

THIRTY-SECOND YEAR

# The Editor & Publisher

and The Journalist

28 PAGES

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

28 PAGES

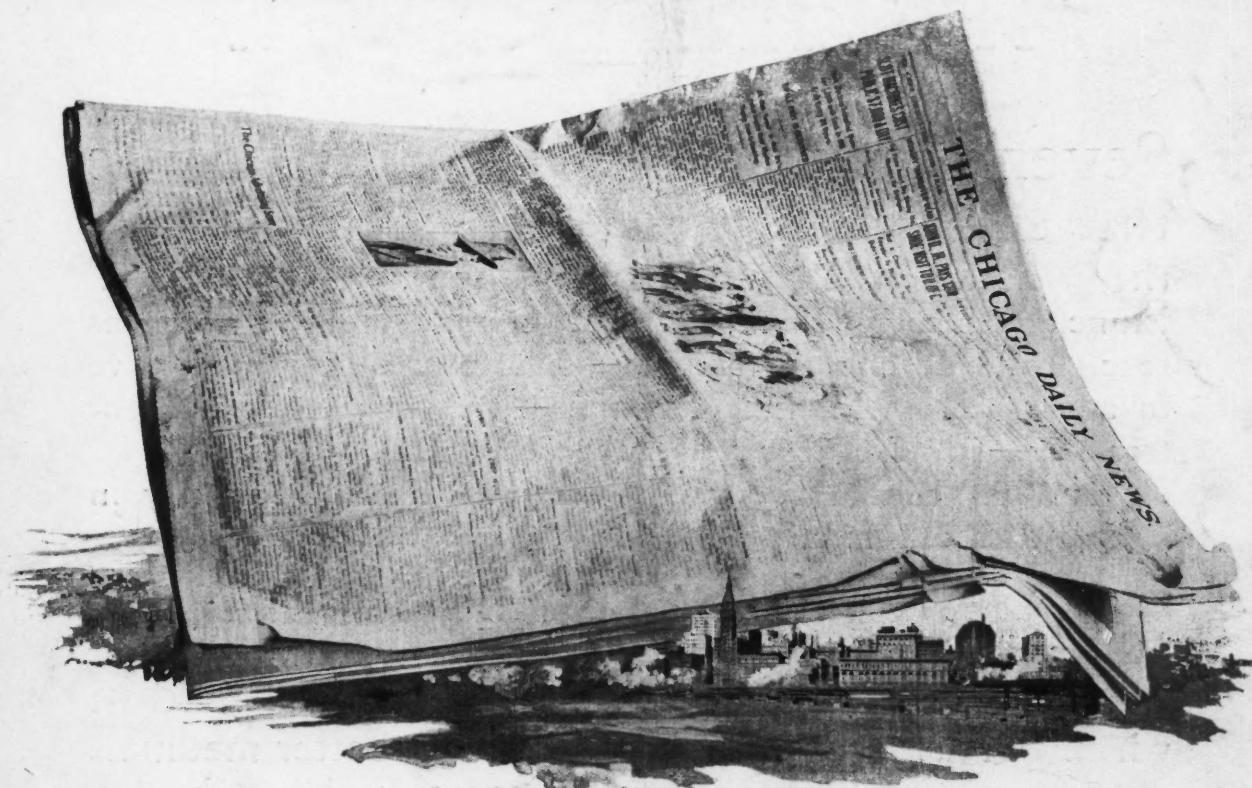
\$2.00 a Year

Vol. 48

NEW YORK, DECEMBER 25, 1915

No. 29

10 Cents a Copy



## It Covers Chicago

There are approximately 450,000 families in Chicago and immediate suburbs. Within this territory is concentrated over 92% of the 400,000 circulation of The Chicago Daily News.

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It *covers* Chicago.

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## THE SHAFFER GROUP

**CHICAGO EVENING POST**  
*Evening Newspaper*

**INDIANAPOLIS STAR**  
*Only Morning Newspaper*

**MUNCIE STAR**  
*Only Morning Newspaper*

**ROCKY MOUNTAIN NEWS**  
*Only Morning Newspaper*

**TERRE HAUTE STAR**  
*Only Morning Newspaper*

**LOUISVILLE HERALD**  
*Morning Newspaper*

**DENVER TIMES**  
*Evening Newspaper*



# The Editor & Publisher

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### FREIGHT RATES ON "NEWS PRINT"

**Publishers Greatly Interested in the Railroads' Effort to Raise Transportation Charges, and Thus to Add a Full Million Dollars to the Cost of Getting Out the Daily Papers of the Country.**

Newspaper publishers everywhere are still greatly interested in the long-drawn-out (and yet unsettled) negotiations between the newspapers, the railroads and the Interstate Commerce Commission as to a possible increase in freight rates on news print paper.

The railroads are taking the active part in advocating the increase, specifying the territory north of the Potomac and Ohio rivers and east of the Mississippi in what is known as "official classification territory." Nominally, this means eastern Missouri, western Pennsylvania, Ohio, Indiana, Illinois and Michigan, consuming 450,000 tons of paper yearly; but really there will be an extension of the effect to Texas, Louisiana, Tennessee, Kentucky, Mississippi, Alabama, Florida, Georgia, South Carolina, North Carolina, West Virginia and Virginia, an area consuming 138,000 tons yearly.

Here we have a total of approximately 588,000 tons of paper—and that's a lot. More than three-quarters of this comes from mills in eastern Canada, New England and the upper part of New York State. If the railroads get their asked-for increase, paper freight charges will go up from those mills to points like St. Louis, Chicago, Cincinnati, Louisville, etc., to an average of more than 16 per cent. above the old rate, and more than 11 per cent. beyond the increase that went into effect last January.

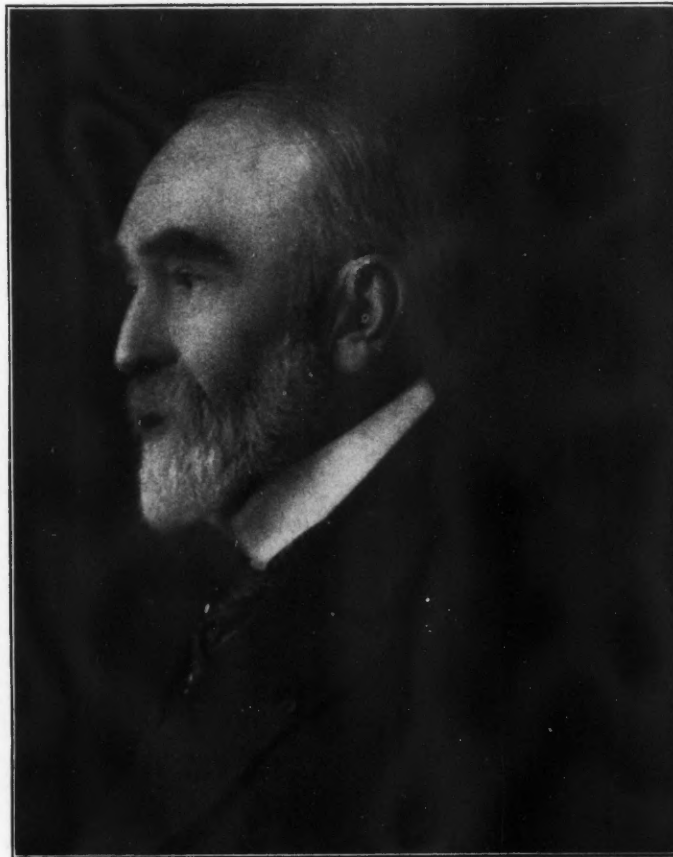
Elsewhere it will be the same—the South and West being "hit" by "combination rates" and also by the certainty that if the proposed increase be now granted it will be followed by other like increases between Wisconsin and Minnesota mills and points served by them. All these increases, if made effective, will increase the cost of news print paper fully \$1,000,000 a year, according to the best estimates.

The publishers say two things: First, that the proposed increase is unwarranted and inequitable; second, that the newspaper business is in no condition to stand the strain.

News print paper is highly desirable freight—not perishable or readily damaged, easily handled, good tonnage per car, loaded at the mills, steady in volume and already a profit-maker for the roads carrying it. They seek for it actively. Furthermore, the assertion sometimes made that there are heavy damage claims as to paper is refuted by the big paper companies.

While the newspaper business has been better in 1915 than in 1914, it is still below normal. Very naturally the publishers are omitting no effort to ward off the blow involved in a rate-raise.

Hitherto the proceedings have been held before Inspector La Roe, sitting in the New York Custom House. He has made his report to the commission. The closing date for the railroads to file briefs was Monday of this week, while the contestants (including the American Newspaper Publishers' Association) have until January 4 for filing their briefs. Supplementary briefs are then to be filed by the railroads on or before January 14, and on that day a hearing will be held before the full commission in Washington.



COL. JOHN HICKS  
PUBLISHER OSHKOSH NORTHWESTERN

has earned the title—the Carnegie of Oshkosh, Wis.—not by giving libraries, but by magnificent gifts of statuary to the city where he has for many years published his most excellent newspaper, the Daily Northwestern. Oshkosh, which is perhaps better known as an odd Indian name employed chiefly by stage comedians, is really a busy, beautiful city of 35,000, situated in the richest part of Wisconsin, in the Fox river valley.

The visitor is immediately surprised and impressed with the tone of civic art which pervades the place. There is more notable sculpture in its parks and squares than can be found in most other American cities of four times its population. To one man alone, Colonel Hicks, is the city indebted for its statuary.

John Hicks is a publisher and editor. He started in 1867 as a reporter and city editor on the paper he now owns, at the age of twenty, after leaving Lawrence College, at Appleton, Wis., where he had been supporting himself. His father was killed during the civil war, and that fact had much to do with his leaving college and taking the job on the lumber town newspaper when he did.

The town and the paper grew together into most substantial institutions, and John Hicks gradually acquired an interest in the newspaper proprietorship. For the last quarter century he has been vir-

tually the sole owner of the daily. When the Associated Press was organized he became a charter member, and of this fact he is justly proud, although in most matters he is extremely modest.

As minister to Peru for the United States, Colonel Hicks lived and traveled in South America from 1889 to 1893, improving his residence in the southern hemisphere by making a careful study of the history of South American governments. He explored the mysteries of the Incas, and collected valuable material of a historical nature. During the period of 1905 to 1909 this government sent him to Chile as envoy extraordinary and minister plenipotentiary. He has written several books, principally on travel, and during the winter months, when he sometimes travels in the Orient but more often in Mediterranean countries or in our own South, he contributes frequent letters to his paper. These letters are among the most popular features of a carefully read paper.

The men on the staff of the Northwestern are inspired by Colonel Hicks to high ideals of newspaper service. Whether he be in Oshkosh or in Honolulu, they never permit the paper to drop from the high standard that he sets for them. Perhaps they respect, even at a distance of thousands of miles, the little red notebook in which he jots down the errors that will creep into the most carefully edited paper. The Northwestern, reflecting the personality of its editor-publisher, has been for decades one

(Continued on page 808)

### WILL SPEND \$750,000 TO BOOM THE SOUTH

**Newly Organized Industrial Association Plans to Spend \$250,000 a Year for Three Years—Leading Men of South Behind It—Railroad Companies Subscribe Liberally.**

ATLANTA, Ga., December 21.—Beginning early next February, the South is preparing to carry out an advertising program lasting over a period of three years, in which this section of the country will spend some \$750,000 advertising in the Sunday metropolitan newspapers of the East, North and Middle West. This is quite the most extensive and most thoroughly organized campaign of advertising the South has ever undertaken. The movement is backed by fourteen Southern states and is designed to exploit the resources and advantages of this section of the country.

The campaign of advertising is to be conducted under the supervision of the Industrial Association of the South, which was organized at a convention at which the fourteen Southern states were represented in Nashville, Tenn., December 3, and the association will be incorporated.

At the Nashville convention the following officers were elected: President, F. W. Hoover; vice-presidents, John M. Gray, Jr., Nashville; S. C. Dobbs, Atlanta; Elmer Clarke, Little Rock; secretary, W. R. Manier, Sr., Nashville; assistant secretary, A. P. Foster, Nashville; treasurer, J. O. Cheek, Nashville.

In addition to the foregoing officers, a board of directors was organized, each state being represented in the directorate, as follows:

C. P. J. Mooney, Memphis, representing Tennessee; Joseph Daniels, Raleigh, representing North Carolina; Victor Hanson, Birmingham, representing Alabama; William Heyburn, Louisville, representing Kentucky; Frank P. Holland, Jr., Dallas, representing Texas; Governor Thomas Bilbo, Jackson, representing Mississippi; John Lewis Dietzel, New Orleans, representing Louisiana; W. M. Ball, Columbia, representing South Carolina; Joseph R. Wilson, Baltimore, representing Maryland; Clifford Anderson, Macon, representing Georgia; David R. Francis, St. Louis, representing Missouri; John T. McGraw, Fairmont, representing West Virginia.

This movement to advertise the South to the rest of the country is pointed out by the men behind the movement as one of the most important enterprises in the industrial and commercial history of the South.

For the purpose of carrying out this idea the convention at Nashville decided to raise a fund of not less than \$250,000 a year for three years. Several railroad companies of the South have already subscribed liberally to the fund and many large corporations in Dixie have emphasized their willingness to co-operate. The commercial clubs of the important Southern cities have agreed to lend their support of the movement and contribute their efforts to the entire success of the plan.

The association has engaged the Dooley-Brennan Company, of Chicago and Nashville, to co-operate with the association in carrying out its publicity campaign.

Another meeting of the association will be held in the near future in some large Southern city, the date and place to be named by the executive committee.

McINTOSH.

## BRITISH JOURNALISTS IN THE GREAT WAR

**Fifteen Hundred or More of Them at the Front—Big London Dailies Furnish Highest Number of Recruits—Every Class of Writers Represented, Also Men from Advertising and Other Staffs.**

Most people surely will agree, says the London Newspaper World, that the daily newspaper and the periodical magazine have done as much for recruiting as any other means adopted since this war began. But journalism, throughout the Empire, has not merely pointed the way; it has set an example by sending a supply of its young and ablest men to the front.

It should be remembered that journalism, though adequately supplied, is not a seriously overcrowded profession. Hence a matter of 1,500 or 1,600 men may not appear very striking; but, proportionately with its own number of possible recruits, and in comparison with those of other professions, the figure is admitted to be excellent.

Of this sum total—about 1,500 or so—London has given a full quarter, and the rest of England has yielded over half.

Naturally enough, the big London dailies furnish the highest number of recruits. The Times can boast of over thirty; the Daily Express and the Daily Mail over twenty each; the Morning Post and the Daily Citizen some fifteen each; the Evening News, the Financial News and the Financial Times a publisher's dozen each; the Daily Telegraph and the Daily Chronicle about a dozen each. The newspaper press agencies have enrolled at least fifty, while the lighter, the sports, trade, technical and strictly literary papers have responded equally well.

Every class of writer becomes a fighter. The Daily Telegraph, the Daily Mail, and the Daily Express each sends a musical critic; the Daily Graphic an art editor; the Daily News an assistant news editor; the London News Agency a news editor, art editor and chief sub-editor (who is now wounded). Editors-in-chief, too, have found that the sword is mightier than the pen, at present: A. F. Cotton, editor of the Weekly Dispatch, who became captain in the 6th City of London Rifles and was killed in action; Fabian Ware, formerly editor of the Morning Post, who has been decorated with the Cross of the Legion of Honor during his majorship at the front; R. Reading, editor of the Manchester Sporting Chronicle, who, wounded in the service of the Belgian Automobile Corps, is now a Chevalier of the Order of Leopold; and W. R. Burns, who resigned his editorship of the Goldfields News (S. A.) and came home to enlist. These literary names find an echo in others. There is an A'Becket, of Punch, now a captain in the R. A.; a Blatchford, of the Clarion, now in the 11th Queen's (R. W. Surrey Regt.); and a Stead, of the Review of Reviews, lately joined—with many more.

With Messrs. Fabian Ware, R. Reading and others, there are: Mr. F. Fisher, of Montreal and the 14th Battalion Montreal Regiment, a V. C., killed in the thick of the fight; A. Long, of Stafford and the 1st Coldstreamers, the first journalist D. C. M.; Lieut. H. Pirie-Gordon, of the Times and the R. N. V. R., awarded the D. S. O.; and Deputy Beviene, formerly a Fleet street press man who wanted no pressing to join the Italian army, where he now wears the Medal for Valour.

The immortal dead amount to well over a hundred. Among those who will never return are: Messrs. Cotton and Fisher (already mentioned); E. D. Allen, the sports journalist familiarly known as "Tom," a Scots Guardsman, who fell on January 1; Bennet Burleigh, of the Daily Mail, a Lieutenant in the 7th Battalion Lanes, Fusiliers, who died in the Dardanelles; and Lieut.-Col. Sir John T. Millbanke, V. C., a writer on

finance in London Opinion, also killed in the Dardanelles. Lance-Corpl. A. C. Evans, who was "Black Rod" of the Daily Chronicle sporting staff, is in the latest list of killed.

To make the representation of the newspaper world complete, proprietors are likewise well to the fore in volunteering. The King's uniform is worn by: Earl Bathurst and Lord Apsley, both of the Morning Post, and both commissioned in Gloucestershire regiments; Hon. Harry Lawson, M. P., of the Daily Telegraph and Colonel of the Bucks Yeomanry; Neville Lloyd, of United Newspapers, Ltd., and lieutenant in the Berks Yeomanry; and Wedgwood Penn, M. P., of the Cabinetmaker, and lieutenant in the Middlesex Hussars—to quote only the best known out of a large group.

A word must not be denied to members of the mechanical, clerical and advertising staffs of newspaper life. The total number runs into thousands; they are heroes to a man!

## THE CONQUEST OF SERBIA

**Browne, of Chicago Daily News, Cables First Eye Witness Report.**

CHICAGO, December 22.—Louis Edgar Browne, war correspondent of the Daily News, contributed something of lasting value to the varied symposium on the great European strife, when on December 17 he cabled to his paper the first actual eye witness account of the conquest of Serbia. The story, sent from Rome, was more than 5,000 words in length, and from the Daily News office was recabled and telegraphed to all parts of the world. Browne's feat is regarded as one of the journalistic triumphs of the war.

Browne is the only English-speaking writer who saw the Serbian campaign from beginning to end. For seven weeks he retreated with the army of King Peter, remaining in the vanquished little country until the last defender, Serb, French or English had been driven from its soil. During all this period he was cut off from communication with the outside world, and his compatriots made ineffectual attempts to reach him.

After the last stubborn stand of the Serb armies, which ended in their defeat and rout, Browne fled with Crown Prince Alexander of Serbia and Princess Helene on a wild ride across mountainous Montenegro to Cetinje. On several occasions the members of the party had to go without food for days and walk for hours across deep fields of snow at an altitude of 8,000 feet.

From Cetinje, Browne put to sea in an Albanian fishing smack, which, after being chased and bombarded by an Austrian submarine, escaped the subsea craft and regained the harbor of Cetinje in safety. By horseback the correspondent took the mountain trails, reaching Durazzo, after braving the perils of roving bandit bands. From that port he crossed to Italy on an Italian destroyer and reached Rome completely overcome by fatigue. In the Italian capital Edgar Ansel Mowrer, also of the Daily News foreign staff, assisted him in filing his story, and cabled an account of the correspondent's adventures.

## Meant to Kill General Otis

That Matthew A. Schmidt was the leading figure in the conspiracy which resulted in the blowing up of the Los Angeles Times Building, with the death of twenty men, five years ago, was the testimony on Monday last of Donald Vose, a detective, in Schmidt's trial in Los Angeles, on a charge of murder. Vose was placed on the trail of Schmidt fifteen months ago. Schmidt, Vose declared, recounted at the home of Emma Goldman, in New York, September 23, 1914, his part in the dynamite plot. Vose testified that Schmidt told him he and his alleged co-conspirators intended to kill General Harrison Gray Otis, owner of the Times, and that the destruction of the Times had done little good, since General Otis had escaped.

## N. Y. EVENING POST CHANGES

**Seymour Becomes Publisher's Assistant—McClean's Activities Widen.**

Theodore Palmer Seymour will begin his new duties on the staff of the New York Evening Post, as publisher's assistant, on January first. He has done notably efficient work during the past



THEODORE PALMER SEYMOUR.

four years as assistant secretary of the Publishers' Association of New York City.

Emil M. Scholz, publisher of the Evening Post, speaks of Mr. Seymour's connection with the paper as a necessity arising from its noteworthy business expansion and his consequently increasing responsibilities. Mr. Seymour's work for the Publishers' Association well equips him for his new duties. His contact with the various newspaper publishers of New York City has made him many friends.

Robert B. McClean, who has been associated with Mr. Scholz as assistant business manager, widens his activities with the advent of Mr. Seymour and will devote much time to the further development of the Evening Post Syndicate, in addition to his other duties in charge of the circulation and mechanical departments.

## WOUNDED AT THE FRONT

**Experience of an Atlanta Reporter with the French Legion.**

ATLANTA, Ga., December 21.—A wound in the shoulder from an exploding shrapnel has taken Paul A. Rockwell, former reporter of the Atlanta Constitution, now a member of the French foreign legion, from the trenches in Flanders and put him back in the newspaper business.

Mr. Rockwell, whose home is in Asheville, N. C., felt the call of adventure at the outbreak of the European War and went to France, where he enlisted as a legionnaire, with his brother, Kiffin Y. Rockwell. He served through the drive which sent the Germans back to the Belgian frontier and was then wounded and sent to Paris. He has been unable to return to the front and is now acting as special correspondent for several American newspapers, including the New York Sun and the Chicago Daily News.

His brother, Kiffin Rockwell, former advertising man, has been continuously in service since his enlistment and has just been granted his license as an army aviator under the French colors with the rank of corporal. He will be promoted to sergeant upon his first service as an aviator.

## Will This Apply to Newspapers?

Judge Malone in the Court of General Sessions last Tuesday gave decision that it is illegal in New York for a professional photographer to take pictures on Sunday. The learned judge did not divulge whether he would consider a newspaper photographer a professional.

## PHILADELPHIA PAPERS FIGHT ON COURT NEWS

**Evening Telegraph Accuses Morning Inquirer of Trying to Prevent Publication in the Evening Paper of "All the News of All the Courts"—Telegraph Will Struggle Hard to Maintain Position.**

PHILADELPHIA, December 22.—The Evening Telegraph, which has recently come under the direction of Thomas D. Taylor, published a sensational story on Tuesday night stating that the Inquirer was trying to stop the Court News service which the evening paper was able to present to its readers 12 hours in advance of the "rival" morning sheet.

Since December 7 the Telegraph has been maintaining a department, "All the news of all the courts," furnished by the Court Combination, which since 1871 has been supplying its service to all the city papers, and which the Inquirer and Ledger run daily. On December 19 Horace B. Fife, who with Mr. Lucreani, manages the service, wrote the managing editor of the Telegraph as follows:

Dear Mr. Waite: Saturday evening we were notified through the city editor of the Inquirer, that the morning newspapers held a conference on the publication of the technical Legal Column in the Evening Telegraph, and it was their unanimous decision that, as the morning papers initiated this column and paid the Court Combination extra to furnish the data, we had no right to destroy the value of such data to them by supplying it to an evening paper.

We were notified we should have to discontinue such service at once or lose the patronage of the morning newspapers. You will understand such an ultimatum leaves us no alternative. If we were to lose our income from the morning newspapers, which are our main support, we would be ruined and forced out of business. Under the circumstances, we hope you will appreciate the dilemma we are placed in, and that there was nothing left for us to do but to promise to discontinue this service to the Telegraph.

We regret very much that we are forced to do this, but this is our only means of self-preservation. Surely you will appreciate our position in the matter and not blame us, as we feel we fully demonstrated our willingness and desire to render our very best service to the Telegraph in gathering the data as early as possible for your use.

Yours very sincerely,  
Court Combination,  
(Signed) HORACE B. FIFE.

The Telegraph immediately interviewed John P. Dwyer, managing editor of the Record, W. Barran Lewis, city editor, the Press, James Benn, city editor the North American, and Charles K. Weston, city editor, the Ledger, asking for an explanation of their position in the matter. One and all disclaimed any interest in the subject and any participation in the Inquirer plan. The Telegraph quotes Mr. Weston as saying that while F. C. Whitecar, city editor of the Inquirer had conferred with him regarding it, he had not authorized the Inquirer to speak for the Ledger and that he still had the subject under consideration. On this slight basis, the Telegraph links the Ledger with the Inquirer as opposed to a continuance of the court news to the Telegraph, which claims it is strictly within its rights, as the news desired comes within the hours of publication of an evening newspaper. At the Ledger office, after the publication of the story it was said editorially that the Ledger attends to its own business; does not care what the Telegraph prints—or whether it prints—and has no special interest in the matter one way or the other.

The service was continued for a day after special solicitation, but was then shut off, John T. Custis, managing editor of the Inquirer, personally informing Mr. Waite of the Telegraph, that unless the service of the Court Combination to the latter paper ceased the Inquirer would discontinue its use of the Combination.

The Telegraph announces that it will make every effort to resume the daily publication of technical news of the courts in its later editions notwithstanding the efforts of the Inquirer to prevent it. At the Telegraph office on Tuesday night, quantities of first pages bearing the story were being prepared for mailing and it was said they were being sent broadcast to lawyers and other interested persons.

CURTIS WAGER-SMITH.



# Acid-Test of Economic Common Sense Applied to Contentions of Trading Stamp and Coupon Interests

"The Editor and Publisher" Disputes the Claim That These Trade Lures Are to Be Classified as Advertising, Shows Why They Are Not of Constructive Value in Business, But Are, in Reality, Destructive Competition Masquerading as Co-Operation

IN its issue of last week THE EDITOR AND PUBLISHER gave space to the brief presented by the trading stamp-coupon interests in support of their contention that these trading devices are entitled to classification as ADVERTISING—and that any economic argument in favor of advertising must apply to their business quite as logically and as fittingly as it applies to newspaper advertising.

They base the case of the trading stamp and coupon on the contention that these devices are legitimate advertising, accomplishing for the merchant exactly what they admit that newspaper advertising accomplishes—the largest possible distribution with the equipment at hand, which alone will secure to the customer of a store the minimum "overhead expense" on the purchase made.

THE EDITOR AND PUBLISHER contends that the trading stamp and coupon are not advertising; that they are not to be classified with legitimate methods and mediums of advertising.

To advertise is to make known. It is to announce, to publish, to disseminate information.

To advertise a store is to make known that store's trade policies, its special facilities for service—to keep the people informed, day by day, of the special buying opportunities it is enabled to offer to them. It is the province of store advertising, also, to instruct the people about commodities—to make known the particular merits of this or that article, enabling the customers of that store to buy UNDERSTANDINGLY, to adjudge values intelligently.

The newspaper, a medium of news, bringing to the people day by day the facts about events, is the logical and natural medium for advertising—through which to inform people about commodities.

"Medium" is "anything intervening." The newspaper is the best advertising "medium" because it is the natural channel through which the people secure their information about the things of today—it is the agency "intervening" between the occurrence, or the fact, and the public knowledge of the occurrence, or of the fact—whether the occurrence is a news event in the usual sense of that term, or an event of store-news; whether the fact bears upon the war, or concerns a commodity which is offered for sale.

Do the people look to the trading stamps or to the coupons for their INFORMATION? "Information," the important element in all advertising, is "communicated knowledge or intelligence." Through newspaper advertising timely "knowledge or intelligence" about today's buying opportunities, about needed commodities, is "communicated" by the merchant.

Do the trading stamps and coupons afford to the merchant this channel of communication—this "medium"?

If they do not—and it is obvious that they do not—then they cannot be classed as "advertising."

What, then, IS the status of the trading stamp and coupon in modern business?

They are a trade device; they are a trade lure. They are not advertising. They do not contribute to reducing per sale profits for a store, but to increasing the per sale cost with which the customer of a store is necessarily taxed.

A lure is anything used as an enticement, as bait. To entice is to tempt. A bait is a trap, or a snare, covered with

any substance used to entice or allure with the object of capture.

We have, also, admitted that they are a trade device. A device is a contrivance, or invention; a stratagem.

Now, a stratagem is an artifice or plan for deception of any kind, or for gaining some advantage.

These trade devices are, obviously, a stratagem—of the cleverest kind. They do gain "some advantage." But for whom?

Who profits by the great volume of stamps and coupons SOLD TO MERCHANTS, ISSUED BY MERCHANTS TO THEIR CUSTOMERS, BUT NEVER REDEEMED? If you have observed the psychology of the thing you will readily concede that the percentage of non-redemptions must be very great—must represent an "unearned increment" for somebody of a very substantial nature. For whom? Not for the merchant—not for his customers. In this one respect the device earns its title as "a stratagem," in that it does win "some advantage" for its promoters.

Now, what is the VALUE to the merchant, to his customers, of this trade lure, this trade device, this stratagem?

The spokesman for the trading stamp and coupon interests tells us that it is a trade stimulator, and assures a large volume of sales, thus reducing per sale cost, just as newspaper advertising does.

The device is a trade stimulant—but not a healthful one. A habit-forming drug is a stimulant, but not a healthful one—not something to take its place with proper food or proper medicine.

The LOTTERY could be made, if the law permitted merchants to adopt it, a far greater "trade stimulant" than the coupon or trading stamp. It could produce great volumes of sales—for a time. It could be used as a means of selling all sorts of inferior products, products which would not stand the test of advertising at all—for its selling appeal would be to a morbid desire to get something for nothing.

