

THE EDITOR AND PUBLISHER

AND JOURNALIST

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

Vol. 47, No. 45

NEW YORK, APRIL 17, 1915

10 Cents a Copy

LIBRARY,
OHIO STATE UNIVERSITY,

Makers of Goods for Men— This page is for you

If you had the opportunity to consult two of the leading clothing merchants in Chicago about advertising—you would probably place a good deal of confidence in their judgment.

If these merchants told you they bought more space—and bought it at a higher rate—in a certain Chicago newspaper than in any other, that would be sure proof they considered that paper the best advertising medium in Chicago, wouldn't it?

From January 1 to December 31, 1914, Maurice L. Rothschild and The Hub (Henry C. Lytton and Sons) each bought more space in The Chicago Daily News six days a week than they bought in any other Chicago newspaper in seven days.

The figures follow:

The Daily News (six days)	389,626 lines
The American (six days)	283,728 lines
The Tribune (seven days)	280,006 lines
The Examiner (seven days)	223,355 lines
The Journal (six days)	60,495 lines
The Herald (seven days)	52,314 lines
The Post (six days)	36,512 lines

These high class clothing stores (the two largest in Chicago) have found that the best way to keep their Chicago sales growing is to advertise in The Chicago Daily News.

Where do **you** advertise?

THE CHICAGO DAILY NEWS
Over 400,000 Daily

Member of Audit Bureau of Circulations

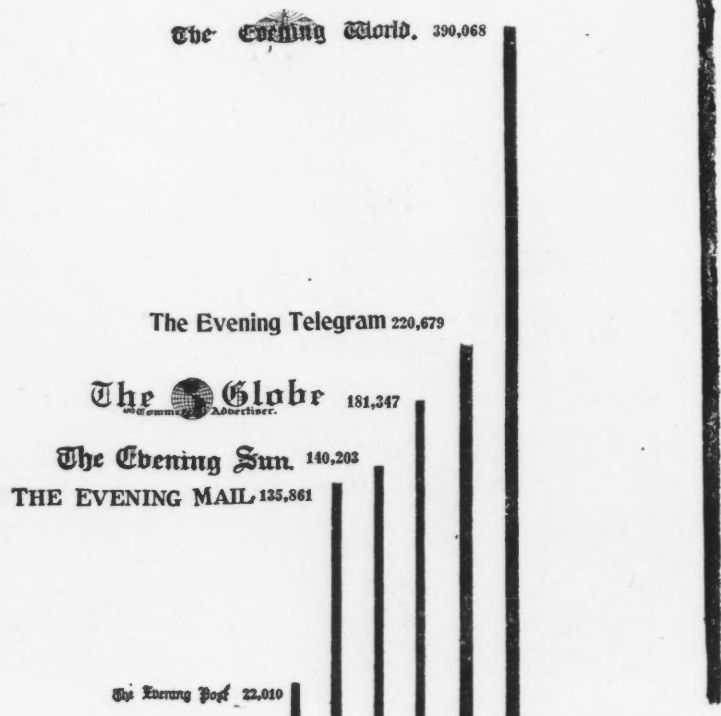
762,506

Daily Net Paid Circulation

Sworn Circulation Statements made by New York evening newspapers to the United States Government showing the net paid daily average circulation for the six months ending March 31st, 1915

NEW YORK EVENING JOURNAL

762,506



These black lines are in exact proportion and show at a glance how much larger the New York Evening Journal's Circulation really is.

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COLONEL WILLIAM R. NELSON,
OWNER AND EDITOR OF THE KANSAS CITY STAR AND KANSAS CITY TIMES, WHO DIED APRIL 13, IN HIS 74TH YEAR.

COL. WILLIAM ROCKHILL NELSON DEAD.

Owner and Editor of the Kansas City Star and Times Passed Away on Tuesday in His Seventy-fifth Year—Sketch of His Interesting Career as a Journalist.

By A. B. McDONALD.

William Rockhill Nelson, editor and owner of the Kansas City (Mo.) Star, one of the foremost journalists of the middle west, died at his home in that city on the morning of April 13, of uraemic poisoning. He had been ill since last December. His death caused profound sorrow throughout the city, state and nation. President Wilson on being informed of Colonel Nelson's death immediately sent to Mrs. Nelson the following telegram:

"May I not express my deep sympathy with you in the loss of your husband. The whole country will mourn the loss of a great editor and citizen."

During his illness Colonel Nelson gathered the members of his staff at his bedside each week for consultation. At the last meeting he discussed the fight for honest elections and told his men to keep it up no matter what happened.

MR. NELSON'S CAREER.

It was not by chance that William R. Nelson selected Kansas City as the place in which he would found a newspaper. He was forty years old when he did that. He had accumulated a fortune of \$200,000 in the building and contracting business in Indiana and had lost it, saving nothing from the wreck but a half interest in the Fort Wayne Sentinel. For two years after his fortune was swept away he edited that paper and then he saw that his future work was to be journalism. But he wanted a wider field, and, although he had only a few thousand dollars from the sale of his half interest in the Sentinel, he began casting about for a new location. He scrutinized the whole wide western field with an estimating and prophetic eye and decided upon Kansas City, which was then a muddy pioneer town without a pavement on one of its streets and with only a few plank sidewalks.

The two old and established newspapers, The Times and The Journal, were morning papers. They sold for 5 cents a copy. Mr. Nelson started an evening paper in a little upstairs room and sold it for 2 cents on the streets and delivered it to subscribers for 10 cents a week.

PAPERS SOLD FOR A NICKEL.

There were few pennies in this city then. The nickel was almost the smallest coin in use. People were in the habit of paying 5 cents for a newspaper and they were hard to break of that habit. They would hand the newsboy a nickel and walk on. Mr. Nelson gave orders that every newsboy must insist on giving change. To make that easy he imported from the mint a keg of pennies for his newsboys. He wanted to impress upon the people that for the old price of one newspaper they could get two of his and have a penny left over.

The circulation of the new paper grew but the more it increased the more money he lost, because the advertising was not coming to it yet, and he was hard pushed to make both ends meet. The paper had a circulation of 3,000 within a week. It soon grew to 10,000. The capacity of his new press was pushed to its utmost. It was a hard struggle for four years.

Then he was able to buy a new perfecting press and his future was assured.

The part The Star has played in Kansas City is the history of Kansas City. That Kansas City has become great, that it has become known the country over city streets alone The Star has devoted more space, more actual area of argu-

ment, protest, information and appeal than to any other subject.

In its first year The Star began its long, long struggle for public parks, which finally triumphed so splendidly. It demanded better city water, and got it. It was always demanding better things for its townsmen. It fought for dollar gas, and got it. It began a fight against the lottery sharks that infested this town in the early days, and ran them out of the city. It exposed and attacked the Home Co-operative companies that were defrauding the poor and put them out did not get into it until he was forty years old. By this he meant that he was not hampered by traditions, but brought

to the work the fresh viewpoint of the outsider.

At the time The Star was established the conventional newspaper was in a rut. Pulitzer had not yet gone to New York to stir up the dry bones there. Newspapers were chiefly the chroniclers of routine news. Mr. Nelson attacked the problem under the stimulus of poverty of resources which prevented him from attempting to compete with established newspapers in furnishing telegraphic correspondence.

"I had to find a substitute for news," he said. "I discovered it in reprint. It occurred to me that people wanted first to be entertained. The world was full of interesting books and magazine articles that were at our disposal. I felt that Plato, and Carlyle and Emerson might be just as good correspondents as the fellows who are sending the other papers reports of dog fights in San Francisco."

So, while The Star was accumulating resources to build up its news service—for nothing short of the best in news would satisfy Mr. Nelson—it developed its department of interesting material reprinted or adapted from books and magazines. This department has been extended to a degree that is unique in American journalism.

Matter that the conventional newspaper regards as "filler," to be stuck in when news failed, Mr. Nelson considered as highly important.

"The men are pretty apt to find something of interest to them in the news on the dullest day," he would say. "But women aren't interested in politics or sports. We are going to furnish them good reading, no matter how dull they may find the news."

As the news came, Mr. Nelson devoted himself to building up the news departments. He was impatient of the traditional ways of handling material.

"Don't get the professional point of view," he would warn his news men. "A Washington correspondent is apt to get to thinking he is a statesman. He imagines the folks back home are interested in the details of congressional affairs. They are a whole lot more interested in a fuss between the wives of two cabinet members, or in some new development in farming that a congressman from Kansas can tell them about."

He had no patience with perfunctory work of any sort, or with adherence to

(Continued on page 926.)

WILLIAM. ROCKHILL NELSON.

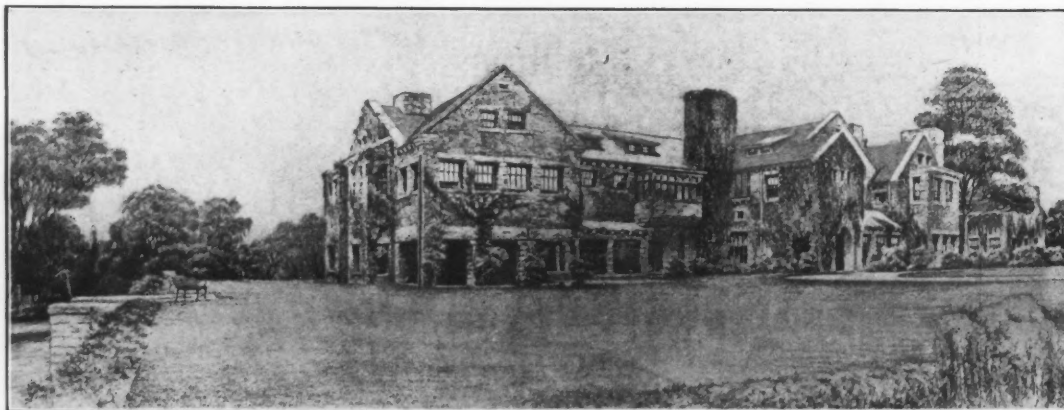
By MELVILLE E. STONE,

General Manager of the Associated Press.

William Rockhill Nelson was a Titan among the newspapermen of America. In the largest sense he was mindful of the responsibility of his position. He knew that the fathers of the republic had taken large chances in granting freedom to the press; that they were not ignorant of the menace of a licentious journalism; but, though they might have agreed fully with Franklin that strict justice required that the freedom of the club should go with liberty of the editor, after all, the merit of unrestrained discussion was undeniable in a self-governing people and therefore they gave to men of his craft, unique privilege. All this, not only claimed his attention, but mastered his whole course of conduct.

His contempt for the editorial pander was limitless. He gave no heed to popular clamor, if it represented a temporary emotion opposed to his conviction of enduring good. He was quite willing to find himself in a minority, or, indeed, to subject himself to widespread criticism, if he felt himself in the right. He had no care for the comfort of living at peace with his neighbors, if it meant that he could not live at peace with himself. He was a dauntless soldier for the public welfare.

As one who knew him intimately for more than a quarter of a century, who enjoyed his confidence, listened to his hopes and fears and was stimulated by his unwavering devotion to duty, when, all the while, there was neither bluster nor parade in anything he did, but only a set jaw, a quiet defiance of rascality, and a persistent contest against corroding conservatism, I regard his passing as a supreme public calamity. For, there is none quite like him left in the newspaper field of today.



COLONEL NELSON'S RESIDENCE IN KANSAS CITY.



You young man, keep good company by reading The New York Evening Post.

as a place of opportunity and achievement, that its squalid ugliness has been transformed into transcendent beauty—all this it owes more to the courage, the loyalty, the enterprise and constant endeavor of The Star than it does to any other agency, and it owes the Star to Mr. Nelson. We do not recall an instance in the history of the cities of the Republic where any single community stands as much indebted for its upbuilding to the civic patriotism of one man as Kansas City does to Mr. Nelson.

Beginning with its very first issue The Star was active in asserting its citizenship and endeavoring to promote the welfare of the community. Its first campaign was for traversable streets. To

of business; it went after the ten per cent a month loan sharks and eliminated them; it fought the fortune-telling frauds and the quack doctors. In all of those fights against those particular evils it was a pioneer. It was the first newspaper in this country to bar medical quacks from its advertising columns and to attack them in its news columns. It was the first daily newspaper to refuse beer and whisky advertisements in any of its editions.

Its campaigns for the betterment of living conditions, and for things that meant the advancement of the city have been too numerous to mention. Mr. Nelson sometimes attributed his success in newspaper work to the fact that he

Automobile Advertising in Pittsburgh

Is the best in the
Gazette Times—Sunday
Chronicle Telegraph—
Wednesday

The advertising and news are featured on these days and you can have the flat combination commercial rate of 22½ cents per agate line if you use the same advertisement in both papers on these days.

For further information or co-operation write

URBAN E. DICE

Foreign Advertising Manager, Pittsburgh, Pa.

J. C. Wilberding, 225 Fifth Ave., New York City, N.Y.
The John M. Branham Co., Mallery Bldg., Chicago, Ill.;
Chemical Bldg., St. Louis, Mo.



The Real Boston has a Population of 1,500,000

Comprising 39 Cities and Towns within 13 Miles of Boston

Population within 50 miles of Boston compared with other large cities :

More people within 50 miles of Boston than within the same distance of any other city in the country (except New York)

New York	7,321,485
Boston	3,470,587
Philadelphia	2,943,848
Chicago	2,843,057
St. Louis	1,228,184

(NOTE: The above figures were compiled by the Pilgrim Publicity Association of Boston)

The Boston American is absolutely supreme in this territory. The present net paid circulation of the Sunday American is over 340,000, and of the Evening American over 400,000 daily. The sworn government statement for six months ending April 1st showed 327,641 Sunday and 377,704 daily. **The circulation of the Sunday American is greatly in excess of its nearest competitor, while the circulation of the Evening American is much greater than that of all the other Boston evening papers combined.**

New England's Greatest Home Newspaper

BOSTON AMERICAN

New York Office
1789 Broadway

80 Summer St.

Boston

Chicago Office
504 Hearst Bld

COL. W. R. NELSON DEAD

(Continued from page 924.)

precedents. If news worth while was in sight he would throw all the resources of the paper into getting it. But if he felt that something else than news was of most public interest, then that was the thing that concerned him.

"I don't enjoy traveling in the well-

said, as an afternoon newspaper at 10 cents a week. When he felt that he could afford to increase the service he added the Sunday morning paper at no increase in price. A few years later he bought the Kansas City Times and made it the morning edition of The Star, still without increasing the price.

The last innovation was one of the great pioneering achievements of Ameri-

something that you consider a virtue. You have simply copied the photograph. You haven't put any life or spirit into it."

The Star was a passion with him. Nothing hurt him so much as to see it do things in a commonplace way. Nothing delighted him so much as a piece of work that showed distinction in treatment.

Three years ago he wrote his associ-

ates from his summer home in Magnolia, Mass.:

"I'm afraid I am wearying you by writing so much about details of the paper. But The Star is my life."

All his life Mr. Nelson was a builder. He built scores of houses, and he once remarked that he supposed that every year for fifty years he must have built at least two miles of rock road.

"Building houses," he once said, "is the greatest fun in the world." He was his own architect, although in the more important buildings he relied on professional architects to work out the proportions and the details.

Things that were simple, substantial and well proportioned especially appealed to him. He could not endure anything shoddy.

THE STAR'S NEW HOME.

He got his inspiration for the present Star building from the McLean home in Washington. Taking an early morning walk with a member of the staff he stopped and looked over the tapestry brick home, in the style of the Italian renaissance.

"That's what we want for our new building," he said.

He entrusted the designing of the building to an architect who worked out an adaptation of the McLean home under Mr. Nelson's supervision.

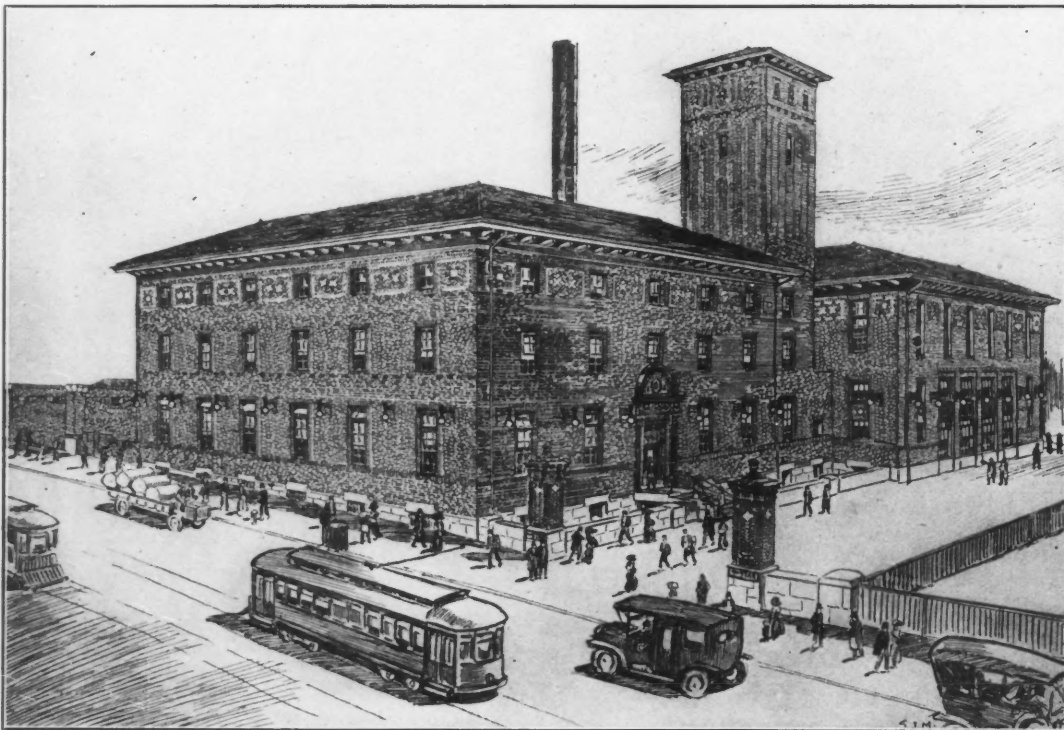
OAK HALL HIS RESIDENCE.

Mr. Nelson's home, Oak Hall, stands within grounds some thirty acres in extent, in the center of the best residence section of Kansas City. He designed and supervised its construction.

He had a great stock farm in this county with a real farm house, a low rambling one-story building surrounded with a white picket fence. His summer home was at Magnolia Beach, Mass.

Hold Up Printing Contract.

The Oakland, Cal., city commissioners have been enjoined in a Superior Court order against awarding the city printing contract to the Oakland Enquirer by Clement Miller. Arguments will be presented by council next week.



THE SPACIOUS HOME OF THE KANSAS CITY STAR AND TIMES.

trodden path," he would say. "The Star should pioneer."

If a poem of Rudyard Kipling, or a story by Sam Blythe was the most interesting thing that had come into the office that day, his instructions were to "play it up" on the first page.

STUCK TO HIS OWN METHODS.

He had the greatest scorn for the suggestion that some other newspaper handled material in another way. "What the other fellow does doesn't interest me," he would say. "Newspapers that are edited with a view to attracting attention from other newspapers are failures. We are running The Star for our readers, not for other newspapers."

The advent of yellow journalism never disturbed him, and he made no concessions to it in the way of big headlines, or comic supplements. His was one of the few newspapers in America that failed to be influenced by the new movement. He believed the movement was vulgar and bad. Over and over he declared he would quit the business before he would get out a shoddy, vulgar paper.

One night a few years ago there was a meeting of managing editors and publishers of a group of the most important newspapers in the United States. He gave them a dinner at his home. They asked him for a little talk as they sat at the table after the dessert.

"Well, gentlemen," he said, "I have one comment to make about American newspapers. The great bulk of them are allowing Mr. Hearst to edit them. They are copying his papers. Maybe Mr. Hearst had to do what he did to attract attention. But so long as I have anything so say about it, Mr. Hearst isn't going to edit the Kansas City Star."

GAVE GOOD MEASURE.

It was a sacred principle with him to give his readers more for their money than they could possibly buy anywhere else on earth. The question with him never was what he could make out of The Star, but how much he could afford to give his readers.

The Star was established, as I have

can journalism. Thirteen papers a week, delivered everywhere, for 10 cents; but the outcome justified Mr. Nelson's confidence.

The same attitude was apparent in the founding of the Weekly Kansas City Star. It was founded, not to make money, but to make a contribution to American farm life.

"I took pencil and paper," Mr. Nelson said, "and figured that we could afford to print a four-page farm weekly for 25 cents a year. Nobody else had ever done it. But I felt it was possible, that we were in a position to do it, and that we ought to do it."

ADOPTED READABLE TYPE.

Mr. Nelson's ideals of giving the reader the most possible for his money showed in all the details of his management. He felt, for example, that the size of type used in newspapers was trying on the eyes. So he discarded it and had The Star set in larger type. With the larger, brier type, he used first a style of type face that he felt was exceedingly artistic. After two or three years he decided that it was not quite as legible as a blacker type, so he threw the handsome type away and ordered the other.

For a long time he would not use illustrations in the Star because he felt a newspaper could not do them well, and he never was for doing anything he could not do well. But finally he decided on the use of line drawings. Other newspapers gradually adopted the mechanical form of reproduction of photographs known as half tones. This process was vastly cheaper than the one The Star was using, but Mr. Nelson would not consider it, for two reasons: In the first place the half tone is likely to smear and blur in the rapid printing, and in the second place a mechanical reproduction never interested him.

THE STAR HIS PASSION.

A young artist once brought him a painstaking copy of a photograph he had made. Mr. Nelson spoke kindly to the young man and then said:

"The great fault with your work is

An advertising service—

- as big as the Equitable Building
- as fine as the Woolworth Building
- as complete as the Hotel McAlpin
- as effective as Madame Helena Rubinstein's "Valaze" Complexion Specialties
- as interesting as the Fifth Avenue Restaurant
- and as far-reaching as the Pathé Frères Phonograph Company

Note—These are more than idle similes—they are references to the work we have done for several of our numerous clients.

Your proposition cannot be too big or too small for us.

HUGH McATAMNEY CO.

GENERAL ADVERTISING

WOOLWORTH BUILDING

NEW YORK

The New York Times
Has Ordered
TWO
Scott Offset Web Perfecting Presses

Progressive Publishers are interested
in Modern Efficient Machinery

May we have the pleasure of
Showing You?

WALTER SCOTT & COMPANY

DAVID J. SCOTT, General Manager

Plainfield, New Jersey, U. S. A.

NEW YORK OFFICE

Metropolitan Building, Madison Avenue and 23d Street

MANUFACTURERS OF

**SCOTT MULTI-UNIT, SPEED KING AND OTHER
NEWSPAPER PRESSES**

Also Modern Stereotype Machinery

NEWSPAPER ADVERTISING'S GREATEST MENACE

An Alarming Situation That Confronts American Publishers—The Manufacturers' Coupon Evil Threatens to Deprive Newspapers of Millions of Dollars' Worth of Advertising This Year and Next—Many Contracts Now Being Canceled Because of Cost of Premiums.

It is unfortunate that, just at the time when the entire country is awakened to the value of newspaper advertising and the newspapers are beginning to come into their own as mediums for national advertisers, the country should show signs of going crazy on the free coupon scheme.

It is equally unfortunate that the publishers of the daily papers seem to be entirely unconscious of, or indifferent to, how great a calamity the general use of the coupon will be to them. The fact that a number of the largest advertisers in the United States, using daily paper space, have, within the last three or four months, changed their entire plan of action and canceled their newspaper advertising in order to spend the money on coupons seems to have no significance as yet to the newspaper publishers. Is it because they are asleep, or is it because they are indifferent to the future of newspaper advertising?

There might be some saving grace to the situation if the revenues lost to the publishers through the substitution of premium coupons for advertising resulted in any fundamental economy to the community.

ADVERTISING SUPPORTS MANY PEOPLE.

Advertising expenditures are greatly diversified and support many thousands of enterprises and tens of thousands of people.

Advertising is a staple industry and, as such, plays a legitimate part in the maintenance of general prosperity. It is based on sound economic laws. It reduces the cost of articles through reducing the costs of distribution and selling.

Premium coupons, on the other hand, only enrich a few. The profits to those who operate them are out of proportion to the services rendered. The consumer believes that he is a gainer in every transaction giving him a coupon to the extent of the value of that coupon. This seems to be all right from the standpoint of the individual, but collectively the coupon-taking consumer pays a large price for every thing he gets.

Advertising is an educative force of infinite benefit to the individual. The coupon has no teaching value to any one.

Advertising is a constructive force. The coupon is an ever cumulative drain, and economists have recognized it as such to the extent of pressing legislation for its prohibition. Who would ever think of legislating advertising out of existence.

NO ROOM FOR BOTH.

Just to the extent that this coupon scheme succeeds will newspaper advertising diminish. There is not room for both, despite the alluring arguments of the coupon men. If the coupon is go-

ing to be a world-wide success—and there is every indication that it will be, unless something is done to curb it—then the advertising of general advertisers in newspapers will be a failure so far as volume is concerned.

Newspaper advertising, unfortunately, cannot compete with the coupon with the mental attitude of the American people as it is today. Getting something for nothing is an argument which the public cannot withstand, and the newspaper publishers and owners will be the only losers.

To one standing where he has a view, more or less extended, of the entire battle line, the progress of that battle is far more plainly seen than by the individual leader of one company in the ranks. The latter may see single men drop out now and then but he does not comprehend the entire battle line as thoroughly as one who observes the contest from some point of wide observation.

THE GENERAL SITUATION.

A single publisher interested in the success of his own medium may lose a contract here and there on account of the use of coupons, but he does not appreciate how many contracts are being lost and how great a volume of advertising is being withdrawn from the daily papers unless he is in the position of a general agent, dealing with a large number of accounts, who sees these accounts wavering as between newspaper advertising and the coupon business, or going over wholly to the coupon business and withdrawing from all newspaper advertising.

We are firmly of the belief that the most serious disaster threatens newspaper advertising unless the publishers themselves awaken to the danger involved and co-operate in prompt and effective measures to combat the coupon scheme.

There has already been considerable over a million dollars, which it was planned to place in the newspapers this year, thrown into the coupon business.

THE THREE AVENUES OF EXPENSE.

A manufacturer has just three avenues of expense—his raw material, his manufacturing and overhead and his advertising. His expenditures for raw material are flexible, depending entirely on the orders which he has for manufactured goods. His expense of manufacturing and overhead is more or less flexible and may be loaded, if necessary. His expense for advertising cannot be loaded with the expense of both newspaper and magazine advertising and the coupons. It must be either one thing or the other.

