultural Publishers' Association, of Chicago, of which Frank B. White is managing director, has recently added to its membership Farm & Ranch, Dallas, Tex.; Western Farmer, Portland, Ore.; and Kimball's Dairy Farmer, Waterloo, Ia.

## NEWSPAPER ACTIVITIES

The Baltimore News in conjunction with the McClure publications of New York will conduct for one week, beginning February 7, a Westfield Domestic Science School and Household Appliance Exposition at the Arcadia Auditorium in Baltimore. The course will be free to the women of the city. There will be nothing on sale at the exposition but there is promised an instructive exhibit of proved pure foods. Demonstrations in cookery will be conducted to illustrate the lectures by Mr. and Mrs. Sherwood P. Snyder. Local firms have engaged booths and many premiums will be given those who attend. The News is distributing 70,000 tickets among grocers and coupons will be printed in each day's edition.

There were thirty-six pages in the automobile section of the Baltimore News, containing in addition to automobile news matter and illustrations 57,000 lines of advertising, in the regular edition of The News the Saturday evening preceding the automobile show at the Fifth Regiment Armory, Baltimore, recently. Space was oversold for this edition to the amount of 17,000 lines, and the peculiar situation was developed of four representatives of the business department of that paper being sent out to sell space out of the paper. Advertisers were asked to limit their space and use less than their contracts called for for that date. Five thousand lines were sacrificed and advertisers were persuaded to allow the remainder to be used on succeeding days.

The Albany Journal is conducting a successful subscription campaign in the guise of a moving picture contest under the direction of H. C. Young, of the Novelty Motion Picture Company of New York. The campaign is in the form of a popularity contest, the young man and young woman receiving the greatest number of votes respectively, playing the leading parts in a motion picture play to be produced with an Albany setting and shown at a local theatre for a week.

The Trenton (N. J.) Times is conducting a page written and edited by young children of the city. The page appears every Saturday and the work is done solely by the pupils of the eighth grade.

Great interest has been aroused among the children. Three cuts of pupils are used on the page and occasionally one of the schools submits a cartoon. An editorial staff, consisting of five or six pupils, comes to the office each Wednesday to make up the page under the supervision of the paper's editors. Parents, too, are naturally interested in the work of their children and their children's friends and this is another argument in favor of the feature.

The Philadelphia North American, which recently ran a circulation contest in which \$2,500 in cash prizes was distributed to those persons who solved an ingenious puzzle having to do with counting overlapping circles in a printed chart, has now another plan under way which while tending to increase the number of its readers, has such motive only as a secondary consideration to its education feature. Twenty-five motion picture machines are to be given to the ten churches, ten schools, and five lodges, societies or clubs receiving the largest number of votes, in a popularity contest, the voting being recorded through coupons printed daily in the paper and by stated numbers of votes given for subscriptions of varying terms. The use of the moving-picture as a valuable adjunct to school instruction has been much discussed and the North American is perhaps the first paper in the country to seize the idea and give it practical application.

A new plan for improving the various publications of the Scripps League of Ohio Newspapers has been adopted by that organization. Heretofore only the editors of the Cleveland Press, Columbus Citizen, Cincinnati Post, Toledo News-Bee and Akron Press have held monthly meetings for an exchange of ideas. Now the heads of departments, including managing editors, city editors, sporting editors, and so on, will get together, to give each other ideas on how they handle the news in their respective territories. The city editors of these papers gathered in Cleveland last Saturday. They included Jack Gordon, of the Cincinnati Post; Shelton, of the Toledo News-Bee; Mussey, of the Columbus Citizen; Poe, of the Akron Press, and Harold Bechtol, of the Cleveland Press. Telegraph editors will meet on February 5, and sporting editors on the following Saturday. As far as possible these meetings will be held in the Press Building, Cleveland.

## Reclamation Record Will Lend Cuts

WASHINGTON, February 3.—The editor of the Reclamation Record receives frequent requests for the loan of cuts of illustrations in the Record for reproduction in farm journals, project newspapers, and other publications. The Record has a large number of cuts on hand and will gladly lend them to editors who may desire to reproduce them in their publications. Go over your file of the Reclamation Record, just drop a line to the editor of the Record and the cut will be sent to you promptly unless some other editor has beaten you to it—in which case the editor will send it to you as soon as it has been returned.

## Winsted (Conn.) Citizen's Election

WINSTED, Conn., February 2.—At the annual meeting of the stockholders of the Citizen Printing Company, publishers of the Winsted Evening Citizen, the following were re-elected directors: George F. Drake, R. R. Noble, Frank Sackett, F. D. Hallett, Col. S. B. Horne, G. E. Manchester and I. E. Manchester. The old board of officers and editors was re-elected as follows: President, treasurer and managing editor, I. E. Manchester; vice-president, R. R. Noble; secretary, George F. Drake; city editor of the Citizen, Louis T. Stone; editor of Winsted Herald, Col. S. B. Horne; editor of Litchfield County Leader, E. M. Platt; auditors, George F. Drake and F. D. Hallett. The company had a prosperous year in spite of the unsettled conditions of trade and the advance in prices of materials.

## A. M. Belo &amp; Co. Elect Officers

GALVESTON, January 29.—The annual meeting of stockholders of A. H. Belo & Co., publishers of the Galveston Daily News, Dallas Morning News, Dallas Evening Journal, Galveston and Dallas Semi-Weekly Farm News, and Texas Almanac and Industrial Guide, was held here on January 26 for the election of directors. The following directors were chosen: C. Lombardi, J. B. Peabody, George B. Dealey, L. W. Clark, John Sealy, W. H. Eichlitz, and J. F. Lubben. The directors then elected officers as follows: C. Lombardi, Dallas, president; J. B. Peabody, Cambridge, Mass., vice-president; G. B. Dealey, Dallas, vice-president and general manager; J. F. Lubben, Galveston, secretary and treasurer.

## Central News of America

At the annual meeting of the stockholders of the Central News of America, held in the Directors' room, 26 Beaver Street, February 1, all the former directors and officers were re-elected. The reports of the president and treasurer showed that the association is in an excellent condition and upon a paying basis.

## Editors Who Know



COL. HUNT McCALEB  
Shreveport Times

"It is your peculiar judgment of news, your deft handling of the text and above all your almost uncanny capacity to look ahead and see what will be good, not only to-day but for the future morgue, that makes your service the best I know of."

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

## SLIM JIM

is a full page Comic feature, furnished in Mat. form, Black, Black and Red or Four Colors, 20" or 21", 7-columns or 8-columns; Saturday or Sunday release date.

Carries lots of ACTION; Color scheme beautiful. Price right.

Do you want late proofs?

**WORLD COLOR PRINTING COMPANY,**

R. S. Grable, Mgr.

Established 1900 St. Louis, Mo.

## R. J. BIDWELL CO.

Pacific Coast Representative of

## DAILY NEWSPAPERS

SAN FRANCISCO OFFICE

of the

**Editor and Publisher**

742 Market Street

SAN FRANCISCO

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

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

**PROMOTION DEPT.**  
**SHAFFER GROUP**

12 S. Market Street, Chicago

## PRESIDENT HOUSTON AT BIG BOSTON MEETING

Says the Associated Advertising Clubs of the Country Have Established a Card Index of Crooks—Many Leading Ad Men Also Address Pilgrims at Dinner.

BOSTON, February 2.—Speaking before the members of the Pilgrims Publicity Association, Herbert S. Houston, president of the Associated Advertising Clubs of the World said in part:—

"To protect the public against the fire sale, the raincoat sale and the fly-by-night fakirs, the Associated Advertising Clubs of the country have established a card index of crooks.

"Business in New England is distinctly on the up grade. You and all other business men are deeply interested in everything that will help carry it to the summit and the advertising club movement is a very definite means to that end. This club, and every other

advertising club in New England, brings to business men the latest ideas in merchandising and the most efficient means of advertising. A club places a city in front of the whole wide world of commerce; it is a clearing house of information, not only among its own members but among the members of hundreds of other clubs scattered throughout the country.

"The advertising club movement is helping business in a fundamental way. Right now a strong committee is working out successful store keeping systems for retail merchants. We have the effective co-operation of Harvard University on this tremendously important undertaking. Your own Professor Cherington, of Harvard, is a member of our committee. Very shortly systems will be ready for grocers, boot and shoe dealers and jewelers—indeed, some of the systems are already prepared and in use. Manifestly, this is a bed rock endeavor to help business in a fundamental way. Retail merchants have often failed because they were not in touch with modern merchandising and efficiency systems, but through the advertising clubs we will put them in touch."

Others who spoke included Frank A. Black, advertising manager of the Filene store, and chairman of the board of directors of the Pilgrim Publicity Association; Prof. Paul T. Cherington, of Harvard; Colonel Frank L. Locke, of the Young Men's Christian Union; John C. Morton, chairman of the Clean-Up Committee of the Boston Chamber of Commerce; and F. M. Barber, secretary of the Massachusetts Real Estate Exchange and Press were for the Copley Plaza Hotel.

At the head table were: George B. Gallup, presiding at the dinner; Herbert S. Houston, Elwin E. Pratt and Arthur Freeman, all of New York; Major P. F. O'Keefe, Prof. Paul T. Cherington, George C. Morton, Colonel Frank L. Locke, John K. Allen, Dr. Witt C. Marcey, Frank A. Black., Dr. Herbert Nichols and F. M. Barber.

### Oakland's Fight for Ad Men

OAKLAND, Cal., January 28.—All California, with the exception of San Diego, is behind Oakland in the fight to obtain the 1917 convention of the Pacific Coast Advertising Men's Association for this city. Letters are being received daily from central California cities, from the chambers of commerce and commercial organizations, endorsing the project and offering co-operation. This backing will be given to the "Ad-Masque," the big advertising carnival to be held February 14 at the Municipal Auditorium by the Oakland Chamber of Commerce to raise funds to make the fight for the convention. San Francisco, Sacramento, Stockton, Berkeley and other cities have signified through their commercial bodies that they will assist in every way to make the "Ad-Masque" a success.

### South Bend Ad Men's "Frolix"

SOUTH BEND, Ind., February 1.—The "frolix" of the Ad-Sell-League gave two hundred members of that body and their friends five hours of solid fun. It served as an opportunity for people to become better acquainted with some of the very good, amateur talent to be found in this city. Ten vaudeville and cabaret acts were given following the serving of dinner. Dancing was enjoyed after the show was over. Frank E. Hering presided over the "frolix" as master of ceremonies; and W. W. Dunkle and W. R. Armstrong acted as the stage managers of the affair.

There are but three kinds of men in the world—the kind you have to tell once to do a thing and you can bet your life it will be done; the kind you have to tell three or four times to do it, because they do not think; and the kind (that great, business-producing creative lot of men) who don't have to be told at all. They have initiative.

## EDUCATION COMMITTEE MET

### New York Ad Club Workers Held a Profitable Session.

Nearby members of the Education Committee of the Advertising Club of New York held an enthusiastic and profitable meeting on January 28.

Chairman Lewellyn E. Pratt explained that the meeting was called together for the exchange of information as to the activities of the various sub-committees, and in the interest of still better team work, which would be promoted by a better coördination of the various activities.

Prof. Paul T. Cherington, chairman of the committee on lectures and study courses, told of the coöperation which it is proposed that the Harvard University School of Accounts will give to the National Commission in preparing a system of accounts and stockkeeping for retail merchants.

John Cotton Dana, of Newark, the chairman of the libraries committee, presented a plan by which he believes 1,000 or more librarians may be interested in the club books, and in seeing that they are called to the attention of the business men of the communities.

M. S. Kimball, president of the Plymouth Advertising Club, and chairman of the committee on club programmes, reported for his committee that, besides issuing a programme for club meetings, his committee has in preparation a directory of speakers, which will undoubtedly prove very valuable to club secretaries and programme committees in getting in touch with men capable of addressing the clubs along educational lines.

Frank Farrington spoke enthusiastically of the work that the educational committee can do for the small town merchant, and heartily endorsed Mr. Stockdale's business short course and business convention plan.

S. C. Theis, of the American Press Association, reported that his company, which serves some 8,000 smaller newspapers, is ready to coöperate in spreading the gospel for better business and advertising methods. A small committee, which met after the meeting, has this matter under way.

Hugh McVey, of Des Moines, Ia., also spoke in favor of the business conventions and urged that some work be started with the jobbers of the country with a view to getting their coöperation in working among the retail merchants.

### NEWS OF THE AD CLUBS

The Hon. Myron T. Herrick, one time Governor of Ohio and formerly United States Ambassador to France, and the Rev. M. H. Lichliter, pastor of Epworth Memorial Church, Cleveland, addressed the Cleveland Advertising Club at the Wednesday meeting this week. Mr. Herrick, as ambassador to France, did notable relief work for both Americans and the French people during the early days of the war. Dr. Lichliter, before going to the Sixth City was in charge of one of the largest churches in Baltimore.

If the Cleveland Advertising Club has any real bowlers among its members, they soon will become known, for practice dates are being arranged for them, in order that they may defeat the bowlers of the West Side Chamber of Industry. Among those who have signified their intention of entering the lists are Frank Boughton, C. A. Tallinger, E. R. Blair, B. P. Hoar, A. G. Reich.

### Vigilance Campaign Encouraged

SPokane, Wash., January 22.—N. D. Agnew, professor of journalism at the University of Washington, Seattle, addressed the local ad club at this week's luncheon and encouraged the organization to continue its vigilance campaign against dishonest advertising. The speaker also touched upon advertising efficiency, declaring that many business men mistakenly consider themselves competent to write their own advertising. He gave several illustrations of

the work being done by the vigilance committee of the Seattle Ad Club. A test was made of lead pencils as advertisements, which showed that out of 32 persons who received pencils 17 had forgotten the incident in 60 days, 23 did not know the place of business, 18 did not know the kind of goods carried, 23 had never been in the store, and the only one who had visited the store did not know it was the place from which the lead pencil came until after he had purchased a pair of gloves.

At its luncheon at the Techau Tavern on Wednesday the San Francisco Advertising Association listened to an interesting and Rubber Company, who is spring address by Edward S. Babcox, advertising manager of the Firestone making a business visit to San Francisco. His subject was "A Vital Problem in a Vital Industry," and he dealt with a phase of advertising that is of particular interest to the local automobile fraternity as well as to the Ad-Men.

Plans for a Valentine Party are being completed by the Cleveland Advertising Club for Monday evening, February 14. W. R. Rose, editorial writer, and H. H. Donahay, cartoonist, of the Plain Dealer, will draw and comment on original valentines. Ralston Fox Smith and Charles T. Ferry will impersonate Mme. Shumann-Heinke and Mme. Tetrassini; William Townsley, who was Santa Claus at the Christmas festival of the Club, also is expected to be present.

