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NEW PAPER PROCESS.

INVENTOR SAYS IT WILL CUT COST AND GREATLY IMPROVE QUALITY OF NEWS PRINT.

Has Already Been Successfully Tried Out in Two Paper Mills—Does Away With Use of Sulphate and Increases Production—Makes Wood Fibers of Uniform Length, Thickness and Strength—Ample Capital.

Edward M. Hall, for many years general superintendent of the St. Regis Paper Company at Watertown, N. Y., is the inventor of a new process for the production of news print which lessens the cost and improves the quality of the output. A company, known as the Hall Process Company, has been incorporated with a capital of \$100,000, and an office has been opened in Watertown. The president is George C. Sherman, president of the Taggart Paper Co. Mr. Hall is general manager, and Frederick H. Clark, for the past nine years an expert accountant with Haskins Sells, of New York, is the secretary and treasurer.

PRESIDENT SHERMAN'S STATEMENT.

President Sherman in speaking of the company and its purposes a few days ago said:

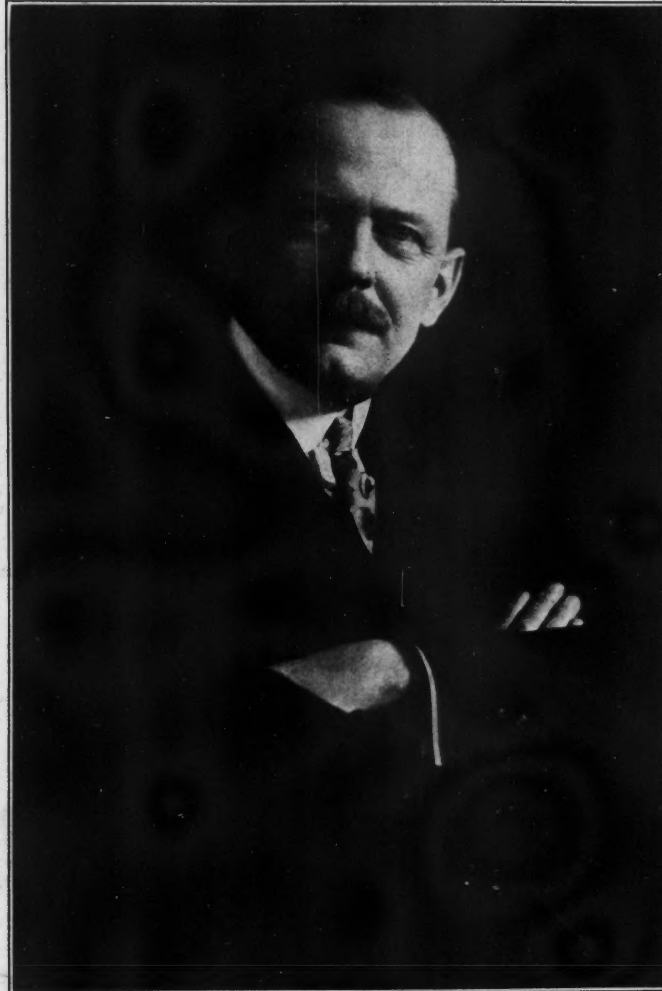
"The company is organized primarily to introduce a new process and apparatus for making mechanical pulp, invented by Mr. Hall, and for which the patent is pending. Although the apparatus has not been fully installed, nevertheless the new process has been in partial operation at the mills of Taggart Paper Company at Felts Mills and Great Bend for six weeks past, with complete success. The inventor claims that he will be able to produce standard news print from ground wood alone without the use of any sulphite.

"Mr. Hall is not ready to disclose all the details of his invention at present, but he is willing to state that a very large increase in production will be secured for a given power. Moreover, the quality is greatly improved, the fibers produced being strong, silky and uniform. Ground wood is always much cleaner than sulphite, and a better sheet of paper, with respect to cleanliness, is produced as the percentage of sulphite is diminished. Moreover, sulphite is gummy and sticks to the rolls of the paper machine, causing many breaks and a consequent loss in production.

MOST IMPORTANT RESULT.

"Further, sulphite and ground wood do not require the same quantity of heat to evaporate the water from them and sulphite fibers contract differently from ground wood, causing paper often to curl on the edges, which makes trouble on the press. But perhaps the most important result of Mr. Hall's process is that it makes ground wood fibers as uniform in length, thickness and strength as sulphite. This uniformity makes it possible to form a sheet of sufficient strength for commercial requirements solely from ground wood, and therein, of course, lies its great practical value.

"It is impossible to make ground wood with any degree of fiber uniformity under the old process. The stone is sharpened by the use of a jig and grinds until it is dull or glazed over, when it is sharpened again. The quality of the product is constantly changing, and in actual practice is never uni-



THE LATE WILLIAM R. ORR.
PUBLISHER OF THE DETROIT SATURDAY NIGHT.

form. Mr. Hall has invented a process and apparatus which diminishes the power required and at the same time preserves practical uniformity of product. Under the old process of making news print paper, long sulphite fibers are mixed with the necessarily diversified ground wood fibers. These diversified fibers are reinforced by the sulphite fibers to provide requisite tensile strength for the sheet of paper."

AGAINST STATE CONTROL.

People of Colorado Defeat Plan to Regulate Advertising Rate and Subscriptions.

(Special Correspondence.)

CO'ORADO SPRINGS, COLO., Dec. 5.—The official count of the ballots in Colorado has disclosed the sentiments of the people upon the proposed law to make newspapers public utilities and to place the control of the rates for advertising and subscriptions in the hands of the State Public Utilities Commission. The vote was overwhelmingly against such a proposal, being as follows:

For the bill, 35,752; against the bill, 91,426.

The newspapers of the State fought the proposal vigorously, pointing out that if the control of the finances of the newspapers were placed in the

hands of the Public Utilities Commission, it would soon be followed by the control of the editorial opinions and policies of the newspapers by the same body.

The result of the vote on this question should be of interest to newspaper men everywhere, for, so far as I know, this is the first time that this proposition has ever been submitted directly to the people, although there are not wanting quite a number of persons in this country who believe that the semi-public character of the newspaper business warrants a degree of public censorship or control. DAVID ELLIOTT, Editor, Colorado Springs Telegraph.

New Daily at Columbus.

Persistent rumors have it that a new morning paper will be started in Columbus, Ohio, about the first of the year. It is understood the paper will be an out and out Republican sheet, in sympathy with the incoming administration.

Religious Press Failure.

The recent failure of the Federated Religious Press of Chicago, comprising a number of church society papers, proves a bad one. The liabilities excluding stock are \$52,000 and the assets only \$2,366.

CUT DOWN WAR NEWS.

PITTSBURGH EXPERTS FAVOR REDUCTION OF SPACE NOW GIVEN TO REPORTS.

Elmer R. Stoll Declares Greatly Increased Expenses Will Compel an Increase in Price of Paper—H. R. Kroh Describes How the News Is Gathered and R. M. Boeckel Tells of the Great Expense Incurred.

(Special Correspondence.)

PITTSBURGH, Dec. 10.—"How the War News is Gathered and Handled" was the timely subject of discussion at the first "roundtable" meeting of the season of the department of journalism of the University of Pittsburgh on Tuesday evening, December 8. Well known Pittsburgh newspaper men were the speakers, and the audience included the students in the journalism department and a number of practical newspaper men.

T. R. Williams, managing editor of the Pittsburgh Press and director of the department, presided. The speakers included H. R. Kroh, manager of the United Press in Pittsburgh; R. M. Boeckel, Pittsburgh manager of the International News Service; J. K. Burnett, manager of the Tri-State News Bureau; Charles Arnold, instructor in Journalism in the university and recently of the new St. Louis Star, and Elmer R. Stoll, secretary of the Pittsburgh Newspaper Publishers' Association.

HOW VOTE STOOD.

Probably the most interesting feature of the gathering was a vote on the question whether too much space is given on the first page of the newspapers to the war news. Only one person wanted more space given to this news, and the majority favored a reduction in the space.

"War news may be divided into three classes," said Mr. Kroh; "that which originates in London, Paris, Berlin, Vienna and Petrograd in official statements and bulletins; that which is gathered by the correspondents in the war zone, and that which is obtained from various unofficial sources in the European capitals.

"The real news comes mostly from the second and third sources. The official statements in the main are reliable, but the interesting details are omitted. The victorious side usually gives the first news of important happenings. Because of the censorship, the most vital news has come to us by mail, and that will continue to be the case. The accuracy, judgment, resourcefulness and nerve of our correspondents abroad have been subjected to the greatest tests; and they have made good, with the result that the United States is far ahead of other countries in the volume of war news received, and in its value."

ABOUT WAR SCOOP.

Getting the news through is much harder than obtaining it, Mr. Kroh declared. He told interestingly of the work of the U. P. men overseas, and of some of their important "beats" and "scoops."

Mr. Boeckel asserted that war news is the most valuable commodity known at this time, and told of the tremendous cost of gathering and distributing this news. Ordinary cable rates from European centers to New York, he said, are 25 cents a word. The big news associations in their desire to rush

through the news pay the urgent rate of 75 cents a word for their important dispatches. In handling the official statements, he said, the correspondents' task is to place the emphasis where it belongs. Untrue assertions are seldom made, but by minimizing the gains of the enemy and the losses of its own side, a false coloring is given.

All of the speakers told of the great increase in newspaper expenses as a result of the war, without any betterment in revenues, and said the matter is becoming serious.

Mr. Arnold told of the change in newspaper makeup and headline policy occasioned by the European hostilities.

Mr. Burnett's bureau covers the news of Pittsburgh, Western Pennsylvania, West Virginia and Eastern Ohio. He told how the press of war news was crowding out the local matter from the Pittsburgh papers, and how the Tri-State bureau met the situation by seeking news with a war angle, and compressing everything as much as possible. He said his organization first disclosed the fact that the Allies were placing orders for war munitions in this country. The war, he said, had caused many changes in news values. Before the war, a nearby trolley accident with 10 injured was a big first page story. With thousands killed and wounded daily in Europe, such an item is much less significant by comparison.

Mr. Stoll gave the business office side of the war news, which means such tremendous advances in expenses and stationary revenues. This situation, he said, will compel an advance in the selling prices of newspapers. Pittsburgh newspapers are in better position than those of other cities because of their elimination of unnecessary and unwise expenditures for extra editions, and businesslike and efficient management through co-operation.

WILL PROTECT ADVERTISERS.

Agricultural Publishers Put up the Bars Against Attacks Upon Them.

The Agricultural Publishers' Association, comprising forty of the leading agricultural publications of the country, at a meeting held at the Union League Club in Chicago December 2 the following resolution was adopted:

Resolved, That it is the sense of the members of the Agricultural Publishers' Association that the farm papers of America do exclude from their columns copy attacking retail or wholesale dealers, assailing advertisers selling either direct or through dealers, or reflecting in any unfair manner upon a competitor in business.

This resolution was embodied in a telegram signed by Burrige D. Butler, president of the association, which was sent to the Iowa Implement Dealers' Association, Des Moines, Iowa.

In reply the association received the following dispatch:

We are in receipt of your telegram advising us of the action of the Agricultural Publishers' Association in the interest of legitimate merchandising. We thank you for the fair and business-like manner in which you have handled this important matter and we believe you have not only dignified the vocation of the merchants of our country, but have also served our commonwealth in advancing the all-important question of community building.

IOWA IMPLEMENT DEALERS' ASS'N.

It is believed that the action of the Agricultural Publishers' Association will have a most beneficial effect upon the advertising business especially in the Middle West and on the Pacific Coast. It is asserted that in a number of instances the agricultural press through various schemes has been led to print covert attacks on various manufacturers for the sole purpose of weakening their competition. Now that the leading publications in the field are pledged to close their columns to such attacks, it is expected that this evil will be at an end.

Albert Otto Hardt, a Chicago newspaper man, is reported held in a British military camp as a prisoner of war, having been taken off a steamer bound for Rotterdam by a British warship some time ago as a German suspect. Some of the suspects succeeded in securing their release.

PACIFIC COAST NEWS.

MINISTER WHO THINKS HE CAN RUN A NEWSPAPER TO HAVE A TRYOUT.

Newspaper Man Attended Dedication of Exposition Press Building—Julian Street Tickle San Francisco—Sacramento Bee Says Ad Men Who Criticised Churches Are Inconsistent.

(Special Correspondence.)

SAN FRANCISCO, Dec. 5.—With more than 100 newspapers of the State represented at a banquet and the ceremonies incident to the occasion, the Press Building at the Panama-Pacific Exposition was dedicated a few days ago. Dr. Rudolph J. Taussig acted as chairman. The dedication of the building brought to a close a very successful two days' business meeting of the Press Association.

The dedication was preceded by a banquet given by the Exposition directorate at the Palace hotel. C. C. Moore, president of the Exposition welcomed the editors, expressing his appreciation for the manner in which the press of the State has furthered the Exposition movement. M. H. de Young, publisher of the San Francisco Chronicle, welcomed the press on behalf of the Exposition management, and as a member of the newspaper fraternity himself. Chester Rowell, of the Fresno (Cal.) Republican, followed, extending greetings on behalf of the State.

The Rev. Albert W. Palmer, one of the leading East-Bay luminaries, announced from his pulpit lately that newspapers were all conducted on the wrong lines and told just how he would run a paper if given the chance. He started something that will probably end differently than he anticipated. At any rate, Mr. Palmer is game and on Saturday of this week will assume the responsibilities of a real dyed-in-the-wool editor and get out the Orkland Tribune, as the result of an invitation given him, following his sermon. Mr. Palmer will endeavor to prove his contentions and ideas, which newspaper men in general agree are all wrong.

Fremont Older, managing editor of the San Francisco Bulletin, stated in a published announcement that Mr. Palmer lacked practical knowledge of how to run a paper and intimated that he would soon run it into bankruptcy if he ever attempted this highly acrobatic feat. Palmer will also try to show one Older up. We are all waiting for Saturday's issue of the Tribune.

San Franciscans are particularly pleased over Julian Street's recent write-up of their city in Collier's. Street has been preparing a series of articles about leading cities of the country. The only seeming disturbances of Street's mind while in our midst was during his visit of the Exposition grounds when he met a new sort of show spieler. This man talked so much that Street became plainly irritated and devoted several perfectly good paragraphs in Collier's to blowing off his indignation.

The Sacramento (Cal.) Bee takes sides with San Francisco ministers with their controversy with local ad men, resulting in a recent investigation and report of the latter on why church attendance was falling off. The Bee says that the ad men are peculiarly inconsistent. "The ministers are criticised for preaching 'ancient theological doctrines,' and then are counseled to preach, with the mind that was in Christ Jesus."

"If they do the latter, how can they evade also doing the former?"

The Sacramento (Cal.) Union also has considerable to say on the question. This paper says that undoubtedly churches can profit by publicity but says that if it is proposed to make religion attractive by alternating the creed so that it will "take" with the public, if religion has so little foundation that it can be changed at will in order to catch the changing fancy of the people, then it is hardly worth keeping.

The Sacramento Star, Sacramento, Cal., recently celebrated its tenth anniversary. The past years have been good years for the Star which enjoys a very wide popularity. The management anticipates good business during the coming year.

S. S. McClure, millionaire publisher of New York, was entertained recently by officials of the Panama-Pacific International Exposition during his stay in this city. McClure likes San Francisco and said so, but he may have changed his mind by this time. On trying to get out of the city, McClure had a run-in with one of our highly respectable taxi drivers and in making the usual dispute over an excessive taxi bill was escorted to the police station along with the driver, before his identity became known.

Fred Hall, advertising manager of the Oakland (Cal.) Tribune, was seriously injured in an automobile accident last week, when the car in which he was riding with his wife collided with a wagon, hurling him to the pavement. He is reported as improving.

DEATH OF W. R. ORR.

William R. Orr, publisher of the Detroit Saturday Night, a prominent figure in newspaper circles in Middle West, died in that city December 5 as the result of a paralytic stroke.

Early in October the youngest son of Mr. and Mrs. Orr was operated on for appendicitis. His mother nursing the child overtaxed her strength and endurance and died October 24.

About a week after the funeral Mr. Orr suffered a paralytic stroke, due, it is believed, to a broken heart, and on Saturday morning passed away at Harper Hospital.

Mr. Orr was 52 years old and was born in Toronto, Canada. His initial newspaper experience was gained on the Detroit Tribune, in the circulation department. Later he became circulation manager of the Toronto News and then returned to Detroit as advertising manager of the Detroit News. Seven years ago he established the Detroit Saturday Night and lived to see it a success.

Mr. Orr was a member of the Detroit Board of Commerce, the Detroit Club, the Detroit Church Club, Detroit Motorboat Club, Wolverine Automobile Club, Detroit Automobile Club, a 32 degree Mason and member of the Moslem Temple, A. A. N. O. M. S.

LAZAR NEEDS TWO HUNDRED.

This Sum Necessary to Keep the Philadelphia Sunday Evening Journal Off the Rocks.

Jacob Aaron Lazar, president of the Philadelphia Newsboys' Union, and who broke into journalism some months ago by handling an imitation New York paper carrying a fake story of the suicide of Harry Thaw, and following a suggestion made by the police department, left for the wild and woolly West, is again in deep water, journalistically speaking.

After leaving Philadelphia Lazar went to Chicago, where he founded the Sunday Evening Times, which lived for four weeks.

He then returned to Philadelphia and secured backing for the Sunday Evening Journal, but because of his editorial policy that backing has been withdrawn and he is now looking for an angel with \$200 to float the paper. Oi! Oi! such an expensiveness this journalism!

Raises Price to Two Cents.

The Wilkesbarre (Pa.) Times Leader on Dec. 1 increased its subscription price to thirty-five cents a month, an increase of almost half a cent a day, and its retail price to two cents. The publishers announce that this course has been taken to meet the losses sustained by loss of advertising revenues, and the additional expense incurred for war news.

BLUE GRASS JOTTINGS.

Program of the Mid Winter Meeting of the Kentucky Press Association.

(Special Correspondence.)

LOUISVILLE, Ky., Dec. 8.—The mid-winter meeting of the Kentucky Press Association will take place at the Hotel Henry Watterson December 28 and 29. The formal call to order will be made by President James R. Lemon at 2:30 o'clock.

"The War Cost of Living and How to Meet It" will be the subject of a round-table discussion, led by D. M. Hutton, of the Harrodsburg Herald, at 3 o'clock, under two principal headings: First, "Shall Rates Be Advanced?" and, second, "How to Get Business and the Cash." The second day's session will be called to order at 9 o'clock in the morning, and the first feature will be a round-table discussion of "Advertising," led by John S. Lawrence, of the Cadiz Record.

Thomas E. Easham, of Louisville, will speak on "The Relation of the Agent to the Country Publisher" at 11 o'clock, and W. B. Forgey, of the Ashland Independent, will lead a round-table discussion of "What to Print and What Not to Print" at 11:30 o'clock. The meeting will close at 1 o'clock in the afternoon.

Joseph A. Humphreys, formerly on the copy desk of the Louisville Herald, has resigned his position, and with Mrs. Humphreys has gone to Europe to spend a few months. Before sailing, Mr. Humphreys said the war raging held no terrors for him and that he expected to have an enjoyable trip providing the American envoys remained on the job. When passports are handed out, he said, he expected to be on hand and get those coming to him.

Paul Cowles, superintendent of the Chicago division of the Associated Press, was a Louisville visitor this week. He spent several days at French Lick Springs.

General W. B. Haldeman, editor of the Louisville Times, has gone to Florida. He will spend the winter at Naples-on-the-Gulf. During his absence Robert J. McBryde will be editor-in-chief of the Times.

Charles H. Musgrove is writing editorials for the Times in addition to his work as dramatic critic and collaborative work with Plasehe, the cartoonist.

Harry G. Evans, news editor of the Times, was given a trip to Panama in appreciation of his meritorious work in handling news of the European war. He will be gone a month. He is traveling with the Congressional committee now inspecting the Canal.

James Ryan Keller, city editor of the Times, has embarked in another musical venture. With Harry Marx he is bringing to Louisville Mme. Schumann-Heink for a concert next week.

Barnes Buys Dickinson Paper.

S. C. Barnes, for the last five years advertising manager of the Bismarck (S. D.) Daily Tribune, and earlier connected with the Kansas City Star and St. Paul Dispatch, has purchased the Dickinson (S. D.) Recorder-Post and will conduct it as an independent newspaper. Mr. Barnes will conduct it as a live country weekly, specializing on local news.