If the lottery idea were to be used in business as a trade device it would limit the usefulness of most forms of real advertising—for the people with whom this economic fallacy had grown into an obsession would not consider the relative merits of commodities at all. They would buy the commodities offered through the lottery plan. Yet the promoters of a lottery plan would not contend that it should be classified as advertising.

The collector of trading stamps or coupons is under the impression that he is to get something for nothing. As the mania grows with him he becomes less interested in the comparative value of goods than in the number of coupons or stamps which are offered as "Gifts" and "Presents" and "Profit Sharers." Thus real advertising loses its usefulness to him. To be informed about the merits of an article, about the stores selling it, seems of less concern than the question of whether or not he can get coupons or stamps with it.

THE TREND AND PURPOSE OF THE BEST ADVERTISING IS TO ENLIGHTEN BUYERS ABOUT COMMODITIES AND VALUES. THE EFFECT OF THE STAMP AND COUPON MANIA IS TO NULLIFY THIS PURPOSE.

Every bit of good newspaper advertising used by a merchant has constructive value. It helps him to build his store.

It helps him to keep in close touch with his customers. It is something which builds for next year as well as for today and tomorrow. If he is to hitch on to it an unnecessary trade device, in its nature destructive of interest in real and constructive advertising, he is destroying with the one hand what he builds with the other.

Real advertising is a cumulative education in values. It assures proper recognition for the honest product. The dishonest product will not stand the light—and advertising is light. But thoughtless people, if the lure of stamps and coupons be strong enough, will not stop to discriminate between real and fictitious values. They will submit to "capture." But, our stamp and coupon advocate will contend, we have not shown that the use of this device is not a necessary part of a merchant's expense, if he would attain the largest possible volume of business.

The use of this device is an unnecessary part of that expense as will be shown—because, without using it at all, and solely through constructive newspaper advertising, any good store may secure as large a volume of trade as it is prepared to handle.

When is a store a store? It should have an advantageous location, ample quarters, well designed and equipped for the transaction of its business; it should have an efficient organization of buyers and department heads and sales-people; it should have high store policies; it should have financial resources adequate for its needs in taking advantage of unusual buying opportunities. Finally, it must be an open book for the public. It must keep in intimate touch with that public. It must educate that public to its standards of merchandising, and must keep that public informed as to the merits and prices of all commodities which it sells. Until it has provided for these things, and the related incidental things that go to make it an efficient distributing agency, it is not yet a "store." Not completely, not in the sense in which great stores earn their places in the community.

Having provided through organization and equipment for the cheapest possible distribution of goods, the advertising enables the store to realize the design on which it is based—smallest possible per sale profits, through securing a volume of business which utilizes to their capacity the store's organization and forces.

CAN a store thus depend, for such a volume of business, on newspaper advertising? On newspaper advertising CHIEFLY, yes.

In New York, Wanamaker's and many others of our greatest stores; in Boston, Philadelphia, Chicago, San Francisco—in every city—the leading stores prove it. Their names are known. It would, we believe, be as easy to persuade them to use a lottery scheme as to persuade them to use the stamp or coupon devices.

Now comes to the store, which is fully equipped for, and is performing, successful store service, the trading stamp and coupon proposition—as something through which to force a great volume of sales. The proposition comes as an added thing, as a device for "forcing" trade—not for developing it on a permanent basis. The possible two per cent. in outlay which it entails for the merchant is a definite and unnecessary—unnecessary because, in the end, a de-

structive—expense. This expense must be added to the previous minimum prices of his goods, or taken from his net profits. He usually places the tax on his customers. He has added an unnecessary expense to the conduct of his business for the sake of catering to the people who persist in following the delusion that somehow or other in this world it is possible to get something for nothing. When they find another merchant giving them a little more "for nothing" than this merchant gives them, then his "volume of sales," so far as it has been "stimulated" through this trade lure, diminishes. He has killed a part, at least, of the constructive value of his real advertising; and he is forced to rely upon a stronger trade lure, if it can be found, in order to keep the favor of the thoughtless.

The customer of his store who is influenced to buy a thing through his store's advertising is compelled, in making that purchase, to buy an uncertain interest in something entirely apart from it—something not contemplated, not wanted at that time, and something which, if ever wanted, could possibly be purchased for cash from that same merchant at a lower valuation than is placed upon it at the premium parlors.

The coupon and stamp trading devices have come to him masquerading as co-operation, when in reality they are the most unfair of competition.

It is said that the companies controlling these devices do a business amounting to one hundred and twenty millions of dollars a year. They are, in reality, MERCHANTS, selling goods in competition with all other merchants.

But that is not the point. The men controlling the trading stamp and coupon industries are, in reality, merchants, and they do dispose, annually, of goods valued at upward of one hundred million dollars. These goods are sold in competition with all merchants.

But what is the sales-plan used by these "Princes of the business world"? It is simplicity itself!

It consists in persuading the merchants, who sell these things themselves, to act as the sales-agents of the trading stamp and coupon interests, AND TO PAY FOR THE PRIVILEGE OF SELLING A RIVAL'S GOODS FOR HIM!

They naively harness up the merchants of the country, those of them who are easily harnessed, to the task of selling for rival merchants an annual volume of goods amounting to over a hundred million of dollars. The merchants, in turn, must harness up their customers—not only those obsessed with the idea of getting something for nothing, but those who expect always to pay something for something—to the task of paying that vast sum of money.

It is competition masked as co-operation.

It is destructive of the principles on which all healthful store growth must be based.

It does not "stimulate trade"—HEALTHFULLY.

It does not lessen the cost of goods to the customer of a store—it does increase that cost.

It does not simplify a business transaction—it complicates it, and makes the purchaser of a commodity perform an investor, through that purchase, in something wholly foreign to it.

IT IS NOT ADVERTISING.

## THE CHRISTMAS STORY OF AN OLD REPORTER

Exemplifying Both the Wrong Way and the Right Way to Land a Good Job in Chicago in the Olden Time Before the Great World's Fair Was Held—"You Made My First Christmas Happy."

NEW ORLEANS, December 22.—It was a week before Christmas 23 years ago—a year before the great World's Fair in Chicago. A young newspaper man who had left the South was seeking fame and a better salary in the big city. He had been working on the daily papers in Atlanta and other places of about the same population, and had always made good. Then he had gone West and had kept pace for several years with the best of them in Fort Worth and Dallas and San Antonio.

But he had heard of the great things that had been accomplished by others in the cities of the North, and he determined to find a wider field for his talents. He figured that if he could command a salary of twenty a week in a small place, he should get twice that amount in some metropolis. He found he could land in Chicago with nearly a hundred bucks in his pocket and a bundle of good clothes in his trunk. And he did.

### OVERAWED BY BIG CITY

But he longed for the days back in Texas many times before he got on Easy street again. The newspaper offices that towered into the sky looked to him like rugged walls that he could never scale. The crowded streets and the bustle and hustle he encountered wherever he turned, caused him to think there was no one in Chicago who cared whether he got a job or not.

After spending two weeks and a considerable part of his money in learning the town so that he would not get lost in filling his initial assignment, he made his first break into a newspaper office, and he got such a jolt that he came near hurrying to the railway station and beating it back to the South. He had sent his card in to the city editor. The boy brought it back with a grin.

"What did he say?" the reporter asked.

"Nuthin'." the boy answered.

That laid him up for a week. When he got over the shock, he found that it was work or hunger, as his money was nearly gone.

Despair was taking possession of him when he decided to visit police headquarters and look over the bunch that had regular assignments there. When he entered the reporters' room there was but one man to be seen. He was sitting at the end of a long table playing solitaire. The stranger took a seat near him and lighted a cigarette.

"What paper are you on?" asked the man with the cards in front of him.

Then the stranger told him about his efforts to get work and his failures, and incidentally told about one city editor returning his card to him with no answer.

### SOME GOOD ADVICE

"Card, the devil. No wonder you've got no job. The next time you try it, walk into the city editor's room and keep your hat on. Then ask him if there is an opening for the best damn reporter on earth, and say it out loud."

The next afternoon the strange reporter entered the big building at the corner of Dearborn and Madison—the Inter-Ocean building. When he got off the elevator on the fifth floor, he stopped and repeated to himself what the fellow at police headquarters told him.

Stepping into the office of Harry Ballard, the city editor, he pushed his hat back, stuck his thumbs into the arm holes of his vest and let it go:

"Got any work in this place for the best damn reporter in the world?" Ballard looked up for an instant, then leaned back and said:

"Senator Thurston speaks tonight at the armory on the West side. Get about 2,000 words of that speech."

Ballard then put on his silk hat and walked out while the reporter was wondering where in all that vast West Side, the armory was. But he found it and at 10:30 that night was back in Ballard's office. Handing him a big bunch of manuscript (few reporters used writing machines in those days) he turned to go.

"What's this?" Ballard asked.

"Thurston's speech," came the reply.

"But I want only 2,000 words: Fix it up."

"It's fixed."

The city editor ran over the pages and then took the story into the copy readers' room.

"What did you say your name is?" Ballard asked when he returned.

"I did not say because you didn't ask me."

### HIS FAT PAY ENVELOPE

"Very well. That will do for tonight. Come back tomorrow afternoon."

The new reporter came back the next day and every day, and a week later when he opened his little yellow envelope he found in it three bright ten-dollar bills and he got his pay envelope from that paper for years after, but he had not been there long until he was in the fifty-dollar-a-week class. More than ten years later this reporter met Ballard in New York and asked him if he remembered the incident and Ballard said he did.

"Well, you made my first Christmas in Chicago a happy one and I want to assure you that it will never get out of my memory," the reporter said.

"You are wrong there," Ballard answered. "You did it all yourself by asking me if I wanted to hire 'the best damned reporter in the world.'" R. C.

### COSGRAVE DINES HIS STAFF

Fun and Frolic at Dinner of World Magazine Workers

On Friday evening, December 17, John O'Hara Cosgrave, editor of the Sunday World Magazine, gave a dinner to the members of the writing and art staffs of the magazine. This dinner has become a pre-Christmas fixture at Mr. Cosgrave's house.

Aside from the excellence of the dinner itself, the occasion served as an excuse for a great many things that would, during the course of the workaday year, be considered as bordering on *lese majesty*. For while an editor may lord it over his staff during the hours of business, in his own home (which is the more strange) and on such an occasion as was this, his awfulness diminishes, and by degrees disappears altogether; while the confidence of his underlings grows by leaps and bounds.

Thus Mr. Cosgrave, who presided over one of the two tables at the dinner, was forced to listen to the measured cadences of Arthur Bennington, who read an effusion written by Charles W. Sutherland, in which not only were the members of the staff ridiculed and made aware of their shortcomings, but the editor himself was pierced in every joint of his armor, and made to look, figuratively, like a bull whom the banderilleros had filled with banderillas.

Nor was this all. Major Reginald L. Foster gave a clever imitation of Mr. Cosgrave presiding at a staff conference, which again brought up the foibles of the staff members, and emphasized those of the editor. After an exceedingly enjoyable evening, the guests departed toward midnight—and a great many of them toward Brooklyn.

Those present were Mr. Cosgrave, Henry Hall, Arthur Wynne, Arthur Bennington, Henry Tyrell, Arthur McKeogh, Reginald L. Foster, Charles W. Sutherland, James F. Taylor, Walter Harris, Robert Ament, Charles Wood, Edward H. Smith, Gordon Ross, Herb Roth, Wilton Wharton, Phillip Shafer, Samuel Cahan, E. Hine, Horace Cranmer, Thomas Orr, and Karl K. Kitchin.

### Boardman Now at Salt Lake

K. T. Boardman, a member of the I. C. M. A., has removed from Palo Alto, Cal., to Salt Lake City, where he has become circulation manager of the Tribune.

### WOULD INVESTIGATE NEWSPAPERS

Representative Kitchin Thinks Some Hold Stock in Munition Plants.

WASHINGTON, December 22.—In the investigation that is likely to be made by Congress as to the workings of the Navy League of the United States, it is possible that some of the big newspapers of the country will also be investigated to learn whether the newspapers are connected with munition plants by interlocking directorates and stock holdings.

Representative Gardner of Massachusetts has introduced a resolution calling for an investigation of the Navy League and similar organizations, and has announced that he will demand its passage. Should the resolution pass, hearings will begin immediately after the holidays when Members of Congress will be back in the city.

Representative Kitchin, leader of the House, is said to favor the investigation, and in describing the kind of probe he would like said: "An inquiry like the one they had in Great Britain in 1911 is my idea of what we should have. I would like to see just how many of the big newspapers of the country are connected with munition plants by interlocking directorates and stockholders. The London inquiry, I am told, brought out the fact that six or seven great newspapers owned large chunks of stock in munition plants."

### NOTED MEN WORKED FOR IT

Diamond Anniversary of Muscatine (Ia.) Journal Brings Up Interesting Memories

The Muscatine (Ia.) Journal is 75 years old, and in observance of that interesting fact it issued a highly creditable "diamond jubilee edition" of 80 pages.

No name is so inseparably associated with that of the Muscatine Journal as is John Mahin's. In 1847, as a boy of 13, he entered the printing office of Stont & Israel as an apprentice, and for more than sixty years thereafter, with the exception of two short intervals, he was connected with the paper, most of the time as its publisher. Orion Clewens, a brother of Samuel M. Clemens (Mark Twain), purchased an interest in the paper in 1853, and for a short time during that year the author of "Tom Sawyer" and "Huckleberry Finn" worked at the case for the Journal. The first article he ever wrote for a newspaper was printed in the Journal; it was a description of the Fairmount waterworks at Philadelphia.

Gardner Cowles, publisher of the Des Moines Register, used to fold papers in the days before there were mechanical folders. Ellis Parker Butler, author of "Pigs Is Pigs," was a carrier boy. So was John Lee Mahin, head of the Mahin Advertising Agency.

Seventy-five years ago Muscatine was known as Bloomington. It was as the Bloomington Herald that the paper began its life, and the auspices were none too favorable. Russell & Hughes were the publishers. The first number was issued October 27, 1840, off a rube press that had been set up in a barn.

### His Ford Caused His Arrest

E. N. Nemenyi, editor of Amerikai Magyar Hirlap, Youngstown, O., who was in Canada at the outbreak of the war, was arrested last week in connection with an event that transpired at that time. Mr. Nemenyi was detained in a war prisoners' camp, under suspicion of being a Hungarian reservist. He escaped four months ago, bought a Ford, drove through Canada, and crossed the Detroit river at Windsor into the United States. He forgot to declare his Ford, however, and that is how United States Marshal A. P. Kelly, came to arrest him. Mr. Nemenyi was released on \$500 bail on promise to pay the necessary customs duties, but his difficulties have so impressed him, he has resolved to work steadily for the relief of real prisoners of war abroad.

### BRITISH PAPER TRADE UNDER WAR CONDITIONS

Few Mills Able to Maintain Their Average Output, Yet Most Buyers Are Able to Get Their Wants Supplied—Dyes Increase Cost of Colored Papers—Growing Shortage of Skilled Labor.

Conditions in the paper trade in England are very much what might be expected under existing circumstances. The London Newspaper World puts the situation accurately when it says that "the prospects before the paper trade at the present time are neither very bright nor very encouraging."

Most buyers have been able to get their wants supplied up to the last week or two, and, apart from advanced prices and a week or two extra delay, have suffered surprisingly little inconvenience. England is now, however, really just beginning to feel the real effects of the war. Reports from various big printing trade centers show that, on the whole, trade has not been anything like so bad as was expected, and that generally there has been a fair amount of business going.

Some printers who were able to secure government contracts have been extra busy, and in many cases have had to disappoint regular customers because of the extra demand made upon their resources. This has all meant a continual flow of orders to the English and Scottish paper mills. Export orders have also kept well up to the average.

Very few, if any, mills have lately been able to maintain their average output. Delays in getting raw materials such as wood pulp, esparto, etc., were overcome by laying in reserve stocks, but now there is a shortage in some of the essential chemicals, and it is said that at the present time bleach is most difficult to procure. Some large mills are, for this reason, reverting to creamy shades for their pure papers instead of the bright whites to which paper users had become so accustomed.

Apart, however, from all these other difficulties—which can, perhaps, be overcome by careful management—there is one far more serious, and that is the growing shortage of skilled labor. Under Lord Derby's recruiting scheme large numbers of valuable mill hands have been enrolled, and when they are called upon to join their regiments in comparatively few cases will it be possible to fill their places. A large proportion of the skilled men in paper mills—men who attend the paper-making machines, calendars, and beating engines—are of military age, and even if others could be found to take their places, they would require a long training before they would be of any use.

The effect of this is that mills with four machines are shutting down one of the four and are doing the best they can with what they can satisfactorily work. Others who have lost their best calendar hands are compelled to refuse orders for super-calendered papers and to confine their attention to those that are machine finished.

The result of all this is that, with a good supply of orders going, the mills are gradually getting more behindhand with their work, so that it is quite a common thing for them now to ask from 12 to 14 weeks for delivery, whereas the pre-war-time delay was only about 14 days, and sometimes less. The congestion of orders is becoming so serious, and likely to become worse, that most mills making ordinary printing papers are now refusing to quote for special makings or on fresh inquiries for contracts.

Prices of raw material are still rising, and the mills are now paying nearly £5 per ton more for pure chemical pulp than they were 18 months ago. At the Midland lost property sale at Derby, recently, a keg of methylene blue, weighing about 1½ cwt., was sold for £310, or about 36s. per pound. The pre-war price for this would have been about 1s. 8d. per pound.



# Boston as a Market

Market your goods in Metropolitan Boston.

Here are 1,556,932 people, or 338,463 families, living in the 39 cities and towns within 13 miles of Boston's City Hall. It is estimated that they have a buying power equal to that of 2,000,000 people in other localities.



Boston's per capita wealth is greater than that of New York City. It is greater than that of Philadelphia, Chicago and St. Louis combined.

Boston offers you a quantity market of large per capita buying power.

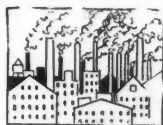
Consider the wealth of Metro-



politan Boston—the Gateway to New England.

The total valuation of assessed estate is \$2,607,644,636. Over one-ninth of the savings of the people of the United States is represented in Metropolitan Boston Savings Banks, Co-operative Banks and Credit Unions. The 62 Savings Banks alone have on deposit over \$445,000,000.

The amount of wages paid annually by manufacturers alone totals over \$107,000,000. The Boston workman is highly paid, he is thrifty, he is an intelligent buyer—he believes in advertised goods. This represents only a small percentage of the buying power of Metropolitan Boston. The salaries



of 40,000 professional men and the salaries and incomes of bankers, merchants, manufacturers and clerks must be taken into consideration.

A recent survey of local trade conditions made for the Associated Advertising Clubs shows that there has been a good gain in business over last year, a substantial increase



in stocks carried, and that collections have been good.

There are over 5,000 grocers and provision dealers in Metropolitan Boston—one to every 67 families—an evidence of large consumer demand for foodstuffs.

Boston is the Gateway to New England—cultivate it! Win its approval and you win New England. Last year, over 74,000,000 people

passed through Boston railroad terminals, and all roads entering Boston carried over 650,000,000 passengers.

It will pay you to study Metropolitan Boston thoroughly. Know local trade conditions, the dealer attitude toward products similar to the one you wish to advertise, and



how best to reach the dealer and consumer.

Call on New England's Greatest Home Newspaper—the Boston American, Evening and Sunday. You will receive information which will help you plan with greater certainty. And by using the columns of the Boston Evening American you will reach



more people than through the use of all the other Boston evening papers Combined. The Boston Sunday American will help you cultivate the good will of more people than any other Boston Sunday paper.

Write for data covering Metropolitan Boston and for information regarding our plan of co-operating with advertisers.

## BOSTON AMERICAN

NEW ENGLAND'S GREATEST HOME NEWSPAPER

80-82 Summer Street, Boston, Mass.

New York Office  
1789 Broadway

Chicago Office  
504 Hearst Building

Member Audit Bureau Circulations

## ADVERTISING WILL WIN LATIN-AMERICAN TRADE

**Honduran Coffee Planter and Newspaper Man Urges Americans to Establish Their Own Papers in Central and South America—Advertising There in Its Infancy.**

CHICAGO, December 22.—The recommendation of Dr. William E. Aughinbaugh, as reported in last week's EDITOR AND PUBLISHER, that Americans bestir themselves and by advertising correct and reduce influences which stand as a barrier between the American merchant and the Central and South American customer is heartily endorsed by Justiniano Benitez, a Honduran coffee planter and former newspaper man of wide experience in Latin American republics.

Sr. Benitez shortly will return to Honduras after spending a year in the United States, for the express purpose of familiarizing himself with the English language, American manners, customs and methods of doing business. He has traveled widely and followed the pursuit of a journalist in San Jose, Costa Rica; Havana, and Rio de Janeiro, Brazil. Shortly before the war he was called back to Honduras to assume his share of the responsibilities in connection with the family estates. As Dr. Aughinbaugh states is often the case with Central Americans, Sr. Benitez is fluent in French but until he visited the United States was almost entirely ignorant of the English language. During his stay here Sr. Benitez has had an office in New Orleans, but has visited all sections of the country.

"That is the kind of article I have been wanting to see, and wondering why I didn't see it ever since I came to the United States," said he when shown the story in THE EDITOR AND PUBLISHER. "I think if Americans knew the situation in South and Central America a bit better than they do they would be able to go after the trade of these 75,000,000 people and get it. The Yankee is ingenious, he will find a way if he gets the proper perspective. You will pardon me if I say that American egotism and brusqueness has a good deal to do with the previous failure of this nation to effect lasting commercial relations with the Latin-Americans. 'What a great country we have,' he says to himself. He pictures Central and South Americans standing in respectful awe of the great U. S. A.

"Such is far from the actual facts of the case. It is hardly stretching a point to say that the popular belief in the southern republics is that the United States is a great, crude, almost semi-barbarous nation, with no culture and no manners. The clever campaign of misrepresentation that English papers and English and German agents have carried out have fostered this belief. And then when the occasional Yankee salesman rushes in our leisurely midst, shoulders up to a dealer and right off tries to sell him an order running up into the six figures, why, there is visual proof! You don't understand the temperament of our people. The most elemental things about our ways of doing business the agents you send down there do not know. For example, by our way of doing things it hardly is proper to broach a matter of business into a merchant until you have entertained him and been entertained in turn—a matter of two or three days, sometimes, after the first meeting.

"Europe studied us, copied our ways, learned our language, and thereby succeeded.

"Coming to America, I really find Americans a delightful people. A bit blunt, perhaps, but honest and undisingering, as a rule. I note with surprise the extent and power of advertising in the country. In Central and South America—and I have worked on the newspapers there—the advertising business is in its infancy. Now, since the profession is so highly developed here, why isn't the advertisement the weapon for the American to win his way to commercial supremacy in the Latin-American marts?

"How can it be done? Not by inserting ads alone, for what would an ad avail when the subsidized editorial columns of the same paper assail Americans as swindlers and cheats. Band together, you Americans, establish your own papers down there as the English have done. Americans have money for subsidiary purposes as well as English and Germans. A comprehensive campaign of advertising to cover South and Central America might require a considerable budget, but results would be felt almost at once, and it would be worth the price."

## EXPERIENCE AND CAPACITY

**These Qualities Mr. Seavey of New York Will Take with Him to Minneapolis.**

James Arthur Seavey, manager of the New York Sun News Service—who, as noted in these columns last week, will leave on Monday to become associate editor of the Minneapolis Journal—is one of the oldest men on the Sun.

He went to the paper as a reporter nearly twenty-two years ago under Chester S. Lord—Daniel F. Kellogg being the



JAMES ARTHUR SEAVEY.

city editor. It was not long before the Sun city desk found that this young reporter, just out of college, could not only write news but could get it. Some of his "scoops"—like the Alice Almont Livingston Fleming case, the formation of the International Mercantile Marine, the manner in which young Sherman Martin died at the old Morton House, his story of the recovery of the famous Gainsboro picture, the Duchess of Devonshire, his stories of the Northern Pacific corner and the formation of the United States Steel Corporation—have passed into the history of New York journalism.

For a time, Mr. Seavey did practically all of the big financial news stories for the Sun. He did the story of the formation of the Leather Trust, the American Tobacco Company, the International Paper Company, the Northern Securities Company, the Metropolitan Securities Company and the American Smelting and Refining Company.

It was Seavey who investigated the notorious Dean syndicate for the Sun—and the exposure sent most of the promoters to jail. He investigated the Federal Oil Company; and its rascal-in-chief, James B. Kellogg, did him the honor to say that he was indebted to Mr. Seavey for a term of ten years in state prison. Then the job of taking a look at "520 Per Cent. Miller" came along, and Miller was sent to state prison, where he died. The Aetna Securities Company and the Federal Bank fell under Mr. Seavey's investigation, and David Rothschild, the master mind of both, was sent to Sing Sing, where, like Miller, he died.

Mr. Seavey has been manager of the Sun News Service a little less than twelve years.

## HOW LONDON TIMES COVERED WAR

**Sent 90 Correspondents to Front, but They Couldn't Get Anywhere.**

War correspondents and their difficulties in Europe were discussed Sunday night by Talcott Williams, of the Columbia University School of Journalism, in an address at the Brookline (Mass.) Civic Forum. Starting with the Crimean war, 60 years ago, the reporting of the war by special correspondents grew to great importance. But the increasing facilities for the transmission of news led commanders gradually to shut off on publicity, and during the Russian-Japanese war, correspondents were limited almost entirely to descriptions.

"The greatest preparation for covering the present war," said Mr. Williams, "was by the London Times. This paper sent 90 correspondents, including men who were earning from \$15,000 to \$20,000 a year, and quite a group earning from \$5,000 to \$10,000 a year. The expenditure amounted to between \$10,000 and \$15,000 a week. This entire force arrived on French soil and scattered along the lines. They couldn't get anywhere, and this large expenditure, which was continued for weeks, was practically fruitless. The English censorship was immediate, drastic and complete. It has its comic side. In Germany they censored the dispatches by not letting any by, a simple plan that met every need. One result has been that, as German newspapers got only official news, posted everywhere, nearly 2,000 journals have gone out of existence.

"In England there was trouble at the beginning, but the mingled tact and efficiency of Melville E. Stone, head of the Associated Press, adjusted all controversy, and no land has been better served by English and Continental news than the United States. The English newspapers were out off altogether and recruiting flagged. To get 100,000 it took 23 days. Two or three representatives of leading journals called upon the war office, and pointed out that it was impossible to get any popular movement unless the newspapers were allowed to print news of the war, and, if it was impossible to print news of the movements of troops they should be allowed to print soldiers' letters and their losses. 'Every loss which we publish,' they said, 'will mean more recruits.' With news, in ten days a hundred thousand men enlisted. The next seven days brought another 100,000 men, and recruiting has gone on steadily as English papers have printed more and more constantly, even without any reference to the men or to the regiment, some thrilling deed of life in the trenches."

## KENTUCKY PRESS

**Interesting Programme for Next Week's Convention at Lexington.**

The midwinter meeting of the Kentucky Press Association will take place in Lexington next Monday and Tuesday. Below is the programme as far as at present arranged:

- MONDAY.
- 9:30—Invocation, Rev. Mark Collins, Lexington, Ky. Address of Welcome, Edwin L. Quarles, secretary Lexington Board of Commerce. Response, Jas. B. Stairs, president K. P. A.
  - 10:30—"Chamber of Horrors," address by J. A. Ey, of American Press Association.
  - 11:00—"Cost System"—Round Table, led by G. F. Seiff, Mt. Sterling Advocate.
  - 2:00 p. m.—"The Whys of a Country Paper's Success," R. W. Schoelch, secretary Advertising Club of the Board of Commerce, Lexington.
  - "Kentucky Newspapers and the South's Development," Dr. Clarence J. Owens, managing director Southern Commercial Congress, Washington, D. C.
  - 8:00 p. m.—Ben All Theatre.
- TUESDAY.
- 9:15—Invocation.
  - 9:30—"Relation of the Pulpit to the Press," address by Rev. J. W. Porter, D. D., Lexington, Ky.
  - 10:00—"Diplomacy in Interviewing," Jack Sallee, Louisville Courier Journal.
  - 10:30—"Revenue and Taxation in Kentucky," H. A. Sommers, Elizabethtown News.
  - 11:00—"Advertising"—Round Table, led by Harry Giovannoli, Lexington Leader.
  - 12:30—Luncheon, given by the Board of Commerce.
- Afternoon—Strand Theatre.

## NEWSPAPER BUSINESS GOOD

**Conditions Are Now Better Than They Have Been for Months**

CLEVELAND, O., December 21.—A. O. Andersson, editor-in-chief of the southwest group of the Scripps newspapers, was a visitor to Cleveland last week. He was full of enthusiasm over the prospects for the South generally and the territory his newspaper covers. Mr. Andersson directs the Denver Express, the Memphis Press, the Dallas Dispatch and the Houston Press.

"All our newspapers show remarkable gains during the past year," said Mr. Andersson, "and the end of 1915 is in marked contrast to the situation at the beginning of the year. Then the entire district was knocked out by the war and the impossibility of moving its cotton, the chief commodity. Now commerce has been adjusted, and the last few months especially have brought much new business."

During his stay here, Mr. Andersson visited W. H. Dodge, president of the Scripps-McRea League; Editor Samuel T. Hughes, of the Newspaper Enterprise Association, and other officials of the general organization.

