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NEW ORLEANS STRIKE.

A CLEAR STATEMENT OF THE LOCAL CONDITIONS THAT BROUGHT IT ABOUT.

Not a Question of Wages—Publishers Had Requested Relief from Abuses of a New System—No Attempts Made to Fill Position of Union Men Until Expiration of Time Limit—Offices Run as Open Shops.

(Special Correspondence.)

NEW ORLEANS, Jan. 6.—The publishers of the New Orleans daily newspapers are highly gratified by the comparatively easy manner in which they have adjusted themselves to the situation following their declaration of open shop system in their composing rooms after Sunday night December 27. All three papers appeared close to schedule on the following Monday in slightly reduced editions. Two days later they were operating in their usual sizes. All of them set their heavy Sunday business last Sunday, two of them appearing in their usual form and the third being unduly condensed, not for lack of matter, but because of a misjudgment of space required to handle the business.

The immediate cause leading to the breach with the local Typographical Union was the union's arbitrary institution of a five-day work rule against the protests of the papers without the arbitration required by the existing contract. The publishers addressed the union a joint note demanding the restoration of the previous working conditions, the rehabilitation of the joint standing committee for local arbitration provided for in the contract and at the same time requesting relief from what they declared to be abuses by a new system of rotating subs, from continual harassment and unfair fining of foremen. The note fixed a time limit for a reply and notified the printers that non-acceptance of its terms would mean an immediate severance of all the publishers' relations with it.

THE UNION'S REPLY.

The local union replied by abrogating the objectionable five-day rule and rejecting all the other terms laid down in the publishers' note. The strike was on. President Scott, of the International Typographical Union, reached the city two days later but accomplished nothing in the nature of an adjustment. The publishers adhered to the determination expressed in their joint note. Reports of what Mr. Scott said to the public here concerning the merits of the dispute, and what he said to the local union on the same subject, vary widely.

The publishers purposely abstained from making any provision to man their composing rooms with independent printers and thus trying to force the local union's decision or even to anticipate a refusal of their terms and a consequent strike. Positions were left open for the old force to return until late last week before serious efforts were made to fill their places permanently. The three composing rooms are now recruiting rapidly and conditions in them are nearly normal. All the papers have been making all schedules in full size during the present work.

The union foremen of all three papers remained at their posts and also two of the Item's printers. The strikers have organized a small strike newspaper which is issued mornings.

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JOHN J. SPURGEON
NEW EDITOR OF THE PHILADELPHIA PUBLIC LEDGER.

POOR RICHARD BANQUET.

Philadelphia Advertising Club's Ninth Annual Affair January 16th.

The ninth annual banquet of The Poor Richard club will be held in the Grand Ball Room of the Bellevue-Stratford, Philadelphia, on Saturday evening, January 16 at 7 p. m.

"America," "Made in America," "The Good Old U. S. A.," "Peace," "Publicity," "Progress" and "Prosperity" will be the chimes on which to ring the charges.

The speakers will be the Hon. William Jennings Bryan, Secretary of State, subject, "Peace and Prosperity"; Prof. H. L. Hollingswood, of Columbia, subject, "Advertising"; Katherine B. Davis, New York's Commissioner of Corrections, subject, "Women and the Government," and the Hon. Martin S. Blumbough, Governor of Pennsylvania.

The dinner committee of which the genial Charles C. Green, of the North American, is chairman, announces that many "stunts" will be provided by the members and something will be "doing"

every minute. Other members of the dinner committee are Howard C. Story, than whom few have more friends, and C. H. Groves, P. J. Walsh and W. Percy Mills.

AD LEAGUE DINNER.

The Advertising Men's League of New York City, held its regular monthly dinner at the Aldine Club, 200 Fifth avenue, Thursday evening. President Harry Tipper, of the Texas Co., presided. Among the speakers were O. H. Blackman, of the Blackman-Ross Co., W. H. Johns, Geo. Batten Co., who gave a very interesting talk on mail order advertising; Wm. R. Malone, president of the Postal Life Insurance Company, who talked on insurance by mail, and James J. Smith, publisher of the Birmingham (Ala.) Ledger, who spoke optimistically of the future prospects of Alabama.

The Chicago Morning Examiner, as a result of an insistent campaign, has inaugurated an all-night police court as one of its reforms for 1915.

OCHS LEAVES LEDGER.

JOHN J. SPURGEON SUCCEEDS HIM AS EXECUTIVE EDITOR OF PHILADELPHIA PAPER.

Differences of Opinion Between President Curtis and Mr. Ochs as to Publishing Details Led to the Change—Mr. Spurgeon Leaves a High Position on New York World—Began Career in Quaker City.

(Special Correspondence.)

The withdrawal of George W. Ochs as executive editor of the Public Ledger, which was formally announced on January 1, on the editorial page of that paper, with suave statements from both Mr. Curtis and Mr. Ochs, was by no means unexpected among those who keep posted as to what is going on in the Philadelphia newspaper field. For some time it has been a matter of carefully guarded comment that all was not smooth sailing in the editorial councils, between the man who took George W. Childs' sturdy old daily and made it into a metropolitan journal and the new owner, whose success as a publisher of national fame has been equally distinguished.

DIFFERENCE OF OPINION.

When two great men differ, the only course possible is an "amicable" agreement to separate, without rancor, which is just what happened, according to the terms which had been mutually settled at the time Mr. Curtis assumed control. It is well known that the vital point of difference hinged upon whether the business and editorial departments were totally separate and distinct propositions, or whether they should co-operate, with the practical end of things clearly in sight at all times. Since the question is the most important and most discussed of any other in journalism at the present time, and since the difficulties which accrue to sincere exponents of the ideal policy are many and grievous, there will be the keenest interest, not only locally but in every newspaper office in the United States, to see results under the new regime.

In his valedictory in the Public Ledger of Dec. 31, Mr. Ochs said:

"In leaving the Public Ledger I sever a connection where I had full control of all departments from 1902 to 1912 and of the editorial and news exclusively from 1913 to 1915. The differences of opinion between Mr. Curtis and myself relate solely to the publishing details of the Public Ledger. In respect to the maintenance of the highest journalistic ideals and the safeguarding of the editorial and news pages from commercialism in any form, we were at all times in fullest accord.

"As our differences with respect to the publication of the newspaper, while amicable, were so divergent, I exercised the option to retire, reserved by me at the time I negotiated the sale of the property.

"I leave the Public Ledger enjoying a larger circulation and a greater volume of business than at any time in its long history, with the proud consciousness that at the end of my 12 years' editorial direction its large and rapidly expanding clientele accords the publication fullest confidence and holds it in higher esteem than ever before."

There has been naturally much speculation and many wild rumors as to what Mr. Ochs is going to do next. Let him but walk down the street with the president of another paper, and immediately like wild-fire runs the tale that he has

bought that particular paper. In an interview last Wednesday he stated that he had not yet decided what his next step was to be. He has several plans under consideration, and while he is too active a man to remain long idle, he is of no mind to decide hastily what will be the next big play to which he will probably devote the rest of his life.

He has, however, unequivocally denied the rumor which persistently associated his name with the purchase of a local sheet, and said that it was possible that he would go to New York, on his brother's invitation, to connect himself with the Times, of which he is one of the directors. He still retains bonds of the Public Ledger, though he sold out his stock in the concern some time ago.

MR. OCHS' CAREER.

Mr. Ochs was born in Knoxville, Tenn. His father was a literary man and probate judge. When only six years old he began his newspaper career by carrying papers, and since all three brothers early caught the intractable fever, Adolph, the elder, owner of the New York Times, went into a newspaper office at twelve. He really started in journalism after graduating from the University of Tennessee, and went on the Chattanooga Times, of which Milton Ochs is now managing editor.

Twice he has been mayor of Chattanooga, and refused the nomination for a third term. He was decorated by the French government with the ribbon of the Legion of Honor, in 1900, when he performed the stupendous feat of getting out a 16-page New York Times, daily for eight months, at the Paris Exposition, with all departments, employing 75 men, running in full view of the throng of visitors.

At the final editorial council on Thursday, he was presented with a splendid silver and gold loving cup by his editorial associates and, later in the day, all were guests of Cyrus H. K. Curtis at a luncheon given in the director's room in the Curtis Building when mutual compliments and good wishes were exchanged.

WHAT SPURGEON HAS DONE.

His successor is John J. Spurgeon, who received his early newspaper training on the Press in this city from 1885 to 1892 under the late Charles Emory Smith. As Mr. Curtis states editorially, "Mr. Spurgeon knows Philadelphia first-hand and is in complete accord with our ways. He understands our traditions and he feels our ideals, never having passed from the controlling sway of his early discipline here in a journalistic school of untarnished high standards." He has occupied responsible editorial positions on the New York Mail, the Herald and the World, where he is at present. His duties will not begin until February 1, the post being held in the meantime by Alan Cunningham, one of the old Ledger editorial force under Childs and Ochs, until he broke down in harness, and coming into a handsome bequest, withdrew to a farm in Chester County, to get back into his old form. After Mr. Spurgeon arrives, he will go to Bermuda and gossip runs that he will later reappear on the Ledger in an editorial capacity. Fenton P. Kelsey, late editor and vice-president of the Chicago Gas Record, is the new advertising manager replacing Arthur H. Samuels, who remains on the paper in charge of special work connected with the advertising and publicity departments.

HIS POPULARITY.

Few men are better known or better liked in New York newspaper circles than Mr. Spurgeon. He possesses exceptional capabilities, is modest to a marked degree, never loses his head, quickly sizes a situation and, though conservative, stands by his opinions because he has a reason for them. The World workers, from the office boys to the chiefs, are sorry that "Jack" Spurgeon has gone although they rejoice in his advancement.

On the night of January 16 many of Mr. Spurgeon's associates on the World will give him a farewell dinner at the Waldorf-Astoria Hotel.

WASHINGTON TOPICS

National Press Club Installs New Officers—Haskin's "American Government" Now in the Films—Oswald F. Schuette Goes to Berlin as Correspondent of Chicago Daily News.

(Special Correspondence.)

WASHINGTON, D. C., Jan. 7.—The National Press Club held its annual meeting Monday evening and the officers of the club who were elected on December 28th were installed. Reports read by retiring officials showed that the club had a membership of 1,003, a gain of 156 during the past year. The report of the treasurer stated that the club's annual receipts were about \$80,000.

Two correspondents have just been admitted to the privileges of the Press Galleries of Congress, A. D. Jacobson, representing the Albany Times-Union, and Pedro Henriquez Urcua, Heroldo de Cuba. Mr. Jacobson has been a member of the gallery before.

The postoffice appropriation bill as it passed the House of Representatives contains a provision repealing the law limiting the extension of the "blue tag" system.

The moving pictures taken by Fred J. Haskin, of the Haskin syndicate, "dramatizing" the book, "The American Government," of which he is the author, will be shown in Washington at the Columbia Theater the week of January 11.

Oswald F. Schuette, who came to Washington in 1908, as correspondent of the Chicago Inter Ocean, and remained in that capacity until the consolidation of the Inter Ocean and the Record-Herald, has been appointed Berlin correspondent of the Chicago Daily News. Mr. Schuette will leave for his new post about January 16.

Each member of the Senate Press Gallery received as a Christmas present from James M. Baker, Secretary of the United States Senate, a handsome Senate calendar.

Dean C. Worcester, former Secretary of the Interior for the Philippines, lectured before the National Press Club on Wednesday on the "Philippines." Many beautiful slides were shown in connection with the lecture.

Stewart O. Blythe, of the Portland (Ore.) Journal, visited his parents, Mr. and Mrs. Samuel G. Blythe, during the Christmas holidays.

J. M. Baskerville, news editor of the southern wire for the Associated Press from this city, has resigned to join the British army.

Arthur Young, artist for the Metropolitan Magazine, is a visitor to Washington.

President's Pardon Under Test.

The United States Supreme Court has heard arguments in the cases of George Burdick and William L. Curtin against the United States. When fined \$500 each for contempt for refusing to testify in a Federal Grand Jury investigation the men were respectively city editor and reporter on the New York Tribune staff. The cardinal question involved in each of the cases is whether or not by means of a proffered Presidential pardon, which has been neither sought, desired nor accepted, newspaper editors and writers can be compelled by the government of the United States to disclose before a federal grand jury the sources of information of the facts stated in articles published in the press concerning matters of public interest passing under the direction of federal officials.

Boyce to Sail for the Front.

The American forces in Europe's war zone will be augmented this month by W. D. Boyce, president of the W. D. Boyce Company, of Chicago, and Horace H. Herr, editor of the Indiana Daily Times, of Indianapolis. Messrs. Boyce and Herr will sail for Europe late this month in search of material for the Boyce publications which are the Indiana Daily Times, the Saturday Blade, Chicago Ledger and the Farming Business.

BALL GOES TO TRIBUNE.

Another Strong Man Added to the Staff—To Have Charge of Mechanical Circulation and Syndicate Promotion.

George Varnon Rogers, business manager of the New York Tribune, announces that Frank M. Ball, of the firm of S. Blake Willson & Co., newspaper specialties, Chicago, has become associated with the Tribune in the capacity of circulation manager in charge of the mechanical departments, the upbuilding of the circulation and the promotion of the sale of Tribune features, the syndicate department.

F. M. Ball is well and favorably known in the trade as a constructive, conservative builder up of properties. In recent years he has attained some success as an analyst of conditions, a reorganizer, a systematizer—an efficiency man.

In fact it is said that he owes his present preferment to the thorough results achieved in an investigation undertaken some months ago for Mr. Rogers and the Tribune.

Ball's experience in the circulation field dates back to the time when he worked under the competent instruction of F. E. Murphy on the Minneapolis Tribune in 1906. There he did a large part in working out the present city circulation system now in effect on that newspaper, which is considered one of the most effective and economical newspaper organizations in the country.

Arthur Capper, of the Capper publications, now Governor of Kansas, recognizing his exceptional ability, invited him to take the directorship of circulations. There he thoroughly covered farm paper and magazine circulation. The next three years resulted in a phenomenal growth of the Capper lists—Mr. Ball playing no small part in bringing about the result.

The next two years saw Mr. Ball the Advisory Circulation Manager of several publications, including the Des Moines Register and Leader, also the Evening Tribune, where the entire circulation system was adjusted, with the most satisfactory result.

In 1912 and 1913 Mr. Ball carried on special promotion work for the Woman's Home Companion, thus rounding out his experience and practically familiarizing himself with every phase of circulation, local as well as national, big town as well as small town. He then associated himself with S. Blake Willson, one of the most aggressive and best known circulation builders in the country.

RAISE PRICE TO TWO CENTS.

San Francisco and Oakland Papers Quit the Penny Field.

Beginning with the advent of the new year a number of newspapers increased their price from one to two cents a copy. The extra expense placed upon newspaper production by the war is given as the reason.

The San Francisco Call and Post, the San Francisco Bulletin, the Oakland (Cal.) Inquirer and the Oakland Tribune, all afternoon papers, announced on Jan. 1 that hereafter their publications will be sold for two cents.

Increase also will be made in the subscription price by the year in the case of the Call and Post, the Bulletin, and the Inquirer. The Bulletin increased its yearly subscription price from \$3.60 to \$4.80 and the Call and Post from \$3 to \$4.80. Both papers formerly sold by carrier for 30 cents a month, a rate that has been increased to 40 cents. The Oakland Enquirer increased its monthly price by carrier from 25 to 35 cents.

The announcement of the increase published in the Call and Post virtually is the same in all four papers. It says: "Every item of expense that goes into the making of a newspaper has been tremendously increased by the war, the cost of all materials used, the cost of collecting and distributing news, the great increase in telegraph tolls. Each has contributed to the advance in cost."

CORRESPONDENTS ORGANIZE

The Legislative Press Correspondents' Association of the 81st General Assembly of Ohio was organized this week with John T. Bourke, president; J. H. Galbraith, vice-president; J. A. Sullivan, secretary, and D. A. Donovan, treasurer.

The following newspaper men were admitted to membership and granted floor privileges in the House and Senate:

Allen E. Beach, Ohio State Journal; Horace H. Daugherty, Ohio State Journal; R. A. Warfer, Ohio State Journal; Henry P. Brandon, New York Sun; Harry F. Busey, Columbus Citizen; Earl W. Baird, Columbus Citizen; J. C. Sullivan, Columbus Citizen; J. H. Galbraith, Columbus Dispatch; George T. Blake, Columbus Dispatch; F. A. Philbrick, Columbus Dispatch; C. J. Rieker, Columbus Dispatch;

Carrol McCrea, Toledo Blade; Ralph G. LeBlond, Toledo Times; Harry H. Ross, Toledo News-Bee; F. L. McKinney, Akron Press; A. C. Sands, New York Times; J. W. Marksberry, Associate Press; W. M. Kiplinger, Associate Press; Charles Speaks, Associate Press; C. E. Gillette, Associate Press; D. A. Donovan, Western Newspaper Union;

C. C. Lyon, Scripps-McRae League; C. H. Haddox, International News Service; R. D. Moore, International News Service; Karl K. Shimansky, American Press Association; Al Burnett, American Press Association; Paul R. Bishop, United Press; L. R. Gardner, United Press; Karl K. Shimansky, United Press; John T. Bourke, Cleveland Leader; Carl D. Ruth, Cleveland Leader;

A. E. McKee, Cleveland Plain Dealer; James H. Lanyon, Cleveland Plain Dealer; Frank H. Ward, Cleveland News; Larry Martin, Cleveland Press; James W. Faulkner, Cincinnati Enquirer; H. R. Mengert, Cincinnati Enquirer; Carl D. Ruth, Cincinnati Commercial Tribune; Henry Beckett, Cincinnati Post; Joseph A. Sullivan, Cincinnati Times-Star; George U. Marvin, Columbus Westbote.

NEW ORLEANS STRIKE.

(Continued from front page.)

No violence has manifested itself, with two minor exceptions. An independent printer has been accosted on the streets and a brick was thrown today into a taxicab intended for the use of another.

The ease with which the publishers composed their papers with make-shift helpers from the outset makes the incident almost unique.

One curious reader asked a publisher why the papers had published long statements on the trouble from both sides. "If nothing had been said about it," remarked the inquirer, "nobody would have known it was in progress."

The New Orleans publishers declare that the situation developed in their composing rooms, after years of tolerance for the idiosyncrasies of the leaders of the local union, had produced a situation that, so far as the publishers' knowledge of conditions in other parts of the country goes, was unparalleled.

NOT OPPOSED TO UNIONS.

"Our complaint," they say, "is not a complaint against union labor, but a grievance arising from purely local conditions of needless expense, inconvenience and harassment, the like of which we have never observed in union composing rooms elsewhere."

No question of wages was involved. The printers' scale here, already one of the highest in the country, had recently been raised by agreement. The scale projected for the open shop will be the same or higher than the new scale and the papers will pay such increases upon this as is necessary to attract the highest class of skilled craftsmen. The contention of the publishers, they say, is solely that they may acquire some voice in the management of their composing rooms which have been taken away from them by years of aggressive regulating rules by the local typographical union.