The man is asleep or dreaming

who does not realize the tremendous growth of the coupon business. If my statement is true—and who can doubt it—that no considerable advertising account can stand both coupons and advertising, then the conclusion must be that as the coupon business increases in volume, the newspaper advertising must decrease.

The A. N. P. A. is to hold its annual convention in this city next week. There is certainly no topic that can come before it that demands as earnest, thoughtful attention as this coupon scheme which endangers their prosperity, far more than their labor troubles, the price of white paper, or any other subject. The publisher who has not awakened to this fact owes it to himself and to his stockholders to study the question with a view of informing himself as to just what his chances for prosperity are going to be if 30, 40, 50 or 60 per cent. of the general advertisers in his paper withdraw their advertising within the next year or two and spend the money in coupons.

STRENGTH IN UNION.

We fully realize that no one publisher can accomplish much. Some statesman has said that there is strength in union, and if the publishers of the daily papers in the United States will get together and work as a unit in an effective campaign to neutralize the effect of this coupon craze, they are not only going to save themselves money losses but are going to enable their newspapers to share in the large volume of advertising which was turning toward them as legitimate avenues of publicity.

No one who has studied the trend of advertising within the last two or three years can have failed to notice that the newspapers and weeklies were coming into their own. Will the newspaper publishers awaken to the situation or will they remain indifferent to it?

The Curtis Publishing Company has achieved its great success not only because of its superb business management, but largely because it had the foresight to see and the nerve to carry out the policies that were best for the advertiser. Their administration of not only general affairs but affairs relating distinctly to advertising has been such that every publisher could, with credit and profit to himself, model his actions after theirs. This company has realized what the growth of the coupon business means and has come out squarely and fairly on the platform that no advertising of coupon schemes will be admitted in their columns. Here is an example which every publisher can do well to consider. Will they do it?

The Editor and Publisher Co.

and expects the attendance to break all previous records.

The midsummer meeting of the Kentucky Press Association will open at Olympian Springs, Ky., on June 14 and will last through the week.

The fourth annual meeting of the Ozark Press Association will be held at Joplin, Mo., June 11 and 12.

Cut Your Overhead Expenses

by using our Daily and Sunday high-class COMIC MAT SERVICE 7-COLUMN STRIPS, half and full page Sunday Comics; key or color mats.

Want proofs?

World Color Printing Co.

R. S. Grable, Mgr.

Established 1900.

St. Louis, Mo.

Educate Readers to Read Classified Advertising

I have some hundreds of original educational ads, specially prepared for the quick education of readers of newspapers to read classified advertising. I would like to make sale of these to a large newspaper desiring to inaugurate a year's campaign in the education of its readers along the classified line. Will forward sample copies of ads. Address 1405, Care The Editor and Publisher.

ATTENTION

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

Address

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

Sport Service

Everything for Your Sport Page
News Pictures
Letters Box Scores

DEMAREE CARTOONS

Write or Wire for Samples and prices

International News Service
238 William St., New York City

USE UNITED PRESS FOR Afternoon Papers

General Offices, World Bldg., New York

PRESS ASSOCIATIONS.

The Louisiana Press Association will hold its thirty-sixth annual meeting in Monroe, La., on June 8, 9 and 10. William E. Krebs, president of the Association, is preparing an attractive business, literary and social program for the meeting.

The Florida Press Association at its annual meeting, held at Miami, Fla.,

March 26-28, elected the following officers for the next year: C. O. Codrington, president, Oscar T. Conklin, vice-president, J. W. White, treasurer, and T. J. Appleyard, secretary.

The Oklahoma Press Association will hold its annual meeting at Guthrie, Okla., on May 7 and 8. Edgar S. Bronson, secretary-treasurer of the Association, has charge of the arrangements

Marvelous Growth in Circulation Daily Globe - Up 70,112 Copies Sunday Globe Up 13,427 Copies

The figures taken from the Globe's sworn reports to the government required by the Act of August, 1912, printed below, explain themselves:

(From Sworn Statements to Government.)

		NET PAID DAILY GLOBE	NET PAID SUNDAY GLOBE
Six Months Ending March 31, 1914	- -	156,711	276,010
Six Months Ending Sept. 30, 1914	- -	209,486	279,583
Six Months Ending March 31, 1915	- -	226,823	289,437

Net Circulation of the Globe for March, 1915:

		DAILY GLOBE	SUNDAY GLOBE
Net Paid	-	232,088	293,638
* Unpaid	-	4,515	2,775
Total Net	-	236,603	296,413

*Papers distributed to advertisers, employes, etc.

In considering the Boston Field, please note that the Globe offers advertisers a worth-while, concentrated circulation in the homes of the best people in all walks of life. To cover the Boston field, mark the Globe, Daily and Sunday, No. 1 on your list.

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

IN PITTSBURGH

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

The Post and The Sun WHY?

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

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

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

Pure Food Atmosphere
Promotes Sales

TRENTON TIMES

Two Food Feature Pages
EVERY THURSDAY

Whets the Appetite of Our
100,000 READERS

2c. The Only Evening Paper
KELLY-SMITH COMPANY
228 5th Ave., N. Y. Lytton Bldg., Chicago

THE
Beers Advertising Agency
OF HAVANA AND NEW YORK

is
"SPECIALIZING"

on
"Latin-American" Ads.

A' TOP O' THE WORLD

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

NEWSPAPERS IN GENERAL seem to be unanimously of the opinion that the premium scheme is "bad business" for retailers, and, because they have not gone deep enough into the psychology of the thing, do not understand that premiums are good for one store in a community.

Two instances of "stamps" will illustrate this contention. In St. Louis, Mo., the May Company, doing business under the name of The Famous Barr Co., give stamps. They are their own stamps, made and controlled by The May Company. They are, in turn, sold generally throughout the city of St. Louis, to the little fellows—grocers, bakers, butchers and small shopkeepers—making each one of them boosters for the May Company.

Not only is the stamp company a money maker for the May Company, but these stamps serve as splendid business getters, bringing trade from all over the city.

As for the small dealers who give out these stamps, they pay from two to five per cent. of their gross for the privilege of sending customers to the May Company, taking business away from their more immediate neighbors and sending it downtown.

This is an excellent example of profit as applied to private stamps.

Now, as to the S. & H. stamps. In Union Hill, N. J., the S. & H. stamps were very strong at one time. A premium station was established in A. Holthausen's store. The management wisely gave this exhibit space on the top floor, compelling stamp collectors to go the entire length of the first floor and a good way along the third floor to reach the parlor. This means that all the stores that used stamps fed the Holthausen store, and Carl Holthausen, the proprietor, not only saw to it that there was constantly a tempting lot of merchandise displayed along the aisle to the elevator, but went to the trouble and expense of delivering premiums free, although that service was not stipulated in the contract. This extra courtesy naturally made friends for Holthausen's store and friends turned into customers. But the plan raised merry hell with the other stores, and now the most of them have cut out the stamps, realizing that they were sumps for acting as feeders for the one store.

At that, practically half of Holthausen's advertising expense is for stamps. The money is, of course, taken from the advertising appropriation that otherwise would go to newspapers.

It is like any other premium proposition. It is good for a few, but very bad for the majority, and, in the end, it is a cinch that the stamps and premiums must be paid for by somebody.

* * *

THE FAILURE OF GREENHUT'S and the going out of business of the Simpson-Crawford store, which were announced in the New York daily papers last week, mark the wind-up of Sixth avenue, once the most prominent retail shopping street in America.

It is interesting to note that these two stores are similar in many ways, and the parallel shows, too, that there is a great deal more truth than poetry in the old saying, "Give a dog a bad name and hang him."

Both stores are located on Sixth avenue, within two blocks of each other, in the one-time center of the retail district.

Both stores were handicapped by having been associated with Henry Siegel, the discredited and deposed merchant prince whose failure shook the very foundation of merchandising, a little over a year ago.

Greenhut's formerly had Siegel's name over the door, and the daily press stated that this was one of the causes for the loss of business and prestige.

The Simpson-Crawford store, in addition to having the Siegel brand stamped on it, was further handicapped by a Clafin connection.

The two stores were two of the heaviest advertisers running in the New York papers, both being users of large space and frequent insertions.

Both stores have recently been written up by Samuel Hopkins Adams in the New York Tribune, and publicly branded as fakery, although the revelations of Mr. Adams were not particularly newsy—merely confirming what has been considered common information.

Both stores vainly attempted to stem the tide, not only of moving into uptown locations, but the tide toward better ethics in storekeeping and advertising.

It is also interesting to note that Greenhut's is probably the greatest distributor of trading stamps in the country, and that the vaunted potency of stamps as a business getter and holder gets an emphatic black eye.

Perhaps there are those who will say that there were other causes for this upheaval, and perhaps they are right; but neither big newspaper space nor trading stamps were potent enough to stem the tide of enlightenment which is so surely invading every avenue of commerce.

* * *

A BIG SHOE MERCHANT OF NEW YORK tells us of what he calls a piece of bone-headed business of which he was guilty, and uses the story to emphasize his contention that there is no such thing as "regular value" as far as shoes are concerned.

Through years of careful watching he had built up a reputation on shoes at \$5. People who bought came back for more, and the business grew splendidly.

About four years ago market conditions changed so much that it became necessary to readjust things. The shoes could no longer be sold profitably for \$5.

He debated between raising the price to \$5.25 or \$5.50 and the other alternative of making the shoes meet the established \$5 price.

Price won, and the line was cheapened sufficiently to meet changed market conditions.

The answer is that his \$5 shoe trade is getting to be more of a memory than anything else. His \$5 shoes are no longer occupying the high place in the minds of his customers that they did, and the customers are not nearly as numerous as they once were. He wishes, now that it is too late, that he had kept the standard up and let the price adjust itself. You can't fool all the people all the time.

More and more merchants are being impressed with the fact that the "short cuts" hitherto so commonly employed in getting business are dangerous, and that, while it is true that "the quality is remembered long after the price is forgotten" it is also true that it is as important to maintain a standard as it is to create one, and that a black eye is more noticeable than a smile of satisfaction.

460 Daily Newspapers

are profiting by the use of
WINTHROP COIN CARDS

Less trouble to collect small amounts due.
Remittances made more promptly.
Loss through failure to collect reduced to a minimum.

A letter will bring prices and details.

THE WINTHROP PRESS
141 East 25th Street New York City

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

PUBLICITY MEN

Who want to cover the Middle and Southern states BEST always use our clipping service. It's prompt, thorough and discriminating. Special rates to advertising agencies. Mailing lists furnished.

THE CENTRAL PRESS BUREAU

Pittsburgh, Pa.

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.

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

"One paper in the home
is worth a thousand on the highway"

THE EVENING MAIL

goes into the home. Its readers have confidence in it and in the advertising it prints, which is one reason why advertising in its columns brings ready results.

THE EVENING MAIL
263 Broadway, New York

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

GOVERNMENT NEWSPAPER CIRCULATION REPORTS
THROW LIGHT ON THE

Hartford, Connecticut, Situation.

Space buyers who measure values by federal government circulation reports will find much of interest in the figures below:

PERIOD OF REPORT.	DAILY AVERAGE FOR SIX MONTHS.		
	Times.	Courant.	Post.
April to October, 1912	20,193	15,098	14,295
October to April, 1913	21,381	14,977	14,789
April to October, 1913	21,647	15,787	12,693
October to April, 1914	22,372	15,746	12,629
April to October, 1914	22,791	16,721	13,113
October to April, 1915	23,901	15,984	10,121

Thus in a period covering three years the following results are uncontroversial:

- The Times gains... 3,708 or 1,236 each year.
- The Courant gains.. 886 or 295 each year.
- The Post loses 4,174 or 1,391 each year.

The record for the six months ended April 1, 1915, shows a gain for The Times of 1,110 copies; a loss for The Courant of 737 copies and a loss for The Post of 2,992 copies.

Pre-eminence of
The Hartford Times.

The handsome gains made by The Hartford Times, which sells for 3 cents, are in keeping with the paper's recognized pre-eminence in its field. The record of The Times for many years back shows the same steady and substantial increase.

The Times is the only Hartford newspaper holding membership in the **Audit Bureau of Circulation** and the only paper to grant repeated unconditional audits of its circulation to any and all interested parties—the findings of which have been published broadcast.

KELLY-SMITH COMPANY
Foreign Representatives

NEW YORK,
220 FIFTH AVE.

CHICAGO,
LYTTON BLDG.

The Truth About Tacoma

The Perkins newspapers have not
they guaranteed advertisers, but more

HERE ARE THE

The Tacoma Daily News

Evening

22,576 NET PAID

Daily average for 1914

This is virtually as large as the
combined circulations of all other
Tacoma Evening Dailies.

The Tacoma Daily Ledger

Morning

22,286 NET PAID

Daily average for 1914

This is practically as large as the
combined daily circulations of all
other Tacoma newspapers except
the News.

Three Great

The Ledger and The News are pre e

FIRST in Quality

FIRST in Quantity

S. A. PERKINS, Proprietor

VERREE & CONKLIN, Inc.,

New York and Chicago

Newspaper Circulation

only all the circulation than they guaranteed

FIGURES

The Tacoma Sunday Ledger

Sunday

29,107 NET PAID

Sunday average for 1914

This is more than double the circulations of all other Tacoma Sunday newspapers.

Here Are Some Facts

The Tacoma Daily News has almost as much circulation in **Tacoma and suburbs alone** as the **combined total circulations** of all other Tacoma evening newspapers.

The Tacoma Sunday Ledger's country circulation is more than **four times greater** than the **combined country circulations** of **all Tacoma newspapers**, eliminating The News.

It is impossible to cover Tacoma and Southwestern Washington without using The Ledger and The News.

Space-buyers are urged to carefully analyze the official auditor's report of the Audit Bureau of Circulations on Newspaper Circulation in Tacoma, Wash., covering the year 1914.

Factors

eminent in their field

FIRST in Prestige

ELLIOTT KELLY, General Manager

Special Representatives

WHAT'S THE MATTER WITH BUSINESS?

Retail Merchandising Conditions Analyzed by Men Who Are in a Position to Know—Observations Made by Big Merchants Vitally Interested in Retailing.

THE failure of Greenhut's big store and the announcement of the retirement of the Simpson-Crawford stores last week gave a fresh impetus to the question: "What's the matter with business?"

Is it hard times? Is it the loss of the power of advertising? Is it a too keenly organized competition? Something is surely wrong! What is it?

A representative of THE EDITOR AND PUBLISHER has canvassed the situation, has interviewed merchants and collected information which, to say the least, is very interesting.

Getting a man to talk and getting his permission to be quoted are two distinctly different things, and, with the exception of Captain B. J. Greenhut, who placed no restrictions, these quotations will necessarily have to be anonymous, although they are all authentic and from men whose prominence in commercial life make them very valuable.

CAPTAIN GREENHUT'S VIEWS.

Captain Greenhut, upon being questioned, said: "As far as we can determine, it is retrenchment on the part of the buying public. Statistics show that we are making as many sales as ever, and our delivery department shows no falling off in the work, but the amounts involved are smaller. That means, of course, that expenses are just as high and receipts lower."

Asked whether, in his opinion, the power of advertising was waning, he said that, in his opinion, advertising, especially newspaper advertising, is as powerful as ever, particularly in its appeal, and that the reason for any falling off in returns, if there is any, is the general retrenching policy of the buying public.

"In my estimation," he said, "advertising is like religion. You have to have faith, for it is practically impossible to trace results."

"We have tried running ads and then practically hiding the merchandise, compelling the customer to ask for the goods. This did not pay. Now we invariably do everything possible to help the advertising move the goods. The merchandise is displayed prominently and counter tickets direct attention to it. How are you to determine whether the customer comes to the counter in answer to the ad or in passing is attracted to the goods by the display and cards."

"We do believe, however, that advertising is profitable, and that the newspapers are doing their work."

Asked as to the condition of the market at the present time, he said: "There are lots of goods to be had, plenty of goods and prices are very low."

ANOTHER VIEWPOINT.

Another prominent merchant and one whose business has been hit, and hit hard, has evidently gone deep into the why and wherefore of things as they are, and who does not care to have his name used, said:

"One big reason for the condition of things is the uptown movement of retail business in New York. Sixth Avenue and Twenty-third Street, a few years ago considered impregnable as a retail district, are dead and done for."

"During the last two years this district has lost the trade of from 500,000 to 750,000 shoppers who were accustomed to buy on Fourteenth, Twenty-third Streets, Broadway and Sixth Avenue daily. How? Let me show you."

"There was the 14th Street Store doing \$4,000,000; O'Neil-Adams Co., \$7,300,000; McCreery's, \$3,000,000; Stern Bros., \$8,000,000; Lord & Taylor, \$8,000,000; Akin, \$1,000,000, and Kesner, \$2,500,000. That is a list of the big department stores that were in this district two years ago, and are not here now. That represents a business of \$33,800,000—either gone further uptown or gone out of business entirely."

"Investigation shows that the Hudson tubes, going to New Jersey, showed a loss in sales in stations below Thirty-fourth Street last year of 400,000 tickets, as against 1913 sales, and that the elevated road's loss of sales was 700,000 for the same period. This, of course, does not indicate a falling off of business for these people, but shows that the traffic is going elsewhere, in other words further uptown."

NEW DOWNTOWN STREET.

"My opinion is that Thirty-fourth Street is to be the one big cheap merchandise street. By that I mean the so-called popular-price merchandise, and that the class stores are to all be located north of that street. Below Thirty-fourth Street real estate values have fallen fully 50 per cent., and I have grave doubts as to any one's ability to realize 50 per cent. of the valuation placed on property even five years ago, in case of a forced sale."

"However, all of the loss of business has not taken place below 23rd street. From data I have been able to gather I don't believe more than three big department stores made any money last year."

"I may be wrong, but in my estimation the big department stores have reached their zenith and are now on the down grade. Smaller specialty shops are to take their places."

BIG STORES GOING BACK.

"Competition has been so keen, business has been gone after so hard that people have turned away from the big stores to the smaller places."

"Of course there always will be a few big stores, exceptions to prove the rule. There will be a Marshall Field & Co. and a Timothy Eaton & Co., but the department store has seen its best day."

"Another reason for this is the terrific and even increasing expense of doing business. I can remember, and not a great many years ago, either, when a business could be run on a 15 per cent. overhead. Now many stores are compelled to figure on 30 per cent., and that is prohibitive, for, with such an overhead, the smaller shop can undersell, and still make as much money."

As for advertising, it pulls, of course, but advertising, too, is in stringent competition with other advertising and the advertiser has to fight harder for business."

FROM ANOTHER ANGLE.

Another prominent authority, who also refuses to be mentioned by name, said: "To me it looks like an effort on the part of Greenhut's to wind up their business affairs in that locality, and possibly reopen north of 34th street. They can't help but see that they are out of the running, and must get into the neighborhood where business is."

"Of course there always will be what are called 'neighborhood stores' in that territory—comparatively small places, catering to the great East Side, but it looks like optimism far above my conception to imagine that that district will ever be considered as a business district."

"It is estimated that fully 30 per cent. of the purchases made in department stores are returned, for one reason or another. Just think of the expense that means for the storekeeper. Goods are sold, delivered, returned, replaced in stock, all of which means expense as well as deterioration in the value of the goods. Merchants vie with each other in extending courtesies, and such courtesies must be paid for by adding to the cost of the goods."

"If the merchants would agree on a policy and stick to that policy they could benefit themselves immensely."

"Advertising is doing its work splendidly, but it is not being backed up with equal efficiency in other branches of retail storekeeping."

PERNICIOUS LEGISLATION.

Pennsylvania Newspaper Publishers Urged to Fight the Passage of Several Bills.

The Pennsylvania Associated Dailies have issued to their members under date of April 2 a bulletin calling their attention to a number of bills affecting their interests and urging them to see their Senators and Representatives forthwith and ask support and influence for or against the measures.

One of these requires all legal advertising to be published in German, Italian and Yiddish newspapers.

Another is designed to establish legal journals in all counties of 100,000 inhabitants or over.

The Law Editors' Association declares this to be unnecessary legislation. They contend that in large counties, where there are cities like Philadelphia, Pittsburgh and Scranton, where legal advertising is required to be published in any one of many general newspapers, that only such notices as are required in court proceedings should, upon approval of the courts, be published in some one law journal to inform the lawyers, who have as clients the entire population of the larger counties, of court matters; and to facilitate the examination of these notices instead of compelling the attorneys to keep on file and read all of the many newspapers, published for large populations, in search of a notice required by law to be published. This prevents the misuse of legal advertising by hiding it in some publication

which the advertiser knows will not reach the party whose rights are affected.

In the smaller counties where there are but three or four general newspapers, this condition does not exist and the courts have full authority to order advertising in such legal papers without legislation if the lawyers and their clients wish it. In most counties of 100,000 inhabitants there is not enough legal news to make a periodical practical or useful.

A third bill affects Allegheny County newspapers only. The daily newspaper publishers are opposed to it because it changes all existing laws giving each county official, whose office may be required to do official advertising, the authority to place it where the public will be best served, and puts it up to the county commissioners to take bids and let contracts for all county advertising to the publisher who will bid the lowest rate per thousand circulation per agate line.

A fourth bill (Senate 555) provides for what the members declare is practically confiscation of private formula and process of manufacture of all advertised package medicines, which bill undoubtedly is backed by the doctors' trust and is not in the interest of the people or newspapers.

Senator Pink of Cincinnati has introduced a bill in the Ohio Senate relating to public advertisements, making 240 ems of plain solid matter a square. Three hundred ems is now regarded as a square.

"Net" means NET with at least one Brooklyn paper.

damages for the sinking of the Ameri-

THE STANDARD UNION

BROOKLYN, N. Y.

WILLIAM BERRI

FRIDAY EVENING, APRIL 2, 1915.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., OF THE STANDARD UNION, PUBLISHED DAILY AT BROOKLYN, N. Y., REQUIRED BY THE ACT OF AUGUST 24, 1912.

Editor—J. A. Halton.
Managing Editor—Theodore Bosshard.
Business Manager—H. L. Bridgman.
Publisher—Brooklyn Union Publishing Company.

Owners—(Stockholders holding 1 per cent. or more of total amount of stock)—William Berri, Standard Union Office.
Known bondholders, mortgages, and other security holders, holding 1 per cent. or more of total amount of bonds, mortgages or other securities—William Berri, Standard Union Office.

Average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date of this statement, Oct. 1st, 1914, to April 1st, 1915, Daily, 61,390 NET Sundays, 65,551 NET.

H. L. BRIDGMAN,
Business Manager.
Sworn to and subscribed before me this 1st day of April, 1915.

J. E. BEACH,
Notary Public.

Prize ordinance, and

Daily - - - - 61,390 net
Sunday - - - - 65,551 net

"Quantity" is thus proved. And about "Quality"? Well, Mr. John Wanamaker has renewed his contract with the Standard Union for another five year term.

While in New York for the
Convention make a note:

Look into this new circulation-bringer

During the Convention, *EVERY WEEK* will be at home in Rooms 138-139 Waldorf Astoria. You are cordially invited to walk in and ask us a lot of questions.

If you are casting for the circulation hook that will hold your readers tight year in and year out, we can show you more proof in five minutes that *EVERY WEEK* is that "hook" than we could write you back home in a volume of letters.

Every Week

3¢

THE FIRST ILLUSTRATED 3 CENT WEEKLY IN AMERICA
(Out May 1st, with a flying start)

Our arrangements with the Associated Sunday Magazines gives us rights to print simultaneously any Associated Magazine features. So much for a starter. In addition, *EVERY WEEK* has an independent character of its own—differing in editorial policy from any national weekly now published, and setting a new price standard of 3c a copy.

Papers who tie up to *EVERY WEEK* immediately put their own fence around it. Nobody else in their territory has a look-in. It automatically becomes that paper's own property—and can be used as a Sunday or week-day feature as preferred.

EVERY WEEK'S human appeal to all classes of readers should settle circulation worries for all time. It is gotten out with that end in view.

We say *EVERY WEEK* is tuned to a new note. It is.

It is written, edited and aimed at busy Americans who have no time for long reading sessions—readers who want much and want it quick.

EVERY WEEK'S short stories boil down to one **real** one each issue. A six-color cover, a mystery-serial—photographs of live happenings the world over—special articles by well known authorities—double trucks of pictures—breezy short articles captioned to arrest attention—these, and more, make *EVERY WEEK*

A CIRCULATION WHETTER
A CIRCULATION GETTER
A CIRCULATION HOLDER

Applications for *EVERY WEEK* Service are coming in fast. Better get a refusal for your paper while you are here in town. Rooms 138-139 Waldorf Astoria.

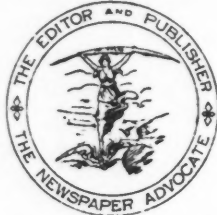
EVERY WEEK CORPORATION
52 EAST 19TH STREET, NEW YORK

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, Beckman
4330 and 4331.



The Journalist, Established 1884; The Editor and Pub-
lisher 1901; The Editor and Publisher and Journalist, 1907.
James Wright Brown, Publisher; E. D. DeWitt, General
Manager; 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 221.

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

See Publisher's announcement for subscription and adver-
tising rates.

New York, Saturday, April 17, 1915

THE THREATENING COUPON EVIL.

That a very serious situation confronts the news-
papers of the country is shown by an article printed
elsewhere in this issue. Attention is called to the
coupon evil which, if unchecked, will deprive the
publishers of this country of millions of dollars'
worth of advertising revenues unless something is done at
once to check its growth. Thus far this year the
loss amounts to more than a million dollars.

No topic that will come before the convention of
the American Newspaper Publishers' Association
next week, is so important as this subject of cou-
pons, because the publishers can ill afford to have
their advertising revenues still further reduced at
this time when they are just recovering from a
financial depression that has seriously crippled their
business. A committee should be at once appointed
by the association to devise ways and means to put
a check to the spread of the coupon craze.

Perhaps the most notable event the past week in
the fight against coupons is the following announce-
ment made by Marshall Field & Co., of Chicago,
the largest department store in the world:

Coupons packed with merchandise do not in any way add
to the value of such merchandise.

We have therefore decided that after our present stocks
containing profit-sharing coupons are exhausted our retail
and wholesale business will not carry any merchandise
that would involve us in the distribution of profit-sharing
coupons, as the principle would be contrary to the long-
established policies and ideals that have built up our in-
stitution.