The Graphic Arts Division of the Cleveland Advertising Club will hold a three-day exhibition in the near future, at which a series of talks will be given by Henry Lewis Johnson, of the Graphic Arts Company, Boston, on "Direct-By-Mail Advertising." Examples of the printing art in catalogues, circulars, mailing cards, and folders will be shown by Mr. Johnson.

The governing board of the Ad Men's Club of Atlanta has recommended that the club membership be limited to 200, and that proposal will be voted on at the next meeting of the Club. The feeling is that a limitation of membership will work for the betterment of the organization.

### Spokane Ad Club Busy

The Spokane (Wash.) Ad Club's committee on membership has organized for a campaign to bring the club up to 500, the limit of membership of the organization. Chairman W. E. Elliott of the committee announced the offer of a \$25 prize to the member of the committee bringing in the greatest number of new members during the campaign, which will extend to June 1. The committee will meet every Thursday noon and the club will be strengthened in preparation for the annual meeting of the Pacific Coast Ad Men's association here for three days, starting June 15.

### Chicago Atlas Club Election

The Atlas Club, of Chicago, held its annual meeting on Saturday, and the following were unanimously elected: President, S. C. Stewart; vice-president, G. R. Schaeffer; treasurer, E. D. Wheeler; secretary, M. J. Peabody, care of Walter C. Kimball, Inc., Westminster Building; stage director, J. A. Dickson; musical director, Guy C. Pierce; and Murray Springer, librettist. The annual entertainment for All Fools' Frolic will be given the evening of April 1.

Lord Northcliffe, in a recent interview, said: "We regard anybody who wants to make peace now, before the Allies are prepared, as a pro-German, and we will not print one line of the Ford advertising in this country despite the frantic efforts of his agents to secure publicity here. The point of view that premature peace is pro-German does not seem to be understood in the United States."

## THE SEATTLE TIMES

"The Best That Money Can Buy"  
A. B. C. figures for six months ending  
October 1, 1915.

Daily, net paid, 67,638  
Sunday, net paid, 78,278  
Over 55,000 in Seattle

A copy to every family each week day.  
Largest circulation by many thousands of  
any daily or Sunday paper on the North  
Pacific Coast.

Largest Quantity Best Quality Circulation  
The S. C. Beckwith Special Agency  
Sole Foreign Representatives  
New York Chicago St. Louis

## The Best

Illustrated news service, in  
quality of both subject  
matter and matrices. Ask  
for prices.

### Central Press Ass'n.

World Bldg. Frederick Bldg.  
New York Cleveland

## "The Value of Newspapers to The National Advertisers"

A series of articles by 14 prominent  
National Advertisers which will interest  
your readers and make their impression in  
the minds of your merchants if published  
in your columns.

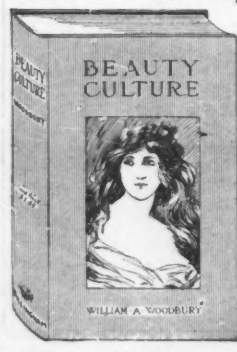
Send on request, with our compliments,  
to newspapers in cities where Ad Art Service  
has no subscribers.

### AD ART SERVICE

"The Newspaper Advertising Managers'  
Service"

212 Press Bldg. Cleveland, O.

## Wm. A. Woodbury's Book



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

ELIOT  
LORD,  
110 W. 34  
New  
York



NEWSPAPER MAGAZINE CATALOG FORM-LETTER  
**Ad-itorials**  
 DIRECT

**A**N Advertising Agency man had frankly bewailed his fate, at having to compose a piece of sure-fire copy on buggies and wagons for a territory already well-stocked with motor cars.

"It's the most thankless job I can think of," he complained, "I guess I have the toughest commission in the World."

"Not quite," a friend corrected, "think of the chap who had to write those two-column advertisements in the New York Evening Post on pearls at something like two hundred thousand dollars a string. Imagine re-vamping 'em for the mail order farm weeklies!"

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Along about this time of year, when mankind, generally, is frost-bitten, and specialists in La Grippe work double-shift, the Tropic-Tour Steamship fellows very properly get busy. The gentleman who vacationed in July and who hasn't quite recovered from it YET, may not escape the lure of his morning and evening newspaper.

"Come out and hear us sing you to sleep," chuckles a Palm Beach Billow. "You'd look jim hickey in a straw hat under one of us," remarks the West Indies cocoon palm.

"Th' fishing is fine amongst my coral coves," tempts a fair Bermudian Breeze.

"Here is the Land of New Business opportunities and lazy rest," says South America, squirting another tube of cerulean blue against her already brilliant sky. And as for Florida—well, Florida is all over the place. She's more than a voice this season—she's a choral union.

The desire to get as far away from the Winter as possible, in Winter, is an inborn human weakness.

Man never reaches that self-satisfied estate when a little Pirate Stuff on a desert island wouldn't go bully. The hypnotic sea has washed all of us over with romance, since the days of Old Cap. Kid and Swiss Family Robinson.

So Mr. Smith, homeward bound, at the end of a long, cold, hard day at the office, sighs as he spreads out his newspaper and sees the advertisement with the palm-tree in it, and the pretty-girl-and-steamer-chair composition, and our venerable antique, "Moro Castle," as seen from the deck of the good ship, "Bananafreighter."

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Boyish dreams begin to form. Young and frolicsome lads of forty, fifty and even sixty, weave rightly pretty vacation fantasies as the train nears Hackensack or Mount Vernon. Inland, slaves of trade, who don't know a marline-spike from a rudder, and whose longest sea voyage is represented by a look at the lake from Michigan Avenue during a trip to Chicago, devour those newspaper ads as they did "Treasure Island" a long, long while back.

And there is where the psychology of advertising comes in. There is where the real power of the big newspaper press is put into tangible, seeable, practical shape.

A certain percentage of persons—and their wives—who, otherwise never would have quite swung around to actually going, are promptly "sold." They shove their money across the counter, get a long green ticket in exchange and in another twenty-days are sitting beside a stove in some pleasant little hotel in Bermuda, or buying quaint glass beads of a South American native, who receives shipments of them

regularly from Lil' Old New York, and points West.

Words do it...nice, concise, well-chosen words. Descriptive phrases by a copy-expert, who paints fine canvases, with a dictionary and a book of synonyms.

Our friend, the commuter, does a piece of tolerably quick reckoning. The chances are, ten to one, that if he doesn't break the chains and get away on that second Honeymoon NOW, he'll NEVER do it. The Law of averages is against him.

Night after night, that insistent newspaper bait has been dangled under his nose. He may WANT to put temptation behind him, but it's no use.

Presses, the great globe over, are spinning out shrewd attractive, calculating reasons for the flight.

And there's where the Aladdin magic of Advertising strikes fire. The white-hot sparks of it WILL NOT LEAVE US BE. If there's a fraction of a prospect in us, the appeal finally "gets over."

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The get-warm brand of newspaper publicity has made a great stride forward, this season.

Larger space is used, and to better advantage.

Copy men use less glittering generality and more "news" argument.

An epidemic of La Grippe has swept certain large territories. At the height of it, Florida advertisements were appropriately headlined:—

"GET AWAY FROM THE GRIPPE" and this:—"Down South they're enjoying the balmy weather of summer—the fresh, sweet fragrance of flowers and orange groves. Don't risk a breakdown by staying where the winds and snow and grippe may undermine your health. Get away now, before it is too late."

There may be a whiff of the patent-medicine in this sort of copy, but it certainly IS timely and it's music to the ears of the chap who has fifty-seven varieties of ache in his bones.

It has always been a distinguishing feature of newspaper advertising for certain well-defined purposes that it CAN be timely....can have that up-to-the-minute tang.

Hotel men in the South are authority for the statement that the tourist crop has been both early and luxuriant. We can readily see WHY.

That series of Grippe ads must have sent ten thousand Southward, at the very lowest estimate, for the country at large either has it, had it, or is confidently expecting it.

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The seasons winter-resort advertising has surpassed all previous efforts in pictorial display. Give a commercial artist a bunch of roses, orange blossoms, sail boats, palm gardens, two or three sprigs of jasmine, some mossy live-oaks and seven strings of deep-sea fish, and if he doesn't turn out a hypnotic sketch there must be something constitutionally wrong with him.

The daily and Sunday papers are bowered with Florida and California beauty. We can almost catch the perfume of tropic shores, as we rustle thru the pages.

It is not too much to say that the press is really ADORNED by such publicity.

Fine, clean, white liners wind majestically thru seas of display type; graceful palms grow in well nurtured "next-to-reading-matter" soil; the wash of many golden surfs is showered at the heels of the prosaic dry goods em-

porium ad. or rolls lazily against the box-rule ramparts of the zero weather report.

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One large railroad went so far as to send a well-known pen-and-ink artist on a tour to Florida and his splendid little drawings, actually "made from life" were used to brighten a campaign of twenty three-column newspaper ads.

For the appeal to the eye is, naturally, of great importance in publicity of this kind.

Still another railroad system, determined to "get away" from the hackneyed subjects of old folders and past advertising, secured the services of an accomplished photographer, who flitted from flower to flower along the east coast of Florida until he had a portfolio bulging with attractive compositions.

Briefly put, his instructions were: "Dodge the obvious. Look through what we've used for the past fifteen years and duplicate nothing. Give us NEW subjects."

This set of excellent photographs was employed as the basis of a number of fine line drawings and the experiment is proving that there can be "something new under the Southern sun."

Practically every state on the orange and peach side of the Mason and Dixon line has shown a sudden awakening to the pulling power of Chamber of Commerce advertising.

They're all coming in and they find the water fine.

Atlanta, with untold resources and social prestige enough to keep even expensive grand opera seasons alive, is beginning to formulate a monster newspaper campaign to exploit its own historic and commercially strategic self—all thru the Carolinas, the discussion of "space" and "copy" and "pictures" is in the air.

Hard hit last season, after they had expected a prosperous tourist season, European resorts being locked against the professional American souvenir-hunter, the Florida hotels and tourist towns resolved to find out just why it was that their palm gardens were uninvaded and their lakes, teeming with fish, as neglected as if planted with mines. They couldn't quite understand.

So they all got together in a big room and fought it out and when the bunch emerged at sunset, perspiring, mad and thirsty for an extra tall glass of iced cheer, they left a money appropriation of the committee-room table that massed up like Stone Mountain on a clear morning.

That appropriation was for Advertising.

They forgot all their fussy little personal jealousies and community differences of opinion and shelled-out in a common cause.

That's why you see so much of Florida in the newspapers this season.

That's why, when I wrote to engage my regular rooms at a certain little St. Augustine cottage last week the good lady—a friend of twelve consistently regular winters, wrote back:—"Sorry, but we're full up until the last week in April."

W. LIVINGSTON LARNED.

**Urged Pure Ad Laws**

Charles Webster of Waucota, Iowa, president of the Northwest Lumbermen's association, in his annual address to delegates to the twenty-sixth annual convention of the association, at Minneapolis urged enactment of pure advertising laws to put the catalogue houses out of business.

**British Prohibit Paper-Stock Exports**

WASHINGTON, February 2.—An embargo on exports of paper-making materials has been established by the British Government, the State Department is informed. The shipment of cotton and linen rags and waste paper is prohibited. Sweden's embargo on export of wood pulp is believed to have prompted Great Britain's action.



USE

**UNITED PRESS**

FOR

**Afternoon Papers**

General Offices, World Bldg., New York

SPECIFY

**CLINE-WESTINGHOUSE Motor and Control Equipments**

FOR WEB PRESSES

**SPECIAL MOTOR DRIVES for STEREOTYPE MACHINES**

**LINOTYPE MOTOR DRIVES**

**CLINE ELECTRIC MFG. CO.**

Fisher Bldg., Chicago

38 Park Row, New York

**Ten Million a Week Says Government Report**

A special service syndicated gratuitously to papers who desire live movie topics.

*The Vitagraph Company of America*

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

*The*  
**PITTSBURG PRESS**  
 Has the **LARGEST**  
 Daily and Sunday  
**CIRCULATION**  
**IN PITTSBURG**

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

**In PITTSBURGH**

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

**The POST and The SUN**  
**WHY?**

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

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

**PITTSBURG**  
THE HOME OF THE  
**LEADER**

Also the city of happyized homes and substantial workmen

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

**The Evening Star**

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

Member of the A. B. C.

Your sales-message in Detroit **SATURDAY NIGHT** will produce the results you are seeking.

G. LOGAN PAYNE CO.  
New York Chicago Boston Detroit

What Do You Know About This?

The Times-Leader is the only one of the three New Haven, Conn., evening newspapers which opened its books to the recent audit of the Audit Bureau of Circulations.

The S. C. BECKWITH SPECIAL AGENCY  
New York Chicago St. Louis

**COLORADO SPRINGS**

has 9,973 savings accounts, one for every three persons.

**THE TELEGRAPH** is their paper.

J. P. McKinney & Son  
New York Detroit Chicago

**THE NEW ORLEANS ITEM**

Member A. B. C.

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

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

PLENTY OF  
**MONEY AND GOOD CHEER**

That's the situation in **PITTSBURGH, PA.** Everybody Busy.

**GAZETTE TIMES**  
**CHRONICLE TELEGRAPH**

Have the largest circulation.

Combination Rate, Daily 20c a Line.  
Combination Rate, Daily and Sunday 22½c a Line

For further information write  
Urban E. Dice, F. A. Mgr., Pgh., Pa.  
J.C. Wilberding J. M. Branham Co. R. I. Bidwell Co.  
225 Fifth Ave. Maller's Bldg., Chicago 742 Market St  
New York Chemical Bldg., St. Louis San Francisco

You MUST Use the  
**LOS ANGELES EXAMINER**

to cover the GREAT SOUTHWEST

Sunday Circulation **MORE THAN..... 150,000**

**LIVE TOPICS DISCUSSED BY OUR READERS**

[Under this caption we shall print, each week, letters from our readers on subjects of interest connected with newspaper publishing and advertising. Any publisher who desires help in the solution of his problems, or who has pronounced views on any subject connected with the business, is invited to contribute to this column. We are confident that such a column can be made of great value through the co-operation of our readers.—Ed.]

**"Political Advertising" in an Independent**

Plainfield, N. J., January 30, 1916.

THE EDITOR AND PUBLISHER:

I have just noted the letter from John Crowley—agent "political advertising in an independent paper"—that appeared in your last issue. The Plainfield Daily Press on January 1, 1912, announced that it would be politically independent from that time forth. In the four years we supported Republicans, Progressives and Democrats. The first year we lost the Republican county committee's advs. at election time, but nothing else, and since then have been replaced on their list, and are getting a fair share of all legal advertising controlled by political officeholders. We get all city advertising, although the Republicans hold every office in the community. Our 6 months' statement to October 1, 1915, was 2787.