Editor Swick Disappears.

The friends of P. S. Swick, editor of the Borne (Ia.) Independent, are worried over his sudden disappearance from his office two weeks ago. In a letter left behind he said he was worried about financial matters and that no one would know where he had gone until he could pay every dollar he owed. Mr. Swick was prominent in G. A. R. Circles, a member in good standing of Mount Olive Lodge, A. F. and A. M. of Borne.

At Spokane, Wash., William I. Davis, a Maine avenue clothing merchant, has been fined \$25 and costs for using misrepresenting advertising to sell goods.

SYNDICATE CHANGES.

Adair Purchases Interest in World Syndicate Co. and Suter Is Elected Vice-President of Syndicate Publishing Co.

W. T. Adair, until December 5 vice-president and general manager of the syndicate Publishing Company, 9 East 37th street, New York, has acquired a large stock interest in and has been elected vice-president and general manager of the World Syndicate Company, of 110 West 40th street, New York. He will be associated with L. M. Rankin, the president who organized the company some years ago and has enjoyed a large success with Heart Songs and Heart Throbs, etc., and other premium books.

The Syndicate Company publishes a dictionary "Song Book," the "People's Encyclopaedia" and Roosevelt's "African Game Trails," books used largely as subscription premiums.

Mr. Adair's successor on the Syndicate Publishing Company is Herman Suter, formerly a special agent of the Company, and for many years engaged in the newspaper business. Mr. Suter has been elected vice-president and has already entered upon the duties of the position. Mr. Suter was formerly publisher of the Nashville Tennessean and American, and later was general manager of the Philadelphia Evening Times, then conducted by Frank A. Munsey.

The president of the Syndicate Co. is Frank E. Wright, for thirty years a successful publisher of books of an educational character.

A. L. Swift is second vice-president of the Syndicate Publishing Company, C. William Wurster, secretary and treasurer; James F. Johnston, advertising manager; R. E. Davidson, sales manager.

The Syndicate Publishing Company has done a very large business throughout its existence. In addition to its business in the United States and Canada, it maintains a substantial organization in England, with headquarters in London.

T. L. BRIGGS OBJECTS.

Advertising Manager of Remington Arms U. M. C. Co. Explains.

T. L. Briggs, advertising manager of the Remington Arms Union Metallic Cartridge Company, has written to THE EDITOR AND PUBLISHER, protesting against being listed as a free space grafter, as was noted in THE EDITOR AND PUBLISHER of November 14.

Mr. Briggs explains that prior to his taking his present position his people were not very strong for newspaper space, but that he went to them thoroughly sold on the value of newspaper space.

He says that for the past three years he has tried to prove to his employers that newspaper space is good for their business, but it has not been as productive as he would like.

He contends that practically all newspapers print automobile news, baseball news and other sporting news, so why not shooting news?

He contends that his company does not use any follow up of any kind and that the whole service is merely for the good of the game.

Newsboys Club in Spokane.

A "Newsboys' Club," promoted by the Spokane Spokesman-Review and the Y. M. C. A., of that city, has just been organized. The equipment of the boys' division of the Y. M. C. A. will be open to the members of the club. A series of swimming matches will be held among the members for a prize offered by the Spokesman-Review. Bennie Strubeck, a Spokesman-Review street agent, will be judge of the events.

Bromfield & Field, Inc., 171 Madison avenue, New York, will handle the advertising of the Importers' Automobile Salon, to be held in the Hotel Astor, January 2 to 9.

WASHINGTON TOPICS.

Mr. Reid Secures Writ of Certiorari in Automobile Case—Readjustment of Postal Rate Probable.

WASHINGTON, D. C., Dec. 10.—The Supreme Court has granted a writ of certiorari on the application of attorneys for Ogden Mills Reid, of the New York Tribune, to review the judgment of the Circuit Court of Appeals of New York which had held against Mr. Reid in his suit to recover for the loss of an automobile that was lost in the river while being unloaded at the pier in New York harbor, from a steamer of the International Mercantile Marine Line. Mr. Reid originally sued the express company which accepted the automobile for shipment in London. The Stevedore Company which did the unloading from the ship at the New York pier and the International Mercantile Marine Company which was the carrier.

An article appearing in the Washington Post to the effect that two United States Senators had been paid seventy-five thousand dollars in gold for their influence in having American troops withdrawn from Vera Cruz, caused the Senate to debate, for the greater part of two sessions, a resolution offered by Senator Robinson to inquire into the accuracy of the statements of the dispatch published in the Post. The resolution finally went to the calendar without action being taken upon it.

The question of Congress readjusting the postage rate of second class mail matter may not be decided until April 1, 1916. The commission appointed by Congress, which is a joint committee on postage on second class mail matter, has just submitted a partial report in which it says that it has "worked out a tentative plan" but "finds that the time has been insufficient to verify the data collected," therefore, it asks for an extension of time in which to complete its investigation. As the commission has over \$17,000 left of the original sum appropriated in 1912 to make this investigation, it is believed that Congress will grant an extension of time.

While there are bills pending which increase the rate on second class mail matter it is not believed that any action will be taken to enact new legislation affecting rates on second class mail matter until after this joint committee has made its report and submitted a tentative plan for Congressional approval.

The reading of the President's message before the joint houses of Congress is still of great interest to the newspaper men. President Wilson has addressed the joint assemblage some eight or ten times but on every occasion the Press Gallery of the House has been filled to overflowing.

The making of paper on which newspapers may be printed from corn stalks may be a realization of the near future. The Agricultural Department has been making some investigations of experiments which have been made along this line and it is anticipated that the department will shortly issue a bulletin giving the results of the investigation of the experiments.

DONE BY THE TYPES.

Newspaper compositors and men who edit copy, no matter how eagle eyed they may be, sometimes allow errors to get by that are either laughable or humiliating. A Chicago paper, in reporting a political meeting, said that the vast audience rent the air with their snouts. Another Chicago paper reported that the propeller Alaska was leaving port with a cargo of 40,000 bushels of cats. A Buffalo paper, in describing the scene when Roosevelt took the oath of office as President, said it was a spectacle never to be forgotten when Roosevelt, before the Chief Justice of Supreme Court, and a few witnesses, took his simple bath.

DECEMBER A. P. MEETING.

The Board of Directors of the Associated Press held a meeting Wednesday and Thursday, November 9th and 10th, in New York.

Those present were: Frank B. Moyes, of the Washington, D. C. Star, president; Daniel D. Moore, of the New Orleans, La. Times Picayune, second vice president; Melville E. Stone, general manager; Charles W. Knapp, of the St. Louis, Mo. Republic; Clark Howell, of the Atlanta, Ga. Constitution; Charles Hopkins Clark, of the Hartford, Conn. Courant; V. S. McClatchy, of the Sacramento, Calif. Bee; Samuel Bowles, of the Springfield, Mass. Republican; Adolph S. Ochs, of the New York Times; A. C. Weiss, of the Duluth, Minn. Herald; W. L. McLean, of the Philadelphia, Pa. Bulletin; Victor F. Lawson, of the Chicago News; W. H. Cowles, of the Spokane, Wash. Spokesman Review, and W. Y. Morgan, of the Hutchinson, Kan. News.

This was a regular meeting of the board and nothing but routine business was transacted.

Matters of interest, pertaining to the betterment of the service were discussed.

MacALARNEY ON THE TRIBUNE.

Appointed City Editor to Succeed Mr. Orr, Who Resigned.

Robert Emmet MacAlarney, late member of the faculty of the Columbia School of Journalism, has been appointed city editor of the New York Tribune succeeding Mr. Orr who resigned to become secretary to Governor-elect Whitman.

Mr. MacAlarney was born in Harrisburg, Pa., and graduated from Dickinson College, in 1893. After taking a special course at Harvard, he began his newspaper career on the Harrisburg (Pa.) Telegraph as a reporter. Subsequently he was employed on the Newark (N. J.) Daily Advertiser, and New York Evening Journal. For five years he was city editor of the Evening Post and for a year filled the same position on the New York Evening Mail. From the Mail he went to Columbia University.

SUSPENDED PUBLICATION.

RIPON, CAL.—The name of the Irrigation Bulletin has been changed to the Manteca Bulletin.

COLFAX, CAL.—The Citizen has suspended publication.

TURLOCK, CAL.—The Daily Journal has been discontinued.

ELY, NEV.—The Daily Mining Exposition has suspended publication. A weekly issue of the paper will be published hereafter.

SAN JOSE, CAL.—The Mountain View Gazette has suspended publication.

DEATH OF HERBERT BINGHAM.

HERBERT M. BINGHAM, head of the Bingham Brothers Co., roller makers, died in New York on December 2, after an illness of nearly a year, in the course of which he was operated on for kidney trouble. Mr. Bingham was fifty-one years old and a native of New York and took a position with his father in the roller business in 1877. Charles Bingham, his brother, will succeed to the head of the business. Mr. Bingham was a Scottish Rite Mason and Shriner and was buried with Masonic honors. His genial personality and business ability made many friends for him, who will deplore his death. He leaves a wife and two daughters, one of whom is married and lives in Cleveland, Ohio.

Metcalf's Salutory.

Richard L. Metcalf, the new editor of the Omaha Nebraskan, in his initial editorial, gets right down to brass tacks and plain words and, as he puts it, has a "heart to heart" talk with his readers. He reviews his past performances, pays high tribute to his former associates, Secretary of State W. J. Bryan and United States Senator Hitchcock, and includes a few remarks about himself.

DONATES \$3,000 WORTH OF SPACE

R. A. Crothers' Way of Helping San Francisco Press Club to Furnish Fair Quarters.

(Special Correspondence.)

SAN FRANCISCO, CAL., Dec. 2.—The San Francisco Press Club has been presented with handsome quarters on the grounds of the Panama-Pacific International Exposition, and R. A. Crothers, publisher of the San Francisco Bulletin, has presented the club with \$3,000 worth of advertising space to cover the cost of furnishing the rooms. The club will entertain thousands of newspaper men next year, and elaborate preparations are now being made to accommodate the guests.

The Press Building is located in the South Gardens close to the main entrance to the exposition grounds. It has been built for the express purpose of accommodating the visiting newspaper men and correspondents from all over the world and for the local press as well.

The lower floor of the building is devoted to a lounging room, with open fireplaces and paneled walls; a room for the Press Club of San Francisco; and two work rooms for correspondents. The upper floor is divided into one large room, where the department of publication, the mimeograph department and stenographers and typists will operate; and three smaller rooms for the use of the Director of Exploitation and the Editorial Bureau. All of the rooms are to be appropriately furnished and provided with ample desk, telephone and telegraph facilities.

The structure is in the style of the French Renaissance to conform to the architecture of the Palace of Horticulture and Festival Hall, both of which are also in the South Gardens.

The Press Building was erected by the exposition at a cost of \$35,000. Already hundreds of applications have been received from all parts of the world for space and desk room for correspondents of newspapers and magazines. These allotments are being made as fast as possible. The Exploitation Department now occupies a portion of the building for which they will act as hosts for the exposition.

Invitations are extended to every press organization in the world to attend the exposition on May 1, which will be San Francisco Press Club Day. A pageant, in which more than one thousand actors will participate, will be held on the grounds that day for the entertainment of newspaper men and their friends. The pageant is being written and will be staged by President Peter B. Kynne, Clyde C. Westover and Arthur Bennet, all well-known short story writers.

The club at its art exhibition on Thanksgiving eve netted more than \$2,000 for the Belgian Relief Fund.

PUBLICITY AND CRIME.

Sir Melville McNaughton, late Chief of the Criminal Investigation Department of Scotland Yard, in his recently published memories, "Days of My Years" had something interesting to say relative to the aid newspaper men give in criminal cases.

"At certain times press men did hamper one, but in nine cases out of 10 they have been of the greatest use to me, and on occasions rendered yeoman service in the successful investigation of crime. The old idea used to be that detectives best served the interests of justice by keeping journalists at a distance, with the natural result that press men, being under the necessity of reporting something, used to string together unreliable stories, and to set about investigations themselves in a manner very maddening and handicapping to the detective officers who had the handling of the case. It seemed well, therefore, in many cases, to give freely and frankly such information as could be used without hesitation, and at the same time with profit to the public and the police."

NEWSPAPER WOMEN OF AMERICA.

Miss Flora Kendall Edmond, of the Manchester, N. H., Leader, Expresses Her Ideas on Newspaper Work As a Vocation for Women.

By A. C. HAESSELBARTH.

When, on September 1, 1913, the Manchester (N. H.) Leader added to its staff Miss Flora Kendall Edmond, that paper secured a writer whose fame is not confined to Manchester, her home city, although it is there that most of her newspaper work has been done.

Miss Edmond began work with the Manchester News, now out of existence. She was with the Manchester Daily Mirror a number of years, first as society editor, then general reporter and for some time as a free lance, writing "The Woman About Town." For two



MRS. FLORA KENDALL EDMOND.

years she was assistant advertising manager of the Mirror. She has lectured quite extensively, including the New York Educational course and at the Boston Public Library.

Miss Edmond, in response to my request for her views concerning newspaper work as a vocation for women, said that, although during her ten years in the newspaper field she has interviewed hundreds of people, she was staggered at the very thought of interviewing herself. However, she did venture this much of an opinion:

"A woman's success in newspaper work depends largely upon her health, persistency and her ability to face any situation quietly and with determination. General news work means long hours, dealing with all sorts and kinds of people under all conditions and everywhere. A woman breaking into this business fails in many instances because she is not willing to do the minor things, or sacrifice her own desires and pleasures in the interests of the work.

"If I have had any success in the field, it may be credited to an honest desire to be accurate in stating facts, considerate of my friends, and at least tolerant of my enemies. It has been my policy never to antagonize, and if there was any possible way out, never to lose a friend.

"Let me add, that no one in this work can afford to arrive at a point where he feels he can afford to do anything but his best work. It is well to remember,

too, that you are never so important but that your services could be dispensed with. No matter how able you may be, there is somebody, possibly many somebodies, who can do as good, if not better, work than you can."

I am quite sure that one of the secrets of Miss Edmond's success is that she is a "good mixer," a very valuable asset of a newspaper worker. Mark Huntington said of her not long ago: "If I read her aright, here is one of those rare temperaments which can adjust itself to the highest and meet it on its own level or walk in the lowly places and win the affections of the humblest of the land."

Miss Edmond comes of good old Revolutionary stock and is gifted with a magnetic personality and with the power to graphically describe what she sees. And she has seen much more of this world than has the average woman. She can lay claim to experiences "off the beaten path of travel" which have been the lot of but few white women. She is an enthusiastic advocate of outdoor life and an accomplished horse-woman. The summer of 1908 she spent among the "liveyere" fishermen and Eskimo on the Labrador coast. The summer of 1908 she spent in Cuba and in Mexico. In the 1911 summer season she went to the interior of Yucatan to study conditions in the ancient cities of Chichen-Itz, Uxmal and Ticul, making the trip on horseback accompanied by three Mayan Indians. From Yucatan she went to the Bahamas. The summer of 1912 she took a party of ten through Europe and in the spring of the present year she spent two months on the Isthmus of Panama. The first of next July she expects to leave for Iceland. Her travels are taken in the interest of lecture work and special articles for newspapers and magazines.

WASHINGTON PERSONALS.

Parker R. Anderson, of the Charlotte Chronicle, Greensboro News and other North Carolina papers, and Mrs. Anderson are the happy parents of a fine boy.

Brice Claggett, of the Associated Press; Lawrence Todd, of the International News, and Carter Field, of the United Press, accompanied President Wilson on his recent trip to Williamstown, Mass.

Robert F. Wilson, of the Cleveland News and Cleveland Leader, who has been at the home office since the adjournment of Congress, has returned to Washington.

Frank B. Lord, of the Philadelphia Evening Bulletin, so far has no opposition for re-election as president of the National Press Club in the election of officers that will take place on December 28.

Col. Charles S. Albert, chief of the New York World bureau, and Mrs. Albert have returned after a three weeks' vacation.

C. C. Brainerd, chief of the Brooklyn Eagle bureau; John Corrigan, of the New York Herald, and Arthur J. Sinnott, of the Newark Evening News, attended the Army-Navy football game in Philadelphia last Saturday.

The State Department representatives report that they are unable to find Ambrose Bierce, formerly of the New York American bureau, who has been missing in Mexico for about a year.

Thomas F. Logan, of the Philadelphia Inquirer, entertained a number of friends in a box at the Army-Navy football game.

William A. Crawford, formerly of the Associated Press, is now the chief of the Central News bureau.

General Robert M. McWade, Jerry A. Mathews, James Gray, George A. Mosshart and Earl Godwin have been appointed a committee to devise a plan for a sick and death benefit association to be established by the Washington correspondents.

Samuel G. Blythe, of the Saturday Evening Post, who has been writing stories from the battlefields in Europe, has returned to his home in Washington.

Fred A. Emery, of the Associated Press, and chairman of the committee which produced the National Press Club Year Book, is receiving many compliments on the handsome book just published.

William E. Brigham, of the Boston Transcript, will be initiated at the next dinner of the famous Gridiron Club, December 12.

Theodore H. Tiller, of the Washington Times, has found his automobile which was stolen.

Justin McGrath, former city editor of the New York American, is now the chief of the Washington bureau of that paper.

Miss Lou Rodgers, of the New York Press, is in town writing some feature articles on Congress.

Frank A. Munsey, proprietor of the Munsey publications, and W. T. Dewart, general manager of the Munsey organization, were here this week on a short business trip.

J. H. Peters, formerly of the Times, is now the city circulator of the Washington Herald.

Jesse Cottrell, representative of Tennessee papers, has returned to Washington after a visit to his home State.

SANDEN BELT WINS SUIT.

Company Acquitted of the Charge of Fraudulent Use of Mails.

Mail order advertisers have followed with no small interest, the Federal Government's recent test suit against the Sanden Electric Company of New York, a concern selling an electric belt for the treatment of rheumatism and nervous affections.

Using the mails with fraudulent intent was charged in the indictment but United States District Attorneys Spence and Stephenson failed to sustain the government's case, and a verdict of acquittal for the defendant was handed in by the jury on December 4.

An interesting and a convincing witness for the Sanden Company was Dr. A. D. Rockwell, a world-wide authority on the subject of electro-therapeutics, who testified to the scientific construction of the Sanden belt, and its curative value.

For the past twenty-five years the Sanden Company has been a constant user of large advertising space in newspapers, mail order and farm magazines throughout the United States and Canada. The business is placed by the Frank Kiernan Advertising Agency.

GOT REPORT OVER DICTAPHONE

How the Cleveland News Obtained Proceedings of a Church Trial.

The newspaper men of Ohio are much interested in the story recently printed in the Cleveland Plain Dealer concerning the adventures and arrest of a number of the members of the staff of the Cleveland News at Akron, that state.

It appears that a church trial of charges against the Rev. James T. Lowe was recently held in the First United Evangelical Church at Akron. No newspaper men were allowed to be present. Sam B. Anson, city editor of the Cleveland News, evolved a plan of getting a full report of the proceeding which worked out successfully.

With the assistance of several members of his staff Anson, it is said, gained admission to the church basement before the trial began and installed



SAM B. ANSON.

a dictaphone in one of the organ pipes, and ran the connecting wire to a room which had been rented in a nearby house.

When the officers of the church saw a full report of the first days trial of the clergyman printed in the Cleveland News they were shocked and proceeded to make an investigation with the aid of the police which resulted in the discovery of the dictaphone and the arrest of City Editor Anson and four members of his staff on the technical charge of loitering. Subsequently they were discharged.

An Ingenious Telegraph Operator.

After being absent from work for two weeks as the result of a fracture of the left arm sustained in a fall two weeks ago, George McGill, United Press operator for the Grand Rapids (Mich.) Press, returned to duty November 30 with his arm in a sling. He began work copying with one hand, manipulating the shift key on his typewriter by means of a string attached to his foot and the key. He believes that in a week or two he will become as proficient with one hand as he was before with two.

INTERTYPE

THE ACME OF HIGH QUALITY

3,175 LINOTYPE USERS

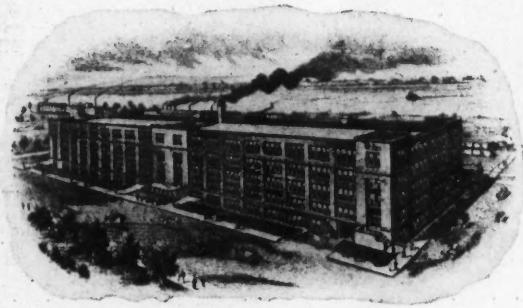
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Why Not You?