We recommend that every retail merchant give serious
consideration to the question of taking action along similar
lines, as we believe that it will be decidedly in the interest
of better merchandising.

The company declares it has been in the process
of building for fifty years, and that it has been
trained to study the many intricate phases of mer-
chandising to the end that the buying public could
obtain the highest degree of service in the mer-
chandise purchased, and that the fulfillment of this
idea has developed the great confidence the public
has in the ability and integrity of the organization.

The stand taken by this great establishment will
doubtless be followed by many other retail con-
cerns throughout the country. Manufacturers will
soon find that they are standing in their own light
when they pack the so-called "profit-sharing" cou-
pons in their products and in self-defense will be
compelled to throw them out.

The publicity that has been given of late to the
entire premium scheme has opened the eyes of
the people to the trick that has been played upon
them by the manufacturers, and they are now de-
manding that the prices placed on their purchases

shall be in accordance with their real value and
not include an additional charge for so-called
"dividends" or presents for which they pay much
more than they are worth.

THE PASSING OF COL. W. R. NELSON.

In the death of William Rockhill Nelson, owner
and editor of the Kansas City Star, which occurred
on Tuesday, a great journalistic light went out. No
man engaged in newspaper making west of Chicago
has done more than he to uphold the highest ideals
of the profession.

Mr. Nelson was big in brain and in body. He
made the Star the leading newspaper of Western
Missouri, of Kansas and of the neighboring States.
His dominant personality was stamped upon its
pages just as Dana's personality was stamped upon
the pages of the New York Sun. The Star was
Nelson and Nelson was the Star. A Republican in
politics he refused to be led by the nose by any of
the party's bosses. His independence was indicated
by his support of Grover Cleveland, a Democrat, for
President and his advocacy of Roosevelt's election
on the Progressive ticket. He never sought or de-
sired preferment at the hands of the Government
and was never a candidate for any political office.

When offered the position of Ambassador to
France by both Roosevelt and Taft Colonel Nelson
said he was satisfied with his present job as he re-
garded himself as holding a place of greater responsi-
bility and usefulness than any within the gift of
the President or the electorate.

He was a man of generous impulses and gave
thousands of dollars each year for the relief of the
city's poor in his own quiet way. One cold winter's
night he distributed 2,000 big warm blankets among
those who needed their extra warmth. Few of the
Star's readers ever heard of these benefactions.

The passing of such a vigorous, aggressive and
public spirited personality as Colonel Nelson is a
serious loss to journalism because men of his type
are already too few in number.

WHERE CO-OPERATION WON.

The power of the press has long been a favorite
theme with after-dinner speakers and commence-
ment-day preachers. They delight in flights of ora-
tory over the achievements of the newspaper in
arousing and directing public opinion and in bring-
ing about great social and political reforms. To
many of us who have been engaged in journalism
the greater part of our lives much of what is said
on these occasions is, to speak plainly, nothing but
"bunk," and is uttered for the sole purpose of secur-
ing space in the newspapers, the next day, which
would never have been given had they talked upon
another subject.

Journalists everywhere have, we believe, a pretty
fair conception of the power that their position as
editors places in their hands, and of the responsi-
bilities that it entails. That they do not use it for
personal or financial aggrandizement is one of the
marvels of the business world in the eyes of men
engaged in other occupations. The average jour-
nalist is usually modest, not given to boasting or
taking to himself undue credit for the achievements
of his newspaper.

But once in awhile when the press accomplishes
something really worth while, something that greatly
benefits those who, from circumstances or environ-
ment, need help, the hearts of newspaper men beat
more quickly and their breasts swell with honest
pride at the thought that they had a part in it.
One of the most notable instances of this character
is the newspaper campaign in behalf of the widowed
mothers' pension bill.

The father of the idea was Judge Henry Neil,
an eminent jurist of Chicago, and a man of deep
sympathies and broad views. It appealed to the
newspapers of the city and of the State and they
advocated and supported the movement so ably and
well that in 1911 Illinois passed the first bill for
the relief of widowed mothers. The newspapers of
other States then took up the subject and as a re-
sult during the past four years twenty-five States

have followed the example of Illinois. During 1914
more than \$5,000,000 were spent in pensions under
this act and this year it is believed the amount will
be doubled.

Judge Neil gives the newspapers credit for the
work accomplished. It was their hearty co-opera-
tion and earnest zeal that persuaded the legislators
of the several States that such a law should be
placed upon the statute books. Had it not been for
their earnest work the campaign in behalf of the
law would have been a failure, as the various char-
itable organizations were opposed to it and tried to
bring about its defeat; but, fortunately, their plead-
ings fell upon deaf ears, especially after the news-
papers had established the fact that only a small
proportion of the money contributed to them by the
public for the relief of those in distress ever reaches
those for whom it is intended.

JOTTINGS BY THE WAY.

VANCE THOMPSON, who is contributing oc-
casional articles to the New York Sun, is
one of the best American newspaper writers
of our day. When he was younger, and therefore
less mature in his views of life, he possessed an
exuberant imagination that often led him to soar
in flights of fancy beyond the stars or plunged him
into the depths of despondency and gloom from
which it did not seem possible he could ever emerge.
He had the soul of an artist and was as whimsical
as the star of an opera company. He knew how to
juggle with words, to paint pictures that were a
delight, and that appealed to the senses of youth
with unusual force.

I never happened to meet Mr. Thompson but as
a young journalist I greatly admired his work and
often wished that I possessed a tithe of his ability
to charm his readers. With one or two other writ-
ers he once started a periodical called "M'le. New
York." It was a light, gossipy and frivolous pub-
lication and for a time I thought it might become
a permanent institution, but, alas! Thompson was
not a business man, neither were his associates and
at length it went to pieces—much to the regret of
the younger set of New York's bohemians.

It was in this magazine that Thompson wrote
just what he chose without fear of a censor's pencil,
and unhindered by any literary, editorial or other
restrictions. Some of the stuff he turned out was
as weird as anything ever written by Poe and some
of it was as clear as a problem in differential cal-
culus.

One day Walter Murphy, a Park Row journalist
who afterward achieved some fame as a humorist,
picked up a copy of "M'le. New York" and read
one of Vance Thompson's articles. When he had
finished it he declared he couldn't for the life of
him tell what it was all about. So he read it over
again, concentrating his mind on the text in the
closest manner possible, with the same result as
before. He read it for a third time with no better
success and flung the magazine in the corner thor-
oughly angry with himself for being so stupid. In
telling me about it he said:

"I sat there for sometime thinking what a mutton-
head I was that I could not understand an article
written by such a genius as Vance Thompson. All
at once it occurred to me that the reason was that
I was not in the right mental or physical condition.
I needed to be tuned up to a responsive key."

Thereupon Murphy said he purchased several
packs of the worst cigarettes he could find and a
bottle of the vilest whiskey and locking himself up
in his room he proceeded to smoke the cigarettes
and drink the whiskey. At the end of half an hour
he picked up the magazine and read Thompson's
article once more. This time, he declared, he be-
gan to get glimpses of intelligence as to what the
article meant.

Another half hour was spent in inhaling cigarette
smoke and in pouring down whiskey and then he
tackled the article again. Much to his satisfaction he
was able to grasp the subtle thought it embodied.
When he had finished both cigarettes and whiskey
and read the article a third time he declared it was
the clearest and most beautifully constructed article
he had ever read in his life!

Vance Thompson lived abroad for many years
and has only recently returned to New York. While
he no longer rides Pegasus to the clouds he still
writes with his old-time charm. His power of ob-
servation is still at its best. His wide experience
both at home and abroad has brought him in con-
tact with some of the most distinguished men and
women of the last two generations. His memory
of events is clear and accurate and his philosophy
is that of a man of the world who has looked upon
life in all its phases and yet finds good in every
heart. May he long continue to give us his impres-
sions of the passing show!

FRANK LEROY BLANCHARD.

PERSONALS.

Henry M. Pindell, owner and editor of the Peoria (Ill.) Journal, will sail from New York April 24 for Europe. A Peoria paper, the Star, on April 11, said that Mr. Pindell was going on a mission for President Wilson, but this is denied at the White House.

John M. Imrie, manager of the Canadian Press Association, who has been severely ill for some time, is back at his desk once more, where he is receiving the congratulations of his friends upon his recovery.

Charles Edward Russell, who has been engaged in journalistic work in New York, Chicago and San Francisco since 1881, has sailed for Europe on a special assignment for the Wilkes-Barre (Pa.) Times-Leader.

Herman Ridder, of the New York (N. Y.) Staats Zeitung, delivered an illustrated lecture on the European war, in Cleveland, Ohio, on April 12.

Alden J. Blethen, editor and publisher of the Seattle Times, was at the Hotel Martinique, New York, last week.

Fred C. Veon, formerly of the St. Louis Star, and at present business manager Detroit Saturday Night, who has been dangerously ill with blood poison for the past month or more, has recovered sufficient to put in part of each day at the office.

Dean Palmer, son of Charles M. Palmer, the newspaper broker and owner, New York, is manager of the Palmer Publishing Co., 225 Fifth avenue, recently incorporated, which publishes the Jitney Bus, a new monthly magazine. It is the first publication in a new field which promises to be full of interesting developments this year. C. M. Palmer will himself devote some time to the enterprise.

Fred L. Lincoln, formerly editor of the Copper Journal, and more recently associated with the editorship of a Grand Forks, N. D., daily, has been elected secretary of the Thief River (Minn.) Commercial Club.

A. D. Colgrove, owner of the Covy (Pa.) Evening Journal, has been appointed postmaster of that city.

Herbert D. Sibley, editor of the Olean (N. Y.) Herald, has been appointed postmaster of Olean.

Carl H. Jackson, for several years business manager of the Portland (Ore.) Evening Telegram, has resigned, and will engage in private business.

GENERAL STAFF NEWS.

Jay E. House, an editorial writer on the Topeka Capital, has been elected Mayor of Topeka after one of the hottest campaigns in the city's history.

Edward W. Grange, who has been the Parliamentary correspondent at Ottawa, Canada, for the Toronto (Can.) Globe, has been nominated at Nanawau, Ont., as a Liberal candidate for the Federal House.

Charles Marsh, managing editor of the Cincinnati (Ohio) Post, has resigned to accept the editorship of the Des Moines (Iowa) News. John Gordon will succeed him on the Post.

Charles E. Perkins has been appointed city editor of the Hartford (Conn.) Times, succeeding William L. Mead, who was recently appointed general secretary of the Chamber of Commerce of that city. Hudson R. Hawley has been made assistant city editor of the Times.

V. W. Henick, city editor of the Uhrichsville (Ohio) Chronicle, has been chosen a member of the Tuscarawas (Ohio) County Liquor Board.

Mrs. Helen Worthington, formerly with Battle Creek and Lansing newspapers, has taken charge of the society and woman's pages of the Jackson (Mich.) Patriot.

J. D. Tompkins, formerly city editor of the Vancouver (B. C.) Daily Journal, has resigned to assume the managing editorship of the Rosland (B. C.) Miner.

Glenn Babb, a graduate of the Missouri University School of Journalism, who has been with the New Bedford (Mass.) Standard the past year, has sailed for Japan where he will become a member of the editorial staff of the

Tokio Advertiser, the leading English daily of that city.

N. W. Smalls, one of the oldest newspaper men in Nebraska, formerly with the Lincoln Statesman and the Fremont Herald, has been appointed postmaster at Fremont.

WASHINGTON PERSONALS.

Carter Field, of the United Press staff, has joined the New York Tribune Bureau.

William Wolf Smith, formerly of the Buffalo News, is now the Washington representative of the Carranzistas. Daniel Dillon, formerly Washington representative of the Carranzistas, has gone to Tampico to assume general charge of the press work for them.

H. B. Gauss, of the Chicago Daily News, was married in this city last Thursday.

A second child has been born to Donald A. Craig, chief of the New York Herald Bureau, and Mrs. Craig.

W. M. Baskerville, better known as "Monk," formerly of the Associated Press of this city, and Rutledge F. Gardner, formerly connected with southern newspapers, have return from England where they enlisted in the English army. They returned without reaching the firing line, but report many interesting happenings while in training quarters.

The engagement of Lawrence Todd, of the International News Service, and Miss Constance Leupp, daughter of Francis E. Leupp, a prominent author, has been announced. The date for the wedding has not yet been made public.

Carl Ackermann, formerly of the United Press Bureau of this city, is now writing interesting war stories from Berlin.

John S. Shriver, one of the best known Washington correspondents, and secretary of the famous Gridiron Club, died in Baltimore April 11. Mr. Shriver, who was a correspondent for the Baltimore Star, had been in Washington for nearly thirty-five years. At one time he was chief of the Baltimore American Bureau and Washington correspondent for the New York Mail and Express, and for many years had been the correspondent for the Star. Mr. Shriver was elected a member of the Gridiron Club at its first meeting and had been its secretary since 1904. He was a beloved member of the Washington corps and enjoyed the friendship of many prominent national men, past and present. Flowers from the White House greenhouses were sent him during his illness, and many expressions of regret were heard among the public men in Washington at his death. The Gridiron Club attended his funeral on Tuesday in a body, going to Baltimore in a special car.

So many newspapers have been stolen from the doorsteps of subscribers that the local papers have adopted a method to prevent their being sold by printing on the front page in prominent type "This is a subscriber's copy, not to be sold."

W. H. Johns a Composer.

William H. Johns, vice-president of the George Balten Advertising Agency, has written the music for a comic opera, "Micro-Mania," which is to be produced by the Bayside Yacht Club of Bayside, L. I., at the League Building, in Flushing, L. I., on April 29 or 30, and May 1. Mr. Johns will also conduct the musical numbers. The book and lyrics of the opera are by Russell A. Field.

An Unusual Masonic Initiation.

Albert H. King, financial reporter on the Kansas City Journal, was given the initiatory degree in Westport Lodge No. 340, A. F. & A. M., Kansas City, on Tuesday, March 30. As a tribute to Mr. King, every station in the lodge and every office connected with the conferring of the degree was filled by a member of the Journal news, editorial and advertising force, as follows: Worshipful Master, George C. Williams; Senior Warden, W. E. Rodgers; Junior Warden, Frank A. Marshall; Junior Deacon,

Herman F. Petrus; Senior Steward, Edgar P. Allen; Junior Steward, Gomer M. Thomas. This is said to be the first time in Missouri that a newspaper man has been given a Masonic degree by members of his own profession.

ROY HOWARD VISITS SIR JOHN.

President of United Press Entered by Head of English Army.

Roy W. Howard, president of the United Press, spent last week at the front in France as the personal guest of Sir John French, at his headquarters. A fortnight previous to his visit to France, Howard made a trip to the German front in the East, as the guest of the German general staff.

William G. Shepherd, of the United Press staff, also has been at the front in France with the British troops and his stories have begun to come through. Shepherd and Frederick Palmer, who went as joint representative of all American press associations, are the only newspaper men from neutral countries accredited to the front by the British war office.

Halstead Goes to Minneapolis.

W. L. Halstead, assistant general manager of the Montreal Star, on May 1 becomes general manager of the Minneapolis Tribune. Mr. Halstead was for sometime business manager of the Houston Chronicle. He then became business manager of the Atlanta Constitution where he became widely known among the newspaper and advertising men of the country. From the Constitution he went to Montreal to do some special work for Sir Hugh Graham, the owner. In this Mr. Halstead was so successful that he was persuaded to continue as assistant general manager of the Star. Although the position was congenial in every way Mr. Halstead wanted to get back on this side of the line; hence the change recorded above.

Col. Hershman Reappointed.

Colonel Oliver S. Hershman, proprietor of the Pittsburgh Press, has been reappointed by Governor Martin G. Brumbaugh, of Pennsylvania, through the Adjutant General's department, to his personal military staff with the rank of Lieutenant Colonel. Colonel Hershman is the only Pittsburgh man on the Governor's staff, and his reappointment gives great satisfaction to his many friends. He was also a member of the military staff of former Governors Edwin S. Stuart and John K. Tener.

World Man Interviews Holy Father.

The New York (N. Y.) World's Sunday issue of April 11, featured a special audience and interview which their staff correspondent, Karl H. von Wiegand, was granted by Pope Benedict XV. This is the second audience of the kind granted by a Pope in the modern history of the church, the late James F. Creelman having been granted an audience by Pope Leo XIII. Mr. von Wiegand is one of the foremost American newspaper correspondents and secured several important interviews and war scoops while serving as correspondent for the United Press Associations, with which he was connected until recently. Pope Benedict XV through Mr. von Wiegand sent a message to the American editors urging them to use their powerful influence in an unceasing effort to secure peace.

Woodmansee Estate About \$75,000.

H. M. Woodmansee, for more than twenty-five years editor and proprietor of the Lansdale (Pa.) Reporter, who died about two weeks ago, left an estate valued at \$75,000. His will specifies \$57,000 as gifts, but only \$2,000 goes outside his family.

Wedding Bells Ring.

Howard E. Heffley, a reporter on the Johnstown (Pa.) Tribune, and Miss Bertha Lee Dean were married on March 29.

IRVING COBB IN MOVIES.**Sad Story of His Life to Be Shown on Screen at His Chowfest.**

The Vitagraph Company began last week the work of producing a set of moving pictures illustrating—according to the imagination of Paul West, the author of the scenario—the life of Irvin Cobb. The pictures to be shown at the dinner to be given Mr. Cobb at the Waldorf-Astoria on the night of Sunday, April 25.

This dinner is looming up as one of the big affairs of the season. Guests will not only be entertained but will carry away with them about the finest and most artistic souvenir menu ever compiled for a dinner in this city. James Montgomery Flagg is in charge of the artists who are contributing to the work.

Among those who will speak at the dinner—unless unforeseen disappointments arise—are Governor Whitman, Mayor Mitchel, Augustus Thomas, George Barry Mallon, Job E. Hedges, Martin W. Littleton, George M. Cohan, De Wolf Hopper and Rennold Wolf. Senator Ollie James of Kentucky has written that he will attend the dinner and make a speech if he can possibly get to New York.

No speaker at the Cobb dinner will be allowed to talk for more than 10 minutes. Frank I. Cobb, editor of the World, will act as toastmaster.

"Jim" Hill Turned Optimist?

James J. Hill, the railroad financier, who was in New York for a stay of a few days, said to a Sun reporter recently that he believed that the war will end by October 1. "The success of one side or the other," he said, "will not settle the fight, but the physical, financial and industrial exhaustion of the belligerents will end the war by next autumn, at least that is my firm belief."

Mr. Hill estimates that the acreage of wheat planted in Germany, Austria and France will be between 40 to 45 per cent. under the average. "The American farmer ought to get \$1.00 a bushel for this year's wheat crops," said Mr. Hill. "Next year, when the war may be expected to be over, wheat may fall to 70 cents a bushel. There is one all-important fact to remember," he continued. "The agricultural crops of this country have a yearly value of ten billion or more than the gold mines of the world produce in 25 years. With a backing like that no one or no one thing can keep this country back."

In the Newspaper Room at the Public Library.

By H. S. HASKINS.

With travel stained feet
Stands the lonesome youth
One hour long
In the library booth,
Bending, homesick,
All the while
Over a blessed
Newspaper file,
Homely old paper,
Looks to me;
Banal and trite,
It seems to be,
But watch his eyes scan it,
Up and down,
Blessed old paper
From the blessed home town.

Type is shabby,
And ink is poor,
Has a colored supplement
For a lure;
Gives advice to girls
And hints on dress,
Steers new married couples
To happiness;
Yet in the trite sheet
A vista lies
Of the Somewhere Else
To those homesick eyes,
Of the Somewhere Else
With its memories sweet
To the lonesome youth
With the travel stained feet.

—New York Sun.

New York State Newspapers Tree Out Showing Why They

Good Reasons for Manufacturers to Use This Effectively

New York State Newspapers represent nearly one-tenth of the total population of the United States.

Their influence, therefore, is one-tenth of that of all the other newspapers in the United States.

Their power is one-tenth of that of ALL publications, of whatever nature, in the United States.

The newspaper must be classified as FIRST in the publication field. It keeps people's minds in daily touch with everything that is important for them to know.

There is an intimacy between readers and a newspaper that does not exist between the people and any other business.

People find fault with their newspapers, when they think they make mistakes, just as parents scold their children for making blunders, but they love them just the same.

A newspaper is a member of the family. It takes its place at the breakfast table in the morning, and in the sitting room at night.

The newspaper is a companion to every man and woman, every boy and girl, in every community.

Nothing receives a greater share of our attention than our daily newspapers—morning and evening.

Nothing in our lives is regarded as more important than the privilege of reading our newspapers.

They help us to avoid pitfalls. They make us think. They help us to avoid pitfalls. They make us think straight and right. They make us take interest in our fellows. They make us crave information. They make us patriots. They make us good citizens.

They do so many things for us that we cannot get along without them.

The manufacturers and merchants who do not employ newspaper publicity are not alive to the greatest aid they can employ to build their business successfully.

Newspaper publicity goes beyond mere commercialism. It creates friends for a firm or an individual. It establishes impressions that cannot be formed in any other way. It builds a reputation.

NEW YORK STATE By WILLIAM

City	Paper	Circulation 2,500	
Albany	Journal (E)	°16,982	.05
Albany	Times-Union (E)	°41,165	.06
Albany	Knickerbocker-Press (M)	°38,511	.05
Albany	Knickerbocker-Press (S)	°30,000	.05
Auburn	Citizen (E)	°6,580	.0178
Binghamton	Press-Leader (E)	°25,817	.05
Brooklyn	Eagle (E&S) 3c	°44,227	.16
Brooklyn	Standard-Union (E)	°°61,970	.15
Brooklyn	Standard-Union (S)	°°71,254	.15
Brooklyn	Daily Times (E)	41,050	.11
Buffalo	{ °°°Courier (M) †59,669 }	†109,992	.14
Buffalo	{ °°°Enquirer (E) †50,323 }		
Buffalo	°°Courier (S)	†83,357	.14
Buffalo	News (E)	°104,281	.15
Buffalo	Times (E & S)	°57,008	.09
Elmira	Star-Gazette (E)	°19,577	.035
Gloversville	Herald (M)	°7,060	.02
Gloversville	Leader-Republican (E)	°5,349	.0143
Ithaca	Journal (E)	°5,750	.025
Lockport	Union-Sun (E)	°5,230	.0157
Mount Vernon	Daily Argus	°5,279	.0214
New York	Globe (E)	°185,471	.28

New York newspapers serve advertising business [known by a]

Twenty-four (24) leading magazines, with a circulation of 1,000,000 in Canada, have in the State of New York alone a circulation of 1,000,000.

In order to obtain this New York State circulation, in as much as it is distributed in all the states or by zones.

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

Now, assuming that the national advertising combined rate is \$79.56 per line, he will find that the State from these magazines costs him a total of \$44.

Comparing the cost of this New York magazine circulation with the cost of newspaper circulation around which the advertiser can buy a newspaper circulation of 2,200 newspapers a bonus of 510,970 circulation at a cost of \$1.00 per line.

General advertisers, agents and space buyers and distribution facilities in New York City and the newspapers listed above will aid and assist in the THE EDITOR AND PUBLISHER AND PUBLISHERS Building, New York. Phones Beekman 4330-31.

Preendous Selling Influence Worked They are a Splendid Investment

Effect and Inexpensive Media to Reach a Wonderful Market

DAILY NEWSPAPERS IAC. FREEMAN

City	Paper	Circulation	2,500	10,000
New York	Evening Post (E)	†31,189	.18	.16
New York	Times (M&S)	°259,673	.45	.405
New York	Mail (E)	°157,044	.32	.29
New York	World (M) }	°391,944	.40	.40
New York	World (S) }			
New York	World (E)	°385,505	.40	.40
Rochester	Union & Advertiser (E)	°38,715	.08	.055
Schenectady	Gazette (M)	††21,118	.06	.04
Troy	Record (M&E)	**22,670	.035	.035
Watertown	Standard (E)	°10,621	.021	.0142
Watertown	Times (E)	°13,700	.02	.02
		2,298,089	3.7452	3.4554

Government Report.
 *Average net paid sworn to by publisher.
 †Only Buffalo papers, Publisher states, examined daily and Sunday by A. A. A.
 ††Publisher's signed statement of average gross figures on file in this office.
 †††Average Gross A.A.A. Audit.
 *Net paid figures supplied by Publisher.
 *Average net paid A.A.A. Audit.
 Other circulation ratings are from Nelson Chesman's Rate Book for 1914.
 New York State population, 9,113,279.

advertisers in the dual capacity of making their
 own and nationally.

circulation scattered all over the United States and
 alone a circulation of 1,787,119.

state it is necessary, however, to buy the entire cir-
 culation it is impossible for them to sell circulation by

1,787,119 magazine circulation in the State of
 of the lines, which is \$79.56 per line.

advertisers use all the circulations of the magazines, whose
 find 1,787,119 circulation which he gets in New York
 a total of \$44 per line.

circulation with the cost of the combined concen-
 tration of the advertisement is written, we find that for \$3.4504 per
 circulation of 2,298,089. On this basis, the advertiser gets in
 circulation at half the cost of the magazine circulation.

buying further light in respect to marketing conditions
 of New York State and the degree to which the dominant
 industry co-operation, are requested to communicate with
 D. J. FREEMAN, The Newspaper Advocate, Suite 1117 World
 Building, New York City, N. Y.

The message of business men goes to the people more economically through newspapers than through any other media.

No form of publicity reaches all of the people at so little cost per unit as the newspaper.

Readers of newspapers have received proof that messages of business men in newspapers mean economy for them in their purchases.

It is well known that men who advertise do a larger business than those who do not advertise. With larger volume the lower is the cost to the consumer. Advertising in newspapers invariably has the effect of reducing overhead expenses.

New York State newspapers are national media. At least as many people from all parts of the United States visit New York State daily as live in Detroit, for instance.

They all read a newspaper while in New York State—news and advertisements.

Many a New York State business house has attained a national reputation by advertising in its home newspapers.

All of the newspapers in New York State are not represented in this advertisement in the Editor and Publisher, but those that are represented form a powerful advertising combination.

Their combined circulation is 2,298,089—morning and evening.

A 10,000 line contract will cost in all of them \$34,504.

Just think of a rate of \$3.4504 per line for \$2,298,089 net paid circulation—which will give 50 insertions of an advertisement 100 lines double column.

The cost per reader is about ONE AND ONE-HALF CENTS PER ANNUM.

Each newspaper in the combination is a strong factor in shaping the opinions of its readers.

The advertisements printed and read shape the thoughts of purchasers.