Very truly yours,  
LESLIE R. FOIT, Managing Editor.

**Anent Newspaper Co-operation and Movie Advertising**

[The writer of the following letter, Myron C. Fagan, is the official dramatic and motion picture correspondent in New York city of hundreds of daily newspapers, including the Boston Herald, Pittsburg Press, Cleveland Plain-Dealer. He is well qualified to discuss this much mooted question of co-operation.—Ed.]

1504 World Tower Building  
New York, February 3, 1916.

THE EDITOR AND PUBLISHER:

I have read the letter anent the motion picture industry, which appeared in your publication over the signature of Mr. E. L. Masters. That Mr. Masters is connected, in some form or other, with the film industry one can hardly doubt after reading his letter. From the viewpoint of that film manufacturer who (to put it mildly) is selfish in his desire for free publicity, the Masters article is the article of a master; but to the man on the other side of the fence—the newspaper publisher—it conveys but one thought: Another demand for free publicity by the film manufacturer, without a real effort on his part to reciprocate.

To begin with, Mr. Masters says: "It seems strange to me that comparatively few newspaper editors and publishers have yet realized the possibilities from intelligent co-operation with all branches of the motive-picture industry."

This statement could have been applied to the situation of three years ago, and justly so, but not to that of to-day. I will venture to say that at least ninety per cent. of the newspapers in this country are not only willing, but eager, to co-operate. Most of them publish a "Movie" page. The exhibitor, or theater man, knows this to be a fact and takes advantage of it as much as possible—and, in some cases, he reciprocates.

Now, aside from a very few, such as the Metro, Paramount and Equitable, what has the motion picture manufacturer done to "intelligently co-operate"? Absolutely nothing! As evidence may I quote from letters that appeared September 18, 1915, in the Motion Picture News—conceded, I presume, to be a moving picture trade authority:

"You are right to a certain extent in calling attention to the opportunity the exhibitor is passing by to secure newspaper publicity, but you are only touching one side of the subject.

"What about the producer who spends all his time and money on national advertising campaigns and forgets to co-operate with the individual exhibitor in any way outside of sending him a lot of stereotype press matter that is of little value from a news standpoint?"

"I was the first press agent in Milwaukee to handle a photoplay theatre, and I have done a great deal of publicity work for the various down-town exhibitors, yet up to date I have received absolutely no co-operation from the producers of even the biggest productions. I have written letter after letter to the various publicity departments and as a rule have received no reply or merely a mass of stuff that was of little use to me.

"The legitimate productions have special photographs taken for newspaper work; the photoplay producers send out a lot of prints made from the motion picture itself, and with a lot of lettering plastered all over and almost wholly unsuited for newspaper work.

"What is needed in the motion picture business more than anything else at this writing is greater co-operation between the producer and the exhibitor and the adaptation by the producer of some of the methods used by his legitimate brethren to press agent his productions."  
J. W. MARTIN.

"THE ADVANCE" (Afternoon)

"Lynchburg, Va., September 5, 1915.  
"Nowadays, but few companies are preparing publicity copy that an editor cares to look over. The average editor would not mind boosting the game to the extent of giving

the space to breezy, interesting items about favorite players, their occupations and fads, and also short paragraphs regarding new releases.

"In the department that I am conducting I publish each day about thirty different short stories, each not longer than three inches. I also use a photo of some player or scene in this column, and I am advised by the exhibitors that patrons of the theatres are greatly interested in this feature of the paper.

"American, Universal, Kalem and one or two others are sending out material such as the editor likes to use in a motion picture department. Essanay is preparing copy in good shape, but goes to the trouble of writing heads for the items, thus necessitating extra time on the part of the editor to clip off the monickers which are always of no use in a daily paper.

"What the papers now want is a sheet on which items of interest are printed ready to be clipped and pasted on paper for early copy. I want to say in this connection that I am not getting as much motion picture news as I desire, and would be glad to have the producers forward to me all the items of interest that they care to prepare for publication.

"Very truly,  
"JULIAN T. BABER."

These letters are written by experienced newspaper and publicity men. Mr. W. A. Johnson, editor of the Motion Picture News, told me some time ago that he receives many such letters.

How does that answer the film manufacturer's request for "intelligent co-operation" from the newspaper editor?

The Masters letter says: "A newspaper fails in its function as a news distributor unless it provides its readers with the news of the motion-picture industry."

Now, let's be fair. How much of the "news" sent out by the average motion-picture manufacturer's publicity man is real news and how much of it is the kind of stuff that Mr. Masters himself knows belongs in the columns of the cheaper class of fiction magazine?

So much for "intelligent co-operation" in the editorial department. Now we come to the advertising feature of the Masters letter.

Mr. Masters speaks of the amount of money that could be spent in advertising in the newspapers by the film industry. He proves that the business occupies fifth place among American industries in point of volume—that it represents \$500,000,000 of invested capital and circulates yearly almost another \$500,000,000. He dissertates learnedly on the advertising possibilities; which reminds me of an old Shakespearean actor who appeared before a moving-picture director in quest of a job.

"Can I act?" gasped the old-time thespian.  
"Can I act!" he echoed, as he struck the tragedian's pose and, with noble gestures, proceeded to quote the immortal bard:

"To be, or not to be! That is the question—"

"Like Hell it is!" interrupted the moving picture director. "Can you swim?—that's the question."

Never mind the advertising possibilities? The question is: How much actual money is Mr. Manufacturer spending in newspaper advertising? It is true that a few organizations like Metro, Paramount, Mutual and Universal are advertising; but how about the dozens of others? As a matter of fact, the real advertisers seem to be perfectly satisfied with the co-operation they are getting.

As an advertising possibility, Mr. Masters further says:

"The moving picture theatre is a constant and persistent advertising prospect."

(So far, in most cases, it has been only a persistent prospect.)

"In other words it is open 365 days in the year, whereas, the so-called legitimate theatre operates only for a few months during the year, whereas, the so-called legitimate theatre isn't that a case of "Passing the buck" to the exhibitor? Should the theatre owner bear all the expense of advertising the manufacturer's product? The automobile manufacturer, the clothing manufacturer, and even the makers of corsets, hosiery and garters advertise nationally. The retailer may augment the public demand created by the manufacturer's national advertising campaign with local advertising—but that should have nothing to do with the manufacturer.

Another thing: Does the film manufacturer know that the producer of the attraction appearing in the local "so-called legitimate theatre" is paying for half of the newspaper advertising?

If the manufacturer is advertising nationally he is doing his share, but how about the fellow who only promises to advertise?

Of course, if Mr. Masters wrote his article on behalf of one of those film manufacturers who actually advertises, he has a perfect right to complain if he is not receiving "intelligent co-operation" from the newspaper editor.

The following paragraphs in the Masters article possess a certain amount of educational value for the newspaper publisher:

"To-day the motion picture industry is just on the eve of efficient interlinking in advertising and merchandising between the exhibitor and the manufacturer. It is just on the eve of the biggest advertising effort which any industry has ever made. Four large distributing organizations are now advertising nationally. Many others will follow suit as soon as their distributive plans are properly taken care of. The combined appropriation of these organizations, I venture the opinion, will exceed those of any other industry which has ever come before the public. And just as the appropriations of the automobile manufacturers have gone to those mediums which have supported that industry best, the appropriation of moving picture producers will go to the publications that add them most effectively in furthering the public's interest in the screen.

"Fifteen million people, at least, to-day want to be told daily what pictures are being shown, where and when. They want it for the city or town they live in. They want it for the theatre nearest them. The papers that are providing them with this, are those which will derive the most profit from both the circulation and advertising standpoints. They are the papers which have something to sell."

I do not, however, place too much faith in "promises."

In the past a nonchalant "promise" by a film manufacturer of a huge advertising campaign used to result in a million dollars worth of free publicity for, the benevolent "promiser." I have seen them go so far as to prepare long lists of newspapers (thereby transporting special representatives and advertising managers into the "nth heaven of joy"), in which they intended to place their copy. But that merry little "stunt," as the publicity man calls it, is fast losing its effectiveness.

In closing, I want to say that the foundation for a perfect understanding between the film and newspaper industries must be one of unselfish square-dealing!

The real course—the wise course—the only course for the film manufacturer to pursue is to set aside a percentage of his gross business for a legitimate advertising campaign. When he does that—in other words, is willing to promote his enterprise in the modern method—he will find exhibitors and newspapers ready to actively co-operate with him. I have already demonstrated this fact, and after the hardest kind of work have been able to secure the active co-operation of hundreds of newspaper proprietors, publishers and editors, as well as special representatives and several film companies.

The real course—the wise course—the only course for the film man to pursue is to remember that "Handsome is as Handsome does."  
MYRON C. FAGAN.

**The Standard Rate Card**

THE HOME NEWS  
New York, Jan. 29, 1916.

THE EDITOR AND PUBLISHER:

Mr. Benjamin Waxelbaum, of the Jewish Morning Journal, has paid me the compliment of criticizing an article I recently contributed to your paper, entitled "The Ideal Rate Card."

Mr. Waxelbaum's opinion seems to be that because advertisers are willing to pay extra for Position that Position must therefore be a good thing.

This is a good deal like saying that what-soever is, is right. If any one were to question me about it, I would be more likely to say that whatsoever is, is wrong. The way to get somewhere in an investigation is to question every thing, especially things looked upon as virtues.

There is a widespread belief among advertisers that position is worth extra money. Some publishers encourage this notion for the sake of the extra revenue. Some other publishers really believe that Position is worth something extra. The Difficulty in dealing with the subject of Position consists of the apparent fact that it is opinions that we have to deal with instead of the exact knowledge. Who knows whether Position is a benefit or an injury to an advertisement? I don't know. Judging by Mr. Waxelbaum's letter it seems to me that he does not know.

I am glad that I stirred up this question of Position, because an intelligent discussion of it by Mr. Waxelbaum and others can not fail to be beneficial.

I have studied the question of Position for about twenty years, during which time I have both placed advertising and solicited it. I reiterate my opinion that as a general rule money paid for Position is wasted. I continually come across instances where advertisements out of Position pulled better than those of a similar kind in Position.

If Mr. Waxelbaum really has any positive evidence to the contrary, I wish he would tell THE EDITOR AND PUBLISHER about it, so that your bright little paper may tell it to the rest of the advertising world. Might I suggest Mr. Editor, that you ask your readers among the publishing and advertising fraternity to send to you not merely their opinions on this subject, but also statements of actual facts that throw a light on it.

F. JAMES GIBSON.  
[We shall be glad to print communications from our readers on this subject.—Ed.]



**"LAMPY" CELEBRATES GLEEFULLY**

**Harvard's Fun Maker Has Merry Dinner on Its Fortieth Anniversary.**

BOSTON, January 30.—When it was all over and the guests of the evening had departed the editors of the Harvard Lampoon voted that the dinner last night in celebration of the 40th anniversary of "Lampy" had been a decided success. It was a characteristic Lampoon dinner, held in the club house, for there was much fun at the expense of Harvard notables, some of whom were present, seemingly enjoying the jokes as much as anybody.

Several of the men who founded the paper were there, including Judge Robert Grant, Carlton Sprague, F. S. Sturgis, Arthur Sherwood, J. T. Wheelwright, Barrett Wendell, and T. R. YBarra. All of them had a part in the festivities.

The toastmaster was William Roscoe Thayer. He was one of the earlier editors of "Lampy" and since his graduation has been active in the life of the alumni. He was third marshal of his class and until recently editor of the Harvard Graduates' Magazine.

Judge Grant recalled undergraduate days and L. P. Mansfield, president of the Lampoon, spoke for the present board. President A. Lawrence Lowell of Harvard, read a letter from a friend in the South Sea Islands which was written in humorous strain. Barrett Wendell made a brief speech.

A copy of the Lampoon was made up and placed at the plate of every guest. Included in it was a facsimile of the first Lampoon, published in 1876. The feature course of the dinner was a monster cake that was brought in with 40 blazing candles thereon.

**THE NEWSPAPERS HIS TEXT**

**Connecticut Clergyman Says That They Are an Ally of Religion.**

In Hartford, (Conn.) last Sunday morning, the newspaper was characterized as "one of the miracles of modern times," by the Rev. Albert C. Dieffenbach in a sermon on "Our Debt to the Press," at the First Unitarian church. Mr. Dieffenbach declared that the newspapermen held the greatest power for good of all men, not excepting even ministers of the gospel. Mr. Dieffenbach was formerly a newspaper man.

He declared that the newspaper, if well regulated, was an ally of religion and that it had contributed more than anything else to the abolition of sects, though it occasionally would exploit controversies as it did comparatively recently in Hartford.

On the other hand, Mr. Dieffenbach mentioned some of the faults of the average paper such as the "delicious fictions," "sacred cow," "twisting of facts" and "exploitation of passion for the purpose of boasting circulation." He declared further that finished English in newspapers had become almost a rarity. "Journalism cannot flourish when money making is its goal," he said. "You can't make money out of the big services to humanity. I don't know why you can't but you can't."

Three periods in American journalism were outlined by Mr. Dieffenbach. The first period, he said, was that of the elder Bennett, who put the newspaper on a business basis; the second, that of Dana, who brought the art of writing into journalism, and the third that of Pulitzer, who introduced into journalism the art of exploiting the crowd and of striving for sensation. He quoted figures alleging that of news investigated, 23 per cent. was demoralizing, 17 per cent. unwholesome, 21 per cent. trivial, and 39 per cent. worth while.

New York city, according to the latest estimate, has a population of about 5,800,000 actually within her city limits; and approximately 8,000,000 in her metropolitan zone, counting the people who live in the suburbs but who work in New York.

**OTTAWA FREE PRESS ATTACKED**

**Its Editor Vigorously Defends Its Policy in Regard to Alleged Munition Scandals.**

TORONTO, February 1.—The Ottawa Free Press has been in the limelight politically during the last week. While always a strong supporter of the Liberal party, it has frowned on the attempts of Liberal politicians to make capital out of certain alleged scandals in connection with the letting of munition contracts in Canada, maintaining that the truce between the two parties should be strictly observed throughout the war. The editorial comments of the Free Press have been quoted approvingly by Conservative papers all over Canada, which have inferred that the Ottawa paper voices the opinion of all right-thinking Liberals.

In the House of Commons last Thursday, F. B. Carvell, one of the prominent Liberal members, in the course of an attack on the so-called munition scandals, took occasion to state that the Free Press, while ostensibly a Liberal paper, was really under the control of the Conservative Government, and hence its attitude was not genuine. The control, he alleged, was exercised through a Toronto lawyer, who had a lien on a large block of the newspaper's stock.