## "GOOD MUST COME"

**Mr. Ford's Journalist-Guests Issue a "Confession of Faith."**

The Argosy—the daily paper published on board the steamer Osar II, that carried Henry Ford's peace party across the water—publishes a "confession of faith" on the part of the sixty or more newspaper correspondents who are Mr. Ford's guests. It ran thus:

The active newspaper correspondents who are accompanying the Ford peace party are simply reporters in the plainest sense of that word. "Go to the upper west side," orders an editor in our home town. We go. "Jump to Chicago," says the boss. We jump. "Go to Norway." We are on our way. West side, Chicago. Norway—It doesn't matter to us; it's our job, we take it, do the best we can with it.

We've been sent to judge as fairly as we can, and to tell our readers as clearly and as interestingly as we may, the hopes and accomplishments of those who are trying to bring an end to this ghastly war. That we will do with what vision and what descriptive power we possess.

We're cynical, perhaps—we've seen enough to make us so. We're cautious, maybe—we've been through enough of many-angled life to ingrain that attitude through our personalities. Some of us doubtless entered upon this expedition tainted with the spirit of just, looking upon it as a foolish exploit of an ultra-rich idealist.

With the passing of each length of sea that feeling has diminished. We realize that this is a serious undertaking, from which good must inevitably come, even if the highest hopes of its projectors may not be fulfilled.

Does this make clear our attitude? We hope so. We are not here as avowed peace advocates, peace workers, idealists or theorists. We're simply men and women workers on our job.

We wish Henry Ford and his associates all success. We can best contribute toward that perhaps by following the religion of a lamented modern philosopher: "Do your work as well as you can and be kind."

## Whitehall Ways with the Press

"Most London journalists having any acquaintance with the ways of Whitehall will be in sympathy with the recent complaint of the New York newspaper man," says a correspondent of the London (Eng.) Newspaper World. "The supercilious tone and brusque manner of the Home Office clerk whom the American press man had the misfortune to encounter are truly typical of the attitude consistently maintained towards the press by the average Whitehall clerk. But this is only one of the many things which will have to be changed when the war is over. Great as is the power of the press in this country, it is not nearly so powerfully exerted as in America or in France."

## Allentown Reporters Give a Dinner

ALLENTOWN, PA.—December 22.—William F. Schleicher, retiring editor of the Republican, was one of the guests of honor at a dinner given December 18 by the reporters of Allentown to celebrate the election of the new mayor, A. L. Reichenbach. The dinner was also a reunion of the old Lehigh Valley Writers' Club, interest in which is being revived.



# ANNOUNCEMENT

*THE CLEVELAND PLAIN DEALER will on January 1st become associated with The Chicago Daily News, The Boston Globe and The Baltimore Sun in the maintenance of a joint advertising bureau at 710 Times Bldg., New York City.*

*The bureau will be under the direction of Mr. John B. Woodward, and associated with him will be Mr. W. S. Bird, Mr. Harold M. Kyle and Mr. E. N. Bayne.*

*All business east of Buffalo and Pittsburgh, including those cities, will be under the direction of this bureau.*

## The Plain Dealer First Newspaper of Cleveland, Sixth City

ASSOCIATED:

*The Chicago Daily News,  
The Boston Globe,  
The Cleveland Plain Dealer,  
The Baltimore Sun,*

*TIMES BUILDING,  
New York City.*

*Cleveland Plain Dealer*

*Western Representative:*

*JOHN GLASS,  
Peoples Gas Bldg.,  
Chicago.*

## COUPON COMPANIES ANXIOUSLY AWAIT EXPECTED COURT DECISIONS

Some Knotty Problems to Be Solved—College Professors to Discuss Price Maintenance—What Is a Standard Baking Powder?—Postmaster-General Investigating Inflated Newspaper Circulations

WASHINGTON, December 22.—Any Monday after the holidays the coupon interests of the country are likely to receive either a body blow that will tend to curb their activities, if it does not actually put them out of business, or else a judicial O. K. that will constitute more of a vindication than they have ever heretofore obtained and which will make it certain that nothing short of legislation by Congress will "get" the trading stamp people. Mondays, be it explained, are "decision days" in the Supreme Court of the United States, and the nation's highest tribunal now has before it certain test cases involving trading stamps and like mediums.

These cases which have been argued and in which decisions will doubtless be handed down before spring, involve the constitutionality of the trading stamp laws in Florida and Washington. By and large, however, the question put up to the Supreme Court has to do with the ability of a state to regulate coupon activities—to virtually tax the profit-sharing certificates out of existence.

If the Supreme Court gives the states under fire license to handle the coupon proposition, it will result in agitation in all states for state laws on this subject, even as there have been movements in the respective states for honest advertising laws. If the coupon people win, it will mean that opponents of this system will have to concentrate their efforts to secure national legislation on the subject. It is a foregone conclusion that the first effect of such judicial sanction of coupon promotion would be a rally to the support of the bill to tax coupons which so stirred up the tobacco interests when it was made the subject of committee hearings during the last session of Congress.

Now it is the college professors who are to take a fall out of the much-buffed subject of price maintenance. The final day, December 30, of the meeting at Washington of the American Economic Association, will find the morning session given over to a free-for-all discussion of the maintenance of retail prices. The subject will be opened by Professor Tausig, of Harvard. Three or four other college authorities will follow with tentative addresses, and then the discussion will be open to all comers under a five-minute limit. It is believed that the result of this forum will prove a surprise. In advertising circles it has been the impression that the "theoretical fellows," as the college professors have sometimes been slightly dubbed, are unanimously in favor of price maintenance—an impression justified by the testimony of various professors who have testified in Congressional hearings at Washington this past year or two—but it is whispered that at the forthcoming meeting it will be disclosed that some of the leading authorities on economics are strongly opposed to price fixing and that they even have, up their sleeves, some brand new arguments with which to confound the champions of standardized prices.

A number of leading advertisers are expected in Washington on January 14 to attend a public hearing which is to be conducted on that date by the Joint Committee on Definitions and Standards for the purpose of affording manufacturers of baking powder an opportunity to present their views as to what should constitute a proper definition or standard for baking powder.

The Joint Committee, it may be explained, is composed of representatives of the U. S. Department of Agriculture, the Association of American Dairy, Food and Drug Officials, and the Association of Agricultural Chemists. This consideration of the terms to be used in designating baking powder follows close on the heels of a similar action with respect to flour. The ultimate outcome in each case may be action that will have far-reaching

effect upon the advertising and labeling of these products.

Circulation men, particularly circulation men in the magazine field, have had for some weeks past rapidly accumulating evidence that the Post Office Department is disposed to censor somewhat more closely than in the past, certain popular methods of boosting circulations. For the first time the postmaster general comes into the open on this proposition in his report just issued. He gives a slight intimation of the "mailed fist" in the following:

"Some publishers are indulging in the practice of offering in connection with subscriptions to their publications premiums or other extraneous inducements of such value as to reduce the price received for the subscriptions to such an extent as to raise the question whether they are not at a nominal rate, if not actually free.

"Other publishers have made arrangements with subscription agents or agencies whereby the latter not only retain the entire amount paid by subscribers, but often, in addition thereto, are paid a bonus for each name turned in. The agents obtain the subscriptions by combining several publications in a so-called club offer at greatly reduced prices. As a result of these methods the circulation is inflated to an extent which would not be possible if subscriptions were solicited strictly on the merits of the publications. As a rule publishers who employ these methods do so to force the circulation of their publications for the additional profit accruing from increased advertising rates, and, consequently, they are indifferent to the amounts received from subscriptions."

What the postmaster general is driving at in this new indictment is that publishers who overdo the premium business or wink at the cutting of subscription prices are abusing the second-class mail privilege, which allows a low postage charge on the theory that the circulation of newspapers and periodicals disseminates knowledge, etc. The postal officials are claiming the right to step in because the law of 1873 expressly requires second-class mail publications to have a "legitimate list of subscribers," and closes the doors to publications designed primarily for advertising purposes.

After all, the most significant phase of this new development is found in the disposition of the postmaster general to regard the above-mentioned methods of inflating circulation as "unfair competition" with publishers who conduct their business in conformity with the letter and spirit of the law. In conclusion it may be noted that the Post Office Department officials are not going to take it out in talk. The postmaster general announces that a careful inquiry is being made, with a view to correcting the abuses which have been discovered.

A number of prominent general advertisers and leading men in the printers' supply field have taken part this week in conferences in New York and Washington to map out plans for the campaign to induce Congress to enact a law that will put the matter of the protection of designs on a registration basis (similar to trade-marks), instead of a patent basis as at present. The bill to accomplish this has been introduced in the House of Representatives by Congressman Morrison, the new chairman of the Patents Committee of the House. Among the firms that are active in support of the crusade for this reform are the American Type Founders Company, of Jersey City; Barnhart Brothers & Spindler, of Chicago; Packard Motor Car Company, of Detroit; Keystone Type Foundry, of Philadelphia; L. E. Waterman Company, New York; C. B. Cottrell & Sons, of New York; Mergenthaler Linotype Company, of New York, and the Gorham Manufacturing Company, of Providence, R. I.

The present plan is not to attempt to bombard Congressmen with letters and telegrams—the usual expedient under such circumstances—but to concentrate upon an effort to have prominent manufacturers and advertisers come to Washington and tell their stories when hearings are held before Congress on the late-introduced bill.

"Type or Stereotype Matrices" is the title of a new subclass of inventions which has just been established at the U. S. Patent Office. Inventions that are henceforth to be given specialization under the designation indicated, have heretofore been handled under a class known as "Matrices and Materials," which is now abolished. The new classification embraces "means employed in casting characters or designs for printing purposes." Type-setting machines were the subject of three different patents granted last week at the U. S. Patent Office to Heinrich Drewell, of Germany, who has assigned all his rights in the respective inventions to a German manufactory.

George E. Dunton, of New York, has been granted a patent on a new method of backing up electrolyte-shells in the art of electrotyping.

C. B. Cottrell & Sons Company, of New York, have acquired from Milton A. McKee, of Westley, R. I., the rights in a multi-color printing press invention upon which he has just been granted a patent.

Mergenthaler Linotype Company will control a newly invented typographical machine the patent rights in which were transferred to the firm by David S. Kennedy, of Brooklyn. WALDON FAWCETT.

### IN THE HARNESS 56 YEARS

Exceptional Record of J. J. Richardson of the Davenport (Ia.) Democrat.

The close of this month rounds out the fifty-sixth year of being in harness for J. J. Richardson, editor of the Davenport (Ia.) Democrat.

In 1855, D. N. Richardson, then a young man from Peoria, together with Messrs. Hildreth and West, saw the possibilities for a Democratic newspaper in Davenport, and in the same year the Iowa State Democrat—first Democratic newspaper west of the Mississippi—was born under the proprietorship of these three. Four years later, in 1859, J. J. Richardson, younger brother of the founder of the paper, came to Davenport and immediately became identified with the destinies of his brother's paper. In the same year the Democrat was consolidated with the Morning News, and became the Davenport Democrat and News.

In 1863 the Richardson brothers took over the holdings of all others interested in the publication of the paper and the following year the News was dropped from the title of the sheet and it became the Davenport Democrat. In 1887 the Democrat absorbed the Gazette, also a daily, and in 1894 the Leader was merged with the Democrat, the title of the paper again being changed, this time to the Democrat and Leader.

D. N. Richardson continued as the guide for the editorial policies of the Democrat until his death in 1898, when his brother, J. J. Richardson, stepped into the vacancy and has been editor-in-chief ever since.

### Palace News Hard to Get

English newspapers find it difficult to get news from Buckingham Palace. Recently, in connection with the decoration of V. C. heroes by the king, very conflicting reports were published. "Is it not true," asks a London paper, "that a press office was set aside at the palace for journalists, where they may call twice a day and be handed information of interest? Surely it is of national importance that the public should know how the king receives heroes and what he says to them."

### Mrs. Farwell "Safe and Well"

A dispatch from Salonica, dated Tuesday, states that Mrs. Walter Farwell, correspondent of the Chicago Tribune, is safe and well in Monastir, Bulgaria.

### FIFTY YEARS MARRIED

"Marse Henry" and His Wife Observe Golden Wedding Anniversary.

Col. Henry Watterson, of the Louisville Courier Journal, is in New Orleans, with Mrs. Watterson, where they celebrated their golden wedding on Monday. To an inquiring newspaper man "Marse Henry" said:

"Yes, sir, this is one day that Mrs. Watterson and myself intend to be let alone. We've been mighty happy for fifty years and we are rounding it out by talking it over between ourselves.

"There is no secret about happiness in married life. Mrs. Watterson has always let me alone and I have let her alone. When she saw I needed help she asked me how she could aid me, and did it. When she was not exactly satisfied about anything, I just asked her if I could help her. That's all."

### WEDDING BELLS

S. Wilbur Corman, general manager of N. W. Ayer & Son, Philadelphia, until a recent illness compelled his resignation, was married on Tuesday to Mrs. Anna M. West. The wedding is said to be the culmination of a romance which began when Mr. Corman first came to that city. He met his bride, who was then a Miss Downham. Later she married Merton S. West, of Trenton, who died 18 months later. The former friendship was renewed with the present happy result. The wedding was planned for an earlier date, but was delayed by Mr. Corman's illness, he having undergone an operation in Jefferson Hospital. He is a member of the Poor Richard and many other clubs, including the Union League of Philadelphia and the Union League of Chicago. Mr. and Mrs. Corman will travel for six months or more before they decide on a place of residence.

### St. Louis Republic's Bureau of Accuracy

The St. Louis Republic's Bureau of Accuracy and Fair Play, requested by reporters and department heads, at a staff meeting several weeks ago, has been organized by the selection of William M. Ledbetter, managing editor, Roy M. Edmonds, night editor, and William V. Brumby, city editor, as members.

### Women in English Journalism

Now that so many English newspaper men are entering the army, the opportunity for women in journalism becomes distinctly greater. The day when women were restricted to the fashion page and "Annet Kate's Advice on Love" has gone. Their worth for editorial work has been amply proved, and in at least one important English house they are winning their way to the board of directors.

### A Dinner to Mr. Dobson

One evening last week a testimonial dinner was given at the Brooklyn Club to George F. Dobson, associate editor of the Brooklyn (N. Y.) Eagle, to celebrate the forty-fifth anniversary of his entry into Brooklyn journalism. Mr. Dobson has been on the staff of the Eagle for forty years. The speakers included Herbert F. Gunnison, business manager of the Eagle; Arthur M. Howe, editor of the Eagle; Alexander Black, Edgar M. Cullen, former Chief Judge of the Court of Appeals; Wm. Dykman, Andrew McLean, editor of the Brooklyn Citizen, and Don C. Seitz, business manager World.

### Mr. Condit in a Broader Field

H. H. Condit has terminated his twenty-year connection with the Whitehead & Hoag Company of New York City to enter a broader field of advertising as associate Eastern manager of the H. D. Beach Company, of Coshocton, Ohio, manufacturers of decorated metal and enameled utility devices for publicity. His office will be at 42 Union Square. Mr. Condit graduated from Princeton in 1894 and went with the Whitehead & Hoag Co. in February, 1896. His record there has been one of progress and success.

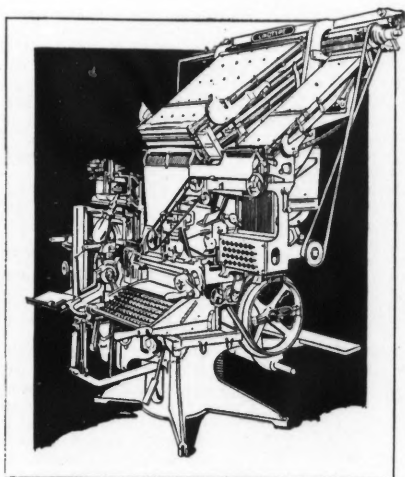


# PREPAREDNESS!

## The Hon. Josephus Daniels

Secretary of the Navy, President of the Raleigh (N. C.)  
News and Observer, has this to say about

### *Linotype Service and Efficiency*



Model 14. Three Standard Magazines  
and One Auxiliary.

Plant and Linotypes destroyed  
by fire, in May, 1913.

Replaced by first all-multiple  
magazine Linotype installation  
in this country.

Plant and equipment again  
destroyed by fire, November,  
1915.

Replaced by three two magazine  
Model K's, two three maga-  
zine Model 8's, one auxiliary  
magazine Model 14.

JOSEPHUS DANIELS  
PRESIDENT

**THE NEWS AND OBSERVER**

RALEIGH, N. C.

THE DAILY NEWS AND OBSERVER  
THE WEEKLY NEWS AND OBSERVER  
THE WEEKLY FARMER AND MECHANIC

W. H. BARR,  
BUSINESS MANAGER

December 4th, 1915.

DOUBLE THE CIRCULATION OF ANY OTHER NORTH CAROLINA DAILY

Mergenthaler Linotype Company,  
Tribune Bldg.,  
New York,  
N. Y.

Gentlemen:

Upon the occasion of my visit to Raleigh today I find in operation our battery of splendid multiple Mergenthalers, and as we are sending you check by this mail in full settlement for these machines I wish to thank you for the service rendered us by your remarkable promptness in dispatching these machines and having them in operation so quickly after the destruction of our plant by fire on November 6th. We had no hesitancy about selecting Mergenthalers for our new equipment, because of the splendid service you gave us by the installation in our office of the first complete battery of multiple machines in this country, when our plant was destroyed by fire in 1913. We thank you for the prompt handling of our order and are glad to say that every machine in the battery has given full speed product since the day after their arrival.

Sincerely yours,  
*Josephus Daniels*  
President.

## MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK

CHICAGO:  
1100 South Wabash Avenue

SAN FRANCISCO:  
646 Sacramento Street

NEW ORLEANS:  
549 Baronne Street

TORONTO:  
Canadian Linotype, Limited

# One Thousand Manufacturers Oppose Price Maintenance Bill

Call It Unjust and Un-American, Because it Would Enable One Man to Control Business of Another in Which He Had No Financial Interest—R. H. Macy & Co's. Canvass of 1252 Manufacturers Shows 79 For and 1,031 Against the So-Called Stevens Bill—It Would Hurt Manufacturers as Well as Retailers

Advocates of the proposed piece of national legislation for price maintenance known as the Stevens bill (from its sponsor of last year) and reintroduced at the beginning of the present session of Congress by Ayers of Kansas, which THE EDITOR AND PUBLISHER has already characterized as undoubtedly unconstitutional as well as grossly un-American and undemocratic, have asserted and still assert that the enactment of that vicious piece of paternalistic legislation is favored by practically all American manufacturers. But all statements to that effect emanating from the over-zealous price maintainers are, as Mark Twain once said of a report of his own death, grossly exaggerated.

That the partisans of the measure who make such a statement are, to put it mildly, generalizing from altogether insufficient data is abundantly proved by the results of a canvass of manufacturers of well-known and standard products conducted by one of the largest retail merchandising firms in the country, Messrs. R. H. Macy & Co., of New York. To ascertain authoritatively the true attitude of the makers of manufactured goods of all kinds toward price maintenance by national legislation, R. H. Macy & Co. sent a personal letter to the heads of more than 1,200 manufacturers asking an expression of opinion on the Stevens bill. That letter, which was signed by Percy S. Strans, a member of the firm, contained the following paragraphs:

"We are one of a large number of retailers throughout the country who are trying to prevent an attempt on the part of manufacturers of nationally advertised goods to have Congress pass a bill which will enable them to dictate prices at which their goods must be sold both at wholesale and at retail.

"This bill was introduced as the Stevens bill in the last Congress, but was not passed. An organization under the name of the American Fair Trade League is making an active campaign, and spending large sums of money to create a public opinion favorable to the bill, which will again be introduced at the next session of Congress. Their arguments are based on the false premise that a manufacturer's name attached to merchandise should give him special control over that merchandise, even after he has sold it and has received payment for it. Their arguments sound very plausible, and unless the other side, our side, and equally your side, is as widely heard, a conclusion favorable to the bill may be arrived at.

"Under the bill a manufacturer has merely to register his trade mark in order to be permitted legally to fix the wholesale and retail prices of his product. The bill further provides that there shall be only one price to all wholesalers, one price to all retailers, and one price to all consumers; that no discount, cash or trade, shall be allowed.

"Special concessions for quantity purchased or any rebate or commission is forbidden.

"The bill would give to one man the power to control the business of another in which he has no financial interest. It is un-American in spirit and revolutionary in its effect on business.

"We would appreciate an expression of opinion from you as to whether you approve or disapprove of the Stevens bill. In order to aid you in forming a judgment we are enclosing a copy of the bill. In replying kindly state whether we have your permission to publish your communication."

This letter was sent broadcast among manufacturers in the last two weeks; and at this writing, while a few straggling answers are still coming in, the great majority of those addressed have been heard from, and that majority is over-

whelmingly opposed to the price maintenance bill. A tabulation of the answers thus far received shows the following interesting and significant result:

Total answers received from manufacturers .....	1,252
Manufacturers favoring price maintenance bill .....	79
Manufacturers opposing price maintenance bill .....	1,031
Manufacturers non-committal, or asking further information .....	142

Thus, among those manufacturers who have taken a stand one way or the other on the question, for every one who favors the bill there are fourteen opposed to it. In other words, this vote of manufacturers—the very people for whose benefit the bill was avowedly drawn—is fourteen to one against the price maintenance bill.

Among the answers received by R. H. Macy & Co., a large number would be worth printing in full, but that other demands upon our space forbid. A few extracts showing the general trend of opinion among the manufacturers must suffice.

B. Priestley & Co., New York ("Cravenette")—"We are perfectly willing to put ourselves on record as being absolutely opposed to this bill and to legislation of this character. It takes from the merchant the freedom of handling his own business, and such a law could not be applied broadcast without doing injustice to many. We have no objection to your using this letter in any legitimate way to further opposition to the proposed legislation."

Castle Braid Co., New York—"If a bill of this kind should become a law, it would prove a hardship, not alone to the retailer, but also to the manufacturer. We have always been opposed to fixing selling prices under a contract or agreement with the trade. Our experience in this business for the past forty-one years has proven to us that in a good many cases a manufacturer who has an article patented or under a registered trade mark, which compels the trade to sell at a fixed price, has invariably come to harm, and that in the end it has killed such an article."

Meccano Co., New York—"We think it will be admitted that the vendor of an article should have the right of sale to the concern which is going to give him the best returns and who will handle his goods satisfactorily. On the other hand, whilst every vendor of a proprietary article is desirous that his goods should be sold at the published list price, we believe it to be in accordance with common law that when such goods are bought and paid for, they become the property of the vendee, with the right of disposition. . . . The old economic law of supply and demand will continue to hold sway in the face of any or every act of Congress and it would be absurd to act contrarily to it."

Walter M. Steppacher & Bros., Inc., Philadelphia (The Emery Shirt).—"We feel that such legislation is too radical and disturbing in its effect and see no reason for it."

Clay W. Holmes, Elmira, N. Y. (Frostilla).—"I have a clear right to hold my own prices and make everybody pay the same price under the same conditions, but when you have once bought my goods I have no right to dictate to you what you shall do with my goods or at what price you shall sell them. I might have a right to make a protest if you were dishonorably treating the character of the goods, but the price has no relation to the character. They are yours when paid for, and you have the right to their disposal. Therefore, any law such as the Stevens bill seems to be from your letter would be very unjust to everybody."

West Disinfecting Co., New York (CN Disinfectants).—"We are of opinion that the bill referred to in your letter will be exceedingly undesirable. . . . We would be glad to meet representatives of large manufacturing concerns who are interested in this subject, as we believe that a discussion would be to our mutual interest."

J. B. Martin Importation Co., New York (Dubonnet).—"We have read this bill over very carefully, and disapprove of same, as it is contrary to all established and recognized business rules, and would enable one man to control the business of another, in which he has no financial interest. We hope that this bill will again be defeated."

International Motor Co., New York, Vernon Monroe, President.—"I have read the bill over carefully and I do not approve of it."

Borine Manufacturing Co., New York.—"We are not in favor of the Stevens bill. We think every one should be at liberty to run their own business to suit themselves."

Cresca Co., New York.—"We do not approve of this bill."

Stephen L. Bartlett Co., Boston (Cocoa and chocolates).—"Judging by the writer's experience, any bill or attempt to enforce a uniform scale of prices on the same article throughout the country under different conditions would neither be practical nor advisable, and the writer questions seriously if it is practical to make any attempt to maintain a uniform scale of prices to apply to different outlets under different conditions."

John Ebberts Shoe Co., Buffalo.—"This bill, like many others introduced in Congress, is silly to the last degree; and it seeks to interfere in a most flagrant manner with the personal goods and merchandise in places and at prices more favorable to them than would otherwise be the case. . . . Should this bill become a law it would place in the hands of manufacturers the power to regulate the retail prices of not only the luxuries and patented articles at which this bill is especially aimed, but the actual necessities of life. We believe this bill will fail of passage."

R. H. Sircum Co., Melrose, Mass. (Petticoats).—"After giving the matter careful consideration, we have come to the firm decision it would not be to the interest of the retailer to have this bill passed. The successful merchant today fully realizes the necessity of marketing merchandise at a legitimate profit."

Alfred Benjamin-Washington Co., Inc., New York.—"We are unqualifiedly opposed to the Stevens bill, for reasons that appear to us sufficient, particularly the right given one man to control the business of another in which he has no financial interest. We agree with you that the bill is un-American in spirit, and revolutionary, and you can accept this authorization to put us on record as unalterably opposed to it."

L. H. Mace & Co., New York (Refrigerators).—"We cannot see how the ordinary run of manufacturers would be benefited by this bill being passed. This is based on our sixty-five years' experience as manufacturers. We are absolutely prejudiced against any bill that would give one man the power to control the business of another in which this party has no financial interest. This is just what the Stevens bill would do if passed."

The Draper Maynard Co., Plymouth, Mass. (Sporting goods).—"We are absolutely opposed to such legislation for several reasons. We feel that when a merchant contracts for a quantity of merchandise and pays for that merchandise he owns it, and should be entitled to dispose of it at a price according to his methods of doing business. We feel if this bill should become a law it would

work great harm to the large dealers who by reason of quantities purchase their goods at jobbers' prices, and by their extensive advertising are obliged to sell for a less price than a small dealer who buys of a jobber."

Leatheroid Manufacturing Co., New York.—"The Stevens bill about which you write seems unfair as it gives too much license to manufacturer and patentee. Moreover, the setting of one price regardless of quantities and no cash discount is not good business practice from a merchant's point of view, and certainly will not help the public whom we all serve. We are very much opposed to this bill."

Cluett, Peabody & Co., Inc., New York.—"We do not believe for our own business there is any actual necessity for the Stevens bill. We are not in favor of it because of certain objectionable paragraphs that it contains, and we think that the government is legislating too far in the regulation of trading conditions when it attempts to enforce upon the manufacturers and retailers laws similar to the Stevens bill."

The complete list of manufacturers who, to date, have signified their desire to go on record as being opposed to the price maintenance bill is on file at the office of THE EDITOR AND PUBLISHER and may be examined by anyone.

## NO LIQUOR ADS IN GEORGIA

Even Publications Containing Them from Outside the State Cannot Be Sold.

ATLANTA, Ga., December 21.—After May 1, 1916, publishers in all parts of the country, whose publications have any circulation in Georgia, will have a problem to solve if their publications carry any sort of liquor advertisements.

The extraordinary session of the general assembly of Georgia, which has just adjourned, passed a law which prohibits any newspaper, magazine or periodical or publication of any sort to publish in Georgia any liquor or beer advertisements.

The new law also forbids any such publications published outside this state to be sold or offered for sale in this state if such publications carry liquor or beer advertisements, all of which means for Georgia that some of the best newspapers and magazines of the country cannot be sold on the news-stands unless they get out special editions for this state or cut out or paste over any liquor advertisements their issues may contain.

The authors do not claim for the law that it can be used to stop papers carrying liquor advertisements from going to subscribers since this would be interfering with the mails.

## Mr. McCampbell Back With El Comercio

George M. McCampbell, Jr., the new advertising manager of El Comercio, of New York City, was with Hall & Ruckel for 21 years, the last 15 years of which he devoted to advertising and sales. On the 13th of July, 1914, he severed his connection there, and joined the sales staff of El Comercio, where he remained for seven months. Then the D. O. Haynes Publishing Company seemed to think he would make a good salesman, and made him a proposition. He remained five months, when he returned to take up a permanent work with El Comercio as advertising manager.

OELWEIN, IOWA.—The Oelwein Independent has been sold to Scott Laird, publisher of the Republican Herald at Winona, and will be operated as a daily, having formerly been a semi-weekly.



# Launch Your Business on the Flood Tide of the New Year, in These Influential and Far-Reaching New England Newspapers

By L. H. TOWNSEND,  
Hicks Advertising Agency

The light of the New Year is dawning upon the hill-tops.

Even now there is a rosy tint to the sombre sky.

A streak of gold gilds the horizon.

In a little while the sun will break through the drifting mist and will flood the earth with its inspiring light.

Then will come a new business era with greater opportunities.

He who would be first to embrace them should be first to advertise.

He who would be first to reap the richer reward should advertise in this selected list of influential New England Newspapers.

It is in New England that the greatest industrial activities exist.

In 1916 these activities will assume larger proportions and produce still more wealth.

There is now sufficient wealth in these prosperous New England States to buy any article of luxury craved by man.

This newly acquired means is not confined to the few. It is widely distributed in all sections.

Most of it is in the hands of men who, though habitually careful of expenditures, nevertheless form the great bulk of New England buyers. They have suddenly become liberal spenders.

They will buy automobiles, new furnishings for their homes, musical instruments—anything that appeals to their newly awakened fancy.

Every day these Newspapers reach these people in their homes.

Like new brooms, these Newspapers "sweep clean."