At a cost of less than 1½ cents per reader per annum, why should any general advertiser hesitate about using them?

PROFITABLE NEWSPAPER ADVERTISING.

THE GENERAL ROOFING COMPANY TRAVELS FAST ON THE RIGHT ROAD.

Being brought to light, this concern creates the biggest business of its kind in the world by telling its story through newspapers. A remarkable demonstration of the right way to do the right thing.

By H. R. DRUMMOND.

One day, a few years ago, a bright, persistent advertising man, representing the Mahin Advertising Company, of Chicago, caused a great light to break upon George M. Brown, president of the General Roofing Company, of St. Louis, and Mr. Brown was Billy Sundayized into advertising.

He "hit the trail," so to speak, in a very dignified manner, and, under the fatherly advice of his guide, philosopher and friend, permitted the Mahin Advertising Company to tell magazine readers generally that the General Roofing Company is located in St. Louis, Mo., that it is engaged in the manufacture of roofing materials which may be purchased at various places throughout the country.

The advertising proved profitable. It was good advertising, and, like all good advertising, backed by good merchandise, it sold goods.

A representative of another agency looked with longing eyes upon this account and wanted to get it for his very own. Knowing psychology, he thought up a plan entirely different from the one being followed, and, finally getting Mr. Brown's attention, proceeded to preach a new brand of advertising gospel to that gentleman.

"Simply because your proposition is a top notcher," he might have said, "simply because it reaches the very pinnacle of building construction, is no reason why your advertising should not get closer to the ground. Mind you I am not criticizing—far be it from me to knock any other advertising BUT—

"In my estimation advertising should be intimate. It should, if possible, be tied up, directly, so to speak. Now supposing that your ad is carried to Topeka, Kan., for instance, in a perfectly good magazine—a magazine published in New York. It is a New York publisher telling a Topeka man about a St. Louis proposition. It's a long way to Tipperary.

"Supposing, on the other hand, that you put that ad in the Topeka Daily Capital, and tell that Topeka man that he can go down to W. A. L. Thompson's hardware store and find the roofing, look at it, smell it, and get estimates on what it is going to cost him to cover his house with it, you are getting next. You have a Topeka paper telling a Topeka man about something he can buy of a Topeka merchant, and the road to Tipperary is considerably shortened."

Mr. Brown listened to this new brand of advertising gospel, and it sunk deep into his system. It was simply a matter of choosing between ceremonial high church and a people's tabernacle, so to speak. Both evangelists were preaching the same gospel, but reaching the goal via different routes.

He thought the proposition over carefully. He began asking questions of outsiders, business associates, fellow club members, taking care not to broach the subject to newspaper men, magazine men or advertising men, preferring to get his dope from the "commun peepul"—and he was very cagey in his analysis of how to go about finding out what he wanted to find out.

Meanwhile the man who wanted to get the business enlisted the good offices of the Bureau of Advertising of the A. N. P. A. and Mr. Brown received much enlightenment therefrom. Finally he was converted, or at least sufficiently converted to try it out along newspaper lines.

However, instead of switching the account to the other agent, Mr. Brown proceeded to convert the Mahin Agency to the new idea, and a schedule was

made up to run thirty-two Sundays in the Chicago Tribune, Boston (Mass.) Globe, Cleveland (Ohio) Plain Dealer, Cincinnati (Ohio) Enquirer, Detroit (Mich.) Free Press, St. Paul (Minn.) Dispatch and Pioneer Press, Minneapolis (Minn.) Journal, Pittsburgh (Pa.) Press; Indianapolis (Ind.) Star, Duluth (Minn.) News-Tribune, Atlanta (Ga.) Constitution, Richmond (Va.) Times-Dispatch, Louisville (Ky.) Courier Journal and St. Louis (Mo.) Globe-Democrat.

This campaign, frankly a tryout, started in January, 1914, and Mr. Brown, while willing to be shown, was living in Missouri, and had to be shown.

Not long after this business affairs in this broad land of ours seemed to be doing the hesitation, so to speak, and almost anything might be expected—that is, anything unwelcome.

However, Mr. Brown is not a man who believes it is ever a good time to lay down on a proposition, and, notwithstanding the wars and rumors of wars that were disturbing the peace and harmony of things in general, he slipped on a bit of extra steam and fifteen months after starting into newspapers he is using approximately one thousand papers up and down the country—just think of it!

As before mentioned, being from Missouri, Mr. Brown had to be shown, and he has been shown.

While other manufacturers were bemoaning the "depression" Mr. Brown's concern broadened its scope until, completely outstripping even the record of its most prosperous era, it is exhibiting for January and February, a series of gains where probably not one of its competitors can show anything but losses.

MINIMUM GAIN 19 PER CENT.

For these two months, Mr. Brown says, the minimum gain in business was 70 per cent. in some departments and the minimum gain in any department was 19 per cent. over the corresponding period in 1914.

Not one of the concern's 1,600 employees has been laid off since the campaign started and all received their regular salaries and usual advances in wages. Through the autumn months it was necessary to work the employees in three shifts of eight hours each.

Of the \$200,000 that Mr. Brown scooped from the treasury last August for the publicity venture a little more than \$150,000 has been spent.

WAS TERMED "DON QUIXOTE."

In August, when Mr. Brown decided his firm should not, like 35 or 40 competitors, shut down temporarily, other officials made no objection, because they realized similar ventures had made the company, once among the smallest, now the largest of its kind in the world.

The "Don Quixote," as his business rivals referred to him at the time, announced he would spend \$200,000 in advertising through the newspapers of the United States and Canada. "Sick business," under virulent and stringent doses of advertising, began to recuperate. During September, October and November the average number of sales was recorded and Mr. Brown's associates were surprised. They felt the campaign was a success. It also enabled the firm to reach a larger number of dealers, who, Mr. Brown was sure, would continue to be customers when prosperity returned.

As a result of his little journey into the realms of advertising Mr. Brown says:

"In the roofing business one man now can do the work of 80 in former years because of new machinery.

"Modern advertising assists us, when compared to sales, and replaces as many salesmen as modern machinery does workmen.

"It is forceful and economical salesmanship. Through advertising in the daily newspapers it is possible for us to make a satisfactory call to one country merchant and visit 250 families in his zone at a cost of 8 to 10 cents.

"So when our recent advertising campaign was started as an antidote to business paralysis, we increased our use of the dailies in the larger cities and added the small-town dailies, also. In two weeks after the plan was in motion our ads appeared regularly in 700 dailies of the United States and Canada. And the results will continue to arrive during the coming months.

"The maximum gain in business for January and February, just ended, over the same period a year ago was 70 per cent. in some departments, and the minimum gain in any department was 19 per cent.

"Between 35 and 40 competitors shut down their plants entirely or in part, but the General Roofing Company has not laid off one of its 1,600 employees since the campaign started.

"Modern advertising assists us, when compared to sales, and replaces as many salesmen as machinery does workmen. It is forceful and economical salesmanship.

"Advertisements are lost in the bulky magazines of today. With newspapers, a definite zone can be reached and sales easily traced.

"By advertising we can reach the readers who are the buyers and ultimate consumers," he explains. "The reader asks his dealer for the product, the dealer makes the same request of the jobber, and the original consignment is disposed of to our advantage.

"A man reads a magazine while at leisure. The same man reads a newspaper, however, as a part of the day's duty, and observes the contents of every page.

"Advertisements are lost in the bulky magazines of today. And flaring notices are three times more expensive per reader than the equal amount of circulation reached by the newspaper.

"With newspapers a definite zone can be reached and the sales can be more easily traced.

"The General Roofing Company does not govern its advertising proportionately to the general receipts. Primarily, because the receipts, we find, are dependent to a great extent on the amount of advertising that has been done.

"Increases in advertising conform to our desires for business expansion. The cost of reaching a retail zone or unit of territory has been estimated.

"When additional advertising is launched salesmen are agumented in proportion to the new territory acquired. This may be a heretofore untouched section or a district where we wish to concentrate and increase our sales.

"To the newspapers are awarded three-fourths of the money expended for advertising. They reach a definite zone and the sales can be easily traced.

"No efforts are made to follow inquiries. We do not desire them. They would misfit, since no mail order business or methods of that kind are employed.

"The retail dealer is not a co-operator. He is merely a general factor which in the end results in the sale. Our advertising is for the purpose of reaching him, in many cases, as much so as it is for the purpose of reaching the consumer."

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.

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

THE EMPIRE STATE ENGRAVING COMPANY

165 WILLIAM STREET NEW YORK

Open Day and Night

Tel. 3880 Beekman



THE PROVIDENCE JOURNAL

Use a Scott Multi Unit Double Quadruple Press. It suits their requirements and would suit yours also.

Let Us Figure It Out for You.

Walter Scott & Co. Plainfield, N. J.

Every Day New Territory is Being
Closed on **OUR BIG**
CIRCULATION MAKING DAILY FEATURE

OUR COUNTRY

By OUR PRESIDENT

The complete list of papers who have ordered is too long to give here, but it includes:

New York Evening Sun
Detroit News
Atlanta Constitution
Birmingham News
El Paso Times
Richmond News Leader
Worcester Post
Los Angeles Express
Montgomery Advertiser
Grand Rapids News
Billings (Mont.) Journal
Elmira Herald
Washington Herald
Hartford Times
Chicago Daily News
Dayton News
Pittsburgh Dispatch
Buffalo Times
Anaconda Standard
Savannah Press
Troy Record
Rochester Herald
Erie Times
Springfield Union
Peoria Journal
Syracuse Herald
Ft. Wayne Journal Gazette
Ithaca Journal
etc., etc.

THE NEW YORK
EVENING SUN
in full and half page advertisements of this series, says:

The daily instalments will be from one to two columns in length, just long enough to read in ten to twenty minutes. The whole series will last for more than a year.

It is a delightful plan of reading, a valuable course of study.

15 Minutes a Day
11 to 12 Hours a Month
5 to 6 Days a Year

And at the end a comprehensive knowledge of American history, root, stem and branch.

Many of the chapters will have a distinct bearing on the momentous questions of the present day, questions raised by the war in Europe, involving rights of American ships. An understanding of the events of the Napoleonic wars and the War of 1812 will

help any man to think more clearly about the war of 1914-15.

No man's literary style is better known nowadays than President Wilson's. It is plain talk, plainly put, but it is vivid talk, too, charming and individual.

We have no doubt that this history will commend itself to teachers and pupils in public and private schools as an illuminating supplementary scheme of reading.

It is offered as an attractive prospect, both to those who, however thoroughly educated, have never reviewed the events of American colonial and national life in consecutive form, and to those who are eager to obtain Woodrow Wilson's viewpoint as a trained and talented writer of history.

The Publisher of One of the Greatest Papers in America said that he did not know where he was going to find room for another daily feature in his crowded columns—but that made no difference, "SPACE MUST BE FOUND FOR SUCH A SERIES."

YOUR TERRITORY MAY BE OPEN
Wire us for option and we will send you full particulars and price

The McCLURE NEWSPAPER SYNDICATE
45 WEST 34th STREET, NEW YORK CITY

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

THE old question of broadening the membership of the International Circulation Managers' Association by the admission of circulation managers of weekly and monthly publications has been brought up again and is being trained, so to speak, to start for the sweepstakes at the forthcoming convention.

This question got a pretty good start at the Louisville convention in 1906, but was tabled for further discussion. In 1907 it was put through a course of sprouts at Milwaukee, and was defeated. Since then one of the annual events has been to bring this question out and defeat it.

THE EDITOR AND PUBLISHER has made inquiries and up to date has received replies, stating the opinions of various prominent circulators.

Second Vice-President John M. Schmid, circulation manager of the Indianapolis (Ind.) News, says: "This question has come up at various meetings and for some reason or other it has been invariably voted down. I see no reason, however, why all circulation managers should not become members of the I. C. M. A., even though it be necessary to organize separate departments. At first thought I am inclined to look favorably upon the plan."

E. S. Dobson, circulation manager of the Detroit (Mich.) News, says: "If the matter should come up I hope it will be defeated."

These two replies illustrate the wide divergence of opinion as to the advisability of the movement.

The question is a broad one and may be looked at from various angles. The membership, at the present time, is composed of men in the daily paper field, and the admission of weekly and monthly circulation managers would open up many avenues of activity entirely foreign to methods employed on daily papers.

Of course it would add greatly to the membership, and would add a great many fine fellows, but men with such different work and methods that it would, no doubt, complicate matters.

There are already too many organizations, originally started for a definite purpose, which have "broadened out" by admitting to membership men who had no earthly right to belong except that they were good fellows and the money they paid in helped pay expenses incurred.

Happily the I. C. M. A. is sufficiently financed to obviate this excuse, and there are members who argue that the efficiency of the present association is largely due to the fact that it is practically a "closed corporation" and is working with but one aim.

The very fact that several defeats have failed to kill the proposal proves that it has its friends on the inside of the organization and of course these men have given the matter careful consideration and can see much good in it.

The fact that it has always met with defeat proves that there are a great number of them who do not see the light, and the way the proposition will be handled during the coming convention will be watched with keen interest by both sides.

ONE of the Des Moines, Iowa, circulation managers sends us a letter showing how, by taking advantage of the opportunity presented by the booster trips of the Commercial Club, he keeps in touch with his field at a very small expense.

Other circulation managers can get an idea from this: "The Commercial Club of Des Moines generally makes about three booster trade trips each year, covering territory where the jobbers can secure a 24-hour freight delivery. From 40 to 50 towns are made on each trip, the cost being \$37.50, which includes transportation, meals, and Pullman fare, as well as the expenses of the band.

"The members of this party generally include bankers, jobbers, representatives of the large insurance companies, representatives from the Commercial Club, and all other firms doing a state-wide business. Each paper covers the trip with a staff correspondent.

"As soon as the party arrives in a town, a parade is formed, the band leading, and march through the principal streets, after which the jobbers disband and call on their customers. Practically all of these representatives carry souvenirs of various sorts for presentation. The higher priced souvenirs are given to customers, while many other articles are distributed to the crowds that gather around.

"I have made practically every trip the last four years, and consider it worth while from the viewpoint of a circulation manager. For an average of about 60 cents a town, you can call on postmasters, news dealers, publishers, and subscription agents, and I think it is fully worth this to come face to face with the men I have been writing to during the past year. When calling on the postmaster, who is generally the subscription agent also, I present him a galley proof of the subscribers at his office, and together we go through this proof for corrections. If all the papers go in one large bundle to this postoffice and the time is shorter in the evening for distribution, we make the bundle over into two or three smaller ones so that different clerks can be distributing the papers while the first class mail is being canceled. As we publish several different editions,

many times I find that a rural subscriber is receiving an earlier edition whereas he should receive a much later one, and by checking these lists over with the postmaster I am enabled to give the subscriber in that town better service at no trouble to us. It also gives me a good opportunity to get some first hand information as to the activities of my competitors. I very often can secure information when chatting with a man face to face that never could be secured through correspondence. It gives me a chance to compare my own dealer with the other fellow's.

"For souvenirs to dealers, I use a spear point pencil with some extra leads, and distribute these to the rural route carriers, publishers, postmasters, and news dealers.

"For a souvenir to distribute promiscuously to the crowds, which in many cases number practically the entire school population, I cut up old matrices in squares about 5x5 and past a slip of paper giving a short description of the process, with a little subscription offer. As this process is not at all familiar to the ordinary resident of a small town, they create considerable interest, and are generally carried home.

"I use a considerable number of sample copies, distributing them to the people in the town who are on the streets, telling them that a complete story of the Booster Excursion is in that paper. I also take a great deal of pains in supplying the members of the party with the latest editions. For instance, we have a pre-dated paper, which is published after the close of the ball games, and which is dated the following day. This paper I will distribute in the dining car, placing them on the tables while the members are at breakfast; and I always plan on having the latest edition possible distributed on the train as soon as possible after we arrive for the night stop."

THE Times' Beauty Contest is attracting a great deal of interest among the pretty girls and others in Washington, D. C. The Times offers a free trip to the Panama-Pacific Exposition at Frisco to the prettiest girl whose photograph may be submitted in the contest. Mrs. Champ Clark, the wife of the Speaker, will be one of the chaperones, among other prominent ladies, who will chaperone the party. Fifty newspapers located in other cities are conducting a similar contest.

MANY newspapers who strictly observe the requirements of the American Bureau of Circulation when filling out their circulation return blanks, are complaining that other papers, and, in many instances, their own local competitors, do not. Under the rules of the association city circulation is defined as that within the corporate limits of a city, suburban as that within the trading territory of a city and all else as country circulation. It is said that many newspapers, unintentionally or otherwise, list their suburban under city circulation, thus giving a false impression as to the number of city buyers an advertiser who uses their papers will reach.

RESIDENT WILSON on April 14 received a delegation of Baltimore newsboys who came to thank him for his message to them. At the conclusion of the committee's speeches, George Harrison, one of the boys, better known as "Germany," unpinned his badge and blurring out, "Here's a badge for you, you can sell papers in Baltimore if you want to," handed it to the smiling Resident.

The newsboy delegation was composed of Samuel Friedel, representing the Jewish boys, William G. McQuinn, representing the Irish boys, and George Harrison, who spoke for German boys. They were accompanied by Jesse Rosenstein, their very young secretary, and Henry E. Warner, of the Baltimore Sun, who started the movement for the betterment of the newsboys' condition.

The Resident received them in his office and smiled and shook hands with each as they were introduced. Many newspaper men witnessed the interview and at its close the boys had to face a battery of cameras, which, however, failed to disturb them.

THE death of Col. W.-R. Nelson, of the Kansas City (Mo.) Star and Times, has brought forth a fund of reminiscences and comments upon the wonderful success he made of his newspaper properties, not the least of which pertain to the excellent efficiency of the circulation department, which built and held a tremendously large percentage circulation against keen competition.

One of the various "stunts" was to have some one go over a route with a carrier and take the house numbers of non-subscribers. These houses were then "sampled" for two weeks, and each sample had a letter-size dodger pasted on it, directing attention to the various "features" throughout the paper.

After two weeks a solicitor was sent to the house, and generally came away with an order. It was by following this and similar safe and sane plans, regular salesmanship, that the Star built its gigantic circulation. The most careful attention was paid to the service rendered after the order had been secured, prompt courteous deliveries and everything possible to make a friend out of every subscriber.

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

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

PROMOTION DEPT. SHAFFER GROU

12 S. Market Street, Chicago

THE SEATTLE TIMES

"The Best That Money Can Buy"

Daily, 73,000

Sunday, 90,000

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 1914, the Times led the P. I. by 3,800,000 agate lines. The Times gained 35,000 lines and P. I. lost 650,000 lines.

LARGEST QUANTITY
BEST QUALITY CIRCULATION
The S. C. Beckwith Special Agency
Sole Foreign Representatives
New York Chicago St. Louis

Los Angeles Examiner

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

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

The only non-returnable newspaper in Los Angeles. Over 90% delivered by carrier into the homes. Reaches 78 1/4% of families listed in Blue Book of Los Angeles.

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

IL PROGRESSO ITALO-AMERICANO

Established 1880

(Member Audit Bureau of Circulations)
Gained 16,000 Daily Average over last postoffice statement.

Italians in the United States have confidence in Il Progresso Italo-Americano and in its advertisements, which is one reason why advertising in its columns brings good results. National advertisers will be in good company—the advertising columns of Il Progresso Italo-Americano are CLEAN.

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

YOU MUST USE THE LOS ANGELES EXAMINER

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

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

CONVENTION TOPICS.

Outline of the Program for Next Week's A. P. and A. N. P. A. Meetings in New York.

The greatest fixed events of the year in newspaper circles are the meetings of the American Newspaper Publishers' Association and the Associated Press, which convene in this city next week. Members of both organizations have been arriving during the last few days and it is probable that when these bodies are called to order there will be over 350 newspaper men in attendance.

The board meetings of the Associated Press will be held at the New York office, 51 Chambers street, on April 19 and 21. An unusual amount of business of special importance will be transacted at this time, including the election of five members to the Board of Directors. The meeting to be attended by all members of the Associated Press will be held at the Waldorf-Astoria on April 20. The annual report of President Frank B. Noyes, of the Washington (D. C.) Star, will be read and discussed.

The American Newspaper Publishers' Association will meet at the Waldorf-Astoria on April 21, 22 and 23. A complete and interesting program has been prepared by those in charge of these meetings, which will make them of real business value. There are three vacancies on the Board of Directors to be filled at this time.

The Bureau of Advertising of the A. N. P. A. will have its headquarters in Room 120, of the Waldorf-Astoria during the A. N. P. A. session. The committee in charge of the bureau's affairs will meet on Tuesday afternoon, April 20, when their annual report will be prepared. This report will be presented to the A. N. P. A. on the day set aside for the discussion of the different phases of advertising. The Bureau of Advertising will also give a luncheon Wednesday, April 21, at which one hundred members and guests will be present. The speakers for this oc-

casian are: John F. MacKay, business manager of the Toronto Globe and chairman of the committee in charge of the Bureau of Advertising; Lafayette Young, Jr., publisher of the Des Moines Capital; William Woodhead, of the Sunset Magazine, and president of the Associated Advertising Clubs of the World; Richard Waldo, of the New York Tribune; Harry Tipper, advertising manager of the Texas Company, and president of the Association of National Advertisers; M. P. Gould, of the M. P. Gould Company, and chairman of the Association of New York Advertising Agents; William A. Thomson, director of the American Newspaper Publishers' Association Bureau of Advertising.

The list of special guests will include: Herbert L. Bridgman, president; John Stewart Bryan, secretary; Edward P. Call, treasurer; L. B. Palmer, manager, American Newspaper Publishers' Association.

H. C. Brown, ex-president; Preston P. Lynn, president, the Sphinx Club.

F. St. John Richards, president the Six-Point League.

W. Y. Perry, president Newspaper Representatives' Association of Chicago.

Russell Whitman, managing director Audit Bureau of Circulations.

John C. Imrie, president Canadian Press Association.

E. D. Dewitt, Frank L. Blanchard, James W. Brown, THE EDITOR AND PUBLISHER.

F. J. Arkins, Publishers' Guide. J. M. Hopkins, Lynn G. Wright, Printers' Ink.

Among the newspaper men already in New York to attend one or both conventions are: Frank S. Baker, Chicago (Ill.) Tribune; W. S. Jones, Minneapolis (Minn.) Journal; Lafe Young, Jr., Des Moines (Iowa) Capital; C. K. Blandin, St. Paul (Minn.) Dispatch and Pioneer Press; H. J. McClechy, Sacramento (Cal.) Bee; Herman Black, Milwaukee (Wis.) Journal, and E. Lanring Ray, St. Louis (Mo.) Globe-Democrat. Charles N. Halsted, publisher of the

Lansing (Mich.) State Journal, is in New York to attend the A. N. P. A. and Associated Press conventions.

Milo W. Whittaker, general manager of the Jackson (Mich.) Patriot, and Mrs. Whittaker, are in New York City at the Hotel Martinique. Mr. Whittaker is making an Eastern trip and will attend the Associated Press and A. N. P. A. conventions.

WHERE YOU CAN FIND THEM.

The following is a directory of the leading concerns that will have headquarters at the Waldorf for the A. N. P. A. convention next week:

THE EDITOR AND PUBLISHER has been assigned rooms 100 and 101; Mergenthaler Linotype Co., the East Room and Room 151; Lanston Monotype Co., Myrtle Room Corridor; Intertype Typesetting Machine Co., Myrtle Room; Thompson Type Casting Machine Co., East Room; Cutler-Hammer Co., Myrtle Room, Corridor and East Room; F. J. Haskins, Room 107; Syndicate Publishing Co., Room 109; International News Co., Rooms 102-104; Associated Newspapers, White and Gold Room; R. Hoe & Co., State Apartment; Newspaper Feature Service Co., Room 114; McClure Newspaper Syndicate, Banquet Hall; Central News of America, Room 116; Duplex Printing Press Co., Room 141; Little Citizens' Corporation, Room 146; World Color Printing Co., Room 144; American Lithographing Co., Rooms 138 and 139; A. N. P. A. Advertising Bureau, Room 120; New York World Syndicate, Room 117; Wood Newspaper Machinery Corporation, East Foyer; New York Sun News Service, East Foyer.

The Retail Merchants' Bureau of the New Orleans Association of Commerce, recently used considerable newspaper space to feature an "Associated Window Show," the object being to induce merchants to show everything new. In addition to the large space used for general publicity purposes each merchant used space to exploit the merits of his particular window exhibit.

HAWKIN'S PACIFIC TRIP.

Reports Good Business Throughout West After Extensive Trip.

W. W. Hawkins, second vice-president of the United Press, returned Thursday from a six weeks' trip through the West and along the Pacific Coast.

"I found publishers everywhere very hopeful and a general increase in activity," said Hawkins. "In the wheat belt, the papers are thriving and every publisher to whom I talked expressed his belief that there is going to be a constant increase in business. On the Coast the expositions have stirred things up, but aside from that the impression prevails that the papers will continue to gain both in circulation and receipts.

"Business is on the rebound. Several editors told me that their circulation statements showed increases now over this time last year, when the Mexican situation caused circulation figures to reach new high marks. The growth has been so steady that most editors hope to see an increase even in August and September, in comparison with the great days following the outbreak of the European war.

"In the last few weeks, the Minneapolis Tribune, the San Francisco Bulletin and the Vancouver Journal have signed contracts for our service."

Newspaper men visiting the Panama-Pacific Exposition at San Francisco will get the news of the world "hot off the wire" at the press building, where the United Press has installed a leased wire. The U. P. is providing bulletins, baseball scores and other spot news as a compliment to visiting editors. The bulletins are posted in the press building and the press club.

The Troy Record and the Troy Times have raised the price of their several editions from one to two cents a copy, on the ground that the increase in the cost of newspaper production makes the advance necessary.

San Francisco Examiner

Monarch of the Dailies

The Sunday Examiner Passes Quarter of a Million Mark The Largest Sunday Circulation West of Chicago and St. Louis

IT seems only yesterday that The Examiner was priding itself on having passed the 200,000 mark. That was less than three years ago.

¶For several weeks past The Sunday Examiner's circulation has passed the 250,000 mark.

¶On Sunday, March 7th, the record figure of 251,568 was attained.

¶Last week's circulation of The Examiner—daily only—averaged 127,929.

¶The Examiner is the only morning newspaper in San Francisco whose circulation has been verified by the Audit Bureau of Circulations.

¶The San Francisco Examiner has the largest circulation in America of any Daily newspaper selling at over one cent. The Examiner sells every day at five cents per copy.

