

# THE EDITOR AND PUBLISHER

AND JOURNALIST

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10 Cents a Copy



JOHN H. TENNANT.

See page 890.

MANAGING EDITOR OF THE NEW YORK EVENING-WORLD WHO DIRECTED THE SUCCESSFUL CAMPAIGN OF THAT NEWSPAPER  
IN BEHALF OF LOWER TELEPHONE RATES.

## CHICAGO HAPPENINGS.

**Making Ready for the Big Convention—Tribune's Ad Contest in Third Week—Junior Ad Association Is Flourishing—What the Live Ones Are Doing—Press Writers Club.**

(Special Correspondence.)

CHICAGO, April 7.—Chicago advertisingdom is trimming her sails and making ready to entertain the 10,000 visiting members of the Associated Advertising Clubs of the World which will meet here for their eleventh annual convention June 20 to 24.

The Associated Advertising Club of Chicago is marshaling its forces for the "Frqlix," an advertising burlesque, which will be given at the Auditorium Theater during the convention. A hand-picked selection of 100 Chicago admen who can—or surmise they can—tell a joke, sing a song or do a turn in black-face, met the entertainment committee chairman, Samuel G. Stewart, on Saturday and "signed the articles."

John A. Dickson, president of the John A. Dickson publishing company, is stage manager of the show and Guy C. Pierce will direct the music. The first act will be an old time minstrel first part in which the past, present and future of advertising will be features. The second act will be the burlesque proper. There will be a chorus of 150 and Mr. Stewart says it will be the biggest show of its kind ever put on a Chicago stage.

The Chicago Tribune on Tuesday announced its third consecutive weekly prize letter contest designed to pulse the housewife's interest in Tribune ads. Each week \$750 is distributed among fifty women who read the ads and then write about them telling which advertisement interested them most and why. The plain, unfrilled facts are what the Tribune says it wants, and some of the thousands of letters received each week comprise remarkable and invaluable advertising documents. This week the regular budget of awards is supplemented with nine additional prizes of round trip railroad tickets to the California expositions.

The Examiner closed on March 30 a successful merchants' and manufacturers' label contest. A force of clerks will be busy for another week counting the labels and coupons received.

The Junior Advertising Association, fathered by the Educational Committee of the Advertising Association of Chicago, now has sixty members—young men and young women anxious to learn more about advertising. The junior organization meets at the Advertising Club rooms every Tuesday night and hears a constructive talk on advertising by some prominent member of the senior body. William B. Simmons, vice-president of the Francis T. Simmons Co., glove manufacturers, spoke this week.

The advertising men's annual ball game for the benefit of the Off-the-Street Club will be played June 19 at Comiskey Park. Lineups and details will be announced soon.

The Sunday Examiner this week announced \$500 in prizes to be given away each Sunday to Chicago women for letters specifying, and giving reasons therefor, the best advertisements in the Examiner's Sunday issues. The idea has met with gratifying responses.

### PERSONALS.

Andrew M. Lawrence, publisher of the Chicago Examiner and vice-president of the Illinois Commission to the Panama-Pacific Exposition, has gone to San Francisco.

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

E. C. Bode, of the Examiner's business office, has returned from a week's trip covering the territory between Philadelphia and Chicago for his paper.

Terrence E. Ramsay is editing the new feature department for boys in the Sunday Tribune.

E. E. Butters, formerly chief of the engraving department of the Examiner, has been transferred to the New York American.

Carl Weddon, of the Examiner, has returned from a trip to Canada.

Gordon Cloyd has resigned his position with the McJunkin Advertising Agency and gone back to newspaper work. He is on the Herald telegraph copy desk. Mr. Cloyd formerly was with the Inter Ocean.

Manus McFadden, who spent the winter reading copy on the Milwaukee Sentinel, dropped into the Press Club Monday, bound for Omaha, where he will take a position in the advertising department of the Omaha News.

Ralph Waldo Emerson of the Tribune local staff has been transferred temporarily to the advertising contest department.

Edward F. Berglund, for ten years with the Tribune, recently found he could make his spare time profitable writing motion picture scenarios. His Wild West scripts proved quite a go, though Mr. Berglund confesses never to have been beyond the Mississippi River. Monday he left the Tribune for Montana, where in time he hopes to become a real cowboy.

Paul Crisey, a son of Forrest Crisey, the writer, has left the Chicago Journal for the publicity department of the Standard Oil Company here.

K. L. Murray has resigned his position as advertising manager of the Beatrice Creamery Company to enter the ad field in Lincoln, Neb. His successor in Chicago is T. A. Borman, who also directs the publicity policies of the Fox River Valley Butter Company.

Milwaukee Advertising Club members will charter a lake steamer to take them to the big Ad Club convention to be held here in June.

Alex H. Kraus, for fourteen years with the Chicago Herald business department, has left to become a real estate firm's sales manager. His associates gave him a farewell dinner.

The Chicago Press Writers' Club has joined the big Sportsmen's Club of America, recently organized here, and will have quarters in its building on Michigan avenue.

John C. St. John, advertising manager of the Live Stock World, has sued the Chicago Railway Company for injuries sustained in a street car accident recently.

The ladies of the members of the Advertising Association of Chicago were entertained with a musical dancing and literary affair at the club's rooms last week, Wednesday.

Fontaine Fox, the cartoonist, is now drawing pictures for the Wheeler syndicate and other papers.

### Ambrose Bierce Alive?

A report was current this week that Ambrose Bierce, author and journalist, who has been sought by his family for six months, has been found fighting for the Allies in Europe, with the rank of major. Up to the present time it has been supposed that Mr. Bierce had lost his life in Mexico, a victim of the revolutionists. Later the truth of the report was denied.

### Sues Paper for \$25,000.

W. H. Gray, of Austin, Tex., has through his attorneys filed a \$25,000 libel suit against the Austin American. The suit arises from publication of a letter Representative J. M. Vannoy wrote to Earle B. Mayfield, criticizing the railroad commission for holding its hearings in Dallas. In the letter Vannoy uses Gray's name libelously, the petition alleges.

### Won't Pay for Newspaper Ads.

Governor Brumbaugh, of Pennsylvania on April 2, vetoed the bill passed by the State Legislature appropriating \$46,040.80 to pay for advertising constitutional amendments during three years, beginning June 1, 1912. He says that his veto is not a disapproval of the claims but that the accounts should be submitted to the Board of Public Accounts before being paid.

## PLAYS JOKE ON GLOBE

**Compositor on Boston Morning Paper Reduces Its Price to One Cent and Creates a Lot of Excitement in the Office—Change First Discovered by a Newsboy Who 'Phoned Office.**

(Special Correspondence.)

Boston, April 6.—The sensation in Boston newspaper circles during the past week was the appearance of the Boston Morning Globe on the streets, marked "One Cent Per Copy." It is said that a jocular compositor, wishing to crack what he must have considered a delayed April fool joke, set the price up on the four-deck linotype as one cent and dropped it into the form without attracting anyone's attention.

Some 60,000 copies of the Morning Globe, which sells regularly at two cents, were sent out at the price of one cent. The discovery of the error is attributed to a newsboy, who was asked by a customer if the price of the Globe had been reduced to one cent for the morning issue, and replied, "It's news to me." The boy immediately telephoned the business office of the Globe, by which he was informed that he had rendered a distinct service by calling attention to the error.

BEN TAYLOR GETS BUSY.

General Taylor, owner and publisher of the Globe, was called on the telephone at the Algonquin Club and informed of the circumstance. He called for his automobile and sped to the Globe office where, it is said, there was considerable excitement for a few moments. The error was quickly rectified and only a small part of the large circulation was disturbed by the printer's error.

The boys on the Row got a good laugh out of the situation, however, and the city editors of the morning sheets got a distinct shock.

H. Lyman Armes, the "Build Now" investigator of the Post, who has been conducting a very successful campaign to stimulate business and building with a view of reducing the ranks of the unemployed by urging prospective builders to take advantage of the low prices in building materials and "Build Now," says that the Post's slogan has been adopted as a slogan by advertisers who deal in building materials throughout the East. Trade journals and newspapers have been blossoming with new advertisements the keynote of which is "Build Now." Co-operative and savings banks have also used the phrase in their advertising. The State convention of co-operative banks advised every bank to place "build now and let us help you" posters in each institution. "Build Now," which started with the Post in January, has spread to papers and trade magazines throughout the eastern and middle western States. Armes says that it has gone so far that it has lost its identity as a Post campaign and has become a general progressive movement.

THINGS LOOKING UP.

Whether coincidental with the Post campaign or as a result of it, building permits in Boston for February were double those of February, 1914, and every town of greater Boston as well as many of the other cities of New England are having remarkable building booms. February and March have shown in some cases as high as 300 per cent. increase over the corresponding periods last year and the value of building permits issued in New England for March was the greatest March total in the history of New England with the single exception of March, 1912.

The trade extension committee of the Pilgrim Publicity Association is working to establish in the business section of Boston a permanent structure to be known as "The New England Chamber of Industries." The committee is formulating a plan aimed to promote the welfare of leading industries. In the new building a permanent display of the products of the manufacturers and industries of New England will be maintained, such as productions of metal as machinery; production of wood as furniture; production of leather, rubber, pa-

per, silverware and jewelry, arts and crafts, and textile products. It is proposed to set aside the top floor of the building for a large assembly hall.

Robert Norton, political editor of the Post, returned Tuesday from Bermuda where he has been convalescing from an attack of bronchitis. The trip did him a world of good and he comes back as brown as a berry and cured of his bronchitis.

Advertising men about town say that business is improving and their view seems to be borne out by the columns of the daily press. The Post is still displaying its S. R. O. sign while the other papers show evidence of prosperity.

Paul Waitt, of the Post, is covering the "Billy" Sunday campaign in Paterson, N. J.

### PERSONALS.

Mike Hennesy, of the Globe, who was formerly political editor, covered the car strike story at Springfield.

Letters have been received from Phil Powers, who was formerly re-write man on the Herald, but is now doing similar work for the Berlin office of the Associated Press, to the effect that he is enjoying his work in Germany.

ROY ATKINSON.

### Spectator Columbia's Official Daily.

The Columbia Spectator, edited by the undergraduates of Columbia College since 1877, officially became the daily newspaper of Columbia University as a whole on April 6. On this date, thirteen editors from all schools and departments of the university and girls from Barnard and Teachers College were added to the staff. The Spectator has increased its size from a four to a five column paper and has a staff of forty-five editors. Extras appear on the campus ten minutes after all the big baseball and basketball games.