This attack brought out an editorial reply from the Free Press which has been read with much interest by newspaper men all over Canada. It was therein stated that all the stock of the Free Press is owned by Norman Smith, managing editor, and William Rinday, business manager, but that a certain portion is held by Glyn Osler, a Toronto barrister. The latter however is only held as collateral for a loan and Mr. Osler and his clients have not the slightest voice in the editorial conduct or business management of the paper.

**SENDS AND WRITES "COPY"**

**Boston Sees How the A. P. Utilizes Wonderful Morkrum Machine.**

BOSTON, February 2.—The Associated Press has installed in its Boston office and in the office of a Boston newspaper the "Morkrum," a wonderful invention in telegraphic art. It automatically transmits news and pounds out neat copy in the receiving office.

In the A. P.'s Boston office, James Curtin, of New York, a trained operator of the apparatus from the head offices of the Associated Press, sits lightly fingering the keys of what appears to be a typewriter. Beside him a small motor whirs and an endless tape is punched full of holes. The tape runs through another apparatus and thence through a series of "relays." The magnetic pulsations of these relays shoot over the wire and are then sent to the typewriter at the other end through the action of the corresponding relays there. Instantly the typewriter begins to run out the copy, which is soon ready for the composing room.

Where it formerly took a boy a half hour to walk with the sheets of "A. P." dispatches the "Morkrum" now sends the full dispatch at a speed of from 60 to 70 words per minute, faster than the most expert telegraph operator, and prints it ready for editing.

At the Associated Press office a red light shows when the machine at the receiving end reaches the end of the line, or the carriage run, and a touch of the key turns the roll as the space bar on a typewriter would and also throws the carriage of the typewriter back to the other side of the page. It is in reality an automatic typist. The machines are also in use in the offices of the Postal Telegraph Company.

Edward B. Goodrich of the Boston office of the Associated Press is being instructed in the use of the machine.

**OPPOSED TO STEVENS BILL**

**New Orleans Business Man Denounces Measure as Being Vicious.**

NEW ORLEANS, January 31.—Defeat of the Stevens Bill, described as "a bill to prevent discrimination in price and to provide for publicity of prices to dealers and to the public," was advocated by Fred W. Evans, vice-president and general manager of the D. H. Holmes Company, in his address before the Press Club symposium.

Mr. Evans, who was one of the ten speakers at the important gathering arranged for the associate and active members of The Press Club, prevailed upon the newspapers and the public in general to use their influence with their congressional representatives in Washington to vote against the Stevens bill which he says appears harmless under its heading but which is "perhaps as vicious measure as ever had a chance of life."

Mr. Evans was assigned the subject of "Home Patronage," and at the outset the department store manager said it was a subject over which neither the press nor the merchants have much power or control, "as there are some people in every community who do not prize an article unless it has come from some great distance."

The speaker said further, "there are some people in every community that would prefer, everything else being equal, to buy their goods away from home, and this is the condition that not only exists here, but exists everywhere. The great New York merchants complain of their customers buying in Europe and the merchants of the smaller towns complain of their people buying in cities, so the matter goes through the whole retail business fabric."

Concerning the attitude of merchants toward the Stevens measure Mr. Evans said:

"Among those who oppose the bill are 515 department stores over the entire country, and 94 per cent. of all letters received by the National Retail Dry Goods Association, which is a center of activity against the bill, for smaller retail stores, express opposition to the measure. It is also noteworthy that 80 per cent. of letters from America's manufacturers oppose the Stevens bill and yet there seems a likelihood of its being passed, as most trade journals and retailers are more apprehensive now than ever before. If the local press is interested in bringing this matter to the attention of their readers through news columns, editorially or cartoon, they can easily acquire a mass of information to work on."

"Should the Stevens Bill become a law, it is reasonable to predict that within a few years, nearly every line that is sold would have within its ranks, some trade-marked, tremendously advertised article, that would be controlled by its maker and dominate the field to the detriment of the consumer and the dealer and only to the profit of the advertising medium and the manufacturer."

**Visitors to Corpus Christi**

CORPUS CHRISTI, Tex., January 29.—Corpus Christi this week has been entertaining several newspaper men of national reputation, some having come here for a winter hunt, others for a touch of the warm gulf breeze, and still others on business. Among the prominent newspaper men here are: Lee J. Rountree, editor of the Georgetown (Texas) Commercial Appeal, and president of the National Editorial Association; Col. Juan Harte, of El Paso, and Col. John Hicks, owner Oshkosh, (Wis.) Northwestern. Col. Hicks served as United States Minister to Peru and later to Chili. He has been editor of the Northwestern for the last forty years.

In all the problems of advertising and salesmanship, it is nine-tenths man and one-tenth business.

**Greatest Gain in January**

In January, 1916, the Sunday edition of The New York Times published 404,313 agate lines of advertisements, compared with 313,944 lines in 1915, a gain of 90,369 lines—a greater gain than that of any other New York Sunday newspaper.

Sunday, Circulation, over 350,000 copies.

**The Pittsburg Dispatch**

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

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

**The Detroit Free Press**

"Michigan's Greatest Newspaper"

Member A. B. C.

The Largest  
2-Cent Morning Circulation  
In America

Rates and information  
direct, or from

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

**IL PROGRESSO ITALO-AMERICANO**

Established 1880

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

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

IL PROGRESSO ITALO-AMERICANO

CHAV. CARLO BARSOTTI,  
Ed. and Pub.  
42 Elm St., New York City

**Goldberg's Comics**

Evening Mail Syndicate  
203 Broadway, New York

**Buffalo News**

EDWARD H. BUTLER  
Editor and Publisher

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

MEMBER A. B. C.

Foreign Advertising Representatives

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

**HANDLING CIRCULATION ACCOUNTS IN THE CITY**

**New Method Which Has Proved to Be Effective in Springfield, Ill., and Which Might Be Profitably Employed by Many Newspaper Publishers Who Are Not Now Getting Best Results.**

(By E. R. Regan, Circulation Manager of the Illinois State Register, Springfield, Ill.)

In my experience handling accounts on various newspapers, I have found very few which were accurate, many of them being makeshifts of the crudest nature. From these different systems I have taken some of the good points and have added to them some of my own ideas and will try to explain them for the benefit of the circulation managers seeking to better their accounting departments.



E. R. REGAN,  
Illinois State Register

Among the many ways of distributing city circulation are:

First, office or carrier owned routes with carriers keeping all records, making out all bills, and taking all losses; the newspaper getting the wholesale price each week, regardless of the car-

records kept in the office and bills made out weekly. Carriers doing the collecting and carrying on a salary or commission basis.

These three cover the usual ways of handling city circulation. I shall not attempt to discuss or criticize any of the above methods with the exception of the third.

Frequently I have heard circulation managers discuss the various means to prevent dishonesty, loss of profits, because the carrier received more papers than he had customers and the best means of checking up routes. I believe that I have solved all of these evils and have made it possible to check routes accurately and make losses impossible.

The State Register has approximately 7,800 accounts of subscribers who are reached by carrier, a large percentage of whom pay weekly. Our first method was to make out all statements, once every three months on a coupon bill. There were thirteen coupons for each customer. The disadvantage of this method was many lost bills, a tendency of the collectors to say they never received the bill and some dishonesty.

We tried four collectors on this system and found after keeping an accurate record for three months that the average collector was able to make only about 80 calls daily. This meant that the collector did not see all of his customers each week, sometimes not over once a month. The disadvantage was at once apparent, the customer who wished to pay weekly did not get the opportunity, the dead beat could dodge the collector indefinitely and back calls were impossible.

While we were getting a fair average on collections with this system, many subscribers were dropping behind and we were creating dead beats who if they had the opportunity would have paid weekly. Many really good paying subscribers dropped behind because they were not presented with the bill.

We found that ledgers were not just what we wanted. Stopped accounts would preclude the possibility of using that space for another year, transferring ledgers was a long drawn out job, checking routes was almost impossible. A separate list had to be kept and corrected daily or it would be impossible to carry a route properly if carrier failed to show up.

The first step, therefore, was to get an elastic system of keeping accounts and we adopted the ledger card. This

Our second step was to let the carriers do all of the collecting with the exception of the slow pays and those who paid at the office, being very careful to keep the carrier posted on what had been paid at the office or collected by the office collector.

We tried making out all bills weekly by hand and it kept the entire office force on the jump each week. We knew we had the right system of handling the accounts and we began looking around for an automatic way of making out the bills and route books, keeping as a basis the ledger or charge card for our information. This led us to the Addressograph.

We have proven beyond a doubt that it was a wise movement. While the equipment cost was high at first, maintenance cost was small, and the saving on clerk hire almost paid for the equipment the first year. Our method of handling subscription accounts is as follows:

We divided the ledger cards into routes, then we had the carrier route them just the way he carried his route, taking care that he followed streets by their numbers, placing the cross streets the way the city was laid out.

By placing a division card showing what numbers of streets or cross streets were behind it, each block of subscribers was easily accessible for checking and posting.

The first list of name plates for use on the Addressograph were made at the factory in order that we could get the machine in operation immediately and I would advise that this should be done if the system is adopted.

Markers on name plate cards were printed on different colored card board which was to designate the dates of payments by the subscribers. By this method the operator is enabled to distinguish at a glance whether or not the bill should be made out. The advantage of this method is that it saves making out all bills whether due or not and carriers receive only the bills which are to be collected.

These label cards show up before they are ready to print and the operator allows the printing plate to slide through without printing unless the account is due.

Receipts are therefore printed and automatically arranged in the exact manner the route is carried, bound in book form and delivered to the carrier. Another advantage is the looking after the stopped accounts. The carrier receives these each week till the bill is paid or the account allowed.

rier receives this list with his bills each Saturday and corrects it and returns it on Tuesday. By this method it is very easy to count the number of sheets and determine the number of papers to mark the carrier for allowing only enough extras to take care of new starts.

It is therefore at once apparent that this system of handling accounts and the fact that a complete list of any route can be made in less than five minutes, two great improvements have been made.

When the system was first installed we were kept busy checking up routes and cutting off extra papers. We saved many good customers by a positive house to house check up of all routes.

These lists are a wonderful help to the solicitor. By them they can tell exactly who takes the Register and call only on those who do not.

Small cards are provided solicitors to secure the names of all non-subscribers and this "shy-list" is arranged in route formation and solicitors can sample a route easily and know that they are putting papers into homes where they will do the most good.

This feature alone saves us time and money. Solicitors are working at all times on the people we want and the cards give information very valuable for future reference.

Summing up the entire system it does these things:

It gives us clean, clear typewriter light bills.

It gives us a concise accurate check on carriers.

It gives us an insight as to what our competitor has in any district.

It gives us a permanent, elastic, accounting system with an automatic statement-making arrangement.

It saves time, money, papers and worry.

It does away with all route books and the labor of keeping them up to date.

**NED CUNNINGHAM**

To be "Welcomed Home" by the Park Row Club, Both Informally and Formally.

Favored persons in New York city are just now receiving in their mail a printed notice headed, "Steins at Stein's." It gives a "straight tip" on a welcome-home reception that is to be tendered to Ned Cunningham by the Park Row Club at Stein's Rathskeller, in William Street, on the evening of February 23.

Now, don't say you don't know the Park Row Club. Tut, tut! It's made up of circulation men, compositors, mailable, mail and newspaper deliverers, pressmen, stereotypers, writers, artists, newsdealers, and so on.

John Ring is chairman of the entertainment committee. The committee of arrangements is thus made up: Joseph T. Quinn, William B. Henry, George Snow, M. A. Gilmartin, Edward F. Dwyer, John F. Kelly, S. P. Booth, John A. J. Fenton, John Kernan, George Henry, Frank P. O'Raw, John Ring, Walter Sinclair, John McCaffrey, Chas. Waterfield.

And the welcome-home reception isn't going to be all, either; for the Park Row Club is going to be organized formally, right then and there, with officers installed, and so on; and it is well enough to have it understood that although this organization can be as informal as anybody, yet when it undertakes to be formal—why, you simply can't beat it for formality, that's all.

Ned, as he is familiarly called by his friends in the newspaper business, joined the Tribune circulation staff in 1899, where he remained until 1909. He then went to the Paterson Press-Chronicle, where he remained until 1912, at which time he left New York for San Francisco to take a position in the Circulation Department of the Post.

Ned says little old New York is the best place on earth and he intends locating here permanently.

WEATER, I. A. WK  
R. 32 1319 S. FIRST ST

Premium \_\_\_\_\_  
No. Wks. \_\_\_\_\_ Ex. \_\_\_\_\_  
Stopped \_\_\_\_\_ 19 \_\_\_\_\_  
Due \$ \_\_\_\_\_

JAN., 1916					FEB.					MARCH					APRIL					MAY					JUNE				
1	8	15	22	29	5	12	19	26	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24				
JULY					AUG.					SEPT.					OCT.					NOV.					DEC.				
1	8	15	22	29	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	2	9	16	23	30			
JAN., 1917					FEB.					MARCH					APRIL					MAY					JUNE				
6	13	20	27	3	10	17	24	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30				
JULY					AUG.					SEPT.					OCT.					NOV.					DEC.				
7	14	21	28	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29				
JAN., 1918					FEB.					MARCH					APRIL					MAY					JUNE				
5	12	19	26	2	9	16	23	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29				

Facsimile of Card Used

rier's profits.

Second, district men buying the papers in bulk and wholesaling them to carriers in their districts.

Third, office owned routes with all

card is 4 by 6 inches, and takes care of an account for five years, each date of every Saturday in the five years is shown on the card and space provided for credits.

Checking routes is very simple. We run off the entire route in gangs of ten names to a page, one listed underneath the other and in the exact rotation in which the route is carried. The car-



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

RECOLLECTIONS OF JAMES G. BENNETT

One or Two Stories That Will Interest Old-Timers—How a Herald Man Was "Swung Around the Circle"—Reducing the Price to Two Cents a Copy and Then Making It Three Again.

By EDWIN T. JONES.

It is not my intention to dwell, to any length, upon matters of record in Bennett's career such as his prominence in the Stanley (African) Expedition, the Jeannette Polar Expedition or the establishing, in conjunction with John W. Mackay, of the Bennett-Mackay Cable Company; but to bring out more distinctly some of the characteristics of the man as shown in his management of a great daily newspaper.