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

¶Years ago The Examiner first maintained: "You can cover Northern and Central California with The San Francisco Examiner alone." Since then the circulation of The Examiner has kept pace with the growth of the State—with 50% to spare.

THE last census showed that California's population increased 60.1% in ten years. The Examiner's growth is at the rate of over 90% for an equivalent period. The Examiner, therefore, is growing faster, by half, than the State of California.

¶Outside of the territory south of the Tehachapi, which is covered by the Los Angeles Examiner, there were, at the last census, only 338,451 families in California, excluding illiterates and those who do not speak English. The Examiner's record Sunday circulation was only 25% less than this number—enough to reach three out of every four families.

¶In the combined population of San Francisco, the Bay Cities and the Peninsula Cities, north and south, there are considerably less than 200,000 English-speaking families. Consider how thoroughly The Sunday Examiner's circulation—over 250,000—blankets the field.

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

ADVERTISING AGENTS COMMEND THE EDITOR AND PUBLISHER

The government circulation statements for April and October, 1914, published in THE EDITOR AND PUBLISHER of April 3, have been enthusiastically received by advertising men everywhere.

It seems to be the general consensus of opinion that this list while not complete, is the most comprehensive yet issued and is of great value to advertisers everywhere.

Merle Sidenir, president of the Sidenir Van Riper Advertising Company, Indianapolis—"Your compilation of the official circulation figures furnished to the Government by the daily papers is a very definite contribution to the movement for the purchase of space on a real-value basis. It is of interest to all of us who are engaged in advertising to promote this movement. The information which your table presents is something we have not heretofore had available. It will certainly be preserved in our office for reference."

J. W. Morgan, of the J. W. Morgan Advertising Agency, New York—"It is certainly of service to us to have the sworn statements of the daily papers in such get-at-able shape. I have already filed mine on my desk for ready reference."

Frank Presbrey, of the Frank Presbrey Co., New York—"The list which you have published of the Government statements regarding the circulation of the daily papers in the United States is of very great value and will be used constantly in this office as a reference. I congratulate you on the work which is very thorough and complete."

Frank J. Hermes, of the Blackman-Ross Company, New York—"We believe the publication of these Government statements of all newspapers to be very valuable and should make THE EDITOR AND PUBLISHER more welcome than ever before."

George E. Harris, of the Dauchy Co., New York—"The publication of the Government statements of the daily papers in your last week's issue gives valuable information and we think should make your journal still more valuable to your subscribers."

Massingale Advertising Agency, Atlanta—"We are very glad indeed to have these statements in such compact form, and we consider such information as this very valuable."

George M. Savage, of the George M. Savage Advertising Agency, Detroit—"I think this is a very enterprising piece of business on your part and that the information contained in the list will be valuable and a great accommodation to advertisers and advertising agents throughout the country."

J. A. De Young, Jr., of the William D. McClunckin Advertising Agency, Chicago—"The statements as published by you are very much of a convenience. As we are members of the Audit Bureau of Circulations we rely upon their auditors' reports, but in some instances we must accept the Government statement because the paper is not a member of the A. B. C."

F. A. Hughes, secretary of the Liddon & Hanford Company, advertising agents, of Rochester—"Your's is the first conclusive list of circulation statements we have been able to obtain. Your work is certainly a notable effort in the right direction and we hope you will continue."

Justin F. Barbour, of the Husband & Thomas Company, Chicago—"A conveniently arranged list of newspaper government reports, such as you have published, is of real value to any newspaper buyer and is a form of service which greatly increases a publication's usefulness to its subscribers. We are enclosing money for three copies of the issue containing the list."

J. R. Hogue, the Ohio State Journal, Columbus, Ohio—"I am unable to resist any longer. After having tried in vain to get my money's worth from several of the other magazines devoted to newspaper advertising and newspaper pub-

lishing, I now hold to the opinion that THE EDITOR AND PUBLISHER is absolutely alone in its class. The newspaper circulation figures which appear in your issue of April 3 seem to me to be worth several times the subscription price alone. My personal check for \$2 is enclosed to cover year's subscription price from date. Best wishes."

Henry Schott, of the Ferry-Hanly-Schott Advertising Company, of Kansas City, Mo.—"Please accept our thanks for the Official Circulation figures in your issue of April 3, 1915. That is real service. It is of unquestionable value to everyone desiring to know the facts."

C. Brewer Smith, of the C. Brewer Smith Advertising Agency of Boston, Mass.—"The list was at once cut out of your edition and turned over to our space buyer; because, we believe, no matter what other information we may have at hand that this will be valuable. This information we could not have gathered ourselves."

M. S. Harris, of the Sherman & Bryan Advertising Agency, of Chicago, Ill.—"We cannot help but speak favorably of THE EDITOR AND PUBLISHER, wherein were printed the government statements of most of the daily papers of the United States. As soon as a copy was received by the writer it was placed in her desk drawer for reference. We very often have occasion to ascertain whether a newspaper furnishes the government a higher or lower figure than the one previous to the last, and as you have printed two of the recent reports, it is very gratifying to have it in this concise manner."

A. T. Bond, of the A. T. Bond Advertising Company, of Boston, Mass.—"The compact form of your compilation of newspaper sworn statements will be a most convenient reference. The scattering individual originals have not, I am very certain, been generally preserved—principally because they were perfunctorily issued, sometimes as a part of a newspaper's contents, sometimes in circular form . . . the one seldom noticed; the other coming in regular wastebasket style and too unattractive to impress enough to preserve. There is no doubt of the onerous duty you imposed upon yourself; and that you are entitled to the bouquet of commendation from every user of newspaper space who prefers to make his own comparison of circulation unprejudiced by the knocking of solicitation and invidious competition. I shall use your list as entirely worthy of confidence; and, making use of it, shall be reminded of the enterprise of THE EDITOR AND PUBLISHER in providing it."

John D. Du Priez, manager of the Shelbyville (Ind.) Democrat—"I want to congratulate you upon the notable achievement of publishing the official statements of circulation filed with the government in your issue of April 3. Publishing them so quickly is indeed a journalistic feat. I think every honest publisher is under obligations to your paper for promulgating its circulation."

Fuller & Smith, Cleveland—"We are indeed glad to have the newspaper statements presented to us in concise form in the way they were in your last issue. We shall undoubtedly refer to this compilation many times in making up schedules, in order to verify the information contained in our own files."

S. C. Stewart, of the Stewart-Davis Advertising Agency, Chicago—"We realize what trouble it is to get those government statements, and we desire to express our appreciation of the enterprise, grit and determination which kept you at it until you had such a splendid list."

W. H. Meyer, of the J. Walter Thompson Co., New York—"In order to be of real use to us the list of government statements should be published sooner. If you can collect and publish them, say, in the first or second issue of May, the list would undoubtedly be very valuable as reference."

Collin Armstrong, of Collin Armstrong, New York—"Beyond question you have performed a very great and useful service in compiling and publishing the sworn statements of daily newspapers. You are certainly developing THE EDITOR AND PUBLISHER at a great rate. Accept my congratulations and best wishes for all the success to which your energy and ability entitle you."

R. H. Howland, of the H. S. Howland Advertising Agency, Inc., New York—"We wish to congratulate you on the circulation information achievement which you have accomplished. You have indeed rendered a service to every purchaser of advertising space in the newspapers and we wish to thank you for our part."

Oppenheimer Advertising Agency, Fort Smith, Ark.—"The information contained in your circulation statement is very desirable and helpful."

Lord & Thomas, Chicago—"The list will be very convenient for us to have. Please send us three copies for our files."

Hugh McAtamney, of the Hugh McAtamney Company, of New York—"To me it is not only valuable for quick information, but also for analysis as to the rise and fall of circulation and the buying power of localities. The statements of circulation we get quarterly through another channel may not be as correct as those of the government. I am certainly going to keep this list."

W. Montague Pearsall, of Successful Advertising, of New York—"I think the idea of having this information in compact form is a good one and think that if you publish the list occasionally, say two or three times a year, it would increase your circulation."

F. Blawett, of the Cowen Company, of New York—"We have already filed a copy of your publication in our circulation file. This, of course, goes to show that we intend to use these figures whenever the opportunity presents itself."

Walter Bunnell, of W. H. H. Hull & Co., Inc., of New York—"We consider such information unusually valuable, and we shall keep same on file to be used in many instances in place of the cumbersome directories. We feel sure that many others will appreciate its convenience, as well as ourselves."

E. N. Erickson, of the E. N. Erickson Advertising Agency, Park Row Building, New York City—"I wish to congratulate you in connection with the publication of the government statements. You certainly have done a service to all careful buyers of space in newspapers, worth many times the subscription price of your publication, in publishing these statements in such convenient form."

P. W. Fowler, Taylor-Critchfield Company, Chicago, Ill.—"This is to thank you for the government statements of daily newspapers. This is very good work."

Chappelow Advertising Company, St. Louis, Mo.—"The government circulation statements were very valuable information. We feel that these statements will be a good reference for us in the future and we have filed them in our rate and circulation files. We appreciate the difficulty there would be in getting all this material and congratulate you on working out as comprehensive a statement as you did, in view of the enormous amount of work necessary to compile all this information."

H. C. Prudden, space buyer for Frank Presbrey, said: "This list goes in my files for references. It is very valuable to me."

Fred Walsh, manager of the contract department of Frank Seaman Agency, said: "It is very valuable to any agency."

F. M. Lawrence, space buyer at George Batten Agency, said: "Such a list is very important and valuable to a space buyer."

Walter L. Johnson, space buyer for Cheltenham Advertising Service, says: "We think the information is very valuable."

Warner Bell, advertising manager of Filene's, Boston, said: "That was a good idea, more than interesting and helpful."

H. A. Marchant, advertising manager of the Boston Post: "It was a clever stunt, and should be valuable."

E. A. Westfall, business manager of the Boston American: "Send me another copy, some one got mine and I want to file it."

It is the intention of THE EDITOR AND PUBLISHER to reproduce this list, brought up to date as soon as the necessary statistics can be compiled.

The Courier-Citizen Lowell, Mass.

In its government report of April 1st shows circulation of 16,182.

Every one of these papers has an advertising value for it is Home Circulation delivered to families of intelligence and of purchasing ability.

It is not dependent on fluctuating street sales.

Salaried representatives

Bryant, Griffith & Fredricks Inc.

New York Chicago Boston

The Grand Rapids Press Sworn Statement Made Under Federal Law

Statement of ownership, management, circulation, etc., required by the act of Aug. 24, 1912, of THE GRAND RAPIDS PRESS, published daily except Sundays, at Grand Rapids, Mich., for April 1, 1915.

Editor—Edmund W. Booth, Grand Rapids, Mich. Managing Editor—Arthur W. Stace, Grand Rapids, Mich.

Business Manager—E. W. Booth, Grand Rapids, Mich.

Publisher—The Booth Publishing Company, Detroit, Mich. Ralph H. Booth, President.

Owners: (If a corporation, give its name and the names and addresses of stockholders holding 1 per cent. or more of total amount of stock.)

The Booth Publishing Co., Detroit, Mich.

George G. Booth, Detroit, Mich.; Ralph H. Booth, Detroit, Mich.; Edmund W. Booth, Grand Rapids, Mich.; Clarence W. Booth, Detroit, Mich.; Charles M. Greenway, Flint, Mich.; Thomas J. O'Brien, Grand Rapids, Mich.; John George, Jr., Jackson, Mich.; Bernard M. Wynkoop, Bay City, Mich.; James S. Booth, Detroit, Mich.; Herward S. Scott, Detroit, Mich.; Joseph R. Taylor, Grand Rapids, Mich.; Ellen S. Booth, Birmingham, Mich.; Willoughby D. Boughton, Topeka, Kan.; Harry B. Stitt, Grand Rapids, Mich.; Bertram N. Scott, Detroit, Mich.; John K. Kline, Saginaw, Mich.; Elmer J. Stinson, Grand Rapids, Mich.; Arthur R. Treanor, Saginaw, Mich.; Mollie S. Booth, Grand Rapids, Mich.; Alice B. Miller, Detroit, Mich.; Fred Y. Wynkoop, Saginaw, Mich.; Roland B. Booth, Detroit, Mich.; Beatrice B. McGraw, Birmingham, Mich.; Dora B. Wirtman, Romney, W. Va.; Adelaide B. Pratt, Detroit, Mich.; Cecil Billington, Detroit, Mich.; Herbert Penting, Detroit, Mich.; Mary M. Booth, Detroit, Mich.; Harold T. Slaght, Saginaw, Mich.; Joseph Neil, Jackson, Mich.; William M. Palmer, Jackson, Mich.; Charles A. French, Muskegon, Mich.; Clara C. Booth, Detroit, Mich.; Lyman A. Vincent, Jackson, Mich.; Rafe S. Craft, Jackson, Mich.

Known bondholders, mortgages and other security holders, holding 1 per cent. or more of total amount of bonds, mortgages or other securities:

No bondholders, no mortgages and no security holders.

Average number of copies of each issue of this publication sold or distributed through the mails or otherwise, to paid subscribers, during the six months preceding the date shown above

73,782

This figure does not include return copies, unsold copies, samples, correspondents or newspaper exchanges, copies furnished advertisers, but is the net paid-for circulation.

EDMUND W. BOOTH,
Editor and Manager.

Sworn to and subscribed before me this first day of April, 1915.

(Seal) CLARK L. BROWN,
Notary Public.

(My commission expires Jan. 15, 1919.)

Note.—This statement must be made in duplicate and both copies delivered by the publisher to the postmaster, who shall send one copy to the Third Assistant Postmaster General (Division of Classification), Washington, D. C., and retain the other in the files of the postoffice. The publisher must publish a copy of this statement in the second issue printed next after its filing.

CHICAGO HAPPENINGS.

Newspaper Man Uses Previous Political Training to Good Effect—Herman Ridder Lectures to Press Men—Advertising Clubs Have Busy Week Making Plans for June Convention—General News of Field.

(Special Correspondence.)
CHICAGO, April 14.—B. Herman Ridder, son of Herman Ridder, editor of the New York (N. Y.) Staats Zeitung, addressed the members of the Press Club on the European War, at a luncheon given in his honor on April 14. There was an impression that his father was to have been the spokesman, and there was a great gathering of men prominent in the various professions of law, medicine and journalism present.

Mr. Ridder said that the United States was not taking advantage of its opportunity for commercial growth and expansion which the war has given it, and that this country could quickly terminate the war by placing a ban on the export of munitions. Germany was fighting with her back to the wall, and was determined to stop under no circumstances. The attitude among the Germans is that they will win in the end.

The Executive Committee of the Associated Advertising Clubs of the World attended a luncheon of the Advertising Association of Chicago on April 9. Plans were discussed to increase the attendance at the convention to be held here in June. The members of the committee present at the luncheon were William Woodhead, Walter B. Cherry, P. S. Florea, A. M. Briggs, Douglas N. Graves, A. E. Chamberlain, Frank H. Rowe, A. L. Shuman, Edward J. Shay, W. C. D'Arcy, Theodore R. Gerlach, H. Wilson Lee, Merle Sidener.

The Junior Advertising Association of Chicago, a recently formed organization of young men and young women

in the publicity field, have elected the following officers: H. J. Smith, president; M. J. Ross, vice-president; B. A. Duncane, second vice-president; J. L. McCabe, third vice-president; Miss Amy Roettig, recording secretary; A. L. Ross, corresponding secretary; W. Ferd Ohlson, treasurer.

The Advertising Building, home of the Advertising Association of Chicago and allied organizations, has been sold to Frank P. Boydston, of Boydston Brothers, undertakers. Frederick R. Barnheisel, president of H. H. Kohlsat & Co., bakers and restaurateurs, was the former owner. The consideration was not made public.

Dr. William A. Colledge, of the Redpath Lyceum Bureau, delivered a lecture on Africa before the Advertising Association on Wednesday. Dr. Colledge was a boyhood friend of Robert Louis Stevenson and spent several years in Africa with Henry Stanley.

The Palette and Chisel Club gave a stag dinner at the Press Club on Saturday night. Short speeches were made by Prof. Roy Gasset, W. Victor Higgins, O. L. Griffith, R. V. Brown and others.

The Examiner is planning another subscription prize contest, the details of which will be announced next week. A \$3,000 bungalow will be awarded the winner.

Mlle. Philippine Artois addressed a Press Club luncheon on Saturday, April 17, asking relief for the stricken non-combatants of Belgium, her native country.

William P. Jackman, for thirty years an editorial and political writer on Chicago papers, died at his home in Oak Park, on April 7, aged 64 years.

Sidney Willis, former rewrite man on the New Orleans (La.) Item, is now on the staff of the Tribune.

Walter Lusk, a former newspaper man, now efficiency expert for the Double Tread Tire Company, of St. Louis, is in Chicago superintending the establishment of a branch of his company

here. The Double Tread Company is to begin an extensive newspaper advertising campaign soon.

H. Duncan Aikman, of the Philadelphia (Pa.) Ledger, stopped off in Chicago to see his former associates, while on his way to Los Angeles, Cal., to do some coast and exposition feature work for the Ledger.

George Flanagan, formerly with the Herald, has joined the advertising staff of the Examiner.

Edward Parsons, who came to the Chicago office of the Associated Press from San Francisco, has been recalled to the coast.

A daughter was born on April 13, to Mr. Basil G. Wyrick of the Associated Press staff, and Mrs. Wyrick.

Robert Buck, a former reporter on the staff of the Daily News, and later with the Inter Ocean, won the Republican nomination for Alderman in the Thirty-third Ward last winter, and at the recent city elections was elected by a surprising plurality, in the face of strong opposition. Mr. Buck is one of the youngest members of the City Council.

Walter E. Miller, former manager of the display real estate advertising department of the Daily News, has resigned to become advertising and sales manager for H. Teller Archibald & Co., subdividers.

R. R. Shuman, president of the Shuman Advertising Company, addressed the Milwaukee, Wis., advertising club last week.

The Post says that the supporters of Sweitzer, the Democratic Mayoralty candidate, notified the Post that it would get none of their political advertising if it failed to support Sweitzer which it did not do.

John Lee Mahin went to Grand Rapids, Mich., last week to address the members of the advertising club.

William J. Jackman, for many years local newspaper man, died last week at his home in River Front, aged 64 years.

Wiley O. Cox, a former banker of Kansas City and once owner of the Times, died here last week.

Lyman B. Glover, long manager of the Majestic Theater, and a former newspaper publisher and dramatic critic, died here last week aged 69 years.

PRINTERS GET HIGHER WAGES.

NORFOLK, VA.—Newspaper publishers of this city have given their printers an increase of \$2.50 per week. This scale makes an increase of \$5.50 a week, which newspaper printers here have secured within the past five years.

MEMPHIS, TENN.—The Commercial Appeal has given its printers a 1 cent per hour increase up to October 1, 1915, for an eight-hour day, after which date they will receive 62 cents per hour (4-cent increase) for a seven and one-half-hour day to March 1, 1917.

DAVENPORT, IA.—The newspaper printers of this city, Roek Island, and Moline, Ill., are to receive a \$1 per week increase for the next three years, making the scale on March 1, 1918, \$24 for day work and \$26 for night work. An apprentice scale was also fixed, ranging from \$9 per week to \$14 per week during the last six months of apprenticeship.

Competent authorities say that 84 per cent. of the failures in this country are non-advertisers.

The Courier-Post Publishing Company of Hannibal, Mo., has increased its capital stock from \$60,000 to \$75,000.

CUSHING, OKLA.—The Independent has entered the daily field here. It was formerly a weekly.

PUBLISHERS SUPPLIES MARKET.

Antimony	30
Tin	54
Lead64 1/2
Copper	16 1/2
News Print	2.00-2.25
Craft Paper03 3/4-4

The Editor and Publisher:

In three years the combined circulation gain of the seven New York morning newspapers was 115,514. Of this total The New York Times alone gained 88,497.

Three years' circulation record of New York City morning newspapers, as reported to the Post Office Department:

April 1st, 1915—Total circulation.....	1,351,461
April 1st, 1912—Total circulation.....	1,235,947
Total gain in three years.....	115,514
The New York Times gain.....	88,497
Total gain of six other New York morning newspapers	27,017

Reports to Post Office Department Required by Law
Average daily and Sunday circulation.

	April 1, 1915.	October 1, 1914.	April 1, 1914.	October 1, 1913.	April 1, 1913.	October 1, 1912.
World	376,590	391,944	380,540	383,780	394,251	395,495
American	333,345	361,709	352,164	347,302	333,017	319,988
Times	298,248	259,673	246,118	230,360	228,534	209,751
Herald	106,580	109,192	101,006	103,995	110,923	111,236
Sun	71,708	70,387	65,514	64,572	64,044	61,804
Tribune	70,965	64,410	55,335	50,984	50,984	49,546
Press	94,025	98,259	81,931	85,612	81,330	88,127
Totals	1,351,461	1,355,574	1,282,608	1,266,605	1,263,083	1,235,947

The circulation increase of The New York Times in the last six months—38,575— is the greatest gain reported to the Post Office Department by any newspaper in the United States

BOOSTED BY BIG BALL.

(Being the true tale of how an Alaskan editor happily "put one over" the staid Literary Digest as a co-worker in a good cause.)

In order that editors and other newspaper men in the effete East who may not chance to know how Alaskans can rise to an emergency may be informed, the following letter from Editor W. F. Thompson of the Fairbanks Daily News-Miner is printed to throw light on the subject. Mr. Thompson writes to THE EDITOR AND PUBLISHER:

"You want a story of the way of the newspapers in God's Country, where all signs fail—well, here it is.

"This is the story of 'freak' work in the name of the Literary Digest. That is a publication you could never accuse of 'freaking,' but a freak was worked in its name, without its consent or authority, and entirely without its knowledge, yet it is a freak all in a class by itself, as such a thing never happened before in the newspaper work in the United States. One paper started a subscription list for relief of the Belgians, and another paper it had never heard of, published 7,000 miles away from the Literary Digest office, grabbed cards in the game, boosted the Literary Digest Flour Fund game, all in the name of the Digest and for its benefit and behoof, without an attempt to take any credit to itself for the work, and yesterday TELEGRAPHED at an expense of \$15 \$1,400 to the Literary Digest for its flour fund, as a result of two weeks' work on the part of the little roughneck daily which in that work tore its camp's society inside out. If one newspaper ever gave page after page advertising to another and stranger-newspaper's cause, worked day and night for that cause and sent \$1,400 in gold to that cause, without there being any way that the butt-in newspaper could gain name and fame therefor, and when said butt-in newspaper isn't even on the exchange list of the beneficiary newspaper, but must pay cash for its copies of that paper, I never heard of it.

SOME BALL FOR THE BELGIANS.

"Two weeks ago, I noticed in the Literary Digest that the people of Belgium were hungry, and that the Digest was endeavoring to send them 20,000 barrels of flour. It occurred to me that there might be a printer or news-writer in the 7,000,000 list of starving Belgians, so I assessed the four boys in my shop a barrel of flour each for the Belgian printers and added a barrel to it, myself. The thought then occurred to me that as our crowd were about the least able to give of all this camp's people, I might as well mention the fact to my readers that Belgium is short of food, and did so. This is the dull time of the year here—the nothing-doing days, when money is scarcer than hens' teeth, but we caught the people. The women organized a 'wide-open' masquerade ball for the fund (the wide-open idea was our suggestion) and the scheme wasn't an hour old before the women of the camp and some of the men were in a Kilkenny fight. The other papers took it up, but we played for the wide-open part of the program, and although when the time for the dance came it was a hard matter to find a woman who had the nerve to say that she was going or had anything to do with the dance, the advertising of the 'questionable' nature of the dance made it impossible to keep anybody away—they all went, masked, hoping to see something good (bad) and the result was the largest attendance ever present at any dance given in Alaska, and a benefit to the Literary Digest fund of \$814.50 after all expenses were paid. Now, every woman in town is glad to claim a 'part' in the dance's success. Our editorial regarding the dance, in the issue following the dance, probably you will not dare to print—although I do not care to have any of my high-class brainwork in the Iconoclast or in Elbert Hubbard's publications, no other paper would dare to print them, probably.

"People came to the shop with potatoes, wood, shoes, live chickens, a hand-

painted fan, and the Lord knows what else, and offered them for the cause of the suffering Belgians. We took everything that came along, gave the donors credit for their barrels of flour, and then advertised the stuff for sale. We got rid of everything, although the wood and the fan hung onto us like leeches. The wood was 'black,' having been harshly handled by forest fires, and you couldn't get a man or woman to go within a mile of it, but we sawed it off onto the biggest corporation here at the last moment in the name of charity. The fan was a prize won by a woman at the mask ball, and it was so dinky looking that she wouldn't have it as a gift, so gave it to us, and we put her on the list for a barrel of flour for it. We gave that blamed fan fully \$1,000 worth of advertising. We made that fan look like a \$1,000 work of art, and finally we sold it for \$5 to a man on the creeks who hadn't seen it—a woman writes us that when he opened the box containing the fan he went up into the air and hasn't come down.

"RAISED \$1,500 FOR BELGIANS."

"We have won for the Digest Fund nearly \$1,500 in two weeks. We will send more when it amounts to enough to send. We sent it in the name of 'The People of Fairbanks District, Interior Alaska,' for it was from them we took it, and there is no way the little Fairbanks Daily News-Miner can take or accept credit for the work except as an illustration among newspaper men of something they might imitate to good advantage but which they never heard of being done until now—when another newspaper has a better game than you have in the way of publicity. BOOST it, instead of knocking it. We feel almost as good today over having been able to boost the Literary Digest's Flour Fund game by nearly \$1,500 as though it had been our own individual game, and although it hasn't helped us any with the Literary Digest, which is too big to ever contain anything from our roughneck paper, and although we are not entirely popular with the square-guy element here since the big dance, we haven't lost anything at home to speak of by our work for the Digest—if we have, we were mighty lucky to lose it.

(Signed) "FAIRBANKS DAILY NEWS-MINER.

"(Published Where the Gold Comes From.)

"W. F. THOMPSON,
"Editor,
"Publisher,
"Solicitor,
"Collector,
"Telegraph Editor,
"Reporter,

(This to comply with the laws) "Make-up Man,
"Galley Boy,
Enacted by Con- "Financier,
gress since we "Credit Man,
last heard from "Principal Stockholder."

NEW PUBLICATIONS.