### California's International Press Delegates.

Governor Johnson, of California, has appointed five delegates to attend the International Press Congress to be held in San Francisco from July 5 to 10. They are C. B. McClatchy, of Sacramento, Chester H. Rowell, of Fresno, Reginald Bernard, of Santa Barbara, G. B. Daniels, of Oakdale, and H. W. Brundige, of Los Angeles, all newspaper men.

### Newspapermen in Protest.

Milwaukee newspaper men have appeared before the Wisconsin assembly judiciary committee, in opposition to the Helm bill, which increases the fees for publishing legal notices, not otherwise provided for, from 60 to 75 cents for first insertion and from 35 to 45 cents for subsequent publications and, at the same time, reducing the fees for the same service in cities of first and second class from 85 and 50 cents to 75 and 45 cents. Counsel for the Evening Wisconsin, the Milwaukee Journal, the Milwaukee Sentinel and the Milwaukee Daily News opposed the bill. They declared that the legal rate as now established is not profitable and that it would be unfair to reduce it. They had no objections to newspapers outside cities of the first and second class having the rate raised. No one appeared in favor of the bill.

### Newspaper Plant to Be Church.

The building formerly occupied by the Chicago Inter-Ocean, at Monroe and Dearborn streets, in the heart of Chicago's business district, will be made into a church. It has been rented by the Moody Church and will be opened for religious services next week.

### Lecture on Journalism.

John A. Hill, president of the Hill Publishing Company, will deliver a lecture on "The Technical Paper and the Manufacturer" at the New York University Building, Washington Square, New York City, on April 14. This will be the fifth in a series of lectures given under the auspices of the New York Trade Press Association.



## EVENING WORLD WINS 'PHONE FIGHT.

**Through Its Efforts Company's Charges Will Be Reduced \$5,000,000 a Year—Victory Won Not by Attacking Corporation as a Monopoly But by Presenting Sane Arguments.**

The late Joseph Pulitzer dedicated the New York World to "serve and battle for the people with earnest sincerity." His keenest journalistic interest was in accomplishing something of material benefit for the public. The reduction of telephone rates in New York City to a five-cent basis is the latest victory scored by the World and the credit for it belongs to the Evening World rather than to its elder brother, the morning edition.

As a result of the Evening World's forceful and persistent campaign, the Public Service Commission ordered into effect on July first, next, a new schedule of telephone rates that will reduce charges on the public by \$5,000,000 per year, as compared with the former rates.

There are in New York City more than 500,000 telephones. The saving effected by the Evening World amounts to approximately \$10 per year for each telephone. It is considerably more than \$1 per year for each inhabitant of the Metropolis.

### A MOST IMPORTANT CASE.

The Chairman of the Public Service Commission called this the largest and most important telephone case on record, both as to amount of money involved and the principles established. On the one hand was the largest and richest of New York City's public utility corporations, the New York Telephone Company, the cornerstone of the entire Bell telephone system. On the other hand was a newspaper possessing the confidence of its readers, advocating a cause that directly interested every man and woman in the city, for nearly everybody uses the telephone in these days. The verdict was a complete victory for the Evening World. Its repeated demand for a "five-cent telephone call" and abolition of additional toll charges for communication between boroughs were ordered by the Commission and unreservedly accepted by the Telephone Company.

Many popular causes advocated by newspapers result in indefinite settlements that leave both parties to the controversy dissatisfied and often a sort of guerilla warfare follows without accomplishing any public good. The Evening World's telephone campaign was notable for its clean cut, decisive termination. Specific orders were issued and accepted without reservation. Furthermore all parties were brought together in harmonious approval of the result and by written agreement a three-year term of peace and good will was inaugurated.

### URGED BROADER POLICY.

Not merely in the dollars and cents of reduced telephone rates is the Evening World's campaign worthy of notice. It had urged the telephone company to adopt a broad, progressive policy of making friends instead of enemies; of enlisting its patrons into a great army of defenders through generous treatment, and of setting an example to public utility corporations throughout the country how to become leaders in public good instead of suffering on the defensive.

The New York Telephone Company did this and thereby scored for itself a notable victory. It adopted unreservedly the policy of conciliating the public. In announcing its acceptance of the reduced rate schedule, it said:

"The company believes that the cordial and pleasant relations which have always existed between the company, its patrons and the general public, will continue, and the company will devote every effort toward meriting the continuance of such relations."

In extending its congratulations to the company, The Evening World said: "The public shares the hope. Corporations have always been strong fighters for privilege. But of late the public has learned how to put up a still stronger fight for its rights. All public service corporations will save themselves vain

expenditures of energy, and of money as well, when they finally see that it is wiser to have no fight at all."

The Evening World's telephone campaign was no spasmodic, blindly battering attack on a corporation simply because it was rich and powerful. No personality, no demagogic denunciation en-

over arid spots in other parts of the country.

New Yorkers are a prodigal people, often spending money recklessly and paying foolishly extravagant prices for things, but they have one sensitive financial spot—that is to be charged more than some one else for the same article. They will pay dollars for a whim or fancy, but they will fight over one cent of extras put on a bill. It was this queer, local idiosyncrasy that inflamed the public against high telephone rates.

The conviction that they were being taxed for some other community's benefit stuck in the minds of New Yorkers

rate making that will be followed in other states. It caused a great corporation to promulgate a policy of public relations as an admirable example for the country. It reduced rates and cut corporate income temporarily but laid the foundations for an enormous increase of business. It pleased and satisfied the public.

Vastly different from this purely materialistic telephone rate fight, The Evening World this week scored another notable victory by establishing in New York State the Widowed Mother's Pension system. Governor Whitman, on Wednesday signed the bill passed by the Legislature, writing this humanitarian policy into the laws of the State.

For two years this subject has been advocated in the Evening World's columns by Miss Sophie Irene Loeb, a member of the Evening World's staff, who was one of the State Commission appointed to investigate the subject. After the bill's failure in the Legislature of last year, a wonderfully effective propaganda was carried on so that public sentiment responded in strong voice for it.

When the bill was presented to the present Legislature, it passed the Senate unanimously, while in the Assembly only eight votes were recorded in the negative. Governor Whitman presented to Miss Loeb one of the pens with which he signed the bill.

### LEADER IN THE FIGHT.

Up to this point, my dear Mr. Editor and Publisher, I have written impersonally about a newspaper and some of its accomplishments in carrying out Joseph Pulitzer's dedication to "serve and battle for the people with earnest sincerity." Every army must have a leader; every battle must be directed by a general. So every newspaper must have an editor, a guiding genius to plan its campaigns, to marshal its forces and to guide into paths of success the energies of its writers.

In The Evening World office, the man who is really doing the serving and battling is John H. Tennant, managing editor. Your picture rightly shows him at the telephone. That is the modern way of directing battles. The Kaiser's army commanders, so war correspondents tell us, take station far back of the fighting lines and direct every move along miles of front by telephone.

An exceptional newspaper office is that of the Evening World as it has been moulded and patterned by Mr. Tennant, unlike any other that I have seen. At the head of the City department is Charles E. Chapin, one of the ablest city editors in the United States, a man of wide experience and possessing a remarkable scent for news. It is a "shop" of incongruities, of inconsistencies, of extremes, of rules and lack of rules, of strong individuality and equally strong co-operation. It looks to results rather than to method or to system. It is absolutely democratic within its own circle but difficult to enter.

### ALWAYS THE NEWS.

Ceremony and dignity are never allowed to erect barriers to news. The man with the latest information has the right of way over every one else. News values are fought out between editors, copy readers and reporters with a freedom of expression that would be shocking to editorial dignity. Every man is at liberty to contribute his views or suggestions, if he has anything concrete to offer. Any member of the staff is liable for any kind of duty at any hour. The clock is only to mark the time for beginning work, not for ending duty, but no newspaper men in New York have a happier, more free life than those of the Evening World.

There are no novices in the office. The staff is made up exclusively of trained and experienced men. Therefore, the widest latitude of action is given to reporters in handling stories. Orders and instructions are noted for brevity. The oft expressed but little practiced theory that the man on the spot is best judge is absolutely the Tennant rule. I have been away from the office weeks at a time, in Washington or in Albany and never had a telegram from the office, until I felt like one forgotten.

(Concluded on page 900)



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From New York American

### STILL MEDDLING.

THE CARTOON THAT HELPED SECURE THE PASSAGE OF WIDOWS' PENSION BILL.

tered into the fight. On the contrary, the paper opposed the introduction of competing telephone companies and refused to countenance government ownership propositions. The issue was held strictly to a financial basis, the Evening World persistently pointing out that New York City was being over-charged in telephone rates and that the company was utilizing the profits for investment elsewhere.

Before a single article was printed, careful study was made of telephone business, financial statements and operations and a large amount of contributing data collated. This preliminary work is a prime requisite to any newspaper campaign and only those founded on sure ground, with definite aim, can hope for success. From the facts presented the people soon realized that they were being plucked and that the telephone company was skimming rich cream in the metropolis to be spread

and they backed the Evening World's campaign energetically. When one Public Service Commission failed to act, members of the Legislature threatened mandatory legislation. When a new Commission delayed action, a special committee of the Legislature began an investigation. Toward the end, so great was the competition that the Public Service Commission, the Legislature and the Telephone Company itself were in a race to see which could first make cheaper telephone rates a reality, and they wound up with all three participating in final action.

As a public service performed, it would be difficult to find one with more amazing results than the Evening World's telephone campaign. It gives to the public a direct saving of \$5,000,000 per year. It gives to the Public Service Commission prestige and demonstrated authority in a partly doubtful field. It established principles of valuation and



**SHOWS UP CHARITY TRUST.**

**New York American Presents Astonishing Figures About Relief Funds for the Poor.**

The influence of a daily paper in New York is well shown in the amount of public interest which has been aroused by the information brought to light by the New York American in regard to the financial relief offered the poor of the city by the various large private charity organizations.

These organizations are widely known, but no general attention has heretofore been paid to their methods of relief until the American, through its columns, showed that they were expending in general relief to the poor a very small proportion of their contributions.

The three largest of these charity organizations were stated to have banded together to make charity a business, to drive out all competition and at the same time to build up a strong political organization. Their opposition to legislation, by which they were not given control, was shown in the endeavor of the "Charity Trust" to defeat the Widowed Mothers' Pension Bill, but notwithstanding the opposition the bill passed the legislature nearly unanimously and was signed by the Governor on April 7th.


This is only one of the many instances which have come to light to show the great desire of the "Trust" to keep the dispensing of charitable funds under its own control. To allow these funds to be dispensed by the various organizations would not be criticized if it were not for the fact that the investigations brought to light facts which show that the three largest organizations collected over \$900,000 last year and actually gave to the poor only \$340,000.

