

The Editor & Publisher

and The Journalist

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APPROVE SEAMAN'S BILL

San Francisco Ad Men Say Merchant Marine Will Take Care of Itself—Exposition Passes Fifteen Million Mark in Attendance—Bulletin Issues an Entertaining "Unpatriotic" Edition.

SAN FRANCISCO, October 29.—Last week's session of the Advertising Association of San Francisco, held at the Teehau Tavern, was devoted to hearing several proponents of the interests of the shipper and merchant as against the shipowner. Although the export trade of California has already sustained immense damage owing to the withdrawal of the Pacific Mail and other lines of steamers in anticipation of the new Seaman's Law's enforcement, these men voiced their approval of its provisions.

"California fruit is rotting by thousands of tons while Europe is starving because of high freight rates by sea," declared one of the speakers.

"The unfortunate shipowner is declaiming against the La Follette seaman's bill," said Isador Jacobs, "because he is able to advance freight rates from 300 to 400 per cent. only. He wants a subsidy in addition to making frequently as high as 100 per cent. of the cost of a vessel at a trip."

"The merchant marine will take care of itself if the ship-trust lobby will keep its hands off and let the government go ahead and demonstrate the fact that American capital can, with any sort of a fair field, compete with the world."

Paul Scharrenburg, editor of the Coast Seaman's Journal, who was slated to "reply" to Jacobs, said he found himself in entire accord with his opponent. "As a matter of fact," he said, "the La Follette bill is a matter of fact."
(Continued on page 580.)

WHY THEY ARE OPTIMISTS

Middle West Publishers Are Buoyed Up By Cash, Not Hope.

William A. Thomson, director of the Bureau of Advertising, American Newspaper Publishers Association, has returned from a three-week trip.

Mr. Thomson reports an increase in both local and general business in the cities that he visited, and he makes the significant statement that a great deal of the recent interest aroused among general advertisers in newspaper advertising is based upon the favorable attitude of the local dealer toward newspaper-advertised goods.

This was recently shown in a big way during International Newspaper Window Display Week, conducted by the Bureau of Advertising, when dealers in all parts of the United States and Canada filled their windows with products advertised in the newspapers.

Speaking of his trip to a representative of THE EDITOR AND PUBLISHER, Mr. Thomson said:

"It is an old story to say that this Fall has brought a new high-water mark for general advertising in the newspapers. Every publisher with whom I talked reported a handsome increase in his foreign business, and the agencies were full of news about new campaigns, some of which were try-outs and some of which represented big expenditures.

"It was a particular pleasure to me to note, among the new accounts, many on which the bureau has been persistently working for the past two years. It looks as if our oft-repeated assertion to the national advertiser that retail dealers are especially interested in products advertised in the newspapers had been amply proven to the satisfaction of many manufacturers who have heretofore used many other kinds of media.

"When this condition of dealer-interest is added to the fundamental value of newspaper space as a demand-producer, there is no other medium that can compare with the newspaper.

"I was also glad to note the big improvement in local business, and a feeling of optimism not based upon hope so much as upon cash receipts."

for the establishment of a new paper were under way. He said that beyond the securing of an option on property at Seventeenth street and Telegraph avenue, no definite arrangements had yet been completed. It is believed that the new paper will make its appearance the first of the year, as Mrs. Dargie has said she will buy the stock and assume full control of the Tribune Company."



E. LANSING RAY,

NEW VICE-PRESIDENT AND GENERAL MANAGER OF THE ST. LOUIS GLOBE-DEMOCRAT.

NEW EVENING PAPER AT OAKLAND

Messrs. Loomis and Holman Plan to Start One First of the Year.

It is rumored that Alfred Holman and F. B. Loomis, the holders of an option on the Oakland Tribune, who have been publishing that paper since the death of the former proprietor, are making preparations to issue an evening paper in Oakland, in case they fail to retain control of the morning daily. A local paper says: "In the event that Mrs. Erminia Dargie, widow of the late W. E. Dargie, exercises her forty-day option on the purchase of the stock of the Oakland Tribune, Francis B. Loomis and Alfred Holman, who are now publishing the paper under an option, will at once start the publication of a new evening newspaper in that city.

"Holman refused to discuss the matter, but Loomis admitted that negotiations

A. B. C. IN CANADA

Audit Bureau Reports Many New Members From Across the Line.

The latest membership list and bulletin of the Audit Bureau of Circulations show fifty-eight members in Canada. Among the new ones are the Toronto Star, Toronto Telegram and London Advertiser. New applicants are the Montreal News, Montreal Gazette, and Edmonton Bulletin. There is now a total membership of 1,053.

Among recent accessions to the publisher membership in the United States are the New York Press, Brooklyn Standard Union, Hartford Post and Newark (N. J.) Star and Eagle.

A Daily for Oxford, Ohio

C. C. McGaigor, of Cincinnati, is going to put out an Oxford (O.) daily newspaper. He has leased plant of the Forum.

TOOK CASE FROM JURY

Grand Rapids (Mich.) News Decided to Have Acted Well Within Proper Bounds in Criticising Rev. Mr. Van Lonkhuyzen, Who Sued for \$20,000 Damages and Got Nothing.

(Special Telegram.)

GRAND RAPIDS, MICH., October 4.—Judge Clement Smith, in the Circuit Court, yesterday, took out of the hands of the jury the \$20,000 libel suit of Rev. John Van Lonkhuyzen against the Grand Rapids News, and directed that a verdict of no cause for action be returned. The case has been on trial for but two days.

Van Lonkhuyzen is a Christian Reformed minister who has been in this country four years. He is not naturalized, and although he has taken out his first papers, is still a subject of Queen Wilhelmina. In June, prompted by reading critical items in the Christian Herald on the Lusitania accident and the question of shipping munitions, he wrote a pseudo editorial in De Wachter, the official organ of his church, of which he is co-editor, calling upon his religious kin to protest to the president against shipping munitions and against considering the Lusitania incident "too one-sidedly." He followed this by drawing up a petition which he circulated here, voicing this protest. The editorial, he testified, reached some 30,000 Holland people in the United States. The petition found only 200 subscribers in Grand Rapids, where 28 per cent. of the population is either Holland horn or of Dutch extraction.

The News on July 2 published an editorial called, "Playing with Fire," denouncing the dominie as "an interloper" and "spreader of distrust, dissatisfaction and sedition," and suggesting that he depart as gracefully as Dr. Dernburg had left.

The editorial deplored the petition to President Wilson and the News subsequently sent a letter to the president, which it published, deprecating the value of the petition. On July 3 Van Lonkhuyzen demanded a retraction. It was refused, and the refusal published. He brought suit.

The case, as Judge Smith said, was unique. To show malice the plaintiff introduced a dozen subsequent editorial expressions on the subject of hyphenated Americans, and placed A. P. Johnson, the publisher of the News, on the stand to back up everything his editorial page had expressed. He denied any attack upon the preacher's private character.

To show damage, three members of Van Lonkhuyzen's church testified that he had been very nervous, "very shocked," had "paced up and down the floor and made gesticulations," and that he had been held up to public ridicule and scorn.

Leon Harrington, counsel for the defendant, established the fact that Van Lonkhuyzen, in writing the criticism and petition, had based his statements only on reading the Christian Herald, and had read only one of the official notes to Germany. He engaged the witness on his own theological ground and drew from him the admission that as a pastor Van Lonkhuyzen's utterances would have great influence in his denomination; that every question he chose to discuss was spiritual, and that no question was to him primarily political. He said he felt he had been within his rights when he, as an alien, wrote the protest to President Wilson against the latter's official acts, and said that the spiritual doctrine, "thou shalt not kill," did not enter into consideration as

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"MAY PEACE COME SOON"

Such Were the Words of Herman Ridder, of the New-Yorker Staats-Zeitung, as He Neared His End on Monday—Worry Over War and His Personal Business Troubles Broke Down Health.

Herman Ridder, editor and publisher of the New-Yorker Staats-Zeitung, one of the leading German-language papers of the United States, died on Monday in his home in this city of hardening of the arteries, complicated by heart trouble.

Mr. Ridder had been ill for several weeks, having suffered a breakdown because of the long, constant strain of the war. He was one of the most ardent sympathizers of the German cause in this country and was a leader of thought among Germans and German-Americans here.

With Mr. Ridder when he died were Mrs. Ridder, his brother Henry, his brother-in-law, William J. Amend; his sister-in-law, Miss Dena Amend; his sons, Victor F., Bernard H. and Joseph E. Ridder, and the Revs. A. B. Stuart-Chambers and Thomas F. Myhan, of the Church of the Blessed Sacrament.

Mr. Ridder was born of German parents, March 5, 1851. In 1878 he took up newspaper work and founded the Katholisches Volksblatt. In 1886 he established the Catholic News. He be-



HERMAN RIDDER.

came a stockholder in the New-Yorker Staats-Zeitung in 1890 and was elected a director, treasurer and manager. These offices he filled until he became the president of the corporation, which office he held until his death.

He took an active part in politics as an independent Democrat and was a prominent participant in the Cleveland campaign and in the various reform movements in this city. He was treasurer of the Democratic National Committee during the 1908 campaign.

He was a trustee of the Emigrant Industrial Savings Bank, the Mutual Life Insurance Company, the German Hospital and the Catholic Protector, a member of the New York City Publishers' Association, a director of the Associated Press, a former president of the American Newspaper Publishers' Association and a member of the Chamber of Commerce and of the Manhattan, Liederkranz, Arion, Catholic, Reform, Democratic, City, New York Press, German Press and Hardware Clubs, and of the Deutscher Verein.

Mr. Ridder married Miss Mary C. Amend, sister of the late Justice Edward B. Amend, of the Supreme Court, on April 6, 1880.

SORROWED GREATLY OVER WAR.

During the last year, Mr. Ridder, who had taken a deep interest in the European war and its effects on this country, became greatly worried over the feeling

AN APPRECIATION

I greatly regret the death of my friend Herman Ridder, who was a man of extraordinary natural force and power, and one of the best fighters that I have ever known. To enlist his services in a cause was to call in an indomitable champion who would never let go until he had accomplished what he set out to do. Of this the best example was the splendid fight which he made on behalf of the entire newspaper profession against the tariff on wood pulp and paper. I do not know of any other man who could have put up a stiffer battle than he did, and while it was on in its intensity he dropped everything else. Under him the Staats-Zeitung held its own against most adverse circumstances. While I could not share his feelings in regard to the war, I have admired many aspects of the Staats-Zeitung's battle for what it believes to be the right, and I know that no question as to Mr. Ridder's sincerity could have arisen. As a director of the Associated Press, Mr. Ridder also deserved the praise of the whole newspaper profession. He was open-minded, and always ready to receive suggestions as to the betterment of the service. Altogether one of the most interesting figures in American journalism has gone with his death.

OSWALD GARRISON VILLARD.

aroused here, and with the idea of allaying this condition he announced his purpose in presenting his views in English in this statement of his position:

It was not without many misgivings that I entered upon the conduct of this column. I could not be blind to the dangers of misinterpretation to which I might be open. I assumed the task, as in duty bound, not as a German subject, which I am not, but as an American, which I am; not to create ill-feeling among Americans of diverse sympathies, but to lay it. Truth alone can survive and upon truth alone can be founded the lasting impressions which must follow inevitably the present war.

Almost his last words were: "May peace soon be with us."

Since the war began all of his personal means were lost in the failure of the International Typesetting Machine Company, of which he was president, and he died practically penniless; in fact, his personal estate was insolvent. This he accepted with the philosophic comment: "After all, the death of a poor man is one to be envied."

Some months ago friends of Mr. Ridder, and other supporters of his newspapers, assumed the debts of the publisher to insure the integrity of the newspaper property and the continuance of the publications. His death, therefore, will cause no great change in this respect. The papers, which consist of morning and evening editions, will be continued under the joint management and direction of his two sons, Bernard H. and Victor F. Ridder.

Mayor Mitchel gave out this tribute to him:

"Mr. Ridder's death is a distinct loss to the city. Not only as a journalist, but in the wider field of civic interest and philanthropy, Mr. Ridder has for years been conspicuously effective. His death deprives my administration of a friend whose counsel has been helpful."

Editorial comment has been wide, naturally. New York local sentiment may be gauged fairly from these two extracts:

The World.—Contrary to popular belief, Herman Ridder was not a German, although he was of German parentage. He was born in New York City, lived here all his life, and played a highly useful and honorable part in the affairs of the community.

Mr. Ridder was not a hyphenated citizen; he was an American citizen, and a fine, loyal American citizen, with an unwavering devotion to American institutions. People who hold a contrary opinion are wrong.

The Times.—Herman Ridder was born to the happy fortune of being liked by everybody. It would, indeed, have been difficult to dislike a man possessed of so many of the qualities which invite friendships and make for popularity. His interest in public affairs was very broad indeed, and he gave

(Continued on page 580.)

COL. PREETORIUS A SUICIDE

Manager of Important St. Louis Paper Dies By His Own Hand.

Col. Edward L. Preetorius, president of the German-American Press Association and founder of the St. Louis Times, shot and killed himself on Monday morning in the bathroom of his home in St. Louis.

He had been in poor health for more than a year and since last winter had been unable to attend to his business until a few weeks ago.

His illness dated from an accident over a year ago when his automobile was struck by a street car while he was en route to his office. A deep gash was cut in his face by broken glass.

The severity of the accident was not realized until later when he was obliged



EDWARD L. PREETORIUS.

to go to a sanitarium. He was 49 years old.

Mr. Preetorius was a commanding figure in the newspaper world. Born in St. Louis in 1866, he received his education at Washington University, and as a young man entered the office of the St. Louis Westliche Post, a German paper of which his father was president and editor. He rose from a minor position to the highest on the paper.

Col. Preetorius became president of the St. Louis Times, founded in 1907, and later became general manager of that paper, still retaining his place at the head of the Westliche Post. From time to time he had many offers of political nominations but refused to accept any of them.

In addition to his newspaper work he was interested in the Commonwealth Trust Company, the Missouri Mortgage & Loan Company, the St. Louis Public Library Board and the Civic League. He was a member of numerous clubs and was also a colonel on the staff of Governor Herbert S. Hadley of Missouri.

In 1902 Col. Preetorius married Miss Carrie D. Cook. His life was insured for

Herman Ridder was preeminently a man of convictions and courage. He was of the highest type of useful citizen. His long and splendid career was without a blemish. Certainly it can truly be said of him that his best efforts were given to the service of the community in which he was born, and the nation he so dearly loved. Patriotism was the dominant trait in his personality. Everyone who knew Herman Ridder knew his deep sympathies with his fellow-man, and his unselfish and honorable purposes in life. It was my good fortune to know him from boyhood days, and I can truly say that my esteem for his sterling qualities grew year by year. He was every inch a man.

HENRY L. STODDARD.

\$100,000. Half of this sum goes to his widow and half to the publishing company.

The funeral of Mr. Preetorius on Wednesday was attended by an enormous crowd. Rev. Dr. Z. B. T. Phillips conducted the services. Congressman Richard Bartholdt spoke in German at the grave and George Sheffield, tenor, sang.

The management of the St. Louis Times and Westliche Post will not undergo any change. G. A. Buder, who has long been vice-president, will be the executive head of the property.

OBITUARY NOTES

JOSEPH E. O'BRIEN, formerly of the staff of the New York Evening Journal, died at the Polyclinic Hospital on October 27 of cancer of the stomach.

JAMES E. CASKEY, editor and publisher of the Greensburg (Ind.) Daily News, died of heart disease at his home in that city, after a brief illness. He was 65 years old.

JOHN C. MOORE, a founder of the old Kansas City Times and its first editor, died at the home of his son in Excelsior Springs, Mo., on October 28. He was 84 years old.

ALBERT N. LOVETT, formerly night editor of the Journal and the Boston Post, died on October 23, at his home in Washington, D. C., where he had been connected with the Washington Post. He was 41 years old.

BERNARD P. KENNEDY, at one time a writer for the Salem News and the Troy Times, died on October 25 in his forty-sixth year, in the New Revere House, Salem, Mass.

DENNIS FRANCIS CHONIN, for twenty years connected with the New York Herald and Evening Telegram, died at his home in New York City, after a two days' illness of pneumonia.

A. V. HAIGHT, former owner of the Elizabeth Journal and the Rondout Freeman, died at his home in Poughkeepsie in his 74th year.

J. K. KEETHLEY, editor and proprietor of the Syracuse (Neb.) Journal, died on October 24, after an illness of a few weeks. He was 63 years old.

THOMAS H. DEBBY, 42 years old, a printer on the New York Evening Mail, died of pneumonia on October 26 at his home in Brooklyn.

HENRY S. SPALDING, a pioneer newspaper man, died at the county hospital, Merced, Cal., after a three year's illness. He was 68 years old.

MADISON M. LONG, for twenty-four years employed in the composing room of the Brooklyn Daily Eagle, died on Sunday at his home in Brooklyn, in his 58th year.

DR. JOSEF NEVEN DU MONT, proprietor of the Cologne (Germany) Gazette, died Monday last as the result of an accident. He was 59 years old.

Mrs. HARRIET LEWIS, mother of the late Alfred Henry Lewis, and W. E. and Irving Lewis, of the New York Morning Telegraph, died last Wednesday at Los Angeles. Mrs. Lewis before removing to Los Angeles was a well known resident of Cleveland, Ohio.

H. F. CHAPIN, one of the first newspaper publishers of Ohio, died of apoplexy at his home in Bowling Green, Ohio, last Sunday, at the age of 81 years. Mr. Chapin owned and published the Perrysburg (O.) Journal before the Civil War. He had associated with him F. J. Oblinger. Later he founded three newspapers in Toledo—the Sunday Courier, the Bee and the Post. Later he operated the Press-Post at Columbus, and also published a newspaper at Peru, Ind. In 1890 he bought the Wood County Democrat at Bowling Green. He retired from active newspaper work in 1911.

A. J. BENEDIC, aged 45 years, for the last seven years traveling agent of the San Antonio (Texas) Express, died at his home in that city Oct. 24. The deceased came to San Antonio from New Orleans where he had been connected with various newspapers.

With the Staff Philosopher

The most glorious dreams of the race are bound up in the lives of its common people. If the intimate surroundings of these people are pleasant, such dreams will be good dreams and big.

Newspaper Costs As Related to Revenues and Rates

Only an Indirect Bearing, if Any—Complexity in Ratios of News to Paid Matter, Circulation Receipts to Advertising Earnings—High Valuation of Readers—One Publisher Regards Them as Worth \$20 Each in Good Will—Rates Determined Arbitrarily, Not by Expense of Production.

BY CHAS. S. PATTESON

It isn't easy to understand why experienced and capable newspaper men have let several weeks pass since publication of Dr. Talcott Williams' address, entitled "A Page of Advertising," without comment on the surprising statements and puzzling conclusions of the Pulitzer school's director. They have had wide dissemination through the "craft" papers. Is the explanation that the paper was so lacking in correct information and so misleading in its deductions that it could hardly be taken seriously? Still, it might have the effect of confusion and misapprehension, on the minds of young, inexperienced newspaper men—besides darkening counsel for those older who think superficially.

Dr. Williams' prime contention is for accurate data and comparative records of cost of newspaper production, in its various departments. Few will deny that that idea is excellent, so far as it serves to record the items, to restrain increase, to trace and account for fluctuations; but no newspaper manager of large experience or success will either agree with all of Dr. Williams' understandings of facts or accept the application of what he seems to deduce from them.

WHO ORIGINATED AGATE LINE BASIS?

"The agate line, as the basis of cost in advertising, was discovered by Don C. Seitz, of the New York World, over twenty years ago," the article begins. Anyone who had close knowledge of men and affairs connected with the World at that time will be inclined to believe that Mr. Seitz will disavow priority in this discovery—that whatever credit attaches to it he will concede to the late John Norris, whose mind was wonderfully acute for such details, and who (not Mr. Seitz) was in a position to work out computations of the sort, "over twenty years ago."

But this is written not so much to correct non-vital errors as to debate Dr. Williams' charge that neglect to figure production cost of advertising space is "an amazing proof of loose conduct of the newspaper business"; his assertion that information of this cost should regulate "the just charge for advertising"; and his proposed rule that, "if a page of advertising is backed by a page of news, the sheet of paper ought to be charged half to the advertising and half to the news."

COSTS AND CHARGES NOT RELATED

Publishers are not guilty of said loose conduct, because they know very well that cost of production has nothing directly to do with space devoted to news and income derived from readers, or with space sold to and pay collected from advertisers. The expense of making the newspaper "upstairs" has to be met regardless of earnings from either circulation or advertising—just as Mr. Belasco has to "stake" his author, engage his cast, provide stage settings, use his house and staff—all complete—whether the business played to be 50 or 25 or 98 per cent. of capacity.

Both of these caterers to the public have to provide a finished and acceptable form of entertainment, whether or not they attract a "house"; but it is simple figuring for the purveyor of drama, who may calculate that he will break even if he sells half his seats and will make money if more are bought, while the publisher's extremes swing between 12 and 24 pages, 30 per cent. and 50 per cent. reading, one-half cent and two and one-half cents the copy, 50 per cent. and 70 per cent. advertising.

Suppose the case of a one-cent daily newspaper with an excellent volume of both circulation and advertising, returning a fair margin of profit, which runs on the average four-tenths of its space to news and six-tenths to advertising, and whose

revenue from space sold is three times that from subscription earnings. If the publisher were to attempt to reduce this data to proportion, the nearest he could come to it would be the following:

40:60::1:3

If he were to attempt to fix a ratio between the cost of a page of reading and that of a page of advertising—with the notion that he could charge a sheet of two pages "half to the advertising and half to the news"—he would find the expense to secure and prepare and distribute a page of news to be several times greater than the comparatively nominal outgo for obtaining and distributing a page of paid announcements.

The well-known publisher of a prominent and immensely profitable one-cent daily newspaper distributes his total space in the percentages of 38 news and 62 advertising, while he finds his revenue from corresponding sources to be in the ratio of \$800,000 to \$3,500,000 per annum. He may have a perfect system of cost accounting, apportioning expense per page accurately between editorial production, maintenance of advertising and circulation departments, charges to composing-room, pressroom, stereotype foundry, mailing, delivery and the rest; but he is confronted with an extremely difficult mathematical problem when he attempts to apply to his segregation of costs the earnings from circulation and advertising, with the latter more than four times the former.

CIRCULATION A MEANS TO AN END

This calculation becomes more complicated when one considers, further, the situation that is basic and inherent in the newspaper business. The prime object, engaging all the wit and resources of the entire staff, upstairs and downstairs, is to make the kind of newspaper that will sell, and get the largest possible number of readers who will like it and buy it. They are sought in order to secure circulation, and circulation means advertising—that is the great objective, in view from the start and never lost sight of.

Consequently, the value of each unit in circulation, both potentially and in the computation of good-will assets, is many fold greater (dollar for dollar of earnings) than that of the advertiser, in view of the fact that he must come first, of a desirable sort and in numbers. Without him there is "nothing doing" with either the local or the foreign advertiser. The evolution of space-selling began with its conception as a by-product. Originally newspapers had only readers, and they had to make or break on income from that source alone, if on a straight commercial foundation. Now, since the publishers of daily newspapers who receive less from advertising than from circulation virtually do not exist, and, on the contrary, the rule is 200 to 400 per cent. excess for space sales, the sagacious keep in mind the fact that responsive readers are their greatest asset. For that reason, instead of operating on the requirement that a page of news must carry a page of advertising, or vice versa, they turn over to expense in production of reading matter a very, very large share of receipts from the advertisers whom the reader brings to them. They are glad to devote two pages of advertising to support one of news, in order to get and hold the reader. The publisher referred to above, as selling each year space to advertisers to the tune of \$3,500,000, apportioned approximately 75 per cent. of that amount to help out circulation receipts in the making of his newspaper. Bearing these facts in mind, it is clear how absurd is the contention of some advertisers that the subscriber should pay

full cost of newspaper making—they forget that the publisher has a right to charge for leasing him to them.

HIGH VALUATION OF THE READER

Some publishers, with an appreciation of what their great and imposing business superstructures rest upon, raise to a high point their appraisal of the reader, the unit in circulation. One of this class, discussing with the writer methods of valuing good-will assets, declared with emphasis that all other forms of newspaper property pale into insignificance in comparison with rights in readers. His newspaper had undisputed supremacy in its field, in both circulation and advertising—had a record of sustained profitability over an ample term of years—was neither vulnerable to competition nor handicapped by over-extended personality of its owner; taking all this, and more, into account, he would compute his good-will valuation on the basis of \$20 per subscriber.

"What, \$20 for each unit of circulation? Why, you net only six-tenths cent per copy, so a subscriber yields you but \$1.87 in an-entire year!"

"That is true, but remember what my readers bring me each year in advertising. Do you know that every time a girl or boy baby is born in ——— I consider her or him worth \$3 to me—on the theory that if she or he lives, learns to read, stays in the city and comes to take the ———, I'll have another \$20 unit in my circulation?" (It is another story, but pertinent and extremely interesting, to state that my appraisal of good-will assets of this publisher's property, computing on the basis of annual net earnings for the period usually fixed in this calculation, had its result in the exact sum arrived at by his method of figuring on \$20 per head.)

In many ways, therefore, the complexity of this problem of taxing costs and distributing revenue is intensified. Although Dr. Williams says "Sound business instincts may make this distribution approximately, but knowledge is better than instinct," it probably must, after all, be left to the highly developed, almost infallible journalistic instinct to determine ratios, regardless of knowledge of the figures.

RATES NOT DEPENDENT ON COSTS

No more practical than the theory that an exact ratio can be established between paper and overhead charges and comparative earnings from circulation and advertising, is the idea that cost data may supply a "standard for the just charge for advertising." In neither case has expense any direct bearing upon the other thing.

Dr. Williams appears to be unaware of the fact that space prices for daily newspapers have already come close to standardization. From the point of view of the foreign advertiser, it is not correct to say that periodicals of general circulation are ahead of the dailies, in that "a definite tariff per 1,000 of circulation is pretty well established."

Many years ago, the editor of a trade journal devoted to the "business end" of newspaper publishing formulated a broad and conclusive answer to the questions of owners and managers, who asked him what would be considered fair rates for space in their papers. He told them: "Get all you can from home advertisers—the limit is determined only by what the traffic will bear, and by competition; in the foreign field, however, you must take what your space is worth, according to the unit of price that will be set upon it, governed by locality, volume of circulation and the degree of demand for your medium."

Advertising agents and special representatives—one at the buying and the other at the selling end of the space market—have not the remotest notion that cost of production affects immediately the rates they pay or ask. It goes without saying that they come pretty close together, else there would be few contracts.

Before 1900 was started the discussion that has resulted in the present general practice of valuing space on the basis of the inch or line per thousand of proved output, the minimum charge in the card being taken, usually for 1,000 inches, to be used in one year, no position, no composition.

About that time, also, as processes were refined, it became evident that a distinction must be made between different sections of the country (because rates ran higher in some than in others), and that buyers could not apply the same unit to, for example, a daily with ten thousand circulation and one with a hundred thousand.

CHARGES BASED ON UNIT OF VALUE

Gradually a large measure of standardization was worked out. Considering the map, it was found that an area of low pressure extended over Pennsylvania, Ohio, Indiana and Illinois—in other words, that was the "cheap belt." The unit for small-city dailies—was made, as a rule, one-seventh cent per line per thousand; in cities of medium size, one-eighth cent, or thereabouts; in the largest cities, one-tenth to one-twelfth cent—in exceptional cases the price has been as low as a cent per inch per thousand. North, east, south and west of the section defined, higher rates were demanded successfully by publishers; papers in corresponding classes in New York, New England, southward to the Gulf, and westward to the Pacific secured pay for their space at an advanced valuation, in most cases. The result was an appraisal of values so close that the general advertiser knew what he must pay and the producer what he could secure, within a very small fraction of a cent for the unit in the measure of service.

WHAT WAS OVERLOOKED

But these practices in appraising space values took no account of editorial and manufacturing cost of production; they were not reckoned with reference to whether the medium under consideration sold for one cent or for two cents the copy; whether a large, costly editorial and news staff was employed, or one comparatively small and economical; whether reading and advertising were apportioned 35 to 65 or 50 to 50; whether circulation revenues were one-third or one-fourth or one-fifth earnings from advertising space sold. A "definite tariff per 1,000 of circulation" was fixed in the open market, and publishers had to content themselves with securing the best price possible within set bounds, or depend for business mostly on local patrons.

Hardly necessary to say, there were and still are exceptions to the rule as to standards applied generally. In a few large cities, where circulations considered abnormal were developed, it was found that rates commensurate with output could not be charged to local advertisers, although in the general advertising field prices were obtained that matched territory and the volume of service—were even higher than those paid by home patrons. In one notable instance (of a daily in a city of the second class, with a circulation double that of the nearest rival) largest users among local advertisers bought at a price that figured only one cent per inch per 1,000, which was explained by the deliberate purpose to "keep competitors' noses on the grindstone."



THE FIRST ANNUAL BANQUET OF THE FIVE AUXILIARY PRESS ASSOCIATIONS OF FLORIDA AT JACKSONVILLE RECENTLY.

A NOTABLE ADV. SUCCESS

How the Costly Advertising Campaign Conducted by George W. Perkins Helped Materially in Piling Up the Big Vote That "Buried" New York's Proposed New Constitution.

Advertising cut a decidedly prominent figure in the recent campaign in New York State. The biggest outlay centered around the proposed new constitution (defeated by a plurality of upward of 400,000 votes). The estimated cost of publishing the document in the advertising columns of about 400 daily and weekly newspapers was \$700,000. It is to be noted, however, that this outlay involved no arguments of any sort, but was simply for the purpose of printing the proposed constitution's text, in order to give voters every opportunity to read it.

Some of the most powerful newspapers in the city and state opposed the new constitution vigorously, and Tammany also was united against it. Nevertheless, there can be no doubt that a highly important element in the defeat of the measure is traceable to the advertising done by George W. Perkins.

Mr. Perkins used large copy. The replies to his arguments came from Hon. Elihu Root, who spoke in behalf of the framers of the document. Mr. Root's replies appeared in the news columns and of course were not paid for, the newspapers recognizing that the State had no advertising fund and that it was proper to give space without charge to a public official whose acts, together with those of his associates, were under fire.