PITTSFIELD, MASS.—The Evening Telegram, a new paper, which is to be daily, weekly and Sunday, is scheduled to make its initial appearance early in June. The corporation which is to publish it is capitalized at \$35,000, and its officers are Robert J. Orr, president and treasurer; Arthur M. Miner, vice-president; James J. Canning, clerk.

STILLWATER, MINN.—The Daily Journal has been started here by Frederick G. Neumeier. It is Democratic in politics.

LAREDO, TEX.—The Laredo Record is a new venture in the field of daily journalism in Texas. The first issue presented an attractive appearance. It carries the Associated Press dispatches and has an excellent editorial page.

NIAGARA FALLS, N. Y.—James McCargle, superintendent of the Courier Printing Company, of this city, is organizing a company to publish a daily newspaper early in May.

PLAQUEMINE, LA.—The Daily Inquirer, with H. V. Kirkland as publisher, has succeeded the Daily South, which suspended publication on April 4.

The Brooklyn EAGLE

Does It Again—Installs
Thirteen More

Multiple Magazine Linotypes

This makes its composing machine battery the largest complete Multiple Magazine Linotype plant for newspaper work in the country.

Thus the Eagle once again is a leader in efficiency methods and in its determination to maintain its equipment at a standard which means increased service to its clientele.

*The Multiple Linotype Way
Is The Modern Way*

MERGENTHALER LINOTYPE CO.

NEW YORK CHICAGO
NEW ORLEANS SAN FRANCISCO
CANADIAN LINOTYPE LTD., TORONTO

OF INTEREST TO PUBLISHERS.

The Southwest Cigar Company, Dallas, Texas, is conducting an extensive newspaper campaign on "R.B." cigars. Each cigar is wrapped separately in a paper wrapper on which is printed a special advertisement for the user.

The Bankers, Manufacturers and Jobbers Association, of Houston, Texas, recently used half-page advertisements in the Houston papers to invite the Southern merchants to come to Houston for their spring and summer buying. Merchants buying a total of \$750 worth of goods from any one or more members named below have their railroad fare both ways refunded in full by presenting their receipts to members of the Chamber of Commerce. Those buying goods to the value of \$375 have one-half their railroad fare refunded as above.

A newspaper campaign, pushing El Roi-Tan cigars, a new cigar made in 52 different sizes, is being conducted by Joseph P. Manning Company, of Boston, Mass.

The Kroger Grocery Company, recently used a page advertisement in the St. Louis newspapers, illustrated with a map of the city of St. Louis, showing the location of each of Kroger's 60 stores in St. Louis. This concern claims to be the largest grocery and meat concern west of the Alleghenies and the only manufacturing concern in the United States selling direct to the consumer.

The Sunday Journal, Portland, Ore., is boosting its "want ads" by offering one 25-cent jar of Knight's Sweet India Relish free to every person inserting a "want ad" in the Sunday paper. This is also a means of introducing the new product, "Knight's Sweet India Relish," which is made in Portland.

In The Courier-Journal, Louisville, Ky., recently appeared a page ad around the border of which was printed the names of 30 local grocers, each name displayed in the center of an Easter lily. In the center was a picture of a Quaker Maid with a basket on her arm. This announcement was set in large type in the center of the space: "The Quaker Maid claims to save 20 per cent. for those who deal with her. She backs this statement with prices. You can read them on every article in each of the 31 stores, and what is all important, honest measure backs her prices.

"Thousands of people now consider it a family obligation to renounce grocery service for grocery saving—to give up delivery and credit in order to save 20 per cent. Do you believe in Service or Saving?"

"THE QUAKER MAID."

The Cleveland (Ohio) Leader-News has started a proverb puzzle contest, which requires the supplying of answers to a series of 100 pictures to be published consecutively over a period of 55 days. One hundred merchandise prizes aggregating more than \$5,000 in value will be awarded to the winners. Some of the prizes are automobiles, motorcycles, diamond rings, trips to California, cameras, etc. The object of this contest is to provide a fascinating educational pastime, involving skill, observation and a study of proverbs for the readers of the paper.

The Cleveland (Ohio) Press is conducting a baseball puzzle contest. Scattered among the advertisements on a special page laid out on the plan of a baseball diamond, are the heads of 26 major league players. The trick is to place the right heads in the right positions on the diamond. For instance, Mathewson's head goes in the pitcher's box. At the end of one week the page appears again with the players' heads in their proper places. A season pass to all American League games in Cleveland will be given for the nearest cor-

rect solution. Single admission tickets are given the other successful contestants. To help the contestants solve the puzzle they may call upon any merchant whose advertisement appears on the page and receive free, a full page of portraits of famous ball players.

Washer Brothers, dealers in men's and boy's clothing at Fort Worth, Texas, recently ran a six column ad announcing its exposition of American styles that attracted considerable attention. The right hand half of the full length space was devoted to text set in an artistic and pleasing manner, the left side being taken up with a long stemmed basket vase filled with roses, the whole being printed in red and two shades of green. As this was the only advertisement printed in colors in the issue of the Fort Worth Record in which it appeared, it dominated the paper.

The Chicago Tribune's first contest of "50 prizes to 50 women" planned to increase the advertising on Friday, more than tripled the advertising for that day and brought 12,041 letters from women who read the advertisements and wrote about them. The first week's contest was such a big success that the offer is being repeated. The letters received are valuable material for the advertisers as it tells them just why their advertising appeals to the public.

Scotch-Tone Company, Oklahoma City, is using newspapers to increase the sale of Scotch-Tone Peroxide Vegetable Soap, a medical toilet soap. This offer is made: "If your dealer hasn't Scotch-Tone send us 25 cents and his name and we will send you three ten cent cakes prepaid."

The campaign on "Morton's Salt" is being run in a series of messages. Message No. 1 was entitled "At last the perfect salt and the perfect package." Message No. 2: "When it rains it pours." No. 3: "For successful dinners." No. 4: "Many uses of salt." No. 5: "Pleases the whole family." No. 6: "Anyone can afford the salt that pours." No. 7: "A sign of good housekeeping." No. 8: "Great difference in salt." In each ad is pictured the girl under the umbrella with the slogan "When it rains it pours."

The Leader Department Store, Baltimore, recently advertised a treat for school children. One thousand tickets for the New Theatre, Baltimore, were given to school children when accompanied by an adult. The tickets were absolutely free, no purchase being required.

The Baltimore News is carrying a feature of special spring advertising in a section containing a series of editorials headed "Timely Talks on Gardening." The advertising copy of seed men, hardware, roofing and home equipment dealers is given every advantage by being connected up with the talks to home owners.

In order to encourage the saving habit among school children the Commonwealth Trust Company, of Pittsburgh, is running large newspaper advertisements which offer a handsome American flag with every \$10 savings account opened with \$1 and as soon as the depositor has \$10 he receives the flag. The argument is presented that every school child should save now. First, because America, now more than ever before needs thrifty people; second, because when their savings reach \$10 they receive "The Flag of Peace."

During the last week in March a "Teaser Campaign" was started in newspapers to announce a new Arrow Collar. The copy read: "We'll unbox the 'Radnor,' a new Arrow Collar, April 1."

The latest newspaper ads issued by Walter Baker & Co., Ltd., on Baker's Sweet Chocolate are based on facts concerning the Great War. One piece of

HELP WANTED

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

HELP WANTED.

I am looking for a hustler to work R. F. D. routes. Want a man of experience, tact and aggressiveness. Address Box 1456, The Editor and Publisher.

SITUATIONS WANTED

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

ARE YOU IN NEED OF AN ADVERTISING MAN?

One who is capable and experienced in writing as well as soliciting copy, with the ability and willingness to give real, efficient service; active; reliable; accustomed to handling foreign as well as local advertising; first-class references; employed, but wish to get in larger field. Address Worker, care Editor and Publisher.

Advertising man, expert; forceful ad writer; good knowledge of mediums; experienced space buyer; desires position. Qualified to plan and place large or small appropriation. Henry Webb, Advertising, Dayton, O.

Manager of Mechanical Superintendent desires position with job or newspaper plant. Young man, 35, experienced executive and manager publication and newspaper plants, printing class journals. Monthlies and Weeklies. Manager High Grade Engraving, Electrotyping and Catalog Printing Plant. Six years sales and advertising experience. Good organizer—correspondent, buyer. Lots of initiative and original ideas. Absolutely reliable. Good references. Address Executive, care Editor and Publisher.

EXPERIENCED DAILY NEWSPAPER EDITOR wants situation as the editor, editorial writer or telegraph editor of Republican daily paper. D. 1469, care Editor and Publisher.

CIRCULATION MANAGER.

With excellent qualifications and successful daily newspaper experience, wants to hear from newspaper having position which requires first class man. Full particulars by letter. Address Box D 1457, The Editor and Publisher.

FOR SALE

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

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

For sale, at exceptional bargain, old established daily, with job plant, in fast growing Southern town of over 10,000, paying owner \$5,000 yearly. Can be bought for less than \$15,000. Will require \$8,000 cash to handle. Address "Opportunity," care Editor and Publisher.

Will sell only evening daily in live county seat town of 12,000. Official paper. Fine climate. Country just developing. Price, \$12,000. Partnership considered. Address M C V, Editor and Publisher, New York City.

copy is illustrated with a group of soldiers reading some sort of literature, above this is the headline: "A lesson of the Great European War. Once more, among almost countless times, has the high food value of chocolate and cocoa been demonstrated, both serving as a part of the rations of the troops in active service. One of the best known writers on dietetics says, 'Chocolate is a perfect food, as wholesome as it is delicious, a beneficent restorer of exhausted power.'"

During the recent Mayoralty campaign in Chicago the Tom Keene cigar was advertised through a newsy newspaper campaign. One advertisement was headed "Open letter—To Sweitzer—To Thompson—." The letter requested them to tell the public which one of them smoked the Tom Keene cigar. The advertisers said they knew, but wanted the announcement to come from the Mayoralty candidate himself. The last paragraph was aimed to bring a statement. It read: "Now—will you make this announcement or shall we tell which one of you smoke the Tom Keene Cigar?"

THE "FIXED IDEA"

of one of my inquirers is to buy a county seat paper in a civilized community for \$10,000, half cash, balance deferred. Interested owners may inquire about L. U.

C. M. PALMER

Newspaper Properties
225 Fifth Ave., New York

SOUTHERN DAILY

We represent the owner of one of the most desirable Daily newspaper properties of the South. This newspaper will be sold upon reasonable price and terms to a responsible purchaser with \$40,000.00 cash, which is required as a first payment.

HARWELL, CANNON & McCARTHY

Newspaper and Magazine Properties
Times Bldg., New York City

BUSINESS OPPORTUNITIES

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

\$42,000 will buy a good class paper out of which owner takes \$8,000 besides salary. Harris-Dibble Company, 71 West 23rd Street, New York.

Newspaper—Paying daily in prosperous western city—8500 population. Subscription rate \$6.00 a year. Annual business, \$14,000. Inventory \$13,000. Spot cash \$7,500, if taken during April. Address "Mobile," care Editor and Publisher.

Newspaper—Weekly in splendid Carolina City with suburb 10,000 population. Rare chance for daily. 1500 subs. Republican City and County. \$1500 cash. Address "Essex," care Editor and Publisher.

MISCELLANEOUS

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

WANTED.

Every Editor who desires to get the right dope on Billy Sunday, the great evangelist, who hits Paterson April 4th, to send 25 cents for a five weeks' subscription to the Paterson Press, the city's most influential newspaper.

REAL EDITORIAL SERVICE. Not doped out printed stuff, but original Mss. on any subject you wish by many different authors. Exclusive territorial rights. Make your paper a power editorially. Address Literary Bureau, EP2, Hannibal, Mo.

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

The Cleveland Plain Dealer has announced a "How Did You Get Your Home" contest. Thirty-five dollars is offered each week for the best article. The contest is open to every home owner in Cleveland.

State's Original Records Burned.

The State of Delaware suffered a heavy loss in the fire which destroyed the Star Publishing Company's plant in Wilmington, Del., on April 6. The company was printing the list of corporation taxes and had the original records of all charters and corporation taxes which are believed to have been destroyed.

COST OF COMPOSITION.

Newspaper Publishers Discuss the Subject in Its Various Phases—Difference of Opinion as to What Should Be Included in the Estimate—Mr. Bartlett's Article.

Much interest has been shown by the readers of THE EDITOR AND PUBLISHER in Edgar E. Bartlett's article on "What Does a Line of Type Cost," that appeared in our issue of March 27. Some of their opinions on the subject, which are given below, will be found valuable and therefore helpful.

"The question discussed by Mr. Bartlett is certainly interesting," writes Edward Call, business manager of the New York Journal of Commerce, "but I think it is much too complicated and depends too much upon special conditions to warrant any general opinion.

"I have always believed that on a two-cent paper the circulation should take care of the paper's stock and ink, but not very much more except in special cases."

D. P. Olmstead, business manager of the Perth Amboy (N. J.) Evening News, writes:

"In answering your question, 'What does a line of type cost?' should we not adopt the most simple method? For instance, take the total cost of production for given time, deduct circulation receipts and divide the balance of the number of lines of advertising actually carried.

"While each publisher would, of course, make a more detailed analysis of costs, the result obtained by above method might be valuable for comparison."

William F. Metten, business manager of the Wilmington (Del.) Every Evening, says:

"Personally, I think this is a subject of vital importance to publishers everywhere, and I would be very glad if Mr. Bartlett's article should develop a sort of free-for-all discussion in THE EDITOR AND PUBLISHER. It is my judgment that the circulation receipts of a daily newspaper should cover cost of white paper and ink, plus expense of mailing and circulation departments, but I am of the opinion that very few newspapers whose product sells for one cent can solve the problem this way. Those who have succeeded have much to be thankful for."

Emil M. Scholz, business manager of the New York Evening Post, is of the opinion that the question is one for individual solution rather than fixed rules.

"It is a question with many angles and about as complex as the problem of the man with a large family of children who would try to make a fixed rule as to how much he should pay for their shoes. Here the number of the children, their ages, sex, and habits are determining factors, together with the climate, and the latitude and longitude of the man's pocketbook. Also some men might think it more important to have their children's mind well filled than to have their feet correctly shod, but that also depends on the children and a dozen other conditions.

"So the individual items of expense in the manufacture of a newspaper bear a relation to each other, determined by varying local conditions as well as individual business policy."

Herbert L. Bridgman, business manager of the Brooklyn Citizen, writes: "Computations like those Mr. Bartlett submits do not seem to me convincing nor of much practical value for purpose of comparison, unless fixed charges, taxes, interest on capital, depreciation, insurance and others of that class are definitely stated, together also with any increment due to growth and development. The problem is, however, as Mr. Bartlett says, 'tantaling' and a frank discussion would doubtless be suggestive and instructive."

Robert B. Vale, for a long time assistant publisher of the Baltimore Sun, now day city editor of the Philadelphia North American:

"The doctrine that I have been preach-

ing for four years is that if a newspaper is to be considered as a manufactured article then the main product should be sold at a price exceeding the cost of production—and cost of production must always include raw material, labor and overhead. Advertising is a by-product. When you figure this as an element of vital importance in manufacture you at once jeopardize your industry and put yourself at the mercy of the gods.

"The Standard Oil Company has never permitted itself to make and refine kerosene below the cost of production. Gasoline is a by-product and immensely profitable. If tomorrow some great discovery should do away with gasoline, the Standard Oil Company would still make a profit from kerosene. But, had the company because of the profits derived from gasoline reduced the price of kerosene below the cost of production it would be in a bad way. In New York you are witnessing a thing that I predicted some months ago. It was just previous to the war when the newspapers were feeling the effects of stacking business on account of tariff changes. I said then that the high priced papers would come out best. They are sound on main production and while profits might drop they could afford to stand the pressure. As a matter of fact, the increase in circulation of the 3-cent newspapers and the increase in business of some of them have astonished a lot of people."

Alex Devine, manager of the Butte (Mont.) Miner, writes:

"It appears to me that the 'Cost of a line of type,' should easily be determined on any given newspaper. I figure that each single column inch produced by the Miner during 1914 cost nearly 19 cents, this figure being arrived at by the simple method of dividing the amount of the expenses of the production by the number of inches produced during the year; these expenses consisting of paper, ink, composing room wages, press and mail room wages, repairs, heat, light, power, taxes, insurance, sundry supplies, editorial salaries, news service, and depreciation; in fact, every expense other than the business office, soliciting, collecting and newspaper postage.

"It may be that these latter expenses should be included in the cost of production, but it would seem to me that they are not production expense but selling and administration expense. If all the expenses of operation were included, which I believe is not quite correct, it would raise the cost for producing the Miner to 21 cents per inch or 1½ cents per agate line.

"The business of operating a newspaper does not have the elasticity of other manufacturing concerns in view of the evident fact that the cost of production cannot be reduced in proportion to the reduced volume of advertising. The fixed charges of a newspaper are of a permanent character while the earning capacity fluctuates from day to day.

"It appears to me that the revenue from circulation should be made to pay. (1) For the cost of soliciting and collecting subscriptions; (2) for the postage, express and other dispatching expense; (3) for the paper and ink used."

Sun's Suffrage Edition a Success.

The section of the New York Evening Sun edited by the Empire State Campaign Committee of the woman suffrage movement on April 6 called forth numerous compliments from the Sun readers. In addition to the special features of the suffrage edition there was lots of real news, interspersed throughout with humorous jabs at the "antis." Among the contributors were Maude E. Miner of Waverly House, Norman Hapgood, Jesse Lynch Williams, Mrs. Julian Heath, Lawrence F. Abbot, editor of the Outlook and Mrs. Carrie Chapman Catt. Miss Kathryn Clark, the woman Senator recently elected, sent an article from Oregon, her home state.

"Advertising is to business what steam is to commerce."—HENRY C. LYTTON, of the Hub, Chicago.

WILLIAM C. FREEMAN CO.

ADVERTISING

Room 1501

TWO WEST FORTY-FIFTH STREET, NEW YORK

I will start a series of articles the first week in May that will present the case of newspapers to advertisers, local and general, in a strong, forceful way.

I have always been an intense and consistent advocate of newspaper advertising—I have sold lots of it, and, what is more important, I have sold it so it has stuck to newspapers.

Each article will occupy a space ten inches deep across four columns set in 12 point type, with liberal indentation, and a plain rule border around it. It will have the appearance of a display advertisement and can be placed among advertisements. It should be placed there anyway because of the greater effect it will have.

The articles will be full of human interest which should compel their reading by business men as well as by your readers.

THE EXPERIENCES OF NEWSPAPER ADVERTISERS THAT I WILL RELATE WILL UNDOUBTEDLY PERSUADE ADVERTISERS TO INCREASE THEIR ADVERTISING WITH YOU, AND WILL INDUCE OTHERS TO START ADVERTISING.

My writings have had this effect on business men in the past, and they have also caused readers of newspapers to appreciate the advantage of buying from advertisers.

THE COST OF THE ARTICLES WILL BE \$2.00 PER WEEK FOR 52 WEEKS, INCLUDING MAT SERVICE. DO YOU WANT THEM?

I make the price thus low because I want to get a great many newspapers to print them. I WANT TO RENDER A SERVICE THAT WILL BE HELPFUL IN DEVELOPING ADVERTISING FOR ALL NEWSPAPERS. There is no reason why every newspaper in every community should not print the articles, because they will emphasize the value of advertising in newspapers as a whole.

Personally, I hold that the smallest newspaper in any community is a greater force for advertising than any other form that can be employed in that community.

WILLIAM C. FREEMAN.

ORDER BLANK

WILLIAM C. FREEMAN CO.

Please enter our order for your articles for one year from May 1, 1915, for which we agree to pay you \$2.00 per week for 52 weeks.

Signed.....

BIG PRESS CONGRESS.

Details of Some of the Proposed Activities of This Big Event, as Outlined by Jason Rogers.

Constructive efficiency is going to be the watchword at the coming great International Press Congress to be held in connection with the Panama-Pacific International Exposition at San Francisco July 5 to 10. Jason Rogers, publisher of the New York Globe, who has just returned from a conference at St. Louis with Walter Williams, director of the Press Congress, has given THE EDITOR AND PUBLISHER the following information regarding the tentative plans:

"The International Press Congress is going to be the most notable newspaper gathering ever held. It is going to be more productive of valuable and practical ideas regarding the business of newspaper making than anything previously conceived. Every newspaper man who attends is going to come away with something definite in the way of suggestions of value in the development of his own newspaper.

"There will be no long-drawn-out sessions devoted to talk for talk's sake. The sessions will probably be limited to three hours per day, from 9 a. m. to 12 noon, devoted to really notable talks by experts who will plainly indicate how they have accomplished particularly successful achievements in newspaper making and other distinctly newspaper topics.

"This plan will permit newspaper men who go to the exposition to participate in the Press Congress and to have plenty of time to visit and see all of the other wonders of the great exposition.

BOOK ON CONGRESS.

"It is now planned to produce a book of the Press Congress, which will contain not only a summary of all the speeches delivered at the congress, but symposiums by leading authorities on almost every phase of newspaper endeavor. It is planned that this book shall be produced on a subscription basis by those who personally attend and register at the congress and go to no others.

"Mr. Williams, the director of the congress, is working hard and faithfully to make the congress the great success that it should be, and is entitled to the support and assistance of the entire newspaper world. He is a man full of practical ideas and a competent newspaper man who is devoting his life educating young men in the School of Journalism of the University of Missouri.

"It is Mr. Williams' plan to invite newspaper men who have been particularly successful in the different phases of the newspaper business to contribute short articles to the book of the congress, telling of their experiences which, covering almost every conceivable subject from leading editorials through office efficiencies, circulation development, advertising service and development, will be at once the most important work on the subject ever produced.

SOME OF THE DETAILS.

"All of this mass of first hand information will make the book of the congress well worth a visit to the congress in order to become eligible to secure a copy. It will contain more useful and practical value than is obtainable in any other way and will be a permanent record of the most noteworthy press gathering that has ever been held.

"Every newspaper man who is invited to contribute to the book of the congress should feel greatly honored at being recognized as an authority on the subject upon which he writes, for it is an unusual thing to most newspaper workers to do more than work as hard as they can as long as they can with little or no acknowledgment that they have become masters of their particular calling.

"Everyone who attends the congress will have available for instant use and application to his business a fund of useful authoritative information on every phase of newspaper making that

will enable him to handily solve many a problem which otherwise he would have to work out according to his own light. Those who do not attend cannot get this information at any price.

"On my return to New York, I find numerous letters from newspaper publishers in response to my circular of April 1 indicating a plan of newspaper special trains to the International Press Congress. It will take me a few days to dig out from under this mass of correspondence and ascertain how many trains it will be necessary to run to accommodate those who want to go.

"I am not in the tourist agency business, but, seeing that there was no activity along the line of bringing newspaper men together on trains where they could have the advantage of talking shop all the way from coast to coast, I threw my hat into the ring once again, as these little efficiency works of mine have been called, and am now going to put the plan through.

"The Train de Luxe will only accommodate from 130 to 140 passengers, but we can easily arrange to run it in two sections if necessary. The eighteen-day excursion, which will better fit in with the plans of a number, can be run in car units to include everyone who wants to go. In order to insure the proper hotel accommodations at San Francisco, it is desirable that I have the earliest possible word from those desiring to go.

"These newspaper trains, arranged to be operated at cost price for the best sort of service, provide the ideal way to visit the exposition. If there is any excess on hand after running each of the excursions, the amount will be refunded to those who participated. I have endeavored to include everything and the entertainment provided along the line may leave a slight margin for division."

AD LEAGUE LADIES' NIGHT.

Over Three Hundred Attend the Dinner Given at the McAlpin.

Those who attended the annual ladies' night dinner of the Advertising Men's League, of New York, at the McAlpin, on Thursday evening, agreed that it was one of the most delightful functions ever held by the club. Over 300 members with their wives or sweethearts sat around the "family" tables spread in the beautifully decorated dining room on the twenty-fourth floor of the hotel. An excellent orchestra furnished bright, snappy music both during the dinner and for dancing in the ball room afterward.

While the guests were assembling a street organ was wheeled out on the floor of the reception room and a group of little girls from the Calvary Church Settlement School danced to the music, just as you see them dancing on the sidewalk on summer afternoons.

The entertainment which followed the dinner was excellent. Exhibition dancing, songs and several humorous stunts were given.

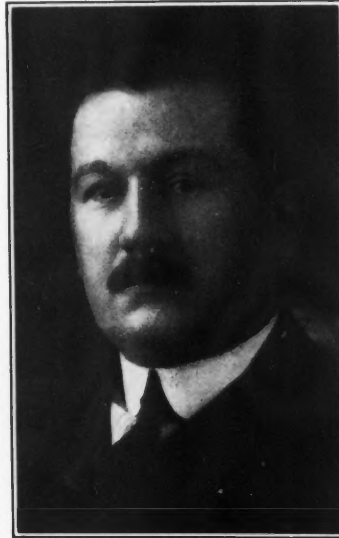
The biggest feature of the evening was a prosperity talk by Herbert N. Casson, one of the best known American advertising men, who is now in London. It was announced that he would speak over the cable and his voice would be magnified by a new invention so that all in the room might hear him. The seemingly impossible feat mystified those present until it was explained that Mr. Casson had "canned" the speech on a phonograph record and sent it from London.

Among those present were Mr. and Mrs. Manly M. Gillain, Mr. and Mrs. Harry Tipper, Mr. and Mrs. Herbert S. Houston, Mr. and Mrs. Frank Leroy Blanchard, Mr. and Mrs. William C. Freeman, Mr. and Mrs. Cyril Nast, Mr. and Mrs. Percy E. Williamson, Mr. and Mrs. Thomas A. Barrett, Mr. and Mrs. David D. Lee, Mr. and Mrs. Sam E. Leith, Mr. and Mrs. W. S. Yerkes, Miss Ida Clarke, Miss Allyn V. Scheerer, Frank Seaman, John A. Slucher, Harry Clark, Ryan Walker, Cholmeley-Jones, Mr. and Mrs. Lewellyn S. Pratt, Mr. and Mrs. Frank E. Morrison.

SPHINX CLUB ELECTS OFFICERS

Ex-Senator Beveridge of Indiana the Speaker of the Evening.

The Sphinx Club held its annual election of officers at its dinner Tuesday, April 13, with the following result: President, Preston B. Lynn, general manager of Wanamaker's; vice-presidents, H. C. Brown, advertising manager Victor Talking Machine Co.; Howard Davis, business manager New



PRESTON B. LYNN.