The cost of administration of the largest charity organization is 62 per cent. and of many of the others nearly as large. The situation of its taking 80 cents of each dollar for administration, and leaving only 20 cents for the poor is what led the American, after several complaints had been made by poor and worthy people who had applied for charity, to give the necessary publicity to endeavor to bring about a change in these conditions.

One of the immediate results of the efforts of the American is that a bill has lately passed the legislature at Albany, introduced by Senator Thompson, calling for an investigation of all private charity organizations. A legislative inquiry will no doubt explain why various charitable organizations oppose endeavors not under their own control and why so little of the money donated for charity actually reaches the poor.

**Canton News to Have New Home.**

The Canton (Ohio) Daily News has purchased a site for a new home on Tuscarawas street in that city. When the Daily News was taken over by H. H. Timken a little over two years ago, the newspaper was housed in the old News-Democrat Building on Second street. This was partially destroyed by fire shortly afterwards and the News was compelled to move into the nearest available quarters at 136 Second street, S. E. The new building which will be erected will be amply sufficient to take care of the needs of the paper for many years to come. Every effort will be made to have it as nearly a model plan as possible.



Only 3 out of 17 New York newspapers show a gain in advertising during 1914—one of them is The Evening Post.

**ASSOCIATED PRESS ELECTION.**

**Five Vacancies to Be Filled on Board of Directors at Coming Convention.**

Much interest is being shown in the coming election to fill five vacancies on the Board of Directors of the Associated Press, which will take place at the annual meeting in New York City, April 19 to 21. The five directors whose terms expire at this time are:

Messrs. Herman Ridder, New York (N. Y.) Staats Zeitung; Victor F. Lawson, Chicago (Ill.) Daily News; W. H. Cowles, Spokane (Wash.) Spokesman-Review; Samuel Bowles, Springfield (Mass.) Republican, and R. M. Johnston, Houston (Texas) Post.

With the exception of the late Samuel Bowles, editor of the Springfield (Mass.) Republican, whose death occurred a short time ago, all of the above named directors have been renominated. In addition the following members have been nominated for the same directorships:

Don C. Seitz, New York (N. Y.) World; Norman E. Mack, Buffalo (N. Y.) Times; D. E. Town, Louisville (Ky.) Herald; A. N. McKay, Salt Lake (Utah) Tribune, and George B. Dealey, Dallas (Texas) News, and Benjamin H. Anthony, of the New Bedford (Mass.) Standard, who was nominated in place of Mr. Bowles.

George B. Dealey has declined the nomination with an expression of his appreciation of the proposed compliment.

The board meetings will be held at the Associated Press Rooms, 51 Chambers street, on April 19 and 21. The meeting of all the members will take place at the Waldorf-Astoria April 20.

**Vacancies in A. N. P. A. Directorship.**

The directors of the A. N. P. A. whose terms will expire and whose successors will be elected at the annual meeting to be held at the Waldorf in New York City on April 19, 20 and 21 are: Hilton A. Brown, Indianapolis (Ind.) News; Frank P. Glass, Montgomery (Ala.) Advertiser, and Jason Rogers, New York (N. Y.) Globe. It is quite probable they will be re-elected, as all three are popular with their associates.

**English Editor Impressed.**

Visiting the office of the Boston (Mass.) Post a few days ago Cecil Chesterton, editor of the New Witness, of London, England, was much impressed by all he saw. "You know," he said, as he wandered about, "this office and its atmosphere reminds me of the British newspaper office years ago, before aristocracy stepped in and polluted them. Democracy has left the English newspaper office today, and English journalism has suffered accordingly. Your papers are better than our English papers today, because you have got more of the explosion attached to them. Your editors are on speaking terms with your reporters, and as a result your American staffs, working together, are getting the best there is out of healthy co-operation. And this democracy you show is something close to the people, and it is the people that make a newspaper."

**The Heart**  
of Western Pennsylvania's advertising district is **PITTSBURGH**  
The home of two great big newspapers

**The Gazette Times**  
Morning and Sunday

**Chronicle Telegraph**  
Evening except Sunday

They reach the reader who reads advertising and are  
"The Papers That Go Home"  
The flat combination rate is 22½¢ per agate line

For further information or co-operation write

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

**PRESIDENT DENIES INTERVIEW**

**Paris Editor Says He Quoted Wilson Correctly in Dispatch.**

President Wilson has repudiated the interview printed in Le Temps, of Paris, by Gabriel Alpaud, one of its editors, who called upon him at the White House.

Among the points of the interview as published by Le Temps were that the United States is conscientiously observing the rules of neutrality; that belligerents will probably be glad when the war ends that the United States is strictly neutral; that France must not believe that the President's sympathies are against France, because his sentiments, already expressed in a letter to President Poincare, are well known; that the American Army will not be increased for fear of false interpretations, and that the Mexican situation is beginning to look better.

President Wilson declares that he gave no interview to M. Alpaud, who came to the White House merely to pay his respects; and that it was distinctly understood in advance that there was to be no interview.

Answering this repudiation, M. Alpaud gives out the following statement:

"I regret exceedingly having caused any annoyance to President Wilson, for whom I have the greatest respect, both officially and personally. But the truth is the truth. Mr. Wilson was aware of my intention to send to Le Temps the statements which he so graciously made to me. Moreover, I offered to submit to him an outline of my despatch before sending it to my paper, but he very courteously assured me, in the presence of Mr. Jusserand, the French ambassador, that he was willing to rely entirely upon my judgment in the matter.

"I am addressing myself to brother journalists, who know as well as I do the professional point of honor involved and who know further that we do not invent anything, least of all Presidential statements."

The advertisement of a Sheffield, Ohio, bakery reads: "In order to have a good supply of fresh meat for the manufacture of our pies we kill half a cow every week."

**EVENING WORLD WINS.**

(Concluded from page 899.)

John Tennant is one of the few editors who knows New York and New Yorkers. His close touch with the Metropolis is no second hand information. With tireless energy he mixes work and recreation, always seeking out new developments of Metropolitan life, sounding its public sentiment, watching its drift and tendencies, listening to its effervescent opinions and being first to notice its fickle shifting of fads and seriousness, its work and play, its joys and its anger.

If you should ask me the pre-eminent requirements for an editor of a modern afternoon newspaper—there is distinct difference between afternoon and morning—I should say first, quick perception of news the second, fertile imagination to play upon the daily tendencies of the community. In these Tennant has seeming abnormal development and to this fact is due in no small degree the remarkable success of the Evening World.

SAMUEL M. WILLIAMS.

**Rockford, Ill.**

**The Register-Gazette's**  
**Sworn Statement**  
**to the Government**  
**April 1, 1915**  
**Was 13,497 Copies**  
**Flat Rate 30c.**

**"Over Half a Million Lines Gained in Half a Year"**  
For the Past Six Months  
(October—November—December—January—February—March)

**The Washington Herald**  
**GAINED**  
**IN PAID ADVERTISING**

103,632 Lines in October, 1914  
131,401 Lines in November, 1914  
103,609 Lines in December, 1914  
88,336 Lines in January, 1915  
72,222 Lines in February, 1915  
47,394 Lines in March, 1915

**546,594 TOTAL Lines**

This Remarkable Advertising Growth Is On the Basis of  
**Over a Million Lines Gain Per Year**

The HERALD'S Circulation  
IS THE ONLY CIRCULATION OF ANY WASHINGTON  
NEWSPAPER

Sold On an Absolutely Nonreturnable Basis  
and Audited by

**The Audit Bureau of Circulations**  
The S. C. Beckwith Special Agency

Sole Foreign Representatives  
New York Chicago St. Louis



# This Bears a Special Significance to You—The Advertiser

The normal New England Factory output totals \$2,670,000,000 a year. This means one-seventh of all the manufactures of the United States.

The money in the pay envelopes of New England reaches the great total of approximately \$375,000,000.

The bulk of this vast industrialism with its army of more than a million workers is largely centered within the rich territory covered by the Boston American.

You can increase your share of business out of this territory by using the Boston American.

## The Boston American has made the advertiser's problem a simple one in New England by blanketing the field

The circulation of the Boston American is 50,000 greater than that of all the other Boston evening papers combined.

The American best answers the question of covering the Boston evening field thoroughly and with economy—for by any other means it will cost the advertiser nearly three times as much for 50,000 less circulation.

The advertising rate of the Boston American is the lowest per line per 1,000 circulation of any paper in Boston.

Over 370,000 persons buy the American every week day.

Over 327,000 persons buy the American every Sunday.

There's only one way to get your advertising story before this mass of consumers—place it in the

*New England's Greatest Home Newspaper*

# Boston American

New York Office:  
Broadway and 59th Street

Chicago Office:  
504 Hearst Building

## JOURNALISTS' HOME

**How Mr. Walker's Offer of a Site Is Regarded by Newspaper Men Throughout the Country.**

John Brisben Walker's offer to donate 40 acres of land near Denver as a site for a home for broken down and superannuated newspaper men, which was printed in these columns in our issue of March 27, has attracted much attention among newspaper men. A number of them have written to THE EDITOR AND PUBLISHER expressing their views on the subject.

John R. McLean, owner of the Washington (D. C.) Post, and whose name was suggested by Mr. Walker as one of the board of governors of the proposed home, writes that, "While I consider it an honor to be suggested as a member of the board, I am so overrun with my own business and every moment of my time is taken up, that I cannot take up any additional burdens at this time."

James Keeley, editor of the Chicago Herald, says: "Mr. Walker's proposition is interesting and I shall be glad to be of service in carrying out any feasible plan outlined by the executive committee."

F. G. Bonfils, editor of the Denver Post, favors the plan in the following interesting letter:

"I think the idea of a home for superannuated newspaper men is an excellent one. Colorado would be the natural location for such a home and no location and no site could be better than the innumerable sites that could be selected among the mountain highlands owned by Mr. Walker.

"The National Printers' Home is down near Colorado Springs. Certainly if the printers can afford to have a place of this kind for their aged and infirm, the newspaper men could likewise afford a home.

"Every newspaper in the country has on its payroll a lot of men whose days of usefulness have passed. What an excellent idea it would be to have a place where men of this kind could be made comfortable and happy in an independent way.

"There are many plans that might be worked out that would be entirely feasible. I would be very glad to help and act in any capacity, but we should have some one who could devote most of his time until the plans were matured and the home a reality. Some of you gentlemen in the East will have to front for this important position.