They go to the remote corners,—through the enterprising cities, over the big towns, round about the villages and out into the country districts.

There are nearly seven million people in New England, of which fully 75% read these Newspapers.

MASSACHUSETTS.			
	Paid Circulation	2,500 lines	10,000 lines
Boston American (E).....	389,944	.35	.35
Boston Globe (ME).....	227,523	.30	.30
Boston Herald-Traveler (ME)	170,093	.28	.25
Boston Journal (M).....	59,451	.16	.125
Boston Post (M).....	463,578	.40	.40
Boston Transcript (E).....	29,052	.15	.15
Fall River News (E).....	*7,153	.02	.02
Fitchburg Sentinel (E).....	4,879	.0172	.0129
Haverhill Record (S).....	**15,000	.0285	.0285
Lawrence Telegram (E).....	8,780	.0286	.016
Lawrence Tribune-Eagle (M & E comb).....	11,426	.03	.02
Lowell Courier-Citizen.....	16,749	.03	.03
Lynn Item (E).....	13,245	.0536	.0357
Lynn News (E).....	8,268	.0357	.0207
New Bedford Standard and Mercury (ME).....	20,949	.03	.03
Springfield Republican (M)	14,831		
Springfield News (E).....	30,126	.09	.06
Springfield Republican (S)...	15,973	.065	.04
Springfield Union (MES).....	28,216	.07	.06
Taunton Gazette (E).....	5,552	.0215	.015
Worcester Gazette (E).....	24,562	.045	.035
Worcester Telegram (MS)...	29,640	.05	.05
Massachusetts totals.....	1,580,159	2.2551	2.0488
Population, 3,605,522			
RHODE ISLAND.			
Providence Bulletin (E).....	49,388	.09	.09
Providence Journal (MS*)...	24,495	.07*08	.07*08
Providence Tribune (E).....	18,396	.05	.05
Rhode Island totals.....	92,279	.21	.21
Population, 591,215.			
MAINE.			
Portland Argus (M).....	6,790	.0178	.0178
Portland Express (E).....	20,163	.0535	.0375
Waterville Sentinel (M).....	5,183	.02357	.01215
Maine totals.....	32,136	.09487	.06745
Population, 762,787.			
NEW HAMPSHIRE.			
Manchester Union & Leader (M&E).....	24,811	.08	.05
Population, 438,662.			
VERMONT.			
Burlington Free Press (M)...	9,317	.0228	.0157
Population, 361,205.			
CONNECTICUT.			
Bridgeport Post & Telegram (E & M).....	25,375	.065	.045
Bridgeport Standard (E).....	5,343	.035	.015
Danbury News (E).....	5,969	.0118	.0118
Hartford Courant (MS).....	17,624	.06	.035
Hartford Post (E).....	10,597	.025	.02
Hartford Times (E).....	23,899	.06	.04
Meriden Journal (E).....	4,910	.025	.0143
Meriden Record (M).....	5,768	.0357	.015
New Haven Journal-Courier (M).....	11,752	.03	.025
New Haven Union (E).....	15,719	.05	.03
New London Day (E).....	8,254	.0285	.0171
New London Telegraph (M)	3,780	.00857	.00714
Norwich Bulletin (M).....	9,250	.04	.018
Connecticut totals.....	148,240	.47457	.29334
Population, 1,114,756.			
New England totals.....	1,886,942	3.13	2.6775

\*Government statements, April, 1915.  
\*\*Publishers' statement.  
Other ratings Government statements, October, 1915.  
Population for New England, 6,874,147.

New Englanders are great readers and are especially loyal to their home publications.

They depend on THEIR OWN Newspapers for the news of the world.

Advertisements are read with the same avidity as the news.

If you manufacture or sell meritorious articles about which there can be no doubt, advertise them in New England and note the results.

Put these Newspapers to any sane test that may suggest itself.

Be fair to the people and patient with the papers.

Give the people time to absorb your advertisements and the papers time to disseminate them.

Permanently successful advertising does not jerk—it pulls.

It pulls a little at the start and keeps pulling harder as it progresses.

Make your appeal to the buying public in the same sincere manner in which you would make it to an individual.

If you want to talk to men, talk to them as one ingenuous man talks to another; if you wish to talk to women, show them the deference that is due them. This great New England public, though inordinately prosperous, is not sitting up nights clipping coupons.

It is surrounding itself with new comforts, new conveniences and such luxuries as may appeal to it.

These New England Newspapers are broad enough in their spirit and scope to insure your advertising success.

Whether you want to direct your advertising to the exclusive few or to the community at large, these Newspapers will help you get your share of a profitable patronage, which will increase in value as the New Year develops other enterprises now in contemplation.

Start your New Year campaign in New England!

Assuming that it would be possible to buy exclusive New England circulation in twenty-one leading magazines on a pro rata basis, it would cost \$6.29 per line for a gross circulation of 1,339,006.

The 43 leading New England dailies listed on this page offer 1,886,942 circulation at \$2.6775 a line, or over 400,000 more circulation at about one-third the cost per line.

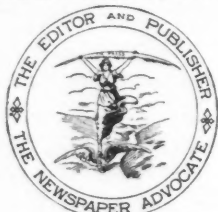
General advertisers seeking further light in respect to marketing conditions and distribution facilities in the New England territory are requested to communicate with THE EDITOR AND PUBLISHER AND JOURNALIST, The Newspaper Advocate, Suite 1117 World Building, New York. Phones Beekman 4330, 4331.

## The Editor & Publisher and The Journalist

FOR NEWSPAPER MAKERS, ADVERTISERS  
AND ADVERTISING AGENTS

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

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



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

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

New York, Saturday, December 25, 1915

### THE UPLIFT OF CHRISTMAS

The festival of Christmas is old and yet it is ever new. We may not be thrilled by the same emotions that characterized our nursery days when Santa Claus came down the chimney of the big open fire-place, but we still look upon the event with almost childish pleasure. Unless we are blasé, or fossilized, the spirit of Christmas warms our hearts whatever our age may be. The hurrying crowds buying presents for their friends and loved ones in the stores; the shapely fir trees standing on the sidewalk in front of the avenue grocery store, awaiting a chance to bear their burden of gifts in the homes of children; the jingle of bells, the shouts of youngsters at play in the streets, the happy faces of young women clad in skating costumes on their way to the park lakes, the unusual politeness of the elevator boys, and the jolly, good-natured way everybody has in greeting everybody else—all are indications of the near approach of the great event.

Christmas this year, for Americans, is going to be the best observed and the most generous we have had in a long time. People have more money to spend, there are fewer persons out of employment, and business in most lines has not been so good in years. Mortgages on thousands of farms have been lifted, debts that have been hanging like millstones around the necks of struggling men and women have been paid, and things are picking up in all directions.

Pessimists have not been so scarce in a generation as now. They are as rare as the egg of the Great Auk. The prophets of evil, those who declared that the United States would be dragged into a destructive war with Germany before the end of 1915, have withdrawn to their caves, there to remain until Christmas has come and gone. The trouble makers have ceased much of their activity because no one wants to listen to them. There are other things of more importance requiring attention.

One of the most charming characteristics of Christmas is its democracy. It belongs to the poor as well as the rich. The cheapest gift bestowed by the humblest of God's creatures is just as precious as the casket of priceless jewels given by a millionaire to his daughter. It's not the gift but the spirit behind the gift that gives it its real value. The perfunctory exchange of presents amounts to nothing. No one is deceived by the transaction. A safe rule is to give gifts as an expression of sincere love or regard, or for the purpose of making somebody happy.

THE EDITOR AND PUBLISHER extends to all its readers a "Merry Christmas" and "A Happy New Year."

### LIKE EVERY OTHER GOOD THING, THE CAUSE OF NEWSPAPER ADVERTISING IS HELPED, NOT HURT, BY DISCUSSION.

THE EDITOR AND PUBLISHER, having given a hearing last week to the trading stamp and coupon interests, submits in this issue a common-sense analysis of their chief contentions.

We have reserved for editorial treatment one point made by the spokesman for the interests named.

"Why does THE EDITOR AND PUBLISHER, through a psychology over which it has no control, open the way to a thought which otherwise may lie dormant in the minds of big advertisers? In other words, while speech may be silver, is it not also a fact that silence is sometimes golden? We wonder if the newspapers of this country desire to have this agitation made a live issue?"

By referring to the text of the document under discussion you will see that this thought, which it is suggested be allowed to lie dormant, is the thought, in the minds of big advertisers, that their use of large space in newspapers may be unnecessary.

The large users of newspaper advertising space, according to this reasoning, are under some hypnotic spell, cast by the publishers of newspapers. They are not advertising to help their own interests, but solely to "help the papers along." We are warned of the danger of awakening them. Tread softly. The spell may be broken. And then what becomes of the newspapers?

Could anything better illustrate the view-point of the coupon interests in regard to advertising? Is it not a claim that all advertising, especially newspaper advertising, is a fraud and a deception? AND WITH THAT VIEW OF THE STATUS, ECONOMICALLY, OF ADVERTISING IN THEIR MINDS, THE COUPON PEOPLE STILL INSIST UPON BEING CLASSIFIED WITH THE FORCES OF ADVERTISING!

THE EDITOR AND PUBLISHER cheerfully concedes that if the fabric of newspaper advertising rested upon no sounder basis than this, then it would be not only proper, but would be decidedly in the interest of authorities on advertising, to endorse the coupon as being legitimate advertising—if only for the assistance the coupon interests could render in the vastly important task of keeping the merchants from waking up to the realization that they do not need to advertise at all!

Truly here is conjured up a frightful prospect for newspapers. If the advocates of newspaper advertising dare to condemn any trade device which chooses to masquerade as advertising, then the merchants may decide that all advertising is superfluous, and may conclude that they will no longer help the papers along with their patronage! And consider what the state of this newspaper would be when the merchants ceased to use newspaper space, and our occupation of advocate of the newspaper for advertising purposes had vanished!

Seriously, however, THE EDITOR AND PUBLISHER is still constrained to believe that merchants will continue to use newspaper advertising space even after they have been "awakened"—even after they have been shown that some prevalent trade devices do not contribute to the building of store prestige or store growth. The more a merchant knows about newspaper advertising the more extensively and effectively will he utilize it. In behalf of newspaper advertising, therefore, the soft-pedal, the sleeping-potion, are superfluous—however essential they may seem to the coupon interests.

The more you know about a good thing, the better you like it. The more you know about a bad thing, the less you like it.

If the coupon and the trading stamp have a legitimate place as advertising mediums, then the fullest possible discussion will benefit them. If they have not, yet base their sole claim to usefulness on their demand to be so classified, then, indeed, for them, the less discussion the better.

### THE NEXT POSTMASTER OF NEW YORK

Of all the candidates for the position of postmaster of New York City, Augustin J. Powers, formerly assistant district attorney and now president of the Powers Photo-Engraving Co., seems to be the favorite. Mr. Powers' candidacy has received the written approval and endorsement of nearly every daily newspaper in the city. Presidents of banks and other financial institutions, leading merchants and lawyers have declared themselves in his favor. Few men mentioned for public office have received so hearty support from all classes of business men.

Mr. Powers' fitness for the position is unquestioned. His career as a lawyer and as Assistant District Attorney has been honorable and highly to his credit. His success in business has been of an unusual character as the Powers Photo-Engraving Co. is today one of the largest and most influential in the field. The combination, in one man, of a broad and extensive knowledge of law and a keen and comprehensive business experience, is exceptional.

Moreover, Mr. Powers enjoys to an unusually high degree the confidence and respect of the ablest men in the city. His record is clean, his integrity has never been attacked, and his ability is acknowledged by all who know him. He is just the kind of man who is needed to administer the postoffice affairs of a great city like New York. If appointed he will not use his office to further the interests of any political party but for the benefit of all the people.

### SITUATIONS WANTED, FREE

Beginning with next week's issue THE EDITOR AND PUBLISHER will publish situations wanted advertisements for those out of employment, free of charge, the only restriction being that they shall not exceed fifty words, or eight lines in length. Those who are already employed and are seeking better positions must pay the regular rate of ten cents per line. This new departure is taken for the purpose not only of assisting those out of employment to obtain positions without expense but also to afford newspaper publishers throughout the country an opportunity to promptly obtain competent assistants in all departments of newspaper work. THE EDITOR AND PUBLISHER is constantly receiving from its readers requests for the services of experienced editors, reporters, business managers and advertising men. In many instances we have been able to assist them. It is hoped that under the new arrangement a constant supply of men for all newspaper positions will become available. We feel that publishers throughout the country will find it profitable to read our situation wanted columns each issue.

The New York Sun last week opened its bureau for the free distribution of bread in the congested part of the city. The work was begun last season as the result of a contribution of \$1,000 sent the Sun by Robert Kamber, a New York merchant, with a request that the Sun distribute among the poor of the city bread to that amount. The Sun accepted the commission, and during the winter not only gave out bread to the value of \$1,000 but also several other thousand loaves of bread paid for by other voluntary contributors. No one knows how many people were prevented from starving to death. Any one who was hungry received a loaf of bread without red tape or investigation. This is the kind of charity that is worth while.

The Madison (Wis.) Democrat in a recent editorial condemned the substitution of the letter V for "U" in the names of the counties of the State inscribed on the walls of the corridors of the State Capitol. In order to show how ridiculous the substitution was the writer used a "v" for a "u" in every word in the article. The editorial made so favorable an impression throughout Wisconsin that the decorators were compelled to restore the "u" in the inscriptions. There is no excuse for substituting one letter for another under any circumstances.



## PERSONALS

Joseph Medill Patterson, one of the editors of the Tribune, has been discharged from the Neurotin Memorial Hospital where he was confined for several days following injuries received while participating in cavalry manoeuvres at Fort Sheridan. Mr. Patterson suffered a torn muscle of the thigh while leaping from the ground to a horse's back.

Melville E. Stone, general manager of the Associated Press, will have as his guest at the Lotus Club, New York, today, Brand Whitlock, United States Minister to Belgium.

Frederick Roy Martin, assistant general manager of the Associated Press, who has been abroad for several months, returned to New York last week.

Henry J. Allen, editor of the Wichita (Kan.) Beacon, delivered three addresses in Bartlesville, Okla., last Sunday. In the morning he addressed the Sunday school at the First Christian Church; in the afternoon he was the principal speaker at the memorial services conducted by the Elks Lodge; and in the evening he delivered an address at the First Methodist Church.

T. E. Gaffney, business manager of the Galveston Tribune, returned home Thursday after a three weeks' trip, calling on general advertisers in the eastern and western fields.

Capt. J. W. Bostick, who was managing editor of the old New Orleans Picayune and is now on the editorial staff of the Times-Picayune, and commander of the Louisiana Naval Brigade, presided at the annual banquet of the brigade held at the Grunewald Hotel in New Orleans Sunday night.

Henri Armand de Masi, a newspaper man of wide experience in New York, Chicago, Milwaukee and Cleveland, has brought out in Chicago a new book entitled "Who's Who in Motion Pictures" containing brief biographies of some 300 photoplay people. It ought to be of great assistance to newspapers making a feature of motion picture productions. Mr. de Masi was assistant night editor of the New York Press in 1914 and later a copy reader on the Morning American.

James C. Welliver's home in Washington, D. C., was destroyed by fire last week. Mr. Welliver is financial editor of the Munsey publications.

Benjamin P. Palmer, for many years a member of the staff of the Boston Globe, together with Mrs. Palmer, celebrated the golden anniversary of their wedding day on December 17.

John R. Normady, until recently city editor of the Birmingham (Ala.) News, was last week elected one of new city commissioners of Birmingham.

Harry H. Niemeyer, a former St. Louis newspaper man, who has also done work on papers in New York and Chicago, has returned from Panama City, where he assisted in the editing of a paper, to become make-up man for the St. Louis Post-Dispatch.

W. G. Hinton, formerly editor of the St. Louis Republic's farm publication, Farm Progress, is now assistant Sunday editor of the Republic.

Maurice Judd, of the Indianapolis News copy staff, and Indianapolis correspondent for the Chicago Tribune, has been transferred to the Washington Bureau of the News under James B. Hornaday.

Peter A. Finn, a former Poughkeepsie newspaper man, is now manager of the Waterbury Herald, Waterbury, Conn.

George F. Dobson, associate editor of the Brooklyn (N. Y.) Eagle, was recently given a testimonial dinner at the Brooklyn Club to celebrate his forty years' association with the above paper.

John B. Browne, a member of the Los Angeles Examiner staff, working in the American Ambulance Corps on the French lines, was last week wounded in the right arm by a shell splinter. Absolute recovery seems certain.

C. A. Booth, for many years a Milwaukee newspaper man and later of Madison, has been appointed special representative for the Wisconsin Daily League, with

headquarters in Milwaukee. The league is comprised of twenty-seven daily papers outside of Milwaukee.

Guido Ernest Enderis, who has been for many years identified with the newspaper and advertising field in Milwaukee, Wis., left for Germany to take charge of the Berlin bureau of the Milwaukee Germania-Herald.

Louis W. Strayer, who began his newspaper work twenty-eight years ago on the Akron (O.) Daily Beacon, and for two years edited papers at Canton and Alliance, was elected president of the famous Gridiron Club of Washington. Mr. Strayer is now Washington correspondent of the Pittsburgh Dispatch.

Douglas V. Martin is rustling general assignments on the St. Louis Republic after a week's absence on account of illness.

George B. David, publishers' representative, Burrelle Building, New York, has recently been at the Atlantic City Review and the Scranton (Pa.) Scrantonian to visit these papers.

## CHICAGO PERSONALS

Thornton L. Smith, who was sent from the Chicago office of the Associated Press to Washington, has been assigned to the floor of the senate.

Richard J. Finnegan, city editor of the Journal, addressed the Cook County Cabinet last week on "The American Newspaper." The National Union Booster, the official publication of the Union, prints a fine piece, laudatory of Mr. Finnegan's forensic abilities.

Robert Burkhardt, formerly of the Journal, is on the copy desk of the St. Paul Dispatch.

George F. Hoyte, for years manager of the Western Union bureau in the New York Times office, was a visitor at the Press Club last week. Mr. Hoyte is a native Chicagoan and began his career here.

## PHILADELPHIA PERSONALS

Theodore Auek, real estate editor on the Record, is back at his desk again after an illness. He was said to be dead, which may possibly surprise him, but the report of his demise was "very much exaggerated."

James H. Lambert, Jr., political editor and legislative correspondent of the Evening Telegraph, has been appointed secretary to the new director of public safety, William H. Wilson. This is a well-deserved reward which had been rumored for some time. Mr. Lambert has been engaged in newspaper work for the past 15 years, being associated formerly with the Press and the Inquirer.

Samuel Strauss, associate editor of the New York Times, spoke to the members of the Menorah Society of the University of Pennsylvania recently, his subject being, "Giving It The Third Dimension." He advocated the Zionist movement, and the return of the Hebrews to Palestine after the close of the war, for the purpose of founding a great republic.

Thomas A. Price, a well-known newspaper man formerly of this city, who has been in France fighting with the Canadian contingent, is reported wounded. He is said to be at the Bevan Military Hospital, Sandgate, England, where a successful operation has been performed. His father, Frank J. Price, recently on the Ledger, is now on a New York newspaper, and his brother, Frank J. Price, Jr., is on the Bulletin.

Thomas Martindale, hunter of big game, big business man and big booster for Philadelphia, was given a birthday party by the Poor Richard Club the other day on the occasion of his 70th anniversary. R. H. Durbin, president of the organization, was one of the speakers, and Tom Daly, of the Evening Ledger, presented a gift from the club together with a specially written poem.

Will Irwin gave an uncensored talk at Association Hall in Germantown a few nights ago, and thrilled his hearers with accounts of his experiences on the battle line in France.

William Roca, sporting editor of the Ledger, has received a letter from William A. McGowan, of the Evening Journal of Wilmington, regarding tickets for the Murphy-Welsh fight which it had

been maliciously rumored that he was "scalping." He explained that every admission card which had passed through his hands had been sold for its face value to friends of the manly art, and that he could have disposed of nearly double the number.

Ben Rumbf, of the copy desk of the Ledger, has been placed in charge of the educational page in the Sunday issue and similar matters in the daily. He also attended to religious news while "Bi-shop" Norcross was away fighting off a severe attack of pneumonia.

A number of the Ledger men succumbed to the grippe epidemic, among them being A. R. Stanley, Joseph Fiber, John Joyce and A. Fry.

Mrs. Alice McGill, society editor of the Press, has also been a victim of the prevailing affliction.

## BOSTON PERSONALS

John Mahoney, who was last year's press representative of the auto show, as well as the Rockingham Fair, is now making arrangements for the coming auto show. There are so many demands for space that larger quarters will probably have to be secured. That means more dollars for the Boston newspaper publishers, who always get generous allotments of space from the firms exhibiting.

Joe Toye, of the Sunday Post staff, is confined to his home by illness.

Joseph Brooks, water front man for the Post, has been doing some publicity for the Eastern Steamship Company.

Winfield Thompson, one of the star men on the Globe, has of late been in New York and other cities on stories. One of his latest was the old Graud Army man who ran away with the two little girls.

H. F. Brock, city editor of the Post, has moved to Arlington to a handsome residence not far from the home of George B. C. Rugg, assistant city editor.

At least two Boston newspapers sent men to cover the "war talk" at Clark University, Worcester. A. J. Philpott went from the Globe and Herbert L. Baldwin from the Post. Both men filed reams and reams of good stuff.

William Hardy, of the Sunday Post, covered himself with glory in handling the "Tarkington stories," one of the features of the illustrated section.

Elias McQuaide, of the American, who has been a secretary to Governor Walsh, is now doing feature stunts for that paper. He writes in a happy vein that is always attractive. He also has a fine working knowledge of politics, and knows how to write a political story in such a manner as to make it as easy reading as a chapter from the latest best seller.

Jack Connolly, who used to be day city editor of the Traveler, likes Washington and his new job of private secretary to Congressman Carter.

Donald Babbitt, of the Record and Advertiser, has been making a bit with the politicians of late with signed stories on local political affairs. Mr. Babbitt has not been in the field very long, but he is showing what a man with a natural born nose for news can do.

Here is the line up at police headquarters: Post, Joseph Carlin, days; Theodore Finn, nights; Journal, John Cadigan, days; J. Fitzgerald, nights; Transcript, Charles Bemis; Globe, Edward Martin, nights; Fred Roche, days; Advertiser and Record, Tom O'Rourke, days; Paul Hines, nights; Herald, Eric Kelley, Frank Hutchinson and Harry McCormick.

## CLEVELAND PERSONALS

Charles H. Fentress, business manager of the Press, has been spending the Christmas holidays with relatives in Toronto, Canada.

Harry Payne Burton, until recently editorial manager of the New York office of the Newspaper Enterprise Association, has been made assistant editor, and will be associated with S. T. Hughes in the management of the Cleveland office. J. H. Platt, who has been Mr. Burton's assistant in New York, will be his assistant here.

Mrs. Idah McGlone Gibson, special writer for the Newspaper Enterprise As-

sociation, is covering the Wilson honeymoon in Hot Springs, Va., for that organization.

William Ganson Rose, president of the Cleveland Advertising Club, was a speaker before the 1,800 students and faculty of Oberlin College last week. His address on "Enthusiasm" was luscious.

General Manager V. V. McNitt, of the Central Press Association, has appointed Robert F. Wilson as Washington correspondent of that organization. Mr. Wilson will have offices at 302 Riggs building, and will take up his duties for the Central January 1. Mr. Wilson formerly was star reporter for the Cleveland Press, and during the last four years has established a reputation for himself at the capital as representative for various newspapers and news bureaus.

## WASHINGTON PERSONALS

Fred W. Ford, analyzer of the war news for the Boston Transcript, was a visitor to Washington this week.

Herbert Caryl, recently located at Boston for the Associated Press, has been transferred to Washington.

D. J. Collins, the father of Wm. J. Collins, the assistant superintendent of the Senate Press Gallery, died suddenly in this city a few days ago.

George Waverly Briggs, managing editor of the Galveston News, was a recent visitor to Washington.

Burge McFall, who recently worked in Mexico, has joined the Associated Press staff here.

Guido Ernest Enderis, of the Milwaukee Germania staff, was a recent visitor to the Capitol Press Galleries. Mr. Enderis was en route to New York where he sailed for Berlin, as representative of the Germania.

Earle E. Martin, of the Scripps-McRae League of Ohio, and N. Cochran, editor of the Chicago Day Book, were recent visitors at the National Press Club.

George E. Miller, of the Detroit News, and a close friend of former President Theodore Roosevelt, recently visited the Colonel at Oyster Bay and had a long talk with him regarding the political situation.

Henry J. Allen, former newspaper man of Kansas, and who was last year the Progressive candidate for governor of the "Sunflower" State, is at the New Willard for a short stay.

Robert D. Heiml, of the Nation's Business, has been elected president of the recently organized National Press Banjo Club.

W. L. Ormrod, of the Washington Times, has joined the staff of the Associated Press.

Donald McGregor, of the New York Herald; Brie Claggett, of the Associated Press, and Andrew J. Eldred, of the United Press Associations, are at Hot Springs, Va., where President and Mrs. Wilson are spending their honeymoon.

Ben P. Lambe, formerly of the Southern Division of the Associated Press, has joined the local bureau of the Associated Press.

Judson C. Welliver, of the Washington Times, suffered complete loss of his home by fire last week, but it is understood that it is fully covered by insurance.

Carter Field, of the New York Tribune bureau, is visiting relatives in Baltimore during the Christmas holidays.

Ralph E. Dowdell, of the Manchester Union and other New England papers, has just arrived in Washington to take up the correspondence for these papers.

## Two Brothers Own Five Papers

Since L. S. Galvin, of the Lima (O.) News, has purchased the Piqua Leader-Dispatch, it completes a list of five newspapers owned by two brothers. L. S. Galvin and associates own the Lima (O.) News, the Lima (O.) Times-Democrat and the Piqua Leader-Dispatch, while W. J. Galvin owns the Wilmington Daily News and the Greene County Journal, Jamestown, Ohio. The father of these young men, W. S. Galvin, recently completed his forty-fifth year as editor of the Greene County Journal, and is still actively engaged with the paper at seventy years of age.

## NATIONAL PRESS CLUB'S SHOW

## Program of African Minstrelsy Delights Washington Audience.

(Special Correspondence.)

WASHINGTON, December 22.—Members of the National Press Club blacked their faces Monday night and sang, danced and joked through a varied program of African minstrelsy at Poli's Theatre. Negro melodies were interspersed with timely quipps on the political situation.

Stepping out of his best-known character of political writer, Theodore Tiller, of the Washington Times, and newly elected president of the National Press Club, galloped on to the stage and told a harrowing tale of the havoc created among the newspaper battalion of cavalry now training at Fort Myer, when John Callan O'Laughlin, Washington correspondent of the Chicago Herald and former assistant secretary of state, appeared before the embryo soldiers and frightened their mounts by the display of many foreign decorations pinned across his breast. Howard Acton's song, "Since Edison's Gone to Work for Uncle Sam," was the big hit of the show. Incidentally the show's press agent declared that Mr. Edison was hearing the song through some wizard-like telephone apparatus in his laboratory at Orange, N. J., at the same moment.

The interlocutor, Frank B. Lord, of the Buffalo Times, retiring president of the club, in a wonderful suit of pea green and rose silk, started off the performance and carried out his part in splendid style. Rufus E. Andros, C. S. N. Goodwin of the International News, Labert St. Clair

of the Associated Press, and Carl Butman were tambores, and Morton M. Milford of the Louisville Courier-Journal, E. B. Johns of the Army and Navy Journal, George T. Odell of the New York Evening Mail, and Leonard Ormrod of the Associated Press, were bones, Mr. Milford and Mr. Johns starring in their respective parts. Austin Cunningham, editor of the Red Cross Magazine, presented Uncle Joseph Jefferson Jackson, and Dudley Harmon and B. A. Mattingly, the former nearly seven feet tall, and the latter about five feet, appeared as "Biff and Stiff."

The audience was composed of many distinguished people. "Uncle Joe" Cannon and other members of the House applauded the antics of the news writers. Much credit for the success of the show was due to the efforts of Howard Acton, composer; Ralph A. Graves, dramatic editor of the Washington Post, business manager; George T. Odell, stage manager, and James D. Preston, master of properties.

## CHICAGO PRESS CLUB'S NEW YEARS

## Members to Entertain Stage Folks at a Late Supper.

CHICAGO, December 21.—The first formal affair to be held in the new home of the Press Club will be on New Year's eve, when a company of stage folk will be entertained at a supper which will begin at midnight. One hundred and fifty newspaper men and their wives and friends have made reservations. The supper will be preceded by a cabaret enter-

tainment, which will begin at 10 o'clock. After the supper there will be dancing.

The regular housewarming of the new quarters and dinner to former club presidents will be on the night of the last Saturday in January.

There has just been installed in the office of the president of the club a desk, of which H. Percy Millar, present incumbent, is very proud. It is a commodious, walnut wood affair, of the style which immediately preceded the roll top. For years, almost beyond the recollection of the club's oldest inhabitant, that desk had been about. It was used for odd purposes. Its origin was a mystery no one cared much about.

George Kavanaugh, the club archeologist, got busy, however, and during the recent moving of the club property identified the desk as one occupied by Franc Wilkie during his term as first president of the Chicago club. That was back in 1879. Mr. Wilkie was chief editorial writer on the Chicago Times, and the desk was moved from the Times office. After his term expired he donated the desk to the club. Mr. Millar treasures the desk as the one remaining piece of property connecting the earliest days of the club with the present. A brass tablet has been attached, giving the desk that designation.