York American; A. C. G. Hammesfar, advertising manager Collier's; Collin Armstrong, of the Collin Armstrong Agency; treasurer, R. F. R. Huntsman; secretary, E. D. Gibbs; executive committee, W. R. Hotchkin, James O. Flaherty, George Ethridge, Samuel Moffett, Corbett McCarthy, Clarkson Cowl and James Beall, Jr.

The speaker of the evening was ex-United States Senator Albert J. Beveridge, of Indiana, recently a special war correspondent at the front for Collier's, who told of his impressions of the belligerent nations. He was introduced by George W. Perkins.

The election was held just prior to Mr. Perkins remarks and that gentleman, after witnessing the steam roller methods used in disposing of the entire election in about ten minutes, said that, although he had always held advertising men in high esteem as advertising men, he deeply regretted the fact that he had not been more closely associated with them in the years gone by, as such experience would doubtless have been of inestimable benefit to him in running a political party.

Mr. Lynn takes the office of president under terrific handicap, one which he himself has been largely instrumental in creating.

While serving as one of the vice-presidents, and even before that his work in the interests of the club has been of such a high order, the results produced so splendid, that members naturally expect, now that he heads the organization, he will excel all previous work, which will be hard, indeed, to do.

In talking with a representative of THE EDITOR AND PUBLISHER as to his future plans for the club, Mr. Lynn said:

"When I contemplate the excellent work accomplished by my predecessors I realize that the task set before me is not an easy one, and would approach the same with some diffidence did I not feel sure of the heartiest co-operation. Nothing short of this would be acceptable to me, and the universal expression of good will encouraged me in the belief that I may look upon each member of the club as my friend, as I indeed am his.

"The Sphinx Club, as you know, is composed of men of brains, influence

and power, not surpassed by any body of men within the United States, and I believe that it is now, as never before, realizing its opportunities and its responsibilities.

"Its dinners are famous, not alone for the excellence of the menu and the elaborate setting but especially for the brilliancy of its speakers and its unrestrained good fellowship. The past is an augury of what may be expected, dimly perhaps, in the months to come.

"It is too early to talk of definite plans for the future. It will be necessary for me to meet with the committees and individual members who have always shown great interest and have been active in the affairs of the club before any expression along this line can be given. Suffice to say there will be no lethargy anywhere within our gates when the boys join hands with me. Please note 'joined hands' not supine."

DEFENDS THE NEWSPAPERS.

Mr. Wiley Declares That They Are Not Influenced by Commercial Considerations.

W. F. Wiley, editor of the Cincinnati Enquirer, in a letter to THE EDITOR AND PUBLISHER, says:

"In reply to your inquiry prompted by the death of Samuel Bowles, 'Does commercialism dominate the editorial department of the newspaper of today to such an extent that papers of the republican type are losing their prestige and influence?' let me say that I do not believe that such is the case.

"In my somewhat protracted connection with the newspaper business, I have run across so few newspapers that were dominated or even influenced materially by commercial considerations, that I have come to regard such newspapers as a negligible quantity. I do not believe that the charge of commercialism against the press of America is fair, or prompted by a knowledge of facts sufficient to justify such an assertion.

"Ten years ago, or even later, the 'muck raker' fattened on the credulity and patronage of the masses. He is starving today, or has turned his attention to other pursuits. The people are in a saner and safer mood than they have been for many years; perhaps the European conflict has had much to do with this. Whatever the cause, certainly the conservative, constructive newspapers of America, wherever they may be located, will continue to be patronized, read, quoted and regarded as mentors and leaders in public thought.

"It will be a sad day for America when newspaper conservatism is no longer desired or possible."

Y. M. C. A. Graduates' Dinner.

The graduates of the 23d Street Y. M. C. A. Class in Advertising, of which Frank L. Blanchard is director, held their tenth annual dinner at the Hotel Martinique, Wednesday evening, April 7. The speakers were Harry Tipper, president of the Advertising News League, of New York; Joe M. Chapple, editor of the National Magazine; Burt B. Farnsworth, secretary of the 23d Street Y. M. C. A.; H. W. Doremus, and Mr. Blanchard. Mr. Tipper gave a forceful and keen talk on advertising, and Mr. Chapple a delightful address of an inspirational and sentimental character. Bennett Edwin Tousey, of the New York Sun, was toastmaster.

Jonas in Larger Quarters.

L. Jonas & Co., newsdealers, for thirty-eight years located in the Astor House, and now in the Woolworth Building, are soon to move from the Park Place corridor to the Barclay street corridor, where they will occupy larger space. This firm claims that one of its employees, a young woman who presides over the souvenir booth on the 54th floor of the Woolworth Building, holds the highest position of any woman in the world. L. Jonas & Co. have sold copies of THE EDITOR AND PUBLISHER since its first issue.

ART IN ADVERTISING.

Display Is Much More Effective When Harmony and Sound Appeal Are Studied Carefully.

Principles of art, when applied to advertising display, make it more effective by producing harmonious effect and sound appeal.

This was the view expressed by Frank Alvah Parsons, president of the New York School of Fine and Applied Arts, and professor of art in advertising display, of the New York University, in an address before the Cleveland Advertising Club. He said, in part:

"Life is made up of only two things, ideas and their expression. If I have not the right idea, it won't live. If that which I say is not clearly organized in my mind, I shall never put it across.

"All pictures are not art by any means. Only one in a thousand pictures used in advertising is good for anything. It is not color and it is not black and white, but it is how you use these that make a picture artistic.

"Art is harmony only. Harmony means two things. The first element is service. The ad that really and truly serves its purpose perfectly has the first element of art in it. The second element is that it must look well. If you think a thing looks right and I do not, there must be an impersonal law to judge by. In art there is an impersonal law.

BRAZEN DISPLAY DEPLORED.

"Advertising display is incorrectly understood. There is a difference between legitimate show and pompous, brazen display. Most people think advertising display is showing all there is to show.

"Some of the best persons you know put all the cut glass they have out on the sideboard to be sure that anybody who comes won't miss it. Plenty of others put painted dishes and all kinds of things around on a plate rack. That is because they do not know any better.

"You cannot look toward that sign (pointing to a gaudy ad on the wall) without being knocked flat. That one there (pointing to an ad more quiet in character) you can look at without being knocked down. Do you see that attention does not really depend on the amount of noise you make? Are you more interested in what a man has to say if he touches you on the arm and says, 'Good morning, friend,' or if he knocks you down with one crack?

"You are going to say that the quieter way is monotonous, but which would you rather have, noise all the time or fairly reasonable quiet?

"No living man can think of two things at once. Advertising display is not all the different things you can possibly introduce, but the fewest you can introduce which are in sequence along the line in which you want people to think. They must be led in their thinking just as children must be led to walk. Throwing in all this by-play won't work, because I have tried it on thousands and thousands of men and women.

"I do not need to have a picture express every detail. I want the picture to express one or two qualities that a person is absolutely obliged to believe as he reads. Pictures have violated this rule and goods have been sold in spite of that, which means that the public has eliminated the unimportant things and found the important in the display.

IRRELEVANCY IS WASTEFUL.

"There must be harmony between what you say in words and the symbol picture used to express the same idea. If you introduce a thing into your display that is irrelevant, do you not make a bid to the human mind to follow the irrelevant thing? Anything irrelevant is a waste of material, space, money and mental consciousness. Why should it not be right to organize advertising display systematically and perfectly?

"The blank space is so badly worked out in some display that we lose the value of our words. If I am telling a story with pictures, I put them close enough together so that they will read together, or, if they are not intended to follow in sequence, I put them far enough away so that they do not seem to follow.

"The optical center of a display is a little above the actual center. I must see that there is more strength above that line than below. The illustration or the heavy type must be toward the top. The top of a page is better advertising than the bottom.

"I must know the language of pictures and understand type, color, ornament and the part they play when I am expressing myself, or I am ignorant of the simplest language with which I am trying to express myself."

AMONG THE NEW BOOKS.

THE NEW BUSINESS, by Harry Tipper, advertising manager of the Texas Company, and president of the Advertising Men's League, of New York. Doubleday Page & Co., New York, publishers.

The educational committee of the Associated Advertising Clubs of the World is doing a great work in providing advertising and business men with books that will help them.

Mr. Tipper's book is one of these. It is not a treatise on advertising but on marketing in its most comprehensive aspects. Some of the subjects taken up are "Trading and Marketing," "Finance and Marketing Costs," "Factors in Marketing Cost," "Organizing, Training and Specializing and Their Effect Upon Marketing," and "Organization."

Mr. Tipper possesses an analytical mind. He is not satisfied with general statements because they do not carry conviction. He prefers to state a deduction and then show upon what facts it is based. He builds his argument logically and presents it convincingly.

In "The New Business" Mr. Tipper gives a mass of information that is distinctly valuable to every business man. Not the least helpful are the several diagrams and tables which he has prepared for the purpose of illustrating the text. It is quite evident that the better a manufacturer understands marketing conditions, the less liable he will be to score a failure. Moreover, with the information Mr. Tipper presents at his command he will be prevented from making serious mistakes which, while not perhaps fatal to business success, would prove costly and annoying. It is through the influence of every nature is to be placed upon a more secure and enduring foundation than has heretofore existed.

ADVERTISING SELLING THE CONSUMER, by John Lee Mahin, president of the Mahin Advertising Co., Chicago; Doubleday Page & Company, publishers for the Associated Advertising Clubs of the World.

Few men are better known in the advertising agency field than the author of this book. He has been a successful handler of advertising accounts for many years and understands the general subject of advertising as thoroughly as any of his contemporaries. He is a popular speaker before advertising clubs and commercial bodies. A short time ago he delivered a course of lectures before the students of the Northwestern University that attracted much attention. The present book is an outgrowth of these lectures. The scope of the work is indicated by some of the chapter titles. Here are some of them: "The Commercial Status of Advertising," "Salesmanship is Service," "The Tools of Advertising," "Advertising Medium," "Building and Testing an Advertisement," "Advertising and Selling Through the Ordinary Channels of Trade," "Retail Advertising," "Mail Order Advertising," "Trademarks," "Price Maintenance," "The Advertising Manager," etc.

It will be seen from the above Mr. Mahin presents an intelligent and prac-

tical treatise on advertising. It is a book that should appeal to the merchant or manufacturer who is seeking light on the everyday problems of advertising. It tells how to prepare copy, select mediums, and get profitable results. He presents a clear idea of the cost and advantage of the several kinds of mediums. Of them all he favors newspaper advertising the most, and tells why.

Mr. Mahin uses simple and easily understood language in expressing his ideas. The text is informative rather than argumentative. For this reason it appeals strongly to the advertiser who seeks the light on publicity problems. His illustrations are selected with great care, and plainly serve the purpose for which they were intended.

Quincy Appreciates Publicity.

Quincy, Mass., merchants and business men have started a publicity campaign to boom the Granite City as an ideal city of homes. The campaign is the result of a talk on advertising given to the Quincy Board of Trade by Mayor Chester I. Campbell, who is known from coast to coast for his publicity methods. He told the merchants that they would be more successful if they kept persistently pounding away with advertising in the Quincy daily papers. He also advised them to make attractive window displays. The next day the Quincy newspapers had several advertising accounts and store windows in various sections of the city were suddenly transformed into attractive displays of wares to be sold.

CHANGES IN INTEREST.

STERLING, ILL.—D. W. Grandon, former publisher of the Hillsdale (Mich.) Daily, has purchased the Gazette and will take immediate possession.

FORT SCOTT, KAN.—S. M. Land has purchased the Republican from H. A. Strong, who has owned and edited it for the last four years. Mr. Strong will move to Louisiana.

HIGH POINT, N. C.—J. J. Farris, owner and publisher of the Enterprise, has sold the paper to W. A. Hildebrand, of Asheville, N. C. The new owner will materially improve the paper.

TRENTON, Mo.—H. F. Strather, formerly in the newspaper business at Havana, Ill., has purchased the Times from J. A. Bowen, who bought the paper two months ago from R. H. McClanahan.

TRENTON, Mo.—Hjinnan F. Strother, formerly junior editor of the Mason (Ill.) County Democrat, has purchased the Daily and Weekly Times and will immediately assume charge of the paper.

How the Wisconsin League Works.

H. H. Bliss, secretary of the Wisconsin Daily League, which is composed of twenty-six newspapers, has written the Bureau of Advertising, of the A. N. P. A., that the league has been doing some worth-while cooperative work with advertisers and has rendered efficient service because of the willingness of the members to work in harmony. All data is sent to the secretary, who forwards it to the advertisers. Orders for advertising are placed in the same way, payment for same being made to the secretary.

The Kansas City Star Continues To Grow

Following is a record of The Kansas City Star's circulation according to its five statements to the United States Government since the passage of the Newspaper Act, August 24, 1912:

	Morning	Evening and Sunday	Weekly
Oct. 1, 1912—	176,191	179,772	274,452
Apr. 1, 1913—	177,117	179,065	287,734
Oct. 1, 1913—	174,849	178,679	291,442
Apr. 1, 1914—	181,801	184,170	308,292
Oct. 1, 1914—	194,037	198,080	326,901
Apr. 1, 1915—	198,910	202,715	331,931

No other newspaper anywhere covers the city and community in which it is published so thoroughly. The Kansas City Star offers advertisers a lower rate per thousand copies than any other newspaper in the United States.

TEXAS NEWS BUDGET.

Dallas Journal a Year Old—Colonel Ewing's Paper Plant at Shreveport, La., Scorched \$5,000 Worth—Women's Press Association to Meet in Waco Next Month—Personals.

(Special Correspondence.)

DALLAS, April 8.—Marking the first anniversary of the Evening Journal, published by A. H. Belo & Co., of Dallas and Galveston, Texas, the News Employees' Association held a get-acquainted meeting and banquet at the Oriental Hotel in Dallas on the night of March 30. Covers were laid for 325 persons. Honor guests at the banquet were Mrs. Alfred Horatio Belo, widow of the son of the founder of the News; C. Lombardi, president of A. H. Belo & Co.; G. B. Dealey, vice-president and general manager, and W. H. Benners, business manager of the News' publications. J. J. Taylor, State Press, acted as toastmaster, and among the speakers were: C. Lombardi, G. B. Dealey, W. H. Benners, Tom Finty, Jr., editor Evening Journal; E. B. Doran, managing editor Evening Journal, and DeWitt McMurray, editor Dallas Semi-Weekly Farm News.

The plant of the Shreveport (La.) Times and the Shreveport Journal was damaged by fire to the extent of \$5,000 on March 27. The fire did not interfere with publication of either paper. Colonel Robert Ewing, of New Orleans, owner of the plant, who had just reached the office, discovered the fire.

The twenty-second annual convention of the Texas Women's Press Association will be held in Waco on May 3, 4 and 5. Headquarters will be at the Riggins Hotel. Miss Mary McClelland O'Hair is chairman of the transportation committee and announces that a full attendance of the press women of Texas is expected. Mrs. William Christian, of Houston, is president.

Program of the Oklahoma State Press Association, which will meet in annual convention at Guthrie on May 7 and 8, has just been issued by E. S. Bronson, of El Reno, secretary of the association. The citizens of Guthrie are preparing to entertain at least 500 of the newspaper fraternity during the convention. On May 9 a trip is scheduled to the State Agricultural and Mechanical College at Stillwater.

C. K. Stone, recently of the advertising staff of the Houston (Texas) Chronicle, has taken a position in the editorial department of the Dallas Morning News.

J. W. Johnson, editor of the Daily Times-Clarion, of Longview, Texas, died at his home at Longview, March 25. Deceased was 49 years of age, and had been engaged in the newspaper business for a number of years. Mr. Johnson was a native of Kentucky.

Carrying out a plan for exchange of ideas, Henry C. Burke, Jr., vice-president of the Fort Worth (Texas) Ad Club, addressed the meeting of the Dallas (Texas) Ad Club Tuesday, and Dr. F. A. Wynne, of Dallas, addressed the meeting of the Fort Worth Ad Club on Wednesday. It is planned to exchange speakers in this manner frequently through the summer as a means of increasing interest in the club work.

At a meeting of the advertising men of Brownwood, Texas, on April 8, steps were taken looking to the organization of the Brownwood Ad Club. H. T. Bostick, president of the Fort Worth, Texas, Ad Club, explained the working of such an organization. Elmer T. Mitchell, secretary of the Fort Worth Ad Club, also spoke. Permanent organization will soon be affected.

Articles or incorporation have just been filed at Austin, Texas, by the Snyder (Texas) Signal. The company has a capital of \$15,000, and the incorporators are J. C. Hardy, J. P. Chambliss and Olim F. Hardy. The Snyder Signal will be launched as an afternoon daily, with J. C. Hardy as editor and J. P. Chambliss as business manager. These men were formerly in the news-

paper business at Ennis, Texas, under the firm name of Hardy & Chambliss.

PERSONAL MENTION.

Col. B. F. Rogers has purchased the plant of the Palestine (Texas) Evening Journal, which recently suspended publication, and plans to rehabilitate the plant and start a new afternoon paper. Colonel Rogers has resided at Palestine for a number of years and is regarded as one of the best newspaper men in that section.

George McQuaid, formerly general manager of the Galveston (Texas) Daily News, has been appointed Oklahoma representative of the Dallas (Texas) Morning News with headquarters at Oklahoma City.

John Nickels, editorial writer on the Des Moines (Iowa) Capital, is spending a vacation in Sherman, Texas, with G. O. Hunter, editor of the Sherman Daily Democrat. Mr. Nickels and Mr. Hunter were boyhood chums and worked together on the Oskaloosa (Iowa) Reform-Leader in the early 70s, Mr. Nickels being pressman on a George Washington hand press, and Mr. Hunter roller boy on the same press. This is the first meeting of the two veterans in forty-two years.

NEWS OF THE TWIN CITIES.

(Special Correspondence.)

MINNEAPOLIS, April 8.—A. L. Gale, Taylor-Critchfield Agency, Chicago, in an address before the Town Criers of St. Paul last week, said: "The prosperity of the Northwest puts publishers of that section in a particularly favorable position. I know of no section of the country where every branch of advertising has a brighter future. You have reason, here, for being optimistic. Thousands of people are readers of newspapers only. National advertising may put goods on the shelves but local newspaper advertising is needed to move them off the shelves. Newspaper advertising is indispensable. If I were running for Mayor I would spend most of my campaign fund in daily newspaper advertising. If I were a preacher I would fill my church every Sunday by means of sensible business-like newspaper advertising. If I were at the head of a great civic movement I would put advertising in the newspapers instead of trying to work the editor for free space."

W. H. Neal, Jr., advertising manager of the Daily News, was chairman of the meeting. A paper, by Leavitt Corning, comparing newspaper conditions of twenty years ago with those of today, was presented. Brief talks were given by H. K. Edwards and H. B. R. Briggs, respectively, business manager and editor of the Daily News.

PERSONALS.

W. H. Hunter has been named managing editor of the Minneapolis Tribune. Mr. Hunter was formerly with the St. Paul Dispatch.

O. E. Knisely, formerly advertising manager of the Minneapolis Daily News, is now advertising manager of the Omaha Daily News, and has moved his family to Omaha. George D. Flynn is now advertising manager of the Minneapolis Daily News.

Porte L. Evans, for eight years with the advertising department of the Tribune, is now with the Daily News. Frank B. Harper, for a number of years a member of the display soliciting staff of the latter newspaper, is recovering from a serious illness.

L. B. Roberts, formerly of the Tribune advertising staff, has resigned to accept a position as sales manager for the Western Motion Picture Advertising Company.

R. H. Camp, of the Daily News, and Miss Ruth Raisbeck will be married April 14.

Jack Hill, erstwhile press agent for the Bainbridge Playhouse, has joined the reportorial staff of the Daily News.

J. Warren Bishop, night editor of the New York (N. Y.) Sun, is the proud father of a nine-pound boy, born on April 15. Mr. and Mrs. Bishop have no other children.

THIRTY YEARS EDITOR.

R. M. Johnston's Career as Head of the Houston Post—How the Paper Has prospered Under His Direction.

Reinzi Melville Johnston on April 5, of the present year, completed thirty years as president and editor of the Houston Post. Mr. Johnston was born in Georgia but went to Texas during the reconstruction period, shortly after the close of the Civil War, and has played an important part in the political and commercial history of the State. Scores of times his dictum has decided



R. M. JOHNSTON

the fate of men and measures and aided in the State's development.

With every big daily in Texas fighting against Governor Hogg in 1892, for instance, Johnston and the Post pulled through the man, who, as governor, turned the policy of the whole State upside down.

Later, in 1896, Johnston was the only "big paper" editor who could see William Jennings Bryan as a man for the presidency, but in later years Bryan seems not to have appreciated this service. The ingratitude of politicians is nothing new to Senator Johnston but, as he knew from grim experience what to expect, he has done well by the State in selecting measures rather than men when it became his privilege to make the choice.

Senator Johnston has never asked political preferment, though he did find pleasure in serving in the United States Senate for a few weeks by appointment when Joseph Weldon Bailey resigned. As a costly honor he was also for twelve years the Democratic National Committeeman for Texas.

Economically, Senator Johnston has urged so strongly the development of Houston and of Texas, and his teachings have been so well impressed, that Houston is today a city of "general offices." That is, the mills, the shops, the lumber companies, the oil fields and the railroads of an area vaster than most States, have their headquarters in the city with thousands of clerks and officials, making it a city of assured income and great prospective growth. In the country about Houston there are few cotton fields (though the city's receipts are in the neighborhood of 2,000,000 bales annually by rail and water) but many dairies and truck patches and berry fields and citrus orchards.

As developers of the State's resources in another way, in many newspaper offices all over Texas sit men who began their career on the Post or where ability was developed along lines of usefulness in its service. Included

in the list is the present Lieutenant Governor of the State, the publisher of a big daily in Beaumont, W. P. Hobby.

Thirty years have passed since Senator Johnston and J. L. Watson (dead some years since) with an abiding faith and with only a few hundred dollars between them, took over the remains of the first Houston Post which had cost its promoters \$250,000. The remains were not very many at that and were covered with a mortgage. Today the Post is capitalized at \$300,000, its stock is quoted at 210 and its plant includes sixteen linotypes, three sextuple and quadruple perfecting presses, type casters housed in a building of four stories and basement fifty feet wide and 150 feet deep, all occupied by the Post.

PRESS HANDLED FIGHT WELL.

Havana and New York Extras on Street One Hour From End of Contest.

(Special Correspondence.)

HAVANA, CUBA, April 6.—Thirty thousand boxing fans today witnessed the battle between Jack Johnson and Jesse Willard for the heavyweight championship of the world, held at the new Oriental racetrack at Mariano, a suburb of Havana, the result of which is now history. It was a great event in the sporting world and newspapers everywhere in the United States made the most of it.

Several large New York papers sent their sporting writers to Havana, others were represented by their Havana correspondents, aided by extra men sent from New York. The Associated Press and the United Press had some of their most expert reporters at the ringside and their best men at the telegraph keys flashed out the news as it was literally "punched out" in the ring. The Western Union telegraphers also handled the news in capable fashion.

The Havana papers, La Prensa and La Lucha, had special wires from the prize ring to their offices, set the news up as fast as it was "phoned in" and had fight extras on the street one hour after the referee's decision was given. La Lucha with its English page was quickly bought out by the large American contingent in the city.

George M. Bradt, publisher of the Havana Post, was largely instrumental in securing Havana as the scene of this contest. Mr. Bradt is greatly interested in sports and has done much to further their interests in Havana.

Golden Anniversary of Typothetae.

The golden anniversary meeting of the Typothetae, the New York organization of employing printers, was held on April 13 in Luchow's banquet room in New York City. The meeting was preceded by a dinner at which Willis McDonald, the oldest printer in point of membership in the organization, was guest of honor, and Edmund G. Gross, associate editor of the American Printer; Henry L. Bullen, librarian of the organization, and Robert Gair were the principal speakers. At this meeting James W. Bothwell completed his term as president and Frederick Alfred was elected his successor.

Buffalo Times' Banquet.

Thomas Clark, general manager of the Buffalo (N. Y.) Evening Times, was the guest of honor at an "efficiency banquet" of the members of the Times staff at the "Hofbrau," that city, on April 8. Mr. Edward W. Mills, head of the Times sporting department, was toastmaster and the speakers in addition to Mr. Clark were Norman E. Mack, proprietor of the Times, Daniel J. Sweeney, William H. Reiley and Louis B. Lane of the staff. Representatives of all of the departments connected with the paper combined to make the affair a success.

The Lexington (O.) Leader and the Hamilton (O.) Journal have been elected to associate membership in the American Newspaper Publishers' Association.

MARCONI AT CAPE COD

Wireless Towers Erected For Receipt of War News From Norway Will Prove Big Aid to Papers in Obtaining News From Neutral Powers—Personal and General News of Newspaper Makers.

(Special Correspondence.)

Boston, April 14.—Great confidence in better business conditions is being shown by Boston men judging from the advertising columns of the daily press, which have been carrying a great deal of display advertising during the past few weeks.

Hon. William F. Murray, postmaster of Boston, who has the distinction of being the youngest postmaster this city has ever had, spoke before the Pilgrim Publicity Association Monday noon. Mr. Murray gave the advertising men an insight into the amount of mail matter handled through his office and also threw some light on the inner workings of Uncle Sam's largest business enterprise.

William U. Swan, editor of the New England office of the Associated Press, in an address before several hundred members of an electrical association recently declared that while practically all communication between this country and neutral nations was cut off, the Marconi company was endeavoring to establish stations on Cape Cod that would be able to communicate directly with Norway.

"We have just learned within the last two weeks," said Mr. Swan, "that the Marconi company has erected two giant structures on the cape, one for sending and the other for receiving. These upright towers are several hundred feet high and wireless antennae run fully a mile into the surrounding country. If this project can be carried out it will be a decisive factor in the handling of the immense volumes of war news and dispatches from neutral sources in Norway. The great drawback is that the equipment of these stations is held up in England, and unless the Marconi company can secure some equipment in this country that will enable them to send and receive at such great distances, the plan is likely to fail.

Seumas O'Brien, dramatist, sculptor and writer of short stories, read selections from his works at the Boston Press Club Tuesday evening. Mr. O'Brien is not only one of the leaders in the great revival of Irish sculpture, but is one of the founders of the Cork dramatic movement, and the pioneer in the founding of an Irish National theater in this country. He is writing a book on America which will be published in the fall.

Paul Waitt, who is well known as a feature writer, is covering Billy Sunday's religious revivals in Paterson, N. J., for the Post.