"Even so small a tax as 25 cents a week from all the active newspaper men in the country could sustain a home like this, where, after a man had done his share of the world's work, he could retire without any feeling of not having earned what he is getting. It is an excellent idea and all of us should go in together and beat it into some kind of shape. I have no doubt the contributions could be easily obtained that would build such a home.

"It might be a good plan to build, not a big central home, but a number of bungalows, where, if necessary, a man could go and take his family. It should be built, of course, along some running stream and in the midst of a beautiful valley or part.

"I believe that many of the newspapers in the country would build, furnish and donate a bungalow themselves to such a home as this. In that way, we could have a plant in a hurry."

Adolph S. Ochs, publisher of the New York Times, writes: "It is a noble and generous proposition and characteristic of Mr. Walker. And I hope the plan may be successful, though I have some misgivings with respect to its practicability, as so many personal considerations would have an important bearing on the matter."

### Summer Courses in Journalism.

Four courses in journalism will be given by the department of journalism in the summer session at the University of Wisconsin this year. This is the third summer that these courses have been offered.

## MARCHANT SCORES ON BOOK AD

**Bostonian Invents New Follow Up for Publisher—Details of Clever Scheme That Succeeded.**

The old adage, "There is nothing new under the sun," was given a knockout wallop recently, so far as advertising is concerned, when A. H. Marchant, of the Boston Post, and "Hen" Dowst, of Small, Maynard & Co., publishers, got together to see what could be done to put a recent novel publication, "Little Sir Galahad," by Phoebe Gray, among the best sellers.

First of all, the book was a good book—much higher in tone than the average publication. While it had no sermon to preach there were lessons of everyday life to be gleaned from its pages. Between the lines it breathed a message of public service, it made vivid the power of child love, it presented a powerful temperance message without preaching a sermon. It was aptly named when it was called "The Book With a Blessing."

Surely here was a book the clergy would endorse and if they would endorse it why not go further than the endorsement and get them to preach it to their congregations from their pulpits?

"The idea is a corker, if the ministers will fall for it," said one of the men present at the conference. The expression "fall for it" had been used because such a thing had never been tried before. In the mind of the Post there was nothing to "fall for." The whole plan was a fabric of straight every day common sense. To be sure if the ministers boomed "Little Sir Galahad" Small, Maynard & Co. would profit by the booming and the Boston Post would get some good publicity, but this was no valid reason why the ministers should refuse to get behind a book that stood for the moulding of human character and gives a helping hand to those in the grip of the liquor habit.

Thus it was that the Post stood pat on its belief. It sent one of its reporters to place the proposition before several of the leading ministers of Boston. This report told of the plan straight from the shoulder. He told these clergymen that the Boston Post was co-operating with Small, Maynard & Co. in an effort to further the sale and influence of this book and to the Post had guessed right again, for the first minister said: "I'll be glad to do all I can."

Eight clergymen, among the most prominent in Boston, were likewise glad to co-operate and thus the foundation of a "Little Sir Galahad Sunday" was built.

The plan was to have the ministers preach on some topic suggested from the book on a given Sunday. And the Sunday chosen was February 28.

The Post immediately sent out a circular to the ministers of Greater Boston telling of the plan, mentioning the names of the eight ministers who agreed to co-operate and enclosing a booklet containing a brief synopsis of "Little Sir Galahad." A return postal card was enclosed asking whether or not they would join the movement.

There was little time in which to conduct the campaign and the ministers were prompt in their replies. To those who approved the idea a copy of the book was sent so they could read it and decide upon the subject of their address.

On Saturday, February 27, the Post carried a half page advertisement announcing "Little Sir Galahad Sunday" and naming thirty-seven ministers who were going to preach on the book from their pulpits the next day.

That Sunday "Little Sir Galahad" was preached from over two score pulpits of all denominations to the congregations of Greater Boston.

And what happened? In three days the entire first edition of "Little Sir Galahad" was sold out and a second half page advertisement had to be held up because the dealers were calling for books and the supply

was exhausted. One company who did not want to handle the book at first, taking only twenty-five copies, has sold nearly a thousand. All the bookstores had a big demand for them.

Before the second edition was bound three quarters of it were sold. "Little Sir Galahad" was among the best sellers and going strong.

Best of all, scores of clergymen unable to preach on the book on February 28, because of other plans, are now preaching it from their pulpits.

Other cities are now working the scheme. The Chicago Herald pulled it with twenty-five ministers. The North American is using it in Philadelphia.

Never before has such a campaign been waged.

The Post having confidence in the plan, played it, and won again.

Through this plan the ministers are spreading the gospel in a new way, a practical way.

Can you beat it?

## AUDIT BUREAU CONVENTION.

**Will Be Held the Week Before the Big Ad Club Meeting.**

The annual convention of the Audit Bureau of Circulations will be held at the La Salle Hotel, Chicago, June 18, and possibly June 19. The Board of Control selected this date in order to accommodate those of its members who desire to attend the convention of the Associated Advertising Clubs of the World, which will convene in Chicago the following week.

The following new members were added to its list last month:

Newspapers — Worcester (Mass.) Telegram, Rome (Ga.) Sentinel, Beatrice (Neb.) Sun, Haverhill (Mass.) Gazette, Baltimore (Md.) News, Oakland (Cal.) Enquirer, Manitowoc (Wis.) Herald, Altoona (Pa.) Mirror, Sharon (Pa.) Telegraph, San Jose (Cal.) Mercury-Herald, Poughkeepsie (N. Y.) Star, Gloversville (N. Y.) Herald, Alton (Ill.) Telegraph, Hamil-

ton (Ohio) Republican-News, Charlotte (N. C.) News, York (Pa.) Dispatch and Daily, Muskogee (Okla.) Times-Democrat, New Brunswick (N. J.) Daily Home News, Westerly (R. I.) Sun, Iowa City (Iowa) Press, Wheeling (W. Va.) Intelligencer, Green Bay (Wis.) Free Press, Lexington (Ky.) Herald, Oil City (Pa.) Derrick, Lawton (Okla.) News, Newark (Ohio) Advocate, Wheeling (W. Va.) News, Butler (Pa.) Citizen, New York City Jewish Daily Forward, Winnipeg (Man., Can.) Tribune, Billings (Mont.) Gazette, Austin (Texas) American, Altoona (Pa.) Tribune.

Advertisers — Jaques Manufacturing Company, Chicago; Libby, McNeill & Libby, Chicago; International Harvester Company, Chicago.

Advertising Agents—Cowen Co., New York City.

Periodicals—Everybody's, New York City; North American Review, New York City; Clay Center (Kan.) Times; Up-to-Date Farming, Indianapolis, Ind.; Omaha Trade Exhibit, Omaha, Neb.; Simmons Spice Mill, New York City; Manufacturers' Record, Baltimore, Md.

The bureau now has thirty of its own auditors in the field and they are at present making examinations in the States of Washington, Minnesota, Iowa, Texas, Oklahoma, Alabama, New York, Mississippi, Illinois, Ohio, Pennsylvania and Massachusetts, also Canada.

The bureau has moved into more commodious quarters at 703-716 Venetian Building, 15 East Washington street.

## NEW PUBLICATIONS.

MONTREAL, CAN.—Le Reveil is to be the name of a new French morning paper which will be published here within a week. The paper is to be independent in both political and civic affairs and will sell for one cent.

PRINCE GEORGE (B. C.)—The Daily Times which will make its appearance about May 1 will be the first daily newspaper to be printed in the central interior of British Columbia.

# The Baltimore Sun

A Member of the Audit Bureau of Circulations

The Semi-Annual Report to The  
U. S. Government Shows  
The Net Paid Circulation  
of The Baltimore Sun

for the six months ending April 1, 1915,  
was as follows:

**Daily, 137,093                      Sunday, 84,034**

Net Paid Circulation for March, 1915  
**Daily, 141,386                      Sunday, 87,218**

*The Sun Never Includes Extras in its Circulation*

### FOREIGN REPRESENTATIVES:

New York, Times Building  
J. B. Woodward  
E. N. Bayne  
W. S. Bird  
H. M. Kyle

Chicago, Tribune Building  
Guy S. Osborn  
Detroit, Ford Building  
H. J. Clark  
St. Louis, Globe-Democrat Building  
C. A. Cour



# “Excelsior”

The average net paid Daily and Sunday circulation of The New York Times for the six months ended April 1st, 1915, was **298,248**—an increase for the six-month period of **38,575**. This is the greatest increase for the last six months in average daily and Sunday circulation reported to the Post Office Department by any newspaper in the United States. It exceeds the total combined gains of the thirteen other morning and afternoon newspapers in New York City

## Comparative Statement of the Daily and Sunday Circulation of **The New York Times** Six Months' Averages

U. S. GOVERNMENT REPORTS .....	1912. Oct. 1	1913. Apr. 1	1913. Oct. 1	1914. Apr. 1	1914. Oct. 1	1915. Apr. 1
	209,751	228,534	230,360	246,118	259,673	298,248

### Daily Circulation

General Distribution—	1912. Oct. 1	1913. Apr. 1	1913. Oct. 1	1914. Apr. 1	1914. Oct. 1	1915. Apr. 1
City Dealers .....	164,498	188,451	183,018	198,206	202,260	214,933
Country Dealers.....	44,435	40,853	48,091	45,570	63,564	61,697
Mail List .....	15,021	14,256	16,308	14,746	22,475	22,819
Total Advance Orders.....	223,954	243,560	247,417	258,522	288,299	299,449
Counter Sales, etc.....	1,947	1,678	2,385	2,746	3,066	3,637
Advertising Mail List and Ex- changes .....	459	366	452	518	557	506
Service Copies .....	240	250	250	250	466	416
<b>Total Net Circulation.....</b>	<b>226,600</b>	<b>245,854</b>	<b>250,504</b>	<b>262,036</b>	<b>292,388</b>	<b>304,008</b>





# A Notable Achievement



has closed the first quarter of 1915 with  
a GAIN of

## 206,716 Agate Lines of Advertising

over the same period in 1914

	1915	1914	GAIN
JANUARY - -	407,993	372,407	35,586
FEBRUARY - -	336,541	299,368	37,173
MARCH - -	498,895	364,938	133,957
	<u>1,243,429</u>	<u>1,036,713</u>	<u>206,716</u>

This is the largest gain made by any New York Newspaper for the first quarter of 1915, and is almost twice the gain made by the next in order. The following is the record of the evening newspapers for this period.

GLOBE .....	206,716	Lines	GAINED
SECOND PAPER.....	104,348	"	"
THIRD PAPER.....	100,812	"	"
FOURTH PAPER.....	7,773	"	"
FIFTH PAPER.....	7,245	"	"
SIXTH PAPER.....	43,174	LINES	LOST
SEVENTH PAPER.....	146,129	"	"

These figures give a fair indication of the increasing value of



to local and foreign advertisers based on the productive quality of the increasing circulation.