## COAST CIRCUIT A. P. ASSOCIATION

## Annual Meeting to Be Held in Atlanta Next Month

ATLANTA, Ga., December 21.—The Coast Circuit Association of the Associated Press will hold its seventh annual convention in Atlanta, January 24, 1916.

This association is composed of the newspapers taking the Associated Press service in Florida, Georgia, South Carolina and part of North Carolina. W. G. Sutlive, managing editor of the Savannah Press, is the present chairman.

At this meeting the work of the past year will be analysed and suggestions for the improvement of the service among the members of the association will be made.

The association was organized seven years ago by John Hammond, then managing editor of the Augusta (Ga.) Chronicle, now Atlanta correspondent of the Augusta Chronicle and the Macon (Ga.) Telegraph; Paul Cowles, the Southern Division superintendent of the Associated Press, in Atlanta, now division superintendent of the Associated Press in Chicago, and S. A. Gregory, managing editor of the Savannah Morning News.

## PRESS CLUBS AND ASSOCIATIONS

"Presidents' Day" of the Women's Press Club of New York will be celebrated on Monday afternoon next, at the Astor Gallery, Hotel Waldorf. Mrs. August Raymond Kidder will be the guest of honor and the presidents of the clubs of the New York City Federation will be special club guests. The president, Mrs. Haryot Holt Dey, will preside and make an address. Miss Jane Johnston Martin, president of the League of Advertising Women, will talk on "Woman and Her Relation to Advertising." Mrs. Helen Hoy Greeley, national chairman for the Women's Political Union, will talk on the "Political Aspect." Mrs. Ida Benfey Judd will read "The Chauffeur and the Lady," by Mrs. Haryot Holt Dey, and Mrs. Theodore Parsons will give a "Demonstration of Exercises." There will be the usual splendid musical program.

The Women's Press Club of New York held its business meeting at the Waldorf-Astoria on Saturday last. The recently elected chairmen—five in number—gave their first monthly reports on literature, progress, press, art and citizenship, which were very well received.

The Writers' Guild of Chicago, at their December dinner at the Morrison Hotel, recently elected the officers previously nominated. The guest of honor was Charles G. Blanden, better known by his pen name of John Rhndlau. The officers, nominated at a previous meeting

in the rooms of the Advertising Association of Chicago, are: Master, Frederick Ward; first vidame, Dr. H. S. Pepon; second vidame, J. Harry Ashley; seivener, J. B. Finnean; burzar, Carl Junge. These new members were admitted to membership: Mrs. Alice Wadsworth, N. H. Reed, A. W. Dodd, F. O. Balch, Wesley F. Christine, C. W. Garrison and H. C. Baker.

J. Hampton More, a member of Congress from Philadelphia, is to be one of the speakers at the Republican Editorial Association's banquet in Indianapolis January 27. Mr. More is a former newspaper worker and a speaker of unusual gifts. George H. Moses, publisher of the Concord Monitor, Concord, N. H., will share honors with Mr. More, appearing on the same program on the night with him. The Republican Editors will be in session at the Hotel Severin for two days.

## CANADIAN PERSONALS

Captain Ernest Cinq-Mars, who was King's Printer for the Province of Quebec at the opening of the war, and who, prior to that, was for many years Ottawa correspondent of the Montreal La Patrie, is to play the part of Santa Claus to the Canadian soldiers in France, he having been placed in charge of all Christmas mail addressed to the force. He is officially intelligence officer of the Second Canadian Division.

Sergeant Paul Beaupre, who was city editor of the Kingston Standard at the beginning of the war, and who enlisted as a private, has been moved back from the front to England, where he is now connected with the remount staff at Sandgate.

Two well-known Montreal newspaper men have been granted commissions in the 69th Overseas Battalion now being trained at St. John, N. B. They are W. E. Collier, for many years on the staff of the Montreal Gazette, and C. Howell, who was with the Montreal Evening News.

There have been a good many changes lately on the staffs of the London (Ont.) Free Press and Advertiser. Four "Tiser" men are taking officers' courses—Tom Smith, Carl Richardson, Clive Kennedy and Joe Walter; while Bert Perry, sporting editor, has joined the 135th Battalion as a private. Of the Free Press staff, Charles Grafton, John Doherty, Robert De Hart and George R. Shibley, are taking the officers' training course. W. Robinson, formerly of the Port Arthur Chronicle, has joined the Free Press as municipal reporter.

J. S. Boyd, editor of the Moncton (N. B.) Times, is back from Calgary, where he went to visit his daughter. His wife passed away not long ago.

J. H. Woods, managing editor of the Calgary Herald, has come East for the Christmas vacation and is spending the holiday in Toronto.

Stewart Lyon, managing editor of the Toronto Globe; J. E. Atkinson, managing editor of the Toronto Star, and G. Fred Pearson, proprietor of the Halifax Chronicle, were among the delegates present at Ottawa on Monday last, when a National Liberal Committee was formed to study the various problems facing the country as a result of the war.

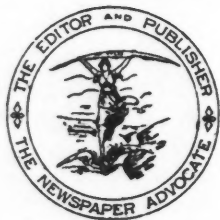
## TEXAS PERSONALS

Charles B. McCollum, son of A. B. McCollum, editor and publisher of the Waco (Texas) Tribune, has been appointed postmaster at Waco by President Wilson. Mr. McCollum has been connected with the Tribune in various capacities since his early youth.

Hal H. Sevier, owner and publisher of the Austin (Texas) American, accompanied by Mrs. Sevier, has just made the trip from New York to Austin by auto. The trip required only five days more than by train, and Mr. Sevier reports that he had no trouble of any kind, not even a puncture, on the entire trip.

Edward Howard, editor of the Wichita Falls (Texas) Times, has been appointed by President Wilson to be postmaster at Wichita Falls.

Subscription  
Price  
\$2.00 a year



Advertising  
Rate  
25c. a line

### The National Advertiser WANTS to know the things you want him to know about your newspaper!

You'll not find it difficult to INTEREST the National advertiser in the FACTS about your newspaper—for he spends a good deal of time and takes a good deal of trouble to secure these facts in regard to all newspapers in whose space he contemplates investing money.

He wants circulation facts, of course—but he is less interested in the actual figures of distribution (because these are available to him through other sources) than in the NATURE and QUALITY of that distribution. He would like to KNOW something about what you are doing to educate your readers to become RESPONSIVE TO ADVERTISING. To tell something about your work on this line—and on the line of co-operative service with National advertisers in assisting them to gain a proper distribution in your field—this line of facts will appeal to him UNFAILINGLY. They will constitute a real SELLING ARGUMENT FOR YOUR SPACE—and, if the facts justify him, he will be very likely, in his own interest, to double the appropriation originally planned for your field or for your paper.

THE EDITOR AND PUBLISHER can DELIVER YOUR MESSAGE TO ALL NATIONAL ADVERTISERS WHO OUGHT TO USE YOUR SPACE.

Is your message ready?



**MR. WOOD RESIGNS**

**Leaves Naval Consulting Board to Be Free to Oppose Administration.**

Alan R. Hawley, president, and Henry A. Wise Wood, vice president, of the Aero Club of America, have taken a decided stand in opposition to the Administration preparedness programme. Mr. Wood has resigned from Secretary Daniels' Naval Consulting Board, to which he was nominated by the American Society of Aeronautical Engineers.

"I have done this," says Mr. Wood in his letter notifying Mr. Daniels of his resignation, "in order that I shall be free to attack the thoroughly inadequate and therefore dangerously weak naval and military policy of the President, as expressed in Secretary Garrison's and your own recommendations, and to urge publicly that the recommendations of the General Board of the Navy and the General Staff of the Army, as contained in their original reports, be substituted therefor."

Mr. Hawley's attitude is expressed in the form of an open letter to Senators O'Gorman and Wadsworth and to New York's thirty-four Congressmen, complaining that "the plans which the safety of the country require \* \* \* have been suppressed, and in their stead there has been submitted a totally inadequate half measure." He calls on the Senators and Congressmen to "investigate this matter and inform the people whether the safety of this great country has not been jeopardized by the suppression of this report."

**MAY ADVERTISE BOSTON**

**Copley Square Landlord Has a Plan in Which Newspapers Will Be Used**  
(Special to EDITOR AND PUBLISHER.)

BOSTON, December 22.—Manager E. C. Fogg, of the Copley Plaza Hotel, is in favor of a publicity campaign for the benefit of next season's hotel and resort business that will involve the expenditure of thousands of dollars for newspaper publicity.

In a statement just made Mr. Fogg outlines the campaign he has in mind, in which he hopes to be joined by the Boston Chamber of Commerce, the business men in general in the city, hotel men in Boston and New England, and all those who are interested in promoting the welfare of this section of the country.

It is believed by those who are interested with Mr. Fogg in this plan that good-sized space will be used of an educational nature. The historic places in Boston will be described and pictured, the scenes on the North and South shores shown to advantage, and the beauties of Maine, New Hampshire, Vermont and other States.

Mr. Fogg is a firm believer that much of the tourist business that has been going to Europe will be diverted to this section if attention is called to the beauties and advantages of the locality through the medium of the public press.

ROY ATKINSON.

**N. Y. Evening Post Fully Exonerated**

The New York Evening Post has received from the City of New York a check for \$1,429.90—a voluntary refund pursuant to the city charter, and a settlement, less certain costs, by the Board of Estimate, of the amount paid over to the city by the Evening Post, also in a voluntary spirit, in connection with the suit brought at the direction of the late Mayor Gaynor, on the ground that the newspaper had fraudulently published a Sunday edition, on October 16, 1910, containing election advertising. This action of the Board comes as a recognition of the full justice of the Evening Post's position, and as a second complete exonerated of the charge of fraud made by Mayor Gaynor—who was actuated, the Evening Post asserts, by anger at the criticisms of his administration in its columns.

**BOOSTS NEW ORLEANS EXPORTS**

**How the Association of Commerce Hopes to Extend Its Business.**

NEW ORLEANS, La., December 20.—There is a paper published in New Orleans which from an artistic point of view has few equals and which from the ramparts of the big commercial interests of the city is regarded by many as an envoy that will put this port so far ahead of all others that there will be no comparisons in aggregate beneficial results. It is called *Mercurio*, and is issued monthly by the Association of Commerce. It is ably edited and is printed in the Spanish language and has a circulation of more than 11,000 in the Latin-American countries.

An idea of the enterprise that is being shown by the Association of Commerce in reaching out for the South American trade is indicated by the fact that it recently sent an agent to Porto Rico to get a capable man to look after the interests of the publication there, and a general agency for the Island of Cuba will be established at Havana, January 1.

Dr. Eugene Kuehenemann, professor of the history of literature at the University of Breslau, lectured Monday night at the Press Club on some of the aspects of the European war. The talk was very interesting and greatly enjoyed by a large audience.

R. C.

**CHICAGO'S BUSINESS SURVEY**

**Advertising for November 18 Per Cent. More Than in November Last Year.**

Advertising in all lines is on an increase in Chicago, according to the business report of the year just completed by Arnold Joerns, head of the Joerns Advertising Company, as a part of the national investigation being made by the Associated Advertising Clubs of the World. The total volume of business for November, 1915, shows an increase of a little more than 6 per cent. over the figures for November, 1914.

The volume of stock shows an increase of 3 per cent. for the same periods last year. Advertising expenditures for November were increased 18 per cent. over the same month last year. More than 83 per cent. of the accounts on the books October 31 were collected in November.

The summary includes conditions of business in Chicago clothing, jewelry, drug, grocery, hardware and department stores.

**Philadelphia Churches to Advertise**

PHILADELPHIA, December 22.—Newspaper advertisements will be largely employed by the West Philadelphia Ministers' Association in a big publicity campaign to induce residents of that section to go to church. Street car cards and posters will also be used. The campaign will be inaugurated on January 1, the succeeding four weeks being known as "Come to Church Month." Members of the association decided that if business can extend its influence through advertisements there is no reason why the scope of church work cannot be broadened by the same methods.

**"For a Useful Purpose"**

An advertisement of this sort, appearing in London (Eng.) trade papers and elsewhere just now, tells its own story:

**WANTED FOR MENTIONS  
DROSS & OLD PRINTING METALS**  
For the manufacture of Shrapnel Bullets  
Send your surplus stocks of Dross, Old Stereos, Types, Leads, Electrodes, Furniture, etc., to  
**FRY'S METAL FOUNDRY**  
25-30, Holland Street,  
Blackfriars, London, S. E.  
and have the satisfaction of knowing that it is being used for such a useful purpose.

**FULL MARKET PRICES PAID**

**Insurance Plan Adopted in St. Louis**  
Thomas J. Masterson, assistant city editor of the St. Louis Republic, has launched a plan by which the 276 employees will take out accident, health and life insurance on the blanket plan. As yet, no company has been selected.

**We extend to you, Advertisers,  
The Greetings of this  
Happy Holiday Season**

You have reason to feel very cheerful and very content.

We also have reason to feel very cheerful and very content.

Your business is good. Your prospects are great.

Our business is good. Our prospects are great.

We are traveling together in a very fertile territory.

You want the patronage of the steady producers who read regularly the **NEW YORK AMERICAN**.

We are willing to help you get their patronage by introducing you to them through the advertising columns.

Please remember that our introduction of you to our readers means something more than merely letting you pay for advertising space.

**NEW YORK AMERICAN** readers respond generously to advertising messages because we ask them every day to read the advertisements and to realize that they get the greater satisfaction by buying from advertisers.

Our readers co-operate with us to make advertising in the **NEW YORK AMERICAN** pay. It does pay.

The **NEW YORK AMERICAN** is equipped in every way to serve business men satisfactorily and profitably.

Let us serve YOU in 1916.

Let us help you to get your share of the quarter of the trade of all New York which **NEW YORK AMERICAN** readers are prepared to give you because they buy **ONE-FOURTH** of everything that is offered for sale in New York.



Daily and Sunday

Member Audit Bureau of Circulations

## ON NEWSPAPER MAKING

Recent work among small town daily newspapers along lines of modern co-operation and efficiency indicates one or two things: Either they are negligent or lazy regarding their possibilities or their rates for advertising are too low to enable them to do things they should do and must do in order to approach the maximum possibilities of their fields.

In view of the modern practices in the advertising business I am inclined to think their fault lies in a latent fear that any attempt to advance rates when not justified by increased circulation, will result in a direct loss of income which would be no less than a tragedy in many instances.

I am confident that with advertisers and agents all asking for co-operation and service, facilities never dreamt of years ago, there is ample justification for a moderate increase in rates, in general business, at least.

Newspapers now sell something besides bare advertising. The effort to clean up the columns from objectionable and fraudulent advertising has meant considerable loss of income to many papers. Service in the way of information and other forms of co-operation, mean added costs.

An advance of 5 cents per inch would mean \$50 more income on every thousand inches of general advertising. This would not be a serious item to any advertiser and yet would enable the small town publisher to do many things in the way of service that he cannot do today.

Frankly speaking I do not see how many of these newspapers live when they sell space at only a few cents an inch. The man who will sell an inch E. O. D. for \$12.50 per year, for say 3,000 circulation, isn't selling advertising, he is giving it away.

I am afraid that there is too much of this situation all over the country. How can such men have the courage to do things which they know should be done,

to make their advertising more effective for their customers when they are not receiving enough money for their advertising to enable them to more than meet their pressing bills?

The minute a newspaper permits an outside or a mail order advertiser to use its columns, it permits him to grab some of the dollars being made by his townspeople. Yet our friend, the advertising agent, says we should sell all business on the same basis.

The local advertiser who can get some outside manufacturer to stimulate the sale of his goods over his counter, helps move the goods, but the traffic then pays legitimate profit. The same thing takes place where a newspaper secures business from a manufacturer selling through local dealers.

Newspapers should figure that local business don't have to bear the toll of salary or commission to special representatives, commissions to agent or involve lengthy correspondence and slow pay and deductions that much general business does.

I do not bring up these factors to discourage efforts to seek general business, but only to indicate reasons why it should be made to pay more money than local accounts, and, further, to pay a profit on cost of production, having in mind the many added factors which should come into the calculation.

To the general advertiser the more remote and smaller the town, the less he usually pays for his advertising. If newspaper space is too cheap he thinks it is worthless. The newspaper can do more for him to help introduce his goods plus probably a year's advertising, than he could do through salesmen for the same money.

If these are facts, and I know they are, let the smaller newspapers brace up their rates and soon they will have money to enable them to render best service, to join the A. B. C., the Bureau of Advertising of the A. N. P. A., and to buy space in the EDITOR AND PUBLISHER to help put them on the map.

Bread cannot be made without baking,

and man cannot live without food. Neither can newspapers live and fulfill their missions without proper compensation for their space. Increased cost of all items, and greater demands for added service justify an increase in advertising rates to the small newspapers, if not all newspapers. NORTHCOLE.

## CLEVELAND AD CLUB ACTIVE

How It Will Help Along Christmas Good Cheer Next Week.

CLEVELAND, O.—How advertising may be used to further the Christmas spirit is indicated by the part the Cleveland Advertising Club has taken in the Cleveland Community Christmas, to be held all next week at the Public Square. A committee, of which O. C. Saum is chairman, and L. W. Smith, T. J. Simpson, R. F. Smith, H. B. Koborn, J. F. Stevens, A. E. Coburn, Joseph Ewing, A. C. Coit, F. R. Elliott and Elwood Street are members, has co-operated with the Community Christmas committee to popularize the festivals to be held in the square, around the giant Christmas tree. The Advertising Club committee also has devoted attention to not only stimulating the Christmas spirit among the more fortunate as an aid to those not so well off, but to continue that good feeling beyond the holiday period.

Work of making the Cleveland representation at the Affiliated Advertising Clubs meeting in Buffalo, January 22, a record one, has been given to the following committee of the Cleveland Advertising Club: E. R. Vanbergen, chairman; B. J. Graham, C. A. Steves, R. Coleman, R. W. Hirschert, R. G. Pate, A. P. Shupe, F. C. W. Brown, L. M. Webb, E. W. Schwegler, W. B. Powell, E. G. Winger, and R. B. Lawrence.

Following its usual custom, the Cleveland Advertising Club will be hosts to poor boys of Cleveland at its annual Christmas festival in the club rooms, Hotel Statler, December 29. Johnny Ray, comedian, will be "among those present," and an address appropriate to the particular occasion is being prepared by Rev. Dr. A. B. Meldrum. There will be a Christmas tree and dinner, in addition to presents for the guests.

Details of the Sales Division course for 1916 of the Cleveland Advertising Club are being worked out now by a committee, of which H. S. Green is chairman and J. O. Boylan, secretary. The course, which will include eight meetings over a period of four months, will be under the direction of J. S. Knox, president of the Knox School of Selling and Business Efficiency, and who, as salesman for the National Cash Register Company, is said to have sold five times as many cash registers as any other man in a territory of the same size. Advertising managers are expected to participate in the meetings, because of the close association of the advertising department with the sales organization of business.

Cleveland advertising men and business men generally were given some excellent information on the relation of electric light to getting business, and therefore its importance as an adjunct to advertising, at a joint meeting of the Cleveland Advertising Club, Electrical League of Cleveland, American Institute of Electrical Engineers and Cleveland Engineering Society, at Hotel Hollenden, Monday night. The principal speakers were S. E. Doane, chief engineer of the National Electric Lamp Works, of the General Electric Company; and C. F. Brush, electrical scientist, of Cleveland. President William Ganson Rose, of the Advertising Club, presided.

## Will Spend \$30,000 in Advertising

The El Paso (Texas) Ad Club, meeting jointly with the El Paso Chamber of Commerce, will select a publicity director for the two organizations who will have charge of the advertising campaign which is planned for El Paso, and in which \$30,000 will be spent. The salary of the publicity director has been fixed at \$300 a month. The applicants for the position are: George H. Clements, Joseph A. Wright and E. L. W. Polk.

## NEWSPAPER DEPARTMENTAL

How the National Commission Hopes to Aid Advertisers Through Its Membership.

The National Commission of the A. A. C. W., which will hold its next meeting in Philadelphia the latter part of January, is making strenuous efforts to make the several departmentals all that they should be in the way of helpfulness to the advertising public.

In a communication shortly to be issued by W. H. Ingersoll, the chairman, to the members of the Association of National Advertisers and the Affiliated Association of Advertising Agents, he calls attention to the Daily Newspaper Departmental and emphasizes the fact that every member has been carefully investigated and found worthy of confidence and that each has subscribed to these standards of practice:

1. To make none but true statements of circulation.
2. To maintain advertising rates as published.
3. To reject fraudulent advertising.
4. To oppose "free publicity."

Within a few days a complete list of the members will be sent to advertising agents and general advertisers throughout the country, in order that they may know the names of the publications that are pledged to uphold the ideals of the department, and may govern themselves accordingly in placing their advertising. The list, which is revised every sixty days, on December 20, contained these names:

Albany Knickerbocker Press.  
Baltimore News.  
Bloomington, Ill., Pantagraph.  
Boston American.  
Boston Transcript.  
Chicago Daily Jewish Courier.  
Chicago Herald.  
Chicago Tribune.  
Cincinnati Times-Star.  
Des Moines Daily Capital.  
Detroit Times.  
Dubuque Telegraph-Herald.  
Duluth News-Tribune.  
Edmonton (Alberta) Journal.  
Fort Wayne (Ind.) News.  
Fort Worth (Texas) Star-Telegram.  
Grand Forks (N. D.) Daily Herald.  
Harrisburg (Pa.) Telegraph.  
Indianapolis Times.  
Indianapolis News.  
Johnstown (Pa.) Tribune.  
Joplin (Mo.) Globe.  
Kansas City Star.  
Lexington (Ky.) Herald.  
Lexington (Ky.) Leader.  
Los Angeles Examiner.  
Milwaukee Journal.  
Minneapolis Tribune.  
Montreal La Presse.  
New Orleans Item.  
New York American.  
Editor & Publisher.  
New York Evening Post.  
New York Globe.  
New York Times.  
New York Tribune.  
L. H. Crall & Company.  
Omaha Tribune.  
Peoria (Ill.) Evening Journal.  
Philadelphia North American.  
Philadelphia Public Ledger.  
Philadelphia Record.  
Providence Journal.  
St. Joseph (Mo.) News-Press.  
St. Louis Globe-Democrat.  
St. Louis Republic.  
San Antonio Express.  
San Jose (Cal.) Mercury-Herald.  
Shreveport (La.) Times.  
Syracuse Herald.  
Syracuse Post-Standard.  
Troy (N. Y.) Record.  
Vancouver Daily Province.

Lafayette Young, Jr., of the Des Moines (Ia.) Capital, is chairman of the Newspaper Departmental and L. H. Crall of L. H. Crall & Co., is the secretary.

## Beer Advertising Coming

The Franklin Brewing Company, of Brooklyn, this week opened an up-to-date bottling department. At the opening, Edward Schott, manager of the bottling department, extended the hospitality of President Neuberger of the brewery at a luncheon to the press of the five boroughs. A very extensive newspaper advertising campaign, under Mr. Schott's direction, will soon be started, featuring the bottled product of the brewery.

The banquet of the Missouri Democratic Press Association, which was to take place on January 8 in St. Louis, has been postponed for two weeks in the hope that President Wilson may be able to attend.

## ARE YOU UNEMPLOYED?

"The Editor and Publisher," commencing with the January First issue, will publish

## FREE OF CHARGE

for all newspaper and advertising men not employed a fifty (50) word or eight (8) line advertisement, two insertions, under the heading

## SITUATIONS WANTED

This new departure will enable those out of employment to obtain a position without expense, and will also provide advertisers, publishers and advertising agencies an opportunity to get competent assistants for all departments promptly.

## The Editor and Publisher

1116 World Bldg.

New York City



**KANSAS CITY AD CLUB BOOMS**

**Members Are Taking a Lively Interest in the Vigilance Work**

KANSAS CITY, Mo., December 18.—Had you been a member of the Kansas City Ad Club one year ago, and were to happen into one of their Tuesday luncheons at this time, you would wonder what had happened, for surely the lid of the "pep" box has been taken off, and it is the opinion of the writer that about the time the Associated Advertising Clubs of the World met in Chicago, the lid began to slip, and it has been slipping until now the blooming thing has been lost completely.

One year ago, if you had mentioned vigilance work, you would probably have gotten a half-hearted vote to proceed as you thought best, but under the chairmanship of L. E. Holland, enthusiasm for all the cleaner things in advertising has developed to the extent that even the slightest action of that committee is applauded.

The work of this committee has been so thorough that the clean advertisers of the city are taking notice, and only recently the Merchants' Association passed a resolution recommending that the advertising men of their various stores join the ad club.

The programs for the club's weekly luncheons, gotten up by Chairman Knox, are appreciated by the members, if attendance counts for anything. At a recent meeting we had a double header, when we had John H. Wiles, treasurer of the Loose-Wiles Biscuit Company, and A. G. Ellet, vice-president of the Ellet-Kendall Shoe Company, address the club.

Mr. Wiles' talk was on the subject, "The Position of the Advertising Club in Civic Affairs," and his recital of why Kansas City was given a Federal Reserve Bank, making two for the state of Missouri, showed ad club members what can be accomplished by team work.

Mr. Ellet is responsible for a campaign of manufacturers and jobbers which is being conducted in the form of a double-page spread in the Star once or twice each week, and which is accomplishing gratifying results, in that it is placing Kansas City on the map as a jobbing center. If the "Doubting Thomases" could have heard Mr. Ellet tell what the results of this campaign were, they would surely put a pad on their hammers.

Otto Barth has resigned as advertising manager of the Witte Engine Works and accepted a like position with the Bauer Engine Works. P. T. R.

**TO PUNISH FAKE ADVERTISING**

**Text of Drastic Ordinance Just Passed in Lexington, Ky.**

THE EDITOR AND PUBLISHER has already mentioned the passage, by the City Commissioners of Lexington, Ky., of an ordinance against dishonest advertising along lines suggested by the Ad Club of the Lexington Board of Commerce. Below is the text of its main provisions:

Section 1.—No person, firm or corporation, with intent to sell or in any wise dispose of merchandise, securities, service, or any other thing, offered directly or indirectly by such person, firm or corporation to the public for sale or distribution, or in order to induce the public to acquire an interest therein, or incur any obligation relating thereto, shall make, publish, circulate or otherwise place before the public, or cause to be placed before the public, in a newspaper, or in any other form of publication, or in any pamphlet, handbill, letter or in any other way, any advertisement of any sort regarding such thing so offered to the public which contains a representation or statement which is untrue, deceptive, misleading or fraudulent.

Section 2.—Any person, firm or corporation violating this ordinance shall be subject to a fine of not less than five (\$5.00) dollars nor more than twenty-five (\$25.00) dollars, and each publication shall be deemed a separate offense.

**\$100 Fine for Fake Advertising**

Abraham Goldstein, a clerk in a New York haberdashery store, was fined \$100 in Special Sessions on December 17 for advancing the sale of shirts in his store through fake window advertising. He was arrested by an agent of the Wholesale Men's Furnishing Association.

**LIVE NEWS OF THE AD CLUBS**

The Dallas (Tex.) Advertising League is preparing to stage a special program at its meeting next Tuesday. A few Christmas "stunts" will be a feature of the program, and at the last meeting a committee, consisting of Herman Phillipson, F. E. Guedry and Will Everett, was appointed to arrange them. At its last meeting the ad men heard an address by R. V. Holland on "Advertising Methods."

The Houston (Tex.) Ad Club and the Retail Merchants' Association, of that city, have decided to petition the city commissioners to grant a stay of thirty days before the new sign ordinance goes into effect. The ordinance is believed to be too stringent. It provides that no sign shall extend on the street more than eight feet from the building, and sign contractors will be required to make a \$1,000 bond for each sign they put up. The ordinance would mean the elimination of several large and valuable electric signs.

Enstace C. Wheeler, a member of the St. Louis Bar Association and associated in practice with Frederick N. Judson, one of the trustees of the Pulitzer Estate, owners of the New York World and St. Louis Post-Dispatch, addressed the members of the Advertising Club of St. Louis, December 21, on the Stevens Bill. This is the bill introduced in Congress by Representative Stevens of New Hampshire to prevent discrimination in prices and to provide for publicity of prices to dealers and to the public.

The talk of Dr. John N. Hurty, secretary of the State Board of Health, on "Selling Indiana Good Health," was so thoroughly enjoyed by the members of the Indianapolis Advertisers Club that it was unanimously voted to extend Dr. Hurty another invitation to appear before the club some time in the near future. Dr. Hurty, besides outlining his effort to cooperate with the newspapers in publicity matters, also made an interesting exhibit of health charts. Without a penny of advertising appropriation Dr. Hurty has pretty thoroughly popularized in Indiana and even beyond the boarder of the State a "Health First" campaign. In order to do this he has been continually under compulsion to furnish newspapers, lecture bureaus and other institutions with matter pungent with wit, and original statements that would not appear like a reiteration of the same old story he has been preaching for ten or twelve years. Dr. Hurty repeated over and over again in his talk his appreciation of the cooperation he has had from newspaper publishers and from newspaper workers generally.

The first annual banquet of the Aurora (Ill.) Admen's Club, which was founded last May, was held Monday, December 13. The members were the guests of the Beacon-News at a duck dinner, and those present say it was a real banquet. J. K. Groom, advertising manager of the Beacon-News, was toastmaster. The club now has forty members. The following officers were re-elected for the coming year: President, S. Hoyt Deuel; vice-president, W. T. Thompson; secretary, O. T. Clark; treasurer, C. A. Sutherland; directors, E. W. Thompson, H. W. Edmonds, E. E. Stevens, Peter Klein and Stephen Bennett.