Relative to Mr. Perkins' advertising, a representative of THE EDITOR AND PUBLISHER had a conversation, yesterday, with William Ray Gardiner, who said:

"Mr. Perkins, with his signed news-

paper advertisements during the last week of the campaign, uncovered the 42-centimeter gun which from now on must be considered the master of the situation when it comes to carrying the re-doubts of public opinion.

"The advertisements were in the shape of letters to the public and to the leader of the pro-constitution forces, Hon. Elihu Root, written and signed by Mr. Perkins, who called to his assistance John C. Cook, lately business manager of the Evening Mail, and the advertising agency of Fenton & Gardiner.

"All the newspapers in New York City, and a majority of the prominent papers all over the State, without regard to their political complexion, were given the order for the advertising, it being necessary to telegraph the advertisements to some of the more remote districts. The opening announcement was a full newspaper page—immediately commending the desired attention, from its size, and awakening every reader to the fact that instead of being an innocuous measure, upon which he could safely trust the party leaders to do his thinking, the new constitution was a very serious proposition.

"A thousand orators over the State could not have accomplished a fraction of what was achieved by this advertisement; and it was the best test of the power of advertising in politics that could have been afforded—one that may be cited henceforth by publication men and advertising men as a precedent, and one that must likewise be so used by political managers.

"In handling the advertising of the National Republican Committee during the McKinley campaign, which was but imperfectly organized, I first saw the possibilities of advertising in carrying the political message home. Later, in mapping out the national campaign of the American Telephone & Telegraph Company, when it seemed necessary to convince the public that one telephone system was better than two, I again was

convinced that public esteem may be secured through open, signed advertisements; but until the present campaign came along, when few speeches of moment had been made concerning the proposed constitution, and when it was thus easy to trace the results of the advertising, the immense influence that this character of advertising may wield had never been fully measured."

John C. Cook, on being interviewed by THE EDITOR AND PUBLISHER, said:

"Not the least remarkable side of this unusual campaign was the rapidity with which it was handled. Mr. Perkins sent for me at 11 a. m. on Wednesday, October 27, and told me of his desire to have a page advertisement in all the principal papers in the State on Friday morning. The copy was written, put in type and sent on its way by midnight.

"The Monday morning New York papers printed a letter from Mr. Root which Mr. Perkins desired to answer. He started to write his reply at 9:30, finished it in less than two hours, and by one o'clock the four-column announcement was in type and matrices ready for the various New York papers.

"Mr. Perkins decided that he would like to have this letter printed in the Buffalo, Rochester, Syracuse and Albany papers of Tuesday morning. This was accomplished by telephoning and telegraphing instructions and wiring the entire advertisement of over 1,500 words to those cities.

"This campaign and its result should be an object lesson to all managers of political parties and candidates for office. Fireworks, brass bands and soap-box orators have had their day. The way to reach the voters most effectively and quickly is to print facts, convincingly arrayed, in the daily newspapers.

"The papers in which Mr. Perkins' letters were printed have a combined circulation of approximately 4,750,000. Stop and think of what it means to place convincing facts before that number of people at the psychological time.

SEITZ TALKS ABOUT PIRATES

Addresses the Grolier Club and Exhibits Books and Drawings on Subject.

The members of the Grolier Club, at 29 East Thirty-second street, on Thursday evening listened to an entertaining lecture on pirates, buccaneers and other highwaymen of the seas, delivered by Don C. Seitz, business manager of the New York World.

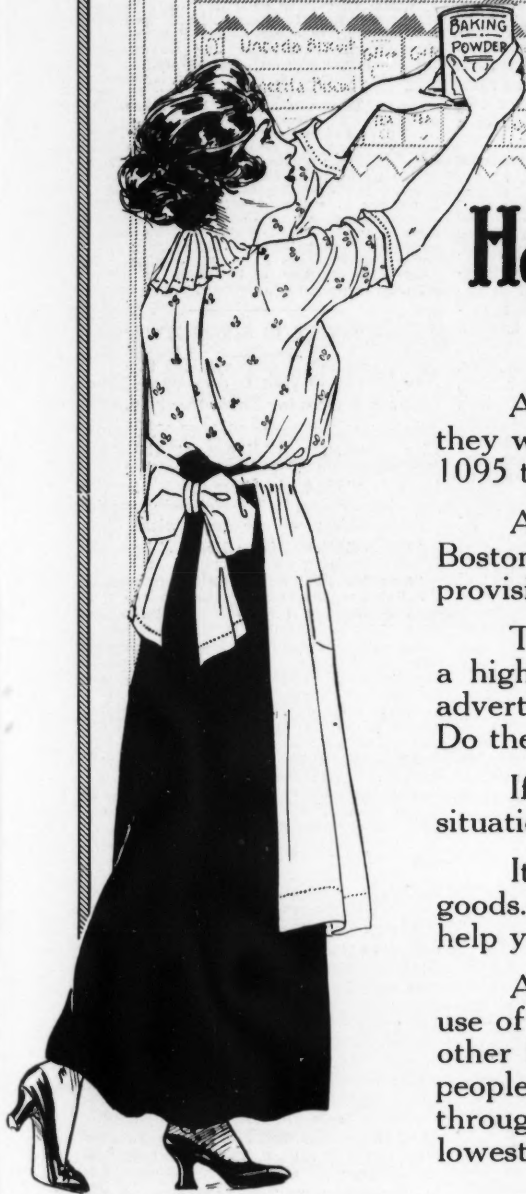
More than two hundred rare books and drawings from his collection of over 1,200 dealing with buccaneers, highwaymen and "adventurers, lawful and lawless," are on exhibition to the public at the club.

"Piracy is the second oldest profession in the world," Mr. Seitz told the club members. "It began when men on shore swam out and fought for title to some primitive craft of two tied logs. It persisted in the Atlantic until the time of John Quiney Adams, when a Jacksonian naval captain was court martialed by a Whig administration for too great efficiency in stopping it."

Mr. Seitz didn't seem to think much of Captain Kidd, around whose career so many romantic stories have been woven. He said he was one of the least of all pirates.

Coupon Bureau Disappears

Women with bundles of coupons in their possession have been hunting Maiden Lane from one end to the other in an endeavor to locate the "Rogers Silverware Advertising Bureau," which up to a month ago had elaborate offices at No. 63 and then a single office at No. 54. The coupons had been given them by small dealers located in New Jersey and were to be redeemed with silverware by the bureau, of which a man giving the name of Chester D. Clark appeared to be manager. Thus far no one has been able to discover the whereabouts of Mr. Clark or the agency.



Help Stock Boston's Huge Pantry

Are **your** goods on the shelves of Boston's huge pantry? Are they within reach of the 1,556,932 people who go to this pantry 1095 times a year?

All these people—338,463 families—live within 13 miles of Boston's City Hall. Their wants are supplied by 5,033 grocers and provision dealers—a dealer to every 67 families.

This indicates large per capita buying power on all foodstuffs—a high standard of living. The majority of these people ask for advertised goods by name. Are they familiar with your trademark? Do they ask for your goods by name?

If you wish, we will supply information covering the grocery situation in Metropolitan Boston.

It will show you how Boston grocers stand regarding advertised goods. It will help you plan your campaign, prepare your copy and help your salesmen in this territory.

And remember that you can reach more people through the use of the Boston Evening American than through the use of all the other Boston evening newspapers **combined**. You can reach more people through the use of the Boston Sunday American than through the use of any other Boston Sunday newspaper—and at the lowest rate per line per thousand circulation in this territory.

BOSTON AMERICAN
NEW ENGLAND'S GREATEST HOME NEWSPAPER

80-82 Summer Street, Boston, Mass.

New York Office
1789 Broadway

Chicago Office
504 Hearst Building

HAMMETT, GOLF CHAMPION

He Wins the Chicago Press Tournament, Defeating Lavin.

Chicago, November 4.—Paul D. Hammett, managing editor of the Drovers Journal, the great stock yard daily, is newspaper golf champion of Chicago. In the final tournament of the Press Golf Club last Tuesday, he won the Chatfield-Taylor cup at the Beverly country club. Hammett became champion when he defeated D. J. Lavin, head of the Tribune art department, one up in nineteen holes. Lavin led until near the end.

It was a gala day and the golfers turned out as they never have before during the season. Some dozen of them captured minor prizes for their prowess.

Hammett won his way to the final by vanquishing Richard E. Lee, of the Herald three and two, and Con Rourke, of the Daily News, by the same margin after Rourke had eliminated Basil G. Wyrick night news editor of the Associated Press and president of the club three and one. Lavin worked his way to the top by besting Col. Perley H. Boone, assistant city editor of the Tribune, one up and Howard M. Briceland of the Tribune, two up, after Briceland had ousted Eddie Fullerton, an office colleague, three and two.

Here is where the other prizes went:

Best gross score: S. O. Burroughs, Herald, 86, Henry I. Jones trophy.

Second gross score: H. M. Briceland, Tribune, 95, J. MacGregor trophy.

Best net score: J. G. Davis, Tribune, 89, Golf Shop cup.

Best score by sport writer: P. R. Leach, News, 90, Bradley Goller trophy.

Best score by a city editor: F. W. Carson, Tribune, 94, Nicholls trophy.

Best score by a managing editor: B. G. Wyrick, A. P., 97, A. G. Spalding cup.

Best score by an artist: O. G. Lundberg, Tribune, 97, The Fair trophy.

Best score by city desk manager: P. H. Boone, 97, Herd and Yeoman cup.

Best score by copy reader: J. H. Forrest, American, 97, Golfers' Magazine award.

Best score by trade daily editor: P. D. Hammett, Drovers' Journal, 98, B. E. Snyder cup.

Best score by news association editor: P. P. Pomeroy, A. P., 99, Worthington Diamond trophy.

Best score by a telegraph editor: W. H. Mather, Tribune, 99, Burke Golf company cup.

Best score by a political editor: Richard Lee, Herald, 99, Foulis trophy.

Best score by a department manager: D. J. Lavin, Tribune, 103, George O'Neill plaque.

Best score by a chief factotum: J. A. Barkin, Tribune, 106, Klees cup.

GOING TO BE PRACTICAL

Indiana Press Association Meeting to Discuss Real Business.

Indianapolis, Ind., November 3.—The Indiana Press Association meeting December 2-3 is to be a decidedly practical affair. There will be considerable time taken up in talks on advertising, particularly the campaign advertising by candidates for office. This subject will be discussed by Charles Seifrit, of Washington, Ind. Editor Seifrit has some pronounced opinions on the subject and on the best method for keeping the free publicity at a minimum and the advertising on a business-like basis.

A. D. Moffitt of Elwood, Ind., is arranging the program, and besides the talk by Mr. Seifrit, there will be a practical talk by Prof. J. W. Pearey of the school of journalism, Indiana University, on methods of developing workers for the editorial department. Another name on the program is that of Miss Sagie Velle Fenton of the Logansport Times. Miss Fenton is the youngest editor in the State of Indiana (actual nativity statistics not available), and her talk will be a "personal feature" type of offering. Miss Fenton is generally recognized as a "live wire" and may spring something of more than average worth.

Frank D. Carroll, advertising manager of the Indianapolis News, is to talk on a subject near his heart, the nature of it not having been decided as yet. However, Mr. Carroll is an advertising man first, and he is jealous of the publicity seeker, so it is thought he will speak along that line.

L. C. Rockhill, manager of the auto

"IN PRAISE OF WAR"

"Where Victors Greet the Foe's Defeat, and Peace Is a Mortal Sin!"

Don C. Seitz, business manager of the New York World, has the following in the current issue of the Seven Seas:

IN PRAISE OF WAR

The dullards dream of a peaceful sloth
While they fatten on soil and sea,
But the world bred life in crashing strife
'Mongst men like you and me!

For war began 'twixt man and man,
Where the Dragon's teeth were sown;
From clod to sword they leapt at the word
When Jason threw the stone!

Did we come forth from the teeming earth
To delve and toll and sow,
To tame our lives to dwell in hives,
Or, to batter the road we go?

Loud as the drum the answer rings:
We are here to fight and win!
Where victors greet the foe's defeat
And peace is a mortal sin!

What matters it how the blood is spilled,
Or who by the wayside falls?
The war gods drink at the Stryx's brink,
When Pluto's trumpet calls!

No fluttering doves in the curdling sky
Can fool the blood of men
Who test the strength by going the
length,
When the Sword beats down the Pen!

The weak grow strong and the strong
grow weak
In the wrestling ring of war.
It calls the brave to the early grave,
It glows in its avatar!

tire department of the Goodyear Rubber Company in Indianapolis, was a recent speaker before the Advertisers' Club here. His subject was "Advancing the Name of Goodyear." Mr. Rockhill emphasized the importance of taking good care of the customer after the advertising had developed a desire for the goods. He said that publicity mediums were often blamed for the failure of advertising campaigns when the real trouble was nearer home.

Ben Boyce, son of W. D. Boyce, of the W. D. Boyce Company, is now in charge of the Indiana Daily Times at Indianapolis, succeeding J. W. Banbury. Mr. Banbury has been in poor health for some time, and has gone to his ranch in Idaho. The new business manager of the Times believes in team work and frequent conferences of the staff. The first of these is to be held about November 15, the date being contingent upon the ability of the elder Mr. Boyce to be present.

PRESS CLUBS AND ASSOCIATIONS

At the meeting of the West Tennessee Press Association recently held in Humboldt, Charles E. Smith, of Trenton, was elected president; C. W. Rooks, of Humboldt, vice-president, and John C. Rogers, of Dyersburg, secretary.

The Connecticut Editorial Association held its regular fall meeting at the Hotel Garde in New Haven on October 25. Among the topics discussed were: "Town Report Works," which was led by B. C. Hopkins, of the Danielson Transcript, and E. L. Prann, of the Deep River Era, and "Legal Advertising in a Country Weekly," led by W. C. Sharpe, of the Seymour Record, and L. O. Williams, of the Putnam Patriot.

The Pittsburgh Press Club's first Halloween celebration in its new home in Fourth avenue brought more than 300 members of the club and their friends together in the merry atmosphere of goblinland.

The Upper Des Moines Editorial Association and the Southern Iowa Editorial Association are co-operating with the University of Iowa in preparation of the plans for the first annual newspaper conference under the auspices of the university.

Missouri Democratic Editors to Meet

A meeting of the Democratic State Press Association to take stock of the Democratic political situation in Missouri, which is said to be alarming the leaders, will be held in St. Louis on Jackson Day, according to Jack Blanton, president.

TEXANS WANT BETTER SERVICE

Tulsa to Have a Newspaper Printed in the Spanish Language.

DALLAS, October 29.—Publishers of afternoon papers in Texas who take the Associated Press report have begun an agitation for a better news service. Under the present arrangement, the Associated Press has the wire which carries the state service cut in at 12 o'clock noon, and the Texas afternoon papers want the wire cut in two hours earlier, or at 10 o'clock, thus giving them more time for gathering their day report. Many of the afternoon papers now get out noon editions, and at present carry little state news, whereas, if the wire is cut in at 10 o'clock their noon editions could carry state news gathered for two hours, which, they claim, would make a very creditable showing.

Tulsa, Okla., is to have a newspaper printed in Spanish for the benefit of the Mexican population in Oklahoma. The paper, which will be issued daily, will be established by H. H. Mendoza, a highly educated member of his race, and a former newspaper man of the City of Mexico. The paper will be published in the interests of the triumphal Carranza government, it is said, and will have a statewide influence.

The plant of the Blossom (Texas) Bee, J. T. Green, editor and publisher, was destroyed by fire when a business block in that town was burned on the night of October 28. The loss will amount to about \$4,000, fully covered by insurance. It is announced that the plant will be rebuilt at once.

The Forth Worth (Texas) Record announced that it will add "Every Week" as a Sunday supplement feature and is now conducting an extensive subscription campaign using this feature as a basis.

A new paper is soon to be established in Orange, Texas, to be known as the Orange Advertiser. J. Lee Herford, late of DeRidder, La., will be editor, and A. F. Burns, head of the Burns Printing Company, will be business manager. J. Lee Herford and Grover Herford have moved their newspaper plant and job office from DeRidder to Orange and have combined it with the Burns company's plant.

FULL A. P. FOR ARIZONA

Phoenix Republican Now to Have Up-to-Date Telegraphic Service.

On Monday last the Phoenix (Ariz.) Republican began publishing the complete Associated Press report. The Republican has always used a modified A. P. service, but it is now the first paper in its state to use the full report. In announcing this step ahead the Republican said:

In order that they might enjoy the advantages of a full, though belated, telegraphic report, hundreds of citizens in Phoenix and other towns in this state have hitherto been taking California and Texas newspapers. The news was, of course, from 24 to 36 hours old, but it was better late than never.

It is not generally known, but it is a fact, that the morning papers of Los Angeles and San Francisco begin issuing morning editions as early as 10 o'clock the night before the date of publication. One of these early editions, issued not later than midnight, is known as the "mail edition." Such editions bring to readers in Arizona and other points distant from the point of publication no telegraphic news received later than midnight, often not later than 10 o'clock, of the night before publication.

Readers of the Republican will have placed before them the news of the world, received as late as 3 o'clock in the morning of the day of delivery, from 24 to 36 hours ahead of the papers of Los Angeles or El Paso. Earlier and superior service can be rendered by the Republican to every point in Arizona, from San Simon to Yuma and from Kingman to Winslow. The Republican will not arrive at these four extreme points in the state much, if any, in advance of outside papers, but when it arrives it will be a genuine morning edition and not a 10 o'clock or midnight "mail edition."

"WHO WILL INFORM THE PEOPLE?"

Solemn Warning to France by an Influential Newspaper of Paris.

Le Temps, of Paris, one of the greatest of French newspapers, has just published on its front page an article on "The Censor and the Law" in which it says:

"The truth is that the censor, in fact, is placed above the law. The law of Aug. 5, 1914, does not abrogate that of July 29, 1881, instituting the liberty of the press. The law granting liberty of the press has the importance of an Organic Law. The French people gained it by a revolution. Having become sovereign, they have the right to know facts and the actions of men to whom they have delegated their powers. Who will inform the people if not the press?"

"Moreover, in our republic, Parliament is charged with controlling the Government, but the people are still the sovereign; that is to say, they must control the legislators. How will this natural prerogative be exercised if the newspapers no longer have the possibility of discussing the ideas of the Governments and to appreciate their initiatives?"

"May this be a warning. It does not concern solely the rights of the press and those of the nation; the future even of liberty in France, the destinies of republican institutions, are at stake; for the day when the country becomes accustomed to an arbitrary regime, a redoubtable habit will be formed with consequent lowering of morals. The yokes will continue and will be alike. To bend with docility under some is unconsciously to prepare for others."

"WHAT IS WRONG?"

New York Socialists Announce Some Highly Interesting Topics for Nov. 16.

The Socialist Press Club of New York City announces a dinner at the Cafe Boulevard, on Tuesday, November 16; topic: "What Is Wrong With the American Press?" The following phases of the subject will be dealt with:

"The Wolf-Cries of the Jingo," by Meyer London, Socialist Congressman.

"How the Real News Was Suppressed in the Calumet Investigation and in the Chicago Stockyards Inquiry," by Ella Reeve Bloor, lecturer, member of Roosevelt Stockyards Inquiry Commission; leader of miners' wives at Calumet.

"The Press and the Thousand Labor Men in Jail," by Arturo Giovannitti.

"What Women Can Do to Make Our Newspapers Better," by Rheta Childs Dorr, magazine writer and newspaper woman.

"How the Press is Holding Education Back," by Algernon Lee, author, lecturer, and educational director of Rand School of Social Science.

"What Women Want in the Newspapers," by Rose Pastor Stokes, writer and sociologist.

Will Inspect Coal Regions

A party of about ten Washington correspondents will leave that city November 10 for a three days' tour of the anthracite coal regions of Pennsylvania. The party will travel in a special compartment car and will be joined at Wayne junction by another special car bearing Philadelphia guests. At Bethlehem these cars, with others carrying another newspaper party from New York will be made up into a special train for the rest of the trip. Most of the time will be spent in automobiles in the Scranton, Lehigh and Schuylkill districts. Edward W. Parker, of Wilkes Barre, will be in charge of the party.

Mr. Palmer Speaks at Memorial Service

At the recent unveiling of the bronze tablet at Saranac Lake, N. Y., in memory of Robert Louis Stevenson, an address was delivered by Charles M. Palmer, the well-known newspaper broker of New York City. His subject was: "Something Accomplished."

Can Care for Themselves

Every now and then some crook starts in collecting money on the pretense that it is needed for a Home for Aged Reporters, or to provide beds in hospitals for sick scribes. Newspaper men do not need charity. A good man earns good pay, and can save something if he cares to. We know several newspaper men who own autos, and the cars do not have "Special Delivery," on the sides, either.—World Forum.

The local advertisers of New York show a decided preference for the SUNDAY AMERICAN by giving to it more display advertising and more money than they give to any one of the other New York Sunday newspapers.

During October, 1915, the SUNDAY AMERICAN printed 1290 $\frac{3}{4}$ columns of strictly local display advertising—an increase of 367 columns over the same month last year.

This volume of business was greater than that printed in the second newspaper by 310 $\frac{1}{2}$ columns.

The money excess over the second paper was \$30,429.00.

The SUNDAY AMERICAN'S volume was greater than that printed in the third newspaper by 558 columns.

The money excess over the third paper was \$54,684.00.

The SUNDAY AMERICAN'S volume was greater than that printed in the fourth newspaper by 627 columns.

The money excess over the fourth paper was \$61,446.00.

The SUNDAY AMERICAN'S volume was greater than the combined volume of the fifth, sixth and seventh newspapers by 467 $\frac{1}{4}$ columns.

The money excess over the combined local display advertising receipts of the fifth, sixth and seventh papers was \$45,815.00.

The character of the local display advertising printed in the SUNDAY AMERICAN appeals very strongly to all of the other Sunday newspapers, for their representatives try very hard to get it.

The experience of New York local advertisers has taught them which newspaper brings to them the greater volume of business. They know the value of each of their home newspapers and patronize them accordingly.

A newspaper is always estimated at its true worth in its Home Town.

Local advertisers know and appreciate the true value of the NEW YORK SUNDAY AMERICAN.

Otherwise, they would not give to it so much more space and such a marked money excess over that spent by them in the other New York Sunday newspapers.

Business men know that advertising must yield a volume of trade to justify the percentage spent for it on the gross business done. This percentage averages, as you know, from 2 $\frac{1}{2}$ to 5%.

On the basis of the money spent by local advertisers in the NEW YORK SUNDAY AMERICAN, the readers of the paper must return to them a volume of trade in excess of \$20,000,000 annually—the figure being nearer thirty million dollars than twenty.

They know SUNDAY AMERICAN readers DO give them this enormous volume. That is the real reason why the paper gets the greater volume of space and the larger amount of cash.

The preponderance of local display advertising is attractive to general advertisers because they have given to the Sunday and Daily American an excess of 70% in cash this Fall over last Fall.

The newspaper that stands the strongest in its own community is the most valuable medium for general advertisers to use.

That is as true today as it always has been—and it always will be true.

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

DAILY AND SUNDAY

Member Audit Bureau of Circulation

"HELP WANTED" ADS ARE CERTAINLY AN ADMIRABLE BUSINESS BAROMETER

Records of This Class of Advertising in the New York "World," "Times" and "American" Show Conclusively That If a Man Had No Other Means Than This By Which to Judge Business Tendencies, It Alone Would Amply Suffice.

Last week's EDITOR AND PUBLISHER directed attention to the manner in which the "help wanted" ads of the St. Louis Post-Dispatch served as an indicator of the rise and fall of business, not only locally but in the country generally.

In an endeavor to ascertain the views of important newspapers of this city, a letter was sent, to which the following illuminating replies have been received:

The New York World (by Henry Varian, assistant business manager).—"As a barometer of business, the 'help wanted' columns of the World have never failed to point correctly to conditions. Just as the mariner keeps his eye on the weather glass, and deduces from its fluctuations the kind of weather that is coming, so the captain of industry watches the figures of employment as the indices of prosperity or depression. This record goes on day by day in the World, and one may trace the effect on business, of political crises, national disasters, or great wars by the ups and downs in the number of the small ads that are scanned so eagerly by the seekers for employment.

EFFECT OF THE WAR

"The coming and outbreak of the great war was reflected in the World's 'help wanted' columns, and the depression continued throughout the rest of the year 1914—one of the most marked periods of general inactivity in business on record. In that year there were printed in the World 415,629 'help wanted' ads, as against 651,200 in the year preceding—a falling off of no fewer than 235,571—thus reflecting conditions that furnished the pessimist with material for the most direful forebodings. The successive crises between the United States and Germany were reflected in the World's 'want' columns; and the fear of war and the derangements of international commerce continued to be indicated until July, when a slight change for the better was apparent, and hopes for coming activity began to be indulged in. Since that time there has been a steady trend upward, as these figures show:

"In June, 1915, the total 'help wanted' ads printed in the World were 29,637, as against 33,875 for the previous June—a falling off of 4,238. In July, however, the situation had improved. The ads for help increased, and there were printed that month 29,644 World 'help wanted' ads, as against 27,542 for the previous July—an increase of 2,102.

AUGUST'S BIG ADVANCE

"A bigger advance was made in August, when our exports had increased to a phenomenal figure and great loans from this country were being exploited. In that month there were printed 43,770 'help wanted' ads, as against 32,259 for August, 1914—an advance over the previous year of 11,511.

"This jump was more than doubled in the succeeding month of September when the World printed 64,528 'help wanted' ads, compared with 39,067 in September, 1914—an increase of 25,461, while in October the increase reached 34,608 over the corresponding month of 1914, the figures being 68,144 for that month in 1915 and 33,536 for 1914. Think of it! In four short months a gain of 38,507 employers seeking help through the columns of the World alone! No wonder the decrease in 'situations wanted' ads was marked—the number printed in September, male and female, showing a falling off of nearly 3,000 over the corresponding month of the previous year, while in October the decrease became 3,651 over the corresponding month of the previous year.

"Thus the labor market is being cleared of a glut, reviving industries are calling for the great numbers of skillful men and

women who through 1914 anxiously looked for work, and the great boon of peace so emphatically pointed to by President Wilson in his Thanksgiving Day proclamation is proving itself a real blessing.

"The World 'help wanted' columns tell the story, as the World prints more 'help wanted' ads than all the other New York newspapers added together. Those who will may read it. We are on the up grade of prosperity, as the World advertising columns from now on will show. Watch the barometer!"

EXPERIENCE OF THE TIMES

The New York Times (by Louis Wiley, business manager).—"The volume of 'help wanted' advertising in the New York Times has increased, and continues to increase. The Times limits its want advertisements. It rejects every objectionable or deceptive advertisement. If the position advertised is on a commission basis, the advertiser must so state. However, there are other newspapers in New York that carry a greater volume of 'help wanted' advertisements.

"If 'help wanted' advertisements are barometric of business conditions, our reply is—there has been an increase in the number of 'help wanted' advertisements in the Times."

The New York American (by Howard Davis, business manager).—"There is no question that the rise and fall of 'help wanted' advertisements is a barometer of business conditions—and a most reliable one. You have only to look at the records of the leading 'help wanted' mediums during the last few years—or for a longer period, for that matter—to be convinced of this fact.

THE AMERICAN'S RECORD

"'Help wanted' advertisements in the New York American have averaged more than double since July, 1914; and in October, 1915, the 'help wanted' increased threefold in the American over the corresponding period of 1914."

"Everybody Starving to Death"

Howard Rann, publisher of the Manchester (Ia.) Press, cannot believe that there is any truth in the report that the Webster City Journal and the Webster City Herald are to become dailies. He declares it would be ridiculous to foist three daily newspapers on a town of from 6,000 to 7,000 people—that "it would simply be a case of everybody starving to death with the cut-out wide open." Mr. Rann says the Webster City Freeman-Tribune always has been a profitable property. He believes, however, that it is making less money than the man in the street imagines it is making.—Sioux City (Ia.) Journal.

Lake Placid Editor Sued for \$25,000

Papers have been served in Plattsburg, N. Y., in an action for libel brought by Dr. Raymond T. Kenyon, Member of Assembly from Essex county, against Daniel Winters, editor and owner of the Lake Placid News, for the publication of articles in that paper during the recent primary election campaign tending to blacken the character of Dr. Kenyon. The damages are placed at \$25,000.

Olean (N. Y.) Times Changes

At a meeting of the Times Publishing Company Olean (N. Y.) on Saturday last the resignation of H. H. McWethy as secretary of the company was accepted, and William G. Naylor was elected in his stead. Mr. Naylor having purchased Mr. McWethy's interest in the company. Mr. Naylor, who is the editor of the paper, also becomes a director of the company.

"It should be unnecessary for me to say that aeronautic authorities vigorously object to the position of little importance to which Secretary Daniels has assigned aeronautics, in his preparation of the naval estimates to be submitted to the forthcoming Congress. Being assured that Mr. Daniels and his advisers had been observant of the events which have transpired in the various theatres of war, and believing that he and they had not failed to draw therefrom correct conclusions as to the priceless value of aircraft in naval operations, we of the aeronautic movement had confidently looked forward to the birth of a strong and healthy infant, that might shortly become a valuable servant of our new fleet. Alas! Instead, there has been laid in our lap but another of those starveling, almost stillborn, aeronautic children which it now seems to have become the confirmed habit of the department to deliver annually."—HENRY A. WISE WOOD, President American Society of Aeronautic Engineers.

ANY ONE CAN PUBLISH A PAPER

Boston Printer Has a Scheme That Appeals to Would-Be Editors.

(Special to The Editor and Publisher)

BOSTON, Nov. 2.—Making a newspaper while you wait is a new industry that has come into being here in Boston of late. A man who has had much experience with the practical, or mechanical side of the publishing business has actually commenced a campaign to interest all classes of people in newspaper production. Charles Loring, publisher of the well known Auto List and other publications, explains to the representative of THE EDITOR AND PUBLISHER that his plan is something entirely practical, and that it costs less to produce a weekly paper his way than it does to buy a suit of clothes.