BIG AUTOMOBILE SHOW

The Most Momentous Event of Its Kind Ever Held—Of Vast Importance to Newspaper Men.

The New York Automobile show, because it is a big business enterprise, and because it is held at the beginning of the year, is becoming generally regarded as a business barometer for the year for the entire country.

Students of business conditions generally accept the spirit of the show as the spirit of the country, and the 1915 show, just drawing to a close, is, perhaps, one of the best and most satisfactory affairs of its kind ever held.

The general spirit of things is optimistic, but not hysterically so. Apparently the day of bombastic boast and glittering generalities in the automobile industry have passed, and manufacturers and sales people are coming down to earth, putting their product on the market in a more intelligent manner than ever before.

The show was a success. Every bit of available space in the Grand Central Palace was taken. There was not an empty booth, or room for a booth anywhere, which indicates the importance with which this show is viewed by manufacturers.

ATTENDANCE VERY LARGE.

The attendance was large. Not larger than usual, perhaps, but much more satisfactory.

There were few sensations. Manufacturers, as a rule, introduced very few innovations. The general consensus of opinion is that from a manufacturing standpoint the automobile industry has reached a very high point of perfection, and that improvements from now on will mean a great deal more than mere novelties.

The dealers' attendance was unusually heavy.

This is the first show where Pacific Coast dealers have been adequately represented and their presence at the show is more than mere coincidence.

Unlike previous shows this has proven more of a get together occasion between manufacturers and dealers, and the generally bombastic good fellowship has, in a great measure given way to more serious phases of the industry.

There is more than a mere rumor that there is an undercurrent of deep dissatisfaction on the part of dealers regarding the sales methods generally employed by manufacturers, and that orders have been held back until a more thorough understanding is had regarding dealers' helps for the coming season.

The selling end looms up greater than the manufacturing branch of the industry just now.

There are good reasons for this. It is not a fight in any sense of the term, it is the facing of changing conditions in the industry, and particularly in the selling branch.

Customers are buying with much more intelligence. Car owners are much more knowing than they were a few years ago and are utterly ignoring the old time and heretofore successful selling methods.

Howard Marmon, who reached New York Monday, said that after viewing conditions orders have been issued to speed up both the auto and mill shops, as the indications are that a lot of sales are to be made as a result of the show. He was emphatic in saying that he meant sales, not the mere taking of orders. His firm, while not heavy exporters of cars, has a splendid export business from the mills, their goods going largely to Mexico and South America.

While the Mexican business is light just now, the South American end of the export is in a very healthy condition.

It is Mr. Marmon's idea that the advertising of this year must be much more intelligently done than heretofore to prove effective.

The Middle West and northwestern parts of the country are in better condition than other places, although there is a marked improvement of conditions everywhere.



From the New York World.
THE WAY TO TREAT HARD TIMES.

He reports that his company was compelled to discontinue the manufacture of fours, and that this was done under protest.

The big thing, however, and particularly as far as newspapers are concerned, is that the dealers throughout the country are demanding co-operation in selling in the form of local newspaper advertising, and are freely expressing themselves as being very much dissatisfied with the way this branch of the industry has been handled. This is not, however, a criticism given in a destructive way. Automobile advertising has been frankly experimental and practically every kind of media has been given ample opportunity to make good.

Too, the kind of copy that was good in former years is now relegated to the scrap heap. This is not because it was poor copy, so much as it is because it is now obsolete. It was elementary, and justly so, too, because auto owners and drivers were not educated up to the kind of advertising it takes to sell cars now.

There is, too, a noticeable improvement in the men who are selling cars today as against those of a few years ago. In many instances they are the same men, with the rough edges polished off—the men who had it in them to grasp the wonderful opportunity, while in other cases they are new men trained to their work scientifically, and showing the "class" that long has been recognized in the trade as a necessary adjunct to successful salesmanship.

Some of the newspapers, too, are re-adjusting themselves and their sales organizations so that they can handle this business more intelligently.

For instance, J. T. Sullivan, "Jimmy" Sullivan, of the Boston Globe, cited things that paper has done and is doing in the way of co-operation.

They have a man at Detroit working under the direction of their Chicago representative, who not only covers Detroit thoroughly, but keeps in touch with the industry throughout Michigan, Ohio and Indiana. He is not only intimately acquainted with the situation in Boston but is a thorough automobile man.

Then at the home office automobilists' interests are taken care of, both in a news way, editorially and politically.

(Continued on page 602.)

FLORIDA TIMES UNION.

Issues Special Edition on Last Day of Year—Splendid Feature Number.

On December thirty-first The Florida Times Union, of which Willis M. Ball is president and editor-in-chief, printed a state edition that contained according to W. A. Elliott, business manager, about \$20,000 worth of business. The state was covered very thoroughly in a news way and a good deal of special advertising was carried.

This is the second feature edition put out by the Times Union during the past year. The first edition issued in May carried about \$18,000.

Mr. Elliott writes THE EDITOR AND PUBLISHER to say that "we received a great deal of favorable comment on our May edition and believe that the state edition will prove even more popular." According to Elliott, "W. N. Hudbury has had charge of both of these editions and it is due to his ability and untiring efforts that we have been able to make a record of two big editions in one year, carrying a total of nearly \$40,000 worth of business. I believe that this is a record of which any man would have reason to feel proud."

Hudburg, since leaving the Public Ledger, has been busily engaged in issuing these so-called feature editions. He writes that his men started in Jacksonville on Oct. 3 and that as many as ten men have been on the job at one time but the average was about six; that while he was kept pretty busy in Jacksonville, his other crew, under the direction of W. H. Alston, put on an edition for the Tampa Times that will be issued about the end of January and carry about \$18,000. Hudburg says that he does not employ special edition solicitors. His force consists of the following: W. H. Alston, formerly Chattanooga Times; John J. Jelks, formerly Macon Telegraph; Joseph R. Curtis, formerly Chattanooga Times; E. M. Noble, formerly Montgomery Journal; A. W. Malone, formerly Richmond Virginian; J. G. Sims, formerly Atlanta Constitution; C. J. Malone, formerly Atlanta Constitution; Frank S. Reo, formerly Bessemer Standard; Sanford D. Purinton, formerly Florida Times Union; Gordon McKinley, formerly Public Ledger; T. D. Berry, formerly Savannah Press, and L. S. Aymard, Memphis; H. A. West, Charleston, and Bernard Silverman, New York.

Bricken Goes to Asheville.

William M. Bricken, well known Georgia newspaper man, has purchased an interest in the Gazette-News, Asheville, N. C., and has assumed the duties of general manager of that paper. Until going to Asheville to become secretary and treasurer of the E. W. Grove interests there, Mr. Bricken was in charge of the financial department of Hearst's Daily Georgian and Sunday American in Atlanta. Many improvements will be made on the Gazette-News and new features added from time to time.

Thwaites Again at the Front.

The World has received from Capt. Norman G. Twaites, of the Royal Irish Dragoons, formerly of the World's cable desk, a letter stating that he has quite recovered from severe wounds received in the battle of the Aisne and that he was about to start again for the front. Capt. Twaites was in a London hospital for two months.

Portland Press Reduces Price.

The Portland Press, a morning newspaper, founded in 1862, one of the foremost papers in the state on Jan. 1 reduced its price from 2 cents to 1 cent a copy. It is the first morning newspaper in Maine to be sold for less than two cents. In an editorial on the subject the publishers say that the state has long needed a one-cent newspaper and that the Press intends to fill that need. The Press has a claimed circulation of over 12,000 copies.

IN COLUMBUS AND CLEVELAND.

What Live Newspaper Workers Are Doing in Two Big Ohio Cities.

(Special Correspondence.)

COLUMBUS, O., Jan. 2.—Alfred C. Crouse, who for years has covered the legislative sessions for the Cincinnati Post, today became chief probation officer of the Courts of Domestic Relations of Hamilton County. Crouse took a civil service examination for the position and was high in a field of about fifty applicants. He was also the personal choice of Judge Hoffman.

Miss Buda Stephens of the Cleveland News has transferred her affections to the Toledo News-Bee. Besides being a "sob sister" of note, Miss Stephens holds the woman's amateur tennis championship of Ohio in both the singles and doubles.

The Cleveland Press has assigned Larry Martin instead of Louis Morrill to cover the Legislature this session.

Dennis Donovan of the Columbus Dispatch has taken on the Columbus work of the Toledo Times. The Times, by the way, is coming up in the world of live wires since Ralph G. LeBlonde took hold as city editor.

F. H. W.

McConville Governor's Secretary.

Governor-elect Curtis has selected John P. McConville of Portland to be his private secretary during his term of office as Governor of Maine. Mr. McConville is one of the best known newspaper men of Portland, having been attached to the staff of the Express-Advertiser as reporter and with the Sunday Telegram in an editorial position since 1906 with the exception of one year when he was a student in Holy Cross College at Worcester. He is 40 years old. During most of his time as reporter for the Advertiser-Express, Mr. McConville has covered Portland City Hall and has been brought daily into contact with the Governor-elect during the four years of the latter's service as Mayor of Portland.

Hasbrook, Story & Brooks, publishers' representatives, New York and Chicago, have added the Canton (O.) Repository to its list of papers.

BUSINESS BAROMETER.

Report of the First Merchandising investigation conducted by the Educational Research Committee of the Associated Advertising Clubs of the World, January, 1915.

This is the explanatory title of a book just issued by the committee named, and which is being sold by subscription at \$5 each.

It is composed of 46 pages of vital information regarding merchandising conditions throughout the country and is one of the most comprehensive, and at the same time compact compendiums of information ever published.

Primarily it was compiled for the benefit of national advertisers, and intended to show what parts of the country it will be profitable to work for spring business, and it will probably be somewhat of a surprise to some to learn that from an informative standpoint it is almost equally valuable to the retailer, as it indicates the condition of the wholesale market, just as well as the retail.

Department stores, grocery stores, drug stores and hardware stores are treated, collectively and individually, and the statements have been made from investigations carried on by members of the committee, located in the principal cities of the country.

These men are all personally acquainted with the situation in their own cities, have, for the most part, personal acquaintance with the merchants interviewed, and the information is not only up to date, but authentic.

For instance, there are maps showing gross retail sales in representative cities, analysis of sales conditions, and charts of the same. Then the same elucidation is made of advertising expenditures, retail collections, department store sales, retail groceries, retail hardware stores, retail drug stores; comparison of sales and advertising, bank clearings, building operations and a general summary of business conditions in the entire country.

In the advertising office this book is practically invaluable. For the manufacturer or jobber it is a positive boon. Every credit man should have one on his desk and the retail merchant, by consulting it, can find just what the wholesale market should be, whether bullish or bearish, and can regulate his purchases accordingly.

The committee is to be congratulated on this initial effort. MacMartin, of Minneapolis, Minn., who is chairman, is said to have sat up nights with this job for a long time, and to him is due a great deal of the credit for its success.

If you have one of these books study it carefully. If you have not obtained a copy get one. You need it, no matter who you are. It is the best book issued so far in 1915.

TEXAS AD CLUB'S CONVENTION.

Big Gathering in Waco Next Month is Expected—Some Doings in Dallas.

(Special Correspondence.)

DALLAS, TEX., Jan. 2.—Gus W. Thomasson, president of the Associated Ad Clubs of Texas, has announced that plans have been perfected for the fifth annual convention of the clubs on February 9 and 10, 1915, at Waco, Texas. Mr. Thomasson recently made a visit to Waco, where details are being arranged. W. V. Crawford, of Waco, is chairman of the Convention Committee and C. B. Harmon is president of the club at Waco. Among the speakers

at the Waco meeting will be Richard H. Waldo of the New York Tribune, and Governor James E. Furgeson of Texas. The convention will consider vigilance work, which is being arranged by O. C. Bruck, of Dallas, and Claiborne Adams, of El Paso, as the committee. An address will also be made by Hon. S. B. Brooks, president of Baylor University, on advertising as an essential in our educational system. It is expected that the Waco meeting will be the biggest ever held by ad clubs in Texas.

At the regular meeting of the Dallas Ad League on December 29, on motion of A. G. Chaney, the League voted to donate the bale of cotton owned by it to the Texas Industrial Congress, which is doing a great work for the upbuilding of the farming interest of the State. O. S. Bruck, Chairman of the Vigilance Committee, made a forceful address, asking the league to support an effort to have a bill passed by the Texas Legislature to eliminate the "faker" in advertising.

At the Oriental Hotel, on December 22, the Dallas Ad League featured their regular meeting in real Christmas style. After a big turkey dinner, an address was made by the Rev. Charles J. McCarthy, dean of the department of English of the University of Dallas, on "The Spirit of Christmas." The Rev. S. H. C. Burgin, of the Trinity Methodist Church, also spoke. Following the addresses, Santa Claus arrived and from a well filled Christmas tree proceeded to distribute presents to "the good little boys" as names of members were called. After the "boys" had their fun out of this feature, it was voted to donate the tree and toys to the "Empty Stocking Crusade" of Dallas. "Doc" Wynne, officiated as St. Nicholas. A greeting was received from George W. Coleman, of Boston, to "his boys down South" and the League voted to send a Christmas greeting by wire to "Dick" Haughton, former President of the Dallas Ad League, who is now located in Chicago.

COMPOSING ROOM ECONOMY.

How a Non-Distribution Plan Has Worked in Washington, D. C.

(Special Correspondence.)

WASHINGTON, D. C., Jan. 7.—The non-distribution "plan" has come to stay. It is a saver, a time and man economizer. It works out, it stood the test and saved money, men, time; that's all you can save in the newspaper business. But—here's the story from the man who put it across—F. H. Whitman, foreman of the composing room of the Washington Herald. He says:

"Only a few years ago, or in the present decade, type-setting by machinery was not given serious consideration. When the machines came, they came to stay and really revolutionized the method of producing, not only newspapers, but books and catalogues. Since the introduction of machine composition, how often have we heard that ads and job work could never be machine set? But even ads and some jobs are set far more profitably today by machine than by hand, yet there is still room for advancement in efficiency. Some of the big foundry companies are specializing this subject, and today the printing office that has not installed this system is not making the money that their trade warrants.

"I recently assumed the foremanship of a large metropolitan daily, and finding the composing room cramped for space, installed such case cabinets, storage tables, make-up tables, etc., as to

save 20 per cent. of the floor space and give room for more men in case of increased business. This alone saved the time of one man in five. To further economize on the production of the office it was necessary to take care of the greatest non-productive expense—that of distributing and replacing material. After two months of experimenting, over 75 per cent. of that cost was overcome by non-distribution.

"You may ask what I mean by 'non-distribution.' Well, simply this: Our linotypes set all the type to 12 point, and our monotype caster furnishes us with all the type from 14 to 36 point, quads, spaces, leads, rules, etc. We have a storage system from which an apprentice sorts up the cases daily, and instead of lumbering up the office with dead type, it goes direct to the hell-box from the forms. We cast all type from good quality linotype metal, therefore there is no more waste than the depreciation of the metal.

"This non-distribution system enabled us to more than double the number of columns of ads set for our Christmas editions over last year, and not an hour of overtime was used for distributing, and the cost per column was reduced exactly 30 per cent, besides the pleasure our men enjoyed by having plenty of material at all times, and not being annoyed by the usual clutterment of dead material which would have necessarily been in the way. Efficiency equipment and non-distribution are today the greatest subjects of economy that any printer or publisher can get, and they are both waiting with outstretched hands to be received.

"I believe that the Washington (D. C.) Herald has today the most complete system of handling ads and dead material, and the most compact type storage system used by any daily paper in the country, and we are still looking for improvements."

"PRESS" SWINDLERS AT WORK.

Collecting Money for a Dinner at Pointin's Restaurant, New York.

A swindling scheme that is tried successfully now and then in New York and elsewhere is that of calling on business men for contributions to a benefit, fair or banquet to be given by newspapermen or by the local press club. The men who work the scheme are suave, alert, and well-dressed fellows who put up a good bluff in behalf of "we boys" and often deceive the unwary.

On Dec. 31 Commissioner of Weights and Measures Joseph Hartigan received a telephone message from a "Mr. Saymore" or "Seymour," representing himself as connected with the Sun, saying that a number of newspaper men were going to have a New Year's eve dinner at Pointin's Restaurant. He said that several city officials were being asked to contribute, and that his representative, Mr. Gerard, would call in person to see Mr. Hartigan. Later a man, who presented a Sun card bearing the name of Jean Gerard, called at the Commissioner's office.

"What do you want, \$5?" asked Mr. Hartigan.

"Oh, Commissioner!" replied the caller, "can't you make it \$25?"

In the meantime Mr. Hartigan was informed over the telephone by a clerk in the outer office that "Saymore" or "Seymour" was outside. The clerk said that "Seymour" kept a handkerchief to his face as if to hide his features. He was nervous, and disappeared before Mr. Hartigan could invite him into his office.

The Chicago Tribune has given notice that hereafter a charge will be made for matrix, in excess of six, that are made of advertisements run by them. Six or less will be made without charge.

THE YEAR 1914

The Evening Star

WASHINGTON, D. C.

CAUSE

Net Daily Average Circulation, 1914, 68,080

It is believed that no city in the United States is covered so thoroughly with one edition as is Washington by the Evening Star.

EFFECT

	Lines of Paid Advertising
The Evening and Sunday Star	10,896,033
2nd Newspaper	6,336,234
3rd Newspaper	4,907,996
4th Newspaper	3,400,195

The Star gained 466 columns over the year 1913 and printed more advertising during 1914 than **any New York newspaper**. It frequently prints more local display advertising than all three of its competitors combined.

INTERTYPE

THE ACME OF HIGH QUALITY

3,175 LINOTYPE USERS

Are using Intertype Matrices and Parts

Why Not You?

Be sure that there are copies of the Intertype Parts Catalogue and Matrix Specimen Book in your composing room.

International Typesetting Machine Co.

Foot of Montague Street

Brooklyn, N. Y.

Evening Journal
Circulation
797,477
Government Sworn Statement

NEW YORK JOURNAL

Next Nearest Paper
(EVENING WORLD)
Circulation
386,505
Government Sworn Statement

FIRST In News
In Circulation
In Display Advertising

The True Test of a Newspaper's Advertising Value is the amount of Paid Display Advertising it prints. Merchants place their Advertising in the Newspaper that brings them Business.

During 1914 THE NEW YORK EVENING JOURNAL Printed More Paid Display Advertising than any other New York Newspaper

The Evening Journal **GAINED 199³/₄ Cols.** (55,930 lines).
The next paper (Evening World) **LOST 1,914 Cols.** (535,920 lines).

Amount of Display Advertising carried by the New York Evening Newspapers in 1914.