Harold Wheeler, of the Post rewrite staff, recently addressed a class in journalism at Boston University on "How Big Stories are Covered." Mr. Wheeler is an authority on the subject, having covered some big news features for the Post, Herald and Journal.

C. O'Connell Galvin, editor of the Catholic page of the Sunday American and a well known lecturer, is confined to his home in Winthrop on account of trouble with his eyes.

Fred C. Spayde, city editor of the Boston American, has been called to Kansas City by the serious illness of his aunt.

James Walsh, of the Advertiser and Record, is receiving the congratulations of a host of friends on his recovery from a very severe attack of rheumatism.

The third anniversary of the Lawrence (Mass.) Newsboys' Protective Association was observed at the annual meeting of the organization in the Lawrence Y. M. C. A. Building. Officers for the coming year were installed and James D. Horne, principal of the High School and a trustee of the organization, delivered an address on "Being a Newsboy."

SUNDAY VISITS PRESS CLUB.

Evangelist Says Some Nice Things About Newspaper Men to Their Faces.

"Billy" Sunday on Monday came over to New York City from Paterson, N. J., where his revival service has been in full swing for a week, and addressed the metropolitan newspaper men at the Press Club.

Mr. Sunday's characterization of New York reporters as "dirty, stinking little liars," the previous week, because of some of their reports of his Paterson meetings, caused unusual interest to be taken in this address. Speaking with vigor and his usual high voltage speech, Sunday praised the press highly, although he declared he would fear no opposition or criticism in his chosen work.

"The newspapers are one of the greatest moral forces in the country, if not the greatest," he said. "I believe an honest newspaper is invincible. You can't stop it any more than you can sink a battleship with a shotgun, smash Gibraltar with a pea-shooter or dam Niagara Falls with toothpicks and hair-combs. If the newspapers were all suppressed I believe that crime and sin would increase 100 per cent. overnight and all Hell would hold a jubilee. The good people would fall on their knees and pray that the newspapers should be restored.

"I guess I have been getting more space than any man in the country," he continued. "I never tried to tell the newspapers what to print about me. I always said, 'Go ahead and write what you like. If you want to soak me, go on, and I'll laugh, while you're jabbing me.'"

Sunday went on to say that he had traveled in nearly every town in the country, but had never known of a subsidized newspaper. He also said that the newspapers could clean up every town from New York to San Francisco and make every man in public life be decent and remain decent. The evangelist concluded his speech with, "The newspapers are the greatest influence for good next to the pulpits and often they have the pulpits skinned a block."

After the talk his listeners applauded vigorously and many shook hands with him. Besides visiting the Press Club, Sunday called on the Mayor, saw John K. Tener, head of the National League, and whizzed back to Paterson, all in about four hours.

Macauley Wins Verdict from World.

Charles R. Macauley, cartoonist, and formerly president of the Press Club, obtained a verdict for \$11,700 in the Supreme Court against the New York (N. Y.) World, on April 15, for breach of contract. Mr. Macauley, who was for several years the cartoonist of the World, was discharged when his contract had about a year to run. He was receiving \$250 a week at this time. Ralph Pulitzer, president of the defendant corporation, testified that one of the chief reasons for Mr. Macauley's discharge was his connection with the campaign fund collected for John Purroy Mitchel, when he was running for mayor. The World is opposed to all secret campaign funds, and it was claimed that in acting in an official capacity in the collection of such a fund, Mr. Macauley had violated one of the policies of his employer.

Shuberts Bar Critic Temporarily.

The temporary injunction obtained by the New York (N. Y.) Times against the Shubert Theatrical Company, of this city, restraining the latter from excluding from their theatres, Alexander Woolcott, dramatic critic for the Times, was vacated by Justice Hendrick on April 15. The justice made it clear that his decision was effective only until he had decided a pending motion to make the temporary injunction permanent. In the meantime the Times' critic is excluded

from the Shubert houses and the Times has retaliated by refusing to print any of the Shubert advertising.

Changes in the Sun Office.

Eugene Doane, former night city editor of the New York (N. Y.) Sun, has resigned and is succeeded by Marian G. Scheitlin, formerly assistant night city editor. Frank Dallam, at one time connected with the Times and the American, who has just returned from San Francisco, Cal., where he has been on the staff of the Examiner, succeeds Mr. Scheitlin as assistant night city editor.

Carl Hauser Dead.

Carl Hauser, the "German Mark Twain," and city editor of Puck when it was a German publication, died at his home in New York City, on April 14, aged 69 years. Mr. Hauser was a native of Hungary and had been in this country for forty years. For many years he published The German Calendar, and was the author of many humorous books, one of the most recent being "Fun for the Millions."

Thompson Typesetter's New Quarters

The increase in the business of the Thompson Type Machine Co., of Chicago, has compelled it to move from its old quarters, 624-632 South Sherman street, which it has occupied since the company was organized in 1907, to larger quarters at 223-225 West Erie street, that city. When the new factory is in full working order it will be a model plant, equipped with the latest and best devices for the protection of the health and lives of the company's employees, and for the manufacture of the Thompson Typecaster, one of the most valuable mechanisms in the printing industry.

The Waynesboro (Pa.) Herald moved into a new building erected especially for it, on April first.

NEW INCORPORATIONS.

DOVER, DEL.—Trademark Redemption Company, Inc.; Capital, \$10,000. To engage in a general advertising business. John J. Griffen, Glendale, N. Y., Hugh L. Nehring and James F. Rogan, New York, incorporators.

AIKEN, S. C.—Aiken Publishing Company. Capital \$7,500. To publish a newspaper and do general job printing. The incorporators are Walter E. Duncan, of Aiken, and George A. Briggs, of Augusta.

NEW YORK CITY—The Old Time Publishing Company, Inc., Manhattan; \$15,000. Raymond Ballantine, New York, Paul A. Schmitt, Brooklyn, N. Y., F. I. Connolly, Bronx.

CLEVELAND, O.—The Sloga Publishing Company; \$10,000. General printing and publishing. H. Melvin Roberts, William Howell, B. M. Duncan, J. C. Quayle, and L. E. Rice, incorporators.

PITTSFIELD, MASS.—Telegram Publishing Company; \$25,000. Robert J. Orr, Arthur M. Miner, and James J. Canning, incorporators.

NEW YORK CITY—S. Maidousky & Co.; \$10,000. Publishing, printing, mail order, merchandisc. S. Maidousky, S. and L. N. Halpern, incorporators, 48 7th street.

Daily Oklahoman Picked Willard.

Many claim to have first discovered Jesse Willard, the now heavyweight champion of the world, but Charles J. Brill, sporting editor of the Daily (Okla.) Oklahoman and J. D. Brock are the joint rightful claimants. Brill first saw Willard in December of 1910, encouraged him to become a fighter and has ever since maintained that the Kansas cowboy would some day be champion. Brill has a letter from Willard in which the fighter expresses a wish that the editor could be at the ringside to see him beat Johnson and reminds him of the fact that he was the first writer to boost him as champion.

CHARLES SEESTED

DIRECT REPRESENTATIVE

41 Park Row

New York

Telephone 569 Cortlandt.

THE acid test for a foreign representative is his ability to produce business for the publications he represents.

Sixteen years of training in securing revenue producing business for one paper made me confident of my ability to do the same for other papers, and led me into broadening my field.

I think I have the broadest, most comprehensive proposition to make to publishers that they can find, and want to get in touch with live publishers who can really give me something good to sell, and who have papers that can make good on what I send them.

Write to me for my proposition.

AD FIELD PERSONALS.

George L. Sullivan, whose advertising experience includes connections with the Boston (Mass.) Globe, Denver (Colo.) Post, New York (N. Y.) World, Times, and Tribune, has joined the staff of Bromfield & Field, Inc., of New York City, in charge of special research merchandising work.

Francis W. Wright, who has been for some time connected with the Parson-Powers Advertising Agency of Columbus, Ohio, has become advertising manager of the Connellville and Uniontown stores of the Wright-Metzler Company of Cleveland, Ohio.

William Woodhead, president of the Associated Advertising Clubs of the World, addressed the members of the Advertisers' Club of Cincinnati at a luncheon given in his honor on April 13, at the Hotel Gibson.

John A. Davis, advertising manager of the Magrane Houston Company of Boston, Mass., delivered an address on advertising before the Business Men's Association of Biddeford, Maine, on April 7.

Fred W. Ellsworth, for four years in charge of the Publicity Department and News Business of the Guaranty Trust Company, of New York City, has been made an officer of the company with the title of publicity manager.

D. J. Ogilvie has resigned as secretary and business manager of the Federal Advertising Agency, and has been appointed production manager of the Cheltenham Advertising Service of this city. Mr. Ogilvie, who hails from Aberdeen, Scotland, is an expert on corporation organizing and systematizing. He has made his success in the agency field by applying such methods and systems to the advertising problems that daily arise. His many friends in the newspaper field wish him all kinds of success in his new position.

Norman A. Pabst, a well known advertising man of Detroit, Mich., has joined the sales staff of the Bench-Robinson Company, of Detroit, dealers in Hudson cars.

F. Reginald Kennington, an English advertising representative who was for a time located in New York, and a year ago returned to London, has joined the colors and is now on his way to the front.

Will Eakin, advertising manager of the Atlanta, Ga., branch of the Swift-Pacific Company, has been a guest at the Hotel Martinique in New York City for a week while on a Northern business trip.

AMONG THE AGENCIES.

Alcorn-Henkel, of New York and Chicago, have been appointed foreign advertising representatives of the Burlington (Ia.) Gazette.

The MacQuoid-Miller Co., Inc., has been appointed special representative in Chicago and New York of the Pensacola (Fla.) Journal and the Meridian (Miss.) Dispatch.

The S. C. Beckwith Special Agency, with offices in New York, Chicago and St. Louis, has been appointed foreign representative of the Washington Herald.

Prints No More Liquor Ads.

The El Paso (Texas) Herald announced in its issue of April 8 that hereafter it would accept no more liquor advertisements and that when the present contracts for such advertisements expired they would not be renewed. The Herald explains that while it is not a prohibition advocate it feels that it is expressing the dominant sentiment of the Southwest on the liquor question in taking this step.

THOMAS SUCCEEDS BARIGHT.**Former Publicity Manager Given Entire Charge of Prudential's Advertising.**

Harvey Thomas, since June 1, 1914, publicity manager and supervisor of the advertising department of the Prudential Insurance Company, has been given complete control of the advertising of the company, succeeding George F. Baright, who resigned on March 15 to enter the field of general advertising.

Mr. Thomas started in newspaper work by corresponding for several papers while studying law in the little town of Mount Holly, N. J. Then he went to Newark, where he served for ten years on the Newark News, gradually working his way up from a police court reporter to legislative correspondent and writing political news.

As editor of the Atlantic City Review Mr. Thomas aided in the great fight to stamp out corruption and purge Atlantic City. His fearlessness, coupled with the success of his efforts attracted the attention of President Wilson who showed his approval by appointing Mr. Thomas postmaster, the only Republican appointment which the President made. After serving for six months in this capacity, Mr. Thomas resigned to become publicity manager of the Prudential.

Early in his career Mr. Thomas learned the value of newspaper advertising and although in the past the Prudential Insurance Company has made good use of the newspaper, it is probable that the coming year will find the company will spend more money on newspaper campaigns than heretofore.

LIVE AD CLUB NEWS.

The Spokane Chamber of Commerce and the Ad Club will co-operate this year in appointing a joint censorship and vigilance committee to scrutinize advertising and spot fake advertising schemes.

The Ad club of Boone, Iowa, recently obtained the conviction of Sam Solomon, manager of the King Shoe Company of that place, for advertising an imitation shoe as the genuine Martha Washington. The manager was indicted and upon a plea of guilty was fined \$25.

The close of the prize membership contest of the St. Louis Advertising Club showed a gain of 290 per cent. and a total membership of 652. John S. Harris, a real estate advertising man, won the club's membership medal, having obtained 112 new members. Howard L. Bergen, assistant advertising manager of The Republic, was a close second, having gained 101 new members.

De Forest Porter, president of the Ad Club of Buffalo, New York, who has just returned from a visit to the Panama-Pacific International Exposition, addressed the club at their weekly luncheon. Mr. Porter's keenly interesting talk was illumined with stereopticon slides in colors.

Dr. Herbert W. Hess, director of advertising at the Wharton School of the University of Pennsylvania, addressed the members of the Poor Richard Club of Philadelphia on March 31. Dr. Hess stated that the number of students tak-

ing the course in advertising at the Wharton school had increased from 35 to 500 and that a tremendous development was looked for in this line of work.

Bible Contains Best Ads.

In a recent address in Chicago Wilbur D. Nesbit declared the Bible to be the oldest, greatest and most successful advertisement the world has ever known. "It is a model to any advertiser," he said. "For literary style and convincing statements and for human appeal it has never been equaled. The twenty-seventh chapter of the book of Ezekiel is the most wonderful piece of municipal advertising ever written. It tells the stories of Tyre. It tells of the great city situated at the entry of the sea. It goes on for paragraph after paragraph in logical statements. It is wonderful to read. It is a song of merchandising, an epic of the commercialism of the city of Tyre. Then the prophet foretells the destruction of Tyre because of the iniquity which came into it and the prophecy is fulfilled. It is fulfilled in this day. A man must be honest in his work, an organization must be honest in its work and a city must be honest or all will be destroyed."

Of a total annual outlay of \$556,000,000 for advertising in the United States the newspapers get \$250,000,000.

"Advertising is often the best news in the paper. Merchants who use it may be sure that every line they say is read."—Dubuque Times-Journal.

The Maine Legislature has passed a bill extending to press representatives the privilege of the floor in the House and Senate.

PUBLISHER'S NOTICE.

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

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

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

The columns are 13 picas.

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

Liberal discounts are allowed on either time or space contracts.

Small advertisements under proper classification will be charged as follows: For Sale and Help Wanted fifteen cents a line; Business Opportunity and Miscellaneous twenty-five cents a line, and Situations Wanted ten cents a line, count six words to the line.

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

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

Pittsburgh—Davis Book Shop, 416 Wood street.

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

Chicago—Post Office News Co., Monroe street.

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

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

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

Publisher's Representative

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

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

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

COONE, LORENZEN & WOOD-MAN
Brunswick Bldg., N. Y.; Advtg. Bldg., Chic.; Gumbel Bldg., Kansas City.

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

GLASS, JOHN G.
1164 Peoples Gas Bldg., Chicago.

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

NORTHROP, 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.

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

Advertising Agents

AMERICAN SPORTS PUB. CO.,
21 Warren St., New York.
Tel. Barclay 7995.

COLLIN 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.

LEVEY, H. H.,
Marbridge Bldg.
Tel., Greeley 1677-78.

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

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

Established 1892

DUHAN BROTHERS

WHOLESALE DEALERS IN

NEWSPAPERS AND PERIODICALSTRIBUNE BUILDING
NEW YORK CITY

Telephone 3584 Beekman

Distributing
Specialists
Daily
Weekly
Monthly
Newspapers
PeriodicalsCirculation
Builders
Bill
Posting
Advertising
Display
Periodical
Promotion

TIPS FOR THE AD MANAGER.

The Morse International Agency, Dodd-Mead Building, New York City, is forwarding 8 inches 56 times for Wednesdays only to a few papers for the Rumford Chemical Company, Providence, R. I.

A. J. Picard, New York City, is sending out copy for the Olus Underwear.

Roberts & MacAvinche, 30 North Dearborn street, Chicago, Ill., are making contracts for George H. Mayr.

Williams & Cunyningham, 59 E. Madison street, Chicago, Ill., are making new contracts for Hart, Schaffner & Marx.

Hauser Agency, Newark, N. J., is handling the advertising account of the Empress Manufacturing Company.

W. H. H. Hull & Company, Tribune Buildings, New York City, are placing 500 line 1 time with a selected list for Lord & Taylor Company.

Dauchy Company, Inc., 9 Murray street, New York City, is issuing 21 lines 48 times to a selected list for A. S. Olmsted Company.

The Certone Company, of New York City, is to conduct an extensive advertising campaign in various metropolitan dailies during the next sixty days. The Ewing-Miles Advertising Agency, 1482 Broadway, New York City, will handle the business.

The McGucken Advertising Agency, of Philadelphia, is conducting an advertising campaign in various newspapers throughout New York State for the Standard Roof and Paint Company, of New York City.

The Albert Frank Advertising Company, 32 Beaver street, New York City, is placing some advertising for the Cunard Steamship Company in a number of city newspapers.

The Bromfield-Field Advertising Agency, 171 Madison avenue, New York City, will handle some new advertising for the Fiske Fire Company, about the middle of April.

N. W. Ayer & Son, of Philadelphia, Pa., are preparing an advertising campaign for Prince Albert Tobacco.

Monmouth Advertising Agency, Long Branch, N. J., is placing 84 l. d. c. orders with large city newspapers for the Long Branch Board of Trade, Long Branch, N. J.

A. M. Stockman Advertising Agency, 20 Vesey street, New York City, is again issuing orders to a selected list of newspapers for the Vermilax Co., Dog Remedy, 220 West 42d street, New York City.

Scheck Advertising Agency, 9 Clinton street, Newark, N. J., is handling orders with a selected list of newspapers for the Empress Manufacturing Company.

New Orleans States

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

33,271 Daily

Per F. 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 AGENT

Sole Foreign Representatives
New York Chicago St. Louis

"Instantaneous Hair Color," 36 West 20th street, New York City.

F. Wallis Armstrong Advertising Co., North American Building, Philadelphia, Pa., is renewing the advertising contracts for the Victor Talking Machine Company, Camden, N. J.

George Batten Company, Fourth Avenue Building, New York City, is making contracts with some Western newspapers for the Thermoid Rubber Company, Trenton, N. J.

Mahin Advertising Company, 104 S. Michigan avenue, Chicago, Ill., is sending out orders to some Eastern newspapers for Lowe Brothers Company, "Lowe Bros. High Standard Liquid Paint," Dayton, O.

Hoyt's Service, 120 West 32d street, New York City, is forwarding 41 l. 19 t. orders to some New England newspapers for Mack's Medical Company.

The Canada Steamship Lines, Ltd., R. S. Muller, general advertising manager, Montreal, Canada, is making some trade and cash deals direct with a selected list of newspapers.

Fisher-Smith Advertising Company, 122 E. 25th street, New York City, is again placing 52 l. 2 t. orders with a selected list of newspapers for Dr. D. A. Williams, East Hampton, Conn.

The Wood, Putnam & Wood Advertising Agency, of Boston, will place some new advertising for the Moxie Company.

American Hospitals in Paris Company, 14 Wall street, New York City, are contemplating an extensive newspaper advertising campaign.

The Swayze Advertising Company, 112 East 19th street, New York, will place some spring advertising copy for the Carbona Products Company.

The Stewart-Hartshorn Company will not send out their spring advertising to newspapers this year as they have done previously.

LESAN GETS CHALMERS.

New York Agency Takes Over Big Detroit Automobile Account.

H. E. Lesan Advertising Agency of New York has secured the advertising account of the Chalmers Motor Cars of Detroit, Mich., which has heretofore been placed by the Carl M. Green Co., of that city. This is one of the big automobile advertising accounts.

Ad Women's April Dinner.

The New York (N. Y.) League of Advertising Women will have an informal dinner and meeting at the Prince George Hotel on April 20. Mrs. Frederick Nathan, president of the Consumers' League, will speak on "Advertising Before and After the Consumers' League Campaign" and Irving E. Cohen, merchandise specialist for the New York Tribune, will tell of some of the things that brilliant advertising copy does to and for Mrs. Ultimate Consumer. The meeting is open to men as well as women consumers in and out of advertising fields.

Electric Light Advertising.

Arthur Williams, general manager of the New York Edison Company, made a plea for more extensive advertising by the electric companies at a luncheon of the Jovian Club, a fraternal order of the National Electric Light Association, at the Hotel Martintine in New York City on April 8. The speaker attributed a large part of the prosperity and material development of the United States in the last decade to the fact that the country's advertising bill is \$700,000,000, twice that of any other country.

"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.

ALABAMA. NEWS Birmingham Average circulation for 1914: Daily, 36,235; Sunday, 37,762. Printed 2,207,884 lines more advertising than its nearest competitor in 1914.	NEW JERSEY. PRESS (Circulation 7,945) Asbury Park JOURNAL Elizabeth PRESS-CHRONICLE Paterson COURIER-NEWS Plainfield
ARIZONA. GAZETTE (Average Circ. Oct. 1, 1914, 6,125) Phoenix	NEW YORK. COURIER & ENQUIRER Buffalo IL PROGRESSO ITALO AMERICANO New York
CALIFORNIA. EXAMINER Los Angeles A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.	OHIO. PLAIN DEALER Cleveland Circulation for March, 1915: 128,687 Daily 128,687 Sunday 165,332 VINDICATOR Youngstown
GEORGIA. JOURNAL (Cir. 87,531) Atlanta CHRONICLE Augusta LEDGER Columbus	PENNSYLVANIA. TIMES Erie DAILY DEMOCRAT Johnstown TIMES-LEADER Wilkes-Barre
ILLINOIS. HERALD Joliet STAR (Circulation 21,589) Peoria	SOUTH CAROLINA. DAILY MAIL Anderson
IOWA. REGISTER & LEADER Des Moines EVENING TRIBUNE Des Moines Essential to covering Des Moines and vicinity	TENNESSEE. BANNER Nashville
KENTUCKY. MASONIC HOME JOURNAL Louisville, Ky. (Semi-Monthly, 32 to 64 pages.) Guaranteed largest circulation of any Masonic publication in the world. In excess of 90,000 copies monthly.	TEXAS. ENTERPRISE Beaumont Covers East Texas and West Louisiana STAR-TELEGRAM Fort Worth Net Paid Circulation, 35,000 daily. Over 50% more net paid city circulation and over 5,000 more net paid Sunday circulation than any other paper in Fort Worth. CHRONICLE Houston The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday. POST Houston Over 80% city circulation to regular subscribers by carrier. The "Home Paper" of South Texas, 30,000 guaranteed. TELEGRAM Temple Net paid circulation over 6,000
LOUISIANA. TIMES PICAYUNE New Orleans	UTAH. HERALD-REPUBLICAN Salt Lake City
MARYLAND. THE SUN Baltimore Has a combined net paid circulation of 135,000 copies daily, 100,000 of which go into homes in Baltimore City and suburbs.	WASHINGTON. POST-INTELLIGENCER Seattle
MICHIGAN. PATRIOT (No Monday Issue) Jackson Average three months ending March 31, 1915: Daily, 11,349; Sunday, 13,104. Member "American Newspaper Pub. Ass'n." "Gilt Edge Newspapers," and A. B. C.	WISCONSIN. PRESS Sheboygan
MINNESOTA. TRIBUNE, Morning and Evening Minneapolis	CANADA. WORLD Vancouver FREE PRESS London
MISSOURI. POST-DISPATCH St. Louis	
MONTANA. MINER Butte	

ROLL OF HONOR

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

ILLINOIS. SKANDINAVEN Chicago	NEW YORK. EVENING NEWS Buffalo BOLLETTINO DELLA SERA New York
INDIANA. THE AVE MARIA Notre Dame	PENNSYLVANIA. TIMES Chester
NEBRASKA. FREIE PRESSE (Cir. 128,384) Lincoln	QUEBEC. LA PRESSE Montreal Av. circ. 1912, 114,371; '13, 127,722; '14, 140,342.

No War News Easter Week.

The New Albany (Ind.) Tribune, during the week preceding Easter Sunday excluded from its pages all mention of the war in Europe or of strife anywhere in the world. The editors

considered that the paper's readers were so sick of war news and the uselessness and misery of combat that surcease from the reports of strife for a few days would be a most welcome relief. The plan won the approval of the public,

The Monotype Type and Rule Caster Eliminates Distribution

ONE of the features of the A. N. P. A. Convention, to be held at the Waldorf-Astoria Hotel, New York, April 20, 21 and 22, will be

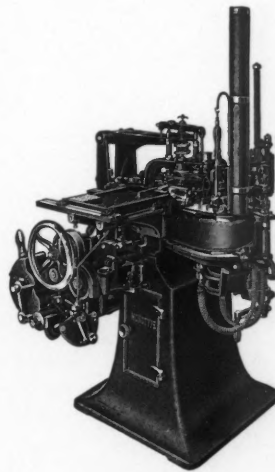
A Convincing Demonstration

of how two Monotype Units furnish a complete non-distribution system in the newspaper composing room

The Monotype Type Caster, which makes new type, borders and space material from 5 point to 36 point, so rapidly and economically that it costs less to use new type, borders and spacing material for every ad than to distribute, and—

The Lead and Rule Mold, as a Unit of the Type Caster, making rules, leads and slugs (both high and low) in strips of any length—

Will convince the newspaper publisher of the adaptability of these two units of Monotype construction to the needs of the newspaper composing room.



Visit the Monotype exhibit, or instruct your representative to do so, and be convinced that the Monotype is a time and money saver in the newspaper composing room

Lanston Monotype Machine Company
Philadelphia

New York
World Building

Boston
Wentworth Building

Toronto
Lumsden Building

Chicago
Rand-McNally Building

Cuba, the West Indies and Mexico, A. T. L. Nussa, Teniente Rey No. 55, Havana

62

It costs less to use new Monotype material than to distribute

Nothing Succeeds Like Success

During a period when nearly all
general business has languished

THE NEW YORK GLOBE

Has made the most remarkable progress in the
one hundred and twenty-one years of its history

HERE ARE THE FIGURES

CIRCULATION		
	1915.	1914.
Jan.	178,054	141,144
Feb.	170,779	138,678
Mch.	175,014	146,602
<hr/>		
Average for year ending Mch. 31, 1915	183,429	
Average for year ending Mch. 31, 1914	146,669	
Gain	36,760	

ADVERTISING		
	1915.	1914.
Jan.	407,993 lines	372,407
Feb.	336,541 lines	299,368
Mch.	498,895 lines	364,938
<hr/>		
	1,243,429	1,036,713
A gain of 206,716 lines—which stands ahead of all other newspapers, morn- ing or evening.		

REASONS WHY

1. The production of a newspaper which more and more people of the middle class want.
2. Serious and persistent effort to create confidence in the good faith and reliability of such advertising as is printed.
3. Wonderful results to advertisers which are proved just as definitely as our circulation figures.
4. The fairest schedule of advertising rates for all classes of advertisers.

Member of the Audit Bureau of Circulations

Chicago
Tribune Bldg.

O'MARA & ORMSBEE
Special Representatives

New York
Brunswick Bldg.