W. F. Therklidson, advertising manager of W. Atlee Burpee & Co., the Philadelphia seed growers recently spoke before the Baltimore Advertising Club at its weekly luncheon at the Emerson, on how advertising made their seeds grow.

The advertising men of Atlanta, Ga., have voted unanimously to endorse the plan of the local typographical union to keep in Atlanta all work on printed matter to be used in that city.

The Financial Advertisers' Association, which is a departmental of the Associated Advertising Clubs of the World, has been formed to stimulate interest for more creative advertising among financial advertisers. Each member receives each month specimens of the best advertising gotten out by the financial institutions of the United States and becomes thereby an interested participant in the development of high-class financial advertising. The list of officers and directors is as follows: John

Ring, Jr., Mercantile Trust Company, St. Louis, president; R. Reed Copp, Old Colony Trust Company, Boston, first vice-president; G. W. Cooke, First National Bank, Chicago, second vice-president; W. R. Morehouse, German-American Trust and Savings Bank, Los Angeles, third vice-president; H. C. Swartz, Cleveland Trust Company, Cleveland, secretary; H. M. Morgan, American Trust Company, St. Louis, treasurer; John Clark Sims, Philadelphia Trust Company of Philadelphia, N. B. Jackson, Cumberland Valley National Bank of Nashville, and H. B. Matthews, S. W. Strauss & Co., of Chicago, directors.

**GETTING READY FOR 1917**

Cincinnati Expects to Secure the A. A. C. W. Convention for That Year.

CINCINNATI, Ohio, Dec. 21.—The Advertisers Club has doubled its membership during the past three months. With the increase in membership has come increased activities. Departmentals are forming and the attendance at the inspirational weekly luncheons Wednesdays at the Hotel Gibson have reached over one hundred and fifty.

The 1917 convention committee has secured the buildings of the University of Cincinnati in which to hold the 1917 convention of the Associated Advertising Clubs of the World and are raising funds with which to finance the convention. It is expected to have \$15,000 raised when the 1916 convention convenes in Philadelphia. Headquarters have been secured in the Bellevue-Stratford hotel. The committee has raised nearly \$1,000 from the sale of tickets for Ad. Club night at the show "It Pays to Advertise."

Among the speakers scheduled for January and February are Mac Martin, of Minneapolis; O. C. Harm, of New York; Rufus R. Wilson, of New York; G. E. Helm, of Knoxville, Tenn.; H. Walton Heegstra, of Chicago, and Cyrus W. Curtis, of Philadelphia.

**Los Angeles' Convention Cup**

G. Herbert Palin, a well known and popular advertising man of Los Angeles, has ordered of Tiffany, New York, a handsome gold and silver cup which will be presented by the Los Angeles Advertising Club to the Club that secures the next convention of the Associated Advertising Clubs of the World. It will be known as "the Convention Cup." Six pounds of silver and one pound of gold will be employed in its construction.

**Messrs. Kline and Reynolds Speak**

Among those who spoke interestingly at the recent complimentary dinner in Amsterdam, N. Y., to Isaac Mark, who for 10 years had been president of the board of trustees of the Home for Elderly Women in that city, were Messrs. William J. Kline, of the Evening Recorder, and R. E. Lee Reynolds, of the Morning Sentinel.

**Will Advertise Waco, Texas**

The Waco (Texas) Ad Club and the Young Men's Business League, of that city, have launched a campaign for advertising Waco as a winter health resort. The plans contemplate a large appropriation for newspaper advertising in northern and eastern newspapers.

**Cleveland Press' New Edition**

The Cleveland Press now issues a financial edition, which made its first appearance the latter part of last week. In this edition, which is on the street fifteen minutes after the New York market closes, Cleveland running on eastern time, virtually every piece of news on the front page, excepting the war, has some relation to business. It is claimed by the Press management this is the only newspaper in the country treating the stock exchange news in this big way. Even Chicago and New York, it is pointed out, are disposed to submerge the business news in preference to other, even in the edition following the exchange closing.

**\$32,000,000**  
is the  
**PAYROLL IN PITTSBURGH, PA.**  
Per Month.

**Gazette Times**  
Morning and Sunday  
"Pittsburgh's One Big Newspaper."

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

**FLAT COMBINATION RATE**  
Of 22½c. Per Agate Line.  
And give you the largest net circulation.  
For further information and co-operation, write

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

**I**f 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. SHAFER GROUP**

12 S. Market Street, Chicago

**Editors Who Know**

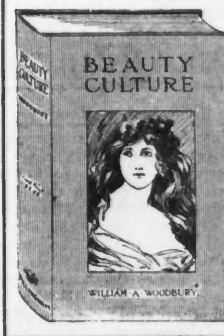


GUY FLENNER, Managing Editor, Idaho Daily Statesman.

I think the man who said the editorial was the soul of the newspaper was mistaken. It's the picture instead. But it must be a good picture if it is to be a good soul. The Statesman has used the Bain service and it is a good one. We have never been offered anything we regard as being better or more up-to-date.

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

**Wm. A. Woodbury's Book**



Attracts Women and Girl Readers. The Subject and the Author Combine to make it a Happy Premium.

ELIOT LORD  
116 W. 34  
New York

## NEWS OF THE SCHOOLS OF JOURNALISM

## MODESTLY ELATED

The fact that the United States had sent a note to Austria in the Ancona case—  
The fact that the United States had sent a note to France protesting against taking passengers from vessels flying the American flag—  
The substance of the last Ancona note—  
The fact that Col. House is to go again to Europe on a mission for the President—  
The new policy of the University of Pennsylvania regarding its faculty—  
within the past few days were "Exclusive" in

**New York Evening Post**

IL PROGRESSO  
ITALO-AMERICANO

Established 1880  
(Member Audit Bureau of Circulations)  
Daily average net circulation last postoffice statement, 134,286 copies  
Il Progresso Italo-Americano enjoys the distinction of being the largest and most successful Italian paper among the Italians in the United States, which means among a responsive and responsible class with purchasing power to buy advertised goods.

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

THE PITTSBURG  
PRESS  
Has the LARGEST  
Daily and Sunday  
CIRCULATION  
IN PITTSBURG

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

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

## R. J. BIDWELL CO.

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

742 Market Street  
SAN FRANCISCO

## Writing With the Left Hand

A noteworthy—and distinctively pathetic—development of the European war is that newspaper men are being advised to learn to write with the left hand. A correspondent of a London paper says: "They may have the right hand damaged, should they go into action, and, after the war, they would experience little difficulty in securing some position or other in a newspaper office, provided they could give a fair sample of handwriting."

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

## University of Wisconsin

Robert G. Lee, until recently editor and publisher of the Tomahawk (Wis.) Leader, has been appointed to carry on the field work of the Wisconsin Federated Printing and Press Associations, under the direction of the University of Wisconsin.

Mr. Lee has been engaged in the printing and publishing business for twenty-five years. After beginning as a printer's devil at Attica, Ind., and after continuing in the printing business at De Pere and Green Bay, Wis., he graduated into the editorial department of the Green Bay Gazette, where he was reporter and later telegraph editor. Later he was on the telegraph desk of the Houghton (Mich.) Mining Journal, and on the state desk of the Milwaukee Free Press. Eleven years ago he purchased the Tomahawk Leader, which he continued to edit until he sold it last spring. He was one of the first printer-publishers in Wisconsin to install a cost accounting system, and has taken an active part in the work of the State Franklin Clubs, of which he was vice-president last year.

The University of Wisconsin has prepared a simplified cost system particularly adapted to small plants and weekly newspaper offices, and the State Franklin Clubs have had the necessary blanks printed to carry on the accounting at the least possible expense. The university also has a correspondence course in cost accounting for printers who desire to make a comprehensive study of all phases of cost finding, particularly in large plants.

To aid newspaper publishers both of daily and weekly papers to study merchandising conditions in their own communities, the university has prepared an outline for a comprehensive survey of each city and town. With the results of such a carefully compiled survey, the newspaper publisher can place in the hands of advertising agents detailed information in regard to merchandising conditions in the section in which the newspaper circulates. Wisconsin is the first state to take up this survey work.

## Photographer in Fore River Shipyard

For the first time since the outbreak of hostilities in Europe a newspaper photographer, accompanied by a reporter, got inside the plant of the Fore River Shipbuilding Corporation at Quincy during the launching of the Texas, a steel steamship just built for the Texas Oil Company. The two men were L. S. Whitcomb and Jack Williams, of the Boston Post, the latter being the photographer. Messrs. Whitcomb and Williams had a letter of invitation. They were taken to the plant from the station in automobiles. Soon after entering the shipyard to which they were admitted only after they had presented their invitation a guard spied the camera and notified Mr. Williams that he would have to leave with his camera. When shown the special invitation Mr. Williams was allowed to remain and take pictures. This is the first time anyone has been allowed to carry a camera into the yard where submarines are being built for the British government.

## A Daily Paper Burned Out

The plant of the Cordele (Ga.) Daily Tribune was destroyed by fire after an existence of but three days. The loss, which is partly covered by insurance, is estimated at about \$15,000. It is understood that Charles E. Brown, the editor and publisher, will rebuild.

## A Daily After January 1

The Lackawanna (N. Y.) Journal, a weekly publication, will appear on January 3 as a daily.

## FIRST PRESSES ON PACIFIC COAST

## University of Washington Has Two Employed in Printing Early Papers

The Department of Journalism, of the University of Oregon, has in its possession an old Washington hand-press which the Oregon Historical Society, after an exhaustive investigation of all the evidence, reports to be the first press ever used west of the Rocky Mountains. The press is of the model patented by Samuel Rust in 1829 and was built by R. Hoe & Company of New York City. It was first brought to Oregon in 1845, having been purchased early in that year by George Abernathy, the first provisional governor of Oregon and a business man of Oregon City. The first paper printed on the press in Oregon was the Spectator published at Oregon City for the first time on February 5, 1846.

The press has a bed 25 x 38 inches. The Spectator consisted of four pages, each 11½ x 17½ inches. The press was used in Oregon City more or less irregularly until 1863, when it was sold to H. R. Kincaid, who brought it to Eugene. On its way up the Willamette river it was shipwrecked, and lay for some time under water. At Eugene it was used for 46 years in the printing of the State Journal. After it became too much out of date for further use it was kept in storage by Mr. Kincaid until its presentation to the University. It is now used as an auxiliary proofing press in the print shop of the Department of Journalism. It is in about as good condition as when it first came "around the Horn."

The press that printed the first paper in California had a more stormy history. Its first issue, the Californian, was printed on paper used by the Spaniards to wrap their cigaritos, dated August 15, 1846, seven months later than the first issue of the Spectator at Oregon City. Later after many vicissitudes it was burned by the populace of Columbia, Cal., to save it from the ignominy of a sheriff's sale. The press was a "Ramage," so called after Adam Ramage, the chief press builder in the United States at that time.

A third hand-press that saw much service was another Ramage, No. 913. It was brought to San Francisco in 1846 by Samuel Brannan. This press has the distinction of having printed the first paper in San Francisco, the California Star, January 7, 1847, one year later than the first Spectator. It also printed the first in Portland, the Oregonian, December 14, 1850; the first north of the Columbia River, September 11, 1852; and the first in Seattle, early in December, 1863. It was used in Seattle until about 1886. It was then put into storage, where it remained until it was presented to the University of Washington, where it now stands in one of the upper rooms.

There is on exhibition at San Francisco among other pioneer exhibits in the Egyptian Museum at Golden Gate Park an old printing press on which it is claimed the first paper printed in California was struck off about 1846. The truth of this assumption is questioned by George H. Himes, assistant secretary and curator of the Oregon Historical Society, who is the sponsor for most of the data presented in this article. Mr. Himes says the evidence definitely shows that the first California press was destroyed as mentioned before in 1850. In either case, the Washington Press at the University of Oregon has a clear claim to the honor of having been the first press operated in the newspaper business on the Pacific coast.

The New York Press editorial staff and members of many other departments held a beefsteak dinner at Murray's on Sunday morning last. It was a strictly family affair, so to speak, and, therefore, all the stunts were performed by newspaper men, and according to the opinion of those present, it was a tremendous success.

SCHOOL PUBLICATIONS  
PUT ON PROPER BASIS

Master of Knoxville (Tenn.) High School Solves a Problem That Has Vexed Many Merchants and Has Tended to Put a Wholly Wrong and Harmful Idea of All Advertising Into Many Minds.

[Business men in many places are constantly importuned to pay their good money for so-called "advertising" in mediums which, though issued by people of high local standing, have little real merit as business propositions. One class of such mediums is published by educational institutions—high schools and the like. Learning that this matter had been treated with particular intelligence and success by Samuel Hixson, principal of the Knoxville (Tenn.) High School, THE EDITOR AND PUBLISHER asked him to state his method in detail. We phrased our request as follows:

It is the purpose of this paper to strengthen and promote daily newspaper advertising in every possible legitimate way. We recognize that it is well for young people to become interested in advertising, but it is also important that they should have a proper basic conception of it at the outset.

In the first place, it is not healthy for them to have their contact with advertising such as to stimulate the idea in their minds that it is a sort of hold-up. In the second place, it is not beneficial to local newspapers to have merchants constantly being brought in touch with a phase of advertising of the hold-up character.

Mr. Hixson's article will be found most interesting. It follows:

By SAMUEL HIXSON.

When I took charge of the Knoxville High School in September, 1914, I found that the school had issued the previous year an "Annual" that cost about \$1,200. This was paid for largely by the business men of the city in advertising. I found that many of them did not regard this class of advertising as legitimate business, but charged up the expense to benevolences or to profit and loss. After analyzing the situation carefully, I came to the conclusion that our school paper would have to be financed in some other way, for it was evident that any further effort to secure advertising from the business men would be stubbornly resisted.

I had always felt that local advertisements in such a publication as ours were in bad taste, but I never had had the courage to depart from the established custom until I was confronted with what seemed to me to be this organized opposition on the part of the business men through the Knoxville Advertising Club. However, I was forced to admit to the secretary of the club that it was not a legitimate proposition, and this fact helped to weaken my courage. I therefore struck out boldly along another line. I came to the conclusion that if we were to continue our little paper as one of the recognized activities of the school we must do so by the united support of pupils and teachers.

We were not long in securing the cooperation we desired. The members of the faculty were made to feel strongly the necessity for united action, and everyone went to work with a determined will to carry out the new policy. The plan was presented to the pupils through the "confidential groups" and then to the whole school assembled in the auditorium. Our aim was to secure a pledge from every pupil to pay 10 cents a copy for the paper each month as issued. In order to stimulate interest we instituted contests by offering a prize of \$5 to the "confidential group" securing the highest percentage of pledges. The results of the contest were posted each day in a conspicuous place so that everyone knew what progress was being made. The movement was further strengthened by the selection of committees in all of the groups by the pupils themselves for the purpose of securing pledges and of arousing interest.

One week was devoted to the contest. Much of our success was due to the fact that while the contest was on we did not permit any other special activity of

(Continued on page 805)



**GOOD WORK IN JACKSONVILLE**

**Classified Ad Manager of the Metropolis Makes Excellent Record**

Paul Hockett, manager of classified advertising for the Florida Metropolis of Jacksonville, worked at the age of 15 in the mailing room of the Indianapolis Sun. Six months later he was in the display department of the Sun, "rushing proofs." At 16 he was collecting small want ad bills and soliciting repeats, and at 17 was handling some good-sized classified ac-



PAUL HOCKETT

counts. A year later he went to the Memphis (Tenn.) News Scimitar in its classified department, and after a brief subsequent experience with the Indianapolis Star he is now in Jacksonville.

Publisher McClellan writes regarding him: "He has in three months' time revolutionized our classified business, and has put the Metropolis, for the first time in its history, ahead of any Florida newspaper, so far as classified advertising carried is concerned."

**Chance for Poets to Make Money**

The Committee of One Hundred in charge of arrangements for the 250th anniversary of Newark, N. J., next summer, offers a series of prizes aggregating \$1,000 for the best poems written on the event. The first prize is \$250, the second \$150 and the third \$100. The competition closes March 1, 1916. Particulars concerning the competition can be obtained on application to the committee.

**All News Print in Natural Color**

Publishers who have prided themselves upon the white or blue-white color of the newsprint paper they use are doomed to disappointment. The vice-president of the largest paper company in America informs us that every print mill in the country will be running paper of a natural yellow color exclusively in the near future, due to the fact that dye-stuff are not obtainable at any price.

**Investigating Business Conditions**

Co-operating with other clubs affiliated with the Associated Advertising Clubs of the World, the Advertising Club of Peoria, Ill., is assisting in securing data for the annual investigation of conditions of American business. The Committee on Research of the association, at the head of which is Mac Martin, of Minneapolis, Minn., has charge of the investigation.

**Back from California**

Daniel F. Ryan, formerly political editor of the New York Evening Telegram, has just returned from San Francisco, where he was one of the secretaries of the New York State Commission to the Panama-Pacific Exposition.

Daniel Leary, also of the same commission, is likewise in town once more.

**SCHOOL PUBLICATIONS**

(Continued from page 804.)

the school to be considered. The result was that almost every pupil became an enthusiastic booster. At the close of the week we found that 587 pledges had been taken from an attendance of 600 pupils and about 200 yearly subscriptions secured from the business men and alumni. Not only did the student pledges pay the expenses of each number of the paper published since the beginning of the year, but the proceeds of yearly subscriptions not being needed were deposited in bank and used in getting out an enlarged edition at the close of the year.

Our decision to run the paper without advertising won the moral support of the business men, many of whom were patrons of the school.

The plan adopted last year is being worked this year with even greater success. About \$200 in subscriptions have been collected from alumni and business men and deposited at interest in bank. This money will be held back to pay for the "Annual" to be issued at the close of the year. The regular monthly issues are being paid for at the price of 10 cents per copy by the pupils of the school and not one line of advertising has ever gone into the paper since the present plan was adopted.

Apropos of this same topic the Cincinnati (O.) Advertisers' Club has issued a statement in which it says:

Advertising is mistreated largely because it is misunderstood by the majority. Clubs affiliated with the Associated Advertising Clubs of the World are doing splendid work in the way of educating the public to a better understanding of what advertising is, and in placing advertising on its proper plane; but what a wonderful impetus would this educational movement be given if we could enlist the sympathy and co-operation of the schools and colleges to the end that students might be enlightened on the subject.

The advertising club is the only avenue through which the merchants can successfully cope with the school publications and programs, for they know their competitors will not take an "advertisement" in any paper that has not received the endorsement of the vigilance committee. A membership in an advertising club is an economic proposition, for only in harmonious organization is there strength.

**SMITH PAPERS' VALUE, \$355,358**

**Newark Star and Newark Eagle Have Liabilities, However, of \$1,311,123.**

An appraisal of the Newark (N. J.) Daily Advertiser Publishing Company was filed in the Court of Chancery at Trenton on Wednesday, and places a total value of \$355,358.62 on the assets of the concern, which owns the Newark Evening Star and Newark Eagle. The appraisal was filed by the Fidelity Trust Company as receiver.

According to the list of creditors upon which nearly 300 names appear, the largest claimant is J. H. Halsey & Smith, to which concern \$1,154,136 is said to be due. The next largest creditor is the Manufacturers' Paper Company of New York City, from which white paper was purchased for the printing of the Eagle and the Star. That corporation has two claims—one for \$4,597.96 and the other for \$56,359.56, a total of \$60,957.52. The Mergenthaler Linotype Company is another large creditor with one claim of \$9,000 and another of \$8,631.64.

To James Smith, Jr., the schedule shows that \$31,000 is due, and George D. Smith, the editor of the newspapers, has a claim against the company for \$5,400 for money advanced. To Henry J. Auth, business manager of the publications, \$650 is due on a loan that he made. Other creditors are: Public Service Corporation, \$3,182.20 for light, heat and power; Western Union Telegraph Company, \$1,006.30; New York Telephone Company, \$1,551.89; Sebring (Ohio) Pottery Company, \$1,970.29 for premiums; State of New Jersey, \$1,300 for taxes; total debts, \$1,311,123.37.

Creditors of the publishing company will have until January 14 to file proofs of their claims with the receiver. It is regarded as probable that the property will be sold at public sale under the direction and control of the Court of Chancery.

**DETROIT A BUSY PLACE**

**The Free Press Chronicles Some Significant Facts Regarding It.**

The Detroit Free Press issued on Sunday, December 12, one of the largest Sunday newspapers ever published in the United States.

The paper, which was created by the Free Press regular staff, contained 164 pages. There were 204,988 lines of advertising—a gain of 15,568 lines over a like issue in December of 1914.

Throughout, the paper made known, effectively, the remarkable advance in municipal growth and business expansion in the capital of the automobile world. Exhaustive tables of facts were gathered.

To the astonishment of Detroiters, as well as of observers in the outside world, the statistics brought to light the fact that the growth in population in Detroit during the last 12 months exceeds the total population of some six of the larger cities of Michigan outside of Detroit. The total number of people in Detroit, it was shown, is now approximately 750,000, and this, at the present rate of increase, will reach the million mark by 1918.

More than 1,000 home-building lots have been sold each week this year, the figures revealed. Detroit's industrial progress exceeded that of any other city in the world for the period. It now leads in 20 industries aside from the making of motor cars.

**WINTER MOTORING NOW**

**Wilkes-Barre Record Carries Much Mid-December Car-Advertising.**

Automobiling is no longer simply a mild-weather pastime. That the motor car should be an all-year-round vehicle, adapted for zero weather as well as for summer jaunting, was inevitable. The manufacturers have added refinements and improvements to their cars, so that in many instances one car can, with very slight alteration, be made either a limousine or an open-topped machine at will.

Now that the motor car is so generally regarded as a necessity—an actual money-saver and not merely a luxury for the idle rich—there is no longer any recognized "automobile season." The representative automobile dealers find that there is business to be had every working day in the year, and they are out hustling for it.

A notable instance of this is afforded by the Wilkes-Barre (Pa.) Record—a paper that has always carried a striking amount of automobile advertising for a publication issued in a city of moderate size.

Last Saturday's Record shows a great advance over the previous year. Its automobile supplement consisted of eight pages, fully half of which were occupied by advertisements of well-known cars.

**New York Advertising Women Meet**

The League of Advertising Women of New York held its December meeting on Tuesday evening at the Prince George Hotel. The subject of the evening was: "The Science of Space Valuation, the Rate Problem, Value of 'Position' in Newspapers, Magazines, Billboards, Cars." F. St. John Richards, Eastern representative of the St. Louis Globe-Democrat and President of the Six-Point League, spoke from the standpoint of the newspapers. Barrett Andrews, advertising manager of Every Week, presented the magazines' side. Herbert E. Davidson, Eastern manager George Enos Throop, spoke on billboards. The value of car advertising was presented by Henry W. Hart of the New York City Car Advertising Company. Miss M. S. Harris, of Sherman & Bryan, spoke on space buying. An essay on the "Psychological Value of Advertising," written by Mrs. M. Mason Greeley, a member of the club, was read by Miss J. J. Martin, the president, who presided, and who also introduced the speakers.

**Embroidery Pattern Service**

Half Page, Mat Form. All designs original, practical and smart. A most excellent feature to interest the women folks.

Ask the ladies about your office, Mr. Publisher, what they think of a Service of this kind after you show them proofs that we will be glad to send you on request. Saturday or Sunday release date.

World Color Printing Company, R. S. Grable, Mgr. Established 1900. St. Louis, Mo.

**THE SEATTLE TIMES**

"The Best That Money Can Buy" A. B. C. Audit for period ending March 31, 1915

Daily, net paid, 68,678 Sunday, net paid, 77,988 Over 55,000 in Seattle

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

Largest Quantity Best Quality Circulation

The S. C. Beckwith Special Agency

Sole Foreign Representatives New York Chicago St. Louis

**In PITTSBURGH**

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

The Post <sup>A</sup>ND 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.

**The Evening Star**

covers Washington, D. C., more thoroughly with one edition than any other paper in the United States covers the city in which it is published.

Member of the A. B. C.

**Buffalo News**

EDWARD H. BUTLER Editor and Publisher

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

Foreign Advertising Representatives

KELLY-SMITH COMPANY

220 Fifth Avenue Lytton Building NEW YORK CHICAGO

Every reader of DETROIT SATURDAY NIGHT is a prospect. No waste circulation.

G. LOGAN PAYNE CO. New York Chicago Boston Detroit

**TWO PUBLICATIONS  
APPEALING TO  
AMERICAN INVESTORS**

**The New York Times**

Annual Financial Section,  
Sunday, January 2nd,  
and  
The Annalist  
Annual Review,  
Monday, January 3rd.

Special articles dealing with growth in corporations, foreign exchange and foreign loans, the kind of bonds and stocks investors are taking up, financial phases of the automobile industry, and the country's new banking system.

**PITTSBURG  
THE HOME OF THE  
LEADER**

Also the city of happydized homes and Substantial workmen

Write to W. E. Moffett, Advertising Manager, Pittsburgh, or to Verree & Conklin, Brunswick Building, N. Y., Steger Building, Chicago, for any information desired.

**The Jewish Morning Journal**  
The Only Jewish Morning Paper  
New York City

**CIRCULATION IN NEW YORK CITY LARGEST OF ALL FOREIGN LANGUAGE PAPERS.**

Next to the "World" in Want Ads.

**The  
Pittsburg Dispatch**

Possesses a clientele all its own, representing incomes above the average. It reaches the actual buying power, therefore best for advertisers.

WALLACE G. BROOKE,  
Brunswick Building, New York  
THE FORD-PARSONS CO.,  
Peoples Gas Building, Chicago  
H. C. ROOK,  
Real Estate Trust Building, Philadelphia

**Good News Service**  
Is that which reaches you FIRST  
Is WELL WRITTEN, Is ACCURATE

This is the Specialty of  
International News Service  
238 William St. New York City

**The New York  
Evening Mail**

enjoys the confidence of its readers.

Its readers have a buying power, per capita, second to that of no other daily paper published in America.

Its average net paid circulation for August was in excess of

**158,000**

A desirable advertising medium.

**JUST A FEW UP-AND-COMING "SAMPLES"  
OF THE GREAT BODY OF THE I. C. M. A.**

"The Editor and Publisher" Hasn't Undertaken to "Cover" This Widespread Organization—The Members Here Mentioned Are Really but the Proverbial "Drop in the Bucket"—Some of Them Say Very Little—Others Give Helpful Circulation Ideas

*[If there is a strong, active, "coming" organization connected with the newspaper business, it certainly is the International Circulation Managers' Association. An entire issue of THE EDITOR AND PUBLISHER could be given, easily, to a statement of the growth and good work of this body of alert, competent men. However, one does not need to eat every loaf of bread in a great bakery in order to judge the quality of its product—a "sample" or two will convince equally well. Therefore, THE EDITOR AND PUBLISHER herewith presents the following brief sketches and portraits of a mere handful of the newcomers in the association's great membership, as a "sample" of hundreds upon hundreds of others of fully equal merit.]*

William J. Perkins, a native Louisianian, belonging to a prominent pioneer family of Winn parish, has had approximately ten years of newspaper experience, though still a young man. Nearly all of his career has been as circulation manager, a position for which he is particularly fitted by reason of his peculiar ability to handle route boys and to deal with complaining subscribers without losing his temper.



W. J. PERKINS

He began his newspaper career in 1906 with the Springfield (Mo.) Republican, but the call back to the South was irresistible, and in 1909 he accepted the position of manager of the circulation department of the Shoreport (La.) Journal, which he has held with entire satisfaction ever since. His efforts have figured materially in the growing popularity of that newspaper.

Mr. Perkins enjoys helping others. He doesn't believe in keeping all his ideas to himself. He thinks it's proper fraternalism to give other circulation managers the benefit of his knowledge, and that there should be a mutual exchange of information and suggestions. He will gladly furnish detailed information regarding his schemes and methods upon request.

S. E. Allen has been in charge of the circulation of the Tacoma (Wash.) Tribune for three years, and has been notably successful. He writes:



S. E. ALLEN

"I am an advocate of the 'boy system' and merit circulation. The schemes we have used, while not new, have been applied in a manner that is largely original. We make salesmen of our carrier boys. Each boy is taught the merits of our product and we find they become more efficient the longer they are in the service. We have overcome the necessity of premiums or subscription contests and have developed an organization with which we can defy all methods of competition. I feel safe in making this statement as we have not used premiums in the city for the last three years. Our city carrier circulation shows a

gain of 1,300 daily average during the twelve months ending November 30. Our net cash paid daily average total for November, 1915, was 17,494, as against 14,218 for November, 1914. I have also found through experience on different newspapers that willing readers give better response to advertising.

"I have been reading THE EDITOR AND PUBLISHER from our editorial department, and find particular interest in the page usually devoted to circulation talks."

C. C. Conklin, circulation manager of the Elkhart (Ind.) Truth, is a shy and modest young man—and particularly so for a person of his obvious good looks. When a representative of this paper asked him to "say something about yourself," all his reply was this: "I have been connected with the business end of newspaper publishing since 1911, in various clerical capacities and have had charge of the Truth circulation for the



C. C. CONKLIN

past year."

Another exceedingly shy young man is Fred. Pitts, circulation manager of the Spokane (Wash.) Daily Chronicle. He says: "I succeeded J. H. Brown, who resigned in September, after being circulation manager of the Chronicle for 13 years."



FRED. PITTS

And there you have it! Mr. Pitts need not be overawed by the reputation, however excellent, of his predecessor. Information comes to this office, from a reliable source, that Mr. Pitts is the high standard keeping fully up to set for him.