Evening Journal (7,033,460 lines)	25,119 ¹ / ₂	Cols.
Evening World	20,485 ¹ / ₂	"
Globe	11,538 ³ / ₄	"
Evening Sun	11,474 ¹ / ₂	"
Mail	11,365 ¹ / ₄	"
Telegram	9,009 ¹ / ₂	"
Post	8,882	"

The Evening Journal Had in Display Advertising

4,634	Cols. More Than Eve. World
13,580 ³ / ₄	" " " Globe
13,645	" " " Eve. Sun
13,754 ¹ / ₄	" " " Mail
16,110	" " " Telegram
16,237 ¹ / ₂	" " " Post

The New York Evening Journal of all the New York evening newspapers, is

- First in Local Advertising
- First in General Advertising
- First in Department Store Advertising
- First in Specialty Shop Advertising
- First in Musical Instrument Advertising
- First in Theatrical Advertising

In fact, the NEW YORK EVENING JOURNAL is the First Choice of the Best, Highest Class and Most Progressive Merchants of Greater New York.

Circulation Statements

Made by the New York evening newspapers to the U. S. Government, October 1, 1914, showing their average daily net paid circulation for six months:

Evening Journal,	797,477
Evening World	386,505
Evening Mail	157,044
Telegram (daily)	220,453
Globe	185,471
Evening Sun	122,763
Post	18,513

"Nothing Succeeds Like Paid Circulation and Circulation That Pays"

OCHS AND THE TIMES.

PUBLISHER DELIVERS NOTABLE ADDRESS BEFORE JOURNALISM TEACHERS' MEETING.

Tells of His Experiences in Building Up the Paper—Where the Money For Its Purchase Came From—Its Success Due to Public Confidence in the Integrity of Its Management—The One-Cent Paper Here to Stay.

The third and final day's session of the annual meeting of the American Conference of the Teachers of Journalism was held in the library of the New York University Thursday in Washington Square. In addition to the members of the association several of the members of the faculty of the University and of Columbia were present.

The first speaker was Adolph S. Ochs, publisher of the New York Times. Mr. Ochs' appearance before the conference was notable as he rarely ever delivers a public address. In fact one of the members, who has been engaged in metropolitan journalism for thirty years and has attended the meetings of the principal newspaper organizations during that period, remarked that he had not only never heard Mr. Ochs speak in public before but he had never even heard or read that the publisher had done so. Before Mr. Ochs had concluded his remarks one of his hearers turned to another and said: "I wonder where Mr. Ochs got the idea that he was not a good public speaker."

Mr. Ochs spoke with great earnestness and sincerity, and made a deep impression upon the members of the conference and at the conclusion of his address he was given a rising vote of thanks.

In his opening remarks Mr. Ochs depreciated his ability as a public speaker and said that he had had no opportunity to prepare a formal address but would be glad to answer any questions that might be asked. It was in response to such inquiries that Mr. Ochs told of his start in journalism.

He said he was born in Cincinnati and was educated in the public schools of Knoxville, Tenn. At an early age he was apprenticed to a printer, starting as a galley boy.

"My first success," said Mr. Ochs, "was in making a smoking lamp burn with a bright flame. It was a small thing, to be sure, but it gave me the knowledge that I could do things if I only tried."

He learned to set type and read proof but never became a journeyman printer because at the end of three years he gave up type setting to take up the business end of newspaper publishing. In 1878 he purchased the Chattanooga Times, giving in part payment \$250 which he had raised on a note for \$300 which a friend had endorsed and upon which he realized \$287. His father did not think much of the venture and predicted that it would be a failure.

Under Mr. Ochs' administration the Chattanooga Times soon began to forge ahead. From year to year substantial gains in circulation and advertising were made and after awhile it was recognized as one of the influential newspapers of the South.

In the early nineties Mr. Ochs' attention was attracted to the New York Times. The paper had been losing ground for some time. George Jones, its owner and publisher, had grown old and out of sympathy with the changes in newspaper publishing that were taking place. He was independently wealthy and did not feel the necessity of adapting the plant and the conduct of the Times to new conditions. When he died he left the paper to his children. His sons had had no training in newspaper work and consequently did not bring to its management any knowledge of the business. Moreover the retail price of the paper was 4 cents which kept it from acquiring a large circulation. Its presses were old and out of date, it didn't own the linotypes in its office; and

its entire mechanical equipment was in bad shape.

Mr. Ochs came to New York and after looking over the ground became convinced that there was a chance to put the Times back upon its feet and restore it to its old place as one of the great newspapers of New York. He had several conferences with Charles R. Miller, the editor, and through his aid and co-operation perfected a plan for the purchase of the paper. A new corporation called the New York Times Company was organized with a bond capital of \$500,000. Two hundred thousand dollars of the bonds were set aside for the raising of working capital. Considerable trouble was experienced in selling the bonds; in fact it was necessary to give \$1,500 in stock as a bonus for each \$1,000 in bonds thus disposed of, but not a bond was purchased by any one except Mr. Ochs, who could exercise any control over the management of the property.

When the property was taken over (August 17, 1896) it was losing \$1,000 a day. There were many creditors who held claims against it; and every creditor received 100 cents on every dollar the Times owed him.

"When I purchased the Philadelphia Public Ledger—and it was erroneously reported I had paid \$3,000,000 for it," said Mr. Ochs, "an editor in North Carolina wrote an article upon the danger that threatened the country because great corporations were taking bright young men into their service and impregnating them with monopolistic ideas. As an example he cited the case of Adolph S. Ochs, of Chattanooga, whose career he had watched with considerable interest. This young man," the writer continued, "had built up one of the best papers in the South at Chattanooga, where, in time, he might have made a fortune of \$200,000, but had gone to New York, and purchased the Times for \$3,000,000, then we hear he purchased the Philadelphia Times for \$1,000,000, and now the Public Ledger for \$3,000,000. Where did he get the money? There is only one place where there is so much money—the Standard Oil Company, and we fear they now have Adolph Ochs in their rapacious claw." It is needless for me to say that the Standard Oil Company does not own me, never owned me, cannot own me—and I never had a financial transaction with them.

"I have often tried to figure out where people got the idea that I have behind me large quantities of capital, and that the owners of this capital can and do dictate the editorial policy of the Times. As a matter of fact I have never in my entire career been backed by wealth, I have had no capitalists to back me up in my undertakings. The only capital I have had is credit. I have been able to win the confidence of men who supply funds, banks and bankers, for the promotion of business. What little success I have attained has been due to my ability to convince men that I was engaged in an honest and lucrative enterprise and that whatever financial obligations I assumed would be taken care of when they became due.

"There is not a man on the top side of this earth who can come into the Times and demand anything," continued Mr. Ochs with great emphasis and feeling. "People at various times have tried to influence the action of the paper but their efforts have been in vain. A big advertiser boasts that I have lost \$1,000,000 of advertising because I would not do what he asserts was his due respecting an editorial. A book publisher's association once threatened to withdraw \$100,000 worth of advertising from our columns if we did not bar from them the advertisements of a department store that offered \$1.50 books at the cut rate of \$1.14 a copy. When we refused to do their bidding and informed them if the cut rate was not made known to our readers in the advertising columns, we would have felt it our duty to inform the reader in our news columns, the advertising was withdrawn but at the end of three weeks they realized what a mistake they had made and came back into the paper.

"The National Committee of one of

the great political parties once ordered a million copies of the Times containing an editorial endorsing a presidential candidate. We turned down the order. We told the committee that we did not sell papers in bulk—especially when to do so might create a false impression.

"A political committee in New Jersey wanted to subscribe for 25,000 copies of the Times for three months, the same to be mailed to lists of voters. We declined the order.

"Today the Times has a circulation of 300,000 copies and we are just closing the best year in our history. Do you believe it would have such a circulation if the public was not convinced that it is honest, that it is dependable, and that it cannot be influenced either by great commercial interests or by political parties? Its present position is due solely to public confidence in the character and integrity of those who have its destinies in their keeping."

In reply to a question as to the future of the 1-cent paper, Mr. Ochs said that its success was bound to be continuous. If we had a half-cent coin no doubt papers would be published at that price. He emphasized the point that readers make advertising, and not advertising makes readers. Advertisers avail themselves of large circulations. The Times makes money on every copy it sells. It should be remembered, Mr. Ochs continued, that what the reader pays for is the paper upon which the news and editorial matter is printed and not for the paper upon which the advertisements appear for that has already been paid for by the advertiser.

Mr. Ochs strongly insisted that successful, influential journalism must be free from any financial or commercial control.

"I believe the law requiring the publication of the names of owners of a publication was unnecessary, and it does not accomplish the end that was sought," said Mr. Ochs. "Credit is often needed in the management of a large publishing business. The banks in the country are the legitimate source from which to obtain this credit. But the bank very naturally fears the embarrassment that may follow the publication of its name as a newspaper owner, and so the publishing business finds the customary sources of credit restricted by the publicity incidental thereto that does not apply to other business.

"No man can come into the New York Times and dictate the policy of the paper, and I believe that generally holds true in other papers," he continued. "I believe that the success of the Times is due in large part to the confidence that pervades the entire staff that this is true, and their confidence in the integrity and honest purposes of the management."

The other speakers were S. S. McClure, editor of McClure's Magazine; Dr. Albert Shaw, editor of the Review of Reviews, and Dean Walter Williams, of the University of Missouri.

The Press Club gave a luncheon to the members of the conference at 1 o'clock at which Edward P. Howard, president of the club, presided. Dr. Talcott Williams acted as toastmaster.

The following officers were elected for the ensuing year: President, Merl Thorpe, of the University of Kansas; vice-president, Franklin Matthews, of Columbia University; secretary and treasurer, Hugh Mercer Blain, of the Louisiana State University; executive committee: J. Melvin Lee, of New York University, and Frank R. Martin, of the University of Missouri.

Among those who spoke informally were Walter Williams, John M. Cooney, of Notre Dame University; G. Herbert Daly, of the Tribune, and city editor MacAlarney; George Bateman, of the London Daily Chronicle; George H. Getz, of Montana University; Joseph W. Piercy, of Indiana University; Philip Dillon and Frank Leroy Blanchard, of THE EDITOR AND PUBLISHER.

Late in the afternoon many of the visitors visited the factory of the Mergenthaler Linotype Company, in Brooklyn, at the invitation of Louis A. Hornstein,

THE NEW HAVEN

Times - Leader

is the leading one-cent daily newspaper of Connecticut and the only one-cent paper in the State which has the full Associated Press leased wire service. The only evening paper in New Haven, member of Audit Bureau of Circulations. The S. C. Beckwith Special Agency Sole Foreign Representatives New York Chicago St. Louis

Buffalo News

EDWARD H. BUTLER
Editor and Publisher

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

Foreign Advertising Representatives
KELLY-SMITH COMPANY

220 Fifth Avenue NEW YORK Lytton Building CHICAGO

The St. Paul Daily News **73,382**
Nov. Circulation

In November carried

22,554 More lines of foreign display

than its nearest competitor.

C. D. BERTOLET

1110 Boyce Bldg. Chicago, Ill.

New York Representative:

A. K. Hammond, 366 Fifth Ave.

DETROIT SATURDAY NIGHT gets results

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

GUARANTEED ADVERTISING

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

Foreign Advertising Representatives

CHAS. SEESTED
41 Park Row, New York

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

R. J. BIDWELL CO.

Pacific Coast Representative

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

742 Market Street
SAN FRANCISCO

The Boston Post's Greatest Year

In the year 1914, New England's Foremost Newspaper made its most Phenomenal Record, both in Newspaper Sales and in Display Advertising.

The Boston Post has the largest circulation of any morning newspaper in the United States

DAILY POST **457,696** Average for 1914
A GAIN of 37,897 copies per day over 1913

SUNDAY POST **327,050** Average for 1914
A GAIN of 3,409 copies per Sunday over 1913

December, 1914, Averages:

Boston Daily Post	Boston Sunday Post
470,576	330,164

Showing that for the month of December both the Daily and Sunday Post exceeded the average for the calendar year

The above circulation figures are gross output, it being impossible to arrive at net figures at such an early date. A deduction of 10 per cent. will give approximate net paid circulation.

ADVERTISING

In 1914, as also in 1913 and 1912, the Post led all Boston newspapers in Local Display Advertising, Foreign Display Advertising, Automobile Display Advertising and Total Display Advertising. Here are the total number of agate lines of Display Advertising published during the year 1914 by Boston papers having Daily and Sunday editions. Classified advertising not included. Advertising in all Sunday magazines is included.

Agate Lines

Boston Post . . . 6,619,380	A Gain of 492,304 lines over the year 1913
Boston Globe . . . 5,009,690	A Lead of 1,609,690 lines over the Globe
Boston American . 4,226,726	A Lead of 2,392,654 lines over the American
Boston Herald . . 3,355,417	A Lead of 3,263,963 lines over the Herald

Western Representative
C. GEORGE KROGNESS, Marquette Building, Chicago

Eastern Representative
KELLY-SMITH CO., 220 Fifth Avenue, New York

HIT BY PARCEL POST.

Chicago Newspapers, Correspondents and Clipping Bureaus Suffered Through Holiday Jam—Old-Time Newsboys May Sell Papers.

(Special Correspondence.)

CHICAGO, ILL., Jan. 6.—The Christmas jam of parcel post business hit the papers hard in the Chicago postoffice and they were swept aside largely for a week to let Santa Claus along. Newspapers, correspondents, clipping bureaus and others who depend on getting the papers by mail promptly suffered loss and inconvenience for two weeks by the delay. Much of the paper mail was a week late in distribution for a time, rendering many of the papers worthless. The trouble seems worst in large cities and it would seem it could be remedied by providing more adequate help for the holiday rush which seems not to be done in the Chicago office at least.

The Goshen (Ind.) News-Times has threatened to sue the Tribune for printing some alleged jokes referring to it in its "Lin-o-type" column. They claim the items never appeared in their paper and were evidently sent to the Tribune to fool it and make fun of the News-Times.

A scheme is under way to have many former newsboys now prominent in other lines to gather and sell papers for charity on a certain day, they to occupy preferably their old stands of years ago. The response has been quick and liberal and it is surprising to learn how many men now filling prominent positions were once newsboys. The list includes judges, merchants, editors and business men. Douglas Malloch, associate editor of the American Lumberman, was one once.

The success of Jack Lait, a former Chicago police reporter, as a dramatist is another indication of the reporter's opportunity to make use of real life events he becomes familiar with in writing plays. For several years Lait as a police reporter saw much which now comes in handy in his dramatic work. From police reporter he rose to be dramatic critic, which intimacy with the drama determined him to become a dramatist. He says his experience at the first night production of his play, "Help Wanted," has put him in full sympathy with the nervousness and anxiety of other playwrights, which he did not appreciate when he was a critic. He wrote a one-act play entitled "Lead Kindly Light," but his most successful and best known play is "Help Wanted." He will soon have two new plays, "The Bohemian" and "Thumbs Down," produced by Oliver Morosco. In writing, Lait says, he has found that the stage is a field for entertainment purely. If one has a message of protest he must sugar-coat it, for while theater-goers will listen they will not go to the theater for the purpose of hearing it, as they wish to be entertained.

Members of the Illinois Woman's Press Association arranged to hold a swapping party at the Eleanor Club on Thursday, where they swapped their duplicate, misfit or not needed Christmas gifts between themselves and got lots of fun out of it also.

The Horse Review has just issued a 150 page Christmas number to celebrate its silver anniversary. The automobile



On the pages of History will be recorded the great War as The New York Evening Post of to-day tells the story.

Member Audit Bureau of Circulations.

does not seem to effect this popular old publication.

The great amount of charitable work done by the Chicago papers was given as one of the evidences that Christianity had not lost its power since the beginning of the European conflict, by the Rev. H. W. Prince in a recent sermon. Several hundred persons watched the old year out at the Press Club. They gathered in the banquet hall and saw the "Spirit of 1915" shown.

The \$200 diamond ring offered by the Herald in a beauty contest was temporarily won by a man who broke in the window of Peacock's jewelry store and stole it early one morning. The burglar was later caught and the ring recovered. Herbert L. Barber, publisher of Investing for Profit and mining stock promoter, has been arrested on a charge of fraud through the mails in connection with a mining stock scheme.

At the commercial schools' convention here last week advertising was discussed and members were advised to avoid exaggeration and misleading statements. The society intends to enforce the fraudulent advertising acts in the various States that have them.

H. Spearman Lewis, a Chicago newspaper man, has filed a petition in bankruptcy. He schedules debts amounting to \$26,375 and assets of only \$98.

The Ladies' Auxiliary of the Advertising Association of Chicago gave a children's party last week in the association rooms. There were special dances, the appearance of Santa Claus with presents for each child, moving pictures and other amusements.

Among the local authors, publishers and writers claimed by death the past year were: Charles O. Thompson, Walter C. Larned, Cy Warman, John L. Lawson, Herbert C. Durand, Harvey L. Goodall, Allen G. Fleming, Louis B. Chaplin.

S. J. Duncan-Clark, the Post's war expert, and Arthur M. Lewis debated in public at the Garrick Theater Sunday afternoon on "Socialism vs. the Progressive Party."

At the librarians' convention here last week the matter of supplying newspapers for the reading room was discussed and much condemned, the idea being that patrons should subscribe for the papers.

The Herald and Tribune have begun a campaign for better street car service which has already had some effect. The service has for a long time been execrable in the way of overcrowding.

M. R. Myers, editor of the American Co-operative Journal, gave a parcel post dinner to members of his staff at his home on New Year's day. The food was received by post from farmers at distant points.

NEW DAILY AT GREENWICH.

It Will Be the Outgrowth of a Combination of the News and Graphic.

The Greenwich (Conn.) News, a weekly, was sold last week by Fred W. Lyon, who has been identified with it for 26 years, to a new \$45,000 corporation. The News will be combined with the Greenwich Graphic and under the editorship of Nelson E. Barton, a semi-weekly called the News and Graphic will be published. Eventually the paper will become a daily. The stockholders of the Greenwich Publishing Co. include some of the wealthiest summer residents of the village a few of whom are: Percy Rockefeller, George Lauder, Jr., Judge R. Jay Walsh, Charles D. Lanier, Luke Vincent Lockwood, Judge James F. Walsh, E. C. Benedict, John Maher, Wilbur S. Wright, Charles T. Wills, John D. Barrett, George F. Dominick, Jr., Dr. A. W. Klein, and Dock Commissioner R. A. C. Smith. Four commodores of yacht clubs are in the list. Luke Vincent Lockwood is president, G. F. Dominick, Jr., vice-president, and A. W. W. Marshall, secretary and treasurer. Mr. Lyon has purchased The Milford Citizen at Milford, Conn.

Earnest Brandon of the New York Tribune staff has joined the Canadian second contingent at Kingston and will go to the front in the spring. He saw service in the South African War.

NEWSPAPER MAKING

To the man who has been through the fire of successful newspaper making, who has worked out success himself or carefully studied how success has been made in a variety of cases under different conditions in different size towns, nothing sounds so absurd as the expressed views of those who think themselves especially called to their profession by reason of superior knowledge to inflict their notions on a long suffering public.

The successful newspaper reflects the intelligence and taste of the community in which it is published. It renders public service in providing the people with the news of the day and offerings of the business houses of the city or town. It provides entertaining, informative and humorous features in quantity, quality and variety which it can afford or as it thinks its constituency demands.

Such is the background or stage setting for a successful daily newspaper for any dot on the map. According to the merits of the production of news and features will the lasting and permanent qualities of the paper circulation be established.