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

International Typesetting Machine Co.
Foot of Montague Street Brooklyn, N. Y.

Authoritative Evidence
of the Value of
The New York World
As An Advertising Medium



THE VELIE FACTORY

GARLAND AUTOMOBILE COMPANY

1888 BROADWAY

Velie

AUTOMOBILES AND TRUCKS

NEW YORK NOV. 9, 1914.

The New York World,
New York City.

Gentlemen: Attention Mr. Hardy.

We have been giving the New York World full copy during the past season, and as we have increased our business one hundred per cent you can well understand what we think of the World as an advertising medium for automobiles.

Yours truly,

GARLAND AUTOMOBILE COMPANY

BY

It pulls for others---it will pull for you.

In looking over the best planned advertising campaigns it is found that

THE NEW YORK WORLD
HEADS THE LIST

ON COUNTRY TRAINING HULL, PRINCE OF MUNCHAUSENS

Its Value Is Set Forth by Josiah Carter Before Georgia Editors.

Josiah Carter, editor of the Marietta (Ga.) Journal, and secretary to Senator Hoke Smith, in an address before the Weekly Press Association of Georgia spoke of the value of the training secured in a country newspaper office. Among other things he said:

"Mr. Seely, who founded the Georgian, told me that he knew a man on the New York World whose salary was \$20,000 a year, and the ambition of his life is to save up \$600 and go back to the New England town where he was once a boy and buy the little country paper and run it.

"Now, while a great editor in New York is dreaming of the little paper back home, there may be one of you who is dreaming of the day when he will be in charge of a great metropolitan journal.

COUNTRY EXPERIENCE INVALUABLE.

"But I want to tell you that the star men of New York are not native New Yorkers, and if there is one thing in this world that is not overcrowded toward the top, it is the ladder of journalism, and no man need hold back because he is editing a country paper or working on one. They tell me I have cut some notches on that ladder, but that don't wipe out the fact that I started the DeKalb County News on two dollars and a half, and I got three years training there that has been of more or less service to me ever since.

"Don't you young country editors think you can't get there if you have the ability. Where did Frank Stanton come from? Smithville News. And there is no name in the literature of this generation that will endure like that of Uncle Remus, who was raised in a country newspaper office.

"My friends, the country feeds the cities, not only with the products of its fields, but with its energy, its character, its strength, its morality, its brain.

SOURCE OF OUR STABILITY.

"Sometimes I feel uneasy about our country. Without great guiding principles our republic would be a mob. The big cities are frivolous, extravagant and irreligious. City people are good, all right, but their power to see is obscured. They can't see things as they are seen in the quiet of the country. The salvation of the country, the preservation of the republic, rests with the people who live on the farms and in the smaller cities and towns; who go to church on Sunday, who believe in keeping the Sabbath holy, who teach their children to reverence God, who love their neighbors, who say their prayers at night and who pay in advance for their papers.

"You are close to those people. Don't think you are wasting your time when you print a clean, wholesome county paper for them and their growing boys and girls to read.

"It is my judgment that the combined circulation of the country weeklies of Georgia exceeds that of all the dailies in the State. Massed into one, you are a greater influence than all the dailies. That fact is being found out.

"It is not for me to admonish you. But I do remind you of your power, for I tell you that in spite of all the smiles over the simple items that make up our pages, you are the fountain head of journalism, for the country editor and not the metropolitan editor is near to the hearts and lives of the people."

Ad Women to Discuss Trade Marks.

The December meeting of the League of Advertising Women will be held on Tuesday, December 15, in the Rose Parlor of the Prince George Hotel, 14 East Twenty-eighth street, at 8 o'clock. The subject will be a discussion of the trade mark, its selection, value, etc., and the speakers will be men well known and thoroughly conversant with the subject. Advertising men as well as women are invited.

Clever Reporter Who Enlivened the Newspapers with His Bogus News Stories.

Col. "Bill" Visscher, whose fame as a newspaper and magazine writer extends across the continent, recently contributed to Scoop, the Chicago Press Club publication, an interesting article on Chester A. Hull, a reporter on the San Francisco Chronicle, who died in 1878, and who probably contributed more Münchhausen tales to the newspapers than any other writer before or since.

During the Civil war, Hull, who was a New York Herald correspondent, was in St. Louis when an important fight took place on the Mississippi between Federal and Confederate gunboats. Hull didn't take the trouble to go down the river and get the particulars but sat down and wrote an account of the fight entirely from his imagination and telegraphed it to the Herald, which got out an extra. The story was sent by wire to other cities and created much talk.

When the other correspondents returned to St. Louis from their trip down the river to secure particulars about the battle, they saw Hull's dispatch in the St. Louis dailies and immediately telegraphed their several papers that Hull's story was untrue. Hull had beaten them, and, while he was in error in many of his statements, he was correct in the fact that the fight had actually taken place.

It was Hull who conceived the idea of the Cardiff Giant and helped to plant the statue which Barnum afterward placed on exhibition as the fossilized body of a pre-Adamite man.

His next yarn was a clear exposition of an alleged new discovery in science of liquor-distilling by which a fine whiskey could be made from Canadian thistles. A man with more money than brains actually invested \$5,000 to build a distillery which is still standing near Montreal as a monument to his folly.

Next Hull described the most sensational balloon flight ever experienced by mortal man. The story was an account of a balloon ascension made by Prof. King, America's greatest aeronaut, and a St. Louis newspaper reporter. It told how they ran into a thunder storm in which bolts of lightning shot all around the balloon threatening the voyager's instant destruction; how it finally dropped to within a few feet of the surface of the angry waters of Lake Michigan, whose hungry fingers tried to tear them from the basket; how in desperation they cut away the basket and clung to the network of the balloon and were swept along by the wind at a 100-mile-an-hour clip, and finally landed in a Canadian forest.

The truth of the matter was that no such balloon voyage ever took place except in Hull's imagination.

These are only a few of the stories Col. Visscher tells of the versatile Hull while working for the St. Louis Republic, Chicago Times, New York World and other newspapers.

OHIO PERSONALS.

Governor James M. Cox, upon his retirement from office January 11, will resume his duties as publisher of the Dayton News and Springfield News. George F. Burba, his secretary, will become editor of the Dayton News. Burba has also arranged to syndicate his editorials to four other papers.

John L. Sullivan, of East Liverpool, has sold out his interest in the East Liverpool Review to Oliver O. Jones. L. H. Brush, of Salem, still retains controlling interest in the paper.

L. H. Wilkinson has been succeeded as news editor of the Cleveland Leader by Howard Denby.

Forest F. Tipton, connected with the Republican paper at Kenton, is touted as having the inside track for the private secretaryship to Governor-elect Frank B. Willis.

ON NEWSPAPER MAKING.

One striking peculiarity regarding modern newspaper men is that while they are ever alert to smoke out and expose the crimes and irregularities affecting local business and other matters, they are so dull and stupid regarding matters which cut off their own incomes and prevent their own business expansion.

In the matter of proprietary medicine advertising, many newspapers, without due consideration of the subject, have ruthlessly thrown out all such business thinking that they were thus rendering a public service.

They did not stop to investigate the subject deep enough to find that the medical societies were back of the heavy agitation for the purpose of forcing people to come to them for all medicines and advice.

They have not gone into the subject far enough to ascertain that there are both good and bad proprietary preparations, or to find out how, by very simple precautionary regulations by the board of health, the sale of dangerous and misbranded articles could be effectively stopped.

To cut off thousands of dollars in revenue just to put the same amount and probably more into the pockets of the medicos who do not advertise (though they always seek as much publicity as they can get) seems foolish newspaper policy.

The Stevens bill (H. R. 13,305) now before Congress, which endeavors to legalize price maintenance in the interest of the magazines, billboards and electric signs, should merit the attention and resistance of newspapers in the interest of their own advertising columns.

This bill is designed to enable manufacturers to specify the price at which their goods must be sold by jobbers and retailers, which would cut off all possibility of competition and necessity for newspaper advertising among local dealers for trade in such goods.

Our magazine and billboard friends have admitted that if price maintenance could not be enforced national advertising in their mediums would be an impossibility. Regardless of the merits of their contention, this effort to get a law to give them what the courts have refused to do seems adverse to the interests of the newspapers.

Such legislation would probably be declared unconstitutional, but why take a chance on the problematical results of court decrees when it may be much easier to prevent the passage or enactment of such a statute. NORTHCOLE.

NEWSPAPER GOLF TOURNAMENT

The annual tournament of the Advertising Men's Winter Golf League is being planned to be held at Pinehurst during the week of January 11.

All sorts of tournament combinations for both men and women will be included in a programme which will be even more extensive than in past seasons. Golf will not monopolize the activities of the week, for there will be teas, entertainments and dancing, with the annual ball and dinner for a wind-up. A minstrel show will be included in the entertainments, with I. S. Hamilton, Guy Pierce and H. R. Mallinson working it up. Not the least of the golfing features will be a "portable 19th hole."

In charge of arrangements for the annual meeting are: President W. W. Manning of New York; Vice-President F. A. Sperry of Chicago; Secretary Richard A. Manlock of New York; Treasurer A. S. Higgins of New York; Oliver B. Merrill of the Membership Committee, and W. C. Freeman, the last named looking after tournament details, which is sufficient in itself to convince members of the league that there will be no lack of interesting events.

C. D. Coates, general manager of the coin card department of the Winthrop Press, and Mrs. Coates left town last week for an extended trip through northern Pennsylvania and New York.

War Tax and Newspapers.

The war tax law became effective the first day of December. The provision that relates to the tax on the shipment of newspapers reads:

Express and freight: It shall be the duty of every railroad or steamboat company, carrier, express company, or corporation or person whose occupation is to act as such, to issue to the shipper or consignee, or his agent, or person from whom any goods are accepted for transportation where a charge exceeding 5 cents is made a bill of lading, manifest, or other evidence of receipt and forwarding for each shipment received for carriage and transportation, whether in bulk or in boxes, hales, packages, bundles, or not so inclosed or included; and such shipper, consignee, agent, or person shall duly attach and cancel, as in this Act provided, to each of said bills of lading, manifests, or other memorandum, a stamp of the value of 1 cent: *Provided*, That a consignment of newspapers to any one point or to different points by the same train or conveyance when inclosed in one general bundle at the point of shipment shall be considered as one shipment, and, in lieu of a bill of lading therefor, the publisher of such newspaper shall file on or before the fifteenth day of each month with the collector of internal revenue for the district in which such newspaper is published a report under oath showing the number of such shipments during the preceding month to which report such publisher shall affix and cancel stamps equal in value to 1 cent for each shipment so reported: *Provided further*, That the report here-in required shall not include shipments of newspapers delivered to points within the county in which the same are published. Any failure to issue such bill of lading, manifest, or other memorandum, as herein provided, shall subject such railroad or steamboat company, carrier, express company, or corporation or person to a penalty of \$50 for each offense.

NEWSPAPER ACTIVITIES.

The Chicago Examiner staged its big annual Christmas benefit theatrical show at the Grand Friday afternoon, with fifty leading stars as attractions.

The seven newspapers in the Shaffer group have raised \$73,148.53 and with it have purchased 14,722.5 barrels of flour for the starving Belgians.

The New York American offers a reward of \$7,000 for exclusive information leading to the arrest and conviction of the murderers of Barnet Baff, a West Washington Market poultry dealer who was killed by gangsters two weeks ago. Of this amount the American will pay \$5,000 and Mrs. Baff \$2,000.

The Arizona Gazette, of Phoenix, is not a whit behind some of its metropolitan contemporaries when it comes to speed and enterprise. Recently the Rotary Club held a meeting in the American Kitchen, in that city. A photograph of the members sitting at dinner was taken and an hour later copies of a special edition of the paper containing a reproduction of the picture were distributed as they were leaving the dining-room.

The board of directors of the Brenham, Tex., Banner-Press at their annual meeting elected the following officers: President, Joe Cathrine, Jr.; vice-president, Dr. Theo. Schumacher; secretary-treasurer and general manager, George Meu.

At the annual meeting of the New Orleans, La., Times-Picayune Publishing Company D. D. Moore was unanimously re-elected manager, and the following directors were also unanimously re-elected: Ashton Phelps, A. Baldwin, Jr., H. H. Baker, C. H. Hyams, Jr., Alvin P. Howard, Leonard K. Nicholson, Yorke P. Nicholson, E. T. Waldo and L. O'Donnell.

Isn't it about time that we received reports of the base burner conferences in the country grocery stores as to the proper way to conduct the European War?

OPERATOR LINDER MISSING.

W. R. Linder, the postal telegraph operator who was arrested in connection with the Fliba story which "leaked" from the Associated Press wires, was finally released on \$1,000 bond.

Upon his failure to appear in court Thursday this bond was declared forfeited and a bench warrant has been issued for his arrest.

Los Angeles Examiner

Is No. 1 among the newspapers of the United States on the list of many national advertisers in the low cost of returns.

The reason is that the LOS ANGELES EXAMINER is essentially a **Home Newspaper**. It reaches well-to-do homes, as may be inferred from its selling price of 5c. per copy, or 75c. per month.

Its statement to the U. S. Government October 1st, 1914, showed

Daily Circulation..... 77,475
Sunday "..... 146,969

Of this circulation, **Over 92 per cent. is delivered into the homes of its subscribers.**

With the largest circulation by many thousands, in the best character of homes, the strongest advertising medium in the Southwest is the

LOS ANGELES EXAMINER

Member of A. B. C.

M. D. HUNTON,
 Eastern Representative,
 220 Fifth Ave., New York

W. H. WILSON,
 Western Representative
 Hearst Bldg., Chicago

PRESS ASSOCIATIONS.

The annual meeting of the managing editors of the Texas-Oklahoma Associated Press newspapers was held Monday and Tuesday at Lake View farm, the country home of the late Capt. William Wiess, twelve miles up the Neches River from Beaumont. Twelve managing editors and three representatives of the Associated Press were in attendance. D. P. Toomey of the Dallas News was elected chairman and Joseph Emerson Smith of the San Antonio Express, secretary and treasurer. Resolutions were adopted commending the work of Robert T. Small, superintendent of the Southern Division of the A. P.; C. J. King, traffic manager, and H. W. Bendeslee, in charge of the Dallas office.

The Nebraska Press Association will hold its annual meeting at Omaha February 15, 16 and 17. The North Dakota Press Association will convene at Fargo January 8 and 9, and the Pennsylvania State Editorial Association at Harrisburg March 9 and 10.

The Chester (Pa.) Pen and Pencil Club, recently organized, has elected these officers: Honorary president, State Senator William C. Sproul, joint editor and publisher of the Chester Times and Morning Republican; presi-

dent, Hon. Samuel E. Turner, former Mayor of Chester, and news editor of the Chester Times; honorary vice-president, Samuel Bloom; vice-president, Milton P. Carroll, advertising manager of the Chester Times; secretary, Leo Krotec, Chester Times; treasurer, Austin Callery, Morning Republican.

At the annual meeting of the Southeast Missouri Press Association held at Kennett the following officers were elected: President, E. H. Crow of Dexter; vice-president, Corliel Overall of Campbell; secretary and treasurer, Harry Naeter of Cape Girardeau. The next annual meeting will be held at Cape Girardeau.

The Rochester (N. Y.) Newswriters' Club recently elected these officers: President, Fred T. Harris, Post Express; vice-president, Arthur P. Kelly, Union and Advertiser; secretary, Roy O. Cheney, Post Express; treasurer, Albert M. Flannery, Union and Advertiser; members of the board of governors for three years, Walter S. Green, Evening Times, and Clarence P. Little, Union and Advertiser.

The Oakland Press Club was formed in Oakland, Cal., last week primarily for the purpose of assisting newspaper men who are out of work and who may

need help in time of trouble. San Francisco scribes will be invited to become members in the organization as it is realized that a close co-operation and firm financial support is needed for the success of such a body. A benefit performance is to be staged at the Orpheum to provide suitable quarters. The officers are: William S. Cox, president; George Daniels, vice president; Bert F. Hews, secretary, and Mel Dargie, treasurer.

Paragraphers of the leading North Carolina newspapers got together recently at Charlotte and had a get-together session. The business part of the meeting consisted principally of resolving that they would do the same thing over again next year, that they would form a permanent organization and charge a fee for membership.

The social session was much more important and consisted of visiting, getting acquainted, eating and having a good time.

Among those in attendance were J. H. Caine of the Asheville Citizen, Jimmie Cowan of the Wilmington Dispatch, Robert Gonzales of the Columbia State, Ed DeCamp of the Gaffney Ledger, Harold Booker of the Spartanburg Journal, Brevard D. Stephenson of the Newbern Sun, J. H. Sparks of the Columbia State.

By re-electing the officers who served for the fiscal year ending Saturday last the Baltimore Press Club paid a high compliment to the men who during the year pulled the club out of debt and ended their term with a membership of 600 and a "fat" treasury. In this period many thousands of dollars were expended in entertaining distinguished men, the Washington correspondents, and visiting journalists.

It is now planned to roll the membership up to a thousand in the next year. Incidentally a very ambitious program is being prepared for bringing the business and professional men of the city in closer touch with the writers. By having a manufacturers' night a

shipping merchants' night a physicians' night, a lawyers' night, a politicians' night, etc., it is felt that by the end of the year the men who look upon a reporter as a sort of a pest will find him a mild mannered, though intensely busy, architect of public opinion.

During the Star Spangled Banner celebration in September the Press Club endeared itself to visitors by throwing the key away the first day of the celebration. Pleasant echoes of the event are still heard in various parts of the country.

Following are the officers elected: G. Franklin Wisner, president; B. Conway Taylor, vice-president; George T. Jenkins, secretary; James F. Hayward, financial secretary; Edward H. Pfund, treasurer. In addition to the foregoing the following were elected to the board of governors; Walter R. Hough, Phillip B. Perlman, George W. Worsham, Col. E. W. Creecy.

WASHINGTON STAR DIARY.

We are indebted to Dan A. Carroll, special representative of the Washington (D. C.) Evening Star, for a copy of the Washington Star Diary for 1915. This book is one of the most practical issued by any of the newspapers and has made a place for itself in the desk of many advertisers and advertising men.

Can It Be

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

Publishers of Sunday newspapers should write to

Buffalo Sunday News

for sample copies of recent issues of

THE NEW MAGAZINE

Issued by The Evening Post Syndicate

John D. Wells, Manager of territory west of Buffalo and Pittsburgh, or to The Evening Post Syndicate Magazine, 20 Vesey Street, New York City. Exclusive territory at a surprisingly low rate per copy.

An illustrated, artistic magazine for high-class Sunday newspapers.

PROFITABLE NEWSPAPER ADVERTISING

John R. Thompson, Restaurateur of Chicago and Other Cities, Does Newspaper Advertising Which Is Producing the Results in a Gratifying Manner.

By HARRY R. DRUMMOND.

In THE EDITOR AND PUBLISHER of December 6, 1913, W. R. Hotchkiss, of the Cheltenham Advertising Co., and formerly advertising manager of Gimbel Bros.' New York store, also of Wanamaker's, was quoted as follows:

"Store advertising has been so debauched that merchants have to pay ever increasing sums to enlarge their advertising, while the business keeps ever decreasing, because people don't come back to get fooled again. And still the advertisers refuse to learn the age-old truth.

One half of the brains and effort of being a smart crook will make an honest man a great success.

"This is not a question of conscience—it is neither religion, morals nor ethics. It is hard-headed business policy. Advertising requires public confidence to make it pay."

This is the sixth of a series of articles dealing with concrete examples of honest advertising that really pays, which are being published in THE EDITOR AND PUBLISHER for the benefit of men who are selling advertising space, as well as for space buyers.

Space sellers can find splendid selling arguments for their proposition as the series is intended to cover a great many lines of industry.

Inasmuch as the instances in question are taken from cities in various parts of the country, no local color is needed to make them applicable anywhere.

DOWN in St. Louis one day last summer a man picked up a copy of the Chicago Tribune and saw one of Valley's pen pictures of a country kid, smilingly permitting a big wedge of cherry pie soothe through his system.

The picture illustrated a page ad of John R. Thompson, restaurateur, who had hired some fiend in human form to write a story about cherry pie that would make one drool, just to read it. The man read the ad and then went to one of Thompson's restaurants and bought a piece of cherry pie. And that pie tasted good.