Mr. Loring started his campaign by advertising on the front page of the Boston Herald. He only ran a few lines, yet the response was almost instant. Farmers from New Hampshire and Maine who were disgruntled with the management of their local sheets, clergymen who thought that they could start something in their communities through the medium of an organ, young men who saw possibilities of "easy money," would-be country editors who hoped to put others out of business, people who really had good plans for newspapers and fields for their development, all wrote Mr. Loring at more or less length.

The plan is to do all the mechanical work for the would-be editor. The man in charge of the paper furnishes the copy for reading matter and advertising. This is forwarded to Mr. Loring, who maintains a day and night printing establishment. In very short order he has the paper ready for delivery, cutting down the mechanical expense tremendously.

"I have no desire to interfere in any manner with a legitimate newspaper business," said Mr. Loring in an interview. "But there are country fields where it is possible to establish a new paper with advantage to both sides. I have an arrangement whereby I furnish half of the paper or all of it except a few columns for local news in plate, if desired. That means that the cost of publication of such a newspaper, for a small country circulation, would not go over \$15 a week. Of course if more matter was set and printed it would advance the cost.

"This plan gives every man—and woman—who so desires, a chance to try his or her hand at newspaper work. It has been said that every man thinks he can run a newspaper and a hotel. This gives the opportunity for a trial.

"The inquiries to my advertising in the Herald came from all parts of New England. If a man writes about starting a paper and we investigate and find that he does it to injure the business of some men established in the field, we turn his proposition down at once."

A NOTEWORTHY TRIBUTE

To Mrs. Phoebe A. Hearst and Other Women Who Greatly Aided the Fair.

SAN FRANCISCO, October 31.—"Mrs. Hearst, sweet and gracious model of good citizenship; Mrs. Sanborn, our leader, the love of us all; ladies of the board, the pillars of the Exposition, holding our hopes, our aspirations and our ideals; members of the auxiliary, all."

President Charles C. Moore thus addressed the Woman's Board of the Exposition as he presented an engrossed testimonial of appreciation and gratitude. He was the last of six speakers who dwelt upon the incalculable assistance and support given by the band of women incorporated under the name, "The Woman's Board of the Panama-Pacific International Exposition."

The great audience, mostly women, congregated in the Court of Abundance, arose and remained standing as President Moore presented the scroll to Mrs. Sanborn and pronounced the name of Mrs. Phoebe A. Hearst, honorary president of the Woman's Board. Then he proposed three cheers for the women, and they were given with zest. Continuing, he said:

"When the records are written, I want it written into the Exposition history that we had set aside a day on which we told the public of the wonderful support we have had from the Woman's Board. No exposition in history has had a fifth part of the social activities this one has fostered. For the tremendous and incalculable contribution to the success of the Exposition we sincerely thank the Woman's Board collectively."

More than 600 women assembled at a breakfast in the California building as a prelude to the ceremonies. Mrs. Phoebe A. Hearst was the guest of honor. Mrs. Champ Clark, of Missouri, also was present.

Mrs. Sanborn told of the munificent bequests made to the Exposition by Mrs. Hearst, and asked her to say a few words. The audience arose as if by one impulse. Mrs. Hearst spoke of the months of work at the beginning of the Exposition and of the pleasure it has been to her to cooperate with the women of California for the glory of California.

New Daily for Ottawa, Kan.

The Ottawa (Kan.) Evening Journal, a Democratic daily paper, has just entered the field. It is published by F. W. Hemenway, a former owner of the Junction City Sentinel, and Glenn Wilson, of Waterloo, Ia. A. E. Johnson, recently of the Pittsburgh Headlight, is city editor.

Pennsylvania Papers Will Be Paid Soon

The Pennsylvania Board of Public Accounts met recently at Harrisburg for the first time this year, and took up the question of settling its bills for publication of the constitutional amendments of 1912, 1913 and 1914. The matter of the payment of the claims is now being worked out, and by the time the board meets in December it is believed that the payments will start.

Coming Reorganization at Racine

Capt. William M. Lewis has disposed of his interest in the Times Publishing Company, publisher of the Racine Daily Times, to a syndicate of Racine men, who shortly will perfect a new organization. The value of the property is about \$100,000. Capt. Lewis gained control of the company when he was a candidate for the Republican nomination for governor.

Good Four Ways

Last week's Detroit Saturday Night was made valuable by the inclusion in it of a 20-page Autumn book number. There was good stuff on every page—good reading matter, good pictures, good ads, good judgment.

Change in Americus Paper

The Americus Daily Times-Recorder, the oldest daily paper in Southwest Georgia, will hereafter be published every afternoon except Saturday and on Sunday morning.

SUPREMACY

In Circulation
In Advertising

The New York
Evening Journal

Month after month prints more paid display advertising than any other New York newspaper

DURING THE FIRST TEN MONTHS OF 1915

The Evening Journal Printed 19,825
Columns of Paid Display Advertising

This was 4,766³/₄ columns more than the next nearest *evening* newspaper, and 2,364¹/₂ columns more than *any other* New York newspaper.

The net paid daily average circulation of the Evening Journal for six months ending September 30, 1915, was

782,249

"Circulation Brings Business"

REV. CHRISTIAN F. REISNER SPEAKS TO N. Y. AD CLUB ON "CHURCH ADVERTISING"

Says the One and Only Answer to the Question, "Why Do Church Advertising?" Is This: "It Pays"—"Jesus Borrowed a Lad's Lunch of Sardines and Soda Crackers so That He Could Feed the Multitude and Enable Them to Remain to an After Service."

"Church Advertising," was the topic on which Rev. Christian F. Reisner of Grace M. E. Church, addressed the members of the Advertising Club of New York, at their luncheon yesterday. He said in part:

"Grace Methodist Church is located on a side street. It was practically unknown in the city. Soon after arriving Mayor Gaynor was invited to speak at a dinner given by the Men's Club. He agreed to bring eight commissioners. That made the occasion so notable that every daily paper printed from one to three columns concerning the event. Soon afterwards William J. Bryan spoke for us on a Sunday night and 2,000 people were turned away. Weston, the walker, returned from his 'tramp' from the Coast and for the first time in 25 years attended church and spoke as advertised. These and many similar things put the church on the news pages.

"Louis Wiley, general manager of the New York Times, said to me some time ago: 'The churches have the best news in the world if we knew how to get it.' Man's natural instincts catch at church news and just as quickly at vigorous success as at scandal. A church should be so alive that it will have news, and be so wise that it will get it to the papers. No medium now on earth is so valuable as the daily paper for church publicity, and its news is as interesting as the sporting page if framed up as attractively. Baseball pays little money for advertising space and yet fills news columns. If the church can be made as interesting it will have an equal right to space. The church must compel the public to recognize its presence.

"Special services should call out best brains for a notable advertising campaign; and such services are a vital part of a church advertising just as the annual white goods sale is for business. When 'Gipsy' Smith was secured for a revival campaign in Denver, it was my forte to manage the advertising. We secured billboard space for pasted and painted signs, put net banners across the street, placards in street cars, inside and out, scattered a nobby window card, put a real 'gipsy' photo postcard under every door in the city and employed every known method. In addition I went to a nearby city where he was holding meetings, collected photos and wrote articles for the papers. Interest was thus keyed high and when he arrived 12,000 people greeted him at the first meeting; and the audience held 'new' business because they were folks who did not regularly go to church. In the same way, three or four clergymen showed stereopticon pictures of the 'Life of Jesus' on Denver streets, explaining them through a megaphone to 5,000 people nightly during Passion Week. Easter Sunday revealed a 30 per cent. increase in attendance. Seattle business men did the publicity work for Union 'Revival' meeting and shot off bombs in the day time and burned red fireworks at night and paraded with a brass band and so filled the church without an 'imported' speaker.

"Advertisements themselves are only a form of declaring truths. The word advertise appears in the Bible once. We are to proclaim the gospel, which is only another form of publicity. Jesus refused to do miracles before a crowd. The isolated cure was scattered abroad by word of mouth until the crowds came to see the healer. Then he preached. Jesus borrowed a lad's lunch of sardines and soda crackers, so that he could feed the multitude and enable them to remain to an after service.

"The modern church serves the evening supper to young people so that they

can remain from the Sunday School to the evening service. Wesley printed cheap books on medicine and almost every other subject and carried them with him in his saddle bags and peddled them out to the people. General Booth never got a hearing until he had men marching through the streets with placards telling how a reformed drunkard, thief or other form of outcast would relate the process of salvation at a certain place. The Salvation Army now complains that the drum head on the street fails any longer to attract because the 'movie' draws more strongly. That means that the church must use the thing for preaching that draws the people. Then it will quickly and strongly take up the motion pictures.

"Paul went about the streets of Rome preaching, chained to a soldier. That was good publicity. The Church should advertise because results are thus secured in other lines where men are given their money's worth.

"Gipsy' Smith tells how in the beginning of his career he was speaking to one or two hundred people in a certain town. He hired a brass band, paraded through the streets, advertised extensively and soon he was preaching to 5,000. Many notable clergymen in this city are breaking their hearts, speaking to a handful, when church advertising would fill their pews, would inspire them and make of them new preachers, and extend the range of their influence not only on those to whom they speak, but to others awakened and sent to neighboring churches by their publicity.

"Church advertising is bound to awaken many more than those immediately reached. It is impossible to 'key' the results. The merchants of Binghamton, N. Y., clubbed together and notified the churches that on a certain Saturday they would turn over all of their paid space to the churches. The wise religious leaders accepted the proposition, filled all the space and on the next Sunday the attendance had increased 30 per cent. Newburg, New York, organized a go-to-church campaign and appointed a publicity committee, in which all the Protestant denominations and even the Catholic church was represented. On a given Sunday four-fifths of the population attended either the morning or evening service. A church in Hartford, Conn., found its auditorium furnished to seat 1,000, holding but 80 at a Sunday night service. A publicity committee was organized to secure music, help the pastor shape his topics, trained themselves to be hospitable and then used church advertising. As a result, that church was filled and the preacher was completely made over. A Lutheran minister in Philadelphia multiplied his church audience by five through the right kind of church advertising.

"There is only one answer to the question, 'Why do church advertising?' That is, 'It pays.'"

Two New Directors for U. P. C.

M. C. Robbins, manager of the David Williams Company, of New York, and T. B. Van Alstyne, manager of the Class Journal Company, have been elected directors of the United Publishers Corporation. Mr. Robbins was for years western manager of the Engineering News, and for the last five years has managed the Iron Age properties. Mr. Van Alstyne has been associated with the Class Journal Company in its different automobile publications for many years.

The London Times early this month introduced the "fudge" box in the production of its country edition for the first time in its history.

PEACE AFTER BATTLE

Election Over, Philadelphia Newspaper Men Find Other Things to Interest Them—T. A. Daly's New Column in the Ledger a Hit—Foley Dines His Staff Members at the Arcadia Cafe.

PHILADELPHIA, November 4.—"Should William Penn return to Philadelphia," says a recent Telegraph editorial, "he would find peace only in Penn's Wood." So be it; after the super-turmoil of the political campaign now happily over—a campaign so strenuous that bitter personalities developed even between the newspapers, with charges and counter-charges, reprints of stories dug from old files, religious issues, outspoken editorials, red-hot advertisements and the final word in a parade transparency carried by the winning side, and accurate statement or not as you happen to view it—"The Press: the only newspaper in Philadelphia without a yellow streak." Peace now let it be, with the losers resting on the laurels of a vigorously fought battle and, though beaten, by no means admitting permanent defeat, especially in the woman suffrage matter.

IS DALY TWAIN'S SUCCESSOR?

The "wittiest raconteur since Mark Twain; the humanist-humorist; poet-laureate of the Italian emigrant; and student of child life, on whom, as many believe the mantle of Eugene Field has fallen," has begun a daily column in the Evening Ledger. Needless to say the fulsome description applies to Thomas Augustine Daly, recently business manager of the Catholic Standard and Times, an after-dinner speaker of renown, author of "Canzoni," "Madrigali" and other verse in Italian and Irish dialect.

Fervid as were the copious advance advertisements they were none too strong; the new department was hailed with enthusiasm as hearty as it was genuine and the Daly daily immediately took rank among the notable "colymus" of the country and placed its author among the very small and select group of local writers who produce diurnal journalism of real distinction.

Mr. Daly's ode "To a Thrush," won the second prize in the "Lyric Year" competition instituted by Mitchell Kennerly, a New York publisher, in which 10,000 poems were entered by 2,000 poets. His achievements were the subject of a recent lecture by Katharine Tynan-Hinkson before the National Literary Society of Dublin. W. M. Letts, another Irish poet, wrote an appreciation of his work in the Dublin Quarterly Review for July, 1914, and when "The Poet of the Dago" was the guest of the cities of Bristol and Exeter in England in 1910, he was received with almost as much regard as had been given to Mark Twain a few years before. "A burst of sunshine in a gloomy world," cries a delighted reader in a "letter to the editor," and they say that the "Irish Thrush" has been almost swamped by the notes and telegrams of congratulation which have flooded his desk. His debut was made in the following words:

GREETING.

How do you do when people pay
You compliments, and strew your way
With flowers of speech too brave and grand

To fit a guy so plainly planned
As you are? Say, how do you, eh?

When foolish friends, to your dismay,
Have dragged you out upon display
And praised you up to beat the band,
How do you do?

They've advertised me, night and day,
And row—ah! yes, with feet of clay—
Here at this column's top I stand,
Twisting my poor cap in my hand,
And blush, look foolish, grin and say:
"How do you do?"

The poet was the guest of honor at the quarterly meeting of the Philadelphia Credit Men at the Manufacturers Club last week, when he read a number of lyrics to the great satisfaction of his hearers.

The Evening Telegraph has inaugurated an attractive series of two-column pen-and-ink portraits with brief autobiographical sketches, of men of affairs, on its editorial page.

The Telegraph has also been carrying full-page advertisements of the Heppel piano house which have attracted much attention.

A luncheon was given in the Grill Room of the Arcadia Cafe of the new Widener building, by Richard A. Foley, president of the advertising agency bearing his name, to the directors and men in the organization. Chief among his guests were Harrison M. Parker, publisher of the Chicago American; M. A. Bergfield, of New York, and "Tom" Daly. Mr. Parker made a brief address in which he complimented the organization on its splendid growth in recent years and emphasized the great opportunities which await young men in the advertising field.

Four hundred photographs were shown in the first amateur exhibition arranged by the Wanamaker store; a prelude to the more pretentious display which is a spring fixture. The judging was done by Benjamin F. Armiger, head of the photographic department of the North American; Walter R. Bradford, the North American humorous cartoonist; Eugene Stratton Field, of the Record's photographic staff; William H. Rau, who needs no further introduction, and "Mike" Robinson, sports photographer of the North American. Leigh Mitchell Hodges, the "Optimist" of the same paper, was one of the prize-winners.

CURTIS WAGER-SMITH.

Who Has Seen Geo. E. Olcott?

Geo. E. Olcott, formerly Virginia (Minn.) manager for the Duluth News Tribune, left there August 10, accompanied by Mrs. Olcott, who went with him as far as Appleton, Wis. It was his announced intention to attend the funeral and assist in the settlement of the estate of his father, who died in Jersey City, N. J., about that time. He was last heard of in Chicago, August 12. Description: 5 feet 7½ inches tall; light hair; gray eyes with cast in right eye; weight, 146 pounds; smooth face; 34 years of age. Mrs. Olcott has sent out an appeal for help from the newspapers and trade journals to locate him. Any information should be reported to Mrs. Geo. E. Olcott, 841 Durkee street, Appleton, Wis.

Unbounded Prosperity Near

Charles A. Evans, editor and publisher of the Middletown (N. Y.) Argus, has been in Galveston, Texas, for several days on a vacation after an arduous summer. Mr. Evans, who has just covered most of the country and has observed financial and business conditions generally, emphatically declares that he believes a period of unbounded prosperity is near, that New York will become the hub of the financial world, that the American dollar will become the standard of exchange throughout the world, that there will be higher wages, more work to be done and a great revival of business in this country in the near future. Mr. Evans is particularly impressed with the prospects for increased business in the newspaper field.

Presses, Linotypes, Strawberries, Farms

THREE RIVERS, Mich., November 1.—William H. Shumaker, owner of the Commercial, has just purchased a new Goss Comet Press which will be installed at once. The Commercial also expects to put in a new linotype machine. This city is having quite an industrial boom and also stands unique as an agricultural center. The output of strawberries and strawberry plants is great, and now there is also a great production of canteloupes. One of the largest and best farms in Michigan is owned by Albert J. Wade, president of the Wade advertising agency, of Chicago.

The Growing Eagle

The Brooklyn Eagle claims to be the largest newspaper in the United States. For some time its issues have averaged twenty-eight pages every day. There are some big papers in the West, the land of big things. Can any of them beat this record of the Eagle?

Brooklyn's
Best
Buy

INTEREST
QUALITY
NUMBERS

Brooklyn's
Best
Buy

The Brooklyn Daily Times

HAS

**FOUR TIMES THE COMBINED CIRCULATION
OF ALL OTHER BROOKLYN EVENING PAPERS**

On Long Island, Outside Greater New York

This comparison is the result of information obtained by personal interviews had last August with the News Dealers in 41 towns on Long Island outside of Brooklyn.

The superior news quality of the paper accomplished with the aid of the telegraph and cable service of the UNITED PRESS ASSOCIATIONS — the most efficient news gathering force in the evening field—together with a faithful adherence to the importance of local news, are responsible for this supremacy.

The BROOKLYN DAILY TIMES covers Long Island more thoroughly than any other one newspaper in the Metropolitan district.

Its readers comprise a clientele with necessities in every mercantile line, and with the purchasing ability to satisfy every need.

New York Office, 347 5th Avenue
Chicago Office, 1411 Hartford Building

Topeka Daily Capital

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

32,430

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

Arthur Capper
Publisher,
TOPEKA KANS.

31%

More Circulation!

Houston Chronicle's Lead in Its Field

Government Report for 6 Months
Ending September 30, 1915

Chronicle 37,892

Nearest Competitor 28,810

Chronicle gained 2,082 over last P. O.
statement

Other paper lost 144 during same period

The Sunday Chronicle's

Circulation is over 44,700

Chronicle Advertisers Are
Satisfied Customers

31%

More Circulation

WINSOR & NEWTON'S

Artists' Materials.

Winchester Water Colors

For Air Brush and Solar-Print Enlargements

"British" Spotting Brushes

BLANC D'ARGENT

(Silver White)

LAMP BLACK and SEPIA

For Process Reproduction.

Send for our Special Catalogue for Newspaper Artists and Illustrators—5 cents

298 Broadway, New York

\$32,000,000

is the
PAYROLL IN PITTSBURGH, PA.,
Per Month.

Gazette Times

Morning and Sunday

"Pittsburgh's One Big Newspaper."

Chronicle Telegraph

Evening Except Sunday

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

FLAT COMBINATION RATE

Of 22½c. Per Agate Line.

And give you the largest net circulation.

For further information and co-operation, write

URBAN E. DICE

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

"MAN BEHIND THE CITY"

John Wanamaker's Director of Publicity Talks Most Interestingly, Not Only About the Great Merchant but Also About Those Men, in Any Community, Who Make It What It Is.

In addressing the Newark Advertising Men's Club at their dinner on Friday, October 29, on "The Man Behind the City," Joseph H. Appel, director of publicity of the Wanamaker stores, was asked to tell how John Wanamaker runs his business. His reply was:

"John Wanamaker does not run his business. He gets others to run it; then he 'runs' the others. The personal factor is the great thing in the Wanamaker business. Mr. Wanamaker deals with people rather than with merchandise. His aim is not to build business but to build business men and women. In the early days he settled in his own mind the fundamental principles of right dealing. These he placed into a system. All his efforts now are to train men and women who can faithfully carry out these principles of business. He gives his buyers and managers the utmost freedom, holding them, of course, to strict accountability. And yet he does not place responsibility directly upon his people; he makes them seek the responsibility; and those who show themselves capable of assuming responsibility soon find themselves in positions of big power and advancement.

"Occasionally I am asked whether Mr. Wanamaker is active in the conduct of his business. To those of us in the organization that word active is a joke. Mr. Wanamaker is active all the time. He is at his place of business in Philadelphia or New York every business day. Often he is there before the store opens in the morning. Many times he is there after the store closes at night. When he comes to New York he takes the seven o'clock train out of Philadelphia. His buyers take the eight o'clock.

"He writes every one of those editorials which appear each day in the newspapers of New York and Philadelphia (which by the way have a larger circulation and reading than any other editorials or articles published in the world). He writes these editorials 'between times'—on the train, in his automobile, on the ferry-boat. Often he writes them on scraps of paper picked up from the floor, at the same time attending to business with some of his people. 'Active' is too weak a word to apply to Mr. Wanamaker.

THE "IZE" HAVE IT!

"Mr. Wanamaker has more eyes than any other man I have met, but they may all be summed up in these, if the play of words is permitted: organize, systematize, specialize, deputize, supervise, humanize, personalize, individualize and advertise.

"The man behind the city is the man upon whose prosperity the city's prosperity largely depends—the composite merchant. The farmer can grow his crops, the manufacturer can make his merchandise, the miner can take out of the earth his mineral wealth, the fisher can take out of the sea its native product, but all this labor will bring money to sustain life and make comfortable the worker's home and family only as the merchant distributes these products to the people.

"Clog the outlet, curtail the retail business of a city, of a community, of the country at large, and there can be no prosperity.

"The whole world is an ever-refilling bottle that must pour its contents into people's homes through the neck of that bottle—the stores of the world. Put a cork into that bottle of perpetual wealth, and the bottle explodes, ruin comes, and the world is a long time putting together the pieces.

"This composite merchant, of course, includes everybody who aids in distribution. He includes the banker who supplies the capital. He includes the railroads who furnish the transportation. He includes the lawyer, and the physician, who give their counsel and skill;

the teacher and the clergyman who add their mental and moral training; the publisher and advertiser, who make possible the multiple merchant.

"So that, however highly we value the farmer and the miner and the factory worker, and however much we honor their honest toil and unselfish devotion to duty, we also must honor and give due regard to the merchant.

"The man who works is the man who should say what a city shall be and shall not be.

"Yet, strangely enough, our cities have been governed, until recently, by the man who does not work—the professional politician, the man who 'works' others to his own gain; the man who lives off others; a parasite on the social organism.

"Cities and states and even nations—especially our own nation—are demanding a business administration.

A CITY "SELLS" LIKE A STORE

"What is meant by 'business administration'? Why, the administration of 'a business man.' And who is meant by 'a business man'? The merchant, of course.

"So the people, the workers of a community, everybody except the professional politicians are calling upon the business men—the merchants—to enter politics, to take a hand in government, to administer the affairs of a city as they administer the affairs of their own business, their stores.

"A city is a store. A city has certain things to sell to its residents. It has safety to sell. It has pure waters to sell. It has sewers and paved streets and good lighting to sell. It has its schools to sell, its courts, its fire protection. It has its franchises to sell, including transportation, gas, and electric lighting. It has its playgrounds, its parks, its boulevards to sell. It has everything to sell that will add to the health, protection, comfort, convenience, ease, happiness, economy, efficiency of its citizens. And just as the city sells these things at fair prices and gives good quality for the price (the taxes) will it hold its people and attract additional population, causing it to grow and prosper."

In speaking specifically of Newark's problem with reference to the exploitation of its 250th anniversary celebration to begin next May, Mr. Appel urged co-operation between the Board of Trade and the Advertising Men's Club to give the proper publicity. He suggested that the city newspapers set aside a certain amount of space each day and give it to the Committee of One Hundred in charge of the celebration; that the advertising men, acting with the Board of Trade, should then fill this space with display advertising about the coming anniversary. He emphasized display advertising, saying that people are in the habit of acting in response to display advertising rather than in response to news notices. He said news is not advertising but that advertising is news. All this co-operation would be for the good of Newark. Advertising and business must go hand in hand. The Board of Trade needs the Advertising Men's Club, the Advertising Men's Club needs the Board of Trade, and the city needs them.

Why No Newspaper Advertising?

The British Columbia government is carrying on an extensive campaign to increase the export and Canadian sales of the timber products of the province. H. R. McMillan, formerly head of the forestry department of the province, now a representative of the Department of Trade and Commerce of Canada, recently completed a tour of Australia and New Zealand for this purpose. He is now on a similar trip to Great Britain. "Literature" and "exhibits" are being used, but thus far no newspaper advertising.

Another Employes' Paper

The employes of the Des Moines (Ia.) Register-Tribune have begun the issue of a four-page three-column weekly paper, chronicling the events of interest in all the departments. Its name is the House Record.

BOSTON NEWS JOTTINGS

Horrors of War Described by Speakers Before the Pilgrim Publicity Association—Veteran Journalists to Hold Annual Dinner—Boston Elevated's Successful Experiment in Resort Advertising.

BOSTON, Nov. 4.—Tales of the prisoners of war being shot in cold blood, others going stark mad, hundreds of wounded coming into the cities of France, and other stories of the war were graphically told by Dr. Lincoln Wirt, F.R.G.S., before a recent meeting of the Pilgrim Publicity Association. Mr. Wirt is the expert who has been engaged by Andrew Carnegie to address the students of various American colleges on his experiences in the war.

Tuesday, November 9, is Lotta Crabtree day at the San Francisco fair. On Monday Lotta left Boston, where she has made her home since retiring from the stage. Attorney William Morse, the reporters' friend, accompanied her. Lotta has never been forgotten on the coast. In Market street, San Francisco's best known thoroughfare, there is a fountain erected in bronze in her honor.

The Boston Record is teaching dancing through its columns, some of the best known of the Boston teachers of the light fantastic giving their ideas on the subject.

There will be big doings at Young's Hotel, November 14, for that is the date of the Veteran Journalists dinner. Men who were in the game before 1882 are invited to be present. At this dinner Police Commissioner Stephen O'Meara usually arises and recalls the days when he ran the Boston Journal, while General Charles H. Taylor, of the Globe, tells some mighty good stories, and others, well known newspapermen, add their contributions to the gayety of the occasion.

At the noonday luncheon of the Pilgrim Publicity Association at the American House, Monday, a test vote was taken on suffrage and anti-suffrage. Suffrage won, 53 to 29. When a vote for governor was taken McCall polled 28 and Walsh 20.

Professor T. A. Elmer, of Anatolia College, Marsevan, Turkey, was the speaker of the day. He gave a first hand description of the manner in which the Turks have treated the Armenians, thousands of whom have been killed in cold blood. He said that it is the ultimate intention of the Turkish government to drive all Christians from the Turkish empire. First the Turks plan a cleanup of the Armenians, then the Greeks and finally all foreigners.

Co-operation between advertising and sales departments is the keynote of a successful advertising campaign, according to Leonard Etherington, advertising manager for the Boston Last Company, in an address Monday evening before the advertising class of the Boston Young Mens Christian Union.

In the recent report of the Boston Elevated, made public Tuesday morning of this week, it is stated that the \$7,000 advertising appropriation of the company for the promotion of publicity regarding pleasure resorts within one and two fare distances has been successful. Short newspaper paragraphs have been used in the Boston papers and much display advertising done by means of posters and a trolley car covered with graphic oil painted signs.

A Boston reporter was nearly arrested recently at Nashua, N. H., during the strike as an I. W. W. agitator. The funny part of this story is that the same man was recently mistaken for a minister of the gospel in Boston.

ROY ATKINSON.

Detroit Journal a Convert—To Clean Up

The Detroit (Mich.) Journal announces that it is to keep from its columns, henceforth, advertisements of whiskey, low theatres, dubious financial propositions, objectionable "medical."

The Brooklyn Daily Eagle and Kings County Democrat was founded in 1841, the Times in 1848, the Standard Union in 1863 and the Citizen in 1887.



Eugene Field Lives Again in

THOMAS AUGUSTINE DALY

The Latest Addition to the Staff of the Evening Ledger, Philadelphia

Most American newspaper readers know and love our TOM—roseate realist, poet, philosopher, humorist, romanticist of the city streets.

He is known for his poems in Italian and Irish dialect—poems that bare the sentiment, the music, the humor and the pathos that lurk in the soul of the stranger within our gates.

Many of his readers say that Eugene Field's mantle has fallen upon Daly and think the mantle may yet prove too short to cover him!

As a native Philadelphian, Daly comments on Philadelphia men and manners. Philadelphians see themselves, their haunts and habits through the whimsical spectacles of our "Tom."

With the present excellence of the various news services among *good* newspapers, circulation must be increased largely on features and prestige.

In Philadelphia, the Evening Ledger's prestige is beyond question. As a circulation increasing feature, Tom Daly is likewise beyond doubt.

Advertisers and advertising agents who do not consider the Evening Ledger—or preferably the Public Ledger-Evening Ledger in combination—are overlooking one of the best advertising opportunities in the market.

The Evening Ledger—100,608 daily circulation
(20c per line)

The Public Ledger— 60,000 daily circulation
(20c per line)

Both papers— 160,608 daily circulation
(25c per line)

Public Ledger—Sunday edition—115,000 circulation
(20c per line)

Thomas A. Daly's verse and prose, appearing in the Evening Ledger, is syndicated for use by newspapers in other cities, the matter of interest to Philadelphians alone being eliminated. Further details on request.

Evening Ledger

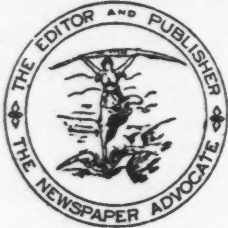
INDEPENDENCE SQUARE, PHILADELPHIA

The Editor & Publisher and The Journalist

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

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

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



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

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

New York, Saturday, November 6, 1915

When a man stops learning he stops earning what he ought to. When he ceases to build on the experiences of others he ceases to make the profits from his business which are justly his. Only the builder rises above his fellows.—Robert C. Fay.

PRESS CLUB TROUBLES

The Press Club of Chicago, for a long time considered one of the most successful newspaper men's clubs in the country, has been obliged to sell its building at 26 North Dearborn street, that city, and seek less expensive quarters elsewhere. An analysis of the club's finances shows that the club had been running behind at the rate of \$70 a week. During the last two years \$10,000 has been lost by trusting for house accounts and dues contrary to the constitution and by-laws of the club. After paying all its obligations not more than \$10,000 out of the \$130,000 paid by W. D. Boyce for its property will remain in the club treasury.