Temporary campaigns for meritorious reforms and the betterment of civilization, honest government, in the cause of public health, in addition to the utilization of especially important news events or series of special articles, can be used to attract the attention of new readers who can only be held by the solid attractions of the every day features of the newspapers.

A vital, sincere and intelligent editorial page is growing even more necessary as a circulation builder than ever before notwithstanding opinion to the contrary. The editorials must be human, sympathetic to all and ring uniformly true as a bell.

The modern successful newspaper has outgrown the proportions of a mere political sheet owned body and soul by any party or faction. Absolute independence sanely guided on the straight and narrow way, wholly divorced from political aspirations, commands the attention and interest of all thinking people in the community.

The avowedly partisan newspaper automatically reduces its possibilities for wide and large influence. It is bound hand and foot and can never be a public guide and protector. Its own partisans expect free service as a right and it is ignored by the other side. Such a newspaper may be used as a loaded club to force public recognition of the selfish political ambitions of its owner, but can never become really great and largely influential.

The independent newspaper which plainly and frankly commends or condemns in accordance with a sound and unbiased judgment of men, movements and causes, in which all sides can plead their cases through letters to the editor, provides the institutional sort of a newspaper structure which will adhere so long as such a high standard can be maintained.

Wherever we find a newspaper even approximately fulfilling the requirements of the standards above set down we find a successful and constantly growing institution. We find men serving a cause—the cause of the best interests of their community. We find them successful because for some reason financial profit surely comes to them who give greatest and most effective service.

NORTHCOTE.

Staats-Zeitung's Beat.

The New York Staats Zeitung on December 22 published an article stating that the submarine U-26 sank the British battle ship Audacious and later the dreadnaughts Benbow and Collingwood. It is said that the censor withheld the news but it was confirmed November 27 when the British Admiralty in the casualty list gave the names of officers and crews of these ships that had been lost. This was a big beat for the Staats Zeitung.

CANADIAN PRESS CONFERENCES

Twelve Are to Be Held During January and February Throughout the Province.

Arrangements have now been finally completed for the holding of twelve district press conferences throughout the province of Ontario, with a view to bringing about a closer relationship among the newspaper publishers of the province. The conferences will be attended by officers of the Canadian Press Association, under whose auspices the meetings will be held. There will be delivered at each five main addresses, which will be followed by discussions.

W. M. O'Beirne, Stratford Beacon, president of the C. P. A., will speak on "The Future of the Country Weekly." E. Roy Sales, Port Elgin Times, chairman of the Weekly Section, will deal with "The Necessity of Local Organization and Some of its Results." W. E. Smallfield, Renfrew Mercury, chairman of the Ontario and Quebec Division, will discuss "If I Had It All to Do Over Again—Some Lessons of Forty Years' Experience." L. A. Eedy, St. Mary's Journal, director of C. P. A., will handle "How to Increase Local and Foreign Advertising," and John M. Imrie, manager of the C. P. A., will have as his subject "How the Canadian Press Association Is Serving the Weekly Newspapers."

The first meeting will be held at St. Thomas on January 15, following which meetings will take place at Sarnia on January 16, at Stratford on January 18 and at Harriston on January 19. The second group of meetings take place on February 5, 6, 8 and 9 at Brantford, St. Catharines, Barrie and Brampton, respectively. The third group are scheduled for February 19, 20, 22 and 23 at Cobourg, Peterboro, Brockville and Ottawa.

Hon. Treffe Berthiaume, proprietor of Montreal La Presse, and a member of the Legislative Council of Quebec, passed away suddenly on January 2 from heart trouble, aged 64 years. Mr. Berthiaume started life as a printer. Later he began the publication of an illustrated weekly called Le Monde Illustré and then acquired La Presse. The latter he built up into a most influential paper, which today enjoys the largest circulation of any French-Canadian newspaper in Canada.

Thomas B. Cockburn, leader writer on the Vancouver World, died as the result of an accident on December 21. He was a native of Scotland, who had served on the staffs of the Edinburgh Scotsman and Glasgow Herald, before coming to Canada.

Sir Mackenzie Bowell, the nonagenarian editor of the Belleville Intelligencer, is demonstrating his extraordinary virility by going to St. Paul, Minn., to spend his 91st birthday with his daughter.

Cartoons in Catholic Paper.

That religious newspapers recognize the value of cartoons in driving home important truths is indicated by action of the Catholic Tribune of Dubuque, Ia., which has engaged George Clardy, of New York, to create a series of cartoons for that publication.

Send in your subscription to the EDITOR AND PUBLISHER NOW.

Can It Be

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

1,023,661 Lines Gain

of Advertising in Two Years

381,696 lines gain during 1914

324,601 more than the combined gains of all the other New York newspapers, morning and evening.

The Evening Sun.

OF NEW YORK

A Strong Newspaper Personality—

The Evening Sun of New York City is a strong personality among newspapers that count. And it is now receiving the reward of merit.

During 1914 the Evening Sun gained 324,601 lines more advertising than the gain of all the other New York newspapers combined. For this there is a real reason.

The Evening Sun's cleverness and good discretion in the general news handling—the common touch of its featured columns (Sun Dial, for instance)—

the expert and complete sporting department—

the authenticity and fairness of its war news—

the penetration and neutrality of its famous war editorials, and—

its advanced and reasonable woman's page, and—

Withal, its clean and handsome make-up, have so commanded public interest and favor and created such confidence in it as a newspaper personality—that the public and advertisers believe in its advertising columns as they believe in its news columns.

The past year has proven that advertisers know that the public believe in advertisements published in The Evening Sun—the gain of 381,696 lines of advertising in the year proves this. This gain is actually 324,601 lines more than the amount gained by all of the other New York newspapers put together. Add to this that the net paid circulation has increased over 30,000 in the same time and the statement that The Evening Sun is really the best advertising medium in New York is incontrovertible.

Advertising Gains and Losses During 1914

Evening Sun, 381,696 Lines GAIN

Evening Post	35,046	“	GAIN
“ Telegram	22,049	“	GAIN
“ Journal	85,542	“	LOSS
“ Globe	278,851	“	LOSS
“ World	589,584	“	LOSS
“ Mail	827,567	“	LOSS

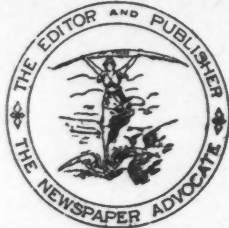
(Records Compiled by N. Y. Evening Post)

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS AND ADVERTISING AGENTS

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

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



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

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

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

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

See Publisher's announcement for subscription and advertising rates

New York, Saturday, Jan. 9, 1915

WORKING TOGETHER IN THE AD FIELD.

Bulletin No. 77, of the Bureau of Advertising, shows that the writer, W. A. Thomson, the director, who has recently returned from a month's absence, spent in aggressive field work, is right at home with his members and therefore able to render a more efficient service in the course of the upbuilding of the advertising earnings of all newspapers.

That Thomson is achieving big results is shown by the confident attitude with which he emphasizes the need of co-operation between publishers and the necessity for standardization in methods and procedure.

"Destructive competition," writes the director, "is one of the costliest items in the list of newspaper expenses." He is right. The time has arrived when publishers and editors and managers must show their tolerant, broad visioned, catholic spirit in the interest of their own pocket books and help to standardize the industry that stands so near the top in volume of trade and so close to the bottom in credit.

The director quotes one agent as follows:

"I can always work the newspapers for free publicity because they are forever scrapping amongst themselves. Most of them would like to cut out the automobile publicity, for example, but each is afraid to do so because of fear of what the other fellow may do. The result is that I give the newspaper the free publicity and I give the paid advertising to the magazines. Some day you people will wake up and stand together on these matters and then you'll rule the advertising world."

The director talked over the condition with a publisher in one of the larger cities and before leaving town was able to effect an understanding between three of the newspapers looking to the establishment of a local Bureau which will render service to national advertisers and engage in constructive work to fasten the attention of national advertisers upon the local markets.

Every worth-while daily newspaper in towns of 25,000 and up should be a member of the A. N. P. A. Bureau of Advertising and in active co-operation with Messrs. Thomson and Moore, who have in charge this important work in the general field.

OTHERS' LOSS SHOULD BE OUR GAIN.

Never before has the United States found itself at the dawn of a new year with warring nations on all sides. Europe on the east, Japan on the west, Canada on the north and Mexico on the south are

involved in struggles which overshadow everything else in their national lives, cripple their commercial enterprises and make their business future uncertain for a long time to come. Even after the restoration of peace the readjustment of affairs will take years, and it may be decades before the volume of trade of some of the countries now fighting will be restored to former figures. In the meantime, while Europe feeds men to cannons, the United States of America has an unparalleled opportunity to do feeding of a more peaceable and profitable sort.

While turbulent conditions continue abroad, our own imports will doubtless continue to decrease and our exports to increase, and we will have the chance and the time for an exploitation of business fields heretofore served largely by the countries now at war. And what is still more desirable our home manufacturers may find at their doors a market for goods made in America.

At a time like this, when competition is at a low ebb, the American manufacturer has almost an ideally clear field and he can by liberal and judicious advertising substitute home made goods for foreign products.

The demand is here, the imported goods are not here; the public will be compelled to use something else, and it is up to the American manufacturer to tell them what that something else shall be.

Newspapers are enjoying their greatest circulation in history, and people are reading newspapers more than ever before. Of this fact advertisers should take advantage. Newspaper advertising is logical just now, more logical than any other kind. The newspapers are absorbing so much attention that other mediums do not attract as they would under normal conditions.

Coincident with teaching the wisdom of buying domestic goods should be widespread advertising, paid for at regular space rates. The newspapers are already giving much valuable space to advertising the "Made-in-the-U. S. A." plan, and giving it as public service for the nation's good. Now let the wholesalers and retailers begin to use the daily and weekly newspapers and trade journals and send substantial checks to the publications that have already borne more than their share of the effort to bring about a business boom. Advertise—and do it now.

WISE WORDS FROM CHICAGO.

In a message to members of the Chicago Garment Manufacturers who met a few days ago in Chicago and who represent an annual business of \$20,000,000, Mr. Eisendrath, the president of the association, said: "A big year faces the garment trade. Now is the time to advertise, constantly and consistently. The United States is full of money. While it is true we shall have the European trade and part of the South American trade, do not forget that right here in America we have the coin, the crops and the customers. Don't forget that it is your advertising man that puts you on the map. Keep at your advertising. Don't give a big splash followed by a lot of silence."

President Eisendrath's words are notable for several reasons. First, they were spoken by an observant business man. Second, they are full of optimism, which all business men should show just now. Third, there is a "punch" in every sentence and he points the way to better times throughout the country.

What Mr. Eisendrath said to the garment men applies with force to all American manufacturers. Steady, persistent and consistent advertising of honest goods at honest prices has never failed to bring results. It is not wise to make the "big splash" and then sink to the oblivion of the bed of the river of trade. The history of advertising is full of instances of failures through this sort of procedure.

THE EDITOR AND PUBLISHER is likewise in full accord with Mr. Eisendrath in his appeal that the United States be the first field for exploitation by advertisers. It is the stimulation of business in every State, city and hamlet that is needed now. Sectional prosperity helps some but the widely distributed hum of business is what the nation wants to hear.

INVOCATION TO THE NEW YEAR.

Cross not the threshold ere thou shrive thyself,
Fair stranger from the pure empyrean,
The earth reeks hot with bloody quarrel. The air
Is rank and rife with stifled pestilence,
And Desolation broods alone o'er scenes
Where once was busy life and rural charm.
This is thy heritage; this slaughter pen
The realm thou must subdue to gentleness.
How wilt thou e'er rebuild this ruined world
Or look on human face once called divine?
Mayhap thou bring from farthest source rare balm
For our deep wounds, and comfort for our hearts
Bowed down in sorrow's slough of needless tears.
Mayst thou depart from fratricidal strife
And lead in paths of peace and charity.
Sere in our consciences the homely truths
We utter with our lips so carelessly.
Teach us the sacredness of human life,
The joy of brother love to bind our hearts
As one in cheerful service for our kind.
Have pity for our worse than senseless fall,
Incline our wills to shape our destiny
Arigh, ere we make havoc of all Time.

EDWARDS P. INGERSOLL.

SOME THINGS WE DON'T CARE ABOUT.

Circulation squabbles between local newspapers.

Local contentions over the award of public printing.

Personal items about newspaper or advertising men who take an afternoon trip to the next town.

Puffs telling how all fired smart some people are.

Announcements about circulation growth, unless accompanied by a check for space in the advertising columns.

Pictures of or articles concerning men who worked on newspapers twenty-five years ago but are now clerks in courts, or holding political jobs.

Reports of kindergarten talks on advertising. Our readers are out of the primary class.

Arguments in support of Congressional or State legislation bills that do not relate to the newspaper or advertising business.

Stories about amateur newspapers and their publishers.

Office bores.

ALONG THE ROW.

1915.

Now get together ev'ry one,
For there is much work to be done.
We must arrange to bury, see?
The man who howls—calamity.
There is no business that is bad—
That cannot be cured by an ad—
Provided it is good and straight
For phony ads are out of date.

Now is the time to cultivate
The cheerful habit—it is great—
And hustle out and look up trade—
There is no need to be afraid
That times are going to be slack.
Prosperity is coming back,
So smile and work to beat the band
And aid it with a willing hand.

NO CAUSE FOR ALARM.

There was a shock in the Brooklyn Standard Union office Christmas Eve when Cashier Haighes whispered to reporters entering the building the information that "the boss was getting rid of hands." Terrible visions of a hard winter came before many of the staff, and they hurried to the City Room, where Owner Berri presented each man with a handsome alarm clock, and a five dollar gold piece.

SOMETIMES.

Sometimes figures lie, when connected with a circulation statement. They can also be made to lie in other ways, for instance—

POOR OUTLOOK FOR SEASON.

There will be very little advertising copy received from European summer resorts next season. The business outlook over there is bomb.

SURE THING.

A little type
A little ink
Has often caused
A man to think,
Has put hard times
Upon the blink
And helped the staff
To buy a drink.

FROM THE SKINNERSVILLE SIGNAL.

We have made no resolutions for the new year. Last Jan. 1st we resolved to keep out of debt and the resolution was busted on Jan. 14 when a press broke and we had to give our note for the repair bill. We do not intend to resolve to compel our advertisers to swear to the truth of their announcements. We want to keep the few we have.

PERSONALS.

Oswald F. Schuette, who for some time has been the Washington representative for Leslie's Weekly, will sail on January 16 for Berlin as correspondent for the Chicago Daily News.

R. M. Bonifield of the Central News of America staff returned on Sunday from Europe where he spent several weeks in the Central News, Ltd., Bureau and some time in the Agence-Fournier Bureau in Paris, which exchanges news with the Central News, and also some time in England and France outside of London and Paris.

Chas. A. Whitman, editor of the Vasilias, Cal., Delta, has been appointed a member of the state board of education of California.

Charles B. Welch, who has been managing editor of the Tacoma, Wash., Tribune, has been made editor-in-chief of that paper.

H. D. Hardrecker, of New Orleans, La., has been made editor of the Decatur, Ala., Daily Times, succeeding W. R. Shelton, who becomes business manager.

Geo. F. Authier, formerly political editor of the Minneapolis, Minn., Tribune, and later secretary to Governor Eberhart, has been appointed Washington correspondent of the Tribune and will commence work early in January.

Georgene Faulkner, the "Story Lady" of the Chicago Herald, went to Milwaukee the other day and appeared as Mother Goose for the Jewish Women's Council.

Dave Meyer, a veteran newspaper artist of years ago, is in Chicago, having been in Germany where he was arrested as a spy and went broke getting out and home. He is now 70 years old but claims to still be good at pen and ink work.

Arthur Ruhl, who has made a reputation as a European war reporter, is home for the holidays and is visiting his parents at Rockford, Ill.

Mary Synon, a popular Chicago writer, has just had published a volume of stories entitled "The Fleet Goes By."

Victor Whittier, city editor of the Eau Claire (Wis.) Leader, has accepted a position with the Associated Press in their St. Paul, Minn., office, handling press for the Dakotas, Minnesota and Wisconsin.

Alexander H. Brooke, for 32 years a reporter in Philadelphia, is being urged to become a candidate for police magistrate in that city. He is a member of the Philadelphia Sporting Writers' Association and very popular.

Donald M. Gunn, formerly New Jersey correspondent for New York newspapers and one of the staff of the Hudson Dispatch, of Union Hill, N. J., has enlisted in a Scotch regiment and is now in France on the firing line.

U. S. Lemon, a well known newspaper man of Fullerton, Cal., was run down and seriously injured by an automobile December 22.

Word H. Wood has been elected secretary of the Charlotte (N. C.) Observer, to succeed the late D. A. Tompkins.

Robert R. McCormick, one of the owners of the Chicago Tribune, has been appointed a Colonel on the staff of Governor Dunne of Illinois.

Lowell Mollett, formerly managing editor of the Seattle Sun, is now in the Washington bureau of the United Press.

W. L. Roblin, secretary-treasurer of the Winnipeg Telegram, has been appointed captain and paymaster of the Canadian Mounted Rifles, now mobilizing for the front. He has resigned his position as treasurer of the Western Associated Press, to which office C. A. Abraham, president of the Telegram, has succeeded.

William Findlay, business manager of the Ottawa Free Press and director of the Canadian Press Association, was elected an alderman of Ottawa on January 4.

Captain Clive Phillips-Woolley, Victoria, B. C., Government censor for the Pacific Coast and a former naval officer, was honored on New Year's Day with a knighthood. Sir Clive has had a good deal to do with newspaper work during his residence in British Columbia.

IN NEW YORK TOWN.

Charles G. Scholz, formerly business manager of the New York Tribune, and Mrs. Scholz are planning an extended vacation at Bermuda and in a trip to the West Indies.

Harrison M. Parker, publisher of the Chicago American, is in New York on business.

James J. Smith, publisher of the Birmingham (Ala.) Ledger, is a New York visitor.

P. H. McMullen, one of the owners of the Detroit (Mich.) Free Press, was in New York this week.

W. J. Yeoll, of the Associated Publishers' Syndicate, of Battle Creek, Mich., was on a business trip in New York this week.

William H. Wilson, Chicago representative of the New York American, was in New York on a business trip this week.

Percy Hammond, dramatic critic of the Chicago Tribune, was in New York this week.

Frank C. Buckhout, of the Evening Mail, took his seat as an alderman in the Common Council of his home town, Leonia, N. J., on New Year's Day.

Eugene Young, telegraph editor of the World, is on a vacation. W. T. Bliss, of the telegraph desk, has returned from a trip to Havana, Cuba.

Dr. S. P. Cohen is back at his old desk on the Morning World, as a rewrite man, after being two years on the American staff.

Miss Mazie E. Clemens, of the World Almanac staff, is recuperating after an operation in a city hospital.

Hamilton Holt, editor of the Independent, spoke on "World Peace" before the Men's Neighborhood Club of Leonia, N. J., last Sunday night.

Mr. and Mrs. F. D. Caruthers entertained their youngest son, Clifton T. Caruthers, at the Cumberland during the Christmas holidays. Clifton T. is business manager of the Charleston (W. Va.) Evening Mail.