The story of Thompson's advertising, which has been written by Andrew L. Deming, tells what the right kind of advertising, backed by the right kind of merchandise can do.

One fall morning back in 1911 an advertising agent told John R. Thompson, the Chicago restaurant man, that he ought to advertise. He had been telling this to Mr. Thompson so long that it was becoming monotonous; so, thinking that this was his chance to rid himself of the nuisance once and for all, he took the agent into his office. Then he proceeded to tell him why he ought not to advertise.

"Now, look here, Wrigley," he said, "you may know the advertising business, but you don't know my business. I started out with a few dollars' capital and an idea, and by hard work I have built up a chain of 38 paying restaurants. Everybody in town knows my lunchrooms and I have yet to spend anything on advertising. I can tell you a dozen men who have started out just the same as I have and advertised. These men have been forgotten long ago. You are only wasting your time bothering me about advertising—now take a hint in time and let's be friends."

COULDN'T DOWN THE AGENT.

But the agent refused to be shut off. He knew that newspaper advertising would help the Thompson lunchrooms, and having got firmly seated in Mr. Thompson's office, he had no intention of leaving without having played his last card. So he played trumps.

"You don't use butterine like most lunchrooms, do you, Mr. Thompson?" he asked, innocently.

"No," said the prospect, "I don't and I am proud of it."

"Of course you are," agreed the agent, "but the people don't know it and how does that help you?"

Mr. Thompson was cornered. Common sense told him that there was no use in giving better foods and keeping it to himself. It would be just as foolish for a merchant to keep his bargains to himself. So he agreed to try newspaper advertising. "I'll spend \$600 this month and if it helps business we will lay out a regular campaign, but I don't think it will."

PAGE ADS CROWD LUNCHROOMS.

But it did. The business for that month showed a gain of many times the \$600 investment. The page and half page ads telling Chicagoans that when they dined at a Thompson lunchroom they ate only the purest of foods, drew people away from the more expensive places, and crowded the Thompson

lunchrooms. The big ads were kept up, and the crowds kept coming. One by one, new lunchrooms were opened in Chicago and other large cities, until today there are 68, and Mr. Thompson expects to add 40 more before the year is over. To keep these white-tiled lunchrooms filled the year around with business men, \$30,000 a year is invested in carefully planned newspaper advertising. And three years ago Mr. Thompson "didn't believe that advertising would help his business at all."

WHY THOMPSON ADS PULL.

"If we had used anything else but newspaper advertising," said Mr. Thompson, when asked to give the secret of his advertising success, "the whole thing would have fallen flat. But newspaper space gives a live business man an opportunity to make a deep impression. For example, I recall one page ad we ran in the Chicago papers. We headed it a 'Page On Pie.' It was the story of a man who had been brought up on the farm and who was used to real home-made pies. He had looked all over the city for the kind of pies he used to get back on the farm, without success until he ate a Thompson pie, baked by our new pie baker. As a result of that one ad, we sold over 3,000 cuts of pie the next day to people who had not been asking for pie before. To have done this by street car advertising or billboard advertising would have been impractical.

"Of course," continued Mr. Thompson, "my business was a big success long before I ever started to advertise, but I will say that newspaper advertising has given it impetus. The lunchroom business is peculiar. Unless you can keep the crowds coming your profits will be sadly dented. It is just like keeping a boarding house; the first 10 boarders pay a good profit, but you can feed twelve for almost the same outlay of food, and the board the last

two pay is velvet. That is where newspaper advertising comes in; you can bring the last hundred lunchers into the restaurant and it is there the big profit is made."

DOING AWAY WITH SLACK SPELLS.

Remembering that the Thompson advertising was heaviest in what would be considered "off seasons," I asked Mr. Thompson what the idea of this was.

"To stabilize the business," he replied, "and prevent fluctuations. A slack period, as during the summer vacation period, works a hardship on any business with a fixed overhead. The things to do is to keep patronage uniform the year around, and of course what better way is there to do that than through newspaper advertising? When we feel a slack season is setting in, we get busy and plan something to offset it. Perhaps we will put out copy that will appeal to those who might think quick lunches cheap. We will tell them on the contrary, a light lunch means better brain work and urge them to try our baked apples. Seldom do we fail in this way to keep the lunchrooms filled to overflowing all the year around—and that is the secret of making money in feeding the public. If everything you have prepared is sold, there is no waste and your business is running at 100 per cent. efficiency."

There is an old saying that the world will wear a beaten track to the door of the man who can build a better mouse trap than his neighbor, even if he makes his home in the forest. Like a good many old sayings, it is only half true. You make make the better mouse trap, but unless the people know it, you are not going to sell as many as you would if they did. That is what Mr. Thompson found out, and what every business man must find out if he hopes to travel around in a six-cylinder, seven-passenger.

Thanksgiving Sale of Turkeys

Monday, November 23d

Beginning tomorrow the great sale of Turkeys for Thanksgiving will be held in the Basement, West End. Turkeys will be sold at the lowest market price, — per pound, first-class turkeys. Those who take their turkeys with them will receive a rebate of 10c.



This is a reproduction of a part of a page ad—2,100 lines—run by The Emporium, of San Francisco, Cal., on November 22. It measures 60 lines, and not only is it free from comparative prices, but from any price of any kind. See what B. F. Schlesinger, general manager, has to say about pulling power:

"As to the drawing power of advertisements, will say I am enclosing proof of our next Sunday's ad. We are not in the meat market business, but have for years had an annual Turkey Sale. This announcement which I have ringed in our ad is about all the public will hear of the commencement of the sale. It may be a matter of surprise to you, however, to know that this little announcement will bring us at least ten thousand dollars' worth of turkey business in three days. You see we do not even mention the price. We do not know the price ourselves until the day of the sale because the market fluctuates continually, but the public has sufficient confidence in us to know that the prices we quote will be satisfactory to them."

These people make advertising pay, and pay big. They do not use comparative prices, and their per cent. cost of advertising is 1¼ per cent. of their gross sales.

For Foreign Language Publications throughout United States and Canada consult

MODELL
ADVERTISING AGENCY

150 Nassau Street
New York City
Telephone Beckman 1142

FOR SALE

Babcock Two-Revolution Press

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

Walter Scott & Co.

Plainfield, New Jersey
NEW YORK: One Madison Avenue

We can increase your business—you want it increased.

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

BURRELLE

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

Most Far Reaching Newspaper Reading Concern in Existence

ATLAS PRESS
CLIPPING BUREAU
CHARLES HEMSTREET, Manager

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

Our Motto—RESULTS COUNT

218 East 42nd Street New York

Canadian Press Clippings

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

The Dominion Press
Clipping Agency

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

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

74-76 CHURCH ST., TORONTO, CAN.

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

TAKE IT TO

POWERS

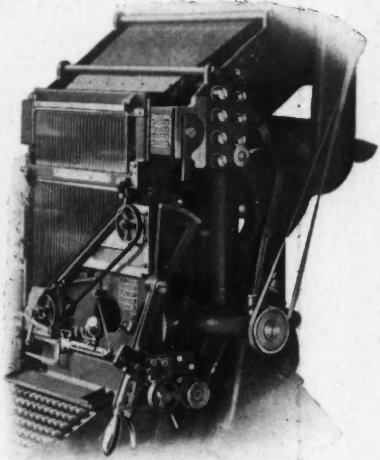
OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

ON TIME ALL THE TIME

POWERS PHOTO ENGRAVING CO.
54 Nassau Street Tel. 4900-4 Beckman

THE SALEM EVENING NEWS

Says "The Multiple Linotype Way Is the Modern Way"



Quick Shift Magazine Lever on the Model 9, as supplied to the NEWS

and gives concrete proof of its belief by the installation of a four magazine Model 9 and of two double magazine Model 4 machines, in addition to its original battery of four single and three double magazine Linotypes. This sixty per cent multi-magazine equipment enables the composing room to keep pace with the rapid growth of the paper and assists the *News* in playing its full part in the rebuilding and up-building of a Greater Salem.

MERGENTHALER LINOTYPE COMPANY

Tribune Building, NEW YORK

CHICAGO
1100 South Wabash Avenue

SAN FRANCISCO
638-646 Sacramento Street

NEW ORLEANS
549 Baronne Street

TORONTO: CANADIAN LINOTYPE, LTD., 35 Lombard Street

WAR ON FAKE ADVERTISERS.

Scranton Business Men to Drive Them Out of Town.

War has been formally declared by the Commercial Association of Scranton, Pa., on "fake" advertisers. Dishonest advertising, the association decided, must not be practised any more in that city. The Commercial Association is an organization of central city retail merchants. D. W. Lansing is president. The members meet at noon every Thursday in the Hotel Casey at a luncheon-business meeting.

The plan of action to be enforced against fake advertisers is believed to be a most efficacious one. The legislative committee, headed by W. F. Shean, attorney and member of the T. F. Leonard Hardware Company, will wage the battle. When an ad says that a \$5 pair of shoes will be sold on a certain day in a certain store for less than \$5, say \$1.50, for instance, the legislative committee will have some member buy a pair of the shoes, or whatever article is advertised at a "bargain." The article will be examined and if it is not a \$5 one, arrests will be made under a recent act of assembly. The association wants only real "bargains" to be advertised as bargains.

The association members take the stand that dishonest advertising hurts their business, because their ads, they say, are honest. When a man whose ads are honest, the association member said, advertises a \$5 article for \$4.75, the responses are not as large as might be expected, just because an alleged "fake" advertiser says that \$5 goods are on sale on certain days in his store for \$4, or \$3 or even less. The Commercial Association is a solidly organized body that will, officers say, kill "fake" advertising.

Up to November 7 the London Times had raised £567,361 (\$2,800,000) for the sick and wounded British soldiers.

INTERPRETING THE LAW.

Paragould, Ark., Nov. 19, 1914

THE EDITOR AND PUBLISHER:

Arkansas has a new publicity law enacted by the people at the late September election. The Act requires the publication of a synopsis of all general laws passed by the legislature in one newspaper in each county; also all general orders of the State Railroad Commission, all appropriations made by the County Courts, the reports of the County Commissioners of Accounts, the reports of the County Equalization Boards, all annual reports of the Commissioners of Improvement Districts and semi-annual financial statements by all Municipal Corporations.

Section 12 of the Act provides: "In all counties in which there are cities of the first-class, the publications herein provided for shall be made in one established daily newspaper of general circulation, provided such a newspaper exists, and in the absence of such a newspaper, publications shall be made in a weekly newspaper published in said county."

The quoted section has raised the question of what constitutes a "general circulation," according to the legal interpretation. Inferentially it would mean a general circulation in the county or municipality in which the daily is published, but to what extent shall a daily circulate in a county for its circulation to be accepted as "general" according to the requirement of the statute? No doubt the courts have passed upon this question in some of the states, but it is presumed that the Editor and Publisher is an authority on this question, hence its opinion is invoked.

Suppose that in a city of the first-class (which, according to the statutes of Arkansas must be a place of five thousand or more population) there is a small daily with a circulation of 900, 700 delivered by carrier to city and suburban subscribers and 200 to rural subscribers by mail, would this kind of a circulation be general, according to the requirements of the section above quoted? This little daily, with a circulation of 900, being the only daily in the county, would those whose duty it is to place the publications according to the provisions of the Act be impelled by the mandatory language of the Act in the section quoted, to place such publications with the daily in preference to weeklies with more than double the circulation?

J. R. TAYLOR.

[If a newspaper is generally distributed in the city in which it is published and in adjacent territory, it has a general circulation within the meaning of the act to which you refer. In the case cited in the closing paragraph the small daily is entitled to the advertising under the provisions of Section XII, which you quote.—Ed.]

Pacific Coast Cent Papers.

The Sacramento Star. Sacramento, Cal., Nov. 11, 1914.

EDITOR AND PUBLISHER:

On page 415, issue of Nov. 7, under the caption "To Raise Price or Not," occurs this paragraph: "On the Pacific Coast there are practically no penny papers, etc."

In the interests of accuracy and because I am very fond of your most estimable journal, I offer the following correction: There are decidedly MANY penny papers on the Pacific Coast as follows:

Los Angeles Record, Los Angeles Express, Los Angeles Herald, San Francisco Bulletin, San Francisco Call, San Francisco Daily News, Sacramento Star, Portland News, Tacoma Times, Tacoma Tribune, Seattle Sun, Seattle Star, Spokane Press.

There may be several more that I have overlooked, but I assure you that all of the ones I have mentioned sell on the streets for one cent per copy and are delivered at the homes for 25 or 30 cents a month.

Two Los Angeles papers recently raised the wholesale rate to 60 cents per 100 and the carrier subscription to 30 cents per month, but no papers have been raised from one cent to two cents per copy in years past.

W. H. PORTERFIELD.

Anent the Gas Association Campaign.

The Aurora Beacon-News.

Aurora, Illinois, Dec. 1.

THE EDITOR AND PUBLISHER:

Your editorial in the issue of November 28, about the National Commercial Gas Association's advertising, reminds me for about the 'steenth time, that there was brought out in the original agitation a year and a half ago or more, something which I do not think has ever been emphasized and kept to the front as it ought to have been. To wit: That there are only about 360 gas companies in the United States; that these 360 have less than 2,000 plants; that any magazine of worth while circulation goes into anywhere from 60,000 to 75,000 towns and, why under the sun, anybody wants to advertise to the people of over 60,000 different communities when they have a product which sells in less than 2,000 is the thing that "gets my goat."

People are given to casting slurs upon and making fun of the village storekeeper and the corner grocer, but to my mind, those small retail merchants handle their problems with a whole lot of better ability and foresight than some of the chaps who are at the head of big business, and I think that this gas advertising campaign in magazines is one of the proofs that the small dealer is the bigger man after all.

J. K. GROOM, Advertising Manager.

This is a good time to send in your subscription to the Editor and Publisher.

EXPENSIVE NEUTRALITY.

What it Costs the United States to Have Its European Friends Disagreeing.

Statistics compiled in the Treasury Department at Washington show that up to December 1 the European war has cost the United States approximately \$30,000,000 in revenue. It is estimated that in July, August and September there was a decrease due to the Underwood Tariff Act of approximately \$5,000,000 a month.

Customs revenues, however, have been gradually increasing. During the first five days of December the receipts have been \$3,121,331, compared with \$3,311,986 for the same period in 1913.

England has made a large increase in its exports to this country, while the exports of France have dropped to 50 per cent. of the normal and Germany's to 10 per cent. Japan, Italy, Greece and the Balkans all show a considerable increase.

The Mergenthaler Linotype Company's annual report states that 775 offices have been added to the list of linotype users during the past year.

Smile a Few.

Here, you discontented knocker,
Growlin' 'bout the country's ills,
Chloroform your dismal talker;
Take a course of liver pills.
Stop yer durn eternal howlin',
Chaw some sand and git some grit;
Don't sit in the dumps agrowlin',
Smile a few,
An' boost a bit.

Fall in while the bands aplayin',
Ketch the step an' march along;
'Stead o' pessimistic brayin',
Jine the halleluah song;
Drop your hammer—do some rootin'.
Grab a horn, you cuss, an' split
Every echo with your tootin'.
Smile a few,
An' boost a bit.

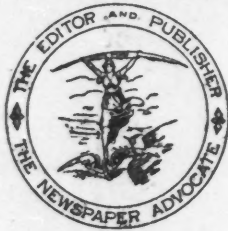
—Selected.

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

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

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



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

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

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

Telephone, Kearney 2121.

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

See Publisher's announcement for subscription and advertising rates

New York, Saturday, Dec. 12, 1914

TELLING THE TRUTH IN THE NEWS.

Readers of even the best newspapers know that misstatements frequently creep into their columns and they wonder why. Perhaps they see in their favorite daily reports of events with which they themselves are thoroughly familiar that are sometimes grossly inaccurate. How can the reporters make such mistakes, they ask, and why do the editors allow them to be printed? To them it seems the easiest thing in the world to always tell the truth.

To those of us who have been engaged in newspaper work all our lives, and who are, therefore, thoroughly familiar with the practices of the profession the wonder is that so few errors are made especially in the daily press. We know how strict most editors are in enforcing the rule of accuracy of statement that obtains in nearly every newspaper office. Reporters are instructed to write the facts about an event as they find them; to use every endeavor to verify statements made by interested persons; and to be unjust or unfair to no one.

And yet in spite of every precaution and in spite of all rules that have been adopted to secure accuracy, misstatements are printed that often lead to libel suits, loss of readers and loss of advertising.

In the hurry and bustle attendant upon newspaper publishing it is not always possible to verify all items of news that drop upon the editor's desk. Those sent in by correspondents whose reliability has been established by long service are accepted without question. The same thing may be said of the articles contributed by members of the staff. This does not mean, however, that due caution is not used to prevent palpable mistakes or exaggerated statements in their copy from appearing in the paper.

All matter sent in by outsiders, no matter what its source may be, is usually verified. If this rule were not adopted the editors would be in hot water all the time. Not a tenth of such articles ever get into print. They often contain attacks upon respectable men and women that have no foundation whatever except in the imagination of those who wrote them. Some are inspired by jealousy, hate, envy, a desire for revenge because of some real or fancied grievance.

If the editors were always able to distinguish between what is false and what is true it would be possible to publish a perfect newspaper. Unfortunately that gift of the gods was not bestowed upon them. They are, perhaps, keener in detecting

errors in the news than other people but they possess no power of divination, no second sight, no infallible test that they can apply to detect error.

If the reading public would only remember that newspaper men are human, like other people, and therefore liable to make mistakes, perhaps they might be less severely critical than they are when they discuss a misstatement of fact in their favorite paper.

The schools of journalism having departments of advertising have an opportunity to give practical assistance to the business men of their several communities by preparing advertisements for their use in their local newspapers. The University of Missouri, for instance, has recently furnished the bankers and newspapers of the state a series of double-column five-inch ads which have been prepared by the students of the advertising course, under the direction of J. B. Powell, the instructor in that department. The ads will also be sent to banks and newspapers outside of the state for ten cents to cover the postage. Although the service has been out but a short time, a number of banks are already using them. The ads are addressed to parents and aim to show how they may provide funds with which to send their children to the university when they reach the proper age.

Our best wishes are extended to Henry Stowell, editor of the Seneca Falls (N. Y.) Reveille, who last week rounded out the 56th year of continuous service in directing the fortunes of that model weekly. Few men in all the history of journalism can point to such a record. May he be spared for many more years to teach the younger generation of newspaper men how to publish a country newspaper that will be a credit to the editor and the community it serves.

Beginning last Monday the Chicago Tribune for five days this week printed a full page advertisement on the general theme of "Make Thanksgiving Week Prosperity Week in Chicago." The object of the advertisements was to get the people of the city to think, talk and act "good business" during Prosperity Week and after. The copy was prepared by the James Howard Kehler Co. The Chicago Daily News is running a similar series of page ads. This is the kind of work that deserves the hearty praise of every true American.

AMONG THE NEW BOOKS.

THE CLARION, by Samuel Hopkins Adams; Houghton-Mifflin Company, New York and Boston, publishers.

The name of Samuel Hopkins Adams is pretty well known in newspaper and magazine circles, through his investigations of the patent medicine frauds and the publication of the results in Collier's Weekly several years ago. It was Mr. Adams who was primarily responsible for the enactment of the Pure Food and Drug Act which has done more to drive medical quacks out of business than all other legislation put together.

In "The Clarion" Mr. Adams has presented in a most forceful manner some of the evils resulting from the patent medicine business. It tells the story of the difficulties encountered by a high minded young man, the son of a millionaire patent medicine manufacturer, in his effort to publish a newspaper that presented the news honestly and fearlessly. It emphasizes some unpleasant truths concerning advertising quackery that are well known in the newspaper world. It shows up the frauds that are perpetrated upon the readers of the daily and weekly press through the purchased co-operation of avaricious and supine publishers. It lays bare the hypocrisy of pretending to be honest and upright in the editorial columns while allowing the advertising columns to be used by conscienceless charlatans and gold brick operators to rob their readers and ruin their morals and health.

From the viewpoint of the journalism of today the picture Mr. Adams paints belongs in the main to the past. There has been during the last five years a tremendous awakening of conscience in both editorial and business departments. A majority of the newspapers have cleaned up their advertising columns and now refuse to accept at any price the advertisements of fraudulent concerns.

There is hardly a newspaper of importance that does not turn down each year thousands of dollars worth of such advertising.