Newspaper Row twenty-five or thirty years ago was constantly alive with stories of Bennett's peculiarities and erratic methods. Some very interesting stories were told by the boys in those days. Of course many of these were undoubtedly exaggerated. I have in mind one which struck me, if correct, as one that evidenced strongly Bennett's peculiar method of testing not only the sticking qualities but a strong appreciation of the responsibility carried by an order. As the story goes, Bennett, who was in London at the time, cabled to have a certain member of the editorial staff report to him in London. The man reported there, and without seeing Bennett was ordered to another point, there to await instructions. To make the story short, the man was, in this manner, sent from one point to another, being brought back at last to his starting point, London. There he was ordered to take the first steamer back to New York, which he did. The peculiarity of this is the fact that the man reached London, carried out without an objection his every order, and returned to New York without seeing Bennett. That his work was satisfactory was proven by an advancement in position and salary.

Stories almost equally peculiar were constantly floating around in the early days.

While Bennett was peculiar, he was also very quick in acting and very courageous in backing up his action. These points of his business career were strongly brought out nearly thirty years ago. It was about this time that he decided suddenly to reduce the price of the Herald from three cents to two cents a copy. Bennett spent \$100,000 in one week advertising this reduction—an enormous outlay for one week's publicity. This expenditure was, however, but a small part of what this reduction in the price of the Herald was to cost him. The profit allowed the newsdealers, owing to the reduction, was so small that the combined organization of newsdealers of New York and Brooklyn boycotted the Herald. This was an unexpected movement, and proved of such strength and volume that Bennett was obliged to establish an independent corps of newsdealers throughout New York and Brooklyn. He was also compelled to organize the Mutual News Company, run as a wholesale delivery company to serve the Herald every day to the independent Herald newsdealers.

The Mutual News Company was a large organization, and the delivery required a daily service of about forty teams. This fight was continued for several months and resulted in the price of the Herald being put back to three cents and giving the newsdealers their original margin of profit. Bennett's quickness of action was very forcibly

brought out by his sudden ending of the newsdealers' war. In twenty-four hours he closed the Mutual News Company, ordered its affairs settled up, placed the selling price of the Herald at its original figure of three cents a copy, and satisfied the demands of the newsdealers.

Conservative inside information places the loss by this move in actual cash at over a quarter of a million dollars. The Herald, it was said, also suffered severely during this fight from a circulation viewpoint. We have any number of newspaper publishers today of undoubted courage, but I doubt the willingness of any of them to undertake a single-handed fight against odds so heavy. It stamped Bennett as being absolutely fearless. We can't all win; and but few, from a business viewpoint, possess the courage necessary to face such a possibility of great business loss.

Scales Goes to Washington Post

J. H. Scales, prominent in the circulation field at Louisville, Kentucky, and for the past few years circulation manager of the Louisville Herald has resigned to accept a similar position with the Washington (D. C.) Post. Mr. Scales before his connection with the Herald was for a number of years one of the ablest assistants to Mr. G. E. Johnson, circulation manager of the Louisville Courier-Journal and Times. He is a member of the International Circulation Managers' Association and is considered one of the live wires in the game, and has shown excellent executive ability since assuming charge of the Herald Circulation Department. The management of the Louisville Herald has not announced his successor.

Louisville Herald on Loss of J. H. Scales

In its issue of Sunday last the Louisville Herald had the following to say of J. H. Scales, who recently resigned as circulation manager, to assume the same position with the Washington Post:

The many friends in Louisville of Mr. Scales will receive with mingled pleasure and regret the news that he has accepted an important position with a newspaper in the national capital and has already taken up his new duties.

Mr. Scales has been identified with business affairs of Louisville for a score of years. He was connected for some time with the Bomars-Summers Hardware Company. For the past three years Mr. Scales has been connected with the Louisville Herald as circulation manager, during which time the Herald has made wonderful gains in circulation.

Mr. Scales is a member of Home Lodge of Odd Fellows and of Falls City Lodge of Masons, to both of which he gave much time and energy. During his labors in this city, Mr. Scales has won a large number of friends and admirers, whose heartfelt wishes for continued success go with him to his new work.

Houston Newsboys' Home Houses 362

Houston, Tex., January 31. — Police Superintendent B. S. Davidson, who has supervision of the Emma R. Newsboys' Home, attached to his annual report just made to the Board of City Commissioners, a statement covering the activities at the home for the year just closed. The home now has 362 members, 96 new members having been added during the year. The report shows a deficit of 51 cents for the year. There were many donations of clothing, books, dinners, etc., which were found of great help in conducting the home. The Emma R. Newsboys' Home is maintained for the benefit of the homeless youths of the city. Recent donations have made possible the erection of an annex to the present building and this work is now being done by the city.

Enthusiasm is that quality which makes a man boil over for his business, for his family or anything his heart is in.

HOUSE ORGAN FOR CARRIERS

Spokane Spokesman-Review Issues Breezy Stimulator for Its Delivery Service.

Spokane, January 23.—The second issue of The Spokesman-Review's house organ for its carriers, "The S.-R. Scout," has made its appearance and contains an abundance of breezy matter well calculated to put pep and efficiency into the paper's delivery service.

Leslie Carr, a carrier, contributes a parody on the "Village Blacksmith." The following is an extract.

Under what shelter he can find, the morning aeweale stands.  
He stamps his feet to keep them warm and blows into his hands.  
And the air is filled with frost and snow that drifts like desert sands.  
While others sleep, the snow grows deep, he greets it with but smiles;  
For with his pack upon his back, he must travel many miles.  
Day in, day out, at early morn, e'en though the torrents pour  
You can hear your paper softly thud as it falls before your door  
And you yawn and turn upon your side and fall asleep once more.

The department of "Bouquets and Brickbats" is one of encouragement as well as criticism for various carriers.

Newsie Was a "Queen" Awhile

St. Paul, Minn., February 1.—A few nights ago L. W. Hill invited the carnival queen candidates to a reception at his residence. Only carnival royalty was bidden to the party, King Elmer, King Stewart and sixty would-be queens. It was remembered at the Newsboys' Club that Reuben Fredkoosky, former vice-president of the club, "makes a swell girl when he's dressed up." A tin pleplate hung about his person bore a legend stating in unmistakable terms that he was the queen, and his costume corroborated it. "But after a while," he said, "I took off them things and put on a false beard so I looked just exactly like Louis Hill, and I pretended I was him, and made a speech, boosting St. Paul. Gee, it was swell! I danced with all the queens, and I ate everything I wanted, and say, I wish I could be queen all the time!"

Talked on Madison to Newsboys

At Buffalo, N. Y., last Sunday, Judge Thomas Murphy made a patriotic speech to more than one hundred newsboys. Judge Murphy spoke on "James Madison," one of his series of talks on the Presidents of the United States, and also on "Preparedness." He will speak next Sunday. Mrs. A. D. Husted, "mother of the newsies," was unable to attend on account of illness.

Not a Circulation Getter

Boston, January 31.—The Mohr murder trial has added very little to circulation figures of Boston newspapers, the circulation managers say. Usually a big and sensational murder case will send circulation skyrocketing, but this trial seems to be the exception. It has been suggested, by those who have tried to get into the psychology of the matter, that the public has been surfeited with sensation through the European war; and that the mere killing of one man does not have the same effect on the public mind as it would in times of piping peace.

A Substantial Gift

W. J. Murphy, publisher of the Minneapolis Tribune, has insured every man in his employ in an amount equal to one year's salary. In the event of death while in the newspaper's service, the amount of the policy will be paid to the beneficiaries in weekly instalments.

250 Years OF SCOOP

(5 and 7 col. sizes) Sample mats on request

The INTERNATIONAL SYNDICATE Features for Newspapers Established 1899 BALTIMORE, MD.

From Berlin (Germany) Association of Commerce and Trade:

We would appreciate a copy of your Flaneur for the use of our reading room, which is probably the largest in Europe containing American newspapers and periodicals.

For Price and Territory write: THE DAILY "FLANEUR" LETTER OFFICE Munsey Building Washington, D. C.

The Automatic Press Blanket

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

"Quality Goods Only" New England Newspaper Supply Co., Worcester, Mass.

NEWSPAPER prosperity is based on circulation.

FEATURE elements of the right kind make and hold circulation.

SERVICE by experts means material and methods that have been PROVED.

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

Newspaper Feature Service M. KOENIGSBERG, Manager 41 PARK ROW NEW YORK

\$50,000 Worth of New Subscribers

In two months is what we secured for The Los Angeles Times last year. Total business \$67,970. SECOND campaign is now running.

These A. B. C. papers know our methods are original and productive: Courier-Journal, Louisville, Ky. .... \$60,000 Deseret News, Salt Lake City. .... \$33,000 Express, San Antonio, first campaign. \$50,000 Second campaign. .... \$78,000

We ALWAYS repeat on the same papers. Why? Ask us how to get more circulation.

North-Eastern Circulation Co. C. B. HOLLISTER, Gen. Mgr. DAVENPORT, IOWA.

Write or wire care Los Angeles Times.

The Electric Bulletin

Is a business asset. It is as important a part of a newspaper equipment as a Linotype. An Electric Bulletin will increase your circulation and popularity. Ask any one of its users.

A machine may be leased, bought for cash, or liberal terms will be given. Write for particulars.

National Electric Bulletin Corp. New London, Conn.

## ATTRACTIVE OFFER FOR QUICK SALE

Two Duplex Flat-Bed Presses  
Replaced by Scott Web Presses

Ten-page press prints from type a 4, 6, 8 or 10  
page 7 column paper at 5000 per hour.  
Twelve-page press prints 4, 6, 8, 10 or 12  
page 7 column papers at 4500 per hour.

Send for further information

Walter Scott & Co.  
Plainfield, N. J.

## Successful

Men in every walk of life are all  
familiar with

### Romeike's Press Clippings

Among our patrons are professional and  
business men and women, public person-  
ages and the leading Banks, Trust Com-  
panies and Corporations.

### Romeike Clippings

are an indispensable adjunct to every busi-  
ness. If you have never used them, write  
for information and terms to-day.

HENRY ROMEIKE, INC.,

106-110 Seventh Ave. New York City

# ATLAS

PRESS CLIPPING

Agency

42d Street New York

TAKE IT TO  
**POWERS**  
OPEN 24 HOURS THE FASTEST  
OUT OF 24 ENGRAVERS  
ON EARTH  
ON TIME ALL THE TIME  
POWERS PHOTO ENGRAVING CO.  
54 Nassau St. N.Y. Tel. 4200-4 Book man

### 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 New  
foundland at our head office.

74-76 CHURCH ST., TORONTO, CAN.

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

We can increase your business—  
you want it increased.

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

## BURRELLE

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

### DEATH CALLS TWO VETERANS

Daniel C. Demeritt and Thomas C.  
Glynn Cross the Divide.

Two of the oldest and best known  
newspaper men of New York have an-  
swered death's call within the last few  
days.

Daniel Chesley Demeritt, dean of  
Wall Street newspaper men, died from  
pneumonia at his residence, Flat-  
bush, after an illness of four weeks,  
and was buried Sunday afternoon in  
Cypress Hills Cemetery. Mr. Demeritt  
was born in Durham, N. H., on a farm,  
and coming to New York city when 20  
years old, went immediately into the  
financial newspaper business, being  
connected with nearly all of the Wall  
Street publications during his forty-five  
years of service in the financial section.  
He retired two years ago.

The recent death of Thomas C. Glynn,  
80 years old, marked the close of a long  
career in the journalistic world. Com-  
ing to this country in 1855 at the age  
of 3, from Athlone, Ireland, he settled  
with his parents in Brooklyn, where he  
lived the rest of his life. He learned  
the publishing business, beginning as a  
printer's devil at the age of 11 years.  
He was once on the staff of the Eagle.  
He later worked under Moses Beach  
with the New York Sun. His life work  
was accomplished in the editor's chair  
of Street & Smith's New York Weekly,  
one of the old-time popular periodicals.  
For fifty-six years he served as the  
guiding spirit of this publication. For  
sixty-nine years he boasted that he had  
never taken a vacation.

### OBITUARIES

MRS. MAY COOLEY, 44 years old, asso-  
ciate editor of the Grand Rapids (Wis.)  
Wisconsin Valley Leader, is dead after  
two weeks' illness with grip. She was  
born at New Lisbon, and was reared  
in Grand Rapids. She founded the  
Leader in 1902.

WILLIAM J. DANIELSON, senior part-  
ner in the firm of Danielson & Son,  
advertising agents, of Providence, R.  
I., died there a few days ago, aged 73.  
He was once publisher of the Providence  
Journal. He had been in ill  
health for nearly two years.

JACOB STULTS, pioneer newspaper  
man, died at his home in Hightstown,  
N. J., last week, aged eighty-five. He  
was one of the founders of the Hights-  
town Gazette more than sixty years  
ago, also of the Cranbury Press, Long  
Branch Record and other papers.

FRANK B. LAWRENCE, city editor of  
the Tuscaloosa (Ala.) News, is dead at  
Birmingham, Ala.

H. R. GRUBB, aged 49, died at Beau-  
mont (Tex.) last week. He was a well-  
known printer and had been a member  
of the Beaumont Typographical Union  
for many years. He was formerly  
foreman and large stockholder on the  
Austin Statesman.

GEORGE A. PARLIN, for many years  
publisher of the Machias (Me.) Union  
which he sold in 1903 to the Machias  
Union Publishing Company, died a few  
days ago in Boston, aged 78 years.

SAMUEL SIMONTON, a former newspa-  
per publisher in Minnesota, died at  
Spokane, Wash., recently, aged 77. In  
association with his brother, Mr. Simon-  
ton founded the first newspaper pub-  
lished northwest of St. Paul, later estab-  
lishing another paper at Sauk Center,  
Minn.

JOSEPH G. MANSFIELD, for more than  
ten years city editor of the San Fran-  
cisco Morning Call, and one of the best  
known newspaper men in San Fran-  
cisco, is dead. He resigned from the Call  
shortly after the fire, and for some  
time had been in charge of the state  
automobile bureau at Sacramento.

JAMES C. RITCHEY, a pioneer newspa-  
per man as well as hotel keeper of  
Wichita, Kan., and a veteran of the  
Civil War, is dead. He had lived at  
Anadarko, Okla., for the last 12 or 14

years. He was at one time proprietor  
of the old Wichita Times.

MRS. URSULA NORMAN HOWELL, wife  
of Charles Sumner Howell, is dead in  
Pittsburgh. For nearly two years past  
she had been a member of the Dis-  
patch staff as society editor.

DANIEL McDONALD, 83, said to have  
been the oldest living past grand mas-  
ter of Indiana Masons, is dead in Chi-  
cago, where he had been living for the  
past two years. He was editor of the  
Plymouth (Ind.) Democrat for thirty  
years.

JAMES E. KERRINS, a former reporter  
on the Bridgeport (Conn.) Standard and  
other local papers, is dead.

HOWARD DICKSON LOWD, aged 50 years,  
a native of Jackson, Miss., and for sev-  
eral years telegraph editor of the Daily  
News, died last Sunday at his home  
in Washington after a short illness with  
pneumonia. Mr. Lowd had been in ill  
health for the past three years.