Daily average net sales for the year ended March	
31, 1915, - - - - -	183,429
Daily average net sales for the year ended March	
31, 1914, - - - - -	<u>146,669</u>
<b>GAIN - - - - -</b>	<b>36,760</b>

# THE PITTSBURG PRESS

## Has the Largest

Daily and Sunday

### CIRCULATION IN PITTSBURG

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

There is no Duplication or Substitution in

## Pittsburg Leader Circulation

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

VERREE & CONKLIN  
Foreign Representatives

Steger Building, Chicago  
Brunswick Bldg., New York

In Pittsburgh

## The Post

First in Quality of Circulation for 70 Years

is growing so rapidly in quantity that we predict it will be first in both quality and quantity within a short time. The combination of energy, experience, money and force now pushing the circulation is producing wonderful results.

CONE, LORENZEN & WOODMAN  
Special Representatives

New York Detroit Kansas City Chicago

### Get the Best Always

## The Pittsburg Dispatch

### Greater Pittsburg's Greatest Newspaper

WALLACE G. BROOKE,  
Brunswick Building, New York  
HORACE M. FORD,  
People's Gas Building, Chicago

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

Pure Food Atmosphere  
Promotes Sales

## TRENTON TIMES

Two Food Feature Pages  
EVERY THURSDAY  
Whets the Appetite of Our  
100,000 READERS

2c. The Only Evening Paper

KELLY-SMITH COMPANY

220 5th Ave., N. Y. Lytton Bldg., Chicago

## Deutsches Journal

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

## A' TOP O' THE WORLD

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

not to be trifled with  
any other store

Because the ground water is different  
Because there are no barometers  
for buyers such as "making the  
clipped game for bargains on  
fixed days to get errors

Because it does not deal in universal  
goods of standard in advertising

Because... that for illustration, Metello  
says that the real water is  
at the fourth grade of the scale, and  
same as the first grade, and other  
class of first hands is not worth  
as much as the first grade -  
Swords, books or fourths of rings  
or other merchandise, which is  
on sale here mixed with first  
grades to compare our customers

To be continued

### WHO WRITES THE WANAMAKER EDITORIALS?

This question, often asked, is answered in various ways. Some men there are who will look wise and say that first one and then another man writes them.

Here is a reproduction, considerably reduced, of one Wanamaker editorial. This one is in Mr. Wanamaker's handwriting, and we have it direct from a man who handles all of the Wanamaker editorials that everyone comes to him in this characteristic writing. It is said that Mr. Wanamaker himself writes every editorial, and they are each a personal expression.

This, we think, comes as near being an authentic statement as to the source of these editorials as has yet been published.

THE IMPORTANCE OF A PERIOD, especially when misplaced, was brought to the forcible attention of John C. Cook, general manager of the New York Evening Mail, recently, and gave that genial gentleman an excellent opportunity to convey his telephonic felicitations to at least one reader of that paper.

It happened this way: Kranich and Bach ran an advertisement which intended to herald the gladsome tidings of an offering of grand pianos at \$625. Through the mistake of someone, certainly not the compositor, certainly not the proofreader, certainly not the man who "OKed" the ad—consequently, perhaps, the fault of the messenger boy—the ad as it appeared read \$6.25, instead of \$625.

The following morning Mr. Cook, upon answering the telephone, was informed that a reader of the Mail was at Kranich and Bach's store, bright and early, with six iron men and two bits in his mitt, ready, willing and anxious to give it all up for a grand piano, and that representatives of Kranich and Bach would not accept his proposition.

This gentleman was told that of course this was merely a typographical error, regrettable, but not to be taken seriously. He insisted, however, that he had read the ad in good faith, had answered it in good faith and that he stood to lose many precious moments of his valuable time in chasing a willow-the-wisp, and that the Mail should reimburse him for his great loss.

Mr. Cook asked him to state the amount of his loss and the Mail would endeavor to reimburse him. This, however, was declared to be impossible, as the gentleman's time could not be measured in dollars, especially over the phone.

Mr. Cook is a good fellow. He is a pleasant gentleman and can see and enjoy a joke, but somehow, just about that time he became peeved and said, "Yes, I should imagine that your time cannot be measured by dollars and cents or sense, either. Any chuckle headed, ivory skulled chump that would put up a roar like yours must be a valuable man."

He said other things, relieved his mind freely, in fact, and might be talking yet only the man at the other end of the wire hung up.

This was the only complaint registered, a fact Mr. Cook points to with pride, arguing that the general run of readers of the Mail are intelligent people, and that such Wisenheimers are few and far between.

FAR BE IT FROM US to question the authenticity of any statement made by any advertiser, especially if said advertiser is permitted to exploit his proposition in the Tribune. But now and then we freely confess that we are sore put to find a logical solution to some things we find in advertisements.

On Friday, April second, Brill Brothers published an advertisement that was, and still is, subject for thought on our part; and we are still wondering just how to arrive at the proper solution.

In one part of the ad is an exploitation of "The Brill Twenty," which is said to be the best suit sold at \$20. Then another section of the same ad informs us that for \$15 we can get suits at Brill Brothers that are worth \$25.

Now, if we can get \$25 worth of clothes at Brill Brothers for \$15, why in thunder should we pay \$20 for \$20 worth of clothes in the same store?

The suit we get for \$15 is, by their own statement, worth twenty per cent. more than the suit we are asked \$20 for. Here is a merchant who says that he can and does under-buy his own purchases right along.

As noted above, we do not question the truth of any advertising. BUT—well, now and then we really wonder just how some figuring is done.

EYES RIGHT! FORWARD MARCH! is the order issued by General Business, commander-in-chief of the army of Industry of America. The tide of battle has turned, and we are due for an advance movement that bids fair to be the greatest and most successful campaign ever carried on.

Europe has ceased, temporarily, to be a producing competitor, and is not only growing more important as a consumer of American merchandise, but, being compelled to abandon many markets, has left an opening for American commerce that bids fair to tax the capacity of this country for some time to come.

The balance of trade is already in our favor; our banks are the recognized financial headquarters of the world; our newspapers, by their enterprise in obtaining the news, have set new standards for journalism, and if the United States does not make the greatest strides, commercially, ever recorded of a nation it will be the fault of the business men of the United States and not of anything else.

## Topeka Daily Capital

Average net paid circulation for six months ending October 1, 1914 (Sworn)

# 32,917



TOPEKA, KAN. Publisher

## The Jewish Morning Journal

NEW YORK CITY

(The Only Jewish Morning Paper)

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

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

The Jewish Morning Journal prints more

HELP WANTED ADS.

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

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

Connecticut's Biggest and Best  
Daily Newspaper

## The Hartford Times

Hartford, Conn.

THE TIMES' circulation is 3c. circulation Home circulation

"One paper in the home is worth a hundred on the highway."

KELLY-SMITH COMPANY  
Representative

220 Fifth Ave. Lytton Bldg.  
New York Chicago

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

## THE EVENING MAIL

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

THE EVENING MAIL  
203 Broadway, New York

## THE NEW ORLEANS ITEM

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

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

THE Beers Advertising Agency  
OF HAVANA AND NEW YORK

is "SPECIALIZING"

on "Latin-American" Ads.



# Circulation Fights

**C**ONTESTS between newspapers for circulation are usually very costly—the results rarely profitable. These circulation “scraps” worry everybody—newspapers owners, editors, circulation managers and advertising men alike.

Why not settle your circulation question once for all by one big cumulative force rather than little flashes in the pan?

In place, then, of premiums and other spasmodic, temporary devices we offer **a proved circulation bringer** on which the newspaper makes an immediate good profit and which soon establishes itself as an integral part of the paper. Best of all, here is something the other fellow can't get away from you.

# Every Week

3¢

THE FIRST ILLUSTRATED 3 CENT WEEKLY IN AMERICA

*Starts May 1st with a Rush*

Our arrangement with the Associated Sunday Magazines gives us rights to print simultaneously any Associated Magazine features. But *EVERY WEEK* is an independent magazine—independent in editorial policy—filled with new live articles and interest-teasing pictures—and it sells for 3c a copy.

**This is most important:** The newspapers who sign up for *EVERY WEEK* service get the full control and benefit in their localities. Nobody else can touch it. *EVERY WEEK* will be as much the newspapers' own property as if they published it themselves.

What character of a magazine is *EVERY WEEK*? This:

*EVERY WEEK* skims the milk of human happenings the world

over and serves the cream in vivid word pictures. It is built for busy American men and women who want their reading in light, terse, concise form—with literary padding boiled out and thrown out.

*EVERY WEEK'S* one *real* short story and one *real* serial will be by writers whose names are household words. Its pictures are by the country's foremost artists. Its short, helpful “just-between-us” articles are chosen by *EVERY WEEK'S* Editor, who is a very human human being—who knows the American public sideways and endways.

Each issue of *EVERY WEEK* holds a big something for each member of the household.

A Circulation Whetter  
A Circulation Getter  
A Circulation Holder

To the newspapers who sign up for *EVERY WEEK* service we have ready:

1. A series of ads which newspapers may run themselves.
2. A group of well thought out circulation plans.

As *EVERY WEEK* is restricted to one paper in each city, it's a case of “first come first served.” Every mail brings applications.

For a portfolio giving complete details of exclusive territorial rights and copies of the first issue, wire today.

## EVERY WEEK CORPORATION

52 EAST 19TH STREET, NEW YORK

## THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS  
AND ADVERTISING AGENTS

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

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



The Journalist, Established 1884; The Editor and Pub-  
lisher 1901; The Editor and Publisher and Journalist, 1907.  
James Wright Brown, Publisher; E. D. DeWitt, General  
Manager; Frank Leroy Blanchard, Editor;  
George P. Leffler, Business Manager.

Western Office: 601 Hartford Bldg., Chicago, A. R. Keator,  
Manager. Telephone, Randolph 6065.  
San Francisco Office: 742 Market St. R. J. Bidwell, Manager.  
Telephone, Kearney 2121.