WEDDING BELLS.

J. H. Latshaw, city editor of the Mount Carmel (Pa.) Item, and Miss Ruth M. Davis of that city were married December 30.

H. H. Van Loan, editor and manager of the Authors' Syndicate, and Miss Gertrude Cameron are to be married early in January.

Edward W. Brehm, business manager of the Cadillac (Mich.) News, and Miss Juno Sheperd, of Alma, Mich., were married Christmas day.

J. H. Zerbey, associate editor of the Pottsville (Pa.) Republican, is engaged to Miss Martha Bannon, grand niece of Miss Katherine Bannon of Philadelphia.

George Authier, who has just been appointed Washington correspondent of the Minneapolis, Minn., Tribune, and Miss Nan Dunningan, former Minneapolis newspaperwoman, were married Christmas day.

George B. Ulber, managing editor of the Westerly (R. I.) Daily Sun, and Miss Katherine Wilbar of Stoughton, R. I., have announced their engagement.

OBITUARY NOTICES.

E. R. ARBOGAST, widely known Fort Smith, Ark., publisher, died December 28 after a lingering illness.

WILLIAM HENRY SCUDDER, formerly managing editor of the Fort Wayne (Ind.) Sentinel, died at Washington, D. C., December 29.

JOHN CHEESE, Atlanta representative of the Macon (Ga.) Telegraph, and Augusta (Ga.) Chronicle, died January 1 of pneumonia, aged 44 years.

JOHN N. TRUMP, formerly dramatic reporter for the New York Times and later press agent with the Shuberts, died in Denver, of tuberculosis, December 10, aged 34 years.

JOHN MULLALLY, who worked on the Tribune under Greeley and the Post under William Cullen Bryant and was special correspondent for the Herald, died January 2 in New York City of general debility, aged 79 years.

CLAUDE M. HAMILTON, for many years with the New York City News Association, died December 30 in Brooklyn, aged 39 years.

HELP WANTED

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

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

Reporter wanted who can get local news and write it well for a live suburban daily. Call after 3 P. M. Daily Star, Long Island City.

SITUATIONS WANTED

Advertisements under this classification one cent per word each insertion.

Composing room executive wants to change. Fifteen years' metropolitan and small city experience. Efficient, capable and excellent organizer. Makes good or quits. Must be live connection. No down-and-out paper wanted. Address "Hustler," care The Editor and Publisher.

Advertising Solicitor, hustler, 28, eight years' experience soliciting and assistant advertising manager, on a capital daily of 15,000 circulation, desires to make change. Address M. T., care The Editor and Publisher.

Wanted by thoroughly competent circulation man, 29 years of age, married, and ten years' experience on one large live newspaper, a position as circulation manager on a small daily and Sunday or assistant circulation manager on a live paper of 60,000 circulation or over. Southern territory preferable. Address D 1403, care The Editor and Publisher.

FOR SALE

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

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

For Sale—Daily and weekly newspaper and job plant in Illinois city of 6,000; up-to-date equipment, including Linotype, etc. Business \$10,000 per year; net earnings over \$3,000. Must be cash deal, and if you haven't \$10,000 don't answer. Address D 1402, care The Editor and Publisher.

MISCELLANEOUS

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

DAILY NEWS REPORTS.

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

PACIFIC COAST NEWS CORRESPONDENT

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

HARRY G. LAWRENCE, of the Uniontown, Pa., News Standard reportorial staff, died Dec. 23, at his father's home at Tecumseh, Neb., from diabetes, aged 36.

THOMAS COCKBURN editorial writer on the Vancouver, B. C., World, died Dec. 22, aged 50.

MRS. TERA O'BRIEN WALKER, reporter and newspaper writer of the Enid, Okla., Times, died Dec 23, at Denver, from an operation for peritonitis.

CLAUDE McDONALD HAMILTON, of the New York City News Association died Dec. 29, in Brooklyn, aged 39.

DANIEL E. HERRY, of the Newark, N.J., Sunday Call, one of the editors of the American encyclopedia, and for many years with the Frank Leslie publications, died Dec. 26, aged 69 years.

ROBERT DANIELS, editor of the Ellington, Mo., Press, died Dec. 21.

E. A. LOCKWOOD, editor of the Aermont County Sun, at Batavia, Ohio, died Dec. 22, aged 60.

W. S. PARK, editor of the Gardener (Ill.) Chronicle, died at his desk December 29, while writing a New Year's editorial. He was 50 years old.

ROBERT C. CLARK, JR., of the editorial staff of the St. Louis (Mo.) Post-Dispatch, died January 2, after an operation for ulcer of the stomach.

WOULD PURCHASE

Central Indiana, daily or weekly. Prefer to buy 1-3 or 1-2 interest in an afternoon paper carrying position of editor or managing editor. Prefer town of 5,000 to 10,000 and the leading paper, profitable enough to support two men. Proposition L. E.

C. M. PALMER

Newspaper Properties

225 Fifth Ave., New York

A JOB WELL DONE

Office The Greenwich News

Greenwich, Conn., January 5th, 1915. Harwell, Cannon & McCarthy, Times Building, New York City.

Gentlemen: At the conclusion of business dealings with your Mr. Cannon, on the 2nd instant, which resulted in the sale of The News and The Graphic to the Greenwich Publishing Co., Inc., I feel that I should express to your firm my appreciation of the courtesies extended to me during the time that the transaction was pending, and attest to his skill in handling a delicate and somewhat difficult combination, and the forming of a corporation to finance the same. All who met Mr. Cannon express pleasure at his acquaintance. He has been fair in his dealings, both to the seller and purchasers. Respectfully yours,

(Signed) FRED W. LYON.

ADVERTISING MEDIA

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

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

WHERE THE GOLD COMES FROM!

THE FAIRBANKS (ALASKA) DAILY NEWS-MINER, the oldest paper in Interior Alaska, where the gold comes from, reaches the highest-paid class of workers in the world. There are only 16,000 people in the News-Miner's district, but they produce and spend from \$5,000,000 to \$10,000,000 a year. The smallest piece of money there is 2c. piece—which is the price of a newspaper, cigar or drink. One million was sent out of Fairbanks in one year to mail-order houses. The average per inhabitant annually is \$135 freight paid. Everything is dear except advertising—advertising agents take notice—and the people buy whatever they want when they want it.

BUSINESS OPPORTUNITIES

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

NOTICE TO PUBLISHERS

If your paper does not have the largest net paid circulation in your respective field, on regular rate basis—you are overlooking an opportunity by not learning of my new circulation plan—high class dignified plan that is applicable to any paper in any town or city. Let me explain it to you. Only publishers or titled representatives of the paper will receive any attention—inquiries requested to be made on office stationery. Address "J. R. B.," Editor and Publisher.

PRINTERS—I have arranged a valuable series of plans for printers, which will double the income of any plant. They will be sent to you complete, with full instructions for operating, for only \$1. Write W. Clement Moore, Business Specialist, New Egypt, N. J.

Well established publishing organization would buy another good trade paper. Box D 1364, Editor and Publisher.

W. L. MORRIS, editor of the Laurel (Miss.) Chronicle, died December 29, aged 71 years.

GAZETTE SQUARE

PITTSBURGH'S NEW LANDMARK



The fine new home of The Pittsburgh Gazette Times and The Chronicle Telegraph, on Gazette Square.

On it stands the new eight-story building of The Pittsburgh Gazette Times and The Pittsburgh Chronicle Telegraph.

The composing room comprises the entire eighth floor, where have been put into service 30 modern multiple magazine Linotypes, displacing 28 old machines of earlier models.

The new installation includes eight quadruple-magazine, quick-change Model 9's, 22 two-magazine quick-change Model K's, and a Lead and Rule Caster. All the units have individual motor drive and constitute a fitting equipment for an all important arm of this new and modern plant. The city slogan is, "*Pittsburgh Promotes Progress*," and the progress of Pittsburgh's newspapers is promoted by multiple-magazine Linotypes.



Model 9 quadruple-magazine Linotype, eight of which go into service in the new building.

MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK

CHICAGO
1100 South Wabash Avenue

SAN FRANCISCO
638-646 Sacramento Street

NEW ORLEANS
549 Baronne Street

TORONTO: CANADIAN LINOTYPE, LTD., 35 Lombard Street

Linotype *vs.* Intertype

FIRST AND SECOND PATENT SUITS

Important Linotype Patents Upheld by Court

In a decision recently handed down by Judge Hough of the United States District Court for the Southern District of New York, the International Typesetting Machine Company was declared an infringer of the following patents owned by the Mergenthaler Linotype Company:

Homans	No.	830,436
Hensley	"	643,289
Dodge	"	739,996
Rogers, Reissue ..	"	13,489

Among the patents infringed are the very important patents covering the TWO-LETTER DEVICE IN THE FIRST ELEVATOR, and the METHOD OF MOUNTING AND REMOVING THE MAGAZINES FROM THE REAR.

The patents covering the resistant to prevent overthrow of the mold during justification and the mold banking supports are also declared to have been infringed.

The Mergenthaler Linotype Company will take steps to protect its rights against manufacture, sale or use of the infringing devices.

A Third Suit filed by this Company against the International Typesetting Machine Company in the United States District Court for the Eastern District of New York is now pending.

MERGENTHALER LINOTYPE COMPANY

Tribune Building, New York, N. Y.

PROFITABLE NEWSPAPER ADVERTISING

ADVERTISING WRITTEN AT CROSS PURPOSES.

Copy Which Violates All Rules Laid Down by the Ethical, But the Copy and Purpose Back of It Which Have Built Up the Foremost Leather Goods Business in the Country—
Hard to Write But Easy to Read.

By HARRY R. DRUMMOND.



CROSS EXPRESSIONS.
Which Are Not Cross At All But Characteristic Murphysms That Help Attract Attention to Cross Advertising.

Success is simply failure with a fresh coat of paint. Years of experience have enabled us to avoid mistakes. Practice makes perfect, but one must first practice perfectly.

A lady's costume is like an orchestra—one piece may cause discord and spoil the effect. The bag should harmonize with the gown.

Novelty must be joined with good taste. To be simply up-to-date is a paltry ambition except in an almanac.

The woman who can pass coldly by the comprehensive display of Cross sewing articles and not enthuse is no true daughter of Eve.

To copy others is commonplace—this is life.
To create for others to imitate—this is art.

It is not what a man accumulates that makes him objectionably rich—it's what his wife does not spend.

Training is everything. The peach was once a bitter almond. Cross goods are made of leather—with a college education.

The reason why so many men succeed who mind their own business is because there are so few doing it.

At home a man is known by the company he keeps. Abroad by the luggage he carries.

The house that is not honest with itself is like the player who cheats at solitaire to win the game.

Good taste, like worry, is acquired. It comes hard at first, but custom soon reconciles us to it.

Give a woman the luxuries of life and she will dispense with the necessities.

Our story is like the dictionary—always changing the subject.

To be constantly in fashion is a bore—to be out of it a tragedy.

We don't have to prove Cross goods superior. We admit it.

An imperfect Cross article is as rare as a dividend.

Excepting the Cross timepiece, the best watch we know of is the one kept by a loving wife on her husband.

Tradition informs us that it is reasonably difficult to make a silk purse out of a sow's ear, and the logical inference is that a silk purse is more to be desired than one made from pig skin. Master minds in advertising tell us that the writing of platitudes and clever witticisms is not advertising, and that the filling of space with that kind of copy is foolish.

Keen students of psychology as applied to salesmanship freely state that people, by and large, are influenced by price more than by any other sales argument.

Lovers of art in advertising unhesitatingly affirm that pleasing typography and artistic illustrations are very important adjuncts to successful advertising.

Far be it from us to quibble with any of the above contentions, nor to contradict any of them in any way, but in chronicling the successful advertising of the Mark Cross Co. it will be necessary to knock each and every one of them into a cocked hat, so to speak.

AGAINST THEORY.
To begin at the beginning, which we all agree is the proper place to begin, it may be, and probably is, hard to make a silk purse out of a sow's ear, but through the persistent, not to say dogged use of what is generally considered the wrong kind of advertising it is now considered infinitely more desirable and much smarter to have a pigskin purse, provided it bears the Cross trademark, than one made of silk. Advertising could not make the mountain go to Mohamet, but advertising took Mohamet to the mountain.

The chief point of interest in Cross advertising is that one can always find one or more keenly sarcastic platitudes or witticisms in each advertisement. Bad advertising according to many master minds, but apparently the kind that gets the money.

Typographically Cross advertising is never attractive. It lacks the proper dressing. It looks like hours had been spent in writing it and minutes on setting it up.

Artistically the cuts are bad. They are well drawn and then furnished with backgrounds that all but hide the articles to be illustrated.

NOT A PRICE PROPOSITION.
The price proposition is relegated to a very inferior position and it is apparently to be understood that it will be quite high enough to yield a profit to the seller, and low enough to prove satisfactory to the buyer.

Utility, style, novelty and honesty of quality seem to be the selling arguments upon which these goods stand.

And yet, through advertising which violates every ethical law; advertising which is different from almost all other advertising; advertising which is doggedly honest, and which prates standards all the time, Cross leather goods set standards everywhere when it comes to a question of the best and the best known.

The value of Cross advertising lies, too, in the way it is merchandised. Competitive lines have tried every way to break into this firm's business. Imitations are brought out and generally at lower prices, but lacking the Cross trademark; "sales" of leather goods are continually being held in practically every store where leather goods are carried, and still people, in constantly increasing numbers, are paying prices Cross goods command, paying uncomplainingly because Cross advertising is

a constant preaching of up to a standard rather than down to a price.

P. F. Murphy, who was the Boston agent for Mark Cross Co., of London, went to New York fifteen years ago and opened a store. Harness was the big thing, but, in order to become acquainted quickly, he introduced his line by offering genuine English made hand sewn driving gloves at \$1.50 a pair, frankly saying this was the London price, plus duty. Although that price has never been lowered the quality has been somewhat improved and now those hand sewn driving gloves, heavy and cumbersome in appearance are recognized as quite the correct thing in street gloves for men and have changed the style until the dainty, thin kid gloves of fifteen years ago are not to be found anywhere.

MURPHY WRITES COPY.
For many years Mr. Murphy wrote his own advertising and for the last few years it has been handled by a son, P. F., Jr., although P. F., Sr., takes a fatherly interest in it. But as P. F., Jr., is a son of his father, and has been raised to believe in the same ideas and ideals, he needs very little guidance.

When the horse went out of fashion, so to speak, the harness business got to be Mr. Murphy's idea of no business at all, and the wolf was kept from the door by specializing on leather novelties, traveling equipment, fine stationery and kindred lines, and, just as fast as any line was trademarked Cross, it was automatically standardized.

The expense of advertising is between 5 and 6 per cent. of the gross sales, and over 90 per cent. of that money is spent in newspapers. Mr. Cross thinks that by using newspaper space he catalogues his goods in homeopathic doses and gets distribution and repetition of distribution at a much lower price per thousand than through any other media, and who is there who would disabuse his mind of this idea?

BRANCH STORES.
Through out of town people visiting New York and finding their way to the Cross stores there grew up a demand for Cross leather goods elsewhere, and agencies have been established in many cities throughout the country.

Cross agencies are all smart shops. They must be or they could not be Cross agencies. The prices charged in other cities are the same as those charged in New York; the same as those charged in London, plus duty. Cross goods are not made to sell on bargain counters, neither is it permitted to charge any old price. Goods are billed to agencies at retail prices and must be sold at billing price. Discounts are made from this price in remitting for goods but prices are not juggled or left to the judgment of the agent.

HOLDING "SALES."
Occasionally there are sales of Cross goods. These sales are different from most sales, especially in the advertising. As a general rule, whenever a "sale" is held the *choicest products* of the manufacturer, the *very latest styles*, the *best qualities* and the *prettiest patterns* are ruthlessly sacrificed at a mere fraction of their true worth.

The funny thing about Cross goods is that the *new goods*, the *best styles* and the *choicest patterns* are sold in a "regular" way at "regular" prices, and the goods which have become a bit shop worn, or the odd pieces from a previous season are the goods included in the sale, and it is frankly stated that owing to the condition they are in they are not worth any more than the reduced price, which is another way of shattering advertising traditions.

Cross advertising is honest—it is unique, it is well merchandised, cleverly written, poorly typed, poorly illustrated but, more to the point, it is successful.

For Foreign Language Publications throughout United States and Canada consult

MODELL ADVERTISING AGENCY

150 Nassau Street
New York City
Telephone Beekman 1142

FOR SALE

Babcock Two-Revolution Press

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

Walter Scott & Co.

Plainfield, New Jersey
NEW YORK: One Madison Avenue

We can increase your business — you want it increased.

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

BURRELLE

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

Most Far Reaching Newspaper Reading Concern in Existence

ATLAS PRESS CLIPPING BUREAU

CHARLES HEMSTREET, Manager

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

Our Motto—RESULTS COUNT

218 East 42nd Street New York

Canadian Press Clippings

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

The Dominion Press Clipping Agency

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

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

74-76 CHURCH ST., TORONTO, CAN.

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

TAKE IT TO

POWERS

OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

ON TIME ALL THE TIME

POWERS PHOTO ENGRAVING CO.
234 Nassau St. N.Y. Tel. 4300-4 Beekman

UP—UP—UP

1914 a Great Year for the BOSTON GLOBE

Gains Nearly 100,000 in Net Paid Daily Circulation

Makes a Substantial Increase in the Net Paid Circulation of the Sunday Globe

For over thirty years the Boston Globe has enjoyed the confidence and respect of its constituency. During this long period Globe readers, composed of the best people in all walks of life in this territory, have recognized the Globe's efforts to produce a reliable home newspaper.

Owing to their loyal support the Boston Globe's history has been one of progress.

This has been especially true during the year 1914.

On February 1, 1914, the Globe reduced its price on the Evening Edition to one cent, the Morning Edition continuing to sell for two cents.

THE RESULT—A gain of almost 100,000 copies per day in the net paid circulation of the Boston Daily Globe and a substantial increase in the net paid circulation of the Sunday Globe.

The Boston Globe, the best advertising medium in New England for many years, offers its advertisers during 1915 their share of the trade of almost 100,000 new Daily Globe readers and of many thousands of new Sunday Globe readers at substantially the same prices per line that have obtained during the past year.

The following figures explain themselves:

ADVERTISING TOTALS FOR 1914

The total advertising in the four Boston newspapers (having Daily and Sunday editions) for the year 1914 was:

- | | |
|--|-------------------------------------|
| 1. Globe . . . 8,362,521 Lines
(Showing a gain of 27,771 lines over 1913) | 3. American 5,780,460 Lines |
| 2. Post 7,485,248 Lines | 4. Herald 4,345,875 Lines |

(The above totals include all of the advertising which was printed in the various papers during 1914.)