For almost a year A. C. Cowan has had charge of the outside city circulation and mailing departments of the Manitoba Free Press Company, Winnipeg, Manitoba, which publishes morning, evening and weekly editions. The total net paid circulation of the Daily Free Press is now over the 72,000 mark which is larger than the combined circulation of all other daily papers published in the City of Winnipeg and in the Province of Manitoba. Outside of Winnipeg and suburbs the net paid daily circulation is well over 35,000; the circulation of the Weekly edition is over 30,000.



A. C. COWAN

The Free Press working field covers the provinces of Manitoba, Saskatchewan, Alberta and a portion of Ontario west of the Great Lakes, a stretch of territory 1,200 miles long and varying in width from a few miles at its eastern boundary to over 300 at its western. No premiums of any nature are used in connection with the Daily Free Press, the home Province of Manitoba being handled largely through newsdealers and agents in the various cities, towns and villages.

Circulation for the Weekly Free Press is obtained largely through the use of premiums and clubbing arrangements with various periodicals, and is not handled through newsdealers, but papers are mailed direct to subscribers.

For the past eleven years Paul H. Brown has been connected with the Charlotte (N. C.) Observer, beginning as a mailer. That place he held for six years, afterwards traveling on the road for about six months. He then went back to the mailing department as foreman, which place he held until January 1, 1914, when he was again put on the road as traveling representative. He succeeded L. C. Miller as circulation manager on June 1, 1914, and is still holding the job, because he deserves to hold it.



PAUL H. BROWN

Before going to Charlotte, he was in charge of the city circulation of the Winston-Salem Journal.

Myron I. Freedman, circulation manager of the Fulton (N. Y.) Evening Times, has held that position for nearly a year. He had previously been connected with the Syracuse Post-Standard in various capacities since boyhood, always with the circulation department. For two years he was assistant to the circulation manager, and during the summer vacations, while he was attending college, he canvassed for the same paper and did other work for the circulation department. He has also at times worked for the agent of the New York papers in Syracuse in what might be termed an executive capacity.



MYRON I. FREEDMAN

Among the recently elected members to the International Circulation Managers' Association is Elmer E. Decker, circulation manager of the Middletown (N. Y.) Times-Press for several years. He worked his way from galley boy to the position he now fills. He is one of the younger members of the Association.



ELMER E. DECKER

Mr. Decker rightly relies upon the great benefit that will accrue to him by association with his fellow circulation managers. Not only is it helpful to meet personally men who are trained along lines similar to one's own, but the interchange of helpful hints is important in a high degree.



**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

**"LARGEST IN THE WORLD"**

**Buffalo (N. Y.) Newsboys Claim That Distinction for Their Association.**

To make their annual concert and ball one of the fashionable events of the social season of Buffalo, N. Y., is the aim of the Newsboys' Benevolent and Athletic Association. To this end the newsboys have given to a committee of prominent men complete charge of the arrangements for the affair. The ball will be held on Friday evening, January 14, in Elmwood Music Hall.

The committee in charge is headed by Mayor Fuhrmann as chairman and the other members are the four councilmen-elect, Arthur W. Kreinheder, Charles B. Hill, John F. Malone and Charles M. Heald, Judge Thomas H. Noonan, Judge George E. Judge, Judge Thomas Murphy, H. A. Meldrum, Robert S. Donaldson, George K. Staples, Burton E. Pfeiffer, Thomas Cumpson, Joseph T. Snyder, Elmer E. Harris, Allan D. Husted, Frank P. Morrison, William V. McNamara, John C. Bachmann, John Ferris.

Music will be furnished by the 65th regiment orchestra, 74th regiment band and William J. Gomp, organist.

The Buffalo Newsboys' Association is the largest organization of its kind in the world, its membership now being 1,200. The boys pay no dues to the organization, which even provides free a badge to show membership. Hence, the organization must depend entirely upon the public for money to meet its running expenses, and these are now more than \$3,500 a year.

The association is doing a great work among its members. It co-operates with the authorities in keeping lads of tender years off the streets at night. It frowns on those habits once considered an inevitable part of every newsboy's training. Boys who in the past would be swearing, smoking cigarettes, gambling and playing truant from school can now be found in the clubrooms quietly reading or playing some harmless game.

The success of their annual ball this year will mean a new home for the newsboys. For the want of funds to provide a better place, the organization has had its headquarters on two upper floors over a saloon. The boys want to get away from these surroundings, and they also want to get a place where there is more room. The space furnished by the present headquarters is far too restricted for the requirements. On many days, especially in the winter, when the boys are driven inside by the cold, standing room is at a premium in the club quarters.

**Newspapers a Liberal Education**

BOSTON, December 22.—That Boston newspapers are good educators was the declaration of Frank Palmer Spear, director of education of the Boston Y. M. C. A., speaking before the Men's Fellowship Club Forum at the Bulfinch Place Church. "A liberal education is on every man's doorstep each morning," he declared, "in the columns of the daily morning newspapers. But you must read the right kind of news. Men read the murders and the sports and the women the death notices and the advertisements. This is not right. The editorial writers on the newspapers are the only men on the press who think, and if you read the editorials of the good papers you are going to get good meat and the foundations of a liberal education."

**No Christmas Dailies in Great Britain**

No newspapers, morning or evening, will be published in England or Wales today. Sunday papers will appear as usual tomorrow.

**AD CLUB IN COLUMBIA**

**New Organization in the Active South Carolina City.**

An advertising club has just been organized in Columbia, S. C., to act as the publicity department of the local Chamber of Commerce but to be a separate organization. The officers until the annual meeting in April are: President, S. E. Hendrix; vice-president, M. L. Mann; secretary and treasurer, H. F. Eldridge.

The charter members are: S. E. Hendrix, M. L. Mann, H. F. Eldridge, Geddings Crawford, J. Irby Koon, C. T. Langley, John C. Evans, W. M. Pearson, N. O. Pyles, E. H. Schirmer, J. Boozer Crews, F. C. Withers, W. S. Chapman, Maben S. Jones, C. C. Skiles, C. C. Muller, W. P. Etchison, James D. Lee, H. Walker Powell, John Elliott Puckette, Walter Moore, LaCoste Evans, Joe Sparks, R. L. Swan, Mike Brown, E. H. Hand, A. L. Traylor, Pierre Mazzyk and R. W. Holcombe.

The new club will be affiliated with the A. A. C. W.

**LUCKY SHREVEPORT NEWSBOYS**

**The Circulation Manager Helps Them to Get Christmas Money.**

William J. Perkins, circulation manager of the Shreveport (La.) Journal, on Wednesday gave sixty newsboys and the twenty-three carriers of his staff a foretaste of Christmas by presenting to each one, free of charge, all the papers he could sell. All the money they received for copies belonged to the boys.

As the Journal's gift was advertised in advance the public in many instances bought from two to a dozen copies each, so that when the day ended many of them had more money in their pockets than had ever been in them before. The boys one and all declared that Mr. Perkins was a No. 1 Santa Claus.

**Ohio Horseshoe Tournament**

As an outcome of the amateur horseshoe tournament held under the auspices of the Cleveland Press at Brookside Stadium, that city, a few weeks ago, five city champions will compete on Monday, January 3, at Columbus, for the state championship. The contest will be conducted under the direction of the five newspapers from the five cities—Cleveland Press, Columbus Citizen, Akron Press, Cincinnati Post and Toledo News-Bee. Ross Tenney, sporting editor of the Press, who originated the stunt, is writing the stories for the local paper.

**PLAIN DEALER BOOMING**

**Big Cleveland Paper's Handsome Gain in Advertising and in Circulation.**

On January 1 the Cleveland Plain Dealer will become associated with the Chicago Daily News, the Boston Globe and the Baltimore Sun in the maintenance of a joint advertising bureau at 710 Times Building, New York City. The bureau will be under the direction of John B. Woodward, and associated with him will be W. S. Bird, Harold M. Kyle and E. N. Bayne.

During the year now closing the Plain Dealer has enjoyed both the greatest circulation and the greatest advertising volume in its history, its gain in net paid circulation for 1915 over 1914 being approximately 10,000 copies daily and Sunday, while its advertising gain is well in excess of half a million lines. For many years the Plain Dealer's advertising vol-

ume has been the greatest carried by any Cleveland newspaper.

John Glass represents the Plain Dealer in Chicago and the Western field.

**Boston Newsboys Choose Officers**

The newly-elected officers of the Boston Newsboys' Protective Union are: President, Charles Frasca; first vice-president, Samuel D. Saxe; second vice-president, Philip Bernstein; recording secretary, Benjamin H. Rohrish; financial secretary, Harry Weinberg; treasurer, Thomas J. Mulkern; auditing committee: Harry Bloomberg, Meyer J. Reiser, Max Shankman; executive board: Alexander Brin, Meyer Dunay, Wilfred E. Jacobs, Max Levine, Abraham Milstein; sergeant-at-arms, Frank Ellis. The union is to give a ball on January 25 at Paul Revere Hall, Mechanics' building. Samuel D. Saxe has been appointed chairman of the ball committee; Hyman J. Cohen, treasurer, and Benjamin H. Rohrish, secretary.

**Newsboys to Build a Home**

Newsboys of Rochester, N. Y., will be hosts at a ball in Convention Hall on the evening of January 18 that will signalize the opening of a campaign to raise funds with which the Rochester Newsboys' Association expects to build a newsboys' home in the fall of 1916.

Mayor Edgerton, of Rochester, says regarding the enterprise:

"I'm with them and I'm sure any man of right thinking will agree that the substitution of a well-appointed clubhouse for outdoor brawls and games of dice; good books for bad books, obviously deserves every possible encouragement and it will receive it, I have no doubt."

**May Bar Small Newsboys**

The Cleveland (O.) Settlement Union is following the example of the Consumers' League in an investigation of the newsboy problem, with a view to eliminating the small boy as a vendor of newspapers. W. L. Solomon, president of the union, states that it has a committee at work on the problem, and that government statistics of juvenile delinquency show that the small boy, forced to be on the street at night, is subjected to evil influences.

**St. Paul Newsboys Elect Officers**

At the recent annual meeting and election of officers of the Newsboys' Home Association, the business men's corporation which supports the Newsboys' Club in St. Paul, Minn., A. C. Dent was elected president, R. P. Sherer, J. Clair Stone and W. C. Witherspoon, vice-presidents, and George Hoke, C. C. Stillman, Lee Warner and Dean Gregg, trustees.

**Newsie Becomes Sculptor**

Benjamin Bufano, a former newsie on the Connellsville (Pa.) streets, recently was awarded first prize of \$500, in a field of 400 sculptors, in a contest inaugurated by Mrs. Gertrude Vanderbilt Whitney of New York. The winning entry was a group of arriving immigrants. Young Bufano is one of a family of 15. Antonio Bufano, a Dunbar hotelman, is a brother.

**Newsboys Start a Magazine**

The newsboys of Des Moines, Ia., have issued the first number of a monthly magazine called the Newsboys' World. It contains articles by Governor Clarke, Senator Cummins, Mayor Hanna, Attorney-General Cosson and a number of other well-known public men. An edition of 15,000 was published.

**1916**

In planning for the new year you will make no mistake in favoring with at least a share of your patronage the concern which for sixteen years has catered to the very best publications of the country.

**THE INTERNATIONAL SYNDICATE**

Features for Newspapers  
Established 1899 BALTIMORE, MD.

**HOLLISTER'S CONTESTS PRODUCE RESULTS**

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

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

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

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

**LIVE PAPERS**

will heed this call and wire immediately for full particulars of Scenario Contest Lessons furnished gratuitously.  
Greatest circulation builder brought out in a long time.

**The Vitagraph Company of America**

East 15th St. & Locust Ave., B'klyn, N.Y.  
NEW YORK CHICAGO LONDON PARIS

**You can now lease**

for small monthly rental  
**National Electric Bulletins**

Publishers everywhere should investigate. Write or wire for particulars.

National Electric Bulletin Corp.  
New York City

**The Automatic Press Blanket**

Is everything the name implies. Eliminates all tympan cloth. Saves paper, time and increases press efficiency.  
Write for sample and descriptive matter. We are the sole manufacturers.

"Quality Goods Only"

**New England Newspaper Supply Co.,**

Worcester, Mass.

**NEWSPAPER**

prosperity is based on circulation.

**FEATURE**

elements of the right kind make and hold circulation.

**SERVICE**

by experts means material and methods that have been PROVED.

Let us send you samples of our colored comics, daily and Sunday pages in black and colors.

**Newspaper Feature Service**

M. Koenigsberg, Manager  
41 PARK ROW NEW YORK

**Successful**  
Men in every walk of life are all familiar with  
**Romeike's Press Clippings**  
Among our patrons are professional and business men and women, public personages and the leading Banks, Trust Companies and Corporations.

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

**HENRY ROMEIKE, INC.,**  
106-110 Seventh Ave., New York City.

**ATLAS**  
PRESS CLIPPING  
Agency  
42d Street New York

TAKE IT TO  
**POWERS**  
OPEN 94 HOURS THE FASTEST ENGRAVERS  
OUT OF 24 ON EARTH  
ON TIME ALL THE TIME  
**POWERS PHOTO ENGRAVING CO.**  
124 Nassau Street Tel. 4860-4

**For Sale**  
DUPLIX FLAT-BED NEWSPAPER PRESS  
Prints from type, 4-6-8-10-12-page papers, length of page 22½", 7 columns to page, folds to half or quarter page size. Speed up to 4,500 per hour. Press is in good condition and was replaced by a Scott Three-Tiered Stereotype Newspaper Press. Write for price.

**Walter Scott & Co.**  
Plainfield, N. J.

**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

## TEXAS WANTS AD FRAUD LAW

## Ad Clubs to Urge Legislature to Adopt Preventative Measure.

DALLAS, TEXAS, December 20.—Measures urging the Texas legislature to pass a law prohibiting fraudulent advertising will be adopted by the Associated Ad Clubs of Texas at their annual convention in El Paso in February, if the suggestion made by the Fort Worth Ad Club at its last regular meeting is received with favor by the State body. The matter of fraudulent advertising was brought before the Fort Worth Club by President Tully Bostick.

For several years agitation to effect the enactment of a "pure advertising law" has been conducted by Texas ad clubs and other organizations interested in advertising, especially the retail merchants' associations, but so far no law has been enacted. The draft of the proposed law, which came before the Fort Worth Ad Club, would make fake and fraudulent advertising a misdemeanor, and is broad enough in its scope to include all forms of advertising.

After a thorough discussion, which was participated in by State Representatives Hunter P. Lane and Louis J. Wortham, the editor of the Fort Worth Star-Telegram, it was decided that the "pure advertising bill" should be drafted by able lawyers and should be carefully considered before definite action looking to its indorsement was taken. Therefore it was decided to bring the matter before the convention of the State clubs at El Paso in February.

A committee, consisting of R. E. Kerr, W. C. Burke, Jr., and B. Max Weil, was appointed to draft a proposed bill and bring it before the El Paso convention.

Ray McKinley was presented a beautiful cut glass tumbler set by the club as a mark of its appreciation of the service which he has rendered the organization.

## WORLD "GETS" SWINDLERS

## Important New York Newspaper on Track of Fake Advertisers

Berthold Gerstl, Frederick Albert Boersch and George Alexander, who conducted the Imperial Manufacturing Company, and later the Protective Manufacturing Company in New York City, pleaded guilty on Monday in the United States District Court to fraudulent use of the mails, and were sentenced, on Wednesday, to four months each at Blackwell's Island penitentiary—some leniency being shown them because their counsel urged that they had made restitution and that their families were destitute.

The men made restitution to James Costello and Eric A. Olsen, whom they defrauded out of sums of money by pretending to sell them an interest in a fictitious ink concern.

The information upon which the men were indicted was supplied by the World following an investigation of complaints that they were using its advertising columns to obtain their victims. Costello in August last gave Boersch \$350 for a half interest in the ink business. Boersch left him in charge of the office and did not return, but later Gerstl came in and announced to Costello that he had bought out Boersch's remaining half interest.

Gerstl then pretended to go out looking for customers, but after two days told Costello that they both had been "stung" by Boersch and that the business was worthless. Soon after he disappeared.

A month later, when Olsen answered an advertisement of the Imperial Manufacturing Company, he found Gerstl in charge and gave him \$400 for a half interest. Two days later Alexander appeared and bought Gerstl's remaining half interest. Gerstl disappeared and Alexander went out to drum up new trade and never came back.

Investigators for the World found the swindlers continuing their business at No. 335 Broadway, and after obtaining corroborative evidence caused their arrest.

## COL. JOHN HICKS

(Continued from page 787.)

of the most important papers in the politics of the State. Nominally Republican, party bosses could never count on "the colonel" not to kick over the traces if he believed the public good would be better served by his doing so.

In speaking recently of the editorial attitude of his paper, Colonel Hicks said that the newspaper of today should discuss public affairs with utmost freedom and impartiality. "As the public grows in intelligence and independence of thought the newspaper gains in the same direction, for the newspaper in a general way, is the product of the community it represents," he said in a letter written early in December from San Antonio, Tex., to a friend at the University of Wisconsin.

Among the more notable gifts of Colonel Hicks to his city perhaps the most famous is a heroic statue of Chief Oshkosh, done in bronze by Trentanove of Florence, Italy. The statue stands in Menominee Park—named after the tribe of which he was chief—overlooking Lake Winnebago. In the same park is another Hicks gift, a replica of Hondon's famous statue of George Washington.

The late Karl Bitter, of New York and Vienna, made the splendid statue of Carl



HEROIC STATUE OF CHIEF OSHKOSH  
After whom the city of Oshkosh was named. Presented by Col. John Hicks.

Schurz which occupies a commanding position at the foot of Washington street, the city's most picturesque, tree-arched avenue, with the broad lake for its background. Bitter himself chose this site for his masterpiece. A great soldiers' monument adorns Monument square in the center of the city. This work embraces three figures in poses of action. Carved in the marble base are the words: "To the memory of the Wisconsin men who fought in the war for the Union." This gift was inspired by Colonel's Hicks' love and admiration for his soldier father and for his father's comrades-in-arms.

Guarding the approach to the public library are two life-sized lions in bronze, also by Trentanove. Among the works of art within the Oshkosh library are busts of Plato, Homer, Julius Caesar, Napoleon Bonaparte, George Washington, Benjamin Franklin and others. Busts of Franklin, Washington, Jefferson, Lincoln and Longfellow have been given from time to time to the public schools of the city.

The veteran publisher has one regret. It is that he was defeated in his determined effort to secure for his city the famous replica of the statue erected at Lincoln's birthplace at Hodgenville by the United States and the State of Kentucky, on the hundredth anniversary of Lincoln's birth. The replica was located on the campus of the University of Wisconsin, Madison. Said he: "I always considered that such an excellent representation of our great president would have had a tremendous influence in the lives of the young school children of our city."

## ALONG THE ROW

THE REPORTER'S CHRISTMAS.

While people all are eating turk  
Reporter man must work—and work.

He must of Boverly missions write  
Where down-and-outs eat all in sight.

Must write of little orphans' feasts  
Of dolls and arks, with wooden beasts.

Must write pathetic tales of men  
In city jails and prison pen.

Must cover fires, great and small,  
And row, and fight, and scrap and brawl.

Must write of joy, and of distress  
Until the paper goes to press.

He doesn't kick—he doesn't mind;  
He goes wherever he's assigned.

And Christmas dinner comes his way  
At 3 a. m., or so—next day.

FROM THE SKINNERSVILLE SIGNAL.

"Job Sender called on us this week with a proposition that we get up a set of war films, showing the progress of the war in Turkey, and exhibit them in the Town Hall. He said that the gang that hang out in Smith's saloon would pose as Turks and Allies for fifty cents a day each and die like heroes, and that the battle could be pulled off in the gully back of Herkimer's barn. He also said that we could show the pictures throughout the country with the inscription 'Shown by the Skinnersville Signal by special arrangement with the Turkish Government.' Needless to say we turned the proposition down.

"In the first place it would be a fake and we are opposed to fakes. In the second place no one could disguise that bunch down at Smith's so people wouldn't know them. And in the third place, we don't like Turks. We bought a rug from one of them a few years ago, and the whiskers wore off it in less than a week. We do not intend to try to compete with the Great City dailies in the war picture business. Turkey is too far from Main street to interest us. We are out for Peace, Prosperity, No Premiums and New Subscribers."

LIFE ON THE MERRY ROW.

First Scribe: "Where are you going?"  
Second Scribe: "To Hitchcock's to reserve my table for New Year's Eve.

STRICTLY PRIVATE.

The Wilson-Galt wedding ceremony was private. Some of the papers could only get a couple of pages of news about it.

QUALIFIED.

Man living down on Long Island recently became the father of triplets. This should make him eligible to join an ad club.

STILL IN THE GAME.

Duane: "What has become of our old friend Beekman, who used to be head of the copy desk?"

Spruce: "He's gone to the dogs."  
Duane: "Gad, I'm sorry to hear that. How did it happen?"

Spruce: "Oh, easy enough. The Kennel Club engaged him to do press work for its exhibitions."

HEARD AT THE DESK.

"What did Pluto Crat say when you asked him for an interview?"  
"He told me to go to hell."

"Well, what did you do then?"  
"Come right back to the office."

LIKE CUTTING OUT APPENIX.

Milwaukee papers have dropped the hyphen. Now, if the hyphens will drop on themselves all may be well in the City of Suds.

PROOF.

Just run this to show that figures can sometimes be made to lie.

TOM W. JACKSON.



### LIVE TOPICS DISCUSSED BY OUR READERS

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

#### REAL "JOY WATER" TO HIM

**Mr. Walker, of Charleston, W. Va., Sends Christmas Greetings to the Big Town.**

Charleston, W. Va., December 18.  
**EDITOR AND PUBLISHER:**  
 THE EDITOR AND PUBLISHER is a rich source of entertainment to me. I am the old printer, and am so familiar with the good things that you print that many times it is real "joy water" to me. I enclose you a copy of my Santa Claus Jingles and Lyrics. Perhaps you'll think one of them worthy of being reprinted in THE EDITOR AND PUBLISHER.

#### A SONG OF CHEER

The way is long, the tea is cold;  
 The bird is fat and growing old,  
 But what the dickens if I am?  
 I do not care a Hephziddim, I sit  
 and turn the hard machine, and  
 bliff dull care upon the bean.  
 I do not rhyme or reason why, but  
 soak affliction in the eye. O, yodel  
 forth a yip of cheer, and look a  
 left to Sorrow's ear! O, skip and  
 dance and toss your hats, and  
 hammer Grief upon the slats! O,  
 mop the swiftly falling tear, and  
 join me in a song of cheer! Bang  
 Metanohy on the snout and  
 knock Old Tribulation out!

My health is excellent. Success to you  
 and a Merry Christmas to old Park Row,  
 the Bowery, Tom Sharkey and poor little  
 old Charlie Murphy.

LOUIS J. WALKER.

#### "COL." WALDRON ONCE MORE

**Mr. Staples, of the Lewiston (Me.) Journal, Writes Regarding Him.**

**THE EDITOR AND PUBLISHER:**  
 In your issue of Saturday, December 4, was an editorial headed "Col. Waldron of Boston Herald?" in which you refer to remarks that I made at a centennial celebration of Maine newspaper men at Bangor, as follows:

"As narrated in another column, Mr. Staples of the Lewiston (Me.) Journal took occasion, at the recent journalistic centennial celebration in Bangor, to put forward 'Col. William H. Waldron of Boston' as the founder of two newspapers—the Boston Herald and the Lewiston Journal.

Unless Mr. Staples is possessed of some information hitherto unknown to me as to if he went somewhat far in naming "Col. Waldron as the founder of the Boston Herald."

Your editorial went on to quote from the history of the Boston Herald, written by Edwin A. Perry, which states the beginnings of the newspaper called the American Eagle, in which history there is a statement that "W. H. Waldron was at one time associated with" the founders of this newspaper.

The inference from the remainder of your editorial is to the effect that it is doubtful if Mr. Waldron was ever associated with the Boston Herald, much less its founder. In my remarks at Bangor, I did not say or suggest that Col. Waldron was the founder of the Boston Herald, but one of the founders, the same as he was one of the founders of the Lewiston Journal. Here is what I did say:

"I have it direct from Col. Waldron himself, through the person to whom he told it, that he was one of those who established the Herald and that it was he who selected the name Herald." Col. Waldron came to Lewiston in 1847 and in company with Dr. Alonzo Gareton, afterward governor of Maine, established the Lewiston Journal.

Nowhere did I say that Col. Waldron, unassisted, founded both papers, but that he was concerned in their founding and largely instrumental therein.

The history of the Press of Lewiston, Me., included in the history of Androscoggin County (W. A. Ferguson & Co., Boston, Mass., 1891, page 285), says: "Col. Wm. H. Waldron's first venture in the newspaper field was the American Eagle, a penny daily, published in Boston in the early '40's by an association of journeymen printers, as the organ of the Native American Party. Out of this, in 1846, grew the Boston Herald, of which Mr. Waldron was one of the five original publishers. In 1847 he moved to Lewiston, where he was one of the founders of the Lewiston Journal. In 1853 he began the publication of the Brunswick (Me.) Telegraph, which in 1856 he sold to A. G. Tenney. In 1859 he became senior partner in the firm of Waldron, Little & Co., which bought the Portland Advertiser and secured the services of James G. Blaine as editor. In 1872 he established the Lewiston Weekly Gazette."

It will thus be seen that Col. Waldron had a penchant for starting newspapers. It does not seem to me, therefore, that my remarks—somewhat facetious and by no means formal—suggesting that Col. Waldron "deserved more than passing notice, etc.," were far aside the mark. It is true, as you say, that Col. Waldron's name did

not figure in the nomenclature of the original company, and it may be that I have ascribed to him, in the enthusiasm of my casual remarks, too large a place in the establishment of the Herald—for he even had more energy than cash; but, as I have said, he was one of its founders, and we are to credit an oft-repeated remark of Col. Waldron while he was a resident of this city, he is responsible for its name and in a large measure for its birth.

With kindest regards of the season, I am  
 Very sincerely yours,  
 ARTHUR G. STAPLES,  
 Lewiston Journal.  
 Lewiston, Me., December 17, 1915.

#### THE ADVERTISING RECORD

**Pittsburgh Press Carries 261 Columns in a Regular Edition Each in December.**

DETROIT, Mich., Dec. 16, 1915.

**THE EDITOR AND PUBLISHER:**  
 We have observed an item in a recent issue of THE EDITOR & PUBLISHER AND THE JOURNALIST headed "Breaks Evening Advertising Record." In this item the fact is recorded that the New York Evening Journal published 220 columns of advertising in a recent Friday issue. We are fully in accord with the idea of your valuable paper making mention of such a remarkable showing on the part of the New York Evening Journal, but respectfully protest your assertion that this breaks all metropolitan evening paper records.

On three separate occasions during November and December the Detroit News beat the New York Journal's remarkable showing which you record. On November 5 the Detroit News carried 223 columns of paid advertising, on November 19 230½ columns, and on December 10 240½ columns, all being regular issues and not "specials."

Whether the Detroit News on the dates given beat all records for regular business we are unable to say, not being in possession of figures from the Pittsburgh Press, Newark News and Chicago News, which have always given the Detroit News a neck and neck race for supremacy among American newspapers in volume of advertising. It is obvious, however, that if the New York Journal's showing "broke" the record, said record was absolutely annihilated by the Detroit News. We ask you to give this communication space in your valuable paper. THE EDITOR AND PUBLISHER reaches so many prominent advertisers, that it can by the publication of inaccurate comments on advertising records, work considerable injury to newspapers such as the Detroit News which have enviable reputations to protect, as leaders amongst the big advertising mediums of the country.

Yours very truly,  
 H. S. SCOTT,  
 General Manager Detroit News.

Some interesting figures have been furnished THE EDITOR AND PUBLISHER this week by the business managers of the three newspapers mentioned in Mr. Scott's letter. Hopewell L. Rogers, of the Chicago Daily News, says that the News is mechanically limited to 30 pages, and the advertising to 160 columns. On December 17, however, the News printed 173.49 columns of advertising and omitted 27.13 columns for lack of space.

Harry Miholland, of the Pittsburgh Press, states that on December 3 the Press carried 261 columns of advertising; on December 10, 261 columns, and on December 17, 258 columns.

Eugene W. Farrell, of the Newark Evening News, writes that in one issue of 40 pages in November 211 columns of paid advertising were carried.

#### Combination Ad in Cleveland

A unique advertising stunt in connection with Christmas was run by the Cleveland Plain Dealer last Sunday. All the big stores that proposed to remain open evenings during the week prior to Christmas were included under one general heading. Aside from the use of this index as a ready reference to those needing it, the advertisement as a whole lent additional impetus to business-getting from last-minute purchasers.

The Cleveland Leader-News share in raising fund for the Community Christmas was a substantial portion of the \$4,000 needed to give each child dependent upon public aid some kind of a real Christmas.

The Portland Commercial-Review, edited by Noble T. Fraigg, has contracted for the United Press wire service. This makes forty-two clients the United Press is now serving in Indiana. The number has been more than doubled in the two years that Dan L. Beebe has been manager of the Indiana Bureau at Indianapolis.

### SITUATIONS WANTED

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

#### Circulation Manager

Does your organization require an exponent of efficient circulation management and construction promotion? My experience covers period of twelve years with publications that are pronounced leaders in their respective fields. Competent to handle morning, evening and Sunday circulation. Can furnish excellent references as to ability and character. Address E 1588, care of Editor and Publisher.