The experience of the Chicago Press Club is by no means unusual. Clubs in other cities have difficulty in paying their bills not because the membership is too small to provide for current expenses, but because of poor management and the failure of many members to pay their dues and house charges.

Running a club so as to keep it out of debt is an art. Even the big social organizations whose rosters carry the names of large numbers of successful professional and business men find that it is only by the practice of the most rigid economy and the prompt enforcement of the by-laws governing the payment of dues and other obligations that they are kept alive.

Newspaper men are just as honest and have just as keen a sense of honor as those engaged in other occupations, but they are notoriously careless in money matters. This is one reason that accounts for the shaky condition of many press clubs. Those in charge of the management do not use the aggressive methods they should in securing the payment of outstanding indebtedness. A single notice of indebtedness sent to members is not sufficient any more than it is in the conduct of a commercial business. If, after several such notices have been mailed, there is no response, the delinquents should be dropped.

Press clubs, when properly conducted, render valuable service to the members and the community. They develop a fraternal spirit and furnish a convenient meeting place for the workers when not on duty; they afford opportunities for the discussion of newspaper problems and public questions; they serve to unite all local journalists in an organization that may exert an important influence in municipal affairs. The existence of a press club in a city at once indicates to outsiders that the newspaper men are alive to their own interests.

If a club renders none of these services then it has no excuse for living, and the quicker it is given its quietus the better.

A TIP FOR THE AD MANAGER

The University Missourian, of Columbia, Mo., a daily newspaper conducted by students in the School of Journalism, has adopted a classified ad scheme that has proved so successful that it might be taken up with profit by many small city dailies.

Each day, under the heading "Tomorrow's Best Bargains," is given a list of the real bargains offered by the local merchants. The ads are set in 8 pt. solid, and cost one-half a cent a word, six words to the line, or 25 cents an inch.

The scheme has practically solved the advertising problem of a certain class of small merchants and others who say "they can't afford to use display like the big fellows," as the results obtained by the use of this column have been surprisingly good. A music dealer, who had never bought space in the paper before, sold a \$200 piano the first day through a 28 cent ad. Garages have sold new and old automobiles, grocers have cleaned up their stocks, and others have disposed of articles of various kinds through these small ads at trifling cost.

There are in every city a lot of business men who won't advertise because they can "see nothing in it." Such a column as the Missourian has established offers them a chance to test out the value of advertising at such a small expenditure that even the "closest" of them can be led to try the experiment. Many of the advertisers who begin in this way are so encouraged by the results that they eventually become large space users.

PIANO BUSINESS NEEDS STIMULATION

Edward Lyman Bill, owner and editor of the Music Trade Review, New York, a few weeks ago came out with an editorial advocating the designation of the first week in November as "Piano Week," and urging dealers to decorate their stores and make a special display of pianos in celebration of the event. Mr. Bill also urged that liberal space be used in the local newspapers to present educational articles on the piano and the player piano—the kind of publicity that will awaken the people to the necessity of those instruments in the home.

Previously the Review had urged upon the manufacturers the desirability of creating a fund for conducting a co-operative advertising campaign devoted to revitalizing the piano industry.

Like some other industries, the piano business has suffered from inadequate and poorly written newspaper advertising. There are in New York not more than three or four dealers whose trade announcements attract attention as examples of effective advertising. As a result these few firms sell more pianos than all the other dealers put together. What is needed in the piano trade today is some new blood in its advertising and enterprise in its selling methods. The profits on instruments are large, and those who distribute them can well afford to make liberal and intelligent use of the daily newspapers in securing purchasers.

GOOD TIMES ARE HERE

John H. Patterson, president of the National Cash Register Co., used nearly two columns out of four in an advertisement in Wednesday's papers, to call attention to the fact that "Business Is Booming." He states that the company's 800 salesmen all over the country report that prosperity is everywhere in evidence. The farmers have had two record crops at big prices; stocks of merchandise are low and labor is in demand; factories are busy, more cars and steamers are needed for the transportation of freight, and people are living better and spending their money more freely than during the past three years.

This same note of optimism rings out from other advertisements that have appeared during the past two weeks, and is but one of many indications that "good times" are already here. Men who have been idle for months are finding employment, salesmen on the road are booking large orders for merchandise for immediate and future delivery; and a more confident tone characterizes the entire business world.

The National City Bank, one of New York's largest financial institutions, in its November circular says:

"The outstanding feature of the business situation in October has been the fact that all trade has been unmistakably better. Every part of the country now sends good reports and the contrast they make with the conditions of a year ago is calculated to inspire the most profound sentiments of relief, satisfaction and gratitude."

The reserve agents for the twelve Federal Reserve banks in their reports to Federal Reserve Board at Washington agree that a swelling tide of prosperity is sweeping over the country.

If you examine the financial pages of the daily newspapers you will find hardly a single discordant note. Business men are feeling better and are showing by their larger investments in merchandise and in stable securities that they are no longer timid or apprehensive.

THE PASSING OF HERMAN RIDDER

In the death of Herman Ridder, editor of the Staat Zeitung, New York newspaperdom has lost a notable journalist, and the city itself a loyal and helpful citizen. Mr. Ridder was, perhaps, the most active in public affairs of all his local contemporaries, with the possible exception of the late St. Clair McKelway. The mayors of the city, under whose administration he lived, found in him a man who, whenever needed, was ready to serve the municipality, in an unofficial capacity, to the best of his ability.

He would not accept public office, but found pleasure in assisting in carrying out plans for celebrations, relief movements, and the hundred and one other activities in which the city itself was interested. Mr. Ridder was quick to respond to all appeals for assistance or support whether made by friends or strangers. No effort for him was too great when it was exerted in behalf of a worthy cause or person. He possessed a winning personality that made friends for him in all walks of life. He was a born optimist, a helper of men, and an upright citizen. His charities were numerous, and embraced all religious beliefs. No one ever questioned his sincerity in any cause he undertook. He left behind him a reputation that will be gratefully remembered for many years to come.

A writer in the Advertisers' Weekly, London, protests against the use of advertising in England to tell people *not* to buy certain goods—German goods, for instance, imported luxuries, American motors and so forth, instead of employing it as a selling force to create a demand for merchandise. Advertising, it contends, should be constructive, not destructive. In other words, instead of telling people to steer clear of your rival's goods put your best effort into persuading them to purchase the goods you offer. This is sound advice. Knocking the other fellow isn't going to boost your own sales. Your opinion of him or what he sells, while important in your own eyes, is of little moment to the great buying public that has far weightier things to think about. "Boost; don't knock", is a motto that ought to be followed by every advertiser.

The American Traffic Association has finally decided that the best method of placing railroad time tables before the public is in the advertising columns of the newspapers. It has taken the members of the association an awfully long time to reach this conclusion, and the wonder is that they did not discover the economy and efficiency of the plan before. The newspapers are the natural medium through which to inform the public as to the movement of trains. To be compelled to go to a railroad station or a hotel to find out from a folder when a train leaves is an imposition, as well as a needless tax upon a traveler's time and patience. Everybody, except the illiterate, reads the newspapers, which are to be found in every home. The advantage of having a railroad time table always within reach of the people who compose the traveling public is invaluable.

PERSONALS

James Gordon Bennett, proprietor of the New York Herald and Evening Telegram, is expected in New York shortly.

Joseph Blethen, publisher of the Seattle (Wash.) Times, will be in New York next week. Mr. Blethen contemplates spending the month in the East on business connected with that paper.

L. S. Clarke has been appointed assistant to E. T. Earl, publisher of the Los Angeles Tribune and Express, succeeding E. B. Lilley, resigned.

Ray Stowe, son of the late Harry Stowe, who was connected with the New York World for the past thirty years, has joined the staff of the New York Evening World.

Charles Capehart, president of the Capeharts Maiknown Methods, 456 Fourth avenue, New York, is on a hunting trip to Canada. Mr. Capehart expects to return to this city about November 15.

Henry West Suydam, war correspondent of the Brooklyn (N. Y.) Eagle, related last Monday night at the clubhouse of the Knights of Columbus his adventures on the firing line.

Michael Edwards, formerly associated with the Detroit Evening Journal, the Colorado Farmer, and the Chicago Tribune, was ordained to the priesthood at St. Francis Roman Catholic College, Loretto, by Bishop E. A. Garvey, of Altoona, Pa.

Richard Howell, owner and editor of the Bridgeport and Waterbury Herolds, intends to become a farmer in the very near future, having leased the Benjamin property in Stratford, Conn., for that purpose.

Miss Katherine Brigham, wife of George P. Goodale, dramatic critic of the Detroit Free Press, has written a play which soon will be produced in New York by the Messrs. Shubert.

Former Mayor W. S. Goodland of Racine, Wis., has become business manager of the Racine Call, a daily newspaper.

Lorenzo Prince, the managing editor of La Presse de Montreal, has severed his connection with that journal and announces that he is a candidate for the position of city librarian.

Percy Miller, of the Savannah (Ga.) Morning News, has been promoted to the position of managing editor of that publication.

E. J. Barry, circulation manager of the New York Sun, has just returned from a ten days' vacation trip to the Adirondacks.

Captain H. W. Kinnard, president of the Dallas Ad League, is taking personal interest in the organization of a new military company in Dallas, to be attached to the Third National Guard.

Joseph Kastner, Jr., has been appointed Western manager of the John Thomson Press Company, of New York City, to fill the vacancy caused by the resignation of F. J. Slead.

George E. Allen, of Sanford, Me., has been added to the staff of the Biddeford Journal. Mr. Allen has had much experience in newspaper work and was representative of the Biddeford Record for several years.

T. Don John, who for the past two years has been employed as reporter and Telegraph editor of the Sentinel, has accepted a similar position on the Morning Star at Oneonta, N. Y.

Edward O. Davies, of Reading, Pa., for some time employed with the Reading Eagle Publishing Company, is now in charge of the Journal Publishing Company, Annullville.

Lee Solomon, who was for some time political editor of the Philadelphia Record, was recently elected secretary and manager of the Pennsylvania State Workmen's Compensation Board. He was an important factor in securing the passage of the law which created the important position he is now to fill.

Will Reed Dunroy, former Sioux City, Iowa, newspaper man and poet, is now associate editor of Vaudeville, a Chicago theatrical publication.

Mr. Douglas Parsons, formerly of Williams, Lawrence & Cresmer Co., is now with M. L. Katz, special representative. Mr. C. E. Cromer is also a new

addition, and the offices are now at 345 Peoples Gas Building.

R. S. Grable, manager of the World Color Printing Company, of St. Louis, together with Mrs. Grable, has just returned home from a three months' trip to San Francisco.

BOSTON PERSONALS

Harry A. Townes, of the Collins & Fairbanks Company, and N. Frederick Foote, representing a New York magazine, addressed the class in advertising at Boston University Tuesday night on the subject of newspaper advertising.

Joseph Smith, of the Globe, had charge of the election returns at City Hall Tuesday night, as on former occasions. Mr. Smith, through years of study, has evolved a wonderful tabulating system.

Leighton Blood, who has been with the Journal, is now a member of the editorial staff of the American.

Kenneth Roberts, of the Post staff, has been made a member of the exclusive Newspaper Club. This is a dining club, composed of men who have journalistic standing in the community.

Eustis Adams, formerly of the staff of the Post, is now driving a motor ambulance in France, where he has had several narrow escapes from death. He has written two stories for the Post and one for Popular Science monthly.

Charles Parker has received many letters of commendation for his unbiased story in last Sunday's Post on the Penn State-Harvard game at the Stadium. In his story Mr. Parker showed up the Harvard officials.

Miss Gertrude Stevenson, of the Journal staff, is fast gaining a wide reputation as a writer of feature stories. She is as much at home on a murder story as she is in the description of a society ball.

PHILADELPHIA PERSONALS

W. Atlee Burpee, a well-known seedman and popular member of the Poor Richard Club, who for the past two weeks has been under the care of a trained nurse and physician at the Ritz-Carlton, is much improved and his early recovery is expected.

H. M. Romig, of the staff of the Evening Ledger, has resigned to take charge of publicity and extension work for the Society of Organized Charities. He is a University of Pennsylvania graduate, having gone through the Wharton School, and is a social service expert.

Richard J. Beamish, directing editor of the Press, told the story of the "Ride of Caesar Rodney" to upwards of one hundred children from one of the public schools, at Independence Hall a few days ago. He concluded his address with a reading of his stirring poem on the incident.

Robert W. Swift, assistant to President J. Maury Dove, of the Lanston Monotype Machine Co., Philadelphia, has resigned to become assistant treasurer of The Solvay Process Co., manufacturing chemists, at Syracuse. Mr. Swift has been connected with the monotype company for fourteen years, beginning as a casting machine operator. His name will always be associated with the non-distribution system for composing rooms, now adopted by big papers all over the country.

CLEVELAND PERSONALS

E. Arthur Roberts, the motion picture authority of the Plain Dealer, has started a new magazine series entitled, "Inside Stories of Famous Murders." Mr. Roberts was formerly on the London Daily Mail, and identified with English journalism for twenty years before joining the Plain Dealer staff. His first stories of this series appeared last Sunday. It had to do with the Dr. Crippen-Ethel Le Neve case in 1910, and in which Mr. Roberts played a prominent part in the capture of the couple.

Wilson G. Smith, music critic of the Press, has written the music to a new song, "Heart Sorrow." The words are by Fred G. Bowles.

L. J. Herbert, who has been in charge of the mechanical departments of the Central Press Association, has joined

the Newspaper Enterprise Association staff.

Forrest E. Davis, formerly with Dayton newspapers and more recently of the Press, has joined the staff of an Indianapolis newspaper.

H. P. Burton, eastern manager of the Newspaper Enterprise Association at New York, was in Cleveland during the past week.

J. H. Platt, Jr., assistant managing editor of the New York Evening Mail, has been appointed to an editorial position with the Newspaper Enterprise Association here.

James G. Scripps, of San Diego, Cal., and president of the Scripps Newspaper Concern, was a visitor to Cleveland this week.

WASHINGTON PERSONALS

N. O. Messenger, of the Washington Star, better known in the Press galleries as "Jack," returned to Washington just before election after a three weeks tour of Massachusetts, New York and New Jersey, in the course of which he sent a series of informing letters to his newspaper.

George E. Stephenson is expected in Washington November 15 to join the bureau of the Boston Transcript of which William E. Brigham is chief. Mr. Stephenson, whose family are among the owners of the Transcript, is acquiring a knowledge of all branches of the business and will spend the season in Washington for the experience.

Stanley Frost, chief of the New York Tribune bureau, was absent from Washington ten days on a political trip through Ohio and Kentucky, for the Tribune.

Walter S. Gard, Washington correspondent of the Houston Post, has returned from a three weeks visit to the home office.

Aaron B. Rosenthal, has arrived in Washington as the representative of the Milwaukee Journal. Mr. Rosenthal has been employed on the Journal a number of years but this is his first appearance in the Washington field.

SAN FRANCISCO PERSONALS

James H. McGraw, head of the McGraw Publishing Co. of New York, who has been on the Coast several weeks attending conventions of electrical men, is in the city again.

Annie Laurie, of the Hearst newspapers, told of work in the "newspaper game" at the California Club yesterday, before an audience which packed the auditorium. Under the head, "As in a Looking Glass," the popular writer reflected her early experience in newspaper work. "She gave many interesting incidents in her experience in getting the news.

Maximilian Foster, well known author and a native of San Francisco, is visiting the Exposition and his old haunts about San Francisco, accompanied by Mrs. Foster.

The intimate friends and co-workers of Nelson E. Edwards, of the Call art staff, and moving picture operator of the International Film Service, gave him a farewell dinner Saturday evening in a downtown cafe to speed him off for the Balkans where he will take war pictures. Edwards left, October 23, for New York, where he will sail for Rotterdam. While here he represented The Call and Post and the Hearst-Selig Pictorial Weekly, making the films of the Exposition events for that service. In taking war pictures Edwards will be attached to the Austro-German armies. Those attending the farewell dinner were E. Carl Wallen, C. J. Hubbell, Joe Marron, Dick Taylor, Jack Gunn, Otto Stolberg, Joe Flaherty and Sam Crow.

C. I. Hitchcock, editor and general manager of the Insurance Field, of Louisville, Ky., is here on an Exposition tour.

Sam Blythe, special writer and war correspondent, has been spending a few days in San Francisco, studying the political situation in the West for a series of articles. He declares that, probably, the Republican national con-

vention will go to the city contributing the largest amount to the party's funds.

CHICAGO PERSONALS

Walter N. Burns, formerly with the Associated Press, is rewriting on the Tribune. Sidney Willis also has been transferred from the street to the rewrite track.

George Kurtzenknebe Shaffer, of the Tribune sport department, is visiting the ancestral estates at Urbana.

Leroy Langland, northwest editor of the Associated Press, is acting night editor in the absence of J. C. Royle.

James Evans has left the Journal for the American staff.

Ralph Waldo Emerson, of the Tribune, is back from the farmer's conference at Memphis. Ralph went in the capacity of both reporter and farmer. He owns one of the finest farms (to coin a phrase) in Southern Illinois.

Sherman R. Duffy, sporting editor of the Journal, is back from his vacation. John J. Brady, of the Journal sporting department, has returned from a trip to Vancouver.

Joseph J. Jones, auditor of the central division of the Associated Press, was in New York last week.

Max Annenberg, circulation manager of the Tribune narrowly escaped injury the other night when a chauffeur in a "borrowed" car crashed into Annenberg's machine, wrecking it.

Mrs. Mabel Reber, society editor of the Tribune is in Wisconsin. Mrs. Clara Page is acting in her stead.

John L. Lovett has resigned from the Tribune staff to become editor of the Manufacturers News, official organ of the Illinois Manufacturers Association.

Junius B. Wood and Clyde Brown, of the Daily News, and Mark S. Watson, of the Tribune, are at the Mexican front. Miss Harriet Farrel, of the Tribune, is back from a visit with the home folks at St. Joseph, Mo.

E. Marshall Young, of the Journal, is visiting the college faculties of the middle west to secure contributions to the Journal's University Extension Lecture Course now in its second year.

James W. Rariden, a young reporter who recently was on the Tribune staff, has lost a leg below the knee in a railroad accident near Havana, Ill.

Walter N. Burns has left the Associated Press and is freelancing. Mr. Burns has been Sunday editor of the Examiner and Inter Ocean.

Samuel T. Hughes, editor of the Newspaper Enterprise Association, has just heard from Robert Minor, the artist, who was sent to the front in the warring countries to obtain sketches from life. Mr. Hughes says he believes photographs of the war are getting commonplace and that Minor's work should afford a welcome change in pictures for the newspapers. Minor has reached Paris, and his work is expected to come forward soon. He will remain abroad eight weeks. When he left, Minor said: "I am going to rip the brass buttons off of war," which means human interest stuff, of course.

PAPERS RUINED BY THE WAR

Many German Publications Forced to Suspend Their Issues.

Under the headline "The Economic Crisis in Germany" the Journal de Geneve publishes the following dispatch from Basle, on the German frontier:

"Among the business interests hit by the war that of the newspapers must be cited. In spite of the demand for news created by the European crisis, the number of newspapers published in Germany has diminished, and the first of October marked the disappearance of several journals of minor consequence which had been obliged to suspend publication. Others are able to maintain their existence only by raising their subscription price, and it may be safely predicted that if the war lasts more will go under.

"What has especially disorganized the budget of the newspapers is the falling off in advertisements, for which their increased number of readers cannot compensate them.

Circulation Management

By W. R. Scott. Just out. A 300-page book on organization and management of circulation departments. Facts, figures and details of best organizations in the country—advertising rates, complete distribution and collection systems, contests, premiums, special features, etc. "Great book. Send 30 copies."—*Indianapolis News*. \$2, postpaid.

THE RONALD PRESS CO.
Evening Post Bldg., New York

COMICS

DAILY LAUGH—6 a day; may be used singly if desired.

DAILY LAUGHS, JR.—Same, but with illustrations reduced to 1/2 col.

SCOOP—Known the country over; 5 and 7 col.

WEEKLY COMIC PAGE—On the market for sixteen years.

THE INTERNATIONAL SYNDICATE
Features for Newspapers
Established 1899 BALTIMORE, MD.

NOW READY FOR DELIVERY

The Ideal Poultry Keeper's Guide

Copyrighted August 16, 1915

The Only Poultry Chart of Its Kind Published in the United States and Canada. Invaluable to everyone interested in Poultry.

An Ideal Premium for R. F. D. Circulation

Retail Price, \$1.50. Special Price Quantity Orders. Send 35c. for sample postpaid.

S. BLAKE WILLSDEN, Publisher
Headquarters for all Anatomical Charts
1606 Heyworth Bldg. Chicago

USE UNITED PRESS FOR Afternoon Papers

General Offices, World Bldg., New York

Good News Service

Is that which reaches you FIRST
Is WELL WRITTEN, Is ACCURATE

This is the Specialty of

International News Service
238 William St. New York City

HOLLISTER'S CONTESTS PRODUCE RESULTS

Below is shown our records on six campaigns in different parts of the United States.

	Receipts
Los Angeles Times, Los Angeles, Cal.	\$67,970.00
Courier-Journal, Louisville, Ky.	60,000.00
The Express, San Antonio, First Contest	50,000.00
The Express, San Antonio, Second Contest	78,000.00
Deseret News, Salt Lake City, Utah	33,000.00
Capital News, Boise, Idaho	22,000.00
News-Courier, Charleston, S. C.	25,000.00

50,000 new subscribers were secured for the above papers. If you want more circulation call upon our old established dependable organization.

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

HOW IRVIN S. COBB LANDED

HIS FIRST JOB IN NEW YORK

Had \$300 in His Jeans When He Arrived from Paducah, Ky.—Spent Fourteen Days in Interviewing Head Office Boys in Newspaper Offices—On the Fifteenth He Wrote a Humorous Application That Secured Him a Place on the Sun at \$15 Per.

"Why, honest, young man, I can't remember as far back as the time I broke in as a newspaper man." This was the unexpected answer Irvin Cobb—reporter, war correspondent, lecturer and playwright—made to a correspondent of THE EDITOR AND PUBLISHER during an exclusive interview in Boston recently.

Although the answer was absolutely unlooked for, it was exactly in keeping with the Cobb personality, because he is forever breaking out with such surprises.

"I was born in Paducah, Ky., in 1876, and although none of my relatives had up to that time cast themselves on the unsuspecting public in the role of writer, I was not more than four years old before I was the busiest man in the establishment of the Paducah Evening News," said Mr. Cobb.

"You see, this is the way it actually happened. I was very fortunate in having a dear old uncle—one of the real sterling sort; not a blood relation, but one of the New England kind. Well, this was my Uncle Shewsbury, the man responsible for that S which appears as the central figure in the name that the Saturday Evening Post insists on signing to the Judge Priest stories.

"Uncle Shewsbury had a not uncommon idea that if he did not write a few personals for the local columns of the News every day, he was unmindful of a religious duty that he owed to the people of the community.

AT 17 LEANED TOWARD CARTOONING

"Of course I had to go along with Unkie, and from that time until I reached the age of 17 I was everything from a nuisance to a printer's devil; but I guess most of the time I filled the bill of the former. I never thought, during this period, that I would like to be a reporter, but I seemed to lean more to the uncanny art known as cartooning.

"At the age of 17, just as I was preparing for college, my father failed in business, and I was forced to go to work on the News. As a cub in a small town I thought I was a regular reporter; but when, a few years later, I left for Louisville, and later jumped to Cincinnati—where for the first time I gazed at a newspaper woman—I found that I was still a green cub, some green at that.

"Twenty years after first trudging into the News with Unkie Shewsbury, I returned to Paducah, at the age of twenty-five, and for the next four years extracted \$30 a week from the cashier as managing editor. After successfully holding the managing editor's chair for a time, I became restless—things in this small town in Kentucky did not seem to be moving quite as rapidly as I wished they would. So, weighing the matter in my mind, and battling with my judgment for some time, I at last decided that if I was going to stick to the newspaper game, New York was the place for me.

LANDS IN NEW YORK WITH \$300

"Therefore, in August, 1905, with plenty of pep and ginger, plus about \$300 in my pocket, I landed in the big city. I started right in hunting for a job. The afternoon I arrived I tried several of the morning papers, but the only people I could find to talk to were the office boys.

"I was getting thoroughly disgusted with the whole business, when, on the fifteenth day, I bought a New York paper—I don't now remember which one—and went out to Central Park. As I sat there on a bench, looking over the paper, my eye suddenly rested on a brief story that was written in a semi-facetious vein and which in a humorous way severely joshed a certain politician.

"As I read this I was seized with a brilliant inspiration. These inspirations come to me only spasmodically, but I was traveling under my lucky star. I decided then and there that if these

big city sheets would fall for this kind of junk, possibly an application for a position written in this form would take equally well.

HIS "DAMN FOOL APPLICATION"

"In the quiet of my hotel room I industriously addressed a copy of this alleged humorous application to every editor in the city. In it I told them I had already fooled around too long, and thus far had only been able to meet the head office boy; that I was still open for a position, and if an immediate appointment were made, and the terms were to my liking, I might be induced to consider it, and possibly a contract could be drawn up, although I begged them not to place too much confidence in the bargain, as I explained it might peter out.

"The next morning I left the hotel before the mail had been distributed, and as I was out early, I succeeded in walking directly into the city room of the Sun. (That was once I beat the office boys.) As I roamed through the spacious room I noticed a young man make a hasty exit from an office door labeled 'Managing Editor'; but what interested me more was the letter he carried in his hand.

"I walked up to him—looking much, I suppose, like a yearling calf being led to slaughter.

"Sir, my name is Cobb—Irvin Shewsbury Cobb, and I—

"So you are the fellow who wrote that damn fool application," blurted the chief.

"I calmly pleaded guilty.

"When can you come to work?" he asked me.

"Why, any time—right now, if you say so," I answered; but he added that there was no particular hurry about it, and besides, he informed me that they paid only \$15 a week to cubs, continuing, with bitter sarcasm, 'Of course, if you ain't any good, we shall know it before the salary has made any difference to speak of, and if you are a live one we shall be equally as responsive.'

"I started to work that afternoon, and when I returned to my hotel I discovered that nearly every one of the other papers was either willing to take a chance or at least would welcome me within its sanctum.

"Four years ago, on a bet with a very dear female friend of mine with whom I am intimately related by marriage, I was induced to write a fiction story. Yes, it not only got into print—this masterpiece bearing the title of 'The Escape of Mr. Crimm,' but I have just received a letter today from New York telling me that the dramatization of the story is already under construction.

"About that time I quit the World and went over on the Saturday Evening Post, where I am still held on the payroll. Soon after the beginning of the war I, with three other newspaper reporters, decided to go to the scene of conflict. We went and got back, but that is another story."

AN IMPORTANT CORRECTION

Syndicate Publishing Co.'s "Best Seller" Plan Sound and Effective.

In THE EDITOR AND PUBLISHER on October 9 appeared an article headed "Best Seller Book Bunk," taken from and credited to the New York Tribune, in which Samuel Hopkins Adams "calls down" the Hartford Courant and the Chicago Herald for allowing the Syndicate Publishing Company to use their columns to exploit "an assortment of left overs" for the purpose of "increasing circulation for them."

THE EDITOR AND PUBLISHER is convinced, upon investigation, as the follow-

ing facts clearly indicate, that it unwittingly not only did an injustice to the Syndicate Publishing Company, but also to the Chicago Herald and the Hartford Courant in the publication of this matter. For upon inquiry and investigation we find that in physical make up the novels put out by the Syndicate Publishing Company compare favorably with the original copyrighted volumes that sold at \$1.25, \$1.35 and \$1.50; that, in fact, the books were printed from the original plates, were substantially and artistically bound and enclosed in four color jackets, and in typographical appearance the volumes were highly creditable to the Syndicate Publishing Company and practically the equal of the original editions.

It is our opinion that the books were an exceptionally good value at 23c, the price at which the Chicago Herald sold them, for they represent the work of some prominent present-day authors, including Will Irwin, Cyrus Townsend Brady, George Randolph Chester, Edith Wharton, S. R. Crockett, Mrs. Wilson Woodrow, Cutcliffe Hyne, Frederic S. Isham and Vaughan Kester. The stories are meritorious and are still being put out by the publishing houses of D. Appleton & Co., Bobbs-Merrill Co., Macmillan Co. and Dodd, Mead & Co. The fact that their novels were accepted and published by these representative houses is proof of their appealing character.

Henry H. Couland, the business manager of the Hartford Courant, in speaking with a representative of THE EDITOR AND PUBLISHER regarding the Syndicate Publishing Company's plan, said:

"Our relations with the Syndicate Publishing Company were entirely satisfactory. During the eight weeks we ran the book campaign we sold 68,000 books at 19 cents a copy, the exact cost to us. None of the buyers complained to us that he had not received full value for his money or that he had been misled by the company's advertising regarding the character of the books offered. As a result of the campaign we added 2,500 to the circulation of the Sunday edition of the Courant."

The Chicago Herald state that "the total distribution, when all returns are in, should be approximately 150,000—the largest book distribution ever made by a newspaper in the world. The Sunday circulation gained between 7,000 and 10,000 on the editions conveying the announcements. In all of the immense correspondence of the Herald we found only one letter of disapproval, of a book. Singularly enough, the writer of that letter had purchased each of the previous ones and enclosed a remittance for another book."

In discussing the subject with a representative of THE EDITOR AND PUBLISHER, Frank E. Wright, president of the Syndicate Publishing Company, said:

"Neither the Hartford Courant nor the Chicago Herald made a cent in handling these books, notwithstanding the Tribune's statement to the contrary. They used them purely as an advertising demonstration and Sunday circulation builder. Both papers spent substantial amounts of their own money to advance the sale of the books."

That the public was not misled in the advertising, as was alleged, by any thought that they would receive any book of their own choice from the published list, is best evidenced by the fact stated by both the Herald and Courant that not one person ever applied for any book except the one announced that week.