Total Automobile Advertising

- | |
|--|
| 1. Globe 677,663 Lines
312,048 Display—365,615 Classified |
| 2. Post 316,057 Lines
305,982 Display—10,075 Classified |
| 3. American 293,845 Lines
223,925 Display—69,920 Classified |
| 4. Herald 176,049 Lines
168,177 Display—7,872 Classified |

Total Classified and Want Adverts

- | |
|---|
| 1. Globe 488,331 Adverts |
| 2. 2nd Paper 231,575 Adverts |
| Globe's Lead 256,756 Adverts |

Remember, the Boston Globe offers you the best advertising medium in New England. Net paid circulation Daily over 225,000 copies. Net paid circulation Sunday over 280,000 copies per issue.

QUANTITY—QUALITY—RESULTS

You get all three when you use the Boston Globe.

FOREIGN REPRESENTATIVES:
EASTERN:—JOHN B. WOODWARD, 710 Times Building, New York WESTERN:—GUY OSBORN, Tribune Building, Chicago, Ill.

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

IF we were privileged to advise every circulation manager regarding his program for the achievement of success in 1915, and required to sum up that advice in one sentence, this would be our message: "Be a 'bear' for detail."

Necessarily the work of a circulation manager is one of almost endless detail, whether he wills it or not. Because of this very fact a circulation man will frequently avoid what he regards as unnecessary detail. A subscriber who discontinues represents merely the loss of a unit of his circulation, instead of a channel of information, which followed to its end will disclose the subscriber's reasons for discontinuing, and enlighten him regarding the measures necessary to avoid the discontinuance of other subscriptions. So too the failure of a carrier or route man to progress in the matter of increased sale, unless analyzed closely and searched for the reason for failure, will not develop protective measures for the avoidance of further decreases in sale.

A few years ago a man was employed on a newspaper with a circulation of 40,000 copies, in a western city, whose duty it was to call on every subscriber who had ordered his subscription discontinued. The circulation manager who employed him had decided that a way must be found to check the ever increasing number of stop orders that were being turned in by carrier boys. He had taken up his work as circulation manager only a short time before, and was impressed with the nonchalance with which his carriers' superintendent accepted orders for discontinuance. He chose for his investigator a man without newspaper experience, but one who had had selling experience in other lines. The man was instructed to make an effort in every case to renew the subscription. If indifferent or irregular carrier service was given as the reason for discontinuance, the investigator was instructed to advise the subscriber that the cause for complaint would be remedied, and to insist courteously that the office be allowed to continue delivery at its own expense over a period of two weeks, to demonstrate to the subscriber's satisfaction that a perfect delivery would be attained.

When the investigator found that the reason for discontinuance was an overcharge in the subscriber's account, or, when any similar cause for complaint affecting office service was made, the investigator was instructed to make reasonable, or, if necessary liberal adjustment. When criticism of the paper's contents—matters of news or editorial policy, formed the basis for the subscriber's order to discontinue, the investigator was required to turn in an exhaustive report indicating exactly what "sins of omission or commission" had been perpetrated by the newspaper.

The compilation of these criticisms afforded the circulation manager information regarding the efficiency of his own department that in most cases was news to him. Frequently he found that the subscriber's order to discontinue had not been preceded by any complaint regarding service, and the work of his investigator disclosed defects in his organizations that demanded the application of remedial measures he would not otherwise have thought of.

Changes in route boundaries, for instance, followed as a logical result of information gathered by the investigator; that the poor service in a certain section of the city had caused a number of subscribers in that section to discontinue. For the same reason a change of carriers might be made when it was determined after consideration that the carrier was not being called upon for more than reasonable effort. The criticisms also afforded the circulation manager the best possible supporting arguments for changes in the news and editorial policy of his paper advocated by him after the lapse of a few months. It proved an unflinching barometer of the public's attitude toward certain policies of the newspaper. It was detail—endless detail—but it was worth while.

To refer to your ledger pages for the net sale record of city carriers and country agents is one way to keep posted on their progress. To keep before you a ready reference file to which your agents and carrier net sales are posted on individual cards, which contain that information only, involves a greater amount of detail. But the fellow who gets his information from the card file will be the first to notice the slump of the agent at Xville, or the carrier on No. 9 route, and to seek the reason for it; and invariably he will be the first to evolve success from failure, and progress from decadence.

The writer of these lines has used card index forms for circulation "follow-up" of one kind or another with a fair degree of success, and the results of his experience are at the command of our circulation friends who may desire to take advantage of them. While it is a simple matter to rule up a card form for a comparative sales record of individual workers or groups of workers this branch of the work sometimes has puzzling aspects for otherwise clever men. We will be glad to help freely and without desire for other compensation than your good-will, any of our friends who will take the trouble to write us, giving details of their distribution plan—whether direct carrier service or wholesale distribution is employed—and indicate what sort of records are desired.

Whether or not you take advantage of this offer, at least take the advice hurled at you herein, and be a "bear" for detail in 1915.

OLIVER R. LEEDS, after attaining big success in the newspaper circulation work at Scranton, Pa., has resigned his position as circulation manager of the Daily News, to accept a position with the Crowell Publishing Company, publisher of Woman's Home Companion, The American Magazine and Farm and Fireside, in New York City.

In his work with the Crowell Publishing Company, Mr. Leeds will be associated with Ernest A. Scholz, formerly business manager of the Chicago Herald.

* * *

THE Columbus, O., Dispatch furnished the newsboys calendars which they, in turn, sold to their patrons and also donated all Christmas editions. This is an annual Dispatch custom.

* * *

THE Hartford, Conn., Post, on December 22, gave the papers to newsboys free as a Christmas present. The sales were very heavy and the newsies appreciated the present very much.

* * *

THERE is a bitter controversy in London, England, over the propriety of sending girls into the streets to sell newspapers for the benefit of relief funds which have sprung up since the war began. The Daily Express claims to have unearthed a condition of affairs which will speedily grow into a national scandal because of the practice.

* * *

THE newsies of Houston, Tex., presented G. J. Palmer, vice-president and general manager of the Post, with a handsome Morocco portfolio as a Christmas gift. The Post management presented the newsies with free papers on Christmas.

* * *

THE newsboys of Burlington, Vt., were banqueted Christmas Eve, and were the recipients of numerous gifts.

* * *

G. A. JACKSON, a newspaper carrier of Richmond, Va., who sued the city for \$6,000 for injuries sustained when he fell into an excavation has been awarded \$700.

* * *

THE Newsboys' Association of Buffalo, N. Y., has perfected arrangements for the opening of its new club house, at 42 South Division street, January 7. The officers of the club are John Ferris, president; Louis McCarthy, vice-president; Frank Miano, secretary; Joseph Barone, recording secretary; Joseph Rifargiato, treasurer; Paul Carr, sergeant-at-arms.

* * *

MAYOR CARTER HARRISON, of Chicago, has started a movement for old time newsies to duplicate the stunt pulled off in Detroit, Mich., Columbus, O., Trenton, N. J., and other cities, and sell papers for a day for charity. He is an old time newsie himself as are K. M. Landis, U. S. District Judge; Thos. F. Scully, County Judge; John E. Owens, former County Judge, and Wm. F. Lorimer, former U. S. Senator.

* * *

C. A. BOOTH, long time circulation manager the Milwaukee Wisconsin, well known member of the I. C. W. A., announces that he is now connected with the Democrat Printing Company, Madison, Wis., publishers of the Madison Democrat and official printers of the State. "Charley's" friends, who are legion, join in wishing for him a big success in the new field; moreover they know that he is deserving of it as there is not much about circulation or job printing with which he is not well acquainted.

* * *

JAMES H. MARCH, who has been connected with the circulation department of the Washington (Pa.) Observer for fourteen years, has been appointed circulation manager of the Uniontown (Pa.) Record.

* * *

H. L. STARKEY, circulation manager of the Chicago Herald, fell and broke his leg in Boston this week.

* * *

W. J. M'MURRAY, Chicago representative of the Publishers' News Co., is in New York on a business trip. He is registered at the Knickerbocker.

* * *

ALEX TROUP, publisher of the New Haven Union, gave to the newsdealers and newsboys of that city free of charge all the newspapers they could sell on New Year's day.

* * *

EDWARD ARMSTRONG, an I. C. M. A. man, circulation manager The Duluth Herald, A. C. Weiss's paper, was presented a beautiful Past Master's Jewel on Monday last on his retirement from the Worshipful Mastership of a masonic lodge in Duluth. Armstrong writes that he has just passed through a trying ordeal. His wife recently underwent a severe operation while the guest of her brother in San Francisco, Armstrong being obliged to remain in Duluth. Mrs. A. is expected to leave the hospital this week.

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

THE CHICAGO EVENING POST
(Evening Daily)

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

THE ROCKY MOUNTAIN NEWS
(Morning Daily and Sunday)

THE DENVER TIMES
(Evening Daily)

THE LOUISVILLE HERALD
(Morning Daily and Sunday)

The Shaffer Group

THE SEATTLE TIMES

"The Best That Money Can Buy"

Circulation for 6 months ending Sept. 30th, 1914, per P. O. Statement—

Daily, 71,523
Sunday, 89,079
57,000 in Seattle

A copy to every family.

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

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

LARGEST QUANTITY
BEST QUALITY CIRCULATION
Buy the best and you will be content.

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

Chicago Examiner

DAILY—Has the largest Chicago City circulation in the morning field. Strongest market reports. Best sporting pages. Woman's Forum. Club Notes. Society News.

SUNDAY—Has the largest circulation west of New York City. Reaches 2 out of every 3 homes in Chicago and 4,100 smaller cities and towns of Middle West. Leads in special features.

M. D. HUNTON E. C. BODE
220 Fifth Ave., Hearst Bldg.,
New York Chicago

The Florida Metropolis
FLORIDA'S GREATEST NEWSPAPER
JACKSONVILLE, FLA.

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

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

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

THE PITTSBURG PRESS

Has the **Largest**

Daily and Sunday

CIRCULATION IN PITTSBURG

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

There is no Duplication or Substitution in

Pittsburg Leader Circulation

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

VERREE & CONKLIN
 Foreign Representatives
 Steger Building, Chicago
 Brunswick Bldg., New York

The Buying Power of Post reader is far greater than that of any other newspaper in Pittsburgh.

THE PITTSBURGH POST

CONE, LORENZEN & WOODMAN

Foreign Representatives

New York, Kansas City, Chicago

Get the Best Always

The Pittsburg Dispatch

Greater Pittsburg's Greatest Newspaper

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

Do You Wonder Why?

The leading Pure Food Medium of New Jersey is the

Trenton Times

The only New Jersey paper selected for the \$5,000 line Armour contract.
 The largest New Jersey paper selected for the new Westfield campaign.
 Quality of circulation—
 Quantity of circulation—and cooperation of the result-producing kind are important factors.
 Permit us to show you "Why"!

KELLY-SMITH

220 Fifth Ave., New York Lytton Bldg., Chicago

The Peoria Journal

"Guarantees a larger bona fide circulation than any other Peoria newspaper and also guarant es as much city circulation, in Peoria as both other Peoria newspapers combined."

H. M. Pindell, Proprietor

Chas. H. Eddy, Fifth Ave. Bldg., New York
 Chas. H. Eddy, Old South Bldg., Boston
 Eddy & Virtue, Peoples Gas Bldg., Chicago

A' TOP O' THE WORLD

Being observations, pertinent and impertinent, principally about newspaper advertising and advertisers.

IT IS A TRADITION THROUGHOUT the advertising fraternity that Marshall Field & Co., Chicago, set the standards for retail advertising, and that they are set so high that it is impossible for any other store to follow them.

This, of course, is not so, as other stores could follow the same standards if the management would.

In view of the fact, however, that, with a very few exceptions, these standards are not lived up to, it is interesting to note that, following the Christmas rush, Marshall Field & Co. published an announcement in which they said:

"We take great pleasure in making the announcement that the volume of sales in our retail store for the month of December to date has been greatly in excess of any previous December in our business history.

"In the rearrangement of our business our aim has been to constantly improve the service, and we take pardonable pride in calling attention to the results obtained during this month, when the selling reached proportions unequaled by any other retail store in the world.

"We extend thanks to our many patrons and employees who have contributed to this successful outcome and hope and believe that this gratifying business result may indicate a turn for the better in general business conditions throughout the country."

This is a pretty good indication that honest advertising is profitable, and that standards, set and maintained, are worth while.

* * *

THIS IS A LITTLE STORY about a pair of Christmas gloves. They were good gloves, but the dear little woman who sent them to the man seemed to think that he had a wee small hand. Like most Christmas gloves they did not fit, and he started out to try to exchange them.

They were not purchased in New York, but they were a well-known make, and it seemed to the man that there should be little or no trouble in exchanging them for a larger size.

Wanamaker's, Gimbel's, Saks', Macy's and McCreery's all were quite positive that the gloves did not come from their store, consequently they were powerless to do anything.

At Browning King & Co. the clerk said that, although they carried gloves from the same factory, they did not carry that particular number, but if the man would leave them, he would send them to the wholesale house, exchange them for the proper size and forward them to the man's office, which he did.

Don't you wish that you could write advertising that would be as effective as that courtesy was?

* * *

IN PRINTERS INK FOR DEC. 31ST, 1914, Roy B. Simpson of St. Louis contributed an interesting article giving the retailer's views on price cutting on standard advertised lines, and bringing out, perhaps intentionally, the fact that the price cutter figures are using this as a bait, calculating on evening up matters by overcharging the customer on something, the price of which is not standardized.

Manufacturers who advertise, and advertise prices, establish standards which serve as splendid weapons for some retailers to take business away from their more conservative neighbors.

He illustrates this scheme with two transactions in two drug stores. One woman, patronizing one of the stores, purchased a standard proprietary preparation for \$1 and a hot water bottle for \$1. The other woman, patronizing another druggist, got her medicine for 75c. and paid \$1.25 for her hot water bottle. Each purchase amounted to \$2, and the "bargain" giver, when it came to the unadvertised merchandise, gouged an extra profit.

It also brings out the fact that, in making purchases of any kind you are conserving your own interests by buying advertised trade marked goods as the unknown unmarked kinds are "kited" to make up the profit lost on the "bait."

* * *

THE NEW YORK PAPERS OF JANUARY 3, 1915, carried an advertisement of Cammeyer's Shoe Store in which the announcement was made that up to the time the ad was written this store had purchased 17,304 pairs of women's novelty shoes to sell at \$5, \$5.50, \$6, \$6.50, \$7.50 to \$10, and that 12,864 pairs are left on their hands, and are to be closed out at \$3.95 a pair. This means that 4,440 pairs were sold at "regular" prices and that over 65% of the stock is to be closed out at less than cost.

This is a startling revelation. From Atop O' The World it looks like either mighty ill advised buying, poor salesmanship or non-productive advertising that would permit such an awful accumulation.

It is a wonder how any store can stand up under such merchandising.

* * *

ABOUT A YEAR AGO the New York papers carried an advertisement, supposedly written and signed by William G. White, in which he said that, having made enough money to keep him the rest of his life, he was going to sell out and retire from business. The ad made it plain that Mr. White did not propose permitting any one else to use his name in business—hence the withdrawal of his name.

A few days later these papers carried another advertisement, written by Mr. White, in which he said that he did not write the first advertisement—that he was not connected with the firm, and had not been for two years—that no one had a right to use his name and the personal pronoun "I" in any advertisement, and generally pointing the whole thing out as a fake.

There are many people always ready to denounce a competitor's advertising as untruthful and misleading, but mighty few of them who will buy space to do so.

If you have a conviction that any advertisement of a competitor is unfair to you don't try to get a newspaper publisher to take it upon himself to set it right, but do like Friend White did—buy space and tell your story over your own signature, like a real man. That will put a quietus on unfair competition, but don't ask someone else to fight your battles for you.

IN WESTERN PENNSYLVANIA

You will make no mistake by using

The Johnstown Leader

The only newspaper between Philadelphia and Pittsburg printing an eight-page two color Saturday Feature Magazine Section.

S. G. LINDENSTEIN, INC.

Special Representative

18 East 28th Street New York City

1905-1915

The New York Times

CIRCULATION

Av. Daily and Sunday, Dec., 1914...301,908
 Av. Daily and Sunday, Dec., 1904...108,252

ADVERTISING

Total Lines Advertising, Dec., 1914...788,200
 Total Lines Advertising, Dec., 1904...512,700

The Jewish Morning Journal

NEW YORK CITY

(The Only Jewish Morning Paper)

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

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

The Jewish Morning Journal prints more **HELP WANTED ADS.**

than any paper in the city, excepting the New York World.

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

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

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

That is why THE GLOBE costs less per line per thousand.

Average net paid circulation for year ended December 31, 1914.... 175,460
 Net paid circulation for December, 1914 178,706

The Globe

Growth of THE EVENING MAIL

The average net paid circulation of The Evening Mail for the six months ending September 31, 1914, was

157,044

This is an increase of

26,738

over the corresponding period of 1913.

THE NEW ORLEANS ITEM

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

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

TEXAS ADVERTISING MEN MEET

A plan to interest national advertisers in the advertising mediums of Texas, with a view to increasing the volume of their business in the State, was made at a meeting of the Texas Daily Advertising Men recently at Fort Worth. The Association is composed of men representing newspapers having a total circulation of 332,000 daily, and has for its purpose the placing of Texas and its newspapers before the big advertisers of the country.

Information regarding the buying power of Texas people and the value of Texas newspapers as advertising mediums will be sent to the national advertisers and advertising agencies after which follow-up matter, information, invitations and statistics will be mailed every week on the stationery of the association. The operation of the campaign has been placed in the hands of the publicity committee.

A constitution and by-laws of the organization were adopted.

It was decided to hold the annual conventions on the same date and at the same place as the Associated Advertising Clubs of Texas. The next meeting will be held in Waco, February 9th and 10th, 1915.

Those in attendance were A. L. Shuman, Fort Worth Star-Telegram, president; J. P. Black, Temple Telegram, first vice-president; R. H. Cornell, Houston Chronicle, secretary; A. E. Clarkson, Houston Post, treasurer; Herman Phillipson, Dallas Times-Herald; J. L. Mapes, Beaumont Enterprise; J. C. Wilmarth, El Paso Herald; T. W. Perkins, McKinney Courier-Gazette; M. H. Rowzee, Austin Statesman, and C. F. Dulin, Fort Worth Record.

Lieut.-Col. J. A. Aiken, former editor of the Saskatoon Phoenix, has been appointed second in command of the Canadian Mounted Rifles and will doubtless go to the front with the regiment.

You Would Enthuse Too

as many publishers do, over the increased business and efficiency of your Classified Ad Department

if you were using the

Winthrop Coin Card Method of collecting and soliciting.

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

When you write us, mention this ad.

THE WINTHROP PRESS
141 East 25th Street New York City

These war times

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

JOHN B. GALLAGHER & CO.

Western office: 1205 Cass St., Joliet, Ill.

L. Jonas & Co.

WOOLWORTH BUILDING

Newsstand back numbers of all Newspapers

for the past five years can be obtained, as well as out-of-town papers from all cities. Foreign and domestic periodicals.

Formerly at the Astor House

PRESS ASSOCIATIONS.

The San Francisco (Cal.) Press Club has moved to its new home on Pine street, the first meal being served in its new quarters being Christmas dinner.