COLONEL FRANCIS NELSON BARKSDALE,  
advertising agent of the Pennsylvania  
Railroad, is dead in Philadelphia.

ADOLPH MEULIN, 68 years old, former  
well-known newspaper man, is dead at  
East Stroudsburg, Pa., where he had  
resided for the past eight years. He  
was born in Germany and came to the  
United States in 1867. Meulin located  
in Cincinnati, taking a clerical position  
in a bank in that city. Later he en-  
tered the newspaper field and for many  
years was connected with the Telegraph  
and Tribune at Indianapolis. From In-  
dianapolis Meulin went to Evansville,  
Ind., and for 30 years was city editor  
of the Evansville Demokrat, a German  
daily newspaper. He was known as the  
"dean of the newspaper fraternity in  
Evansville" until he retired eight years  
ago.

LESTER P. BRYANT is dead in Philadel-  
phia. He was advertising manager for  
the S. S. White Dental Manufacturing  
Company for several years. He was a  
grand-nephew of William Cullen Bry-  
ant, the poet.

JOHN T. WALLACE, former city editor  
of the San Jose (Cal.) Mercury-Herald,  
is dead at San Jose, aged 56.

ARTHUR WELLS FRENCH, an old New  
York newspaper man, died at his home  
in Bridgeport, (Conn.) on January 29,  
aged 75 years.

ROY STANNARD DRAKE, formerly with  
the Cleveland (O.) Press as a reporter  
and Washington correspondent, later  
well-known as an advertising man, and  
at the time of his death editor of Auto-  
mobile Topics, died at his home in New  
York city on January 29, in his 36th  
year.

CORYDON D. ROSE, owner and publish-  
er of The Citizen, of Illon, (N. Y.) died  
on January 28 at the home of his son,  
Remington Rose, in Rutherford, N. J.,  
in his 81st year.

ADISON EMERSON, aged 83 years, for-  
merly editor of a New York newspaper  
and one of the delegates from a New  
York district that nominated President  
Lincoln, died a few days ago at Lock-  
port, N. Y.

SIDNEY ORMOND, secretary to Mayor  
Woodward, of Atlanta, Ga., is dead,  
aged 42. He resigned as city editor  
of the Constitution a year ago to be-  
come the Mayor's secretary. He had  
also served on the New Orleans Times-  
Democrat and on papers in Memphis,  
Natchez and Vicksburg.

COL. JOSEPH H. COGSWELL, aged 87,  
one of the founders of The Titusville  
Herald, the first daily newspaper in the  
oil country, is dead at his home in  
Titusville, Penn.

JOSEPH NEWELL OVIATT, aged 83, is  
dead at Hartford, Conn. He worked on  
newspapers since he was fifteen, start-  
ing with the Waterbury American. He  
was with the Springfield Republican  
for fifteen years and founded the New  
Britain Record in 1865, remaining its  
proprietor until 1882.

WILLIAM W. WALLOWER, of Harris-  
burg, Pa., connected with newspaper

work in that city for twenty-five years,  
is dead, aged 44 years.

THOMPSON BEAN, aged 53, a widely  
known newspaper man of Scranton,  
Pa., died at Glenburn, Pa., last week.  
He served on the old Scranton Republi-  
can, the Tribune, Truth and other  
Scranton papers. He once managed  
the Susquehanna, (Pa.) Transcript.

FRANK M. HOLLISTER, for many years  
one of the foremost newspaper men of  
Buffalo, (N. Y.) is dead, after a brief  
illness. He was 74 years old and served  
in an editorial capacity on the staff of  
the Express and later on the Com-  
mercial, of which he was long an asso-  
ciate editor.

CAPT. L. W. BINGAY, who was news  
editor of the Port Arthur, Ontario,  
Evening Chronicle until the war began,  
has died in a military hospital in  
Etaples, France, from wounds received  
in action three weeks ago. He worked  
on Montreal papers for several years.

JOSEPH G. MANSFIELD, who died a few  
days ago in San Francisco, was city  
editor of the Morning Call for some  
years and was one of the best-liked  
editorial men in San Francisco.

ARTHUR F. WILLIAMS, a news editor  
of the Philadelphia Record, died last  
week of pneumonia which began with  
an attack of grip. He had been ill only  
a week. Mr. Williams had been on the  
Record for three years, having come  
from Bridgeport, Conn. He leaves a  
wife and three children.

FRANK CORBIN, who for many years  
was prominently identified with the  
daily newspapers of Texas, being from  
1874 to 1902 circulation manager of the  
Galveston Daily News, died at the home  
of his sister, Mrs. George F. Lindsay,  
in Oklahoma City, on January 29. He  
was 67 years of age and was a native  
of Virginia.

### WEDDING BELLS

A wedding of much interest in At-  
lanta was that of Miss Carrie Marie  
Ellison and John George Carr, which  
was witnessed only by a few friends of  
the bride and groom. Mr. Carr is the  
advertising manager of the Georgian  
and is one of Atlanta's best known ad-  
vertising men. He has been a resident  
of that city for the past several years  
and has met with a great deal of suc-  
cess in the advertising field. Mrs. Carr  
is prominent in social circles of Atlan-  
ta and is admired by hosts of friends.  
She is a young woman of unusual  
beauty and much charm. Following  
the marriage, Mr. and Mrs. Carr left  
for a short honeymoon in the far  
South.

### FAKE ON LONDON PUNCH

Facsimile of English Comic Used In  
German Propaganda Withdrawn.

The American Truth Society of New  
York city, through the American  
News Company, has delivered 2,507  
copies of a journal, published last  
November, under a facsimile of the  
cover of London Punch, to Hugh Bayne,  
attorney for the London publication.  
This makeshift propaganda in the Ger-  
man cause, which was distributed to  
the newsmen throughout the city,  
contained cartoons published in Punch  
during Civil War times, ridiculing the  
United States. On the cover, which  
was identical with that used by Punch  
for the last seventy-five years, was  
printed, "As England Sees Us, as  
Shown in Punch."

New York representatives of Punch  
instructed their attorney to begin pro-  
ceedings against the Truth Society to  
put a stop to this false use of their  
publication. On being informed of the  
intention of Punch, Jeremiah A.  
O'Leary, president of the American  
Truth Society, agreed, in consideration  
of the suit being withheld, to order the  
immediate recall of the publication, to  
deliver up the unsold copies, and to re-  
frain in the future from repeating the  
offense. Of the 3,500 copies printed,  
2,507 were collected and delivered, as  
agreed.



JOHN LEE MAHIN SELLS OUT

Disposes of Interest in Chicago Agency to Engage in Business in New York.

(Special to The Editor and Publisher.)  
CHICAGO, Ill., February 4.—John Lee Mahin, founder of the Mahin Advertising Company, has sold his interest in the firm to William H. Rankin, the vice-president. Mr. Mahin, for years a dominant factor in Chicago advertising will retire from the presidency of the company which bears his name and open an agency in New York city. "I am unable to discuss my plans at length just now," said Mr. Mahin. "It has been a long cherished desire of mine to live and do business in New York. I expect to open an office there May 2. I retire from the Mahin Advertising Company on May 1."

Mr. Rankin, the new president, has been vice-president of the company for seven years. He is a graduate of the newspaper school and also has done magazine and farm periodical work. With him will be associated Wilbur D. Nesbit and Herman A. Groth.

Honest Ad Law Assured

LOUISVILLE, Ky., February 1.—The press of Kentucky, without an exception, applauds the lower house of the Kentucky legislature for passing the honest advertising bill, which was backed by every newspaper in the State and advocated by business men of Louisville and Lexington. The vote was unanimous. The bill will come up in the Senate in the next few weeks and will undoubtedly be adopted, as the sentiment there is as strongly in favor of it as in the house. This is the first true advertising law ever offered in Kentucky. It is backed by the American association of honest advertisers as well as by State interests. It provides a heavy penalty for any misstatements made wilfully in advertising and covers every phase of the advertising question, even that of theatrical and circus advertising. The movement will be taken up in other Middle, Western and Southern States.

CAN'T GET FREIGHTS

Tons of Canadian Pulp Long Awaiting Steamers to England.

OTTAWA, Ont., February 2.—That Canada can't get paper and pulp freights easily to England just now, as declared by the London Times, is illustrated by the fact stated a day or two ago by the Ottawa Journal that a paper mill not a hundred miles from Ottawa has had a thousand tons of paper ordered by an English customer waiting here for a considerable period unable to get ship room.

Much uncertainty is felt in St. John's, Newfoundland, as to the effect of recent war developments on the pulp and paper industry there. When the announcement was made that Sweden had prohibited the export of pulpwood, which had been largely consumed in Great Britain, it was thought that much of the trade might be diverted to mills in the interior of Newfoundland. Soon afterwards, however, it became known that the British Government had put into force more stringent regulations governing importations into England, in order to release more steamers for direct war use.

It is understood that the regulations will apply, in part at least, to paper and pulp. In that case, the Newfoundland mills might be forced to curtail their output and shut down entirely.

The largest plant in the colony, controlled by Lord Northcliffe, the London publisher, and his brothers, has a daily output of 200 tons of paper and 50 tons of ground woodpulp. Four thousand tons of these materials are now awaiting the arrival of a steamer to take them to England. Two smaller concerns, one London-owned and the other operated by Newfoundland capital, manufacture mechanical pulp.

SITUATIONS WANTED

Advertisements under this classification, ten cents per line, each insertion. Count six words to the line. For those unemployed, not to exceed 50 words, two insertions FREE.

NEWSPAPER MAN of 18 years' experience in both newspaper and press association work, who has covered many big stories and who has been managing editor of a metropolitan daily, seeks employment as managing or city editor of a live newspaper. Can write editorials with a punch and is especially strong on human interest stories. Can give best of references. Address G 1650, care Editor and Publisher.

CIRCULATION MANAGER.—Young married man, 10 years' experience. Circulation builder my business. Would like to connect with either daily or weekly. Moderate salary. Give references. Address G. L. S., care Editor and Publisher.

FOREMAN.—Does your composing room need a head? Foreman with years of experience is at liberty owing to suspension of paper. Recommendations from last two employers covering 15 years in that capacity will be satisfactory as to ability and character. Address Competent, care Editor and Publisher.

REPORTER.—Every community depends upon its business. Could your readers tell it by your paper? Age 26, three years' experience, wants job in small city where he can develop business news; balance of time to suit paper; can write features; thorough; college graduate but not finished learning. Address Jay, care Editor and Publisher.

CIRCULATION MANAGER, experienced. Past records show I have been successful. At present head of a circulation promotion company which is being dissolved. Don't want a position but am looking for a permanent job. Any part of country. References. Address G 1652, care Editor and Publisher.

ADVERTISING MANAGER. — Ninety pages solid advertising regular rates in single issue. Southern daily, 10,000 circulation is my record. I got business because I know how to write and lay out good copy. Age 32, married; no attachments; wide-awake, healthful and active. Best references. Not cheap. If interested, make me offer. Address G 1655, care Editor and Publisher.

REPORTER or Agricultural Editor, young man, wants position on Wisconsin or Minnesota daily or large weekly. Have good education and some experience as correspondent, editorial writer, and agricultural writer. Salary second consideration. If there is a chance for advancement. Address G 1656, care Editor and Publisher.

PUBLISHER, general manager, or editor wants position. Twenty-five years' successful experience on large dailies as publisher or owner. A builder with best of references. Address G 1657, care Editor and Publisher.

CARTOONIST with metropolitan newspaper training, having specialized in politics and sports for the past ten years, desires to locate on a live daily anywhere. Address G 1664, care The Editor and Publisher.

ADVERTISING MAN.—who can help advertisers get the most out of space which frequently means actual cash sales. Experience in department store and general advertising. Practical knowledge of type, printing, engraving, etc. Will render service on whole or part time in New York or vicinity. Address H 1702, care Editor & Publisher.

CLASSIFIED MANAGER for ten years on two New York leading newspapers desires to make a change. Am enthusiastic, steady and reliable and have an excellent record for producing results. Address H 1706, care Editor and Publisher.

ADVERTISING MANAGER, energetic and ambitious young man with highest references would like to represent large Western newspaper in Eastern Territory or become associated with special agency in the East. Salary and commission, straight salary or drawing account acceptable. Sixteen years' experience with an excellent record as a result producer. Any reasonable proposition will be considered. Address H 1707, care Editor and Publisher.

EXECUTIVE or copy desk position wanted by man of metropolitan experience, nine years with one newspaper. Address 5763a McPherson Avenue, St. Louis, Mo.

OFFICE DETAIL MAN—all round, experienced from A to Z: Managing, circulation, trade papers, fashion publications, or AI assistant to a big executive, in out of a job—a good reason why. Can you give me a "foot hold"? Address American, H 1709, care Editor and Publisher.

RESORT AND TRAVEL ADVERTISING MANAGER.—Are you making arrangements for your Resort and Travel advertising. If so, I would like to submit my services to you. Am capable of managing an entire Resort advertising campaign. Have been with a metropolitan daily and have done their Resort work for nine years, covering individually every resort locality in New Jersey, Pennsylvania, and New York State. I would like to connect with a New York City or Philadelphia daily. care Editor and Publisher. S O S Box H 1710.

EDITOR.—College trained man, experienced in metropolitan editorial work wants a weekly. Will take job as editor or will lease with option to buy. Ohio or neighboring states preferred. Earl Hall, Georgetown, Ohio. Address H 1713, care Editor and Publisher.

EDITORIAL.—Wanted a position on the editorial or reporter staff of an eastern newspaper by a recent graduate of a college course in journalism. Willing to start at moderate wages and to work hard. Best of references. H 1714, care Editor and Publisher.

SITUATIONS WANTED  
By RECOMMENDED MEN

Advertisements under this classification, ten cents per line, each insertion. Count six words to the line. For those unemployed, not to exceed 50 words, two insertions FREE.

CIRCULATION MANAGER.—Are you in need of a man who can build circulation and keep down costs. A man who is young (age 25) and has been very successful in two years of circulation work. A man who is capable of earning \$25. Would prefer evening paper of from 5,000 to 10,000 in Ohio, but will consider other offers. Recommendations, etc., on file with the Editor and Publisher. Address C. M. X., care Editor and Publisher.

SITUATIONS WANTED

Advertisements under this classification, ten cents per line, each insertion. Count six words to the line. For those unemployed, not to exceed 50 words, two insertions FREE.

ROTARY PRESSMAN-STEREOTYPY on Goss or Hoe presses, thoroughly practical in both branches, strictly temperate, experienced. A-1 reference, guarantee entire satisfaction, want to connect with a reliable publishing concern that will appreciate efficiency in every particular, whose business is in such shape to enable a competent Pressman-Stereotyper to command \$30.00 per week. Two weeks' notice. Particulars in first letter. Address Rotary Pressman-Stereotyper, c/o Editor and Publisher Co., N. Y. C.