D. Appleton & Co., The Macmillan Co., Dodd, Mead & Co., and The Bobbs-Merrill Co. say that the eight books distributed by the Courant and the partially different list distributed by the Herald, did not by any means comprise all of their books available to the Syndicate Publishing Co. for this purpose. It is apparent, therefore, that a selection week by week was made.

There was absolutely no element of chance as to what book the reader would get with his coupon. Moreover, the newspaper offered to return the purchase price to anyone who was dissatisfied with his purchase. The Hartford Courant and the Chicago Herald state that not one book was returned by a dissatisfied purchaser.

San Francisco Examiner

Monarch of the Dailies

Breaks All Records for Results From a Single Advertisement

\$1,200,000 SALES, representing the disposal, within one week, of 2,000 Automobiles, were directly traced to one double-page advertisement of the Chevrolet Motor Co. of California, appearing exclusively in the San Francisco Examiner of Sunday, June 6, 1915.

Eight leading advertisers of San Francisco checked the returns and vouched for their accuracy.

VERIFICATION

We, as members of a special committee of San Francisco Merchants, have investigated the agency contracts made between the Chevrolet Automobile Company and its agents and we have verified the numbers of cars reported sold after and as a result of an advertisement which appeared in the Sunday issue of The San Francisco Examiner, June 6, 1915.

We find that of 3,000 Chevrolet cars sold within the week following this advertisement, more than 2,000 sales were due directly and entirely to this one advertisement in The San Francisco Examiner.

Lewis L. Roos
ROOS BROS.
B. F. Schlainger
THE EMPORIUM

B. W. Costello
O'CONNOR, MOFFATT & CO.
S. Prager
PRAGER CO.

Stephen S. Rau
I. MAGNIN & CO.
E. Livingston
LIVINGSTON BROS.

R. E. Miller
THE OWL DRUG CO.
B. Katchinaki
PHILADELPHIA SHOE CO.

The Examiner has since tried, without avail, to unearth a record equally good.

READ WHAT ADVERTISING EXPERTS AND NEWSPAPER PUBLISHERS SAY OF THIS ACHIEVEMENT

ERWIN, WASEY & JEFFERSON
Advertising—New York
The showing is certainly wonderful and I congratulate you on the results produced by The Examiner.
C. R. ERWIN, President.

GEORGE BATTEN COMPANY
Advertising—New York
The sales record of the Chevrolet Automobile advertising in the San Francisco Examiner is certainly a record-breaker. I do not think there is anything in my knowledge that can exceed it.
WM. H. JOHNS, Vice President.

J. WALTER THOMPSON CO.
Advertising—New York
We agree with you that selling 2,000 automobiles from one advertisement of two pages is a remarkable record. We do not recall having heard of a better record of actual sales from one advertisement.
W. H. MEYER,
Mgr. Newspaper Dept.

THE CURTIS PUBLISHING CO.
Philadelphia
Bully for The Examiner! The results from that page beat all records I know anything about.
ROBERT L. BARROWS.

P. F. COLLIER & SON, INC.
New York
The results obtained by the Chevrolet Motor Company from one advertisement in the San Francisco Examiner are surely astounding and I know of no record to equal it. My hat's off to all of you.
E. C. PATTERSON,
Vice Pres. and Gen. Mgr.

JOHN GLASS
Publishers' Representative—Chicago
I will undertake to make a bet, at good odds, that no page advertisement in any newspapers in this or any other country could possibly have brought better results than obtained as mentioned in your letter, to the tune of \$1,200,000 of automobiles sold.
JOHN GLASS.

LORD & THOMAS
Advertising—Chicago
Indeed, I know of no finer record than that of which you tell in your letter of August 6th. I never heard of anything approaching it in my whole experience. It establishes a record entirely in a class by itself. I should like to see a copy of the advertisement that produced such amazing results.
A. D. LASKER, President.

J. W. MORTON, JR.
Advertising Agency—New York
So far as my information goes, this is the biggest advertising stunt ever pulled off as measured by results. It certainly proves beyond question which is the one big paper of the Golden West.
J. W. MORTON, JR.

COLLIN ARMSTRONG
Advertising and Sales Service—New York
We must congratulate The Examiner as a medium for automobile advertising, for we do not know that we have ever known of a record beating this for results.
H. L. COHEN, Manager.

WM. D. McJUNKIN ADVERTISING AGENCY—Chicago
The sales resulting from the Chevrolet ad are certainly remarkable. We recall none in this line which equals them.
J. A. DEYOING, Secretary.

GARDNER ADVERTISING CO.
St. Louis
As far as I have ever heard, the Chevrolet page in "The Examiner" sets a new record in advertising results—it seems to have been a combination of a good proposition and a good paper.
H. S. GARDNER, President.

WELLS, FARGO & CO.
I would hardly like to hazard a guess as to what would happen to the express business if we were able to do a similar amount of newspaper advertising.
B. D. CALDWELL, President.

THE JOHNSON ADVERTISING COMPANY
Chicago
Can truthfully say that covering an experience of more than twenty years, I cannot remember a single incident of a like nature. It looks to me as though this were high-water mark and certainly registers one hundred per cent.
There is no question that you had the goods, for I note on your verification committee several names who outdo in conservatism any of our most conservative Eastern merchants. With such names on your special committee everybody in advertising circles MUST take this information as PURE GOLD.
C. F. W. NICHOLS,
Vice Pres. and Treasurer.

STEWART-DAVIS ADVERTISING AGENCY—Chicago
I guess you have them all "skinned." I never heard of anything like it.
STEWART-DAVIS ADVERTISING CO.

THE CARL M. GREEN CO.
Advertising—Detroit
Allow me to congratulate you on the wonderful showing made by The Examiner on the Chevrolet advertising. It is a record which, so far as I know, has never been exceeded, and is certainly a very strong recommendation for the effectiveness of The Examiner.
CARL M. GREEN, President.

WYLLIE B. JONES ADVERTISING AGENCY—Binghamton, N. Y.
The results from the Chevrolet automobile advertisement in the Sunday Examiner of June 6th were something remarkable and extraordinary. I have never heard of an advertising record that anywhere near approached it.
It is a splendid proof of the value of advertising, and especially of advertising in the San Francisco Examiner.
WYLLIE B. JONES, President.

THE PHILADELPHIA RECORD.
It is indeed a record to sell \$1,200,000 worth of automobiles from one advertisement and I have never heard of better results from a single advertisement in any newspaper. I congratulate you on your good work.
ROWEN STEWART,
Advertising Manager.

STACK ADVERTISING AGENCY
Chicago
The number of automobiles sold from a page advertisement in the San Francisco Examiner is the most marvelous record I have ever heard of.
The Examiner sure has the "punch," and it is fortunate in having a clientele consisting of live, active citizens of the United States.
J. LANGFORD STACK.

ADVERTISING AND SELLING MAGAZINE—New York
You will find on page 34 of our August issue a reproduction of an advertisement selected by Mr. French, of the Chevrolet Company, as the most satisfactory and resultful ad of that company for the year.
We have no record of the results of such advertising, but personally I have never noted a more satisfactory return from newspaper advertising, taking into consideration the size of the article published.
R. C. GILMORE, President.

STREET RAILWAYS ADVERTISING CO.
New York
That the San Francisco Examiner should sell \$1,200,000 worth of automobiles from one double-page advertisement is perhaps the greatest demonstration of the power of newspaper advertising that the world has ever seen.
In my quarter of a century newspaper experience, I have never known anything to compare with what you have done. It proves that the right goods, the right copy, and right medium form a compelling sales-power that always means for success.
Your feat is a marvelous one. It is a great tribute to your newspaper. It is a greater tribute to good advertising. The story of how the San Francisco Examiner made the Chevrolet Car Company one of the brilliant stories of a brilliant State.
KENDALL B. CRESSEY.

THE EDITOR AND PUBLISHER
August 28, 1915
The pulling power of advertising sometimes seems almost incredible. An instance of this character has recently been called to our attention. The San Francisco Examiner, on Sunday, June 6, contained a double page spread of the Chevrolet Motor Company of California, announcing the production of a new automobile. The Examiner was the only paper used. The value of the automobiles sold through this one advertisement during the six days following its appearance, according to Norman L. DeVanx, president of the company, was \$1,200,000. A committee of merchants who investigated the records of the Chevrolet Motor Company found that of the 3,000 cars sold the week following the appearance of the ad, more than 2,000 sales were directly due to the advertisement. So far as we know, this record has not been surpassed in the history of advertising.

NEWSPAPERDOM
August 12, 1915
Here is a remarkable example of the selling power of newspaper advertising. On June 6, the Chevrolet Motor Company introduced its new car to the Pacific Coast by placing a two-page advertisement in the San Francisco Examiner. The sales directly traceable to this advertisement amounted to over 2,000 automobiles, valued at \$1,200,000, which were sold within a week. So extraordinary was this, that a special committee of San Francisco merchants investigated the agency contracts and submitted a signed verification of the statement. This is another instance of the superiority of the newspaper as a selling power.

THE MINNEAPOLIS TRIBUNE
The "pulling power" of the San Francisco Examiner as illustrated in the number of cars sold from one advertisement published in its columns by the Chevrolet Motor Company, was certainly a remarkable demonstration.
GERALD PIERCE.

THE BEE PUBLISHING CO.
Omaha
So far as I know, you are entitled to the record on the sale of automobiles from one advertisement, and also congratulations.
CHARLES C. ROSEWATER,
General Manager.

SANTA FE RAILWAY
Chicago
Great stuff! I am afraid it may set a pace hard to keep up—like our big traffic to California this year.
W. H. SIMPSON,
General Advertising Agent.

SUNSET MAGAZINE
San Francisco
I have been much interested in looking over a full page announcement in the San Francisco Examiner of Sunday, July 18th, making the startling statement that one double-truck advertisement in the San Francisco Examiner sold 2,000 automobiles for the Chevrolet Automobile Company. This is the most remarkable example of quick results I have ever known, and it emphasizes three strong points:
First: That the people of California have both the purchasing desire and the purchasing price.
Second: That big space pays when you really have the goods.
Third: That the San Francisco Examiner cannot be beaten as an advertising medium. I congratulate you heartily on this splendid achievement.
WM. WOODHEAD, Gen. Mgr.

THE CHICAGO TRIBUNE
I do not know of any instance, aside from the one you mention, where a single advertisement sold in excess of \$1,200,000 worth of merchandise.
E. V. PARSONS,
Advertising Manager.

ROBERTS & MacAVINCHE
Advertising—Chicago
I cannot see where we can add anything to the facts that you present as to the value of the Sunday Examiner. I do not know of any case its equal or any better.
A. J. MacAVINCHE.

WILLIAM RANDOLPH HEARST
This achievement of The San Francisco Examiner is the most extraordinary result that I have ever known to have been accomplished through an advertisement. One advertisement sold \$1,200,000 worth of cars. The advertisement cost, possibly, \$1,200. The return was \$1,000 for every dollar invested.

THE BROOKLYN EAGLE
The Examiner's record of selling 2,000 automobiles through a two-page advertisement is a good one, and one that, as far as I know, has never been equaled.
H. F. GUNNISON,
Business Manager.

UNION PACIFIC SYSTEM
Chicago
This is certainly a remarkable showing. I know of nothing like it in the annals of advertising.
GERRIT FORT,
Passenger Traffic Manager.

ST. LOUIS POST-DISPATCH
Our automobile department has made inquiry among the automobile trade in this city and report that they are unable to find where the record was equaled in this city.
We wish to congratulate you on the remarkable result producing power of your newspaper.
GEO. M. BURHACIL,
Advertising Manager.

CHICAGO, BURLINGTON & QUINCY RAILROAD CO.
I think this showing can very readily be considered as placing The Examiner among the class of papers giving wonderful value to their advertisers.
I do not know of any record of actual sales from one ad that surpasses it.
J. FRANCIS,
General Passenger Agent.

THE PROCTER & GAMBLE CO.
Cincinnati
The result of the Chevrolet advertisement was certainly startling, something which no poor soap manufacturer could hope to approach. We do not believe that any manufacturer in our general line could show you any clearer result of actual sales than this. We know we could not show anything.
R. F. ROGAN.

FEDERAL ADVERTISING AGENCY
New York
Great work! Congratulations!
J. J. GEISINGER.

VICTOR TALKING MACHINE CO.
Camden, N. J.
Certainly a wonderful result.
H. C. BROWN.

CHICAGO, MILWAUKEE & ST. PAUL RAILWAY CO.—Chicago
The record traceable to this publicity is indeed phenomenal and it is an eloquent and convincing proof of the selling power of your paper. Great sales achievements of this kind infallibly indicate to advertisers the mediums where they can most advantageously spend their money.
S. D. ROBERTS,
General Advertising Agent.

THE MAIL ORDER JOURNAL
September, 1915
The San Francisco Examiner has achieved one of the greatest advertising victories ever accomplished by any daily or Sunday newspaper. It recently carried a double-page advertisement for the Chevrolet Motor Car Co. of California, and the results from this advertisement amounted to more than two thousand motor cars sold. The advertiser testifies to this fact as follows: "We find that of 3,000 Chevrolet cars sold within the week following this advertisement, more than 2,000 sales were due directly and entirely to this one advertisement in the San Francisco Examiner." The receipts from these sales through the advertisement in the San Francisco Examiner were \$1,200,000.

CHICAGO HERALD
It gives me pleasure to state that I have never heard of your report being equaled by any automobile advertising ever published in a daily newspaper.
W. E. HASKELL, Publisher.

Largest Volume Largest Gain

In October, 1915, The New York Times published more than a million lines of paid advertising, a gain of nearly a quarter million lines over October, 1914—the largest volume and largest gain ever made in one month by

THE NEW YORK TIMES

In PITTSBURGH

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

The Post ^AND ^NThe Sun WHY?

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

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

The Jewish Morning Journal

The Only Jewish Morning Paper
New York City

CIRCULATION IN NEW YORK CITY LARGEST OF ALL FOREIGN LAN- GUAGE PAPERS.

Next to the "World" in Want Ads.

The Detroit Free Press

"Michigan's Greatest Newspaper"

The Largest
2-Cent Morning Circulation
In America

Rates and information
direct, or from

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

Buffalo News

EDWARD H. BUTLER
Editor and Publisher

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

Foreign Advertising Representatives

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

According to a compilation made by the Mail Order Journal for the first six months of 1915, The Washington Star carried not only a greater volume of display advertising, but also a greater volume of local display advertising, than any other American Newspaper, whether morning or evening and Sunday.

THE EVENING STAR THE SUNDAY STAR

Washington, D. C.

OFFSET PROCESS MAY REVOLUTIONIZE NEWSPAPER SUPPLEMENT PRINTING

New York Times to Install Two Web Rotary Presses Next Month—
Offset Printing Described—Its Advantages Over the Ordinary
Kind—Knudsen's Method of Producing Plates at Low
Cost—Mr. Hart's Prediction

BY FRANK LE ROY BLANCHARD

PICTURES, pictures and more pictures is the present cry of the reading public, and the daily newspapers vie with each other in an endeavor to meet the demand. When Joseph Pulitzer purchased the New York World in the early eighties and began publishing pictures of news events and the men and women who figured in them, within a few hours after they happened, the Daily Graphic was the only newspaper that printed illustrations in its week day editions. The Graphic, however, was not classed with such journals as the Herald, the Sun and the Times, but was regarded simply as a "picture" paper.

The publishers of the other New York newspapers shook their heads and said that the World's innovation would never do. The public, they asserted, didn't care for news pictures and even if it did Mr. Pulitzer would soon find the cost prohibitive.

But the public knew what it wanted better than the publishers, and Mr. Pulitzer from that time on continued to print pictures in the World much to the latter's circulation advantage. Finally, nearly all the newspapers followed the example of the World and established art departments.

The development of the Sunday supplement, following the introduction of a liberal use of illustrations and the strenuous competition among the newspapers to produce the most attractive magazines, taxed the art and mechanical departments to their utmost. Difficulty was experienced in getting good results by the use of half tones on ordinary print paper. The speed at which the big presses were run prevented the securing of the art effects that were aimed at. It was finally concluded that the best way to produce satisfactory printing results was by the use of a high grade paper on slow, flat bed presses into which the sheets were fed by hand. Both the Times and the Herald printed their Christmas and Easter supplements in this way. Because this method was slow and laborious, inventors sought to construct presses and devise processes that would expedite the printing of the big editions of the Sunday papers. The rotogravure press was the first to offer relief. The New York Times and the Chicago Tribune were the first newspapers to make use of this new method of printing illustrations in America. The work done by these presses was of a beautiful character—probably the finest ever put forth by American newspapers.

But the rotogravure process was expensive as it required the installation of an entire special plant consisting of presses, and machinery for preparing the copper rolls by which the printing is done.

The latest method of magazine supplement printing to which the attraction of publishers has been directed is the offset which is shortly to be employed in the office of the New York Times.

The New York Sun issued its first lithogravure supplement, printed on an offset press, on Sunday. The publisher received many compliments upon its artistic appearance, which Ingalls Kimball, of the Cheltenham Advertising Agency, declares to be one of the most interesting typographic achievements he has ever seen. The printing was done on the Scott offset press, owned by G. Schirmer, the music publisher.

QUESTIONS ANSWERED.

What is offset printing and what are its advantages over the ordinary printing presses using type or stereotype plates? These questions naturally suggest themselves.

In the presses now in general use the printing is done directly upon the paper by type or by stereotype plates. In offset presses, flat surfaced plates fastened upon

one cylinder print their impression upon the rubber surface of a second cylinder, which, in turn, transfers the impression to the paper passing over a third cylinder; that is, the inked impression is offset by the rubber cylinder upon the paper passing over the third cylinder.

Offset presses have been in use among lithographers in the United States for a number of years. In 1905 a man named Rubel put on the market a new lithographic press which was operated successfully in a Duane street establishment. Two years later the Harris Press Company brought out the Harris Offset Press. The new method of printing met with much opposition among lithographers at first, but gradually it has displaced all other processes until today the offset press leads in lithographic work.

Meantime many improvements had been effected in photography and in plate making. It was found that if a page of type were set up in good style in well-cut, sharp-faced type, and a clean proof given to the photographer, he could reproduce it upon a stone or upon a zinc plate which could be used in printing on an offset press with excellent results. As it was possible to employ a much cheaper grade of paper in making catalogues and books, and at the same time produce first-class work, offset printing soon became popular among large mail order and mercantile houses, and among the publishers of cheap books.

A few years ago, when high-grade illustrations came into vogue among the weekly and Sunday newspapers, the attention of the publishers was directed to offset printing as a means of securing a better grade of work on magazine supplements, and at less cost than by the old method of printing. Only a few, however, installed offset presses, which were of the flat-bed type, preferring instead, for various reasons, to give the work to commercial printers.

BEST PRINTING ON FLAT-BED PRESSES

The best printing, as all experienced publishers know, is done on flat-bed presses. In order to get good results, great care must be taken in making the plates employed in producing the illustrations. Half-tone plates which are used in high-grade work are expensive, ranging in cost from nine to twenty and even twenty-five cents a square inch. From these, electrotypes are made, from which the actual printing is done when the run is to be a long one. In short runs the original half-tones are employed, and because they are made of copper instead of zinc better work is obtained.

In preparing the forms for the press much work is required on the make-ready. Adjusting the over-layer or the under-layer so as to produce the best impression takes from three to four hours. The time elapsing from the moment the photographer turns over a picture to the photo-engraver until the half-tone plate is actually producing impressions on the press usually ranges from twenty-four to forty-eight hours. On a rush order and under exceptional circumstances this period required may be reduced a few hours.

One of the problems that have engaged the attention of mechanical experts for some time is the invention of a method for making cuts that will materially reduce both the cost and the time now required for producing them and for getting them ready for printing. A solution of this problem has recently been offered by Hugo Knudsen, a Danish lithographer and photographer, now a resident of New York City. His process, which has already been adopted by G.

Schirmer, the United States Lithographic Company, the Forbes Lithographic Company, and several other concerns of like character, and which will be employed by the New York Times in its offset printing, is revolutionary, in that it upsets many of the prevailing ideas in regard to plate making and cuts the cost more than 50 per cent.

A representative of THE EDITOR AND PUBLISHER visited Mr. Knudsen's laboratory in Brooklyn last week at his invitation for the purpose of satisfying himself in regard to the claims made for his process, and came away thoroughly convinced that he has made a most valuable contribution to the graphic art.

SHOWING THE PROCESS.

Taking a sheet of zinc, the surface of which had been grained, Mr. Knudsen proceeded to prepare it for receiving the picture to be printed upon it by sun light or the electric light. The chemicals used and the treatment given the plate both before and after receiving the picture constitute Mr. Knudsen's process and therefore cannot be described in this article.

When the plate had been duly sensitized, Mr. Knudsen laid upon it, face down, a layout, consisting of half-tone prints of several groups of actresses arranged in an artistic manner and pasted upon a sheet of paper, which had been dipped in oil to make it semi-transparent. The plate was then placed in a pneumatic solar printing frame, where it was exposed to the rays of Cooper Hewitt electric light tubes for ten minutes. The plate was then "developed," treated and dried, and was then ready for printing in an offset press. From the time Mr. Knudsen began to prepare the plate until it was completed only thirty-five minutes elapsed. The plates do not have to be nailed to a base, but are fastened directly on the press cylinder, thus doing away with make-ready and other annoying delays.

The rapidity with which the plate had been made, the absence of a photographic glass negative, and the simplicity of the several processes employed were some of the things that greatly impressed the visitor.

As Mr. Knudsen is an expert in offset printing he was asked to enumerate its advantages over the direct-impression method.

"In offset printing you can use a cheaper grade of paper than is required by the old method, and at the same time get wonderfully effective results. In other words, you can print your supplement on regular body paper instead of fine stock.

"Offset printing requires only a quarter of the amount of ink used in direct printing. As the ink for fine work costs as high as ten and fifteen cents a pound the saving is considerable.

SUN CONTRACTS WITH SCHIRMER

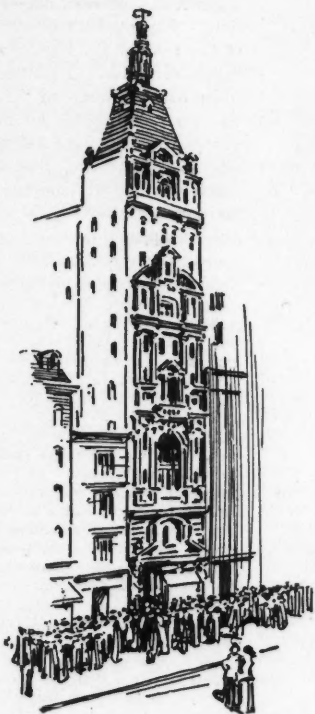
"The offset process does away with the labor involved in make-ready, which represents one-third of the work required in starting the press.

"A fourth advantage is the cheapness of the plates used. As compared with the rotogravure plates, or cylinders, they cost less than one-half.

"A fifth advantage is the greater speed at which offset presses can be operated. In high-grade work done on flat-bed presses from half-tone plates 2,500 to 3,000 impressions an hour are all that can be expected. On the new Times web offset presses a speed of 5,000 is guaranteed.

"In the rotogravure process the printing is done by a solid or hollow copper cylinder, upon the surface of which the picture has been engraved in such a manner that the deepest shadows will have continuous bearings for the metal wiper which removes the superfluous ink. The process is, of course, quite expensive. Offset printing is being substituted for rotogravure because of its low cost. The New York Sun has placed a contract with G. Schirmer for printing its Sunday magazine supplement on its offset press. One distinct advantage of the process is that it prints both sides of the sheet at the same time. On the flat-bed offset

(Continued on page 580.)



Home of the Evening Mail

Evening Papers vs. Morning Papers

Significant Facts for Shrewd Advertisers About the New York Situation

With the great economic upheaval caused by the European war, the New York merchants and manufacturers were faced with the serious problem of merchandizing on more economical yet efficient lines. The question of selling goods through advertising became an all-important and dominant one. Decreased business compelled more efficient advertising with decreased appropriations. What would be the most effective methods? What papers should be eliminated and which cut down? The solution of this problem has developed some startling facts. It shows that the trend of advertising in New York City is toward the evening papers, particularly those of class circulation and the elimination of the use of morning papers more and more.

**Of the Morning Papers 5
Lost 2,575,670 Lines**

of advertising in the last ten months, January 1st to November 1st, while among the papers of high-class circulation

**3 Evening Papers Gained
1,833,878 Lines**

although five evening papers with large circulation lost 1,205,756 lines.

Is there any more convincing proof as to where the advertisers find it best to advertise? Papers with class circulation represent the high purchasing power of the community. As to the position of the individual papers in this field

The Mail Stands 2nd

In considering the circulation figures of a paper as to its intrinsic value it is the average for six months that counts and not the circulation of a day.

Sworn Circulation Statement

1—Globe, 187,429 2—Mail, 159,520 3—Sun, 155,009
4—Post, 20,598

The advertising figures in October compared with the previous month of last year taken from the statistical reports of the "Post" show:

Advertising Gains

	Lines Increase
Globe	223,938
Mail	174,702
Sun	121,776
Post	84,691



Figures are conclusive, and the above tabulation shows some significant facts for **The Evening Mail in the Home** shrewd advertisers, who are constantly watching and studying changing conditions.

CHARLES L. LLOYD, Advertising Director.

THE NEW YORK EVENING MAIL
The Ideal Home Paper

Serving Your Client

It must be hard for the advertiser himself to be thoroughly posted on all the various mediums of advertising. He would have to be a human encyclopedia with all the other details of his business to attend to.

So naturally he puts these matters in the hands of his advertising agency, who are hired to serve him the best they know how.

The high standing of the New York Evening Post reader is recognized East, West, North and South by responsible advertising agencies.

Publication Office, 29 Vesey St., New York.
Member Audit Bureau of Circulations.
Eastern foreign office Western Office
1143 World Building McCormick Building
New York, N. Y. Chicago, Ill.

Very Special

For 67 years the leading country daily in Illinois. Nets annually 25% on investment. Being sacrificed at \$20,000. Legitimate reasons. Quick action desired. Proposition 351x.

H. F. HENRICHS

Newspaper Properties
LITCHFIELD, ILL.

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

WHY IS IT?

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

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

IL PROGRESSO ITALO-AMERICANO

Established 1880

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

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

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

YOU MUST USE THE LOS ANGELES EXAMINER

to cover the GREAT SOUTHWEST
Sunday Circulation
MORE THAN 150,000

Get the Best Always

The
Pittsburg Dispatch
Greater Pittsburg's Greatest
Newspaper

WALLACE G. BROOKE,
Brunswick Building, New York

HORACE M. FORD,
Peoples Gas Building, Chicago

H. C. ROOK,
Real Estate Trust Building, Philadelphia

NEWS OF THE SCHOOLS OF JOURNALISM

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

SCHOOLS OF JOURNALISM

Boston University

Boston University offers two courses in journalism in the curriculum of the College of Business Administration for 1915-1916. The elementary course in news reporting and writing covers the usual study of news values, news sources, practice in writing newspaper English with a study of form and structure of news and feature stories. The students cover regular news assignments and are given an opportunity to work on the city staffs of the Boston papers.

A new course is offered for the second semester in "newspaper practice." Training will be given in rewriting, copy editing and headline writing and proof reading. Discussions of current news stories with regard to structure and style will be made a feature of the work.

Both these courses are taught by Harry B. Center, head of the department of journalism, who has been for many years connected with the Boston Post.

A course in advertising, covering the full year, is taught by Charles E. Bellamy of the Humphrey Advertising Agency. Students in journalism may also elect a course in English Writing given by Professor Dallas Lore Sharp.

Leland Stanford Jr.

The University is expanding and systematizing its work in journalism this year. A committee consisting of the heads of the departments of English, history and economics, and Associate Professor Everett W. Smith, who has for several years offered journalism courses in connection with the English department, have arranged the course and act as advisors to the individual journalism students. The course consists principally of work in English, history, economics, languages and the special journalism courses, with considerable latitude left for electives in any of these branches and in other subjects.

E. and P. a School of Journalism

J. B. Powell, instructor in advertising at the University of Missouri, writes:

"I find here that the students who read the trade journals are always the best students and might go even further and say that THE EDITOR AND PUBLISHER has always been the school of journalism itself for the working newspaper man."

University of Washington

A composing room within a composing room has been established in the plant of the department of journalism at the University of Washington, for the use of the students who are enrolled in the course in Mechanics of Printing under Professor Fred W. Kennedy. Heretofore students have used the regular office equipment,

but the classes have grown so large that the efficient operation of the printing department was threatened.

The equipment includes the type, machinery and furnishings necessary for the preparation of a four-page paper for the press.

Printing is not taught, but the students do sufficient composition and makeup, under Professor Kennedy's direction, to acquaint them with the problems of the "back shop," and to insure the writing of headlines and such advertisements as a printer can compose. They also receive instruction in plant equipment, preparatory to the advanced courses in estimating, cost finding and kindred subjects. Every freshman in the department of journalism is required to take the course; and Professor Kennedy has the better part of a hundred students.

The class, among other exercises, pulls the university daily newspaper to pieces after it has been printed and re-dresses the sheet, varying from the original heads and makeup. The students learn to stick type with enough facility so that they compose their own headlines.

The first issue of The Washington Newspaper, a 20-page magazine devoted to the interests of journalism in the state of Washington, was issued by the department of journalism in October. It will appear monthly, and will be circulated without charge among the editors of the state until such time as the newspaper men choose to take over the enterprise. While not directly connected with the Washington State Press Association, the magazine will be something of a mouth-piece for that organization, the most representative of the craft in the state.

The students enrolled in the department of journalism number about 125, which is slightly less than last year's attendance. There are two reasons for the decrease in registration: First, the legislature instituted this year a tuition fee, which was instrumental in decreasing the enrollment of the entire university; second, upperclass registration is low because of the limited amount of work students are permitted to take in journalism under the terms on which they entered. In the future there will be more seniors, the generation now entering being permitted to do nearly half again as much professional work as those who are graduating. Last year the enrollment amounted to nearly 150, 92 of whom were freshmen. The "fatalities" among the first year students are very great, however.