The Tennessee Editors' League meets at Lewisburg January 7 and 8. A splendidly arranged program is calculated to be of large benefit to the weeklies and small dailies of the State.

The Kansas Editorial Association will hold its annual meeting at Topeka, January 30. E. E. Kelly, of Toronto, is president of the Association.

The South Dakota Press Association reports an increase in membership of over forty during the past ten weeks.

BIG AUTOMOBILE SHOW.

(Continued from page 587.)

For instance, whenever any fool legislation tending to work a hardship on autoists is introduced, either in city or state gatherings, the Globe will fight it in an open, fearless way.

Care is taken, too, when accidents happen that the name of the car is not given undue publicity, neither are pictures of overturned cars printed prominently. It is straight co-operation throughout, not in the suppression of news, but rather in bringing out the good news and relegating the bad news to less conspicuous positions in the paper.

The fact that the Boston Globe carried 617,000 lines of automobile advertising last year is pretty fair evidence that dealers like this kind of treatment and show their appreciation in works rather than words.

Summing up the general idea gained from the show, the automobile industry is in a very healthy condition. The manufacture of automobiles has reached a point of perfection where there are few changes to be made for some time to come, and the buying public realizes that they are safe in buying good cars, with a knowledge that the entire engineering idea is not to be relegated to the obsolete class in a few days. The sales departments and advertising departments are the ones that are to undergo the radical changes. They are ready for improvement, which is being forced upon them by changing market conditions, and the newspapers are due to receive a greater volume of automobile advertising than ever before.

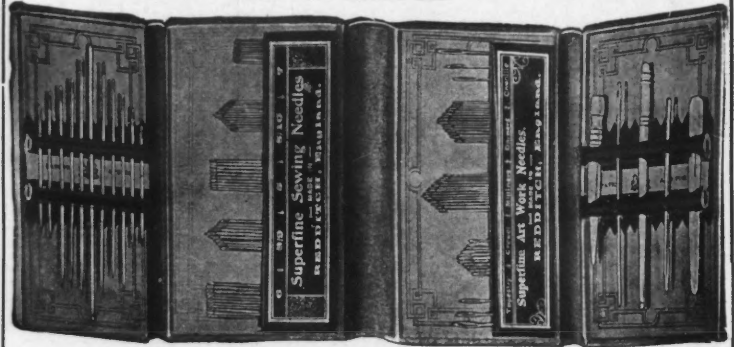
Among the prominent out of town newspaper men in attendance at the show were, from Boston, Mass.: J. T. Sullivan, Globe; C. F. Roberts, Journal; J. J. McNaven, Post; C. F. Marden, Transcript; Chicago, Ill.: P. Estey, Examiner; F. Mooney, H. St. Clair Couzens, Journal; Paul Frank, News; Ed Westlake, Post; J. D. Fulton, Herald; Reed Parker, Tribune; Walter Brigham, American; Philadelphia: John McMurtha, Public Ledger; E. L. Gilchrist, Record; E. H. McGucken, Telegram; E. S. Bowman, Enquirer; Harry Lasher, Press; Hartford, Conn.: O. F. Lincoln, Courant; Providence, R. I.: Horace G. Belcher, Tribune; Bridgeport, Conn.: A. M. McNeil, Jr., Post; J. E. Phelan, Herald; Passaic, N. J.: Harold Grass, Herald; Springfield, Mass.: Miss T. H. Parker, Union; Indianapolis, Ind.: Jack Bac, News; Detroit, Mich.: Otis Morse, F. E. Spooner, Free Press; Pittsburgh, Pa.: H. Smith, Press; Plainfield, N. J.: G. Smith, News; St. Louis, Mo.: L. Reubens, Globe-Democrat; New Haven, Conn.: Raymond Taylor, Union; R. E. French, Register.

Prominent automobile advertising men who were at the show were: J. H. Newmark, of the Apperson; Burton Parker, of the Briscoe; K. P. Drysdale, of the Cadillac; B. M. Pettit, of the Case; Lee Anderson, of the Hupmobile; C. P. Henderwon, of the Cole; F. E. Cunningham, of the Cunningham; J. W. Gilson, of the Lewis VI; George Twitmyer, of the Peerless; C. L. Hodge, of the Pierce Arrow; G. L. Willman, of the Studebaker; Lucius French, of the National, and C. W. Mears, of the Winston.

WHY DON'T YOU

Look Into This Sewing Set Proposition?
One Hundred Publications Are Using it Daily

THE NO. 7 DANDY SET.



It appeals to every woman—it is very low in price, it is most attractive in appearance, it mails anywhere for 4c—there are 142 useful articles for every day use—it has produced more subscriptions in the past 18 months than any premium on the market. Every user boosts it.

Sample 25c. Sold only by

S. BLAKE WILLSDEN & CO.

1606 Heyworth Building, Chicago

EDITORS AND PUBLISHERS

If the Central News can furnish you as good service at a lower price or a better service at the same price you are paying for your present news report, don't you think we are entitled to your patronage? We do not publish newspapers, therefore, are not competing with you. We have no interest to serve except that of our clients. Our highest ambition is to furnish a complete news service of the highest quality. We solicit your patronage.

CENTRAL NEWS, New York, N. Y.

Sketches From Life

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

WORLD COLOR PRINTING CO.,

R. S. Grable, Mgr.

Established 1900.

ST. LOUIS, MO.

WAR NEWS and PICTURES

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

INTERNATIONAL NEWS SERVICE
238 William St. New York City

Don't Talk War

TALK BUSINESS!

Then Business Will Talk Back to You Exclusive Territory for our Business Revival and Trade Extension Editorials.

BRUCE W. ULSH COMPANY
Prestige Builders Wabash, Indiana

USE UNITED PRESS FOR Afternoon Papers

General Offices, World Bldg., New York

THE TEST

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

NEWSPAPER FEATURE SERVICE

M. Koenigsberg, Manager.
41 PARK ROW, NEW YORK

ATTENTION

Publishers and Business Managers

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

Address

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

NEW PUBLICATIONS.

DENVER, COLO.—The Jerusalem Herald, a new daily paper, is published by Tolbert R. Ingram, formerly a reporter on the Times.

CONNEAUT, O.—The Daily Advance, with morning and evening editions started January 1. L. R. Benjamin is editor and G. Huston city editor.

GRAND RAPIDS, MICH.—The Daily Record is scheduled to make its initial appearance January 16. It will be devoted to financial, legal and real estate news. Garth Hyatt will be editor.

LIMON, COLO.—The Daily Express is a new paper just launched here by O. T. Rawalt, who formerly published the paper at Paonia.

NEW INCORPORATIONS.

NEW YORK—Galvanic Printing Plate and Matrix Co.; \$5,000; A. T. Heimbürg, M. G. Donyse, L. Grossman; 810 Greenwich street.

NEW YORK—(Delaware charter) American Autopress Co.; \$300,000;

printing machinery of all kinds; Isaac Schmal, New York; W. P. Wolfson, Chas. B. Johnson, Brooklyn.

NEW YORK—Carey Printing Co.; \$250,000; Milton M. Eisenberg, Agnes R. May, Jeremiah G. Mahoney; 457 Hopkinson avenue, Brooklyn.

NEW YORK—Carroll Printing Co.; \$10,000; Edward Carroll, Jr., Nyack; Chas. G. Behre, New York; Geo. B. Studley, Brentwood.

NEW YORK—Carroll Printing Company, \$10,000. G. B. Studley, C. G. Behre, Edward Carroll, Jr., Nyack.

BROOKLYN, N. Y.—Physicians Economist Publishing Co.; printing and publishing; \$2,500. Joseph Bruder

YONKERS, N. Y.—Hudsonside Press, Inc.; printing and publishing; \$10,000. John C. Voight.

BROOKLYN, N. Y.—Marsan Publishing Co.; \$10,000. A. F. Cowen.

EAST ORANGE, N. J.—Liliputian Service Co.; printing, publishing; \$50,000. H. H. Picking.

NEW YORK CITY—Thomas Bron In-

corporation; general publishing; \$10,000. Frank B. Thomas.

CHANGES IN INTEREST.

FORT SMITH, ARK.—J. L. Brady, formerly editor and half owner of the Lawrence (Kan.) Journal-World, has purchased the Record-Times.

WEST CHESTER, PA.—The plant of the Daily Star, which ceased publication a few weeks ago, has been purchased by Morris B. Slack, late Democratic candidate for Congress.

CHAMBERSBURG, PA.—It is reported that H. V. Block, editor and owner of the Huntington (W. Va.) Era, and Parker Skinner have purchased the News and are to enlarge it and make it a daily paper.

H. E. Hill has acquired the controlling interest in the Albany (N. Y.) Sunday Telegram, from his father, James Hill. At the annual meeting of the company January 5 he was elected president and treasurer.

R. A. Harris, proprietor of the Ot-

tawa (Kan.) Herald, has purchased the Republic from Thomas W. Morgan and will consolidate the two papers under the name of the Republic. They are both afternoon papers.

TULSA, OKLA.—Publication of the Sun was discontinued with the December 26 issue and the Democrat has discontinued its Sunday morning edition, leaving the morning field exclusively to the World. The Sun will continue as a country weekly paper.

New York World Almanac.

The 1915 New York World Almanac, with over 1,000 pages, is by far the most comprehensive and up-to-date almanac on record. It is closely set with all kinds of authentic information, edited almost up to press time, and is a most valuable adjunct to not only every office, but every home.

This year's number excels all previous attempts, not only from an informative standpoint, but also typographically.

Mr. Publisher: Here is a Record



\$75,000 in Five Feature Editions Since May 6th, 1914

I have just published for the Florida Times-Union my second feature edition in 1914—the first, May 6th, carrying \$18,500.00, and the second, Dec. 31st, carrying \$20,000.00. A wonderful record, I claim, for this great newspaper and my organization. And the publishers of the Times-Union were so pleased with the work of my organization they have given me a contract to return in 1915 and get out a third edition.

On Feb. 1st I will publish an edition for the Tampa Times,

the leading daily of south Florida, carrying in excess of \$17,000.00, which will break all records for a city this size in the south.

I have an organization of upright advertising solicitors—those whose records are clean—can come back and who solicit contracts on the merits of the proposition—and I am prepared to take a contract on **only two more dailies for 1915.**

I broke the records in Augusta, Charleston, Montgomery, Mobile, Jacksonville, Columbia and can do so for you. Write me for my proposition.

WILL N. HUDIBURG

1119 World Bldg. New York, N. Y.

Times Bldg. Chattanooga, Tenn.

1633 Netherwood Ave. Memphis, Tenn.

H. C. BRADFIELD'S IDEA.

Former Advertising Manager of the Cole Motor Car Points Out Good Idea.

H. C. Bradfield is the man who was responsible for the advertising which made the fame of the Cole Car.

He has recently left the Cole organization at Indianapolis and will, it is expected, announce his future plans in a few days.

The idea he gives publicity to in this article is worth a great deal more than a passing thought from newspaper men.



H. C. BRADFIELD.

Will the day come in newspaper advertising when the exponents of newspaper advertising change their methods of solicitation and instead of selling, mainly, circulation confine themselves to selling newspaper advertising and newspaper service?

And will the day come when the newspapers as a whole will have a specialist who will be invited to attend advertising conferences because he is a merchandiser and is able to not only defend the newspaper interests but will be as valuable an asset to the advertiser as the Saturday Evening Post representative is today?

At the present time the first question is interesting. Most interesting because at certain periods when the manufacturer is forced to move a product he turns to advertising. And in every conference the manufacturer, his sales manager and his advertising manager are in the beginning sold on newspaper advertising, because his national selling organization is sold on it, but the tide turns because there is no one present to properly defend newspaper advertising.

Direct newspaper representatives do not attend these conferences. In fact it is seldom that they get the inside information that an appropriation is coming. They generally learn that business is coming through an advertising agency. This is not always the case, but it is generally so. The newspapers' case is in the hands of the advertising agency handling the account for the manufacturer. And right here can you conscientiously name an advertising representative who is 100 per cent. efficient (or maybe that is not the word, sold may be better) when it comes to handling newspaper advertising as it should be handled. No one can blame them for this from the viewpoint of their making money. There is a lot of detail work handling a newspaper schedule, the commissions are not big. It is nothing in comparison to the small amount of work entailed in handling fewer publications whose rates are higher and where, because of higher rates, the commission is naturally larger. Therefore the newspapers' case is not in the best of hands. This statement is open to criticism and arguments, but nevertheless it is a basic fact. And there is no agency that I know of or ever heard of in a campaign who went to bat, first

and strong on a newspaper campaign when there was a fighting chance to get other advertising O K'd. And when later a page is wanted for this weekly or that monthly where does the money come from—from the amount set aside for newspapers.

There have been many advertising conferences lately. There will be many more in the next few weeks and months. Because the American business man realizes that advertising is to be his salvation today. From present indications advertising is to be the biggest business for the next few months ever thought of if present talked of plans in different directions materialize. The newspapers will get some of it, but will they get what they ought to have, what they would get if they had a champion in these conferences?

I do not want the opinion to prevail that I am antagonistic in any respect. I am in a position that is neutral, I have no axe to grind. I have been able to observe the question from all angles. I am merely trying to sum up for the newspapers what I have seen, overheard and a possible solution.

I understand that it is the policy of the Curtis Publishing Company that an advertising appropriation split 65-35 will cash in for any product having merit. That is 65 per cent. of the appropriation to go to the newspapers to advertise price and place and 35 per cent. to the Post for, well, let us say *prestige* advertising.

And now let me cite a little instance I overheard with reference to a recent advertising conference in the Middle West. And note this fact whenever an advertising appropriation is up for discussion you will invariably find a high class Saturday Evening Post salesman sitting in that conference or close so his views can be obtained. But this cannot be said for the newspapers.

Back to this conference. It was proposed to put on a campaign starting in the Saturday Evening Post. This to be strongly endorsed with a newspaper advertising campaign. Some one said that to put on the kind of a newspaper campaign proposed it would cost \$15,000. The advertising agency representative in that conference disputed this, saying it would cost \$60,000. The officials of the company in the conference were aghast in the wide difference in the figures. Forthwith the agency's office was asked to prepare a schedule. It showed that it would cost \$63,000.

If some one had been in attendance at that conference with the right kind of newspaper information to back up a newspaper advertising campaign the final results might have been different. But where in all this country is there now a man who is employed to sit in an advertising conference and properly handle the newspapers' interests.

Newspaper representatives talk their own publications. A man from Chicago talks Chicago and his own paper; the man from New York likewise; and the man from San Francisco, etc. No one talks newspapers generally. No one proposes that a trial campaign be put on in say New York, Atlanta, Chicago, New Orleans, Denver, San Francisco and Seattle. No one is there to say "Let us try fifty newspapers and see what the results will be on this particular plan I have outlined."

When a newspaper solicitor goes in to talk with a man who is thinking of spending money and who may be half sold on newspapers the different ramifications of the various newspaper solicitors makes him skeptical. It is too stupendous a task for him and he sadly lets it go to his advertising agency and they let it go—well the newspaper does not get what it would have gotten in the beginning.

I have in mind right now a big corporation figuring on an advertising cam-

aign. They are partial to newspapers, that is, all they need to be is clinched. Individual solicitation by newspaper representatives I feel sure would lose the account as many others have been lost. The concern has every reason to use the newspapers. They manufacture a product that goes to manufacturers, to dealers and direct to consumers. It will be interesting to see which way the wind finally blows here. But I do say that if the newspapers had a merchandiser on the job that the account would go 65-35.

The newspapers today have their advertising department divided among local and foreign men. Some of the foreign men are salaried, others, firms receiving commissions. And I say right here that some of these foreign representatives are of the highest type of salesmen. But what do they call them sub rosa in the advertising agency office "copy chasers."

Newspapers are tied up with contracts with these representatives. In the plan I am about to suggest it is not necessary to interfere with this method at all.

When I make this statement it comes from a conference of men who have been successful in their different lines of business. Of men who would welcome such an arrangement.

The plan would be for the newspapers or as many as possible to get together and employ specialists. Say one man to handle food stuffs, another to handle perfumes, drugs, etc. (whatever druggists exploit), another to handle automobile, automobile-accessories, another clothing and so on down the line. Let these men be specialists in the work set out for them so they could present those special arguments that mean proper merchandising of the special line they are versed in. Let them sell newspaper advertising and newspaper service. Let the special foreign representatives fight for place on the schedule.

In other words the newspaper business need some Parlins. Parlin is the vital that makes it easy for representatives of the Curtis Publishing Company

to get into advertising conferences. They are always chuck full of the kind of information the manufacturer and his officials want. The Chicago Tribune is the only publication I know of today that comes any ways near having statistics for advertisers. The Tribune can always get an audience because they have information to impart. Once into these conferences, with proper information the salesmanship end will prove itself for newspaper advertising.

And the specialists for newspaper advertising would save many a manufacturer money spent in wasteful advertising.

KENTUCKY PRESS ASSOCIATION. Annual Meeting at Louisville—Two-Day Session.

The Kentucky Press Association met in Louisville December 28 devoting two days to the consideration of problems before the press of the State. "Advertising," "The Kentucky Good Roads Laws," "Adult Illiteracy" and "The Relation of the Agent to the Country Publisher" were the important questions discussed. Aside from the business transacted there was a comprehensive social program, which, of course, emphasized Kentucky hospitality. Among those present were President J. R. Lemon, O. L. Roark, of Greeneville; J. R. Catlett and G. F. Catlett, of Princeton; Mr. and Mrs. C. A. Gregory, of Central City; R. S. Eubanks, of Lexington; Lawrence W. Hager, of Owensboro; Urey Woodson, of Owensboro; Mr. and Mrs. Louis Landram, of Danville; Mr. and Mrs. Woodsan May, of Somerset; L. J. Hambrick, of Georgetown; F. M. Thomason, of Georgetown; J. M. Allen, of Cynthia; B. F. Forgey, of Ashland.

George H. Bryant who has been associated with the advertising departments of the Franklin, Locomobile and Velie Companies, has joined the Williams & Cunyngnam advertising agency of Chicago, and will handle the Thomas B. Jeffery Company advertising.

CHARLES SEESTED

DIRECT REPRESENTATIVE

41 Park Row

New York

Telephone 569 Cortlandt.