REPORTER, competent, (24), college graduate, four years' experience, capable editorial writer, wishes position on live daily paper in city of not less than 25,000. Highest references. Address Box 314, care Editor and Publisher.

PUBLICITY DIRECTOR.—Seeks position with corporation or any enterprise where a "press agent is known by his clippings." My modern methods make money. Write for interview to H 1705, care Editor and Publisher.

COPYREADER AND REPORTER.—of twenty years' experience on New York papers seeks position. Handled A. P. for years. Covered theatricals and politics. Best references. Address H 1704, care Editor and Publisher.

AUTOMOBILE ADVERTISING.—Young man, Christian, wishes position with automobile publication or in automobile or accessories manufacturer's advertising department as manager's assistant. Agency experience in copy, layouts, rates, etc. Salary immaterial when there are opportunities for advancing. H 1703, care Editor and Publisher.

EDITORIAL ASSISTANT.—Lady having several years' experience as compositor in printing offices, wishes position where she may assist in editorial department. She is a good reader of manuscript, capable of proofreading and preparing copy, willing to go short distance from New York City. Address G 1666, care Editor and Publisher.

NEWSPAPER WOMAN, thoroughly experienced, three years on two papers, would like extra work, special feature stories, and interviewing or editorial work in New York City. Address G 1658, care Editor and Publisher.

ADVERTISING MANAGER, member of Copy Staff of large and highly regarded agency wishes position. Mechanical Engineer. Familiar with all kinds of machinery. Has written considerable farm machinery copy, also catalogs. Knows buying, printing and engraving, etc. Has edited house organs. Good systematizer. Address C. E. F., 1429 E 67th Place, Chicago, Ill.

ADVERTISING MAN, married, 31 years old. Have had advertising and selling experience; can give best of reference; willing to work for small wages if a chance for advancement. I have proven results, and willing to work hard for any firm. Address G 1660, care Editor and Publisher.

HELP WANTED

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

BOOKKEEPER.—By established newspaper in city 30,000 population near New York, must be steady, accurate, must have newspaper bookkeeping experience, be able to typewrite statements. Permanent position. State references, experience, age, when available. Address H. 1701, care Editor and Publisher.

FOR SALE

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

A YEAR'S EDITORIAL SUGGESTIONS is a book that should be on every Editor's desk. All that the name implies—and more. Cloth bound, 50 cents. Stamps accepted. R. Voorhes, 105 Hudson Street, New York.

EIGHT-PAGE COX DUPLEX and 12-page Duplex. Both printing from type; sold on account of change at tempting prices. Warner Machinery Co., Chicago.

NEW SEVEN COLUMN TAIL SAW for regulation size plates manufactured by the Duplex Printing Press Co. at one-half price. Also waste paper press at one-half price. Address The State Journal, Lansing, Michigan.

A MORNING NEWSPAPER in its fourth year, full Associated Press franchise, in a town of 50,000 inhabitants. Excellent facilities for a paying proposition. Good will and circulation list can be purchased for \$25,000. Address "Capital One," H 1712, care of the Editor and Publisher.

Experienced newspaper business manager

of good reputation and successful record can secure substantial minority interest in and business management of very profitable daily newspaper property. \$35,000 cash necessary. Proposition N. C.

CHAS. M. PALMER  
Newspaper Properties  
225 Fifth Ave., N. Y. City

**\$50,000**

In cash available for first payment upon a net earning Evening Daily.

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

**DOMINANT PAPER**

Central State city of 25,000, progressive and industrial center. Morning paper of metropolitan bearing, doing profitable business in undeveloped and enlarging field. Three-fourths interest offered for \$37,500. Proposition No. 928x.

H. F. HENRICHS  
Newspaper Properties,  
LITCHFIELD, ILL.

PUBLISHER'S NOTICE

The Editor and Publisher and the Journalist maintains an efficient corps of paid correspondents at the following important trade centers: Boston, Philadelphia, Toronto, Cleveland, Cincinnati, Detroit, St. Louis, Chicago, Atlanta, New Orleans, Dallas, Indianapolis, Washington, Baltimore, and San Francisco. Other correspondents will be added from time to time. Advertisers and newspaper men will find a ready market for stories of advertising achievements, news beats, etc., by addressing the main office, 1117 World Building, New York City.

Branch offices are located as follows: Chicago, 332 S. Michigan Ave., Ryan & Inman, mgrs.; phone Harrison 2161; San Francisco, 742 Market St., R. J. Bidwell, manager; phone Kearney 2121.

The Editor and Publisher page contains 672 agate lines, 168 on four. Columns are 13 pica wide and twelve inches deep. Advertising Rate is 25c. an agate line, \$100 a page, \$75 a half page and \$42 a quarter page. Position extra. Time, space and cash discounts are allowed on contracts.

Small advertisements under proper classification will be charged as follows: For Sale and Help Wanted, fifteen cents a line; Business Opportunity and Miscellaneous, twenty-five cents a line, and Situations Wanted, ten cents a line, count six words to the line. For those unemployed a fifty-word or eight-line advertisement will be published two times FREE.

Readers are urged to have the paper mailed to the home address. This will insure prompt delivery.

The Editor and Publisher sells regularly at 10c. a copy, \$2.00 per year in the United States and Colonial Possessions, \$2.50 in Canada and \$3.00 foreign, and is on sale each week at the following news stands:

- New York—World Building, Tribune Building, Park Row Building, 140 Nassau street, Manning's (opposite the World Building), 33 Park Row; The Woolworth Building, Times Building, Forty-second Street and Broadway, at basement entrance to Subway; Brentano's Book Store, Twenty-sixth Street and Fifth Avenue and Mack's, opposite Macy's on Thirty-fourth Street.
- Baltimore—B. K. Edwards, American Building.
- Philadelphia—L. G. Rau, 7th and Chestnut streets; Wm. Sobel, Bulletin Building News Stand.
- Boston—Parlier House News Stand.
- Pittsburgh—Davis Book Shop, 416 Wood Street.
- Washington, D. C.—Bert E. Trenis, 511 Fourteenth Street, N. W.
- Chicago—Ponnas Book Store, 37 N. Clark Street; Post Office News Co., Monroe Street; Chas. Levy Circ. Co., 27 N. Fifth Avenue.
- Cleveland—Schroeder's News Store, Superior Street, opposite Post Office; Solomon News Co., 1111 Walnut Street.
- Detroit—Solomon News Co., 69 Larned St., W. San Francisco—E. J. Bidwell Co., 742 Market.

## TIPS FOR THE AD MANAGER

J. Walter Thompson Co., Lytton Building, Chicago, Ill., is placing 30-time orders with some Western newspapers for the National Kraut Packers Association.

Harry Porter Co., 18 E. 41st St., New York city, is sending out orders with some Western newspapers for the Houk Mfg. Co., Houk Wire Weave Wheels, Buffalo, N. Y.

Lord & Thomas, Mellers Bldg., Chicago, Ill., are making contracts with a few newspapers in selected sections for the Winton Motor Car Co., "Winton Automobile," Cleveland, Ohio.

Carney & Kerr, Inc., 33 W. 42nd St., New York city, is placing 3-time orders with a few newspapers in selected sections for Wm. Webster, financial, 45 Wall St., New York city.

Wendell P. Colton, 165 Broadway, New York city, is making 5,000 line contracts with some New York State newspapers for the Delaware, Lackawanna & Western R. R. Co., 90 West St., New York city.

Charles Adv. Service, 23-5 E. 26th St., New York city, is placing some orders with New England newspapers for the Brestola Auto Electric Lighter Co.

Earnshaw-Lent Co., 80 Malden Lane, New York city, is sending out orders with a selected list of newspapers for E. De Raimboulville, "Vichy Celestines," 220 Broadway, N. Y. city.

M. P. Gould Co., 120 W. 32nd St., New York city, is placing orders with newspapers in New York city and vicinity for the National Association of Engine and Boat Manufacturers, Motor Boat Show, N. Y. city.

Locomotive Co. of America, Bridgeport, Conn., is placing some of their newspaper advertising through E. T. Howard Co., 432 Fourth Ave., New York city.

## Advertising Agents

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

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

**HOWLAND, H. S., ADV.**  
AGENCY, INC.,  
20 Broad St., New York.  
Tel. Rector 2573.

**LEVEY, H. H.,**  
Marbridge Bldg., New York.  
Tel. Greeley 1677-78.

## Publishers' Representatives

**KATZ M. L.,**  
Peoples Gas Bldg., Chicago, Ill.

**CONE LORENZEN & WOOD-**  
**MAN,**  
Brunswick Bldg., N. Y.; Advtg.  
Bldg., Chic.; Gumbel Bldg., Kan-  
sas City.

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

**GLASS, JOHN,**  
1156-1164 Peoples Gas Bldg., Chic.

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

**PAYNE, G. LOGAN, CO.,**  
747-748 Marquette Bldg., Chicago,  
Ill.; 200 Fifth Ave., New York,  
N. Y.; 8 Winter St., Boston, Mass.;  
Kresge Bldg., Detroit, Mich.

H. E. Lesan Adv. Agency, 440 Fourth Ave., New York city, is sending out orders with some Western newspapers for O'Neil Tours.

Redfield Advertising Agency, 34 W. 33rd Street, New York city, is placing orders with a selected list of morning newspapers for the American Lead Pencil Co., Venus Pencil, etc., 220 5th Ave., N. Y. City.

Wrigley Advertising Agency, 111 W. Washington Street, Chicago, Ill., is making 1,500 line contracts with some Western newspapers for the John R. Thompson Co.

Scheck Adv. Agency, 9 Clinton St., Newark, N. J., is sending out orders with some New England newspapers for the Commercial Casualty Co.

J. Walter Thompson Co., 44 E. 23rd St., New York City, is placing advertising for the Cuban Fruit Juice Co., Pineappola Co., Longacre Bldg., N. Y. city, and Lamont, Corliss & Co., 131 Hudson St., New York city.

Nelson Chesman & Co., Chicago, Ill., is placing 9 lines, 104 times, with a few papers for the Walnutta Co.

C. L. Doughty, Cincinnati, Ohio, is sending out 11 lines, 104 times, with a few papers for the Evans Chemical Co., Cincinnati, Ohio.

Maul Brothers Co. is making contracts through N. W. Ayer & Son, Philadelphia, Pa.

Blackburn Advertising Agency, Dayton, Ohio, is placing 10,000 lines one year, with a selected list of newspapers for the Blackburn Prod. Co.

Taylor-Critchfield Co., Chicago, Ill., is sending out 36 lines, 36 times, to some papers in the Middle West for the Black Silk Stove Polish Works, Sterling, Ill.

Redfield Agency, New York, is placing 50 lines, three times, with some Western papers for the American Lead Pencil Co.

W. Dilig, Chicago, Ill., is sending out 5,000 lines, for one year, to a few Pennsylvania papers for the West Baden Spring Water.

Lord & Thomas, Chicago, Ill., is placing 50 inches, 1 time, with a few Mississippi papers for Quaker Oats.

Heegstra Agency, is sending out 5,000 lines of advertising for one year to a few Texas papers for Mitchell Lewis.

**Philadelphia Evening Bulletin Gains**  
The Evening Bulletin of Philadelphia broke all circulation records in its history during January, with an average daily net paid circulation of 383,000 copies. The Bulletin goes steadily on its way, indulging in little self-advertising, but attending strictly to business, with a result which makes that paper the envy and the despair of newspaper editors and business managers all over the country. The paper does not use circulation schemes, or coupons, depending for its success solely on its news, its various departments, and its large advertising patronage.

## Sunday's Advertising Methods

J. W. Welsh, of Chicago, advance representative of William A. (Billy) Sunday, the evangelist, was the speaker at the weekly luncheon of the Baltimore Advertising Club, on Wednesday. He told the clubmen about the systems and publicity which has made it possible in other cities to attract daily crowds of between 5,000 and 6,000.

No sale was ever made until a man was convinced. He is not convinced until he understands.

## WINNIPEG PAPER CHANGES HANDS

**Charles F. Roland Heads New Company Which Will Publish Winnipeg Telegram.**

TORONTO, February 1.—The Winnipeg Telegram has changed hands. A new company of which Charles F. Roland, late Commissioner of the Winnipeg Industrial Bureau, is president and general manager, has been formed and the property turned over to it. It is understood that C. A. Abraham, who was president and business manager of the old company, will continue with the paper and give special attention to the advertising department. Mr. Roland announces that he does not contemplate any radical change in the personnel of the Telegram staff.

The Winnipeg Telegram is in its twenty-second year. The company which the new owners will succeed was organized about eleven years ago by M. E. Nicholls, now publisher of the Montreal Daily Mail and Montreal Evening News. In it the Hon. Robert Rogers, now Minister of Public Works at Ottawa, had a controlling interest. When Mr. Nicholls left Winnipeg for Montreal four years ago, he was succeeded in the management by Mr. Abraham.

Mr. Roland, the new president and general manager, has had considerable newspaper experience. He was for a time on the staff of the Cleveland Plain Dealer. Then he was associated with several papers in Eastern Canada. Nine years ago he went to Winnipeg to become Commissioner of the Industrial Bureau, in which position he did some excellent promotion work. He believes that the newspapers of Western Canada will have great opportunities for expansion after the war.

Associated with Mr. Roland in the directorate of the new company are W. J. Bulman, president of Bulman Bros., printers and publishers; G. V. Hastings, late president of the Lake of the Woods Milling Co.; W. J. Christie, president of W. J. Christie & Co.; and Edward Beck, managing editor of the Telegram. The paper will continue to give support to the Conservative party.

## Changes in Interest

S. T. Taylor and Francis Sonneborn have retired from the Laporte, (Ind.) Printing Company, publishers of the Laporte Herald, selling their interests to Edward J. Widdell, Hiram Arthur Lindgren and C. H. Haskinson. Capt. Taylor, retiring, served thirty-six years as president of the company. Under the reorganization the officers are C. H. Harkinson, president; H. A. Lindgren, vice-president, and E. J. Widdell, secretary-treasurer and managing editor.

R. V. Lucas, part owner and editor of the York (Neb.) daily News-Times has sold his interest to Thomas Curran. Mr. Lucas has purchased a half interest in The World at Shenandoah, Ia., and has taken charge of that paper.

## P. F. Foley Will Start Daily

According to reports that have reached Topeka, P. F. (Pete) Foley, of Parsons, Kansas, who was bound over for trial in the district court two weeks ago for alleged violation of the State election laws and alleged corruption of the electorate, will begin publishing a daily Republican newspaper in Parsons within a few weeks. The name of the new paper will be the Parsons Daily Republican. The equipment for the office has already been purchased by Mr. Foley, who is the owner of a large job printing plant in Parsons. As soon as the machinery can be installed, it is understood, the paper will be issued.