Mr. Adams' "The Clarion" is not a great story but it contains several dramatic scenes that possess a thrilling interest. As a newspaper office tale it is much truer to life as it was a decade ago than many of the more pretentious newspaper stories that have preceded it.

F. L. B.

DIVERS DASHES.

It will be unfortunate if the reading public judges the moral attitude of writers by the fact that some of them a few days ago asked mercy for Henry Wallace Phillips, author of the Red Saunders stories and other novels, who was sentenced to one year in the penitentiary in the Court of Special Sessions. He pleaded guilty to impairing the morals of a sixteen-year-old girl, Marjorie Cluxton. "The Court has received letters recommending clemency from Dr. William Mabon, superintendent, and Dr. Spellman of the staff of the Manhattan State Asylum, from many editors and proprietors of magazines and from a few clergymen," said Justice Collins. "The underlying idea of the writers of these letters appears to be that we should excuse this crime as one of the idiosyncrasies of genius. The court does not so regard it. But we will not impose a fine of \$500 in addition to the imprisonment, as we might do under the law, because we deem a year in the penitentiary more of a punishment to a man of the intellectual attainments of this defendant than a similar term would be to others." The fact that the newspapers did not suppress the story of Phillips' crime or of his punishment should absolve the daily press from any accusation that newspaper men do not look with abhorrence upon immorality when a writer happens to be the guilty party. The possession of genius is not a warrant for the violation of proprieties or decency. The "editors and proprietors of magazines" who pleaded for Phillips seem to have had an attack of misguided sympathy.

THE COLYUMIST PRAYS.

Peter Carroll, thirteen, was crushed by a truck while "rustling" fuel.—His father and mother were sick, and the older children could not raise money for coal.—Woman found dead on stairs from hunger and cold.—News items.

O who are we, with quirk and grin
To jeer the present as a jest,
While still prevail the powers of sin,
And man turns beast at want's behest!—

While women freeze on reeking stairs,
Or sell their bodies on the street—
And husky men raise whining prayers,
Starved human dogs, for crust or meat!—

While careless luxury revels high,
And ignorant well-to-do content
Sees but with stolid, thought-dull eye
And grunts when wrongs grow exigent!—

While children still must glean the pave
For coals to feed a failing fire,
And crushed babes fill a wide-mawed grave,
Tortured to pay life's too-great hire!

O who are we, to mop and mow—
Poor jesting fools of cap and bells!—
When God in Man implores us now
To lift us from these time-old hells!

—ROBERT W. NEAL

DAY AFTER PAY DAY.

"And what is your cartoonist drawing now?" asked the visitor.
"A sober breath, I hope," sighed the man who had charge of the editorial page.

FINANCIAL STRESS.

"It is useless," sadly said the reporter who had tried to make a touch. "The City Editor has made as assignment, the Telegraph Editor is running on tick and the Composing Room banks are empty."

THE TERRIBLE TYPO.

The Printer does not care a rap
For men of mighty fame.
Upon the Czar he puts a head
And treats King George the same.
He gives the Gen'ral Staff a stick,
Cuts armies right in two;
He does not care for any man;
He slugs the Kaiser, too.

IN THE OLD DAYS.

The death of George W. Turner recalls the fact that he always had a warm spot in his heart for the printers. Every Saturday night, when the old Recorder went to press with its big Sunday edition, the freight elevator carried up two kegs of beer and a box of cigars to the composing room with Mr. Turner's compliments to the typos. There are no Mr. Turners on Park Row now.

PERSONALS.

James Gordon Bennett, proprietor of the New York Herald, sailed on Saturday on the Lusitania for Paris via Liverpool after an eight-day stay in New York, during which, it is reported, he made his will.

John C. Shaffer, publisher of the Chicago Post and other papers, has promised to give a pipe organ to the Sunday school of the First Methodist Episcopal Church of Evanston, where he lives.

William B. Johnston, of the editorial staff of the New York Sunday World, who has been absent from the office for nearly a year on account of a severe illness, is once more back at his desk.

Conde Hamlin, formerly business manager of the New York Tribune and prior to that publisher of the St. Paul, Minn., Pioneer Press, has succeeded the late John H. Lindsay as business manager of the Albany, N. Y., Evening Journal.

Samuel G. Blythe, of the Saturday Evening Post, was a leading speaker at the annual banquet of the Illinois Manufacturers' Association at the Congress Hotel, Chicago, on Tuesday.

W. H. Scanland, of Benton, La., has been the editor and publisher of the Bossier Banner, a Democratic weekly newspaper in that city, for fifty-five years, and thus comes very near holding the record for continuous service on one newspaper. Mr. Scanland founded the Banner in 1859 and except for three years, during which he served in the Confederate army, has not been absent from his post of duty.

Chester H. Rowell, editor of the Fresno (Cal.) Republican, has been appointed by Governor Johnson to membership on the Board of Regents of the University of California, to fill the place made vacant by the death of F. W. Dohrmann. Rowell graduated from the University of Michigan and later received a degree from the University of Heidelberg, in Germany.

E. Sefton is the new editor of the Niles (Cal.) Press.

Samuel T. Jennings, editor of the Geneseo Republican, has severed his connection with the paper and has gone to Jerome, Ariz., where he will make his future home. He will engage in the newspaper business there.

H. M. Passmore, of the Toronto (Ont.) Telegram, has been appointed secretary to Hon. Finlay G. Macdormid, Minister of Public Works for Canada.

William A. Orr, city editor of the New York Tribune, has been appointed secretary to Governor Whitman.

L. M. Glenn, formerly city editor of the Greenville (S. C.) News, has succeeded D. W. Bell as city editor of the Anderson (S. C.) Intelligencer.

Mrs. Annie Row Roesch, formerly on the Galesburg (Ill.) Evening Mail, has succeeded Halcyon L. Drury as society editor of the Galesburg Republican-Register. Miss Drury is now Mrs. H. H. Stewart, having been married on Thanksgiving.

J. W. Kavanaugh, of the Rock Island (Ill.) Argus, has been appointed Deputy Collector of Internal Revenue at that city.

R. G. Watkins, formerly city editor of the Dinuba (Cal.) Sentinel, is now serving in the same capacity on the Visalia (Cal.) Times.

Thomas C. Hill, who has been an editorial writer on the Philadelphia (Pa.) Evening Bulletin, has been made chief editorial writer on the Evening Ledger.

Clayton K. Reed has succeeded George Reynolds as editor of the Redstone (Mont.) Review.

Walter Howey, for several years city editor of the Chicago (Ill.) Tribune, has been made managing editor.

Horace Barnes, formerly editor of the Albia (Ia.) Republican, is now manager of the Osceola (Ia.) Democrat.

Lewis B. Ely, editorial writer on the St. Louis (Mo.) Post-Dispatch, has

written a play called "The Quicksand," which will be produced at the Park Theatre, of that city, next week.

J. A. Ohl is now editor of the Pittsburgh (Pa.) Live Stock Journal, succeeding J. F. Howley.

George P. Goodale, for fifty years dramatic critic on the Detroit (Mich.) Free Press, who has been sick for some weeks, is fully recovered and back at his desk.

Alfred W. Spink, publisher of the St. Louis (Mo.) World, has accepted a position on a San Francisco (Cal.) paper and has moved to that city.

John W. Fisher has resigned his position with the Daily News at Wapakoneta, Ohio, to become general manager of the Leader Printing Company at St. Marys, and at the same time editor of the St. Marys Daily Leader and Weekly Argus.

Edwin W. Chandler, who has been connected with the Farmers' Review during his entire business career, has severed his connection with that publication and joined the Audit Bureau of Circulations.

George Donnelly has resigned his position with the Philadelphia Record to become manager of the Times-Despatch, Richmond, Va.

Archibald McLean has been appointed editor and William P. Kilcawley business manager of the Catholic Union and Times, of Buffalo, N. Y.

Charles C. Walden, Jr., connected with the Paper Record, "Walden's Directory of Papers," and other Walden publications, has purchased a half interest in Printing.

Ednyfed H. Williams has been appointed editor of Tri-Color, the Illinois Athletic Club publication. He is also editor of the Hamilton Club's official magazine.

Eugene Bertrand, of the editorial staff of the Morning World, has been transferred to the night staff of the Evening World.

E. A. Vandeventer, well-known Salt Lake City newspaper man, is in San Francisco for the purpose of having the Sacramento baseball franchise of the Pacific Coast League transferred to Salt Lake City.

J. E. Coulter, manager of the printing department of the Burroughs Adding Machine Company, Detroit, has accepted the position of business manager of the Saturday Night Press. He assumed the duties of the position December 7. During his two years' service with the Burroughs Company, Mr. Coulter has purchased all printing, engraving and photography, and has had supervision over the company's private printing plant, in addition to acting as general printing manager.

CHICAGO PERSONALS.

Rev. W. B. Norton, religious editor of the Tribune, addressed the Congregational ministers' meeting Monday, his topic being "The Blue Pencil."

Cyrus L. Badridge, a local artist, recently left for Europe to sketch war pictures for the United States papers supplied by the Newspaper Enterprise Association. After the war he expects to stay in Paris and study art.

Jack Lait goes to the Pacific Coast again soon to see his new play produced in which Nat Goodwin has the chief male role.

Mr. and Mrs. William J. Fabian, of Evanston, announce the engagement of their daughter, Elizabeth, to Ronald F. Webster, the new music critic of the Chicago Tribune.

Harrison M. Parker, publisher of the American, had his automobile stolen the other day, but was fortunate enough to recover it soon, the thief having abandoned it.

The marriage of Blaine Hanson, a local suburban editor, and Miss Ruth Turner, of Beardstown, Ill., is announced.

HELP WANTED

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

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

SITUATIONS WANTED

Advertisements under this classification one cent per word each insertion.

London's
MASTER SALESMAN
of
ADVERTISING SPACE
is looking for a
position in New York.

Address Z, care The Editor and Publisher.

Thoroughly experienced newspaper man, 35 years old, married, desires position managing, news, telegraph or city editor on afternoon or morning paper, where permanency and salary are assured to a live worker able to put snap in the game and maintain it at a uniform standard. Trained in handling all press reports, full and pony service. Highest reference, both ability and reliability. Seek change for personal reasons. Address Lock Drawer 128, Camden, Tenn.

CIRCULATION MANAGER

One having had years of experience in every branch of circulation work, an able executive who can produce results in increased circulation, desires connection with newspaper that REALLY WANTS large circulation increase and is willing to pay for results.

GUARANTEE OF CERTAIN INCREASE WITHIN LIMITED PERIOD, MAKING COMPENSATION LARGELY DEPENDENT ON MEASURE OF SUCCESS.

Now conducting successful circulation campaigns for several newspapers, but desire permanent location with one newspaper with large field for circulation increase.

Best of references, unquestionable proof of experience and ability presented at personal interview.

Address C. M., Editor and Publisher.

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

Newspaper foreman or superintendent, age 32, is now and has been a factor in upbuilding well-known inland newspaper. Highest efficiency at least possible cost. Wants larger field. Write "Make Good," care The Editor and Publisher.

Young reporter, with two years' experience and one year's training at a School of Journalism, wishes to locate. Familiar with proofreading and ad writing. Address Frank T. Taaffe, 208 Elm Street, Albany, N. Y.

MR. PUBLISHER, if you were looking for a circulation manager and found one that would be willing to take a living wage to start and let increase and collections determine the future, you would think you had the right kind of a man. That is what I will do. Are you ready to talk business? If so, wire or write, "V-500," care The Editor and Publisher.

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

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

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

ACCURATE INFORMATION

regarding purchasable newspaper properties is hard to get. An experience of thirty-five years in the newspaper business and the last twelve spent exclusively in negotiating newspaper sales and consolidations has resulted in securing the really desirable opportunities now being offered through and only through the office of

C. M. PALMER

Newspaper Properties
225 Fifth Ave., New York

EXPERIENCED NEWSPAPER PUBLISHER

WILL BUY Daily in Middle West preferably Northern Ohio or Indiana, or in Southern Michigan. Has \$15,000 IN CASH for a first payment.

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

ADVERTISING MEDIA

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

THE BLACK DIAMOND Chicago — New York — Philadelphia, for 20 years the sea trader's leading journal. Write for rates.

WHERE THE GOLD COMES FROM!

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

FOR SALE

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

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

MISCELLANEOUS

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

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

PACIFIC COAST NEWS CORRESPONDENT

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

BUSINESS OPPORTUNITIES

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

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

THE PHILOSOPHY OF ADVERTISING.

[If you think we know much more about advertising than our fathers and grandfathers you should read the following article printed in London in Mitchell's Newspaper Press Directory in 1846. If we did not tell you in advance that this article was written sixty-eight years ago you would never suspect it. In fact many of the ideas it presents have such a decidedly up-to-date flavor that it is difficult to conceive that the author is not connected with the advertising business at the present time.—Ed.]

When Dr. Johnson wrote "The Idler" he deemed the trade of advertising to be so near perfection that it was not easy to propose any improvement. "Every man," he observes, "now knows a ready method of informing the public all that he desires to buy or sell, whether his wares be material or intellectual—whether he makes clothes, or teaches the mathematics—whether he be a tutor that wants a pupil, or a pupil that wants a tutor." If this were the case in the learned Doctor's days, how much more is it so at the present, for the media through which advertisements may be circulated are greatly increased; and although that eminent and sagacious personage was of opinion that "the trade of advertising" had attained almost its final state of improvement, were he now living he would find reason to own that he was mistaken, and that that trade which he esteemed "so near to perfection" was then in a very rude and imperfect state indeed.

But advertising is an art as well as a trade. It is the trade of the proprietors of newspapers, magazines, or other channels through which advertisements may be given to the public; it is an art—and an art which requires some skill to attain—in the hands of those who by advertising seek to recommend either themselves or their wares to the public.

VALUE OF ADS.

It may now be laid down as an established axiom that no trade or profession can be followed advantageously without some species of advertising. "To advertise" is become a matter of absolute necessity to those who have to live by their exertions, mental or corporeal, for even the physician and the lawyer who deem it beneath the dignity of their profession to follow the example of "John Smith, linen draper," or "Thomas Brown, tailor," by directly announcing their names, residences and occupations in the advertising columns of their local journals find means to do the same thing indirectly. Every report of an assize case, or a prosecution at quarter sessions, or a speech at a public meeting is an advertisement for the lawyer, who feels annoyed if his name is not mentioned in connection with the case in which he is engaged; while the medical man finds an advantage in being brought before the public in connection with the public institutions of his town, and many, when striving to establish themselves, are eager to see their names introduced into a newspaper in an ingenious paragraph, which in these cases answers all the purposes of a formal advertisement.

THE WRITING OF ADVERTISEMENTS.

There is an art in writing an advertisement. It should not be verbose or inflated, or turgid in its composition; and yet "ornate simplicity" will not always succeed. The nature of the article or the subject advertised should be carefully considered—the prominent points connected with it or them should be selected for notice and put in the foreground and as much piquancy imparted to the style as possible. Although there has been a great advance made in late years in the tone of our advertisements, yet they are susceptible of still further improvement. In France, the art of advertisement writing is carried to a much higher state of perfection than with us. Our ingenious neighbors in their indirect announcements, which would be called with us familiarly "puffs," far excel we more sober islanders in delicacy of insinuation and in concealing the objects of the paragraph till the reader is too far advanced to throw it aside.

When the advertisement is written,

comes the consideration of the channel through which it should be made known to the public. In the country, of course, the local journals, those published in the place of the advertiser's residence, are the first, and sometimes they are the only ones selected. But if general publicity be desirable, as in most cases it is, insertions in some other journals are necessary, and till this "Directory" was published the advertiser had no means of accurately determining which might be best adapted to his views and most likely to forward his interests. By consulting the particulars given in this volume as to the principles of the various journals in the Empire, the classes to whom they are addressed, the towns in which they circulate, and the interests they advocate, the advertiser may come to a pretty sure conclusion as to those newspapers in which it will be to his advantage to publish his announcements. In selecting he should remember two rules:

AVOID PARTY BIAS.

First, that business advertising is of no party. The advertiser looks for notoriety, for publicity, for benefits, from the expense he goes to in advertising. He should, therefore, not confine his advertisements to those journals which may advocate the same principles he himself professes, but look to that most likely to promote his interests, unless indeed he advertises for expressly sectarian or peculiarly party political purposes, and, even then, we question whether the full benefit of advertising can be served by confining it exclusively to papers of the religious or political principles which are sought to be promoted. We should in such cases insert our advertisements in papers of opposite opinions; not to the same extent as in those which took similar views as ourselves, but certainly we should take care that the subject to which we wished to give publicity should be known as well among enemies as among friends.

QUALITY VS. QUANTITY.

The second rule to which we should advise advertisers to adhere is in looking at the circulation of the paper to which their attention is directed as an advertising medium to regard its quality rather than its quantity. Some of the most widely circulated journals in the Empire are the worst possible to advertise in. Their readers are not purchasers, and any money spent upon them is so much thrown away.

A journal that circulates among the families of the district, one of which has the confidence of the monied and respectable classes of society, one which from its character is likely to be read attentively by its circle of readers in their own houses, at their own firesides, while it also finds access to the news-rooms and libraries of its locality, is a better medium for advertising with a circulation of 2,000 than another with a circulation of 4,000, that circulation being chiefly confined to inns, public houses and beer shops.

The reason is this: readers at home look to advertisements as a part of the contents of the paper in which they may be interested, and almost always refer to them. The same may be said of the frequenters of reading rooms and libraries—generally men of business who want to see a number of local journals for the advantage of their business announcements; but readers at public houses, it will be found, as a rule, read for the news and the politics, not for the advertisements; a long and close observation warrants us in coming to this conclusion.

ADVERTISING IN LONDON.

Country advertisers frequently find a necessity for advertising in the London journals. In that case it is not necessary that they should advertise in all; in the country town the advertiser, as we have stated, would neglect his own interests were he to confine his advertisements exclusively to journals of a particular creed or class. Not so in London. It would be useless to address

the aristocracy through the Sunday Times or the Dispatch, the clergy through the Globe, or the monied interest through the Morning Post.

For business advertisements we should recommend the Times; for those connected with literature and the fine arts, the Herald, the Post, the Chronicle, the Daily News, the Literary Gazette, the Athenæum or the Critic; the St. James's Chronicle and the Standard are perhaps more extensively read by the clergy, and the Morning Post by the aristocracy, than any others; and of weekly papers, John Bull and Britannia for clerical, literary and general announcements, the Spectator, Weekly News, Literary Gazette, Athenæum or Critic for literature and the fine arts, Bell's Messenger for agricultural purposes, the Atlas for addresses to the monied interests, may be mentioned as eligible journals to advertise in, without disparagement to the other respectable papers of the metropolis.

A HINT TO PUBLISHERS.

If country advertisers find their advantage in advertising in London journals, London advertisers are, as we have hinted in the foregoing article, no less interested in making their business concerns known in the country. Perhaps there is no class, however, of London advertisers who would be so much benefited by a judicious system of country advertising as publishers, whether connected with literature, music, or the fine arts. It is an almost universal opinion among publishers that by advertising in two or three generally circulated London journals and in the periodicals all the advantages of a country circulation are secured. This is not true. There are thousands of families in every county who see no other journal than their local newspaper, which is to them an oracle or guide; they know of nothing, hear of nothing, beyond what is contained in its columns.

There are thousands of others who look at a London paper for the news or politics only. Several parties will

club for a weekly or a daily paper; it passes rapidly from hand to hand and there is no time even if there were inclination to peruse the advertisements it contains. The great majority of newspaper readers in the country can indeed only be approached by advertisers through the medium of their own local journals. They think advertisements in a London paper cannot concern them, and therefore pass them over.

Our experience convinces us that money spent by publishers in country advertising is sure to be returned through numerous direct and indirect channels fourfold to the advertiser. This is more the case now that railways have increased the facilities of approach to the metropolis; and not only publishers but all classes of advertisers in London will find it to their advantage to cultivate a country connection through the medium of country advertising. A reference to "The Newspaper Press Directory" will show them what journals are most likely to be fit mediums for their advertisements.

Many years' experience authorizes us to offer our opinions authoritatively on this head. We have watched the course and current of advertising, its ebb and flow, its changes and its chances narrowly; and we feel the most perfect confidence that the advertising public will have no occasion to regret taking our advice should they be induced on perusing these pages to adopt it.

Mrs. Hemstreet's Poems.