University of Missouri

The fifth edition of the Deskbook of the School of Journalism, edited by Charles G. Ross, has just been issued from the University Press. Among other things this valuable handbook contains "The Journalists' Creed," by Walter Williams, dean of the school, which was recently printed in THE EDITOR AND PUBLISHER. The pamphlet contains full instructions as to the use of the various marks of punctuation; articles on capitalization; abbreviations and the use of compound words; suggestions upon the ordering of cuts and the handling of advertising; and considerable information upon the point system, proofreader's marks, standard sizes of paper, book terms, etc., and a valuable list of "Dont's." It is a pamphlet that will be found useful in any newspaper office.

HOW BOSTON COVERED THE FIRE

American Led All Other Papers in Printing the News First.

BOSTON, November 3.—Many notable things happened in journalistic circles at the time of the burning of St. John's Parochial School at Peabody last week when over 20 children lost their lives. The best work done by any afternoon newspaper on this story was accomplished by the Boston American, which was the first on the streets with the news of the fire. A second evening paper appeared on the streets half an hour after the American went to bat with the first edition story.

In an early edition the American printed pictures of the fire. The news end of the great tragedy was well handled, several columns being filled with a graphic story of the event that has stirred the people of New England to their depths.

In the morning paper field the Post lead. Throwing a large staff of men into the field a "cleanup" of photographs of the dead and rescued was quickly made. Out of 21 dead, the Post got 16 photographs, which is considered a remarkable record. The text that accompanied the pictures and the snap-shots made by the Post staff photographers, were well handled.

While engaged in making a picture of the scene of the fire, Fred Huntington, a Post photographer, was arrested and locked up in a cell for an hour. Before he was bailed out by Chief of Police Grady, Mr. Huntington had the unpleasant experience of watching other newspapermen rushing to the fire.

Besides Mr. Huntington, Richard Sears, of the International News and Film Service, while operating a movie camera was twice led off the grounds by a police officer at the direction of Father Murphy, head of the parochial school. There were no outside fire escapes on the building and early in the fire the main exit of the school was choked with the burned bodies of the children.

The fire brought about some interesting discussions regarding the handling of news stories of this kind and in the manner in which they should be written. The most lurid—if that is the word—description of the tragedy was that written by Miss Stevenson, of the Journal. Miss Stevenson said in her lead that the bodies of the children were like "little roast lambs," a simile that caused some of the Journal readers to gasp. The only question about this manner of handling the descriptive part of the story—to some of the Journal readers at least—was whether or not it was stuff that would appeal to breakfast table readers.

All in all the story was well covered by the Boston newspapers. There was one exception, however, and that was a paper that did not cover the story at all—the Christian Science Monitor. For all the Monitor readers knew there was no fire at Peabody or any loss of life.

The Journal in commenting upon the Peabody fire, said:

"The arrest of a number of newspaper photographers at the Peabody Parochial School fire was about the highest handed piece of police oppression seen in this state in a long time. If the newspapers can't have pictures of a fire in which 20 or more children are burned to death, when in God's name can the newspapers take pictures?"

Substitutes for Wood in Paper Making

The timber supply of the United States is being used three times as fast as it grows, according to the Department of Agriculture, so it directs the attention of the paper trade to the possibilities lying in zonation grass, wire grass, and rice-root grass. At the present time the tops of the plant are allowed to go to waste. Laboratory tests of this grass conducted by the department show that it can be technically reduced to paper stock by the soda process more easily and with less expense than is necessary to reduce poplar wood.

WE have appointed the WM. J. MORTON COMPANY,
Fifth Avenue Building, New York City, and Tribune
Building, Chicago, Ill., Special Salaried Representatives of the
Los Angeles Express and Tribune in the general advertising field
effective November 1, 1915.

Express Tribune Company,
Edwin T. Earl, Proprietor.

Los Angeles, Cal., Oct. 30, 1915.

ALONG THE ROW

SAD THOUGHTS.

Into each life some rain must fall,
Some days be dark and drear.
Some days we write five thousand words
And but two sticks appear.

FROM THE SKINNERSVILLE SIGNAL.

"We need the money, but we have refused to accept a quarter page ad for Smith's Specific for Sour Stomach, Sciatica and Swollen Spleens. For the protection of our readers, we recently hired a man to try out all patent medicines and pass on their merits before accepting advertisements for the same. He was kept pretty busy masticating pills, rubbing on hair restorers and drinking tonics, but he managed to pull through fairly well, although he had a somewhat shop-worn appearance at the end of the first week. Two days ago he took a bottle of Smith's Specific according to directions, and twenty minutes later began to throw fits. He is now in the hospital in a critical condition at our expense, which proves that nothing is too costly provided it will benefit our readers. We warn them against Smith's Specific. Subscribe now. The Signal enlightens your intellect and preserves your stomachs and general health."

SURPRISING IGNORANCE.

The ignorance of some of the European war officials is appalling. For illustration, take the case of H. W. Snyder, correspondent of the Brooklyn Eagle, who has just returned from the front. In the course of his travels he one night entered Antwerp on a bicycle, and was promptly arrested. Snyder pulled out his passport, but it didn't seem to make much of an impression on the officer before whom he was taken. Then Snyder went down in his pocket and fished out a letter and handed it to the officer. It read something like this: "This man is all right; leave him alone. H. M. Crist, News Editor, Brooklyn Eagle." And, can you believe it? The officer handed back the letter with the remark: "Who is he? I never heard of them." Snyder, however, later proved his identity, and was allowed to depart; but isn't, as we said before, the ignorance of some of these European officials most appalling?

CINCH FOR MORRIS.

Private information from the battlefields of Europe indicates that Gouverneur Morris, the novelist, has had a cinch over the other correspondents. In many of the hotels the correspondents were herded in one room at night while Morris had a suite all to himself. Then again Morris was on friendly if not intimate terms with high officials and military commanders, while the other boys had to scrape around as best they could. It was a mystery to the other scribes to understand how it was that Morris caught on so easily, got the best of everything, and went hobnobbing with royalty, until one day a petty officer approached one of the newspaper men and said: "Will you kindly tell me what State it is that Mr. Morris is Governor of?"

A POWERFUL PERSONAGE.

The above calls to mind the fact that years ago George William Curtis, editor of The Easy Chair in Harper's Magazine, was in Oberammergau to witness the Passion Play. Unfortunately he was late in arriving at the open air theatre and all the seats except those reserved for high officials had been disposed of. The editor was in despair until he was struck by a bright idea. Approaching one of the high officials he said: "Has the Duke of Hesse Castle, or the Duke of Cambridge arrived yet?" "I think not," replied the official. "Too bad," remarked the editor, "but when they arrive would you mind telling them that Mr. ———, one of the Electors of New York, is waiting for them?" The official bowed, and said: "Certainly, sir; but would you not prefer to wait for them inside?" Mr. Curtis agreed that this arrangement was much to be preferred to the one of standing outside, so he permitted the official to escort him down front, and seat him

near a bunch of princes, dukes and other assorted specimens of royalty. "It's a great thing to be an Elector of New York," said the editor in telling the story.

NOT HER KIND.

"I would like to see Mr. Jones, the managing editor," said the fair young thing to the boy who guards the entrance way to the city room of an afternoon newspaper.

"Yer can't see him now," answered the boy. "He's up-stairs makin' up."

"Well, then, will you please tell him that Miss Velvassar would like to see him regarding a poem of hers which he has failed to publish, as soon as he has finished his toilet?"

And all the tough kid said in reply was "Hully gee!"

WILL HAPPEN NOW AND AGAIN.

Some sounds like these "x x x" came from below

The reason you may guess.
A sheet had wound itself around
The rollers on a press.

ALL HAVE HOUSES.

"Home" is a strong point with Brooklyn newspapers. No Brooklyn reporter would dare to write that "John Smith, who lives in a house at No. 9721 Foster avenue." He would say "John Smith, whose home is at No. etc." In Brooklyn no one, as far as the papers are concerned, lives in a flat, apartment house or domicile. Every person, rich and poor, has a "home." Come to think of it, it's a pretty good idea at that. Don't you think so? TOM W. JACKSON.

CUPS FOR STOCK BREEDERS

General News Notes from Spokane, Wash., and Neighborhood.

SPokane, Wash., Oct. 30.—The Agricultural Age is the weekly farm paper that embodies all of the agricultural features of the Farmer's Twice-a-Week Spokesman-Review—has offered two loving cups to live stock breeders in its field. Each is decorated with the figure of a Jersey cow. They will be awarded to the exhibitors of the best herds of Jersey cows at the two leading stock shows of the Spokane country.

Miss Anna Swanson, editor of the Swedish paper, the Svenska Nordvästern of this city, is directing the preparation of a comprehensive history of the Northwest from the earliest times to the present day, particular emphasis being laid upon the part that the Swedish people have taken in the development of this section.

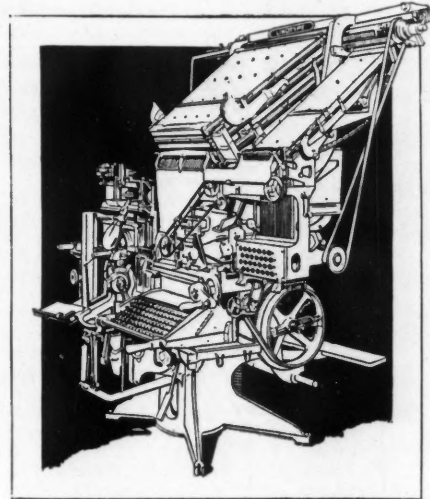
R. J. Bidwell, special San Francisco representative of the Spokesman-Review, was a Spokane visitor this week, being en route from a business trip East. He expressed himself as being very favorably impressed with the condition of business.

F. O. Baker, in charge of advertising for the Agricultural Age and assistant advertising manager of the Spokesman-Review, has left on an extensive trip throughout the Middle West and East.

Roberta Hindley, daughter of former Mayor Hindley, of Spokane, is now society editor of the Winnipeg (Can.) Free Press.

From the nuts of the forest to dollar bills as mediums of exchange is a long passage, and there has been much sweat along the way. From the bartering of a mess of pottage heaped upon the stones along the Tigris or the Euphrates to the selling of brocades and silks in a great department store is an immense distance; but the centuries are not more than the changes.

The man who is worthy of being a leader of men will never complain of the stupidity of his helpers, of the ingratitude of mankind, or the inappreciation of the public. These things are all a part of the great game of life; and to meet them, and not go down before them in discouragement and defeat, is the final proof of power.—ELBERT HUBBARD.

THE
YONKERS HERALD

MODEL 14 LINOTYPE

Three Magazine Linotype with Auxiliary Magazine. The auxiliary magazine is light and easily removed and replaced by another. It greatly extends the scope of the three magazine machine.

In January, 1915—

The Yonkers Herald installed a battery of multiple and quick change Linotypes to take the place of those they had used for nearly 20 years.

In June, 1915—

Mr. F. S. Xavier, owner of the paper, ordered an additional Model 14 Linotype owing to the increased business due to his ability to give readers and advertisers better service.

*The Multiple Linotype Way
Is the Modern Way*

MERGENTHALER LINOTYPE CO.

TRIBUNE BUILDING, NEW YORK

CHICAGO SAN FRANCISCO NEW ORLEANS

CANADIAN LINOTYPE, LIMITED, TORONTO

THE SEATTLE TIMES

"The Best That Money Can Buy"
Average Circulation for Sept., 1915
Daily, 71,875
Sunday, 83,745
54,000 in Seattle

A copy to every family.
Largest circulation by many thousands of any daily or Sunday paper on the North Pacific Coast.

Largest Quantity Best Quality Circulation
The S. C. Beckwith Special Agency
Sole Foreign Representatives
New York Chicago St. Louis

Editors Who Know



The Hartford Courant has found the Bain service closer to the news and more diversified than any other. Yours truly, C. L. Sherman.

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

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

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

**PROMOTION DEPT.
SHAFFER GROUP**

12 S. Market Street, Chicago

R. J. BIDWELL CO.

Pacific Coast Representative of
LOS ANGELES TIMES
PORTLAND OREGONIAN
SEATTLE POST-INTELLIGENCER
SPOKANE SPOKESMAN-REVIEW
THE EDITOR AND PUBLISHER
PORTLAND TELEGRAM
CHICAGO TRIBUNE
ST. LOUIS GLOBE-DEMOCRAT
KANSAS CITY STAR
OMAHA BEE
DENVER NEWS
SALT LAKE HERALD REPUBLICAN
NEW YORK TIMES

**742 Market Street
SAN FRANCISCO**

CLEVELAND JOTTINGS

Libel Suits Filed Against the Press and the Youngstown Telegram—Hungarian Daily Incorporated with a Capital of \$25,000—Leader-News Campaign.

CLEVELAND, Ohio, Nov. 3.—Suit for \$25,000 damages, alleging libel, has been filed against the Scripps Publishing Co. (The Press), by Charles P. Salen, deputy state tax commissioner, president of the Big Four Oil Co., and candidate for mayor of Cleveland. The suit is based in part on a cartoon that appeared in the Press a few weeks ago, with the caption: "Would It Be Like This if a Sport Were Mayor?" The picture showed Salen attired in garb of extreme pattern and supposed "loud" coloring. Salen declared that it exposed him to "ridicule, hatred, disgrace and contempt."

Salen also includes a story from the Press in which the Funk & Wagnall dictionary definition of a "sport" was given. In his petition Salen alleges that the cartoon is "false and libelous," and gives the impression he is a man of "vicious and lawless habits." He also alleges libel in the dictionary definition of a sport.

ATTACKED FOR ALLEGED "KAISERISM."
Another candidate figured in the distribution of a pamphlet at the eleventh hour, in which Peter Witt, administration candidate, was attacked for alleged "kaiserism." Editors of foreign language newspapers denounced in editorials the circulation of the paper. Among those who deplored the attack on Witt were Carl Fuks, editor The Svet, a Bohemian daily; Lonis J. Pirc, editor Cleveland's Amerika, a Slovenian newspaper; Joseph Sawicky, president Polish-American Chamber of Industry; Woldemar von Nostitz, editor Waechter und Anzeiger, a German daily; F. Melaragno, editor Voice of the People, an Italian daily; A. Wielowisjski, editor Jutrzenka, a Polish weekly.

How candidates have interested themselves in the influence the newspapers have on public opinion, is indicated by an attack made on newspaper men generally at one campaign meeting. The reporters were told they are "not supposed to tell the truth; if they did they would not be newspaper men."

WHY HE REFUSED THE ADS.

W. G. Chandler, advertising manager of the Press, refused to accept political advertising on Monday preceding Election Day. "We thought this a good plan," says Mr. Chandler, "because it would prevent the publication of attacks made on any candidate when it is too late for him to answer before the election."

The Press has started a picture puzzle contest to arouse interest in its moving picture theatre want columns. Cash prizes will be distributed to the winners.

On Election Night the Plain Dealer gave a moving picture entertainment in addition to showing the returns from city, county and state. An innovation was the use of the telantograph, and cartoons by Donahey, and pictures by Temple, "city life" artist.

To emphasize the value of food products advertised in its columns, the Plain Dealer is offering prizes for menus in which the different foods exploited in its columns are used.

YOUNGSTOWN TELEGRAM SUED.

The Youngstown (O.) Telegram and its publisher, Samuel G. McClure, have been sued for \$50,000 each by Judge William P. Barnum, of the Mahoning county common pleas court, for alleged libel. Six other individuals are named, and in all the judge asks \$250,000 damages. The judge charges the alleged libelous statements were circulated a year ago during his campaign as candidate for a judgeship in the seventh Ohio district of the court of appeals.

One of the most interesting meetings held recently by the Cleveland Advertising Club took place on Wednesday of this week when Bert M. Moses, of Omega Oil fame, spoke. Mr. Moses dwelt on the virtues of persistency in advertising, especially in the newspapers and street cars.

On Tuesday night and Wednesday morning the Cleveland Advertising Club entertained the members and guests with the election returns, motion pictures, dancing, refreshments and the like at the Hotel Statler ball room.

More than 600 entries have been received by Ross Tenney, sporting editor of the Press, for the horseshoe-pitching tournament at Brookside stadium for November 6. This is nearly twice as many entries as Mr. Tenney figured on. There are representatives from all over Ohio and from adjoining states. Fifty games will be going on at one time until the tourney narrows down to the final rounds. The Press is offering a diamond and gold medal for the winner.

CLEVELAND PAPERS GAIN IN ADS.

George F. Moran, assistant general manager of the Leader-News, is directing a campaign that calls attention to a unique situation in the daily newspaper field in Cleveland. Although Cleveland has a population of 700,000, and is the center of a territory with more than 1,000,000 population, there are only two morning, two evening and two Sunday newspapers in the Sixth City covering this district. These facts are set forth in a two-tone, 11 x 20 folder, being distributed to advertisers by the Leader-News. The newspapers in Cleveland maintain a daily delivery throughout northern Ohio.

Papers of incorporation have been taken out by Szabadsag, one of the oldest and most influential Hungarian dailies in the country. The company now is capitalized at \$25,000. This newspaper manager of the Leader-News, is directing is managed by Mrs. B. R. Kohanyi, the widow of the late owner and publisher E. T. Kohanyi, who founded the publication 25 years ago. Stephen Pukyis is the editor. The circulation, which is nation-wide, is now 34,000. Incorporators of the new concern, known as the Szabadsag Printing & Publishing Co., are Mrs. Kohanyi, her father, Louis Klosz, Dr. E. Rosenberg, C. L. Ayer, former Judge Charles S. Reed, of the law firm of Reed, Eichelberger & Nord. Judge Reed, it may be remembered, is counsel for Count Ludwig, Austro-Hungarian consul, and his associate John Pelenyi, in their proposed suit against the New York World and the Detroit Free Press.

NEW INCORPORATIONS

NEW YORK CITY.—Bernard Granville Publishing Co., magazines, newspapers, capital \$30,000. M. G. Hart, V. D. Borst, W. M. Stockbridge, 41 Park Row, N. Y. C.

WILMINGTON, DEL.—The Delmarvia Printing Company, of Wilmington, was incorporated at Dover for the purpose of publishing the Lokal Anzeiger, the incorporators being Max E. Goetz, Lonis Clodi and Gustav S. Ripka, all of this city. The capital stock is \$30,000.

STUEBENVILLE, O.—The Tribune Press Co. has been incorporated for \$50,000 by John W. Burchinal, of Wheeling, W. Va., and Judge Frank H. Kerr, W. M. Mitchell, Harry Low and George H. Weber, all of Stenbenville.

COLUMBUS, O.—The Ohio Advertising Co., of Youngstown, with a \$10,000 capital stock. Incorporators, M. J. Foberty, Peter W. Boyle, Frank W. Boyle, John J. Boyle, John W. Garghill.

NEW HAVEN, CONN.—The Ford System Advertising Company. Capital, \$5,000. Incorporators are W. R. Averill, C. H. Ford, C. M. Wellman and G. J. Holt, all of New Haven.

GRAND RAPIDS, MICH.—Newspaper Engraving Company is the name of a new corporation for specializing in engravings, art work and cartoons for newspaper customers. The corporation is capitalized at \$25,000 and its officers are as follows: President, Wm. Alden Smith; vice-president and treasurer, Arthur H. Vandenburg; secretary and manager, William Alden Smith, Jr.

DETROIT, MICH.—The Fred M. Randall Company has been incorporated with a capital of \$30,000 by Fred M. Randall, who was for seven years the Detroit representative for several general advertising agencies, and for the past two years associated with the Taylor-Critchfield-Clague Co., of Chicago.

BERESFORD MOVES UP

And Sweeney Does Likewise—Merit Brings Rewards to Them.

Richard Beresford has resigned as western manager of the Lanston Monotype Machine Company to become assistant general manager of the Universal Typemaking Machine Company, of New York and Chicago.

He had been connected with the Monotype Company for six years and is a practical printer, having served his apprenticeship in his father's establishment at Washington, D. C., after which he was a proofreader in the Ketterlinus plant, Philadelphia; then purchasing agent of stationery and printing for the American Bridge Company. Later, Mr. Beresford was superintendent of the Pittsburgh Printing Company, and from there went to the Westinghouse Electric Company as superintendent of its printing department.

Mr. Beresford will be in charge of the Chicago office.

James H. Sweeney, his assistant with the Lanston Company, was appointed his successor. He has grown up with the company, and during the past two years has traveled over the western district extensively.

Mr. Sweeney will have as his assistant Cyril C. Means, who has been a salesman attached to the Chicago office for some years.

Machine to Make Wet Mats

W. C. Handley, foreman of the stereotyping department of the Newspaper Enterprise Association, Cleveland, O., is perfecting a machine for the making of wet mats, and apparently he has solved a problem that has bothered inventors for 25 years, he says. The chief feature of the machine is two brushes, one moving from side to side, the other stationary. This makes it possible to distribute the paste evenly. According to Editor Hughes, this is really the first practical machine of its kind. "As our list of papers grew," says Mr. Hughes, "we found we would have to do something when it came to making more than 250 wet mats a day, which was the best a good man could do in eight hours. The machine invented by Mr. Handley will turn out 300 mats an hour, or 2,400 a day. It pastes two tisses on the blotter, and not only saves labor, but space of machinery needed when the mats are made by hand."

Smart Work in Danville, Ill.

The second annual carrier boys' race, lately conducted by the circulation department of the Danville (Ill.) Commercial-News, proved to be a bigger success than had been anticipated. More subscribers were secured by far than had been expected, and every boy who carried for the paper in Danville entered the race to either win a prize or come as near to the mark as possible. Louis Mayer, carrier for route 34, won the first prize. A total of 475 new subscribers were received between 9 a. m. and 3 p. m.

Good Deliveries at Winston-Salem

So far as is known, the daily Sentinel of Winston-Salem is the first afternoon newspaper in North Carolina to establish an afternoon delivery to its rural readers. Farmers residing along the routes will be served as early as the readers in the city. The delivery is made by automobile, the papers being delivered to boxes conveniently placed to the subscribers' homes.

On You Will Rest the Blame

(From the Hearst Hustler.)

Did you ever stop to think that what you get paid for is results?

Did you ever hear a man say "I am doing the best I can," and yet he was not producing results? Do you think his "best I can" satisfied the boss?

No; but that same man will find, if he searches himself, that he is not doing the best he can, because his search of himself will reveal the fact that his methods are wrong if he is not getting results; and the earlier he changes his tactics the earlier satisfactory results will come.

I Know of No Part of the Country Where Newspapers Are Better as a Whole or More Carefully Read, or More Generally Believed In Than in New York State.—M. M. Gillam.

OFFICES OF
Gillam's Service
 Advertising and Business Building
 110 West 34th Street
 Herald Square
 Telephone Greeley 2531

Editor & Publisher, New York City. New York, October 22, 1915.
 Gentlemen:

You ask me "why the manufacturer of a branded article should use New York State newspapers to promote sales, and what the New York State newspaper field offers to manufacturers?"

In every considerable centre of grouped population in New York State there is at least one daily newspaper. Often there are two or more daily newspapers in each community.

These newspapers are part of the life of the people.

The longer a newspaper is taken into a family the more perfectly does it fill the role there of a worldly wise friend whose advice is welcome and whose words have the weight of authority.

This is particularly true of towns little and big, and of notably populous portions of the countryside. It is more particularly true since supervision of advertisements has come to be so generally attended to with equal or even greater care than that given to the supervision of the news.

What one tells another is the best of all advertising.

What a newspaper tells its believing readers is surely the next best of all advertising.

I know of no part of the country where newspapers are better as a whole, or more carefully read, or more generally believed in than in New York State. I know of no people anywhere between the oceans that are ahead of the average of New York State in desire to have good goods, in wide awakens for novel goods and in ability and willingness to pay for them.

The manufacturer of a branded article (the brand insuring standard quality) needs only to

1—Have what the newspaper readers can wisely buy

2—Tell them of it plainly and pointedly

to be certain of a satisfactory return—within a reasonable time.

Merchandise introductions are rarely quick. It takes time, as a rule, to make an impression. Any growth, from a tree to a business, to be enduring must be slow—relatively.

It is wasted effort to advertise ahead of ability to meet demand.

If the manufacturer is not prepared to cover the entire State at once let him take any section, get merchant cooperation, and then tell his story in the newspapers there. Tell it clearly, tersely perhaps, but so that it looks and reads as if he believes in it himself. Type tricks and bright writing count for little by themselves.

Yes, some newspapers are greater than others; but there is no newspaper long published anywhere, on its merits, that has not some value to an advertiser. Here is where the honest, well posted advertising agent has special value.

No creature living can tell for sure that this or that newspaper will produce this or that result at any given time, but that the average of newspaper publicity will be profitably helpful to the advertiser who keeps intelligently and persistently at it is as certain as the forecasts of the actuarial tables in life insurance.

I can think of no article suited to the needs or fancies of intelligent, broad minded, well to do, alert people in this latitude, who live well, dress well and are in touch with the real progress of the Twentieth Century, that cannot be advertised anywhere in New York State, in the daily papers, as a campaign, with confidence that the result will warrant the cost.

Very truly yours,

M. M. GILLAM.

The Newspapers listed on this page offer 3,890,406 average Circulation at a total combined cost of \$5.95 per line, or an average of one and one-half tenths of a cent per line per thousand. This is less than thirty-four cents per thousand Circulation for an advertisement occupying a magazine page of 224 lines.

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

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

	Paid	2,500	10,000
	Circ.	Lines	Lines
Albany Knickerbocker Press (M)...	41,229	.05	.05
Albany Knickerbocker Press (S)...	33,836	.05	.05
Brooklyn Eagle (E) 3c.....	44,096	.16	.16
Brooklyn Eagle (S) 3c.....			
Brooklyn Standard Union (E).....	61,259	.15	.15
Brooklyn Standard Union (S).....	68,030	.15	.15
Buffalo Courier-Enquirer (M&E)...	110,274	.14	.12
Corning Evening Leader (E)	8,275	.0179	.0129
Elmira Star-Gazette (E)	20,057	.035	.03
Gloversville Leader-Republican (E)	5,512	.0143	.0108
Gloversville Herald (M)	6,489	.02	.015
Ithaca Journal (E)	6,335	.035	.015
Newburgh Daily News (E).....	8,386	.0358	.0214
Mt. Vernon Daily Argus (E).....	5,907	.0214	.015
New York American (M).....	293,274	.40	.38
New York American (S).....	690,889	.60	.57
New York Globe (E).....	187,429	.28	.27
New York Herald (M).....	98,651	.50	.40
New York Herald (S).....			
N. Y. Journal of Commerce (M)...	17,926	.18	.15
New York Evening Mail (E).....	159,520	.32	.29
New York Evening Post (E).....	20,598	.225	.20
New York Press (M).....	110,869	.27	.225
New York Press (S).....			
New York Sun (M&S).....	71,749	.40	.36
New York Sun (E).....	155,009	.30	.27
New York Times (M).....	318,274	.45	.405
New York Times (S).....			
New York Tribune (M&S).....	82,674	.25	.21
New York Telegram (E).....	223,848	.285	.27
New York Telegram (S).....	232,640	.20	.18
New York World (M).....	391,158	.40	.40
New York World (S).....			
New York World (E).....	403,787	.40	.40
Oneonta Star (M)	6,484	.0114	.0085
Poughkeepsie Star (E).....	6,260	.0215	.0115
Schenectady Gazette (M).....	20,632	.06	.04
Troy Record (M&E)	*23,230	.035	.035
	3,935,096	6.8673	6.3751

*A. B. C.

Ratings Government Statements, Oct., 1915.

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

Having the confidence of its readers
DETROIT SATURDAY NIGHT
produces sure results.
G. LOGAN PAYNE CO.
New York Chicago Boston Detroit

NEWSPAPER
prosperity is based on circulation.
FEATURE
elements of the right kind make
and hold circulation.
SERVICE
by experts means material and
methods that have been PROVED.
Let us send you samples of our colored comics, daily and Sunday pages in black and colors.
Newspaper Feature Service
M. Koenigsberg, Manager
41 PARK ROW NEW YORK

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

The
Automatic Press Blanket
Is everything the name implies.
Eliminates all tympan cloth.
Saves paper, time and increases press efficiency.
Write for sample and descriptive matter. We are the sole manufacturers.
"Quality Goods Only"
New England Newspaper Supply Co.,
Worcester, Mass.

SPECIFY
CLINE-WESTINGHOUSE
Motor and Control Equipments
FOR WEB PRESSES
SPECIAL MOTOR DRIVES FOR STEREOTYPE MACHINES
LINOTYPE MOTOR DRIVES
CLINE ELECTRIC MFG. CO.
Fisher Bldg., Chicago

You can now lease
for small monthly rental
National Electric Bulletins
Publishers everywhere should investigate. Write or wire for particulars.
National Electric Bulletin Corp.
New York City

LIVE PAPERS
will heed this call and wire immediately for full particulars of Scenario Contest Lessons furnished gratuitously.
Greatest circulation builder brought out in a long time.
The Vitagraph Company of America
East 15th St. & Locust Ave., B'klyn, N.Y.
NEW YORK LONDON
CHICAGO PARIS

CHICAGO'S NEWS BUDGET

Herald Begins a Notable Educational Campaign in Behalf of Advertising—Society of Midland Authors Elect Officers—Kitty Kelly and Alfred W. Chase, of the Tribune, Get Married.

CHICAGO, November 3.—The Herald will on Thursday begin the publication of a remarkable series of inside articles on prosperity from the pens of noted Chicago advertising men. The aim will be to stimulate advertising through the education of non-advertisers, small advertisers and big advertisers as to the true value of truthful publicity. The advertising chiefs will indulge themselves in heart to heart talks with the public telling how big sales are made, how to make known an invention, and how to place a new product in the home. Says the Herald:

"The prosperous days we have hoped for, the winter of promise, is here. But the opportunity is only raw material; it must be manufactured and fashioned to give yield. The need of the country is more business and, if we make it ourselves, we will find it here.

"Salesman and manufacturer, ambitious youth and inventor, heed what these men have to say. They will plot the highroad to prosperity,—the way that America must go."

In announcing its program the Herald prints the pictures of a number of Chicago's advertisingdom leaders and laurels them, "the unknown builders of Empire."