## Moberly's Third Daily

The publication of Moberly's (Mo.) third daily newspaper began on February 1. It is a morning paper. A. L. Preston, formerly editor of the Marshall, Mo., Democrat-News, is the editor. It is understood the anti-saloon forces are backing the paper.

## LA PORTE HERALD CHANGES

**Messrs. Taylor and Sonneborn Retire—Chas. H. Haskinson Now President.**

LA PORTE, Ind., January 29. — Capt. Silas E. Taylor, for half a century identified with the newspaper and printing business in this city, and Francis C. Sonneborn, also identified therewith for nearly the same length of time, to-day retired from the La Porte Printing Company, publishers of the daily and weekly Herald, by selling their stock and good will to their associates, Charles H. Haskinson, Hiram Arthur Lindgren, and Edward J. Widdell.

No man has been identified with newspaper work in La Porte County longer than has Capt. Taylor, who came to this city soon after the Civil War, in which he had served with distinction as a member of the Fiftieth New York Volunteer Engineers.

Capt. Taylor learned the printing trade in the office of the Steuben Courier at Bath, N. Y., where he began work April 11, 1851. His first position in La Porte was with Charles G. Powell, who then was printing the La Porte Herald. The paper in those days was printed on a Washington hand press.

For more than three years Mr. Taylor worked for Mr. Powell and during that time the paper grew and the job department flourished, for Mr. Taylor, who was the mechanical man in charge, knew how to deliver the goods, was up-to-date, a hard worker, and an expert in his line. Mr. Taylor had saved his money and in 1870 he purchased an interest in the office. A year later the Herald Company was started, with Messrs. Powell and Taylor as the principal stockholders, and continued until 1874, when Mr. Taylor sold his stock to Mr. Powell and started a job printing office in connection with the La Porte Chronicle, at that time published by Gen. Jasper Packard. In 1875 Mr. Taylor and Wilbur King purchased the Chronicle, and Edward Molloy became its editor. In January, 1880, Archibald Beal came to La Porte from South Bend, took over the Herald from Mr. Powell, and then combined with Mr. Taylor in the publication of the Herald-Chronicle. A stock company, known as the La Porte Printing Company, was incorporated on February 1, 1880, and it is this same corporation now closing its thirty-sixth year, which to-day is publishing the Herald.

Mr. Sonneborn is also a native of New York, but he came here in the late 60's with his parents. When he became old enough to work he secured a job under Capt. Taylor in the old Herald office. He worked there until the formation of the La Porte Printing Company, when he became associated with Mr. Taylor and Archibald Beal as one of the stockholders. He has continued as such until his retirement to-day. During the greater part of the time he has been vice-president of the company, and until ill health came he had been an active worker.

In the reorganization of the La Porte Printing Company, Charles H. Haskinson becomes the president, and continues as superintendent of the job department; H. A. Lindgren becomes vice-president and continues as superintendent of the newspaper, linotype and press departments, and E. J. Widdell continues as secretary and treasurer and managing editor. These three are also the directors.

## New Daily in Indianapolis

INDIANAPOLIS, Indiana, January 31.—From being legal counsel of the Associated Advertising Clubs of the World Charles J. Orbison will step into the publishing field. "It will be a daily, and will start in sixty to ninety days," said Orbison of the Indiana Publishing Company which was recently incorporated in the nominal sum of \$10,000 with Orbison, Robert Springsteen and Charles E. Clark, named as directors. Mr. Orbison says that the publication will be independent with democratic proclivities.



**AD FIELD PERSONALS**

S. W. Eckman, for several years sales and advertising manager of B. T. Babbitt, Inc., has tendered his resignation to the directors and will retire from his connection within a few weeks. It is understood that he will engage in the export trade, representing a few high-grade American specialties in foreign markets, notably in South America.

William M. Greene, formerly connected with the Portland (Me.) weather bureau, has been advanced to the advertising staff of the Hartford Courant. He represented the paper at the National Automobile Show in New York.

C. A. Rundquist has severed a connection of 18 years with the Chicago Tribune to join the Chicago American as advertising solicitor in the local field.

Joseph T. Aultman, who has recently returned to Milwaukee from the East, where he was engaged in studying Eastern ideas, and A. M. Locke, a well-known advertising man of Milwaukee, have completed their organization to be known as Aultman and Locke, Inc.

J. S. King has resigned his position with the Farrar Advertising Company, of Pittsburgh, Pa., to accept the advertising managership of the Famous Players Film Service, Inc., Paramount Pictures Building, Pittsburgh. Mr. King was also connected with the Albert P. Hill Advertising Agency and the W. & H. Walker Company.

James M. Dunlap, well known in Chicago advertising circles for ten years, became the sales manager for the Chandler Motor Car Company on February 1.

The Milton Alexander Company, a new agency, has been organized in Detroit, Mich., by Milton Alexander.

**DISHONEST ADS MUST GO**

So Predicts Adams, of the New York Tribune, a Fighter for the Truth.

Samuel Hopkins Adams, of the New York Tribune staff, giving before an audience at the Young Men's Christian Association at Middletown, Conn., his views on "Honest Advertising," told of the work undertaken by the New York Tribune in guaranteeing its advertisements. Mr. Adams said that the paper was facing three problems. First, the out and out crook. That gave them but little trouble. The second was the honest and well meaning merchant, who sometimes slipped up through inadvertence, poor help, etc. This was the man they were trying to help. The third class was the hybrids, the advertiser who would be just as honest as he thought he must be, and not a whit more so.

Mr. Adams also criticized what he termed value-advertising—that is advertising goods worth so and so, to be sold for so and so. He declared that this was an attempt to begot the issue, and that the real worth of the article was what the owner was willing to sell it for. In conclusion he said that a newspaper didn't belong to its advertisers but to its readers and that the double standard of morality in the editorial column and dishonesty in the advertising columns had got to go, just as it couldn't exist any longer in trade, itself.

**New Orleans States**  
Member Audit Bureau of Circulation.  
Sworn Net Paid Circulation for 6 Months Ending Sept. 30, 1915  
**33,142 Daily**  
We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans.  
To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium.  
Circulation data sent on request.  
**The S. C. BECKWITH SPECIAL AGENCY**  
Sole Foreign Representatives  
New York Chicago St. Louis

**Advertising Team Work**

In St. Louis a few days ago, cooperation between salesman and advertising managers was advocated by Edward T. Hall, publicity manager of the Purina Mills, in an address before 175 members of the Sales Managers' Bureau of the Business Men's League at a luncheon at the City Club. Hall, who was formerly on the staff of the Saturday Evening Post, spoke on "Advertising—Specific Selling Force." He urged advertising men to study salesmanship so as to be able to aid the salesmen in disposing of goods. The day of the advertising manager who sits behind his desk all day is past, he said. The best advertising man now takes trips with the salesmen and studies the conditions of their trade, Hall added. The address was the fourth of a series arranged for the Problems Course.

**Ad Firm Host at Banquet**

At Buffalo, N. Y., a few nights ago, the E. P. Remington Advertising Agency, through Carl J. Balliett and Alex F. Osborn, was host at a banquet at the Y. M. C. A. to a number of young men engaged in advertising work. The occasion was given up in part to "Ad-Men" stunts and humorous speeches. The address of the evening was given by Charles R. Wiers, who spoke on "The Young Advertising Man of To-day." Others who spoke included Ralph MacLeach, Joseph H. Maynes and Alex F. Osborn. Leo B. Bird presided as toastmaster. As an appreciation for the help and kindness he has shown the young men during the last year, Mr. Osborn was presented a leather wallet.

**A Beautiful Number**

The Oakland (Cal.) Tribune issued a strikingly handsome annual special number on January 29, replete with effective engravings and well filled with advertising.

**AMONG THE AGENCIES**

The Hamilton Advertisers' Agency, Hamilton, Ont., has added to its staff Gordon L. Lemon, late of the A. McKim Agency, Toronto, who will take charge of the newspaper contract department.

**Mr. Foote Now With Bromfield & Field**

Ralph Foote, for the past two years connected with the domestic and export advertising departments of the Remington Arms-Union Metallic Cartridge Co., has resigned from that company to become associated with Bromfield & Field, Inc., New York city. Mr. Foote, before going to the Remington Co., was connected with the Taylor-Critchfield Co. and the H. W. Kastor & Sons Advertising Co., both of Chicago. He was also for some time identified with the Ethridge Company, New York. He has sold magazine space in the New England territory and at one time conducted an agency of his own in Seattle, Washington. His work with Bromfield & Field will be along special lines in connection with large national advertising.

**De Clerque to Represent Clayden**

A. E. Clayden, New York special newspaper representative, last week made arrangements with Harry De Clerque, of Chicago, to represent his interests in the West. The agency will now be known as the Clayden, De Clerque Special Agency. Mr. Clayden will be manager of the New York office and Mr. De Clerque will be manager of the Chicago office. Mr. Clayden has been in the special agency field in New York for the past ten years and is well known to the general advertisers and advertising agents. Harry De Clerque was formerly connected with his father, Henry De Clerque, Chicago special representative, and later with the Chas. H. Fuller Advertising Agency and the Export Advertising Agency in Chicago.

The Following Newspapers are Members of  
**THE AUDIT BUREAU OF CIRCULATIONS**

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

<b>ALABAMA.</b> NEWS ..... Birmingham Average circulation for November, Daily, 37,189; Sunday, 38,908. Printed 2,207,884 lines more advertising than its nearest competitor in 1914.	<b>NEW YORK</b> COURIER & ENQUIRER.....Buffalo IL PROGRESSO ITALO AMERICANO.New York DAY.....New York The National Jewish Daily that no general advertiser should overlook.
<b>CALIFORNIA.</b> EXAMINER ..... Los Angeles A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery. THE PROGRESS.....Pomona	<b>NEBRASKA.</b> TRIBUNE ..... Hastings Circulation A. B. C. report, 7,100. Full leased wire report United Press.
<b>GEORGIA.</b> JOURNAL (Cir. 57,531).....Atlanta CHRONICLE ..... Augusta LEDGER ..... Columbus	<b>OHIO.</b> PLAIN DEALER.....Cleveland Circulation for January, 1916. Daily .....131,768 Sunday .....170,114 VINDICATOR .....Youngstown
<b>ILLINOIS.</b> HERALD ..... Joliet STAR (Circulation 21,589).....Peoria	<b>PENNSYLVANIA.</b> TIMES ..... Erie DAILY DEMOCRAT .....Johnstown TIMES-LEADER .....Wilkes-Barre
<b>IOWA</b> REGISTER & LEADER.....Des Moines EVENING TRIBUNE.....Des Moines Essential to covering Des Moines and vicinity. SUCCESSFUL FARMING.....Des Moines More than 700,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations.	<b>TENNESSEE.</b> BANNER .....Nashville
<b>KENTUCKY</b> MASONIC HOME JOURNAL...Louisville, Ky. (Semi-Monthly. 32 to 64 pages.) Guaranteed largest circulation of any Masonic publication in the world. In excess of 90,000 copies monthly.	<b>TEXAS</b> AMERICAN .....Austin "The Twentieth Century Paper of Texas" is absolutely independent, printing all the news all the time and printing it first. Seventy per cent. city circulation by carrier. CHRONICLE .....Houston The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday. POST .....Houston Over 90% of carrier circulation stays in the homes. Proof on request. Government Report, 28,810 net. TELEGRAM .....Temple Net paid circulation over 6,000.
<b>LOUISIANA</b> TIMES PICAYUNE.....New Orleans	<b>UTAH.</b> HERALD-REPUBLICAN.....Salt Lake City
<b>MICHIGAN</b> PATRIOT (No Monday Issue).....Jackson Gov. Statement Oct. 1, 1915—Daily, 11,403; Sunday, 12,568. Member A. B. C. and A. N. P. Assn. Flat rates, 28 cents. Guaranteed position, 35 cents.	<b>VIRGINIA</b> DAILY NEWS-RECORD.....Harrisonburg In the famous Valley of Va. only paper in the richest Agricultural County in United States.
<b>MINNESOTA.</b> TRIBUNE, Morning and Evening...Minneapolis	<b>WASHINGTON</b> POST-INTELLIGENCER .....Seattle
<b>MISSOURI</b> POST-DISPATCH.....St. Louis Is the only newspaper in its territory with the beautiful Rotogravure Picture Section. Circulation first six months, 1915: Sunday average ..... 350,066 Daily and Sunday .....204,497	<b>CANADA</b> ONTARIO FREE PRESS .....London DAILY HERALD.....Stratford Largest circulation in Perth County. The paper that Perth County people want to read.
<b>MONTANA</b> MINER .....Butte Average daily, 11,684. Sunday, 17,971, for 3 months ending March 31st, 1915.	<b>NEW JERSEY.</b> PRESS (Circulation 7,945).....Asbury Park JOURNAL .....Elizabeth PRESS-CHRONICLE .....Paterson COURIER-NEWS .....Plainfield
<b>NORTH CAROLINA.</b> SENTINEL .....Winston-Salem October gov't report 5,843, net gain October, 1915, over October, 1914, 1,028 copies.	<b>ROLL OF HONOR</b> The following publishers guarantee circulation and willingly grant any advertiser the privilege of a careful and exhaustive investigation.

<b>ILLINOIS.</b> SKANDINAVEN .....Chicago INDIANA. THE AVE MARIA .....Notre Dame	<b>NEBRASKA.</b> FREIE PRESSE (Cir. 128,384).....Lincoln NEW YORK. BOELLETTINO DELLA SERA.....New York
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# New York Advertising Situation

Figures showing the volume of all advertising carried  
by the New York Evening Newspapers in  
January, 1916, compared with 1915

(Figures Compiled by Statistical Department, New York Evening Post)

	1916	1915	GAIN	LOSS
Globe.....	491,531	407,993	83,538	.....
Sun.....	432,031	384,706	47,325	.....
Post.....	308,794	285,426	23,368	.....
Journal.....	550,839	557,814	.....	6,975
World.....	403,286	437,829	.....	34,543
Mail.....	339,501	374,475	.....	34,974
Telegram.....	468,852	517,135	.....	48,283
			<u>154,231</u>	<u>124,775</u>

The better grade newspapers appealing to people with money  
to spend continue to gain.

Circulation  
180,000

## THE NEW YORK GLOBE

Member  
A. B. C.

O'MARA & ORMSBEE, Inc.

Special Representatives

CHICAGO  
Tribune Bldg.

NEW YORK  
Brunswick Bldg.