The Chicago Press Club Scoop for November 14 contains a full-page article on Marie Hemstreet, wife of Charles Hemstreet, author of "Nooks and Corners of Old New York." Mrs. Hemstreet, it will be remembered, is the author of several poems, one on "The Newspaper Man" having been printed in these columns several years ago. Walter Hart, the writer of the article, pays a graceful tribute to her work.

CHARLES SEESTED

DIRECT REPRESENTATIVE.

41 Park Row

New York

Telephone 569 Cortlandt.

GOOD representation cannot be given by any man unless he knows his paper and believes in its efficiency. I do not take accounts until I am convinced that I have something to sell.

Efficiency in this field can best be had from men who know where and how to get business. I have had sixteen years' experience in this field and a lot of friends.

I am adding a few papers to my list. Daily or weekly papers that can stand the highest class, straight from the shoulder representation, and are willing to do their share toward making a permanent connection mutually profitable.

IF YOU WISH TO INCREASE YOUR BUSINESS IN KENTUCKY, USE THE MASONIC HOME JOURNAL

Member A. B. C.,

Rates to all alike

1 in. 1 t.	\$4.00 per in.	268 per line
1 in. 6 t.	3.75 per in.	268 per line
1 in. 12 t.	3.50 per in.	250 per line
1 in. 24 t.	3.25 per in.	233 per line
Full page	\$100
One-half page	50
Back cover page	125
Special Position	20% extra

READING NOTICES

Set in same type as reading matter, 40c. per line. Accounts payable monthly. Commission to recognized advertising agencies, 10 per cent. Cash discount for payment in ten days, 5 per cent. Subscription price, \$1.00 per year, payable in advance. Sample copies sent upon receipt of request.

Paid circulation in excess of 45,000

D. B. G. ROSE,
Editor and Manager

Advertising Representatives
F. W. HENKEL,
Peoples Gas Building, Chicago
FRANKLIN P. ALCORN,
33 West 34th Street, New York

Do You Wonder Why?

The Leading Pure Food Medium of New Jersey

Is the

Trenton Times

The only New Jersey paper selected for the 55,000 line Armour contract.

The largest New Jersey paper selected for the new Westfield campaign.

Quality of circulation—

Quantity of circulation—and cooperation of the result-producing kind are important factors.

Permit us to show you "Why!"

KELLY-SMITH

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

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

J. P. McKINNEY & SON
New York Chicago

NEW INCORPORATIONS.

NEW YORK, N. Y.—Business Increase Co.; \$10,000; W. A. Shepard, J. H. Taylor, A. S. Houghton.

BOSTON, MASS.—National Service Corporation; \$25,000; W. A. Morgan, E. S. Lewison.

KEELEY TALKS TO PILGRIMS.

Speaks in Boston in Behalf of the Made in U. S. A. Movement.

The "Made-in-U. S. A." movement was formally launched in New England at the banquet of the Pilgrim Publicity Association at the Hotel Copley-Plaza, Boston, November 30, which was attended by about 200 members and guests of the organization.

Among the speakers were James Keeley, publisher of the Chicago Herald; R. E. O'Keefe, president of the Pilgrim Publicity Association, and George W. Coleman, city counselor. Mr. Keeley, in the course of his remarks, said:

"We are all walking advertisements. Some of us are good copy, some are bad. The American characteristics noted abroad are shrewdness, perseverance, a love of dictating, cunning—a little too much cunning, even; and thus every nation has its own characteristics.

"Let us now make our own characteristics a love of quality and a desire to impress the nations abroad with our fairness and sincerity.

"I am not one to advocate stealing what the other fellow has when he's not looking; but I do say that if people go to war they must take the consequences, and that we ought to seize with both hands the opportunities that lie plainly, before us. What we can't get, we ought to make ourselves, and extend our industries in new and untried lines. We must not be dependent on other nations. The real opportunity for the American is right here at home.

"In the next few years the buying capacity of the American man will be greater than that of a citizen of any other nation. We are not exhausted. We need to develop what we have.

"The word 'imported' is a fetish, and we buy all that bears that label—even to husbands—blindly and servilely. Why put a halo about an English derby, when you can get a better one here?"

"In order to make our derbies and clothes as good and attractive, we must interest our artists to study, to originate, to give us fashions of our own."

To Furnish Soldiers Home News.

A meeting, attended by such leading representatives of the Toronto press as Sir John Willison, of the News; W. J. Douglas, managing editor of the Mail and Empire; J. E. Atkinson, president of the Star; Irving Robertson, of the Telegram, and J. F. Mackay, business manager of the Globe, was held on November 27 to consider a proposal for supplying Canadian soldiers in England and at the front with home news. The opinion of the meeting was that the purpose might best be achieved by the compilation of bulletins put together like scrap books from newspaper clippings. The work of making the bulletins will be done largely by the school children of the city, while it is hoped to interest other communities all over the country in the scheme so that every soldier in the overseas force will receive news of his home town. The committee has made out a list of subjects which should, in their opinion, be included in the bulletins.

Gary's Tribute to Journalists.

In a recent address at Birmingham, Ala., Elbert T. Gary, chairman of the United States Steel Corporation, said: "I have been obliged to come into contact with the newspaper fraternity for the last fifteen years, and from my experience I can say that if business men treat newspaper men right they are always truthful and fair. My experience has been that if you will treat the newspaper men fair—they will be frank and honest and give them the truth and the opportunity to publish the truth—they will do it honestly. If you are untruthful and unfair, then you may expect to take the consequences."

Sutphin Made Scholz's Assistant.

Emil M. Scholz, business manager of the New York Evening Post, has announced the appointment of Edwin A. Sutphin as assistant advertising manager. Mr. Sutphin is well known not only among advertisers and advertising men, but in Y. M. C. A. circles as well. He is director of the Brooklyn Branch



EDWIN A. SUTPHIN.

of the Y. M. C. A. and for years has been active in the work of the Association. He is a lecturer of considerable note on political, science and social service. His advertising experience began while on the staff of the Critic Magazine in 1890. He was advertising manager for G. P. Putnam Sons, the well known book publishers, from 1911 to 1913, when he joined the Evening Post staff.

CAPT. MURPHY ON DELINQUENTS

How He Got Them to Pay Up Their Subscriptions to His Paper.

In a letter to THE EDITOR AND PUBLISHER Capt. David A. Murphy, of Cincinnati, who recently celebrated his seventy-third birthday, writes:

"I was the soldier editor of *The Oxford (O.) Herald* (only 40 miles from Sin-town) for 4 long weary years, 1908 to 1912. In 1910 I received a check from "a delinquent" in the Far West for sum of *Eight* (often-needed) *dollars!* Well, "I. B. Dam!" or words to that effect, was what I said when I had read his letter. He said frankly that "the money was Murphy's—not his money." He said, moreover that the \$8.00 was really to "cover 8 years of NEGLECT."

"It is not *Egotism* to state simple facts. I am not "modest"—John Hay says "Lincoln was not modest." Here are the 3 pungent paragraphs from my weekly that *always brought results* by return mail.

"Debt Payers are God's angels." See? "Honest people always *PAY* for their home weekly. Delinquents do not."

"The man or woman who *cheats* the Publisher" of his weekly out of a dollar or two will never get into Heaven, *never, NO NEVER!*

Use these 3 editorials as original matter, if you think proper, and note the good results. Stir up the delinquents' *prone minds* by way of printer's ink, *be dad!*

TIMES' CHRISTMAS NUMBER.

The Christmas number of the New York Times, issued last Sunday, was one of the most attractive publications of the season. Its chief feature was an entire section containing reproductions of Boutet de Monvel's Joan of Arc paintings, in colors, owned by Senator W. A. Clark, which were greatly admired by all lovers of art. Orders have been received for 375,000 copies of this number of the Times, but owing to the fact that only 335,000 of the art section had been printed, orders for 40,000 copies had to be rejected. The cost of this special art section exceeded its entire revenue received from the sale of the entire issue, which goes to show that the Times is not afraid to spend money to achieve a notable feat in journalism.

The New York Branch No. 1, Printers' League of America, will hold its eighth annual dinner and dance at the Broadway Central Hotel Wednesday evening, December 9.

R. J. BIDWELL CO.

Pacific Coast Representative of

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

742 Market Street
SAN FRANCISCO

Buffalo News

EDWARD H. BUTLER

Editor and Publisher

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

Foreign Advertising Representatives
KELLY-SMITH COMPANY

220 Fifth Avenue NEW YORK Lytton Building CHICAGO

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

in November carried

22,554 More lines of foreign display

than its nearest competitor.

C. D. BERTOLET

1110 Boyce Bldg., Chicago, Ill.
New York Representative:
A. K. Hammond, 366 Fifth Ave.

DETROIT SATURDAY NIGHT gets results

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

GUARANTEED ADVERTISING

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

Foreign Advertising Representatives

CHAS. SEESTED
41 Park Row, New York

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

THE NEW HAVEN

Times - Leader

is the leading one-cent daily newspaper of Connecticut and the only one-cent paper in the State which has the full Associated Press leased wire service. The only evening paper in New Haven, member of Audit Bureau of Circulations.

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

CIRCULATION NEWS, VIEWS AND OBSERVATIONS

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

By Harvester

A few weeks ago I noted an article in your paper headed "Circulation Contests Condemned" in which a Southern writer belabored the "contest" good and hard, seeing from one side only. Now for the other side. Every newspaperman who has known me for the past 22 years in the various departments of a newspaper in various parts of the United States, will admit that I have always condemned anything that "hurt" a newspaper and plugged good and hard for the things which helped. Personal effort always does the best work: that being allowed and we hear no nays, why isn't any scheme backed by that feature a successful one? Now if selfish and criminal methods come in, does that kill the scheme? Any scheme or plan can be made crooked. A bank is one of a city's best institutions but should the president or cashier go wrong would that condemn all banks?

The idea of promotion methods, as I see it as a newspaper builder, is to promote or extend. If circulation is needed or wanted, it is to reach new readers or those not now taking the paper. To get the other paper's subscriber, in other words. A straight canvass will not do it in many cases and a regular reader of another paper will not see how much better your paper is, unless you pry him away for awhile at least from his old paper. Personal effort does this. If then he goes back to the old paper, it proves he likes the other paper better. He will read the most newsy paper, that's sure.

A paper that held only 6 per cent. of the subscribers gained on any kind of a promotion plan must have been a pretty poor sheet by comparison with like newspapers with which it was in competition. Same is true of 25 per cent., which is ridiculously low. Any paper which conducts any one line of promotion features continuously, to my way of thinking, makes a sore mistake. Promotion features should be varied just as serial story, funny pictures, public benefits, and so forth are varied, but taking all things into consideration, the contest is the strongest feature I have yet seen in all my varied experience.

I know of some of the best papers in the country which have gotten their start in a circulation way by contests properly conducted. Their owners, however, selected a newspaper man to conduct them. They did not trust to some ex-circulation manager or ex-circulation solicitor who knew nothing of the editorial, mechanical or business departments and their relationship to circulation. That is the secret of good eye-in-the-wool circulation, advertising, or publicity campaigns. Many publishers take a man on his "say-so" or what purports to be a well written recommendation instead of getting a complete record of the man wanting to put on a contest for them. The result is they get a "cheap sale" or uncertainty, or some live and legitimate contest conductor who thinks he can pull across a successful contest—the word successful to him meaning "big commissions."

The writer would be interested in knowing just how many of these newspaper publishers who have been "bitten" by crooked contests and crooked contest managers, had written to the editors of the journalistic trade papers and asked about the strangers they hired. Very few, it can safely be vouched. Were they to hire an advertising solicitor or a reporter or editor, or even a collector, would they tak his "say-so?" Then why condemn a plan because the conductor uses it wrong.

The El Paso writer says: The merchant does not attempt to sell his goods through any other method than to keep the goods and advertise them. So? Well, how about hiring a popular young man who has lots of friends, who are not among the regular customers? How about the card advertisement in the entertainment program? How about the free football with the suit of clothes, and the trading stamp and other methods by the hundred to get new customers in the hopes of keeping them to that store? One might have ever so good a newspaper and yet it would no more sell than the merchant's goods unless promotion or "moving" methods were used to sell the goods.

"Contest" describes every day life. We are all in a contest. We can't all be rich and have the luxuries of life yet we daily strive to that end. So it is with the opportunity the paper offers in a contest. It offers a luxury that one could not earn any other way. Someone must win, just as has Rockefeller or Carnegie and President Wilson. Someone lost, too. All couldn't win, so why condemn ambition and the strife that goes with it? It has made America.

The one thing I wish to stamp as untrue and vehemently so in the article published is this "Fraud is exceedingly difficult to separate from voting contests." This is not so. A voting contest can be conducted as free from fraud as anything else. According to the postoffice rulings every condition of a contest has to be published in the opening announcement and if this is done, there is no chance for even a crooked contest man to get in his work if the publisher is alive to the interests of his paper.

With the methods employed by up-to-date contest men the last night contributions are very small now, the big work of the contestants having been done early in the contest and the sealing of the last week's work, so that even

the contest manager does not know what the contestant has the last week (as I always have done in conducting contests) puts the conductor beyond suspicion and does away with any likelihood of anything but real "subscription getting work" counting. By making work count, by limiting the size of subscriptions, and the field of endeavor and by keeping the prizes low enough so that contestants do not seek to "buy" them up, and the careful selection of the man who conducts the contest, no publisher will find any fault with a contest for circulation getting. It beats all hollow any other method ever yet put across, gets more for the money and quicker and prys loose subscribers of other papers who could not otherwise be budged.

After all has been said, however, about "home circulation" being desirable and "not contest circulation at all" it would not be just to let this go by unnoticed. It is a fact, and I would like to see or hear the man who can disprove it, that seldom has there been any contest that over two out of a hundred who have gained by it, have been in another city or outside the field where the contest was conducted. This "foreign circulation" cry in connection with contests is mostly by those who never had a contest.

As a newspaper builder going from city to city I find any complaint that is at all legitimate regarding contests simmers down to the one bad man who ran it, and that man nine times out of ten is not a full fledged newspaper man whom any publisher can identify if he half tries.

Any contest run to get "money" is a bad contest. One conducted to get subscribers (under such rules that connote a contest to that) will be a success for the newspaper and to this end the publisher should remember that a man who conducts such should get good recompense and not class him with the money grabbers who would prey upon his field and himself. Yes—good fellows, don't condemn the contest, but do go after and get the dishonest people who conduct anything dishonestly in or out of your newspaper.

W. G. NAYLOR,
Circulation Promoter now with Fitchburg Daily News,
Fitchburg, Mass.

(Continued From Last Week.)

This is the conclusion of the very interesting articles begun last week, dealing in a concrete way with a circulation question of deep interest and pointing out a way to win out in a hard field.

The collectors were trained to remind subscribers that carrier boys would benefit by a 10 per cent. commission if payment were made to him every Saturday, and the carrier in turn was reminded that if he would benefit to the greatest degree possible from his work, he must be in position to demand his entire weekly stipend, without the deductions frequently made by subscribers for papers missed during the week. Thus the point of contact between the subscriber and the office was strengthened in a manner impossible under the plan of wholesaling.

And best of all, the report before us indicates that whereas the percentage of collections made by the wholesaler as indicated by the first few weeks of the direct carrier system was about 60 per cent. of the total debit, it was increased to 94 per cent. during the last four weeks preceding the report before us, and thus within six months. The report shows that this difference in collections made a net gain to the office, after paying carriers, inspectors and carrier superintendents' salaries, of one and fifteen hundredths cents per week of six copies.

Now some of you fellows who read this may have abandoned the direct carrier plan in favor of the wholesaler plan, and we are not denying that your analysis was as correct as that of the man whose report we have quoted from. Perhaps too there have been objections to the direct carrier plan that he dealt with, that outweighed in your judgment the advantages enumerated here. Perhaps you found a horde of carrier boys inflexible and hard to handle, and that the plan involved too much detail; and that it was a simpler matter for your department to distribute to a few wholesalers, charging them with papers in bulk, and carrying only the few accounts necessary for their relations with you, than to attempt to carry an account with each of your subscribers and establish a point of contact between the subscriber and yourself in the form of a school boy untrained in business except for what training you gave him. We are not disposed to underestimate these considerations, but we confess that the experience outlined here has converted us for the time being in favor of the direct carrier plan. By its use this man reduced the number of daily complaints from upwards of forty daily to less than five daily, and increased the net revenue from the sale of papers a fraction more than 19 cents per hundred.

We invite any of our friends in the field who have effected similar results by a change from the direct carrier plan to a wholesale plan, to make use of these columns in describing their experiences for the enlightenment of all of us. We think this particular problem is entitled to the earnest consideration of men who are distributing under either of these plans.

THE SEATTLE TIMES

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

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

A copy to every family.

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

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

LARGEST QUANTITY
BEST QUALITY CIRCULATION

Buy the best and you will be content.

The S. C. Beckwith Special Agency

Sole Foreign Representatives—
New York Chicago St. Louis

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

THE CHICAGO EVENING POST
(Evening Daily)

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

THE ROCKY MOUNTAIN NEWS
(Morning Daily and Sunday)

THE DENVER TIMES
(Evening Daily)

THE LOUISVILLE HERALD
(Morning Daily and Sunday)

The Shaffer Group

San Francisco Examiner

FIRST { IN INFLUENCE
IN CIRCULATION
IN ADVERTISING

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

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

Circulation } 122,000 DAILY
226,000 SUNDAY

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

The Florida Metropolis

FLORIDA'S GREATEST NEWSPAPER
JACKSONVILLE, FLA.

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

FOREIGN REPRESENTATIVES

KELLY-SMITH COMPANY

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

YOU MUST USE THE

LOS ANGELES
EXAMINER

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

THE PITTSBURG PRESS

Has the **Largest**

Daily and Sunday

CIRCULATION IN PITTSBURG

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

There is no Duplication or Substitution in

Pittsburg Leader Circulation

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

VERREE & CONKLIN
Foreign Representatives

Steger Building, Chicago
Brunswick Bldg., New York

We are ready to prove that only through these two papers can you reach their readers.

THE PITTSBURGH POST
(Morning)

THE PITTSBURGH SUN
(Afternoon)

CONE, LORENZEN & WOODMAN
Foreign Representatives
New York, Kansas City, Chicago

Get the Best Always

The Pittsburg Dispatch

Greater Pittsburg's Greatest Newspaper

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

New Jersey's
Leading 7 Day Paper

Trenton Times

More circulation than corresponding period in 1913
U. S. Report, 23,985 Paid
and 200,000 more lines of display advertising

Kelly-Smith Co.
CHICAGO NEW YORK
Lyttan Bldg. 220 Fifth Ave.

The Peoria Journal

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

H. M. Pindell, Proprietor
Chas. H. Eddy, Fifth Ave. Bldg., New York
Chas. H. Eddy, Old South Bldg., Boston
Eddy & Virtue, People's Gas Bldg., Chicago

A' TOP O' THE WORLD

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

EDDIE PAGE, who, with the able assistance of a corps of \$4.50 a week girls, is the Page Davis School of Advertising and ten other correspondence schools in Chicago, in attempting to enforce collection of \$40, due on a scholarship, got a beautiful showing up in the Municipal Court last week.

One of the "professors" who corrected the "lessons" told how she received \$4.50 a week for the work, admitting at the time that she knew nothing about advertising.

Page's first assistant, the head professor, so to speak, is a graduate of the school, but, according to testimony, she was much too busy to look at papers, much less make any corrections, even if she knew how.

A practical printer, after looking over the lessons, classified them as hopelessly inaccurate.

It would seem that it would be wisdom for such schools to keep out of court, such a showing up does not help.

PHILIP and John A. Le Boutiller, surviving partners of Le Boutiller Brothers, dry goods merchants, asked the Supreme Court to enjoin Aaron M. Kosofsky and L. Salmon from using the name Le Boutellier & Co. in connection with stores they operate at Nos. 25 West Forty-second street and 500 Fifth avenue.

In their complaint the Le Boutillers say they have not retired permanently from business and that the defendants are taking advantage of their name with one letter changed to deceive the public.

There is a law compelling newspapers to tell who the owners are, and to do business under real names. Why not such a law for merchants?

There is one merchant in New York City who operates six stores in different parts of the city, each under a different name, and none bearing the name of the owner.

Scattered throughout the country are numerous instances of this kind, where men are apparently ashamed of their own names and do business under assumed titles.