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

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

New York, Saturday, April 10, 1915

*When I feel like finding fault, I begin with myself  
—and I never get any farther.—A PHILOSOPHER.*

### RENDERING PUBLIC SERVICE.

Elsewhere in this issue will be found an interest-  
ing article on the recent achievement of the New  
York Evening World in securing a reduction in  
telephone charges amounting to \$5,000,000 a year.  
This is only one of the many public services that  
have been rendered by this enterprising newspaper  
during the past five years.

prices, is familiar to the citizens of this metropolis.  
The splendid work of the Globe in securing the  
adoption and enforcement of pure food laws, and  
in placing within the reach of all, fresh fish at low  
prices, is familiar to the citizens of this metropolis.  
The Herald has for years brought relief and com-  
fort to the poor of the crowded districts of the city  
during the hot summer months by distributing free  
ice. The lives of thousands of infants have been  
saved through its aid.

The fame of the Tribune's Fresh Air Fund has  
spread all over the world. During its existence of  
more than thirty years it has taken hundreds of  
thousands of pale-faced children out into the country  
for one or two weeks' stay amid green fields, leafy  
bowers and purling brooks and brought them back  
radiant with health. The Evening Mail's "Save a  
Home Fund," for which \$30,000 was raised by vol-  
untary contributions, has helped many a family. Its  
popular concerts—given in Madison Square Garden,  
Carnegie Hall and the Seventy-first Regiment  
Armory at which the stars of the Metropolitan  
Opera Company sang and the Symphony Orchestra  
played, at prices within the means of the humblest  
of wage earners, were a great success. The Sun's  
bread charity during the past winter saved many a  
man and woman from starvation.

The Christmas Fund of the New York American  
is one of the most appealing of all charities. To  
whole armies of poor children it brings the only  
presents they receive during the holiday season.  
On the coldest nights of the winter the American  
provides hot coffee and sandwiches for the poor and  
hungry in City Hall, and Union and Madison  
Squares.

After reading the above can there be any doubt  
in the minds of New Yorkers as to the tremendous  
service the great dailies are rendering the people  
of this metropolis? Do you imagine for a moment  
that all of these things have been done for the sole  
purpose of swelling circulations? Not a bit of it.  
The fact is the publishers realize that their news-

papers are to a large extent public institutions and  
that as such they must render helpful public service.

They must do something more than print the news  
—they must lead the way to better things. The  
newspaper that stands for something is the news-  
paper the people want to read.

This desire to be helpful to the community is  
not confined to New York or other large city dailies.  
You will find it everywhere. It animates the editor  
of the cross roads weekly as well as the publisher  
of the big metropolitan daily. The newspapers do  
not confine their efforts to preaching; they also  
practice.

In this commercial age when charges of self-in-  
terest are said to be the impelling motive behind  
many a charitable or other public movement, it is  
gratifying to know that such criticisms apply with  
less truth to the newspapers than any other insti-  
tution.

When, last week, we invited our readers to make  
use of the facilities of THE EDITOR AND PUBLISHER'S  
headquarters at the Waldorf-Astoria during the  
conventions of the Associated Press and the Amer-  
ican Newspaper Publishers' Association, April 19 to  
25, we meant it. We want the members of these  
organizations to feel that we sincerely desire to be  
of service to them during their stay in New York.  
No doubt all will have letters to write and where  
can they be written with less inconvenience than  
right in our headquarters where stenographers and  
typewriters will be available for the purpose? More-  
over, we desire our friends to understand that they  
can make social calls upon us without being impor-  
tuned to advertise in or subscribe to THE EDITOR  
AND PUBLISHER. We will be glad to talk business  
when requested to do so, but we specially desire to  
have the opportunity of greeting our fellow pub-  
lishers from all over the country and of exchang-  
ing views on topics of mutual interest.

Every fair-minded editor will approve of the re-  
quest just made by Police Commissioner Woods, of  
New York City, to the managing editors of the  
daily papers of the city, that no photographs of de-  
tectives working on criminal cases be printed with-  
out the commissioner's consent while such work is  
in progress. The object, of course, is to prevent  
recognition of the detectives and the possible result-  
ant escape of criminals who are being sought. Com-  
missioner Woods' effort to disguise the identity of  
his secret service men is entirely commendable and  
should receive editorial co-operation. Newspapers  
in other communities also in like manner help their  
police authorities.

Like many other eminent newspaper men, the late  
Samuel Bowles did not have the advantages of a  
college education. Yet his public service was recog-  
nized by Amherst College with the degree of A.M.;  
and by Olivet College, Michigan, with the degree of  
L.H.D. Mr. Bowles acquired his splendid fund  
of information by a study of men, events and books.  
Without disparagement to the colleges, he proved  
that a man can win recognition as an intellectual  
giant without fundamental training and instruction  
by college professors. His best school was his pro-  
fession.

General Manager C. C. Rosewater, of the Omaha  
Bee, spoke wise words when he said, in a recent  
talk to the Omaha Ad Club: "The formula for  
effective advertising is frequent repetition, and rep-  
etition covering a considerable period of time. You  
must have," he continued, "frequent repetition cov-  
ering a considerable period of time in order to make  
a permanent mental impression on the minds of  
people of what you want them to think." The daily  
newspaper is the only medium through which the  
people can be reached with frequency. Or, again  
using Mr. Rosewater's words to put it more ef-  
fectively: "No person can walk through all the  
streets in a city to see the sign boards," he said.  
"No one can ride street cars enough to be familiar  
with all the ads. But the newspaper, that wonder-

fully complex product of the present day, reaches  
the home of every intelligent man and woman every  
day of the year. With the modern presses that  
can run off 96,000 of the eight-page papers in an  
hour, the newspaper has been brought down so  
cheap that no intelligent person can be without it.  
And this great medium of circulators is at your  
command.

### SAMUEL BOWLES.

(Editor of the Springfield Republican, 1873-1915.)  
While other craftsmen swarmed the beaten track  
Where low ambition lures to cheap applause;  
Where pelf finds championing for any cause,  
And soulless purpose whips a servile pack,  
And mercy languishes in mammon's claws;  
Where duty loses lustre in a fight  
Cruel and callous, stripped of love and right,  
And martyr truth is ever on the rack;  
The difficult road his sires blazed he kept,  
Holding his faith secure, his manhood free,  
Counting acclaim of conscience worthy pay;  
Glad that his path led sunward as he stepped—  
Path that the many fear to climb today—  
Path of the myriad brotherhood to be!

JAMES C. McNALLY.

Chicago, March 20.

### ALONG THE ROW.

ONE DAY'S RELIEF.

In addition to disposing of Jack Johnson, Mr. Will-  
lard, of Kansas, knocked out the big war headlines  
from the front pages of evening papers on April 5th.

SCRIBE TAMES SNAKES.

Allen S. Williams, who was the first reporter to  
expose the opium dens of New York, can now be  
seen several nights a week visiting schools with a  
couple of gripsacks full of live snakes on which he  
delivers an interesting lecture. They are all well  
trained. Al says that his snakes are far more  
harmless than the old Park Row brand which flour-  
ished years ago and bit a number of promising  
young men, and several old ones, too.

CHEER UP.

The Press Club has shut down on cats  
The dining room, it failed to pay.  
But on the Row Child's browns the wheats  
And Hitchcock's beans are there to stay;  
And ev'ry minute—more or less—  
The festive sinker goes to press.

NOT AMONG THE UNEMPLOYED.

The Christian at work.

THE PATERSON PRESS.

Fifteen thousand people to hear "Billy" Sunday.

ON THE DEAD HOOK.

Jack Johnson.

FROM THE SKINNERSVILLE SIGNAL.

"We have been threatened with the loss of the  
town advertising unless we support Harris Dinker  
for supervisor; but we shall continue to oppose his  
election with all the power we possess. We need  
advertising, but we will not sacrifice our principles  
for so much per agate line. Harris Moot is a low  
browed, low minded, barroom politician, without a  
redeeming trait, and his election would be a dis-  
grace to the community. Some day when we are  
not crowded for space, as we are in this issue, on  
account of Cohen's Mark Down Sale ad, we shall  
let the people know our opinion of this alleged man  
Dinker."

ANSWER TO CORRESPONDENT.

A young lady writes to us as follows: "I am in  
love with a man of 30 who runs a press in a job  
office. He says he loves me. Would you advise  
me to marry him? I write to you because you know  
all about the newspaper business, and the habits of  
those connected with it. Yours truly, Amelia B."

All we can say to you, Amelia, in talking this B.  
Fairfax-Laura Jean stuff, is that all the pressmen in  
job offices that we know are good feeders.

WANT ADS.

Every newspaper does. TOM W. JACKSON.

### An Advertising Man's Creed.

*I will never recommend a plan of advertising, a  
piece of copy, or the use of a publication or other  
medium, in which I would not be willing to invest  
my own money under similar circumstances.*

*I will never be a party to handling any advertising  
for anyone unless I am convinced that the adver-  
tiser intends to give, and that the purchaser will  
receive honest value.*

H. W. DOREMUS.



PERSONALS.

E. J. Lynett, owner and publisher of the Scranton (Pa.) Times, is being mentioned as a probable successor to A. Mitchell Palmer as Democratic national committeeman from Pennsylvania. In 1912 Mr. Lynett was elected national delegate to the Baltimore convention from Lackawanna county.

J. M. Gawa, a Japanese journalist of Nagasaki, Japan, who is taking an 8,000-mile journey on foot through the United States for the purpose of gathering material for a book on the country, has arrived in Washington, after completing 3,600 miles of his journey.

H. O. Opdahl, editor of the Verdens Gang, one of the leading dailies in Christiania, Norway, is making an extensive tour of America. Since his arrival he has lectured on the war and its possible effects and on government ownership, of which he is an ardent supporter.

V. A. Sappenfield, business manager of the Muskogee (Okla.) Times-Democrat for three years, has been appointed auditor of the Oil Belt Terminal Railroad.

Henry A. Pierce, city editor of the Spokane (Wash.) Evening Chronicle, is the father of a baby daughter who arrived at his home March 25.

Captain William A. Fields, formerly editor of the Hillsboro (Tex.) Minor, has recently been given a recess appointment as postmaster of Hillsboro by President Wilson. Captain Fields was at one time connected with the Galveston News, and also Washington correspondent of the Galveston-Dallas News.

John R. Joslyn has severed his connection with the Buffalo Evening News, with which he has been associated several years. Mr. Joslyn formerly was editor of the Elmira Advertiser and went from Elmira to Buffalo, where he became an influential man on the News.

Jefferson Jones, a Minneapolis journalist, and the only American present at the fall of Tsing Tau, told the members of the Minneapolis Press Club something of the horrors of modern warfare at the banquet which they gave in his honor on March 26.

Earl H. Taylor, telegraph editor of the Wichita (Kans.) Eagle, has gone to Drumright, Okla., as assistant secretary and publicity man of the Drumright Commercial Club.

Mathew D. Lawless, who has been assistant sporting editor of the Rochester (N. Y.) Herald, has resigned and will conduct a model fruit farm in Penfield, N. Y.