"While Joffre and French and Hindenberg," recited the Herald, "bend in their tents to map the world's destruction, these men pour over the peace charts and plan a nation's upbuilding. And when the giant brains of Europe are thrown in the scale of eternity, their appraisal will be less than these men's, for these generals of peace are rising while the war-mad monarchs rage."

Among those who will contribute to the symposium are Elmer E. Critchfield, Taylor-Critchfield-Clague, Co.; Paul A. Faust, Mitchell & Faust; Frank A. Seaman, Frank A. Seaman, Inc.; John Lee Mahin, Mahin Advertising Co.; Frank Presbrey, Frank Presbrey Co.; James O'Shaughnessy, O'Shaughnessy Advertising Co.; Bernard J. Mullaney, Johnson Advertising corporation; Joseph H. Finn, Nichols-Finn Advertising Co.; George P. Metzger, Hanff Metzger, Inc.; Witt K. Cochrane, Witt K. Cochrane Advertising Co.; Hugh Brennan, Dooley-Brennan Co.; William A. Stiles, William A. Stiles Advertising agency; Frank O. Balch, Stewart agency; E. W. Macavoy, Macavoy Advertising Co.; Irving R. Allen, Irving R. Allen Co.; Clyde S. Thompson, Thompson-Carroll Co.; F. R. Perkins, Chas. H. Fuller Co.; and Charles H. Porter, Chicago Association of Advertising.

Fifty authors and newspaper men attended the sessions of the Society of Midland Authors here last Saturday. In the Fine Arts building there was a meeting and election of officers. Miss Alice French (Octave Thanet), Meredith Nicholson and Randall Parrish spoke. These officers were elected: James Whitecomb Riley, Indianapolis, honorary president; H. C. Chatfield-Taylor, Lake Forest, Ill., president; Edwin Balmer, Evanston, Ill., secretary; John Stahl, Chicago, treasurer.

These vice-presidents were chosen: Emerson Hough, Chicago; George Ade, Brook, Ind.; Alice French, Davenport, Ia.; William Allen White, Emporia, Kan.; Will Payne, Paw Paw, Mich.; Maude Radford Warren, Columbia, Mo.; Herbert Quick, Berkeley Springs, W. Va.; Joseph Mills Hanson, Yankton, S. D.; Zona Gale, Portage, Wis.

A dinner at the Congress hotel included the meeting.

When the staff of the Tribune assembled on Saturday last for the purpose of getting out the bull dog and successive editions, two members of the editorial galaxy were missing. They were Kitty Kelly, moving picture editor (more true name Audrie Alspaugh) and

Alfred Winslow Chase, editor of feature pages. Their absence was noted but none scented a possibility of coincidence. Time wore on but no Kitty Kelly; no Al Chase. City Editor Walter Howey was just beginning to feel nervous when in came a telegram something like this:

"Glen Ellyn, Ill.
"Miss Alspaugh becomes Mrs. Chase at 4 p. m. today. CHASE."

And that was the first anybody knew that a wooing and winning had gone on right under their very eyes. The ceremony was performed at the home of the bride's parents, Mr. and Mrs. D. W. Alspaugh, at Glen Ellyn. All unbeknownst Mr. Chase had furnished apartments at 5123 Wintthrop avenue, where he will take his bride when the honeymoon is over.

Miss Alspaugh began her daily newspaper work on the Tribune in the summer of 1914, became moving picture critic and is one of the country's ranking writers in that line. She has contributed extensively to motion picture magazines and has written scenarios. Recently she toured the California studios for her paper. Previous to joining the Tribune staff she was with Oak Leaves, at Oak Park.

Mr. Chase began his newspaper career several years ago as a reporter for the Inter Ocean. He was city editor of that paper when he joined the Tribune executive force.

The Chicago Elevated Railroads, following the example of the surface lines, this week began to employ space in the daily newspapers to enlighten the public concerning Chicago's elevated roads. The campaign will run several weeks. The advertisements are attractive and set forth the policies of the roads, and their advantages to the city traveler. Places of interest in the city accessible by the elevated are pointed out. The provisions for the public's safety and convenience are dwelt upon. "Use the Elevated" is the slogan. Supplementing this campaign a monthly pamphlet is to be issued under the title of "Elevated News," designed to interest commuters in the trains they ride in. H. A. Johnson is editor of Elevated News.

The "Keeping Fit" department in the American, edited by Martin A. Delaney, physical culture expert, boasts of a large clientele of readers. Just now Delaney is reviving interest in the old hare and hound game most of us played when we were boys. The American is offering silver cups to winners in a tournament to be held under that paper's auspices.

The newly organized Pen Club of Chicago has leased the fourth and part of the third floor in the Monroe building, Monroe and Clark streets, and the members soon will be at home in the new quarters. All conventional club facilities and appurtenances will be provided. The quarters formerly were occupied by the Hamilton Club. The Pen Club now has about 300 active members.

Miss Kathleen O'Brennan, society editor of the Irish Times, who spoke on "Bohemian Life in Dublin" was the chief attraction at a meeting of the Illinois Woman's Press Association Thursday in Chicago. Miss O'Brennan is touring the United States. Harlan E. Babcock, author of "Bab Ballads," and Herald Poet, read some jingles for the ladies, and Ben Kendall, of the Tribune entertained them with narratives of his investigation of quack doctors for the Tribune. Ethel M. Colson, of the Herald, president of the association, presided at the meeting.

MARQUIS JAMES.

Iowa Ad Men Convene

The Associated Ad Clubs of Iowa met in convention at Des Moines on Monday and Tuesday, T. W. Le Quatte presiding. The programme included addresses of welcome by the governor, the mayor and the chamber of commerce, also a banquet at which Lafe Young, Jr., was toastmaster and the speakers were Messrs. Houston and Stockdale of the A. A. C. W.

Speakers at the day sessions were: J. K. Elwell, H. J. Kenner, C. V. Simmons, F. W. Beckman, J. R. Waltz, W. C. D'Arcy, C. S. Cessna, C. B. Minnis, D. M. Grove and H. G. Larimer.

NEW NEWSPAPER SYNDICATE

Organized by William T. Blaine and Others in New York City.

Announcement is made this week of the organization and incorporation in New York State of the American Newspaper Syndicate, with offices at 450 Fourth avenue, New York City. The president and general manager is William T. Blaine, for many years associated with large publications in St. Louis, Chicago and New York, and who has recently spent three years abroad. The first vice-president is Alfred C. Wessman, president of the Tapley Company, one of the largest hook binderies in the United States. The second vice-president is Dr. Francis Trevelyan Miller, founder of the Journal of American History, and editorial director of several of the leading publishing properties in the country. The other officers and all those interested in the undertaking are prominent in the New York business world. The manufacturing department is under the direction of E. D. Appleton, formerly of D. Appleton & Co. Egbert Gilliss Handy, founder and president of the Search-Light Library, selected and arranged the illustrations in the volume the syndicate is publishing.



WILLIAM T. BLAINE.

President Blaine, in an interview with a representative of THE EDITOR AND PUBLISHER, made this statement:

"The purpose of the American Newspaper Syndicate is to organize and develop circulation and advertising campaigns for the leading newspapers. We shall inaugurate a new service on the lines of efficient promotion, which we believe is of the greatest importance to the local newspapers in their broad relations to the entire community. We have plans to acquaint both readers and advertisers with the value of the varied services performed by the newspapers within their specific territories.

"The specific purpose of this campaign is to take full advantage of the conditions existing in this country, and to turn them into business profit for the newspapers (in the form of increased circulation, increased advertising, increased prestige), while at the same time performing a public service to their readers."

The Syndicate has in press a 520-page book entitled "America, the Land We Love," by Dr. Francis Trevelyan Miller, in which is presented a complete narrative story of the tradition, history, biography and statistics showing the growth and greatness of the United States from the landing of Columbus to the present day. Accompanying the volume, which is illustrated with over 300 reproductions of world's masterpieces in the American Museum of Art and the Morgan collections, is a new national anthem written by James Whitecomb Riley, for which John Philip Sousa, the march king, has written the music.

LIVE TOPICS DISCUSSED BY READERS

Under this caption we shall print, each week, letters from our readers on subjects of interest connected with newspaper publishing and advertising. Any publisher who desires help in the solution of his problems, or who has pronounced views on any subject connected with the business, is invited to contribute to this column. We are confident that such a column can be made of great value through the co-operation of our readers.—Ed.

Another Gazette Doing Business Also
EDITOR AND PUBLISHER.

Dear Sirs: Note in a recent issue of your valuable publication that on October 15 the Cedar Rapids (Iowa) Evening Gazette published 98 columns of paid advertising, and to the effect that this was a record for a city of 40,000 population. We extend congratulations to the Cedar Rapids Gazette, but feel, perhaps, that the Gazette of Kalamazoo has reason to feel somewhat pleased over the fact that in its issue of September 26 it carried 255 2/3 columns of paid advertising and 152 columns in its issue of October 3. Kalamazoo is also a city of 40,000 population.

Very truly yours,
F. F. ROWE.
Kalamazoo, Mich., Oct. 29.

Who Syndicates Pure Food Pages?

EDITOR AND PUBLISHER.
Gentlemen: Can you give us names and addresses of any firms that syndicate Pure Food pages for newspaper use?
Very truly yours,
THE TIMES-UNION.
Albany, N. Y., Nov. 2.

DEFENDS BIG STORES

Correspondent Supports Their Attitude
Toward Advertised Goods—Says Customers Rely Upon the Merchant for Character of Goods and Not on the Manufacturer—Let's Have Your Views.

NEW YORK, October 25.

THE EDITOR AND PUBLISHER:
One evening last week I dropped into a vaudeville show uptown, where they had a mesmerist. After securing a number of alleged recruits from the audience, he did a few "stunts." Suddenly pointing his long finger at a good-natured, strenuous chap, he sternly and bluffly directed him to stretch out stiff between two chairs, head on the back of one—feet on the back of the other. Then the mesmerist jumped up and down on the young man's stomach until the chairs threatened to collapse. "Wake up," he finally shouted, "you're all right." The "subject" got slowly back on his feet, rubbed his eyes and looked silly. "If that was on the level," thought I, "the professor is a mighty dangerous man. The young fellow shouldn't let him do it."

This brings up the subject of THE EDITOR AND PUBLISHER'S editorial of October 16, relative to the "unfriendly attitude of department stores to advertised goods," and the several "facts" in favor of the latter, which are said to be "susceptible of proof."

Are those "facts" susceptible of proof? Isn't it merely a case of the wish being father to the thought?

Isn't it a fact that more of the cost of these many, fancifully named and highly specialized articles lies in their wrappings and trappings than in the commodities themselves? Possibly these wrappings and trappings, and the expense of publishing them broadcast, are truly a part of the cost; but they would not figure to the same extent in store brands or sales from bulks purchased by the retailer, and tested and guaranteed to be standard. Certainly they must enter definitely into the cost of living, however much or little they benefit the consumer who buys the advertised brand.

It may happen that "smaller" dealers gladly supply the advertised goods when asked for, but if they do they are not likely to grow vastly rich by the process. It is almost ridiculous to contend and attempt to justify the assertion that a retailer should carry and supply the "advertised articles" when asked for by consumers. To do so he would have to ex-

tend his stock beyond the possibility of profit. In some lines a dozen different marks strive for supremacy in one locality. Who would reasonably expect the retailer to tie up capital and valuable store space in order that the aspirants may split up the normal sales into tithes that reflect the measure of each brand's popularity? Many of the manufacturers of "advertised articles" have quantity prices, and to secure the minimum price the retailer must buy more than he can dispose of naturally in a reasonable time. This ties up his capital and passes off stale goods on his customers, which is a bad thing for all parties.

It would work to the ultimate advantage of the consumers, in many instances, if the retailer concentrated on one store brand; at least in such commodities as can be purchased unbranded from responsible manufacturers who will guarantee the goods. Such bulks come to the retailer at prices considerably under those of most highly specialized leaders. He will not have to carry a dozen competitive marks. He will require perhaps three grades at the most, which means a much smaller investment; and he can profitably advertise them in his own regular advertisements, as they will be sold in his wrappings.

Proprietors of highly specialized leaders frequently overlook the fact, in the contemplation of their own national expenditures, that many large retail establishments spend more money in newspaper advertising in their home papers than the combined local advertising of all of the "advertised articles" which they sell. And local newspaper advertising is steadily increasing in volume.

So called "national advertising" stimulates interest, but where there are a number of such competitors, each, naturally, acquires some friends; but all of these friends taken together represent only a fraction of the total store sales.

Speaking in general terms, and allowing for the exceptions, it is the good will of a store that brings it customers and sells its goods, not the reputation for carrying certain advertised specialties.

Advertised articles are names to conjure by. Consumers rarely know the manufacturers, whose guarantees are therefore mostly impersonal. They do know individually, by sight or by neighborhood fame, the man or men who own the retail store where they trade; and the clerks and employes who earn their living in the store and abide in the neighborhood.

IT'S THE STORE BACKING THAT COUNTS.

When the store offers something branded, or even unbranded, and guarantees its quality, that guarantee of individually known and living personalities, on the spot, means more to customers than that of any multi-millionaire absentees. It almost invariably stands for the good faith, honor and friendship of a fellow-townsmen who puts their names on his books and gives them generous credit. He trusts them. Shall they refuse to trust him? Would you call them human if they did?

Though the great retail store may distribute advertised articles as a matter of accommodation, policy, or good merchandizing, it by no means follows that it need do so invariably, in most lines of commodities. It advertises regularly, and includes a wide variety of merchandise in its announcements, often favorably mentioning advertised articles, whose proprietors have not yet all gleaned that the big retailer is a heavier advertiser and more potent factor in his home town than they are.

It is questionable whether it helps the retailer to any great extent to mention the advertised articles at all in his newspaper advertisements. Indeed, he might much better talk about his own goods, for there are few staples he cannot buy unbranded from reputable makers under guarantees that will warrant him in backing them himself. His own guarantee behind a sale means that if the goods do not suit, the price will be promptly re-

(Continued on page 580)



—“I wonder if we're spending it in the right mediums!”

Q This little drama is enacted every business day somewhere by the men who furnish the money and direct the plans for the publicity of their product.

Q Around that big director's table sentiment gives way to sense, facts are sought rather than fiction, exactness demanded instead of estimates.

Q The advertising manager, the agent, the publisher all recognize the insistent and growing demand for circulation facts.

Q “A. B. C. Service” supplies this information in a uniform, standardized, comprehensive, far-reaching manner—gives a definite gauge of just what your dollar will buy in any desired field or class.

Q It is one thing to make a recommendation for an appropriation; quite another to have your recommendation justified by facts.

Q Why not back up your plans with the knowledge and facts that “A. B. C. Service” places at your disposal? Its cost is but a fraction of the cost of doing without it.



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

AUDIT BUREAU OF CIRCULATIONS
15 East Washington Street, Chicago

One to Seven Months' Campaign

Circulation Prestige
PROFIT

MAYBE it is easy to shrug the shoulders and say no, That depends on whether you find it pleasanter to be sorry than lucky. A little encouragement enabled Woodbury to start something that is paying the papers thousands of dollars a month, cash money. I am offering another Woodbury product. It will pay more thousands per month.

One New Yorker turned it down—his neighbor took it up—Number one is now green with envy and his envy is only in its infancy—You are saying, “Tell us what it is!—It is a poor advt. that don't tell its mission!” Well, the name Woodbury is your cue, and it produces Circulation Prestige and Profit. If you care for them, get full particulars from

ELIOT LORD

110 W. 34th Street

New York City

For Sale

DUPLIX FLAT-BED NEWSPAPER PRESS

Prints from type, 4-6-8-10-12-page papers, length of page 22 1/2", 7 columns to page, folds to half or quarter page size. Speed up to 4,500 per hour. Press is in good condition and was replaced by a Scott Three-Tiered Stereotype Newspaper Press. Write for price.

Walter Scott & Co.
Plainfield, N. J.

TAKE IT TO
POWERS
OPEN THE FASTEST
24 HOURS ENGRAVERS
OUT OF 24 ON EARTH
ON TIME ALL THE TIME
POWERS PHOTO ENGRAVING CO.
154 Nassau ST. N. Y. Tel. 4399-4

ELBERT HUBBARD made a little journey to the Atlas press clipping community. If you want to read of something new and original, send 10c. for this Journey, to Charles Hemstreet, 218 East 42nd Street, New York City.

We can increase your business—you want it increased.

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

BURRELLE

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

Successful

Men in every walk of life are all familiar with

Romeike's Press Clippings

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

Romeike Clippings

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

HENRY ROMEIKE, INC.,

106-110 Seventh Ave., New York City.

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.

"MAY PEACE COME SOON"

(Continued from page 556.)

his personal influence and support, and the influence and support of his newspaper, to many causes, and to none without sincerity and earnestness.

TRIBUTES AND FUNERAL.

The Publishers' Association of New York City, at a special meeting on Wednesday, spread on the records of the organization the following appreciation of Mr. Ridder's life and work:

The Publishers' Association of New York City loses in the death of Herman Ridder a founder and one of its most loyal and valued members. Few men knew the city of his birth as Mr. Ridder knew New York, and service to his fellow-citizens was his ideal and inspiration. To him administration of a great daily newspaper with wide and impartial vision, supporting all that made for citizenship, for understanding between all classes and conditions of men and for the training and developing of the ideal American, offered an inviting field in which he worked with steadfast faith and untiring diligence. By merit alone he achieved distinction as a first citizen, leading in every worthy cause and respected by all.

We, his business associates, remember Mr. Ridder as just and fearless, fair and courteous, helpful and friendly, always preferring the common good to personal advantage, and we shall long value his counsel and co-operation. The city and the newspapers of the United States will miss him gravely. We recall him as comrade and leader, loyal to duty and friendship, an example we shall emulate and a heritage we shall honor and cherish. To his bereaved family we extend the condolence of colleagues and friends. To that family the memory of his stern integrity and upright life is the most precious of legacies.

The funeral of Mr. Ridder was held on Thursday morning in the Church of the Blessed Sacrament, Seventy-first street and Broadway. The solemn high requiem mass was celebrated by Rev. Father George Winkler of Kersey, Penn., a boyhood friend of Mr. Ridder, who was assisted by Fathers T. Gilmartin and A. B. Stuart Chambers. Father Thomas Barry was master of ceremonies and Cardinal Farley gave the absolution.

President Edward Percy Howard, of the New York Press Club, appointed the following committee to represent the club at the funeral:

Ralph Pulitzer, Joseph Pulitzer, Joseph I. C. Clarke, Louis Cook, Charles W. Price, William N. Penny, Ogden M. Reid, George F. Lyon, Jean Charlotus, Thomas T. White, Jacob Abarbanell, William R. Hearst, Charles K. Johanson, A. Toxen Worm, Isaac D. White, Dr. O. Watson, Talcott Williams, Emanuel Lowenstein, Robert B. McIntyre, G. Herbert Daley, William F. Connell, C. Fred Crosby, Philip R. Dillon, Edward H. Drew, John A. Hennessy, John Clyde Oswald, James R. Price, Ralph W. St. Hill, Courtland Smith, Caleb H. Redfern, Frank Cadwallader, E. U. Tinsdale, Arthur Benington, Ernest Birmingham, David Ferguson, Keats Speed, Henry De Witt Hamilton, Herman Metz and Irwin Thomas.

The burial was at Calvary Cemetery. The pallbearers were Fritz Achelis, Edward M. Burghard, Joseph Frey, Leonard Giegerich, Herbert F. Gunison, Henry Heide, Dr. C. J. Hexamer, Gustave Lindenthal, Thomas M. Mulry, Morgan J. O'Brien, Melville E. Stone, and Oscar S. Straus.

Among the newspaper men attending the services at the church were Bradford Merrill, of the American; Emil M. Scholz and Oswald Garrison Villard, of the Evening Post; Irvin Wardman, of the Press; G. V. Rogers and Ogden Mills Reid, of the Tribune; Herbert L. Bridgman, of the Brooklyn Staudard-Union; Don C. Seitz, of the New York World, and Lincoln B. Palmer, manager of the American Newspaper Publishers' Association.

OFFSET FOR SUPPLEMENTS

(Continued from page 572.)

presses only one side is printed at a time. This makes it necessary to handle the sheets twice.

"While offset web presses are new in this country they have been in use abroad for several years. The Berlin Lokal Anzeiger is printed on such a press."

Charles Hart, mechanical superintendent of the New York Times, is of the opinion that offset will, in the near future, supersede all kinds of relief printing. In talking on the subject he said:

"When I was in Leipzig two years ago I saw for the first time an offset perfecting press in operation. As the result of my observations, made at the time and since, I am convinced that offset printing will eventually supersede all other kinds of relief printing. From it you can get depth of color without using a large quantity of ink, thus effecting a great saving, and you can employ a cheaper grade of paper than has been possible under the old processes."

AS TO EXPENSE.

"There seems to be an idea prevalent that rotogravure printing is tremendously expensive. Is this true?" I asked. "Rotogravure work was very expensive at first," replied Mr. Hart, "but now, when produced in large quantities, it is as cheap as black half-tone printing. For one printing the rotogravure is an ideal method because it puts the ink where it is required and omits it from other places. The offset process, because of its economy and other reasons, will in many cases supersede the rotogravure. All newspapers having a circulation of 100,000 and upward will probably be able to use it to advantage."

James Carruthers, of Walter Scott & Co., in speaking about the Schirmer and Times offset presses, said:

"The plates can be changed very quickly—a few minutes only being required for the full press load.

"The press is provided with tripping devices, paper feed and other features that are found necessary for the work. The printing is perfectly clean on both sides with no smutting whatever.

"The offset process produces remarkably fine work on any kind of paper stock. We have some samples on 3 1/2-cent paper that are fully equal to the best half-tone and photogravure work on the best kind of paper. The elimination of the gloss, found on expensive paper, makes the pictures appear much more real. Moreover, the paper is not so liable to damage in folding and handling."

APPROVE SEAMAN'S BILL

(Continued from page 555.)

lette bill merely equalizes competition between the American and foreign shipowner."

The local Chamber of Commerce has since sent to the press a scathing reply to the arguments of these speakers, which affirms the damage to American ships.

The Panama Pacific Exposition continues to boom, the attendance having passed the fifteen million mark a week ago. The Press Bureau of the Exposition is still sending out a great deal of feature news matter and many photographs. To show that the leading papers of the country now consider the Exposition stuff very live news matter, Hamilton M. Wright is receiving wires daily asking for specials, sometimes twenty telegrams arriving in one day.

George H. Perry, director of exploitation for the Exposition, who has been away on an Eastern trip for the past two weeks, will return during November.

Mrs. Jeanne E. Francoeur, publisher and managing editor of Everywoman, has been honored by having her paper, which is published in San Francisco, made the official organ of the National Council of Women. As the National Council has a membership of three million women, Everywoman will secure a great increase in circulation and the women of San Francisco will be enabled to obtain much publicity. Her journal made a hit at the start and has enjoyed a rapid growth in circulation and influence in women's affairs since the opening of the Exposition.

Persistent newspaper advertising as the principal factor in increasing business was strongly recommended by Sam Johnston, president of the Johnston-Ayres Company, of this city, in an address, delivered at the weekly luncheon of the Home Industry League in the Palace Hotel, yesterday. "Advertising like electricity, is a force," he said. "We know that the placing of one advertisement in a newspaper or magazine will not produce new business, but a persistent campaign will build up a business from practically nothing to a chief position in any field."

Louis Honig, president of the Honig-Cooper Company, recommended the use of advertising agencies.

The San Francisco Bulletin got out an "Unpatriotic Edition" last Saturday, containing a number of articles, in which the encouraging and abetting of preparations for war were opposed.

Among the editorial representatives who signed the register in the Press Building at the Panama Pacific Exposition, San Francisco during the week were:

R. J. Swift, Kerman (Cal.) News; R. F. Campbell, Coeur d'Alene (Ida.) Journal; T. A. Cole, Los Angeles (Cal.) Eagle; Wm. Veatch, Dawson City (Yukon Territory) Daily Reporter; F. V. Bush, Lordsburg (N. M.) Leader; E. L. Twing, Holyoke (Mass.) Nautilus; Henry R. Koch, Santa Clara (Cal.) News; G. A. Jasper, Fortuna (Cal.) Humboldt Beacon; Charles R. Hurst, Dumbaba (Cal.) Sentinel; D. Henderson, Coronado (Cal.) Strand; Chase S. Osborn, Jr., Fresno (Cal.) Herald; Geo. A. Barry, Monrovia (Cal.) Daily News; E. D. Sweetzer, Santa Rosa (Cal.) Republican; A. L. Rice, Caldwell (Idaho) Tribune; C. W. McMorran, Buffalo (N. Y.) Times; E. A. Rboten, Salem (Ore.) Pacific Homestead; G. R. Estes, Morgan Hill (Cal.) Times; F. M. Wilcox, Washington (D. C.) Review & Herald; Geo. W. Bishop, Tacoma (Wash.) Daily News; E. W. Fields, Santa Cruz (Cal.) Sentinel.

DEFENDS BIG STORES

(Continued from page 579.)

funded over his store counter. He could do no more than that for the advertised article. Why should he do anything for advertised articles which pay him less profit and cost him more money, involve a great investment of his capital, and are sold by every Tom, Dick and Harry? After all is said and done, he does not have to handle advertised articles unless he pleases to do so.

If the retail distributors can offer goods of quality at legitimate prices that are attractive, and guarantee such goods to be fresh and pure, why should they favor advertised articles, fancifully named and nationally exploited as their competitors?

Isn't the owner of a great store, or chain of stores, a real merchant, investing his own capital, master of his own actions, and independent manager of his own business? Or is he, perchance, just a good natured gentleman under mesmeric influence, used as a bridge to distribute proprietary articles, conditionally and non-conditionally?

Publish the "proofs" and refute the skeptic!
CONTR.-WISE.

TOOK CASE FROM JURY

(Continued from page 555.)

to the Lusitania incident, as it had entered into shipping munitions; that the passengers on the Lusitania were "careless."

Judge Smith said in his direction to the jury, "I regret the situation because it must be observable, I think, that the plaintiff in this case is a most reputable man and a learned man, the head of a church, and a great church, and that every fact makes everything he says and everything he does more dangerous to the people and to the public. There is not the least reflection in this article upon the plaintiff's character. He is not called a dishonest man, not even called a traitor. There is nothing applied to him that in any way reflects upon his character or his credit. I have felt all the time that this was very largely a political question and it rose at a time, as has been said here, when the public pulse was mighty susceptible and was in a tense condition; and it seems to me that when that article got before the public and steps were taken to protest, and the language of the protest has been set up in the declaration here, I may state it pretty strongly, but it seems to me that it must be said to be the duty of the public press to express itself fully in relation to what it thinks about that kind of conduct. I am frank to say that I feel that the Daily News put it rather mildly so far as the article itself is concerned. I think that I should state further that it is the judgment of the court that the question of privilege does not enter into the case at all, as I look at the case, because I regard the article as not libelous and that the defendant was justified in printing what he did print. That might be said to be a quasi privilege; but the real privilege I do not think enters into the case at all."

PALMER-FISCHER

Son of C. M. Palmer of New York City Takes a Bride at Saranac Lake.

Charles Sill Palmer, son of Mr. and Mrs. Charles M. Palmer, of Saranac Lake, N. Y., and Miss Dorothy Kingsbury Fischer, daughter of Mr. and Mrs. George Kingsbury Fischer, were married at the Church of St. Luke the Beloved Physician in Saranac Lake, on October 27. The ceremony was performed by Archdeacon W. H. Larom, assisted by Rev. Dr. Scott Kidder, rector of St. Luke's. After a honeymoon trip to the West Indies, the young couple will live in Saranac Lake.

The bridegroom, who has inherited the executive journalistic abilities of his father, C. M. Palmer, who is known throughout the country as a specialist in newspaper work and newspaper building, has been for some time editor of the *Fordowner*, published at Milwaukee, Wis. He has also been active in all community interests in Saranac Lake, especially in the work of the Saranac Lake Society for the Control of Tuberculosis.

WEDDING BELLS

J. Marshal Cleland, advertising solicitor for The Florida Metropolis, and Miss Gladys Reid, were married on October 20, Rev. J. T. Boone officiating.

Frank H. Fayant, for many years a newspaper man and at one time associated with the *Utica Herald*, recently announced his marriage to Mrs. Samuel Willets (nee Marie Horsington) which took place on May 8 in Virginia.

J. L. Baker, city editor Knoxville (Tenn.) Journal and Tribune, and Miss Wilcox of Wellington, Ohio, were recently married.

Arthur W. Park, general editor in the Chicago office of the Associated Press, and Miss Gladys Russ of Chicago, were married in that city last week. They have returned from a wedding trip which included stops at Springfield, St. Louis and Peoria, where Mr. Park's father lives. Besides being a newspaperman, Mr. Park writes verse and humorous stories.

Boyd F. Gurley, managing editor of The Kansas City (Mo.) Post, and Mrs. Gladys M. Fry, widow of a prominent business man of Memphis, Tenn., were married on October 27. The Rev. Joseph M. M. Gray of the Grand Avenue M. E. Church, read the service in the study of the Temple.

SILVER TROPHY BY A. B. C.

Only Publisher-Members' Representatives Can Compete For It.

The Audit Bureau of Circulations has just issued the rules governing the trophy contest which was authorized by the annual convention in Chicago in June.

The contest is limited to the representatives of publisher members of the A. B. C., and the silver trophy will be awarded to the representative who secures the largest number of new advertiser or advertiser agent members by the date of the next convention of the audit bureau next Summer.

Members to count in the contest may be either regular, associate, or local advertiser members, or regular or associate advertising agent members.

In connection with the rules issued, the bureau has offered to supply representatives entering the contest with circulars showing why advertisers both national and local and advertising agents should be members of the Audit Bureau of Circulations. It also calls attention to the fact that the winner of the silver trophy will secure a highly desirable amount of publicity for the publication that he represents, as well as for himself, when the convention meets next Summer.

"Great Atlantic" Keeps Spreading

The Great Atlantic and Pacific Tea Company is adding to its already extensive chain of stores in New York City, three new ones having been announced during the present week.