If memory serves us right, Aaron M. Kosofsky was the name of a man who, doing business under the name of the Hudson Bay Fur Co., was arrested and fined in court for fraudulent advertising in Boston, Mass., not a great while ago.

It seems no more than fair that all houses should have the real names over their doors, and that it should not be fair for unscrupulous men to try to deceive the public by hiding their identity under names that stand for decency in the community.

THERE is a manufacturer in New York whose merchandise measures very high, indeed—in New York, where it is sold in his own retail store exclusively. The most inexperienced shopper may go into this man's store and buy with absolute confidence that his purchase will prove satisfactory in every way. His goods are sold in many stores outside of New York, but they have never attained any degree of popularity in any other city.

In speaking of this peculiar condition it was pointed out by a man who travels quite a bit, that the merchants who handle these goods in other cities—that is, some other cities—do not measure up to the manufacturer's standards of honor, morality or honesty, and the impression prevails that his goods are carried merely to give prestige and lure suckers into the stores where they may be cheated.

This manufacturer admits this may be true, and probably is, but says that after the goods are sold by him they cease to become his property, and that his moral and legal responsibility ceases then and there.

Perhaps he is right; and then again, perhaps he is not right; but his view of the matter prevents his firm from being the largest business of its kind in the country.

How many newspaper men there are who argue that the white space they sell ceases to be theirs, and that they are not legally or morally responsible for what goes into it.

Look to it that you sell your product to people who will use it as it should be used, keep the crook and the cheat out of your columns and your columns will prove of ever increasing value to honest men.

William Allen White, editor of the Emporia, Kansas Gazette, recently ran a "For Sale" ad in his paper, offering his daughter's Shetland pony for sale, the offer being made because the young lady has outgrown the pony.

For sale, a Shetland pony, by William Allen White, A pet, kind, gentle, city broke, has long been the delight Of William Allen's little girl, who now has grown so old And big and pretty that the pony's going to be sold.

It seems, so papa William thinks, so short a time ago That this same pony "fit the kid"—then, she began to grow, Her baby ways seemed, all at once to vanish, and in place Of A, B, abs, and two times two were questions grave to face.

The pigtailed changed into a crown of hair around her head, The dresses lengthened and one day her loving mother said That baby was a lady, and papa William smiled And joked about her "feller" with his little baby child.

The pony's stable's needed to house the limousine; The feed rack will be turned into a tank for gasoline. The good, old days—those baby days, those days of keen delight Are memories, now, in Kansas, for William Allen White.

But sometimes as he sits up late to read, perhaps, or write, He'll think of "baby days" again, will William Allen White. And while his daughter's social life is happy as can be, He'll long, and long for baby girl, all cuddled on his knee.

For sale, a Shetland pony, by William Allen White, Some other daddy's "little girl," we hope, will treat it right. And, if she will, once in a while, drive up to the Gazette, And let him see the pony, please, somehow he loves it yet.

IN WESTERN PENNSYLVANIA

You will make no mistake by using

The Johnstown Leader

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

S. G. LINDENSTEIN, INC.
Special Representative

18 East 28th Street New York City

THE NEW YORK TIMES

300,000

Daily and Sunday

The Jewish Morning Journal

NEW YORK CITY

(The Only Jewish Morning Paper)

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

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

The Jewish Morning Journal prints more HELP WANTED ADS.

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

I. S. WALLIS & SON, West'n Representatives
1266 First National Bank Bldg., Chicago

The Globe

reaches more of the better class people in Greater New York than any other Evening paper.

Net paid circulation for year ending Oct. 31, 1914

169,251

Net paid circulation for Oct. 31, 1914

196,944

Growth of THE EVENING MAIL

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

157,044

This is an increase of

26,738

over the corresponding period of 1913.

THE NEW ORLEANS ITEM

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

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

TIPS FOR THE MANUFACTURERS OF SUPPLIES

NEW PUBLICATIONS.

FARIBAULT, MINN.—Faribault has now two daily papers, both of the new publications being launched during the past week. On Friday the Republican began to issue a morning daily and will be known as the Daily Republican. On Tuesday the Daily News, an evening paper, made its appearance. This publication is under the management of Mr. Bratten, from Dayton, Ohio.

MEDINA, S. D.—A German newspaper has been established here, it is known as the Woechentlicher Volks-Herold.

BETTSVILLE, OHIO.—G. L. Woodard, of Toledo, has located here for the purpose of editing a Bettsville paper, the first issue of which will appear Friday of this week. The town has been paperless since July 4, 1913.

NEW CASTLE, DEL.—The Journal a new weekly is being issued by Franklin De Croix.

LANSFORD, PA.—Arrangements are being made by two Wilkes Barre men to start a daily paper here shortly.

ROCHELLE, ILL.—Lux Bros., publishers of the Independent, are forming a stock company to issue a daily paper here.

HAZARD, KY.—The Mountain Star is the name of a new paper just started here.

COLUMBUS, O.—The Tattler is the name of a new weekly being issued by Frank Leake Co., here.

COLUMBUS, O.—Republican capitalists, it is said, have already subscribed \$250,000 toward the establishment of a new morning daily here.

WASHINGTON, D. C.—The American Red Cross Magazine will be issued monthly beginning with the January number.

CHANGES IN INTEREST.

NASHVILLE, TENN.—Finch Clark is now in charge of The Commercial News and Legal Reporter.

OMRO, WIS.—L. A. Drawn, of the New London (Wis.) Press, has purchased the Herald and will become editor within a few days.

DELHI, N. Y.—Harry B. Smith has purchased the Gazette and has assumed charge.

DICKINSON, N. D.—The Recorder-Post has been sold to a company including Governor Hanna, Messrs. Wis-hick, Linde and Barnes.

LANEKE ARK.—J. L. Matthews publisher of the Carlisle Ark Independent has bought the Weekly Democrat.

MULLIKEN, MICH.—A. J. Dann, publisher of the Lake Odessa Wave Times and the Clarkeville Record, has purchased the North Eaton County Press from A. E. Winchester.

WAUNAKEE, WIS.—The Index, which was suspended some months ago has been revived by W. D. Lambert.

CLARKSVILLE, ARK.—Todd Ellis of the Russellville Ark Courier Democrat has purchased an interest in the Clarksville Democrat and will be associated with G. L. Wright in its publication.

ARGENTA, ARK.—C. W. Teaten, of Chicago has purchased the Times from T. B. Anderson.

DANNYBROOK, N. D.—H. E. Johnson has purchased the Courier from F. A. Parratt.

EAGLE BUTTE, S. D.—G. M. Drummond has purchased the News from Frank Bowman.

HARTFORD CITY, IND.—Ralph Manfort has bought a half interest in the Daily Times Gazette.

DURHAM, N. C.—David Bachelor formerly editor of the Nappanee Ind. Advance has bought the Daily Sun.

OXFORD, IA.—J. I. Elliott has bought the Leader from Albert Holzhauser.

MONTGOMERY, W. VA.—L. A. Frazier and John L. Mason of Charleston, have bought the Miners Herald, which recently suspended, and will revive it.

SEAFORTH, ONT.—R. D. Craft of Ailsa Craig has purchased the News from W. R. Veale.

KELLOGG, WIS.—The Enterprise will suspend publication at the end of the year.

GRAYFIELD, ILL.—Fred E. Tood has purchased the Herald of Hutsonville.

NEW CANAAN, CONN.—The Messenger and the Leader, the oldest and the youngest of the three New Canaan weekly newspapers, have combined under the name of Messenger-Leader. The new editor and proprietor is W. J. Randles, late of Mt. Vernon.

MANAWA, WIS.—Grover Posz has purchased the News, a weekly paper.

RICE LAKE, WIS.—The Rice Lake Call, which has been running here for two years, has suspended publication, and the plant has been removed to St. James, Minn.

BOSTON, MASS.—After two years of publication, the weekly magazine Truth, George R. Conroy, editor and publisher, quits with the current issue, "owing no man a dollar which it is unable to pay." The war, it says, cut its income in halves.

EAGLE GROVE, IA.—B. W. Agard, editor of the Goldfield Chronicle, has sold the paper to H. W. Mitchell.

NEW INCORPORATIONS.

St. LOUIS, Mo.—Greely Printing Co., \$40,000. Simon J. Harbaugh, Otto Enteman, M. W. Clarey.

WILMINGTON, DEL.—Photoplay Pub. Co., \$50,000.

MOOREHEAD, N. D.—The Daily News, \$20,000. R. W. Richards, Wm. D. Titus, A. H. Costain, Dr. W. J. Awty, John T. Lamb and C. G. Dosland. The officers of the new corporation are: R. W. Richards, president; W. J. Awty, vice-president; C. G. Dosland, secretary, and Wm. D. Titus, treasurer and business manager.

CHICAGO.—The firm of Young & Herie has been incorporated with a capital of \$5,000, to do advertising and printing and publishing. The members are: John Young, W. B. Henri, Al Russel and W. F. McDonald.

THE VIOLINIST PUBLISHING Co. has been incorporated with a capital of \$1,100 by Ada T. Taylor, C. R. Rathbun and E. M. Ashcraft, Jr.

NEW YORK.—World's Interest Publishing Company, general advertising, dealers in art works, photographic business, printing, publishing, etc.; \$1,000; Hans C. Perishberg, Ashton Parker and E. W. Fox; attorney, Ashton Parker, No. 51 Chambers street.

NASHVILLE, TENN.—A charter has been issued to the Commercial Daily of Nashville: The incorporators are: J. F. Clark, C. Johnson, H. A. Black, A. P. Clark and Donnie Andrews. The capital stock is \$3,000.

St. LOUIS, Mo.—Sentinel Publishing Co., \$10,000. David P. Dobyns.

LEESBURG, O.—Citizen Publishing Co., Leesburg; general printers; \$2,000; M. G. Kent, W. B. Kent, C. C. Redkey, N. B. Jones and J. A. B. Swope.

"INCENDIARY OF JOURNALISM."

That's What the Editor of London Daily News Calls Lord Northcliffe.

Alfred G. Gardiner, editor of the London Daily News, in a stinging open letter to Lord Northcliffe, the directing spirit of the London Times, the Daily Mail and other newspapers, has replied to the Mail's assertion that it was a true prophet of war and that the Daily News was a false prophet of peace, and says:

"It is always easier to appeal to the lower passions of man than to his better instincts. A student of your career would find it difficult to point to anything you have done and say: 'Here Lord Northcliffe sacrificed his journalistic interests for the common good, for the cause of peace or for some great human ideal that brought no grist to his mill; here he used his enormous power not to enrich himself but to enrich the world,' but he would have no difficulty in pointing to the wars you have fomented, the hatreds you have cultivated, the causes you have deserted."

Mr. Gardiner adds: "You have been an incendiary of journalism for twenty years, a man ever ready to set the world in a blaze to make a newspaper placard."

"This war will make an end of many things, and among them may we not hope that it will make an end of the most sinister influence that ever has corrupted the soul of English journalism?"

Invaluable to Newspaper Makers. THE EDITOR AND PUBLISHER:

Jackson, Mich., Nov. 16. I have been reading The Editor and Publisher and Journalist for some time and of all the newspaper journals I have read I can consider yours invaluable to the makers of newspapers that want to keep informed of what is going on in the newspaper field.

Every copy I have read has contained information essential for the upbuilding of newspapers, and I feel that such a paper as yours should be commended for its merits.

SAM GOMPERS, Advertising Manager.

EDITORS AND PUBLISHERS

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

CENTRAL NEWS, New York, N. Y.

WAR NEWS
and
PICTURES

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

International News Service
238 William St. New York City

Sketches From
Life

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

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

USE

UNITED
PRESS

FOR
Afternoon Papers

General Offices, World Bldg., New York

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

THE CENTRAL PRESS ASSOCIATION
New York and Cleveland

"Women and Their
City"

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

THE TEST

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

NEWSPAPER FEATURE SERVICE

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

You Would Enthuse Too

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

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

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

When you write us, mention this ad.

THE WINTHROP PRESS
111 East 25th Street New York City

These war times

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

JOHN B. GALLAGHER & CO.

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

Newspaper
Correspondents

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

National Association Newspaper
Correspondents

Germania Savings Bank Building
PITTSBURGH, PA.

LIVE AD CLUB NEWS.

The Canton (O.) Ad. Craft Club last Friday evening held its second annual banquet at Cortland Hotel in that city. The speakers were James Schermerhorn, editor of the Detroit Times, who spoke on "The Soul of a City," and John S. Knox, president of the Knox School of Salesmanship. Two hundred of the leading business men of the city attended the function, which was one of the most enjoyable ever held by the club.

The sixth annual dinner of the Advertising Club of Baltimore was held on the roof of the Hotel Emerson in that city last week. E. J. Shay, former president of the club, was toastmaster, and the speakers were President W. W. Cloud, Mayor Preston and Joseph Castleberg. Elbert Hubbard delivered the principal address of the evening. Then followed a vaudeville entertainment which was thoroughly enjoyed by all present.

The annual golf tournament of the Advertising Men's Winter Golf League of Advertising Interests will take place at Pinehurst, N. C., the week of January 11. In addition to the tournament there will be teas and entertainments and dances, with the annual ball and dinner for a wind up. In charge of the arrangements for the annual meeting are: President W. W. Manning of New York, Vice-President F. A. Sperry of Chicago, Secretary Richard R. Manlock of New York, Treasurer A. S. Higgins of New York, Oliver B. Merrill of the membership committee and W. C. Freeman, the last named looking after tournament details, which is sufficient in itself to convince members of the league that there will be no lack of interesting events.

The Memphis (Tenn.) Ad Club is preparing an interesting program for the meetings to be held beginning the first Wednesday in January. The first will be a Dutch lunch about which will be woven all the mysteries of a night in Bohemia.

The December dinner of the Sphinx Club was held December 8, at the Waldorf Astoria and was well attended.

Arthur M. Forbes of the Harris Forbes Banking Co. spoke on the subject of "Looking Ahead to 1915" and Jerome A. Crane, advertising manager of the Riker-Hegeman drug stores, spoke on "Drug Stores, Past and Present."

The committee in charge of the project of erection of advertising building reported that 350 members had been requested by letter to express themselves as to the idea; 137 of them had replied and 134 were favorable.

WAR AND FOREIGN PAPERS.

Taking the press all round, says the Newspaper World of London, the British newspapers, so far as public service is concerned, are the best, amongst the belligerent nations.

The Paris papers are the worst of all. Some of them are mere single sheets, almost entirely without "ads," and with very little news. The fact is, a Parisian friend tells me, that the journalists are now mainly engaged in fighting with the sword rather than with the pen.

Berlin papers are nearer the normal size, but war news is now confined to official communications. Correspondents are still, it seems, permitted with the fighting line, but scarcely any of their "copy" is now allowed to appear—a significant sign of the trend of events.

Curiously enough, the Russian papers which come to hand are the nearest to the English in their normal size and scope.

The Dutch, Danish, and Scandinavian papers are, of course, benefited by the war, as there is no restriction on what they are able to publish from "the front." That does not say, however, that the news is always reliable.

WHAT IS ADVERTISING?

An Argument That Can Be Used in Approaching Prospects.

By RALPH STARR BUTLER,

"I don't believe in advertising," some merchants say when they are asked to tell people about their goods in the columns of the local paper. They think they mean it. But do they? What is advertising? So far as the retail dealer is concerned, advertising is anything he says or does to help in the sale of his goods, apart from his direct personal, face-to-face solicitation of the business of those who come into his store. Consider for a moment the store of Mr. Dealer who "doesn't believe in advertising."

Above the door is a big sign with the name and business in bold gilt letters. What is it for? To tell the people that this is Mr. Dealer's store and that he handles a certain kind of goods. Advertising? Certainly, and a most efficient form of advertising. Next, examine the show windows. They contain displays of goods carefully arranged to attract the eye of the passerby. Why? In order to give public notice of the goods carried in the store and to suggest the buying thought to those who see the display. Once more Mr. Dealer is advertising most effectively.

Step inside the store. The goods are arranged attractively on the walls and in the show cases. And for one obvious reason: to show to store visitors what the store has in stock and to tempt the money out of the visitors' pocket-books. This is advertising pure and simple. It can go by no other name. Note, too, the signs, banners, wall hangers, cut outs and other notices of various kinds displayed around the store. What is their purpose? To help in the sale of the store's goods. Advertising? Nothing else.

And why this atmosphere of service, these evidences of cleanliness, these courteous clerks, and the other things that make people like to trade in the store? Is it possible that they all have an advertising purpose? The truth is that every man who sells a dollar's worth of goods is an advertiser whether he knows it or not.

The man who says he doesn't believe in advertising doesn't know what he is talking about. If he really believed what he says, he would tear down his sign, board up his windows, cover up his shelves, make kindling out of his store fixtures, and do business with intending customers through a hole in the wall.

Newspaper advertising is only one form of advertising; all forms are good, and they all work together to one end: the sale of goods.

The merchant who is looking toward the largest success can no more do without newspaper advertising than he can do without his sign, his store windows, his display of goods, his service, his courteous clerks, his reputation, and the thousand and one other things that go to make up advertising.

Newspaper advertising is a modern necessity, and the merchant who refuses to limit his business horizon doesn't try to fool himself by thinking that he can get along without it.

PAYS TO ATTEND MEETINGS.

R. E. Fowler Points Out the Importance of Analyzing Cost and Probable Sales.

Paying dividends of over \$100 to members who attended the recent meeting of its course in advertising, set a precedent for the Cleveland Advertising Club. Those who received their \$1 dividends were stockholders in the Club's Analad Division.

"If manufacturers analyze scientifically the cost and probable sales of their products before attempting to sell them, many articles would never be put on the market," said R. E. Fowler, who conducted the class.

Of eighteen million families in the United States, only 976,000 have annual incomes exceeding \$3,000. Over fifteen million families live on less than \$1,800 per year. "For this reason," said Mr. Fowler, "a manufacturer should set his price at a figure which will insure a big volume of sales."

"Big business does not mean a great number of dollars in profits," stated Mr. Fowler, "but rather a great number of satisfied customers."

"A business is a success because some one man, usually a young man, creates one great big glowing idea, wraps this idea around the business and puts punch behind it. This one great idea has caused the rise and fall of magazines which have shrunk in circulation when the idea wore out."

The day of the high priced automobile was declared to be over because of the limited number of families with sufficient incomes to maintain expensive cars. The low priced automobile was declared to be a shining example of the value considering the field of possible sales for products.

Free Ad for the Ford.

"There was an old soldier, and he had a wooden leg,
The fellow wouldn't work, and the fellow wouldn't beg;
So he took four spoons and an old tin can
And called it a Ford and the damn thing ran."

OBITUARY NOTES.

JEREMIAH A. KENYON, forty-seven, newspaper correspondent, died November 24 at Plantsville, Conn., from apoplexy.

JOHN T. EVANS of the Chattanooga (Tenn.) Times died at Asheville, N. C., November 19 of consumption.

MILTON COKE, founder and editor of the Somerset (Ky.) Herald, active in newspaper work up to a few days ago, when he was taken ill, is dead.

ROBERT M. McCREARY, aged 76, for many years editor of the Greensburg (Pa.) Daily Press, died suddenly, November 24.

C. C. HEACOCK, publisher of the Brighton (Ia.) Enterprise, died at his home on November 8. He had been ill with a valvular disease of the heart for almost two months.

ALEXANDER L. MARSHAL, editorial writer on the Albany (N. Y.) Times-Union, committed suicide by taking poison on December 3.

JOHN O'HAIR, publisher of the Laurel (Ind.) Review, died at his home November 27.

JOSEPH M. BUSH, editor of the Pike County Democrat of Pittsfield, Ill., died November 27 of uremic poison. He was 61 years old.

ROBERT G. WYNNE, JR., editor of the Salem (N. J.) Sunbeam, died December 2, aged 57 years.

NED W. KIMBALL, owner and editor of the Manhattan (Kan.) Mercury, died December 1. Typhoid pneumonia was the cause. He was 32 years old.

JOHN H. LINDSAY.

John H. Lindsay, business manager of the Albany, N. Y., Evening Journal, whose death, on November 28th, was announced in last week's EDITOR AND PUBLISHER, had worked fifty-three years on Albany newspapers, starting his career as office boy on the old Albany Express, in 1859, at the age of nine years, and staying with his first love until he became business manager.

When the Albany Evening Journal and the Express came under the same ownerships, he managed both papers and when, in 1899 the Express was sold, he stayed with the Journal as business manager.