Howard Ickes, for several years head of the commercial art department of the Express Publishing Company, of Toledo, Ohio, has moved to Detroit, where he will be associated with Floing and Williams, commercial artists.

WEDDING BELLS.

Jesse R. Hildebrand, a former editorial writer on the New Britain (Conn.) Herald, now a special writer on the staff of the Washington (D. C.) Times, and Miss Marion Hoyt, of New Britain, are to be married on June 27.

Eugene B. Block, a popular newspaper man of San Francisco, and Miss Ruth Weinschenk, also of San Francisco, were married at the home of the bride's parents on March 29.

IN NEW YORK TOWN.

George R. Minor, who has been Sunday editor of the New York Sun for two years has resigned. The position left vacant is being filled, temporarily, by E. C. Havens, for many years a member of the Sun's staff.

E. K. Meade, formerly with the World, and later on the local and London staff of the Tribune, rejoined the city staff of the World on April 1.

Miss Mae Martin, of the World, figured as an important witness in the State's investigation of the Cleary trial incidents this week at Nyack, N. Y.

Eugene Young, telegraph editor of the World, is back at his desk after a severe attack of tonsillitis.

OBITUARY NOTES.

EDGAR W. MOSS, assistant managing editor of the American Press Association, of New York, formerly assistant managing editor of the old Newark Daily Advertiser, died April 3, aged 38 years.

JAMES POWELL, a former telegraph editor of the Hamilton (Ont.) Spectator, died of apoplexy March 31, in London, Ontario.

H. M. WOODMANSEE, editor and publisher of the Lansdale (Pa.) Reporter, died April 2, aged 55 years.

JOHN P. PENFIELD, for twenty-four years editor and publisher of the Vicksburg (Mich.) Commercial, died recently at Kalamazoo, Mich., aged 60 years.

STERLING J. WICKHAM, former assistant city editor of the Detroit Tribune, died April 1, aged 27 years. He was at one time owner and editor of the Clio Messenger and later city editor of the Flint Evening Press.

JOSEPH CAMPBELL, for forty years a member of the staffs of various Cincinnati newspapers, died March 29, aged 72 years.

ADELBERT H. KNAPP, editor of the Dansville (N. Y.) Daily Breeze, died at Dansville on March 25, aged 67 years.

ROBERT E. STROUP, 47 years old, of Lynchburg, Ohio, a well-known newspaper man, died on Monday in Cincinnati at the Seton Hospital from hemorrhage of the stomach. He was formerly connected with the Daily Iron-tonian and Daily Republican at Iron-ton, Ohio, the Springfield (Mo.) Republican, and until two months previous to his death, owner and publisher of the Lynchburg (Ohio) News.

JOHN G. SEIGFRIED, a well known advertising man of Brooklyn, N. Y., died April 4, aged 37 years.

GEORGE W. WILKES, proprietor and manager of the Biloxi Daily Herald and Gulfport Daily Herald, died at Biloxi, Miss., on March 30, aged 61.

FREEMAN J. ROHDE, editor of the Cuba Review, died on Thursday at his home in Brooklyn, N. Y., of a complication of diseases, aged 49 years.

JAMES IRVIN NICHOLS, 83, a former newspaper man of Fulton, Mo., died a few days ago in St. Louis.

FRANK P. WHITE, a former newspaper man of Windham, Conn., died recently in Pompet, Conn., aged 81 years.

THOMAS C. RAND, 86, said to be the oldest newspaper man in the State, died on April 6 at his home in Keene, N. H. He had been actively engaged as an editor of the Keene Sentinel since 1843.

E. F. LEONARD, who was a friend of Abraham Lincoln, and at one time connected with the Illinois State Journal, died recently in New York City, aged 79 years.

He Will Edit Four Papers.

Albert M. Hall, editor and manager of the Sykesville (Md.) Herald, has acquired control and management of the Hampstead Publishing Company, which issues three papers, the Hampstead Enterprise, the Manchester Messenger and the Glyndon Record.

IN HARNESS.

(In memory of Capt. Henry King and Ripley D. Saunders, editors and veterans of the Civil War.)

To fall in battle-gear, face to the front; To fight to the ultimate, bearing the brunt; This is to live till the utmost breath, Nor feel thy sting, O Death!

Not for the sloth of a sylvan ease Hath God made warriors such as these; Never as lances in rest to rust, But bright by hew and thrust!

And whether in hell-red war they fight, Or whether at home for love and light They flash the saher and wield the spear, For them a song, a cheer!

Soldiers of peace there he, as brave As any that ever his heart's-hood gave In battle; and these he fighting men Who gave up sword for pen.

Stricken in harness, hit full-gear'd, Fronting a foe they never fear'd— Death!—Why, to live till the ultimate breath, Fighting—that conquers Death!

ROBERTUS LOVE.

HELP WANTED

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

HELP WANTED.

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

SITUATIONS WANTED

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

I want a position as advertising or business manager, for a publisher who will appreciate experience, ability and faithful service. Address R. M. C., care The Editor and Publisher.

Cartoonist who is also expert photographer, will produce original and attractive pictures for live wire paper at reasonable salary. Address "Good Combination," care Editor and Publisher.

Efficient young newspaper man, now employed, wants permanent berth of afternoon daily. Can handle any desk. Knows make-up. Years of experience on metropolitan dailies. A. H., care Editor and Publisher.

CIRCULATION MANAGER.

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

I told my boss I wanted to change for personal reasons, and asked for a recommendation. Here's what he gave me:

"I have managed our advertising department for nearly two years. The business has increased more than half. He improved the appearance of the paper, increased interest in the ads, took many details from me, suggested economies, worked at all hours, and helped in many ways to make this paper a splendid dividend paper. I regret to lose his services."

I am still on the job, daily of 6,000 circulation, pending new connection. 31 years old; married; six years publisher of weekly; advertising and business manager, and especially advertising writer; lay out and write ads, plans campaigns, work with merchants; endorsements from advertisers and advertising agents. No booze. Want job in town one would like well enough to make permanent home. Prefer job with man who wants one on whom he can unload his work with a certainty that it will be done faithfully and well. References. Address "Marylander," care Editor and Publisher.

FOR SALE

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

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

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

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

Sword Mighty as Pen.

A despatch from Milan, Italy, says that details of a bloody duel between Deputy Trever, Socialist leader in the Italian Chamber, and the editor of a leading newspaper, became known on March 30. The Deputy was wounded three times, once in the ribs, once in the ear, which was almost severed, and once in the forehead.

Advertising Aids Belgians.

Cash contributions made in the United States to help the Belgians passed the million dollar mark on March 30. Fully three-fourths of the contributions to the Belgian Relief Fund, said Edward B. Lyman, manager of the fund, can be directly traced to newspaper advertising. "From the beginning," said Mr. Lyman, "the fund has been managed on a business basis and the cost of administration and distribution has been only a little more than 1 per cent. of the total collected. We have worked on the principle that charity is a business though not for profit. We have never tried to get something for nothing.

COMPETENT EDITOR

Advertising man or mechanical superintendent can buy interest in prosperous western daily newspaper and job business which in last nine months did 20% more business than in corresponding period of 1914. Property has paid fair salaries and profits for ten years. Investment desired \$10,000 to \$15,000. Proposition L. R.

C. M. PALMER

Newspaper Properties 225 Fifth Ave., New York

SOUTHERN DAILY

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

HARWELL, CANNON & McCARTHY

Newspaper and Magazine Properties Times Bldg., New York City

ADVERTISING MEDIA

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

THE BLACK DIAMOND

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

BUSINESS OPPORTUNITIES

Advertisements under this classification 25 cents per line, each insertion. Count six words to the line.

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

MISCELLANEOUS

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

WANTED.

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

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

DAILY NEWS REPORTS.

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

PACIFIC COAST NEWS CORRESPONDENT

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

ing. Newspaper advertising has been our strongest asset and more than \$500,000 has come in with blanks and coupons clipped from our advertisements in the newspapers. Another \$250,000 can be traced to newspaper advertising, while of the remaining \$250,000 a part of it was the result of work done by cooperating committees.

Publishers' Supplies Market.

Table with 2 columns: Item and Price. Items include Antimony, Tin, Lead, Copper, News Print, and Craft Paper. Prices range from 21 1/2 to 22 to 0.4% to .05.



## PROFITABLE NEWSPAPER ADVERTISING.

FILENE'S, OF BOSTON., MERCHANDISES ADVERTISING.

An advertising campaign that has attracted international attention.—A business that has practically doubled within three years and is going ahead at the rate of a million a year.

By H. R. DRUMMOND.

Boston, Mass., is a peculiar city. Any one who has ever been there will tell you that. In fact, it is about the "peculiar" city on the map.

Boston is an old city, as American cities go, and way back before the Revolution began collecting traditions, habits and customs, many of which exist unto this very day.

In retail advertising Boston merchants for years seemed to labor under the impression that there were but two faces of type, stud gothic and John Hancock, and that store advertising consisted in going on an advertising drunk on Sunday, having a swelled head on Monday, a hang over on Tuesday and on Wednesday beginning to get ready for the following Sunday debauch of advertising.

Too, the only line of appeal seemed to be that of *price*. Merchandising was a constant succession of "sales," and is yet, to a marked degree, as far as that is concerned.

Too, until very recently, either from worship of tradition or Yankee frugality, it seemed to be an unwritten law that no building should be torn down. When a business outgrew its quarters the building next door was leased, one wall broken through, steps set (because floor levels were seldom even) and the business "expanded."

William Filene Sons & Co. is an old Boston institution and it grew according to tradition for years, until finally the firm threw tradition to the winds, dared the fury of an outraged populace, disregarded precedent and built a regular store building, all in one piece, and not like a crazy quilt.

They got the "efficiency" bug, and instituted systems. Holy smoke! how they did systematize that store. Amongst other things they installed a "publicity" section, and it is the most remarkable institution of its kind in the country.

Filene's is different throughout. Not only is it different from other Boston stores, but it is different from stores everywhere else.

They deal in ready to wear garments for men, women and children; titles and statistics.

Practically everything that men, women or children wear may be found at Filene's.

Practically everybody in the institution has a title of some kind and the way they keep track of records there is simply wonderful. There is little or no guess work. They *know*.

The head of the publicity department is Mr. Louis Kirsteine, vice-president of the institution, and a man who wisely organized a "staff" which, having been let alone since starting, has managed to do things in an advertising way that is the envy of retail storekeepers everywhere.