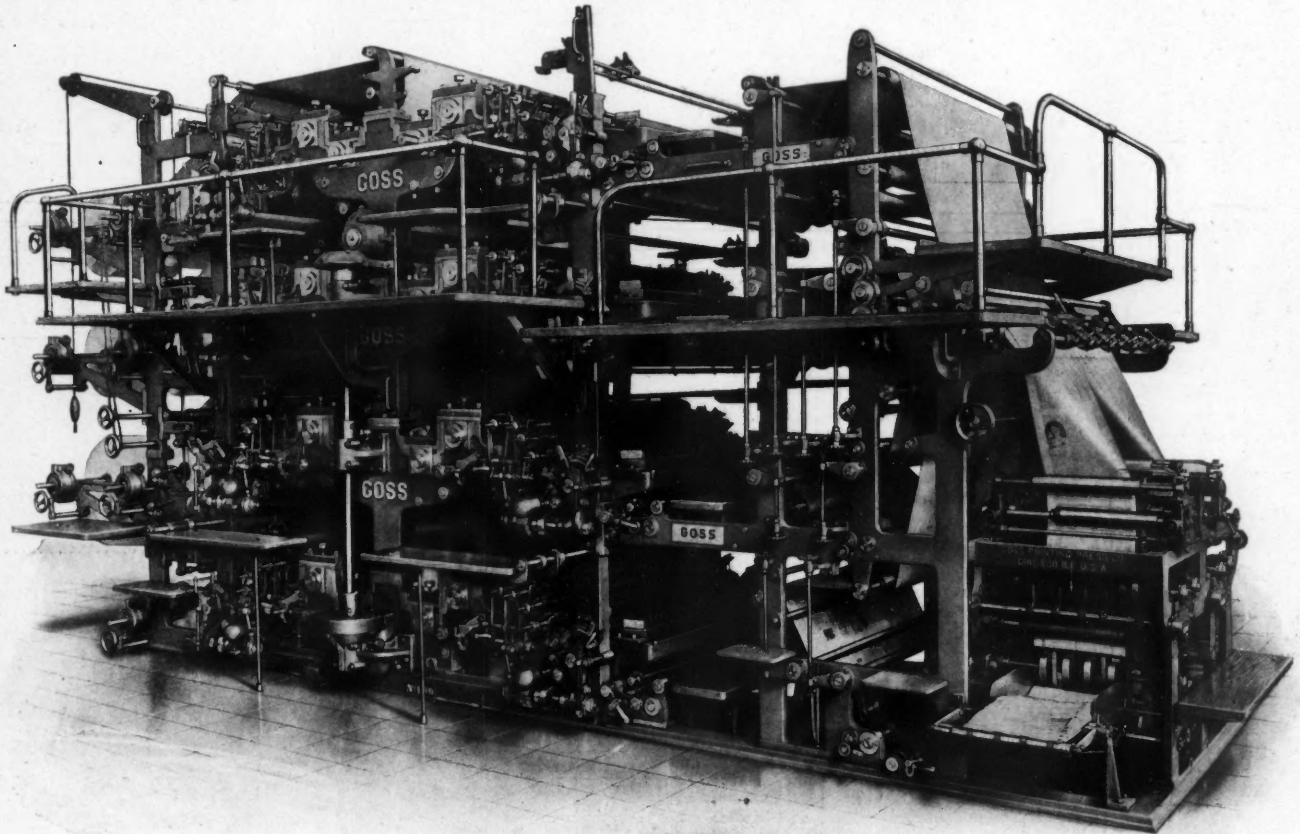
THE INDICATIONS FOR 1915

are that it is going to be a good year for business, but that it will require high class, intensive solicitation to get business, that while there will be a large amount of business, it will not be handed indiscriminately to order takers, but will go to those who go after it hardest.

With sixteen years' experience as representative of the Kansas City Star in the New York field, I am in a position to render the kind of service you require. Write me for my proposition.

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

GOSS



THE GOSS "HIGH SPEED STRAIGHTLINE" OCTUPLE PRESS

Some Press. - Believe Me

LET US SEND YOU A COPY OF OUR BOOKLET
 "USERS OF GOSS PRESSES"

THE GOSS PRINTING PRESS CO.

MAIN OFFICE and WORKS
 16th Street and Ashland Ave., CHICAGO, ILL.

NEW YORK OFFICE
 Metropolitan Building, No. 1 Madison Ave.

TIPS FOR THE AD MANAGER.

Charles H. Fuller Company, 623 South Wabash avenue, Chicago, Ill., is placing 28 lines four times with a selected list of papers for W. S. Rice (E. M. Pullen).

Robert M. McMullen Company, Cambridge Building, New York City, is issuing 5,000 line one year contracts to Middle West papers for the American Sugar Company, New York.

Wasey & Jefferson Advertising Agency, Chicago, Ill., is forwarding 1,000 inches to Mississippi papers for the New Orleans Coffee Company.

Mahin Advertising Agency, 104 South Michigan avenue, Chicago, Ill., is making 1,000 line contracts for N. K. Fairbanks Company.

Frank Presbrey Company, 456 Fourth avenue, New York City, is sending out to a selected list 30 inch one time a week orders for 47 weeks, for Bull Durham and Tuxedo Tobacco.

Charles H. Fuller Company, 623 South Wabash avenue, Chicago, Ill., is placing 56 lines with a selected list for the Frontier Asthma Company and 38 line six time orders with Pacific Coast papers for M. H. Jackson.

Roberts & MacAvinche, 30 North Dearborn street, Chicago, Ill., will hereafter place the advertising account of the Amolax Company of Buffalo, N. Y.

Arkenberg-Machen Company, Inc., the Nasby, Toledo, Ohio, will issue 14 line 13 time orders to a few papers for Munn & Company of Washington, D. C.

NOTES FROM THE AGENCIES.

Robert E. Ward announces that beginning January 1 he will conduct under his own name the business carried on since 1903 under the name of Allen & Ward, with offices in the Brunswick Building, New York, and in the Advertising Building, Chicago.

Alcorn-Henkel, publishers' representatives, 313 West 34th street, New York, and People's Gas Building, Chicago, have been appointed foreign advertising representatives both East and West, of the Alton (Ill.) Telegraph.

The Beers Advertising Agency, of Havana, Cuba, notifies THE EDITOR AND PUBLISHER that the proposed campaign of a large United States Nursery in English mediums in Cuba has been abandoned on account of recent law passed by Cuba against the importation of citrus trees from Florida owing to the fear of citrus canker.

Quoin Club's Ad Checking Service.

The Quoin Club and the National Periodical Association, 200 Fifth avenue, New York City, have inaugurated a service for the checking of advertisements in national periodicals. Sixty publications will be checked, divided into five groups—weeklies, standards, flats, women's and miscellaneous.

New Orleans States
Sworn Net Paid Circulation for 6 Months Ending Oct. 1, 1914
33,271 Daily
Per P. O. Statement
Local paid circulation averages over 24,000 per issue. We guarantee the largest white home circulation in New Orleans. It is less expensive and easier to create a new market in a limited territory by using concentrated circulation. The States fills that need in New Orleans.
THE S. C. BECKWITH SPECIAL AGENCY
Sole Foreign Representatives
New York Chicago St. Louis

LESTER NOW SOLE OWNER.

Purchases the Balance of Stock in the Allen-Lester Company.

S. L. Lester, formerly secretary, and treasurer of the Allen-Lester Company, advertising agents of Tacoma, has purchased the stock of the other members



S. L. LESTER.

of the firm. A. H. Allen has resigned as president to engage in other lines of work and agrees to leave the field as an advertising agent.

The agency, despite the fact that it was started at a time of business depression, has prospered and is in excellent condition. At a meeting of the directors of the corporation, S. L. Lester was elected president and treasurer.

The organization will be strengthened in every way by employing men of known ability in the agency line.

A. A. C. W. CONVENTION NOTES.

News regarding preparations for the Chicago convention of the Associated Advertising Clubs of the World to be held in Chicago the week of June 20 is already developing.

Fifty advertising men will preach sermons in fifty Chicago churches on Sunday morning, June 20.

George L. Emrich, western manager of McCall's Magazine, has, at the request of Douglas K. Graves, of Boston, chairman of the program committee, been appointed a member of that body.

Chairman Dunlap of the convention committee announces that Anderson M. Pace has accepted the chairmanship of the local convention publicity committee, and Charles H. Stoddard, of the convention hotels committee.

An Informative Rate Card.

The Chicago Examiner has issued a new rate card, effective since January 1, which it claims "is probably the most perfect rate card that has ever been published by any newspaper in the United States." The card states that the forwarding of an advertising contract order to the Examiner will be construed as an acceptance of all rates and regulations in the book, even though the contract or order is at variance with the Examiner's rates. The Examiner reserves the right to reject any objectionable advertisement or to revise objectionable phraseology; to lighten cuts, borders and type; to insert the phrase "advertisement" or "business notice" or similar phrase of its own selection over any advertisement.

Sphinx Club Dinner.

The January dinner, which will be held at the Waldorf-Astoria Tuesday, January 12, and has been named the "Made in U. S. A." dinner.

The speakers scheduled are John H. Fahey, president of the Chamber of Commerce of the U. S. A., "Made in U. S. A."; Joseph Hartigan, Commissioner of Weights and Measures for New York City, "Advertising the U. S. A. Abroad"; Isaac F. Marcrosson, author, "Patriotism and Product"; Robert A. Holmes, sales manager and director of the Crofut & Knapp Co., "Responsibility of the American Manufacturer."

"ABOVE BOARD CIRCULATIONS"

The following newspapers are members of the Audit Bureau of Circulations and grant the right to the organization to examine, through qualified auditors or independent auditing concerns, who are certified public accountants, any and all bills, news-agents' and dealers' reports, papers and other records considered by the Board of Control necessary to show the quantity of circulation, the sources from which it is secured, and where it is distributed.

Table listing newspaper circulations by state: ARIZONA, CALIFORNIA, GEORGIA, ILLINOIS, IOWA, LOUISIANA, MARYLAND, MICHIGAN, MINNESOTA, MISSOURI, MONTANA, NEW JERSEY, NEW YORK, OHIO, PENNSYLVANIA, SOUTH CAROLINA, TENNESSEE, TEXAS, WASHINGTON, WISCONSIN, WYOMING, CANADA, BRITISH COLUMBIA, ONTARIO.

ROLL OF HONOR

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

Table listing newspaper circulations: ILLINOIS, NEW YORK, INDIANA, NEBRASKA, PENNSYLVANIA, QUEBEC.

ert A. Holmes, sales manager and director of the Crofut & Knapp Co., "Responsibility of the American Manufacturer." Each speaker will be given 20 minutes J. M. Handley, formerly advertising manager for the Scholl Manufacturing Company of Chicago, has been added to the copy and promotion department of the Chicago Morning Examiner.

AD FIELD PERSONALS.

James A. Tedford, one of the best known men in the general advertising field, has made a connection with the Dorland Advertising Agency, of 366 Fifth avenue. Mr. Tedford was formerly New York manager of the Wycokoff Agency. He was also with the Morse Industrial and George B. Van Cleve agencies.

Charles Nobbe, for eight years with the Chas. H. Fuller Agency's New York office, and for several years office manager and solicitor for its successor, Henry Decker, Ltd., has joined the soliciting force of Ewing & Miles Advertising Agency, Flatiron Building, New York.

Frank A. Cox, advertising manager of Stoehr and Fisher, Scranton, Pa., has been made director of publicity for the M. J. Whittall Rug Co., Worcester, Mass.

W. H. Baker has resigned as advertising manager of the English Woolen Mills Co. and opened a service agency at Cleveland, Ohio. He was with the English Woolen Mills Co. for eleven years and was formerly advertising manager for B. Kuppenheimer & Co., Cahn, Wanpold & Co. and Schlesinger & Mayer, Chicago.

Marck Loos Tooker has been made advertising and sales manager of the American Bronze Co., of Berwyn, Pa. This is in addition to his other duties as assistant to the president and general manager.

P. S. Florea, secretary of the Associated Advertising Clubs of the World, has been chosen general manager, and in the future will devote his entire time to the movement.

John A. Kern has been appointed advertising manager of the Cleveland (O.) Leader.

LIVE AD CLUB NEWS.

The St. Louis Ad Men's League, at the annual meeting, held Dec. 22, elected W. S. Donaldson president; Geo. M. Burbach, John Ring, Jr., and E. W. Ross, vice-presidents; E. S. Pearl, secretary, and A. S. Cale, treasurer.

The Salt Lake City, Utah, Advertising Club invited every business man in the city to attend a meeting held at the Commercial Club, Jan. 6. The object is to get together for a big 1915.

PUBLISHER'S NOTICE.

Subscription: Two Dollars a year in the United States and Colonial Possessions, \$2.50 a year in Canada and \$3.00 foreign.

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

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

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

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

Liberal discounts are allowed on either time or space contracts.

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

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

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

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

Pittsburgh—Davis Book Shop, 416 Wood street.

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

Chicago—Morris Book Shop, 71 East Adams street; Post Office News Co. Monroe street.

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

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

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

EFFECTIVE ADVERTISING.

Newspaper Helps a Deserted Wife to Find Her Husband.

Benjamin Hempt, of Chicago, who was Morris Schlanger, of Rochester, N. Y., is a recent convert to advertising, and a firm believer in newspaper publicity.

Nearly two years ago he left his home, his wife and two children in Chicago and went to New York, where he remained until six months ago, when he went to Rochester, where, under the name of Morris Schlanger, he worked for a clothing firm.

The wife, hoping to locate hubby, told her troubles to a newspaper and furnished a picture of Bennie.

The paper went to Rochester, he was recognized and a big, brutal policeman put Mawruss in jail, where he stayed until an official escort arrived from Chicago to see that he get's back to friend wife safely.

He may not care to be quoted as saying it pays, but he will not question the fact that it is effective.

Ayer's Newspaper Directory.

N. W. Ayer & Son's American Newspaper Annual and Directory for 1915, the 47th issue of that indispensable work of reference for advertisers, advertising agents, managers and newspaper publishers has made its appearance. There are other newspaper directories besides Ayer's, but none of them pretend to cover the field so accurately and thoroughly. The scope of the annual is indicated by the fact that it lists 24,724 publications of all kinds, an increase of 197 over the preceding year. Of the entire number 2,661 are dailies a gain of 15. A new feature of this year's directory is the growing of the column widths in pica ems which will prove of great assistance to national advertisers in laying out their ads. The book contains classified lists of publications, and maps of all the States and Canada, population of all places in the United States and Canada having 3,000 or more inhabitants.

Knill-Chamberlain-Hunter, Inc., 122 South Michigan Boulevard, Chicago, and 225 Fifth avenue, New York, have been appointed foreign advertising representatives of the Herald Transcript, Peoria, Ill.

SIX POINT LEAGUE NOTES.

A bulletin issued to the members of the Six Point League, of New York City, by President F. St. John Richards, states that the League starts the new year with a membership of 45, five new members having been added since June.

Arrangements have been made with the Daily Newspaper Representatives Association of Chicago for an exchange of publications issued.

The following standing committees for the six months beginning Jan. 1, are as follows:

Advertising agents, Chas. H. Eddy, Chairman, M. D. Hunton, T. E. Conklin; Promotion, I. A. Klein, Chairman, I. J. Benjamin, A. K. Hammond; Membership, W. H. Lawrence, Chairman, Ed. Cone, W. C. Bates; A. A. C. W. Convention, Dan A. Carroll, Chairman, Paul Block, John Budd, John O'Mara, F. St. J. Richards.

NEWSPAPER ACTIVITIES.

The Chicago Morning Examiner's Christmas benefit and doll pageant for its fund to provide Christmas dinners for the poor of Chicago netted \$17,000, the largest sum ever received by any Chicago newspaper for a Christmas poor fund. All the principal actors and actresses in Chicago for the past several weeks participated, not only in the benefits, but sang in the various restaurants and cafes throughout the city, taking up collections.

The Meadville, Pa., Tribune has moved into its new building and issued a special forty-page edition as a Christmas number and commemorating the new move.

On Dec. 20th the St. Paul Pioneer Press issued a sixteen section, 144-page paper, carrying the greatest amount of advertising every carried in any Northwest newspaper.

NEW AD INCORPORATIONS.

NEW YORK—Carney and Kerr; \$15,000; attorneys, Satterlee, Canfield and Stone; 49 Wall street.

BOSTON—Boston Advertising Co.; \$100,000. E. F. Damon, B. F. Thornburg, H. M. Rodden.

Fire destroyed the plants of the Wood County Journal and the Elizabeth Messenger at Bellaire, O., recently.

BUILD YOUR CLASSIFIED MEDIUM RIGHT

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

THE BASIL L. SMITH SYSTEM

will build for you a perfect and profitable classified medium.

Cost of our service entirely dependent on increased business.

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

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

Established 1892

DUHAN BROTHERS

WHOLESALE DEALERS IN

NEWSPAPERS AND PERIODICALS

TRIBUNE BUILDING
NEW YORK CITY

Telephone 3584 Beekman

Distributing Specialists Daily Weekly Monthly Newspapers Periodicals

Circulation Builders Bill Posting Advertising Display Periodical Promotion

Publisher's Representatives

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

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

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

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

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

CARPENTER-SCHEERER COMPANY
Fifth Ave. Bldg., New York.
People's Gas Bldg., Chicago.

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

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

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

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

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

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

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

Advertising Agents

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

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

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

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

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

GUENTHER-BRADFORD & CO., Chicago, Ill.

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

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

"Peace Hath Her Victories"

The year ending December 31, 1914, has been a successful one for THE CHICAGO TRIBUNE.

New records in circulation and in display advertising have placed THE TRIBUNE in an even more emphatically prominent position, not only among the newspapers of Chicago, but also among those of the country at large.

In morning circulation THE CHICAGO TRIBUNE now ranks third in the United States.

In Chicago THE TRIBUNE'S commanding lead in morning circulation has still further increased and the city circulation of THE DAILY TRIBUNE is now greater than that of the other Chicago morning papers **combined**.

In Sunday circulation THE CHICAGO TRIBUNE now ranks second in the United States.

In Chicago the circulation of THE SUNDAY TRIBUNE is considerably in excess of that of any other Sunday paper, and the city circulation of THE SUNDAY TRIBUNE is nearly three times as great as that of one Chicago Sunday paper, and at least fifteen per cent. greater than that of another.

In volume of advertising printed, THE CHICAGO TRIBUNE ranks first among all the newspapers in the first four cities of the United States.

For the year ending December 31, 1914, THE CHICAGO TRIBUNE printed 43,502.59 columns of advertising with a gain in display advertising of 884.26 columns over 1913, its biggest previous year.

This tremendous volume of advertising was far greater than the amount printed by any other Chicago newspaper.

It was 47 per cent. of all the advertising printed by all the morning newspapers of Chicago.

It was within 4,959.27 columns of as much advertising as was printed by the other Chicago morning papers **combined**, even though the total of these other papers includes about 4,000 columns of advertising that THE TRIBUNE refuses.

The average **paid** circulation of THE CHICAGO TRIBUNE for the month of December, 1914, was:

Daily	320,412
Sunday	535,735

From its first circulation statement under the Federal Laws for the six months ending September 30, 1912, to the present time, THE CHICAGO TRIBUNE shows an unbroken record of steady increase that surpasses that of any other newspaper in the world.

The daily increase during this period was 99,912 or 45 per cent.

The Sunday increase during this period was 231,410 or 76 per cent.

Less than one per cent. of all the daily newspapers in the United States and Canada have a **total** circulation as great as this **increase** of THE CHICAGO TRIBUNE in this comparatively short period.

To our readers and our advertisers who, in appreciation of THE CHICAGO TRIBUNE'S service, have given their support and patronage, we extend our heartfelt thanks.

The Chicago Tribune.

The World's Greatest Newspaper

(Trade Mark Registered)

Member Audit Bureau of Circulations

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