Mr. Lindsay was a prominent Mason, having every degree in both York and Scottish Rites.

"Leave 'Em Off, Please."

In a crowded elevator in Shillito's, the other day, the operator opened the door and cried, "Leave 'em off, please!" And the young lady standing just back of G. Whiz caused him to blush when she said to her friend, "Leave 'em off? I haven't put 'em on yet."—Cincinnati Ad Club News.

The Printer as a Manufacturer Should Look Well to Production Cost

There is no economy possible when you compel your compositors to be Yankee Whittlers, your stonemen experts in driving the Dutchman home and your pressmen Scotland Yard graduates in ferreting out the hieroglyphics sent in from the composing room.

These men kick on the lost time of these make-shift methods, and YOU pay the freight, and will continue to pay it until you install a Miller Saw-Trimmed equipment.

The Miller will standardize every piece of material used in your composing room. Reduce cuts to exact points and plane them type high at the rate of one a minute. It will accomplish anything in the field of routing, jig sawing, inside or outside mortising, reduce linotype slugs to labor-saving spacing material, make 32 low-slugs per minute and 101 other operations that will save dollar after dollar—every operation being controlled by micro-meter gauges.

Miller Saw-Trimmed Company - Pittsburgh, Pa.

501 Fisher Building
Chicago, Ill.

1125 World Bldg.
New York, N. Y.

TIPS FOR THE AD MANAGER.

W. W. Sharpe & Company, 99 Nassau street, New York City, are placing 28 I. cago, Ill., is outlining a campaign for newspapers for E. Fougera & Company, "Stomalix," 90 Beekman street, New York City.

Amsterdam Advertising Agency, 1178 Broadway, New York City, is issuing 42 1. 36 t. orders to New England and Canadian newspapers for the Atlantic Coast Line, 71 Broadway, New York City.

The Le May Medicine Company, Rochester, N. Y., has transferred their newspaper advertising to the Genesee Advertising Service, Arcade Building, Utica, N. Y.

It is believed that the Mahin Advertising Company, Monroe Building, Chicago, Ill., is outlining a campaign for the Lyons Atlas Company, Automobiles, Indianapolis, Ind.

E. T. Howard Company, 432 Fourth avenue, New York City, is forwarding holiday copy to large city newspapers for L. E. Waterman Company, "Waterman Ideal Fountain Pens," 173 Broadway, New York City.

It is reported that Irving Jordon Rose, 39 W. 32nd street, New York City, will use some Southern Newspapers after January 1, 1915, for the Jacob Ruppert Brewing Company, New York City.

F. Wallis Armstrong Advertising Company, North American Building, Philadelphia, Pa., is now placing copy with newspapers on orders sent out in October for S. L. Allen & Co., "Flexible Flyer," Philadelphia, Pa.

J. Walter Thompson Company, Lytton Building, Chicago, Ill., and New York City, is placing orders with some New York State newspapers for the Seaboard Rice Milling Company, "Comet Rice," Galveston, Texas.

Cowen Company, 50 Union Square, New York City, is putting out new contracts with newspapers by states in alphabetical order for the Lorillard Tobacco Company, Jersey City, N. J.

Miller Rubber Company, "Miller Rubber Tires," Akron and Dayton, O., is placing their newspaper advertising direct.

J. Walton Thompson Company, Lytton Building, Chicago, Ill., and New York City, is making new newspaper contracts where they have expired, for Horlick's Food Company, "Horlick's Malted Milk," Racine, Wis.

Gardner Advertising Company, Kindloch Building, St. Louis, Mo., is sending out holiday copy to a selected list of newspapers, for Fownes Bros. & Co., "Fownes Gloves," 119 West 40th street, New York City.

Charles Blum Advertising Corporation, 608 Chestnut street, Philadelphia, Pa., is handling newspaper orders for

J. M. Shock Absorber Company, Inc., "J. M. Shock Absorber," 210 So. 17th street, Philadelphia, Pa.

Lyndon & Hanford Company, Cutler Building, Rochester, N. Y., and 200 Fifth avenue, New York City, is issuing orders to Ohio and Pennsylvania newspapers for the Urbana Wine Company, "Gold Seal Champagne," Urbana, N. Y.

Lewis Advertising Agency, District National Bank Building, Washington, D. C., is making 5,000 line one year contracts with Middle West papers for J. S. Tyree Company.

Will H. Dilg Advertising Agency, Hearst Building, Chicago, Ill., is sending out 7,500 line one year contracts to Middle West papers for Bunte Bros.

Lord & Thomas, Mellers Building, Chicago, Ill., are issuing 357 inch one year contracts to a selected list of papers for the California Fruit Growers' Exchange.

Calkins & Holden, 250 Fifth avenue, New York City, are placing 126 line three time orders with eastern papers for Borden's condensed milk.

Amsterdam Advertising Agency, 1178 Broadway, New York City, is forwarding 15 line 10 time orders to Middle West papers for the Desland, Dayton, Florida.

J. B. Haines, Philadelphia, Pa., is issuing 100 line three time orders to a few papers for Bailey, Banks & Biddle.

Dorl Advertising Agency, 366 Fifth avenue, New York City, is sending out 50 line 10 time orders, 100 line 10 time orders and 200 line two time orders to a selected list of papers for the Florida East Coast Railway.

Williams & Cunningham, 59 East Madison street, Chicago, Ill., are placing 10,000 lines in a large list of publications for the Panama Canal Exposition.

The E. H. Clarke Advertising Agency, Steger Building, Chicago, Ill., have during the past week placed orders and copy for the Pittsburgh Provision and Packing Company (Holland Brand Butterine) in dailies and weeklies in western Pennsylvania. They are now asking for rates for an additional list in the same territory.

In the future the newspaper advertising of John Duncan's Sons, "Lea & Perrins," Worcestershire, 241 West street, New York City, will be placed by Robert M. McMullen Company, Cambridge, New York City.

It is reported that Frank Seaman, Inc., 116 West 32nd street, New York City, is now in charge of the newspaper advertising of E. J. Du Pont. De Neumours & Company, "Dupont Powder," Wilmington, Del.

Maclay & Mullally Bros., 60 Broadway, New York City, are issuing 84 line three time orders to some eastern newspapers for the Missouri Cattle and Hog Remedy Company, Broadway and Wall street, New York City.

J. A. Richards & Staff, 9 East 40th street, New York City, is handling the advertising of the Hartford Suspension Company, "Truffault-Hartford Shock Absorber," 150 Bay street, Jersey City, N. J., and 212 West 88th street, New York City.

J. Walter Thompson Company, Lytton Building, Chicago, Ill., and New York City, is now in charge of the advertising account of the Electro Silicon Company, 30 Cliff street, New York City.

“ABOVE BOARD CIRCULATIONS”

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

ARIZONA.	MONTANA.
GAZETTE—Av.Cir. 6,125.....Phoenix	MINERButte
CALIFORNIA.	NEW JERSEY.
BULLETINSan Francisco	PRESSAsbury Park
GEORGIA.	JOURNALElizabeth
JOURNAL (Cir. 57,531).....Atlanta	COURIER-NEWSPlainfield
CHRONICLEAugusta	NEW YORK.
LEDGERColumbus	EVENING MAIL.....New York
ILLINOIS.	OHIO.
HERALDJoliet	PLAIN DEALER.....Cleveland
HERALD-TRANSCRIPTPeoria	Daily133,750
JOURNALPeoria	Sunday162,558
STAR (Circulation 21,589)Peoria	VINDICATORYoungstown
IOWA.	PENNSYLVANIA.
REGISTER & LEADER...Des Moines	DAILY DEMOCRAT.....Johnstown
THE TIMES-JOURNAL.....Dubuque	TIMES-LEADERWilkes-Barre
LOUISIANA.	SOUTH CAROLINA.
TIMES-PICAYUNENew Orleans	DAILY MAIL.....Anderson
MARYLAND.	THE STATE.....Columbia
THE SUNBaltimore	(Sworn Cir. Mch, 1914. D. 22,850; S. 23,444)
has a combined net paid circulation of 127,000 copies daily, 80,000 of which are served in Baltimore homes.	TENNESSEE.
MICHIGAN.	BANNERNashville
PATRIOT (No Monday Issue) Jackson Average 9 mo. 1914; Daily 11,042; Sunday 12,117. Member "American Newspaper Pub. Ass'n." "Gilt Edge Newspapers," and A. B. C.	TEXAS.
MINNESOTA.	STAR-TELEGRAMFort Worth
TRIBUNE, Mon. & Eve....Minneapolis	Sworn circulation over 80,000 daily. Only daily in Fort Worth that permitted 1913 examination by Association of American Advertisers.
MISSOURI.	CHRONICLEHouston
POST-DISPATCHSt. Louis	The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday.
NEW YORK.	WASHINGTON.
EVENING NEWS.....Buffalo	POST-INTELLIGENCERSeattle
BOLLETTINO DELLA SERA, New York	WYOMING.
PENNSYLVANIA.	LEADERCheyenne
TIMESChester	CANADA.
GAZETTEYork	BRITISH COLUMBIA.
QUEBEC.	WORLDVancouver
LA PATRIE.....Montreal	ONTARIO.
LA PRESSE.....Montreal	FREE PRESS.....London

ROLL OF HONOR

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

ILLINOIS	NEW YORK
POLISH DAILY ZGODA.....Chicago	EVENING NEWS.....Buffalo
SKANDINAVENChicago	BOLLETTINO DELLA SERA, New York
INDIANA.	PENNSYLVANIA
THE AVE MARIA.....Notre Dame	TIMESChester
NEBRASKA.	GAZETTEYork
FREIE PRESSE (Cir. 128,384) Lincoln	QUEBEC.
	LA PATRIE.....Montreal
	LA PRESSE.....Montreal
	Ave. Cir. for 1913, 127,722

Siegfried Company, 50 Church street, New York City, is placing the advertising account of Kremetz & Company, collar buttons, etc., Newark, N. J., with a selected list of newspapers.

M. Plattner, 90 Nassau street, New York City, is sending copy to a few selected newspapers for the Swiss Clock Company, 85 Barclay street, New York City.

New Orleans States

Sworn Net Paid Circulation for 6 Months Ending Oct. 1, 1914

33,271 Daily

Per P. O. Statement

Local paid circulation averages over 24,000 per issue. We guarantee the largest white home circulation in New Orleans. It is less expensive and easier to create a new market in a limited territory by using concentrated circulation. The States fills that need in New Orleans.

THE S. C. BECKWITH SPECIAL AGENCY

Sole Foreign Representatives

New York Chicago St. Louis

AD FIELD PERSONALS.

W. H. Black, formerly advertising manager of the Butterick publications, Hampton's Magazine and other publications, has joined the Street Railways Company forces.

The General Advertising Company has opened a branch office in Chicago. J. D. Grant, formerly advertising director of the Jeffries Automobile Company, Kenosha, Wis., is in charge.

T. B. Jones, advertising manager of the Eastman Kodak Company, succeeds G. H. E. Hawkins as a member of the Board of Control of the Audit Bureau of Circulations. Stanley Clague succeeds Mr. Hawkins as chairman of the standard forms and audit committee. Mr. Jones has been appointed to this committee taking Mr. Clague's place. Mr. Hawkins automatically severed his relationship with the A. B. C. when he resigned his position as advertising manager of the N. K. Fairbanks Co. to take up new work.

Henry Baruch has joined the Bailey, Scott Company, general advertising agents, New York.

T. R. Eleock, Jr., advertising manager of the United Gas Improvement Company of Philadelphia, has been chosen to take charge of the publicity work of the National Commercial Gas Association for the coming year. He will also direct the national advertising of the gas industry.

H. G. Weaver has resigned as publicity manager of the Haynes Automobile Company, of Kokomo, Ind., to become sales manager of the Newell Motor Car Company, of St. Louis.

James M. Irwin has joined the advertising department of Eaton Crane & Pike Company, Pittsfield, Mass. He was formerly with the Russell Miller Milling Co.

E. J. Wood, formerly advertising manager of Calumet Baking Powder Company, has been appointed advertising manager of John F. Jelke Company, Chicago, manufacturers of Good Luck Butterine.

William H. Easton is now advertising manager of the American Ever Ready Works, of New York. He was formerly with the Westinghouse department of publicity.

Richard L. Whitton, for many years with the Thomas Cusack Company, Chicago, has been elected vice-president of the Nichols-Finn Advertising Company. He has had much experience in handling outdoor publicity.

Walter Schwartz, formerly with the Jules P. Storm Advertising Agency, has joined the Joseph Ellner Company, a service agency that does not accept commissions from any publication. Mr. Schwartz, who will devote most of his attention to the merchandising department, was engaged in active business before entering the agency field, having been vice-president of Samuel Schwartz & Sons, the art dealers.

F. W. Harvey, Jr., has accepted the position of secretary and advertising manager with the Technical World Magazine, of Chicago.

J. F. Stevens, who has been connected with the John Bressmer Company, of Springfield, Ill., for the past four years in the capacity of advertising manager, has taken a position with the H. Black Company of Cleveland.

G. P. Blackiston, advertising manager of the Berger Mfg. Co., and the Stark Rolling Mill Co., Canton, Ohio, during the past five and one-half years, tendered his resignation December 1. Mr. Blackiston now will devote his entire time to the Advertising Laboratories, Canton, which was not possible with his former connection. His successor has not yet been appointed, but temporarily R. K. Krichbaum will have charge of the advertising of these two companies.

Charles A. Tarbel, formerly of the Chicago Tribune, but now advertising manager of the May store in Denver, is about to become a benedict.

SHOULD A DOCTOR ADVERTISE?**Dr. McCaskey Says Old Traditions Are Giving Way to Progress.**

The Lancaster (Pa.) Advertising Club on Monday night was addressed upon the subject of "Psychology and Advertising" by Dr. V. W. Dippell, a professor of Franklin and Marshall College. After he had elucidated many of the theoretical principles of this vital business topic, Dr. Donald McCaskey, a country doctor with high ideals, arose and said:

"I wish that every member of my profession could have been present here tonight and heard this topic discussed in so fair and so square a manner. It would serve to add still another step in our medical advancement towards helping the public to help itself in health matters.

"The average physician believes in advertising and in psychology, and he studies both of these subjects to the best of his ability. But there comes along the old and powerful traditions of my profession against advertising. We used to discountenance and forbid anything labelled 'advertising' because it was considered nothing but quackery and fake and the vapors of the mountebank. Those were the days of P. T. Barnum and before clean brained, strong hearted students had begun to seek after the truth about psychology and its method of presentation.

"At the present time the medical profession is undergoing a change of heart. The first demand made upon a doctor is proof as to whether or not he is honest and courteous. If he is this type of a man and a scientist, his field for advertising is limited only by the boundaries of the earth, for nowadays the newspaper travels everywhere.

"Wherever a medical man can widen the scope of his usefulness by the employment of modern efficiency methods, if he is a real, earnest, red-blooded student he will take a step in advance of our grandfathers and lay hold of psychology and advertising technique in the same spirit that we have shown in applying our knowledge about bacteria, germ diseases and the prevention of illness.

"I believe with all my heart in clean cut advertising based upon Professor

Dippell's type of Psychology, and the quicker every physician in our United States learns to follow the good advertising examples of Dr. Samuel G. Dixon, our Pennsylvania State Health Commissioner, and of Dr. John B. Murphy of Chicago, ex-president of our American Medical Association, the better for the health of the American man and his wife and children."

GREELEY WASN'T IN IT.

Old time printers are never tired of telling weird stories of the unreadable handwriting of Horace Greeley. Harper's Bazaar picks up one that beats the old man out of sight:

In modern times it has been said that William Winter's copy was a task to worry even the smartest compositors, but it is said that the champion illegible writer was Joaquin Miller, the "Poet of the Sierras."

It is related that some time ago the secretary of a well-known club in San Francisco wrote to Joaquin Miller, asking him to take part in some celebration. In response to the secretary's letter came a four-page letter from the poet, but none in the club could decipher it.

There was nothing for it but to write again to Mr. Miller stating that it could not be determined whether his letter was an acceptance or a refusal, and the secretary added, to make sure: "If you will be present on the date mentioned, will you kindly make a cross on the bottom of this letter, and return it? If it will be impossible for you to appear, kindly draw a circle."

By return mail the secretary's letter came back to him, and at the bottom was the sign as he had been requested.

But it was absolutely impossible for anyone to tell whether the sign was meant to be a cross or a circle.—Chicago Press Club Scoop.

Chicago Underwriters to Advertise.

The Chicago Life Underwriters' Association is raising a fund for advertising in the local papers. The advertisements will be educational in their nature and will not advertise any special company. The copy has been prepared by the committee on publicity of the National Life Underwriters' Association.

Publisher's Representatives

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

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

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

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

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

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

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

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

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

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

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

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

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

Advertising Agents

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

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

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

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

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

GUENTHER-BRADFORD & CO.,
Chicago, Ill.

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

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

BUILD YOUR CLASSIFIED MEDIUM RIGHT

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

THE BASIL L. SMITH SYSTEM

will build for you a perfect and profitable classified medium.

Cost of our service entirely dependent on increased business.

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

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

Established 1892

DUHAN BROTHERS

Distributing
Specialists
Daily
Weekly
Monthly
Newspapers
Periodicals

WHOLESALE DEALERS IN
NEWSPAPERS AND PERIODICALS
TRIBUNE BUILDING
NEW YORK CITY

Telephone 3584 Beekman

Circulation
Builders
Bill
Posting
Advertising
Display
Periodical
Promotion

"PEACE Hath Her Victories"

THE CHICAGO TRIBUNE is more than merely a daily and Sunday newspaper.

It is an Institution.

Its success is not due to any one man's brains.

The Chicago Tribune is greater than any one individual could make it.

Tradition, heritage, public confidence never betrayed, and an unbroken record of sound business success give to The Chicago Tribune the basis of its international reputation.

As a purely business enterprise, The Chicago Tribune ranks among the first four newspaper properties in the United States. It may be first. It certainly is not less than fourth.

In morning circulation, The Chicago Tribune ranks second in the United States.

In Sunday circulation, The Chicago Tribune ranks second in the United States.

In volume of advertising printed, The Chicago Tribune ranks first among all the newspapers in the first four cities of the United States.

From its first circulation statement under the Federal laws, for the six months ending September 30, 1912, to the present time, The Chicago Tribune shows an unbroken record of steady increase that far surpasses that of any other newspaper of its size in the world.

The daily **increase** during this period was 110,000, or 50 per cent.

The Sunday **increase** during this period was 216,000, or 70 per cent.

Only about 1 per cent of all the daily newspapers in the United States and Canada have a **total** circulation as great as this **increase** of The Chicago Tribune in this comparatively short period.

The Chicago Tribune's advertising rates are exactly the same as they were at the beginning of this period.

Therefore The Chicago Tribune offers, as a **bonus** for good measure, and at no extra cost to the advertiser, as much circulation as is enjoyed as **total** circulation by any one of 99 per cent of all the daily papers in the United States and Canada.

Although the reader pays but one cent for The Daily Tribune and five cents for The Sunday Tribune, the advertiser is not asked to make up the difference.

Those who read this may ask, "What is the explanation of this tremendous growth of The Chicago Tribune in the short space of two years?"

In reply to this we may say only that the management of this paper set the target and that the organization has aimed at it ever since.

Not a single reader has been obtained through premium, contest, coupon, or any other form of bribe.

Not a single advertiser has been offered anything except the privilege of addressing Tribune readers at Tribune rates.

A combination of many minds has planned and presented feature after feature designed to attract and to hold new readers.

A combination of many minds has developed and perfected merchandising plans for the benefit of advertisers.

A steady, persistent, powerful campaign of publicity has been continued even through dull months and in these times of needless business inactivity.

This is the brief story of a successful institution. There follows some pertinent suggestions to the readers of this advertisement.

To Manufacturers, Wholesalers, Advertisers and Advertising Agents

Chicago's population is greater than the **combined** population of the following twelve great cities:

DETROIT	LOUISVILLE
TOLEDO	MEMPHIS
ST. PAUL	NASHVILLE
OMAHA	BIRMINGHAM
DENVER	ATLANTA
ALBANY	SALT LAKE CITY

According to the census of 1910, Chicago's population is also greater than the **combined** population of the following six states:

COLORADO	NEVADA
WYOMING	NEW MEXICO
UTAH	ARIZONA

Not only that, but in the territory surrounding Chicago, also served by The Chicago Tribune, there is a population equal to that of six **more** states.

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