#### CIRCULATION ON A NON-RETURNABLE BASIS

A circulation manager of twenty years' experience on one of the largest metropolitan newspapers can place your circulation department on a profit basis and increase the net sales. No scheme but a thorough and tried plan. Have had full charge of mailing and delivery departments. E 1588, care of Editor and Publisher.

#### Circulation Manager Over Ten Years

With most successful newspaper in one of the largest cities. Morning, evening and Sunday editions. Know every angle of circulation promotion. Have always planned and operated own contests. Daily circulation doubled, Sunday trebled during that period. Familiar with operation of mechanical and mailing departments. Desire to connect at

#### Business Manager

or assistant to

#### Publisher or Business M'g'r

Open to circulation offer. Betterment only reason for desire to change. No bad habits. Member I. C. M. A. Employers' reference. Address C. U. M., care Editor and Publisher.

Rotary Pressman-Stereotyper on Goss or Hoe presses, thoroughly practical in both branches, strictly temperate, experienced, A-1 reference, guarantee entire satisfaction, want to connect with a reliable publishing concern that will appreciate efficiency in every particular, whose business is in such shape to enable a competent Pressman-Stereotyper to command \$30.00 per week. Two weeks' notice. Particulars in first letter. Address Rotary Pressman-Stereotyper, c/o Editor and Publisher Co., New York City.

#### Circulation Manager

Thoroughly competent to handle the largest circulation or build up a trailer; would like to connect as circulation manager in city of 300,000 or over, or as business manager, or assistant in smaller city. Now employed by one of the most successful daily and Sunday papers in the country, the leader in its field. Experienced on both morning and evening. Understand large city methods of handling street and stand sales and home delivery. Know best methods of getting and holding R. F. D. business. Over 2,000 country agents have been featured in present location. Familiar with magazine circulation promotion methods. Not a rover, want something permanent. Best of references. Address R. E. X., care Editor and Publisher.

Situation Wanted by Circulation Manager with several years' experience, with up-to-date methods; can furnish best of reference. Address J. M. Morris, 948 10th St., Des Moines, Iowa.

Newspaper woman of ability and experience wants position. E 1588, care of Editor and Publisher.

#### FOR SALE

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

A plan telling in detail, "HOW TO GET A SATISFACTORY SITUATION," mailed post-paid for \$1.00. Some say it's worth a hundred. Your copy is ready. HARRIS-DIBBLE COMPANY, 171 Madison Avenue, New York.

FOR SALE—3-deck press, prints 4, 6, 8, 10, 12, 16, 20, 24 pages. Overhauled and rebuilt. Will sell at very low price. The Goss Printing Press Co., Chicago, Ill.

FOR SALE—4-deck press, prints 4, 6, 8, 10, 12, 14, 16, 20, 24, 28, 32 pages. Will be overhauled and rebuilt. The Goss Printing Press Co., Chicago, Ill.

NINE THOUSAND DOLLARS buys modern, high-speed, Goss, straight-line, twenty-four page press, also prints colored supplements, three colors and black. Cost \$18,000 four years ago. Had excellent care. Complete stereotype plant seven or eight columns. Very easy terms. Immediate delivery. Wire for particulars. CO-LUMBUS, GA., ENQUIRER-SUN.

### \$25,000 Cash

available as first payment on attractive eastern, northern or western daily newspaper property. Might use more cash if proposition sufficiently attractive. Proposition M. Z.

**CHAS. M. PALMER**  
 Newspaper Properties  
 225 Fifth Ave., New York City

### SOUTHERN WEEKLY

Leading paper in most desirable County Seat town of 5,000 population. Good business possibilities and efficient plant including No. 8 Linotype. Price \$8,500; one-half cash, balance arranged.

**HARWELL, CANNON & McCARTHY,**  
 Brokers in Newspaper & Magazine Properties,  
 Times Bldg., New York

### Unquestionably

the best buy in Southern California. Over \$13,000 net annually to owner for time and investment. Delightful location; paper leads the field and an easy money maker. Price \$75,000; desirable terms. Proposition 366x.



#### PUBLISHER'S NOTICE

The Editor and Publisher and the Journalist maintains an efficient corps of paid correspondents at the following important trade centers: Boston, Philadelphia, Toronto, Cleveland, Chicago, Atlanta, New Orleans, Dallas, Indianapolis, Washington, Baltimore, and San Francisco. Other correspondents will be added from time to time. Advertisers and newspaper men will find a ready market for stories of advertising achievements, news items, etc., by addressing the main office, 1117 World Building, New York City.

Branch offices are located as follows: Chicago, 332 S. Michigan Ave., Ryan & Inman, mgrs., phone Harrison 2161; San Francisco, 742 Market St., B. J. Bidwell, manager, phone Kearney 2121

The Editor and Publisher page contains 672 agate lines, 168 on four. Columns are 13 picas wide and twelve inches deep.

Advertising Rate is 25c. an agate line, \$100 a page, \$75 a half page and \$42 a quarter page. Position extra. Time, space and cash discounts are allowed on contracts.

Small advertisements under proper classification will be charged as follows: For Sale and Help Wanted, fifteen cents a line; Business Opportunity and Miscellaneous, twenty-five cents a line, and Situations Wanted, ten cents a line, count six words to the line.

Readers are urged to have the paper mailed to the home address. This will insure prompt delivery.

The Editor and Publisher sells regularly at 10c. a copy, \$2.00 per year in the United States and Colonial Possessions, \$2.50 in Canada and \$3.00 foreign, and is on sale each week at the following news-stands:

- New York—World Building, Tribune Building, Park Row Building, 140 Nassau street, Manning's (opposite the World Building), 33 Park Row; The Woolworth Building, Times Building, Forty-second Street and Broadway, at basement entrance to Subway; Brentano's Book Store, Twenty-sixth Street and Fifth Avenue and Mack's, opposite Macy's on Thirty-fourth Street.
- Philadelphia—L. G. Ran, 7th and Chestnut Streets.
- Boston—Parker House News Stand.
- Pittsburgh—Davis Book Shop, 416 Wood Street.
- Washington, D. C.—Bert E. Trenis, 511 Fourteenth Street, N. W.
- Chicago—Post Office News Co., Monroe Street; Cleveland—Schroeder's News Store, Superior Street, opposite Post Office; Solomon News Co., 111 Walnut Street.
- Detroit—Solomon News Co., 99 Larned St., W.
- San Francisco—R. J. Bidwell Co., 742 Market.

## AD FIELD PERSONALS

Lewellyn E. Pratt, chairman of the educational committee of the Associated Advertising Clubs of the World, has been appointed instructor in the new advertising course to be launched by the Bronx Y. M. C. A. January 13. A course consisting of sixteen lectures has been arranged. Mr. Pratt has been a seller of advertising for fifteen years and is a graduate of Williams' College.

Julian C. Case, assistant advertising manager of the Paige-Detroit Motor Car Company, is now holding a similar position with the Scripps-Booth Motor Car Company.

Philip S. Dodd, formerly with M. P. Gould Company, of New York, is now associated with the J. Walter Thompson Company of New York.

Henry W. Elliot, Jr., of New York, is a new addition to the copy-writing force of the Chappelow Advertising Company, St. Louis agency.

F. C. Jordan, who was eastern manager of the Ankrum Advertising Agency, Tribune Building, New York, for the past year, has resigned and returned to his old home in Chicago.

G. S. Dyer, manager of the promotion department, and associate advertising manager of the Evening Mail, was operated on Monday for appendicitis. The last report received stated that Mr. Dyer was getting along very nicely, which will be good news to his many friends in the advertising fraternity.

L. E. Firth, a graduate of the 23rd Street Y. M. C. A. Course in Advertising, and now with Doremus & Morse, advertising agents, New York, won the

\$50 prize offered by the Weed Chain Tire Grip Co., Bridgeport, Conn., for the best suggestion for an advertisement.

W. J. C. Gussenrode is the new copy man for Wood, Putnam & Wood, of Boston. Paul L. Lewis, formerly copy chief for the firm, is now a solicitor for the agency, handling such accounts as F. S. Carr, Wright & Ditson, and other well known firms.

Robert Warner, representing the People's Home Journal in Boston, is showing what a young man can do who is willing to hustle. Mr. Warner was formerly a reporter on the Post, where he made good. Now he is making just as good as an advertising man.

Announcement has been made of the engagement of Miss Anna O'Keefe, daughter of Major P. F. O'Keefe, to Frank Walley, of the advertising department of the United Shoe Machinery Company.

Edward J. (Ned) Hardy, of the advertising staff of the Dallas News, addressed the Dallas Sales Managers Association at its last meeting on the subject, "Co-Operation Between the Sales Force and the Advertising Department."

George Riley, advertising manager of the St. Charles (Mo.) Daily Banner-News, who last Saturday issued the annual Christmas edition with good success, had a Christmas edition of his own, today, (Dec. 20) in the shape of a fine baby girl.

C. T. Miller, for five years New England manager of N. W. Ayer & Son, of Philadelphia, was presented a gold watch by his friends at a farewell dinner given in his honor at the Boston Athletic Club, previous to his departure for the home office, where he will be located hereafter. His successor is Frank S. James, who has been connected with the firm for several years at the Philadelphia office.

H. St. John Harvey, formerly advertising manager of the Financial World, has become associated with the advertising agency of Russell Law, 52 Broadway, New York, as a specialist in financial advertising. Mr. Harvey was for several years associated with the advertising agency of Doremus & Co.

Samuel Cummins leaves the New York Tribune advertising department to look after some German war films for which he has exclusive rights in this country. Mr. Cummins was formerly connected with the Evening Mail, Morning Telegraph, New York Review, Variety, Player and the New York Press.

## Igon Now With N. Y. Tribune

Chas. H. Igon, who took charge of the promotion department of the New York Tribune last Monday, started his advertising career with the old Charles Austin Bates Advertising Agency. Since that experience he has seen every phase of creative and constructive advertising, including trade paper, magazine, agency, manufacturing and department store. Mr. Igon served for two years with the N. W. Ayer Co., Philadelphia, and later was promotion manager for Harpers' Bazar under the Hearst regime. He created a series of merchandising fairy stories entitled "Wotsat in Wanamaker's" for the Wanamaker stores. This developed into a regular store feature and an organization of 30,000 children in the "Wotsat" Club with its own newspaper. When with N. W. Ayer & Son he created "Mr. and Mrs. Carters Inx," novelty trade characters of an unusual type. He believes in working on a constructive basis for the advertisers. He has always been a newspaper advocate, believing that this is the line of least resistance.

## Greeley Statue to Be Moved

The statute of Horace Greeley which for years has stood outside the Tribune Building in Nassau street, New York City, is to be moved to a site in Battery Park near the Ericsson statue. The change was made necessary by an order requiring the removal of all obstructions from in front of buildings in Nassau street.

## ALGERNON ST. JOHN-BRENON

## Dramatic and Musical Critic of New York Telegraph Passes Away

ALGERNON ST. JOHN-BRENON, dramatic and musical critic of the New York Morning Telegraph for the past nine years, died on Saturday last at Atlantic City, after an illness of several weeks, from diabetes. Mr. Brennon was thirty-nine years old and is survived by a widow and two daughters.

He came to this country about sixteen years ago and at first established a boys' school in Pittsburgh, which he personally conducted. From teaching he drifted into newspaper work and held one or two positions before becoming associated with the Morning Telegraph.

In 1910 Mr. Brennon adapted "Hans and the Flute Player" for production at the Metropolitan Opera House from the original of Louis Ganne. He was the author of a novel called "Restormel," but for the most part devoted his time and energy to newspaper writing.

## OBITUARY NOTES

JUDGE JOSEPH E. RYAN, of the Chicago Municipal Court, and member of the Press Club of Chicago, died last week. Judge Ryan was born in Fort Dodge, Ia., February 7, 1871, entered newspaper work after he finished his elementary schooling there and became city editor of the Fort Dodge Chronicle. He followed newspaper work in Des Moines and came to Chicago in 1895. Here he abandoned reporting for law, and was elected to the city bench in 1911. His death was hastened by the loss of his wife, who died in April.

JOHN H. MOULDEN, former manager of the Kellogg Newspaper Service of Kansas City, Mo., died at his home on December 9. Mr. Moulden, an Englishman by birth, came to the United States when quite a young man and engaged in the newspaper business in Kansas City about forty years ago, working as a reporter on the Bulletin and Kansas City Times. Later he became associated with the Kellogg publications, becoming managing editor very soon thereafter.

JAMES J. BRYAN, assistant foreman of the Evening Journal mailing department for eighteen years, died on Monday last after an illness of four months.

HENRY M. CONVERSE, publisher of the Northampton (Mass.) Free Press and the Easthampton Enterprise, of which he was founder, died December 13 in the Chelsea (Mass.) Soldiers' Home, where he had been since September 1. He was in his eighty-third year.

FRANCIS A. HOWARD, manager of the Fitchburg (Mass.) Daily News, died on December 12 at his home in Fitchburg. Mr. Howard was one of the founders of the Berkshire Evening Eagle, and was also connected with the Worcester Gazette, Haverhill Gazette and the Camden (N. J.) Post.

HENRY R. VANDENVOEK, son of Charles R. Vandenvoek, one of the founders of the Chicago Daily Journal, died at his home on December 16 at the age of 62.

JAMES J. WILLIAMSON, at one time associated with the Baltimore American, died at his home in West Orange, N. J., on December 15. He was eighty-one years old. During the Civil War Mr. Williamson was in the employ of the government printing office.

MRS. MAY S. HANSCOM VENIERE, widow of James Henri Voldo Veniere, who was at one time well known as a dramatic editor, critic and poet, died on December 15 at her home in Brooklyn, N. Y.

WILLIAM C. ANDREWS, of East Orange, N. J., of the general advertising department of the Thomas Edison Storage Company, and at one time a professor of physics at Columbia University, committed suicide in New York City on Tuesday. He leaves a widow.

## SAN FRANCISCO PERSONALS

Hamilton M. Wright, editor-in-chief of the Panama-Pacific Exposition, will leave for the East, after the holidays, to enjoy a change after his strenuous exertions during the past three years.

Cloudsley Johns, a well known special writer on the Examiner, with radical tendencies, has followed Phil Franelis to

the East. Johns, who left this week for New York, was one of the heroes in Jack London's stories and was prominently mentioned in "John Barleycorn."

John McNaught, of the editorial department of the New York World, who was at one time managing editor of the San Francisco Morning Call, is in the city meeting his old friends. McNaught was on a steamer in the Panama Canal when the last slide occurred in the Culebra cut. He was held up for many days and arrived here just in time for the closing week of the Fair.

Jack London, who lives at Glenn Ellen, Cal., has just left for Honolulu on the liner Great Northern, accompanied by Mrs. London. He will take a cottage at Waikiki Beach and remain there for several months, during which he plans to do much writing.

## NEW INCORPORATIONS

OTTAWA, ILL.—The Republican Times Printing Company; capital \$20,000; incorporators, Frank M. Sapp, Fred A. Sapp, Charles E. Pettit.

NEW YORK CITY.—Unity Security Co., advertising; capital \$50,000. Lewis A. and Lorimer A. Cushman, incorporators.

BROOKLYN, N. Y.—The Police Post and Firemen's Call, public news paper, \$10,000; J. J. McMahon, T. F. Twyford, D. E. Hanrahan, Brooklyn.

CHICAGO, ILL.—Daily Movie News; capital, \$200,000; incorporators, Edward R. Newman, George S. Pines, Richard R. Klein.

WILMINGTON, DEL.—Franklin Advertising Service, Inc.; capital, \$5,000.

NORFOLK, VA.—The Solon Knight Co., Inc., to do an advertising business; capital \$10,000. Incorporators: Joseph B. Robinson and M. S. Knight, both of Norfolk, Va.

NEW YORK CITY.—Brown Advertising Agency; capital, \$10,000; incorporators, Thomas J. King, Samuel Halpern, Louis Brown.

SCOTLAND NECK, N. C.—The Merchants' Advertising Corporation; capital \$25,000; C. A. Jones, S. C. Josey and others, incorporators. The company will do a general newspaper and moving picture advertising business.

## SUSPENSIONS

UNIONTOWN, PA.—The Daily Record, a Progressive newspaper in existence for two years, suspended publication last week due to lack of financial support. A \$50,000 loss in the venture is reported.

FORT SMITH, ARK.—The Daily Herald, an afternoon paper, recently ceased publication after an existence of less than six months. It was founded as a weekly three years ago. J. B. Parker, the publisher, will hereafter be associated with the Times-Herald of Fort Smith.

## NEWSPAPER XMAS ACTIVITIES

The Boston American got a big boost for its Christmas basket fund at the Tammany Club ball given at Symphony Hall Monday night. Many people bought tickets, each one representing more dinners for the poor. Mayor and Mrs. Curley, Governor Walsh and other notables attended the ball, and, as they say in the story books, "everything went as merrily as a wedding bell." Mrs. Carroll Swan, wife of the head of the Swan Advertising Agency, was one of the patronesses.

The Boston Post Santa Claus is breaking records this year, not only in number of letters received from the poor children, but also in the amount of money contributed by readers of the paper. The amount of money contributed from thousands of people had amounted up to Dec. 21 to \$4,725.08. During the remaining days the sum will probably reach over \$6,000. This year the Post has established special quarters on Federal street for the doing up of packages of toys.

Both the Indianapolis News and the Star promoted actors' frolics for the Indianapolis cafes in the interest of their Christmas funds. Each year the News and the Star jointly raise Christmas funds that practically assure a Christmas feast to every needy family in the city.

## Advertising Agents

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

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

HOWLAND, H. S., ADV. AGENCY,  
INC.,  
20 Broad St., New York.  
Tel. Rector 2573.

LEVEY, H. H.,  
Marbridge Bldg., New York.  
Tel. Greeley 1677-78.

## Publishers' Representatives

M. L. KATZ,  
Peoples Gas Building, Chicago, Ill.

CONE, LORENZEN & WOOD-  
MAN,  
Brunswick Bldg., N. Y.; Advtg. Bldg.,  
Chic.; Gumbel Bldg., Kansas City.

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

GLASS, JOHN,  
1156-1164 Peoples Gas Bldg., Chicago.

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

PAYNE, G. LOGAN, CO.,  
747-748 Marquette Bldg., Chicago,  
Ill.; 200 Fifth Ave., New York,  
N. Y.; 8 Winter St., Boston, Mass.;  
Kresge Bldg., Detroit, Mich.



**TIPS FOR THE AD MANAGER**

James Bear, who has been using large space for a Palm Olive products campaign in the Boston newspapers, is about to invade the Connecticut field. Mr. Bear is a generous buyer of space, and the net result is that the Palm Olive goods sell by car load lots.

The F. B. Shumway Company of Boston is placing in New England newspapers the advertising of Tudor teas and coffees for F. M. Bill & Co.

After the first of the year Walter Resor, Boston manager for J. Walter Thompson Company, will place good sized copy in the newspapers for Lever Brothers, Limited, manufacturers of Lifebuoy and other brands of soap.

C. A. Chandler, New England manager for the Amsterdam Advertising Agency, will place copy in the New England newspapers calling attention to the merits of Alley's Ale and Pfaff's beer. This advertising will go to a good sized list of papers.

Calkins & Holden, of New York, are to contract for space in the newspapers for the J. B. Williams Company, manufacturers of shaving soaps.

Newspapers in a small list of New England cities will get good sized copy for P. B. Ale from the Hoyt Service Agency. It was originally planned to run a campaign that would include a gift of a certain amount of beer, but when this was found to conflict with certain license regulations the plan was abandoned.

F. Wallis Armstrong Adv. Co., Philadelphia, will use newspapers in selected sections after January 1 for the Franco-American Food Co., "Franco-American Soups," Jersey City, N. J.

Cecil Adv. Co., Richmond, Va., placed orders with a few newspapers in selected territory for the Reed Tobacco Co., "Reh Cigarettes," Richmond, Va. This agency also placed orders with a few newspapers in selected sections for Mrs. E. G. Kidd, Inc., "Pin Money Pickles," Richmond, Va.

Century Adv. Service, New York City, is placing orders with large city newspapers for Marcus & Co., jewelers, New York City.

Nelson Chesman & Co., Chattanooga, Tenn., are placing 9 in. 6 t. orders with a few selected Southern newspapers for the R. M. Rose Co., Rose's Black Amor Whiskey, Chattanooga, Tenn.

Cowen Company, New York City, will place the advertising for C. C. Willingham Co., "Superior Motor Truck," Atlanta, Ga. This agency has also secured the account of the Mint Malt Co. (Bernheim & Schwartz, Brewers) "Mint Malt" Temperance Drink, New York City.

Dooley-Brennan Co., Chicago, is again making 5,000 l. contracts with some western newspapers for the Dort Motor Car Co., Flint, Mich.

E. N. Erickson Adv. Agency, New York City, is reported to be making up a list

of newspapers for the Alcock Mfg. Co., "Alcock's Plasters" and "Brandreth Pills," New York City.

H. W. Kastor & Sons Adv. Co., St. Louis, is making 5,000 l. contracts with a few Southern newspapers for the Aviston Milling Co., Aviston, Ill.

Willis Sharpe Kilmer, Swamp Root, Binghamton, N. Y., is placing new copy on contracts.

Mallory, Mitchell & Faust, Chicago, is placing advertising in western newspapers for the Green Foundry & Furnace Co., "Green Colonial Furnace," Des Moines, Iowa.

Matos-Meuz Adv. Co., Philadelphia, is again placing new copy with newspapers for the Eckman Mfg. Co., medical, Philadelphia.

Metropolitan Adv. Co., New York City, is placing 12 t. orders on contracts and also making some new ones where they have expired for Geo. P. Ide & Co., "Silver Brand Collars and Shirts," Troy, N. Y.

Morse International Agency, New York City, is placing orders with newspapers generally, for John I. Brown & Son, "Brown's Bronchial Troches," Boston, Mass.

Nichols-Finn Adv. Co., Chicago, Ill., is placing orders with a selected list of newspapers for the Signal Film Corp., "The Girl and the Game Film"—a new serial story—Los Angeles, Cal., distributed by Mutual Film Corp.

L. A. Sandless, Baltimore, Md., are renewing the newspaper contracts where they have expired for the Resinol Chemical Co., "Resinol Soap," Baltimore, Md.

J. Walter Thompson Co., New York City, is placing new schedules of 1 in. 3 t. a.w, t. f., with same newspapers as before for Horlick's Malted Milk Co., Racine, Wis.

United Drug Company is renewing some of the newspaper contracts that have expired for "Rexall" Remedies, etc., Boston, Mass.

The Gardner Advertising Co. of St. Louis has secured the account of the General Roofing Co.

**Mr. Hendrick Becomes Publicity Manager**

George B. Hendrick, of Winthrop, Mass., has been appointed manager of the newly created publicity department of the Fisk Rubber Company of Chicopee Falls, Mass. He is well known among newspaper and advertising men of the East, having been successively advertising manager of the Boston Traveler and the Pittsburgh Post and Sun, and sales manager of A. Muford Corporation of Hartford and of the George H. Ellis Company of Boston. He goes to the Fisk Company from the latter concern. In addition to publicity matters, he will have charge of printing and will edit the company's house organ. The new department is distinct from the advertising department, the management of which is unchanged.

**Mr. Boyle of the Telegram**

J. Mora Boyle, the new advertising manager of the New York Telegram, was originally publicity manager for the Wright Bros., of aeronautical fame, being located in the New York office. He was next associated with the Press and the Mail, going from the latter to the Telegram about two years ago to handle automobile advertising specially.

**Advertising Manager N. Y. Herald**

George Holland, recently acting advertising manager of the New York Herald, has now been made advertising manager.

The Following Newspapers are Members of  
**THE AUDIT BUREAU OF CIRCULATIONS**

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

<b>ALABAMA.</b> NEWS ..... Birmingham Average circulation for October: Daily, 37,393; Sunday, 38,750. Printed 2,207,884 lines more advertising than its nearest competitor in 1914.	<b>NEW YORK.</b> COURIER & ENQUIRER.....Buffalo IL PROGRESSO ITALO AMERICANO.New York DAY.....New York The National Jewish Daily that no general advertiser should overlook.
<b>CALIFORNIA.</b> EXAMINER ..... Los Angeles A. B. C. Audit reports show Largest Morning and Sunday circulation. Greatest Home Delivery.	<b>NEBRASKA.</b> TRIBUNE ..... Hastings Circulation A. B. C. report, 7,100. Full leased wire report United Press.
<b>GEORGIA.</b> JOURNAL (Cir. 57,531).....Atlanta CHRONICLE ..... Augusta LEDGER ..... Columbus	<b>OHIO.</b> PLAIN DEALER.....Cleveland Circulation for November, 1915: Daily .....134,848 Sunday .....167,599 VINDICATOR .....Youngstown
<b>ILLINOIS.</b> HERALD ..... Joliet STAR (Circulation 21,589).....Peoria	<b>PENNSYLVANIA.</b> TIMES ..... Erie DAILY DEMOCRAT .....Johnstown TIMES-LEADER .....Wilkes-Barre
<b>IOWA.</b> REGISTER & LEADER.....Des Moines EVENING TRIBUNE.....Des Moines Essential to covering Des Moines and vicinity. SUCCESSFUL FARMING.....Des Moines More than 700,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations.	<b>SOUTH CAROLINA.</b> DAILY MAIL.....Anderson
<b>KENTUCKY.</b> MASONIC HOME JOURNAL.....Louisville, Ky. (Semi-Monthly, 32 to 64 pages.) Guaranteed largest circulation of any Masonic publication in the world. In excess of 90,000 copies monthly.	<b>TENNESSEE.</b> BANNER .....Nashville
<b>LOUISIANA.</b> TIMES PICAYUNE.....New Orleans	<b>TEXAS.</b> AMERICAN .....Austin "The Twentieth Century Paper of Texas" is absolutely independent, printing all the news all the time and printing it first. Seventy per cent. city circulation by carrier. CHRONICLE .....Houston The Chronicle guarantees a circulation of 38,000 daily and 45,000 Sunday. POST .....Houston Over 90% of carrier circulation stays in the homes. Proof on request. Government Report, 28,810 net. TELEGRAM .....Temple Net paid circulation over 6,000.
<b>MICHIGAN.</b> PATRIOT (No Monday Issue).....Jackson Gov. Statement Oct. 1, 1915—Daily, 11,403; Sunday, 12,568. Member A. B. C. and A. N. P. Assn. Flat rates, 28 cents. Guaranteed position, 35 cents.	<b>UTAH.</b> HERALD-REPUBLICAN.....Salt Lake City
<b>MINNESOTA.</b> TRIBUNE, Morning and Evening...Minneapolis	<b>VIRGINIA.</b> DAILY NEWS-RECORD.....Harrisonburg In the famous Valley of Va. only paper in the richest Agricultural County in United States.
<b>MISSOURI.</b> POST-DISPATCH.....St. Louis Is the only newspaper in its territory with the beautiful Rotogravure Picture Section. Circulation first six months, 1915: Sunday average ..... 350,066 Daily and Sunday..... 204,497	<b>WASHINGTON.</b> POST-INTELLIGENCER .....Seattle
<b>MONTANA.</b> MINER .....Butte Average daily, 11,684; Sunday, 17,971, for 3 months ending March 31st, 1915.	<b>CANADA.</b> ONTARIO.
<b>NORTH CAROLINA.</b> SENTINEL .....Winston-Salem October gov't report 5,843, net gain October, 1915, over October, 1914, 1,028 copies.	<b>FREE PRESS</b> .....London DAILY HERALD.....Stratford Largest circulation in Perth County. The paper that Perth County people want to read.
<b>NEW JERSEY.</b> PRESS (Circulation 7,945).....Asbury Park JOURNAL .....Elizabeth PRESS-CHRONICLE .....Paterson COURIER-NEWS .....Plainfield	

**ROLL OF HONOR**

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

<b>ILLINOIS.</b> SKANDINAVEN .....Chicago	<b>NEW YORK.</b> BOLLETTINO DELLA SERA.....New York
<b>INDIANA.</b> THE AVE MARIA.....Notre Dame	<b>PENNSYLVANIA.</b> TIMES .....Chester
<b>NEBRASKA.</b> FREE PRESSE (Cir. 128,384).....Lincoln	

**New Orleans States**  
Member Audit Bureau of Circulation.  
Sworn Net Paid Circulation for 6 Months  
Ending Sept. 30, 1915  
**33,142 Daily**  
We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans.  
To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium.  
Circulation data sent on request.  
**The S. C. BECKWITH SPECIAL AGENCY**  
Sole Foreign Representatives  
New York Chicago St. Louis

Statisticians figure that five souls make an average family. There is only one place where all five can be reached—the fireside.

## The Evening Newspaper

which is taken to the home is the most effective medium through which to reach the entire family.

New York's great retail merchants recognize the truth of this statement in placing their advertising among the daily newspapers.

During November, 1915, the sixteen largest retail advertisers of New York used **1,878,405** lines of advertising space in seven evening newspapers, seven morning newspapers, and seven Sunday newspapers, as follows:

Evening Newspapers	-	-	-	1,210,665
Morning Newspapers	-	-	-	230,740
			(Excluding Sunday)	
Sunday Newspapers	-	-	-	437,000

The Trend of All Advertising Is Toward the Evening Newspapers.

## THE NEW YORK GLOBE

180,000 CIRCULATION

Member A. B. C.

Leads all New York Newspapers in Advertising Gains.  
1,300,000 Lines ahead of 1914

**O'MARA & ORMSBEE, Inc.**

CHICAGO  
Tribune Bldg.

Special Representatives

NEW YORK  
Brunswick Bldg.