A "COFFEE" SUPPLEMENT

An Unusual Feature Section in the Ottumwa (Ia.) Review.

There have been many kinds of supplements and many kinds of feature pages used in connection with the newspapers in various parts of the United States, but it is believed that the first time a four-page section devoted to coffee has been used by any paper was in the *Ottumwa (Ia.) Review* of recent date. The wholesaler was first induced to advertise, then the retailer to fall in with smaller copy, and finally the newspaper devoted the columns of a four-page section entirely to reading matter pertaining to coffee, and to coffee only.

The *Review*, which issued its first number under the new management on the 14th of September, has made gratifying increases in all departments. Its local advertising is running pretty close to 800 per cent. more than the paper carried in any previous month under the former management, and it has been enlarged from a four-page, six-column paper to an eight-to-twenty-page, seven-column paper. The circulation has also increased over 100 per cent.

TOPICS FROM THE AD FIELD

Foreman's Clothing Company, Chicago, is advertising to award prizes for "Foreman-ology" phrases. The object is to establish the name "Foreman" firmly in the minds of the people. The first prize is \$10 for the best single epigram of not more than fifteen words; \$5 for the second prize—and \$1 for the succeeding ten. The contest closes November 15.

The City Ice Delivery Company, of Cleveland, Ohio, is introducing the Hyklas brand of beverages which include ginger ale, sarsaparilla, lemon soda, root beer, and sparkling grape. This company advertises that it delivers to the home direct, and that the cost is low because it has no duty to pay, no transportation charges, no jobbers commissions, wholesalers or retailers profits.

Important Label Decision

A permanent injunction has been issued in the case of the B. V. D. Company, of New York, vs. Morris Levinson and Sol Shapiro, trading as Levinson & Shapiro. By this injunction labels that imitate the B. V. D. label cannot be used hereafter, as the injunction states, in effect, that no label can be made which in its general appearance is liable to cause the ordinary observer to believe that the goods of one party are those of another. Labels must be made clear, and no portion of a label should be a part of another manufacturer's label. The court also decided that the use of the letters "B. M. D." is an infringement upon the trade mark "B. V. D." and issued a permanent injunction to stop the infringement.

Steel Products Men Assume New Work

A. T. Hugg, advertising manager of the Detroit Steel Products Company, has assumed charge of the development of a stock window sales department just created, in addition to his duties as advertising manager. The active management of details will be in direct charge of George P. Richardson, formerly of the advertising department. Guy S. Hamilton becomes assistant advertising manager, assuming charge of the details of the advertising. F. M. Paull will have charge of the "Stimulator," the company sales bulletin. He will help edit the house paper, "Fenestra," and will assist Mr. Hamilton.

Novel Philadelphia Ads

The Philadelphia Public Ledger is running a series of Rich Richard Almauac ads that are attracting attention. They show an open book on one page of which is an illustration and on the other an epigram. One of the latter reads: "Rome was never built in a day, but it was started in an hour." Advertising will not make thy business over night, but "well begun is half done."

Putnam Joins New York Mail

William H. Putnam has just resigned as advertising manager of the *New York Herald* to take a responsible position on the advertising staff of the *Evening Mail*. Mr. Putnam has shown excellent ability in securing advertising and is well known in the newspaper field.

Sphinx Club's Second Dinner

The season's second dinner of the Sphinx Club, New York, will be held at the Waldorf on Tuesday evening next. Among the speakers will be Ingalls Kimball on the "The Money Value of Good Typography in Advertising;" Charles W. Appleton on "Publicity as a Deterrent to Crime," and Nat Olds on "Advertising Solicitors I Have Met."

New York Ad Club Notes

The Hotel Adelphia will be the Philadelphia convention headquarters of the Advertising Club of New York. It will accommodate 365 people. The convention will open on June 25 next year.

F. R. Feland, of the George Batten Agency, will be the speaker before the club on November 12; subject, "Planning a National Advertising Copy Campaign."

More Railroad Advertising Coming

The American Traffic Association, in convention at French Lick, Ind., last Saturday, contended that the best method of placing railroad time tables before the public was to advertise them in the newspapers. It was decided that the old custom of advertising the arrival and departure of trains should be revived.

One Hundred and Fifty-Seven Varieties

International Newspaper Window Display Week was so great a success in Topeka, Kan., that the Capital, of that city, issued a 24-page pictorial supplement on October 24, reproducing a large number of the one hundred and fifty-seven windows in which displays were made.

PUBLISHER'S NOTICE

The Editor and Publisher and the Journalist maintain an efficient corps of paid correspondents at the following important trade centers: Boston, Philadelphia, Toronto, Cleveland, Chicago, Atlanta, New Orleans, Dallas, Indianapolis, Washington, Baltimore, and San Francisco. Other correspondents will be added from time to time. Advertisers and newspaper men will find a ready market for stories of advertising achievements, news items, etc., by addressing the main office, 1117 World Building, New York City.

Branch offices are located as follows: Chicago, 332 S. Michigan Ave., Ryan & Inman, Ingra., phone Harrison 2161; San Francisco, 742 Market St., R. J. Bidwell, manager, phone Kearney 2121.

The Editor and Publisher page contains 672 agate lines, 168 on four. Columns are 13 picas wide and twelve lines deep.

Advertising Rate is 25c. an agate line, \$100 a page, \$75 a half page and \$42 a quarter page. Position extra. Time, space and cash discounts are allowed on contracts.

Small advertisements under proper classification will be charged as follows: For Sale and Help Wanted, fifteen cents a line; Business Opportunity and Miscellaneous, twenty-five cents a line, and Situations Wanted, ten cents a line, count six words to the line.

Readers are urged to have the paper mailed to the home address. This will insure prompt delivery.

The Editor and Publisher sells regularly at 10c. a copy, \$2.00 per year in the United States and Colonial Possessions, \$2.50 in Canada and \$3.00 foreign, and is on sale each week at the following news-stands:

New York—World Building, Tribune Building, Park Row Building, 140 Nassau street, Publishing (opposite the World Building), 33 Park Row; The Woolworth Building, Times Building, Forty-second Street and Broadway, at basement entrance to Subway; Brentano's Book Store, Twenty-sixth Street and Fifth Avenue and Mack's, opposite Macy's on Thirty-fourth Street, Philadelphia—L. G. Rau, 7th and Chestnut Streets.

Boston—Parker House News Stand, Pittsburgh—Davis Book Shop, 416 Wood Street.

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

Chicago—Post Office News Co., Monroe Street, Cleveland—Schroeder's News Store, Superior Street, opposite Post Office; Solomon News Co., 111 Walnut Street.

Detroit—Solomon News Co., 69 Larned St., W. San Francisco—R. J. Bidwell Co., 742 Market.

\$9,000 or LESS

cash will be used as first payment on satisfactory daily or weekly newspaper property. Weeklies must be in county seats. Northern Illinois and northern Ohio locations preferred. Proposition M. V.

CHAS. M. PALMER

Newspaper Properties

225 Fifth Ave., New York City

SOUTHERN WEEKLY

Leading paper in most desirable County Seat town of 5,000 population. Good business possibilities and efficient plant including No. 8 Linotype. Price \$8,500; one-half cash, balance arranged.

HARWELL, CANNON & McCARTHY,

Brokers in Newspaper & Magazine Properties, Times Bldg., New York

SITUATIONS WANTED

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

EDITOR—Editorial writer, experienced, A. B., 229 North 13th St., Coshocton, Ohio.

WANTED—A newspaper man of experience is at liberty to consider a proposition as business or general manager. For further particulars, address K. L. M., c/o Editor and Publisher, New York City.

Live all around man wants situation as city editor or copy reader in small or large town. Can write Editorials. D1556, care of Editor and Publisher, New York City.

Cartoonist, Artist and Photographer combined. 20 years' experience. Late with N. Y. Daily. Samples talk for me. Reasonable salary. Age 37. John Farnum, 2733 Creston Ave., Bronx, N. Y.

HELP WANTED

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

Live circulation man wanted in small city near New York. Stiffest kind of work required at the start. Must not be afraid of long hours, or to start at living salary, as advancement will be made as soon as results are shown. No easily disappointed need apply. Prefer young man, who has had a few years' experience under able direction, and who can give best of references. For interview write X123, care of Editor and Publisher, New York.

FOR SALE

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

A plan telling in detail, "HOW TO GET A SATISFACTORY SITUATION," mailed post-paid for \$1.00. Some say it's worth a hundred. Your copy is ready. HARRIS-DIBBLE COMPANY, 171 Madison Avenue, New York.

A weekly newspaper and job printing plant doing a large and profitable business in a suburb of a city in Pennsylvania is offered for sale at a bargain price and on easy terms. Address Suburban Newspaper, c/o Editor and Publisher.

"A Remarkable Bargain"

C. R. Lippmann, sales and advertising counselor, of 37 East 28th street, New York, writes: "I take pleasure in enclosing my check for \$2 in renewal of my subscription to THE EDITOR AND PUBLISHER. At that rate this certainly is a remarkable bargain."

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

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

The New York Evening Mail

enjoys the confidence of its readers.

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

Its average net paid circulation for August was in excess of

158,000

A desirable advertising medium.

Advertising Agents

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

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

HOWLAND, H. S., ADV. AGENCY,
 INC.,
 20 Broad St., New York.
 Tel. Rector 2573.

LEVEY, H. H.,
 Marbridge Bldg., New York.
 Tel. Greeley 1677-78.

ARKENBERG SPECIAL AGENCY,
 Publishers' Representatives,
 Classified Advertising Exclusively,
 406A Madison Ave., Toledo, O.

Publishers' Representatives

CONE, LORENZEN & WOOD-
MAN,
 Brunswick Bldg., N. Y.; Advtg. Bldg.,
 Chic.; Gumbel Bldg., Kansas City.

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

GLASS, JOHN,
 1156-1164 Peoples Gas Bldg., Chicago.

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

PAYNE, G. LOGAN, CO.,
 747-748 Marquette Bldg., Chicago,
 Ill.; 200 Fifth Ave., New York,
 N. Y.; 8 Winter St., Boston, Mass.;
 Kresge Bldg., Detroit, Mich.

TIPS FOR THE AD MANAGER

F. Wallis Armstrong Adv. Co., Philadelphia, Pa., is placing copy with newspapers that have contracts for S. L. Allen & Co., "Flexible Flyer," Philadelphia.

N. W. Ayer & Son, Philadelphia, are placing 72-inch 1 t. orders generally with newspapers in the United States for the National Cash Register Co., of Dayton, O., and New York.

Blackman-Ross Co., New York City, are now placing the advertising for Earl & Wilson, "E. & W." Collars and Shirts, New York City. This agency has also placed some one time special copy with large city newspapers for the Remington Typewriter Co., of New York.

Cheltenham Adv. Agency, New York City, is placing orders with newspapers in a few selected sections for Robt. H. Ingersoll & Bro., "Ingersoll Watches," New York City. This agency is placing with some Newark, N. J., newspapers orders for the Wadsworth Chocolate Co., "Wadsworth Sans Creme Chocolates," Newark, N. J.

Nelson, Chesman & Co., St. Louis, are making 1,000 in. contracts with some Virginia newspapers for the Chattanooga Medicine Co., "Wine of Cardui," Chattanooga, Tenn.

E. H. Clarke Adv. Agency, Chicago, is making contracts with some Western newspapers for Film Industries.

Will H. Dilg Agency, Chicago, is placing copy with some Western newspapers for Scotch Woolen Mills, Chicago.

Guenther-Bradford Co., Chicago, is placing 1 t. orders with Virginia newspapers for N. W. Prickett & Co., Chicago.

W. L. Houghton Adv. Agency, New York City, is placing 1 t. orders with some Southern newspapers for the Alchemo Mfg. Co., New York City.

W. H. H. Hull & Co., New York City, will shortly place orders with a selected list of newspapers for Merode Underwear, Harvard Mills, Lord & Taylor, New York City.

Husband & Thomas Co., Chicago, is placing orders with some Pennsylvania newspapers for A. C. McClurg & Co., Books, Chicago.

Wylie B. Jones Adv. Agency, Binghamton, N. Y., is again making contracts with a selected list of newspapers for the Woodward Sales Co., Binghamton, N. Y.

Siegmund Kahn, New York City, is placing some orders with Boston newspapers for Bonwit, Teller & Co., Suits, New York City.

Lord & Thomas, Chicago, are placing 100 in. orders with some Ohio newspapers for the Quaker Oats Co., Chicago.

Robt. M. McMullen Co., New York City, is placing orders with a few newspapers in selected sections for the Standard Milling Co., "Hecker's Flour," New York City.

MacMartin Adv. Co., Minneapolis, made contracts with some Western newspapers for the Sims Cereal Co., Minneapolis, instead of the Martin V. Kelley Co., as reported last week. The MacMartin Co. is also making 3,000 l. contracts with some Western newspapers for Mother's Macaroni Co., Minneapolis.

Morse International Agency, New York City, is again placing copy with a selected list of newspapers for J. C. Enos, Ltd., "Enos Fruit Salts," London, England. This agency has also placed one time special copy with newspapers generally, mostly on trade basis, for Underwood Typewriter Co., New York City.

Frank Presbrey Co., New York City, is placing orders with a selected list of

newspapers for Hearst's Magazine, New York City.

Sales Service Co., Chicago, are placing the advertising of the Chicago & Eastern Illinois Ry. Co., and not the Sehl Advertising Agency, as reported.

Scheck Adv. Agency, Newark, N. J., place the advertising for the Quilla Film Corp, New York City.

Russel M. Seeds Co., Indianapolis, are again making some contracts with newspapers for Pinex Co., "Pinex" Cough Remedy, Fort Wayne, Ind.

Sherman & Bryan, New York City, are again placing copy with newspapers in large cities for A. S. Haight & Co., "Lackawanna" Underwear, New York City.

A. M. Stockman Adv. Agency, New York City, is again placing orders with a selected list of newspapers for the Vermilax Co., Dog Remedy, New York City.

Thompson & Walter Co., New York City, are placing orders with a few selected newspapers for M. Teela & Co., "Teela Pearls," New York City.

Henry Webb, Dayton, Ohio, is again making 500 l. contracts with some Missouri newspapers for Frank A. Dillingham, "Plant Juice," Cincinnati.

The Freeman Adv. Agency, Richmond, Va., is placing 5,000 l. contracts in newspapers in the South Middle West and East for the Vick Chemical Co., Greensboro, N. C.; also 100 inch contracts with leading Southern dailies for the W. H. Miles Shoe Co., Richmond, Va.

H. K. McCann Co., San Francisco office, are placing the advertising for the Savage Tire Co., San Diego, Cal.

The Thomas Ad Service, Jacksonville, Fla., are placing the advertising for the Peninsular Realty Co., Land, Ft. Meyers, Fla., also the advertising for the Coconut Grove Citrus Growers' Ass'n, Citrus Fruits, Miami, Fla., and for the Florida East Coast Railway, Land and Industrial Dept., St. Augustine, Fla.

Nichols-Finn Co., Chicago, are placing the advertising for the National Mileage Co., Coupons, Chicago; also for the Cole Motor Car Co., Motor Cars, Indianapolis.

Thompson-Carroll Co., Cleveland, are placing the advertising for the National Motor Vehicle Co., Motor Cars, Indianapolis.

Carl M. Green Co., Detroit, are placing the advertising for Apperson Bros. Auto Co., Motor Cars, Kokomo, Ind.

Mahin Adv. Co., Chicago, is placing the advertising for the Greater Des Moines Committee, Promotion, Des Moines, Iowa.

Erwin & Wasey Co., Chicago, are placing the advertising for the New Orleans Coffee Co., Evaporated Syrup, New Orleans, La.

H. B. Humphrey Co., Boston, is placing the advertising for Dr. Seth K. Arnold, Deafness Cure, Boston.

F. P. Shumway Co., Boston, is placing the advertising for the George Close Co., Candy, Cambridge, Mass.

C. Brewer Smith, Boston, is placing the advertising for the N. E. Laboratory Co., Tooth Paste, Lynn, Mass.

Honig-Cooper Co., San Francisco, is placing the advertising for the Monterey Packing Co., Booth's Sardines, San Francisco.

The Cheltenham Advertising Agency, New York, are placing orders generally for the Chalmers Motor Car Company, Detroit.

W. H. Stuart, advertising manager of

the World's Dispensary Medical Association, Buffalo, N. Y., is stopping at the Brozsell Hotel, New York, where he is making contracts for the advertising of Dr. Pierce's Golden Medical Discovery.

NOTES FROM BOSTON AD FIELD

BOSTON, November 4.—The J. Walter Thompson Agency has secured the account of the Berlin Mills Company, of Berlin, N. H., advertising a by-product of the paper company.

The Waltham Watch Company has started an extensive advertising campaign through the Wallis Armstrong Agency of Philadelphia. The most of this copy goes to the magazines.

The Boston News Bureau is placing the Lee, Higginson French loan advertising in New England papers. It is said that the account is large.

The Massachusetts Brewers Association is using a large amount of space in the New England press. The leading articles are being written by Howard Noble, secretary of the Association and a newspaper man of long experience.

Houghton-Mifflin are placing some accounts through Wood, Putnam and Wood. Little Brown Company, through the Morse International Agency.

AD FIELD PERSONALS

C. R. Abell, who was connected with the advertising department of the New York American for about ten years and who joined the advertising staff of the New York Press about six months ago, is now connected with the advertising department of Hearst's Magazine.

T. F. Flynn, secretary of the S. C. Beckwith Special Agency, New York and Chicago, returned home Wednesday from a trip to St. Louis, Louisville, Indianapolis and Chicago. Mr. Flynn reported business to be in a most prosperous condition. He stated that the volume of business carried in the St. Louis Post-Dispatch for October was the largest of any month in the history of that paper.

Frank Buxton, of E. T. Slattery Company, Boston, has become advertising man for the C. F. Hovey Co., that city.

Louis Hodges, who for many years was associated with the Frank A. Munsey magazines and newspapers, has joined the Western staff of Paul Block, Inc.

A. T. Lloyd, president of the A. T. Lloyd Advertising Company, of Dallas, Tex., recently purchased a piece of business property in that city for \$55,000.

Victor A. Kitchen, of the Bates Advertising Co., New York, is to build a \$20,000 house at Great Neck, L. I., for his own occupancy.

P. A. Speer, for six years advertising manager of the Passaic (N. J.) Herald, has gone to the Amsterdam (N. Y.) morning Sentinel as advertising manager.

George Holland, a member of the advertising staff of the New York Herald, has been appointed advertising manager of the Morning and Sunday, succeeding W. H. Putnam.

S. Newton Gaines, and advertising man of considerable note in Texas, has been made advertising manager for Washer Bros., of Fort Worth, one of the largest clothing firms in the State.

SPECIAL AGENCY CHANGES

C. D. Bertolet, of New York and Chicago, announces that owing to the growth of the Clover Leaf Newspapers, it has become necessary to confine the work of his organization solely to those publications.

The Ward-Lewis Special Agency, Tribune building, New York, has added the Dothan (Ala.) Eagle and the Hugo (Okla.) News to its list of papers.

Alcorn-Henkel, publishers' representatives, New York and Chicago, now represent, as foreign advertising representatives, the La Fayette (Ind.) Courier.

Wm. J. Morton Company have been appointed general Eastern and Western advertising representatives for the Los Angeles Express and Tribune, succeeding Messrs. C. D. Bertold Company, resigned.

LINN HEADS ST. LOUIS AD CLUB

First Newspaper Advertising Man Elected to Presidency of the Organization.

On the occasion of the annual banquet of the Advertising Club of St. Louis, held October 29, the Republic of that city issued an "extra" containing a full report of the event which was distributed before the members left for their homes.



MORTIMER P. LINN

New President of St. Louis Ad Club

One of the features of the dinner was the election of officers, which resulted in the choice of the following: President, Mortimer P. Linn, advertising manager of the Republic; first vice-president, J. F. Oberwinder; secretary, Paul Hutchinson; treasurer, M. T. Holderness.

Mr. Linn is the first newspaper advertising man to head the Ad Club. He has been engaged in newspaper work thirty years, twenty-five of which have been spent in the business and advertising departments of the Republic. For the past seven years he has had full charge of that newspaper's advertising.

Dallas After Democratic Convention

DALLAS, Texas, October 29.—At the last meeting of the Dallas Advertising League the activities of the ad men in advancing the claims of Dallas for the National Democratic convention were reviewed and the results so far obtained placed before the members in concrete form. It was shown that through letters sent out by the league the ad clubs of eleven large cities of the country had indorsed this city and had pledged their members to work for landing the convention for Dallas, namely, Birmingham, Ala.; Cleveland, Ohio; Aurora, Ill.; Syracuse, N. Y.; Boston, Mass.; Nashville, Tenn.; Chattanooga, Tenn.; Shreveport, La.; Houston, Tex.; Fort Worth, Tex.; and Waco, Texas. The business of the "Wantmore Pickle Company" was also discussed. The league is now hearing the claims of the representatives of the various media of advertising before deciding on how the appropriation of \$1,000 will be spent. F. A. Wynne presented arguments in support of having an agency handle the appropriation.

New Orleans States

Sworn Net Paid Circulation for 6 Months Ending Sept. 30, 1915

33,142 Daily

We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans.

To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium.

Circulation data sent on request.

The S. C. BECKWITH SPECIAL AGENCY
Sole Foreign Representatives

New York Chicago St. Louis

Cincinnati Wants A. A. C. W. Convention

Arrangements for inviting the Associated Advertising Clubs of the World to Cincinnati in 1917 were discussed last Saturday at a meeting in that city between members of the Cincinnati Advertisers' Club Committee, representatives of the Convention and Publicity Department of the Chamber of Commerce, and P. S. Florea, secretary of the Associated Advertising Clubs of the World. A program prepared by the local committee was outlined to Mr. Florea, the cost of which will be in the neighborhood of \$15,000.

LIVE AD CLUB NOTES

The Buffalo Ad Club had for its guests last Saturday the presidents and affiliation directors of the advertising clubs of Detroit, Cleveland and Rochester, and representations from the clubs of Toronto, Ont., and Toledo, O.

The presidents and the directors met for the purpose of formulating plans for an affiliation convention to take place in Buffalo, January 22, 1916.

The Newton (Ia.) Ad Club was organized by T. E. Shufelt from the Des Moines Ad Men's Club. C. P. Hunter is president; Virgil Jones, vice-president; H. E. Moss, secretary and treasurer, and W. W. Sayre, D. L. Clark, T. G. Bryant and James Rhodes, members of the board of governors.

At the annual meeting of the Tri-City Press Club of Rock Island, Ill., held at the New Harper House, October 26, F. O. VanGelder, editor of the Modern Woodman, was elected president. Other officers elected were: First vice-president, E. P. Adler, Davenport; second vice-president, H. A. Sward, Moline; secretary-treasurer, Clifford Safely, Moline.

E. T. Gundlach, head of the Gundlach Advertising Company, in an address at the Agate Club at the Hotel La Salle, Chicago, Monday night, counseled his fellow advertising men to be advocates of military and naval preparedness for the United States.

At the weekly luncheon of the Advertisers' Club of Cincinnati held on October 27, P. S. Florea, of Indianapolis, secretary and manager of the Associated Advertising Clubs of the World, said: "Organization does not mean the mere election of a president and secretary and a few officers. It means that every member must be behind every movement and every idea, pushing them through. In this way, only, can results be obtained."

The Fort Worth (Texas) Ad Club, at its last meeting listened to an address by Jack H. Estes, of Dallas, publicity director for the Texas & Pacific Railroad and also editor of the Texas and Pacific Monthly. Mr. Estes discussed "Commercial Publicity—Who Gains and Who Pays."

Mr. Estes began by saying that there was but one kind of publicity, conscientious and legitimate. Publicity he defined as "letting the people know."

"The successful publicity man," he said, "is the one whose stories have the ring of truth; they must be interestingly told and have a real news value to the reader."

The club declined to indorse as an organization a petition to the city commission asking for an appropriation of \$5,000 for municipal band concerts, but every member present signed the petition individually. S. Newton Gaines, recently elected advertising manager of Walser Bros., was elected to membership in the club.

The El Paso (Texas) Ad Club has outlined an educational campaign for the winter months, in which the various lines of commercial endeavor will be taken up and discussed from an advertising man's point of view. One of the first discussions will be "Banking and Banking Advertising," and this will be followed by talks on other lines of business and how the advertising in each particular line should be handled, the amount of appropriation that should be made in each line, and how this money should be spent to get the best results.

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.

ALABAMA. NEWS Birmingham Average circulation for September: Daily, 38,433; Sunday, 37,504. Printed 2,207,884 lines more advertising than its nearest competitor in 1914.	NEW YORK. COURIER & ENQUIRER..... Buffalo IL PROGRESSO ITALO AMERICANO..... New York DAY..... New York The National Jewish Daily that no general advertiser should overlook.
CALIFORNIA. EXAMINER Los Angeles A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.	NEBRASKA. TRIBUNE Hastings Circulation A. B. C. report, 7,100. Full leased wire report United Press.
GEORGIA. JOURNAL (Cir. 57,531)..... Atlanta CHRONICLE Augusta LEDGER Columbus	OHIO. PLAIN DEALER..... Cleveland Circulation for October, 1915: Daily 134,978 Sunday 166,411 REGISTER Sandusky The most widely read daily published in Northern Ohio between Cleveland and Toledo. VINDICATOR Youngstown
ILLINOIS. HERALD Joliet STAR (Circulation 21,589)..... Peoria	PENNSYLVANIA. TIMES Erie DAILY DEMOCRAT Johnstown TIMES-LEADER Wilkes-Barre
IOWA. REGISTER & LEADER..... Des Moines EVENING TRIBUNE..... Des Moines Essential to covering Des Moines and vicinity.	SOUTH CAROLINA. DAILY MAIL..... Anderson
KENTUCKY. MASONIC HOME JOURNAL..... Louisville, Ky. (Semi-Monthly, 32 to 64 pages.) Guaranteed largest circulation of any Masonic publication in the world. In excess of 90,000 copies monthly.	SOUTH DAKOTA. The Sioux Falls Daily Press is the medium that reaches the people in the towns and in the country. Largest Sunday paper of any town its size anywhere. G. Logan Payne Company, New York and Chicago.
LOUISIANA. TIMES PICAYUNE..... New Orleans	TENNESSEE. BANNER Nashville
MICHIGAN. PATRIOT (No Monday issue)..... Jackson Average three months ending March 31, 1915: Daily, 11,349; Sunday, 13,104. Member "American Newspaper Pub. Ass'n." "Gilt Edge Newspapers," and A. B. C.	TEXAS. AMERICAN Austin "The Twentieth Century Paper of Texas" is absolutely independent, printing all the news all the time and printing it first. Seventy per cent. city circulation by carrier. CHRONICLE Houston The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday. POST Houston Over 80% city circulation to regular subscribers by carrier. The "Home Paper" of South Texas, 30,000 guaranteed. TELEGRAM Temple Net paid circulation over 8,000.
MINNESOTA. TRIBUNE, Morning and Evening..... Minneapolis	UTAH. HERALD-REPUBLICAN..... Salt Lake City
MISSOURI. POST-DISPATCH..... St. Louis Is the only newspaper in its territory with the beautiful Rotogravure Picture Section. Circulation first six months, 1915: Sunday average 350,066 Daily and Sunday 204,497	VIRGINIA. DAILY NEWS-RECORD..... Harrisonburg In the famous Valley of Va. only paper in the richest Agricultural County in United States.
MONTANA. MINER Butte Average daily, 11,684; Sunday, 17,971, for 3 months ending March 31st, 1915.	WASHINGTON. POST-INTELLIGENCER Seattle
NORTH CAROLINA. SENTINEL Winston-Salem October gov't report 5,843, net galu October, 1915, over October, 1914, 1,028 copies.	CANADA. ONTARIO. FREE PRESS London DAILY HERALD..... Stratford Largest circulation in Perth County. The paper that Perth County people want to read.
NEW JERSEY. PRESS (Circulation 7,945)..... Ashbury Park JOURNAL Elizabeth PRESS-CHRONICLE Paterson COURIER-NEWS Plainfield	

ROLL OF HONOR

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

ILLINOIS. SKANDINAVEN Chicago	NEW YORK. BOLLETTINO DELLA SERA..... New York
INDIANA. THE AVE MARIA..... Notre Dame	PENNSYLVANIA. TIMES Chester
NEBRASKA. FREE PRESSE (Cir. 128,384)..... Lincoln	

NEW YORK ADVERTISING SITUATION

Figures showing what has happened since January first, as compared with the previous year

The Globe
AND Commercial Advertiser ESTD 1797
NEW YORK'S LARGEST NEWSPAPER.

leads all New York Newspapers in gains
1,041,636 Lines Ahead of 1914

(Figures compiled by the Statistical Dept. Evening Post)
January 1st to October 31, inclusive. Agate lines.

EVENING PAPERS (6 days a week)

	1915	1914	Gain	Loss
The Globe	4,332,863	3,291,227	1,041,636
The Journal	5,541,542	5,715,547	174,005
Evening World	4,179,234	4,644,600	465,366
Evening Sun	3,886,222	3,281,880	604,342
Evening Mail	3,619,596	3,431,696	187,900
The Telegram	5,332,608	5,392,150	59,542
Evening Post	2,794,958	2,872,864	77,906
Totals			1,833,878	776,819

MORNING PAPERS (7 days a week)

	1915	1914	Gain	Loss
American	7,105,597	7,431,587	325,990
Herald	6,665,990	7,671,891	1,005,901
Press	1,712,456	2,562,457	850,001
Sun	3,053,579	3,100,681	47,102
Times	7,874,420	7,632,759	241,661
Tribune	2,632,739	2,099,754	532,985
World	8,695,479	9,042,155	346,676
Totals			774,646	2,575,670

Net gain, evening newspapers..... 1,057,059 lines
Net loss, morning newspapers..... 1,801,024 "

Conclusive proof that advertisers get best results from the evening newspapers which are taken to the home.

The Globe proves results for advertisers just the same as it proves its circulation.

O'MARA & ORMSBEE, Inc.

CHICAGO
Tribune Bldg.

NEW YORK
Brunswick Bldg.