Warner H. Bell is the advertising manager. He started into business as a printer and in 1892 established the Altoona (Pa.) Gazette, selling the property in 1902 and going to Philadelphia, on the North American, and from there to the New York American, working in the editorial departments of these papers.

For about a year he was engaged in financial publicity work on Wall street, New York, and then went to Wanamaker's, where he was when he was made advertising manager of Filene's.

His right hand man is Frank A. Black, another Wanamaker man, who, twenty years ago, was advertising manager of Marshall Field & Co., Chicago, and later was advertising manager of the National Cash Register Company. He is an intensely practical man in every way.

Bell and Black, from long association at Wanamaker's, make a good team. They went on the Filene job three years ago in June and the way they have revolutionized things in an advertising way, not only in Filene's, but also in Boston, is nothing short of marvelous.

Of course the merchandising back of this advertising has a great deal to do with the wonderful success of the advertising, it is the result of co-ordination of all departments.

Before they went on the job, and started the revolution Filene's advertising was the usual Sunday yelp about "bargains" and daily advertising of the "bargain basement." The new idea was that the whole store was worthy of exploitation every day, and investigation by the statistical department revealed the fact that only about 20 per cent. of the sales were of advertised goods, and that the "bargain" yelp was not the only method of appeal possible to do business on.

Filene's advertising is systematized. They know, in the advertising office, just what is to be the stunt for months ahead. They prepare the copy carefully and type it carefully. It is written in a "human interest" way, the goods are exploited first and the price is subordinated.

Editorial advertising is popular at Filene's. And it is good editorial advertising, too.

During the past two and a half years the advertising has been subjected to carefully worked out tests, and the present policy is that which has proven practical. Guess work has been reduced to a minimum. They have stopped looking for direct results, and rely upon character and prestige to build the business. This, by the way, is not as flighty as it might seem, but is practical and profitable, too.

Filene's appropriate 5 per cent of the gross sales for "publicity" which includes so many things that it is made to spread over a lot of territory. For instance the "publicity fund" pays for the windows. It pays for the salaries, for the rooms occupied and various other things, so that the advertising (that is, the newspaper advertising) is kept within 2 per cent. of the sales.

Another very interesting thing, after trying practically everything in the way of media Filene's has cut out everything except daily papers.

There is little doubt but that Filene's is the best merchandised advertising in the country. While the advertising department is in charge of the advertising, nothing is done in that section of the business without the sanction of the heads of the other sections, and it is, as it should be, an exact interpretation of the store and its policy.

The co-operation given to this advertising is one of the big factors of its success.

It is a store with few secrets. They play their hand with all cards on the table, so to speak, and each titled person knows, or can find out for the asking, just what conditions are in every corner of the store. That is as it should be, of course, but as it seldom is, for many advertising managers are compelled to go at things blindly, and consequently missing the mark they are shooting at.

There are several distinct styles in the Filene advertising. For instance the copy for the men's wear section is written in an easy going, next to slang way, with words and phrases that men will read, understand and appreciate. The women's wear is exploited in a chatty, intimate way, but with more dignity of

expression, just the kind of language that is used by refined women everywhere. The basement copy is more of a "popular" appeal, and prices are played stronger. That is as it should be, for different sections of the store have appeals for different kinds of people.

Comparative prices are practically eliminated, and there is a movement now on foot to eliminate "sales" of any kind, with the exception of the end of the season events.

The aim of this store is to standardize almost everything. Of course much of the merchandise carried being "style" merchandise, it can never be standardized, but the so-called "regular" lines, such as handkerchiefs, hosiery, gloves, underwear and staple shoes are not to be subjected to price deviations.

The automatic bargain basement is one of the wonders of this store. This is, in reality, a complete store in itself. There is a manager, buyers and systems that are apart from the upstairs store. Everything in the basement is sold for cash. Goods are purchased for the basement, and when they go on sale there they are marked close, because "economy" is the chief magnet pling trade to the basement.

If any merchandise does not move out within twelve selling days it is automatically reduced 25 per cent. Eighteen selling days and there is a 50 per cent. reduction placed on it; twenty-four selling days and a 75 per cent. reduction takes place and if it is still there at the end of thirty days it is given to charity. This method, rigidly adhered to, makes buying for that section of the business and making a profit a pretty hard job, but they get by with it.

When they started in the new system, nearly three years ago, there were other stores, not only in Boston, but elsewhere throughout the country who said it couldn't be done.

Rumors of impending disaster were rife, and it was freely predicted that they would not "make the grade" but they had it all figured out beforehand; they knew they were on the right road, they were willing to wait for the tide to turn and they did wait.

The fact that the business has practically doubled since moving into the new store is fair evidence that the Filene store is doing things in a pretty masterly manner.

Before moving they got their far-famed statistical department busy and set a standard, or prediction of what they should do within certain periods.

This was figured out for years to come, and the fact that in 1914 they beat their own figures is evidence of the correctness of their ideas and ideals.

Filene's advertising, however, is merely the outward expression of the spirit of the store and the service. It heralds the introduction of good typography, of interesting copy and the elimination of hit or miss methods in getting a store's proposition before the public.

It is also a demonstration of the fact that Messrs. Bell and Black are capable citizens, that they know how to do things and do team work, that they have employers who recognize the value and importance of getting good men to do work and then letting them do it.

It is interesting to note that, as far as the copy is concerned, that is how it is written, how displayed, how set and all that sort of thing is up to the advertising department, and the buyers or department heads have nothing to do with such details. In fact the advertising department takes no orders whatever from anyone except Mr. Kirsteine.

THE NEW HAVEN

Times - Leader

is the leading one-cent daily newspaper of Connecticut and the only one-cent paper in the State which has the full Associated Press leased wire service. The only evening paper in New Haven, member of Audit Bureau of Circulations. Bryant, Griffiths and Fredricks 225 Fifth Ave. 716 Peoples Gas Bldg. New York Chicago

## Buffalo News

EDWARD H. BUTLER

Editor and Publisher

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

Foreign Advertising Representations  
KELLY-SMITH COMPANY

220 Fifth Avenue NEW YORK Lytton Building CHICAGO

## DETROIT SATURDAY NIGHT

is in itself a guarantee of its advertised products. It is unnecessary for the advertiser to discuss the honesty or reliability of his goods. The fact that the advertising was accepted by DETROIT SATURDAY NIGHT is sufficient guarantee to its readers.

Foreign Advertising Representatives

G. LOGAN PAYNE CO.

748 Marquette Building, Chicago  
200 Fifth Ave., New York City  
Publicity Building, Boston

## The Business Condition

in Washington is normal. The United States Government is employing just as many people or more than ever and the payroll is regular. Foreign advertisers, knowing this, used more space in the Star during the past year than ever before.

## R. J. BIDWELL CO.

Pacific Coast Representative  
of

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

742 Market Street  
SAN FRANCISCO



# Boston Sunday Post

SUNDAY MORNING, APRIL 4, 1915

CITY EDITION

First Sunday Special Section

First Sunday Special Section

BOSTON POST, WEDNESDAY, APRIL 7, 1915

## The 6-to-14 Girls' Shops

invite you to make their acquaintance during Vacation Week

Very few stores honor the little ladies of six to fourteen years with separate shops...

## A Few of This Season's Styles in the Girls' Coat Shop

FEATURES: The simpler, practical, full-skirted and...

The Nazimova Dress \$3.95

New Trained Hats, daily \$1.95 to \$4.75

Boston Agents for "Alhambra" Knit Underwear

FRIDAY MORNING, THE BOSTON POST, TUESDAY, MARCH 30, 1915

## Strolling through the indoor "Streets of Filene"

fashions which left the most vivid impressions of newness in today's style show...

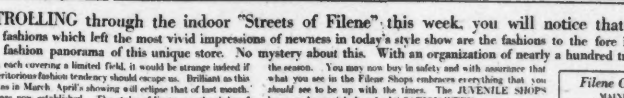
buyers, each covering a limited field, it would be strange indeed if any sporting-fashion trend...

Plain Tailored Suits \$18.50, \$25, \$35

Covert Coats \$15 to \$25

A Shop of Fine Hats at \$5, \$7.50 and \$10

Smart Shoe Style



Plain Tailored Suits \$18.50, \$25, \$35

Covert Coats \$15 to \$25

A Shop of Fine Hats at \$5, \$7.50 and \$10

Smart Shoe Style

## Filene Out-of-Town Exhibitions

FALL RIVER NEW BEDFORD

Monday, Tuesday and Wednesday are the only days this season for the INTRODUCTORY SALE OF Filene Securite and Rambler Gloves

WOMEN'S-GIRLS-MEN'S-BOYS To make a new crop of friends for these famous gloves

Just as though the full price were charged

Monday, Tuesday and Wednesday are the only days this season for the INTRODUCTORY SALE OF Filene Securite and Rambler Gloves

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Just as though the full price were charged

## You may not think so but a slender woman needs MORE careful corseting than a stout woman

The dress part of it is however that slender women are of four varieties...

These doctors from life show more plainly than talk the importance to the slender figure of correct selection and correct fitting

FRIDAY MORNING, THE BOSTON POST

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## Girls' Well-Made Undergarments

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## Misses' and Girls' Shops

Easter Sunday at hand and here, all on one floor, are eleven specialty shops on tip-toe to serve the younger set with their Easter clothes...

Eight of Many New Easter Models

MISSSES' SUITS Alterations Are the Exception Here

Misses' "Lion" Norfolk Suits, \$18.50

Misses' Broad Bound Suits, \$25

Misses' Unusual \$15 Dresses

Hand Embroidered Dresses for Girls

New Skirts for Misses

Quilled Sailors

Tinted Easter Blouses

Silk Middles for Sports

The Easter Footwear

Misses' "Lion" Norfolk Suits, \$18.50

Misses' Broad Bound Suits, \$25

Misses' Unusual \$15 Dresses

Hand Embroidered Dresses for Girls

New Skirts for Misses

Quilled Sailors

Tinted Easter Blouses

Silk Middles for Sports

The Easter Footwear

## Misses' \$18.50 Coats

Smart style and exceptional covert

These Fine Sunday Coats for Girls Can Change Their Spots

Tinted Easter Blouses

Silk Middles for Sports

Quilled Sailors

Tinted Easter Blouses

Silk Middles for Sports

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Quilled Sailors

Tinted Easter Blouses

Silk Middles for Sports

Quilled Sailors

Tinted Easter Blouses

## From spats to sky-piece—For Easter morning, noon or night—The Filene Shops say 'Ready!'

READY to give happy, snappy service, whether it be a stickpin or a complete top-to-toe outfit that is needed.

The man who has been temporizing with last year's topcoat and who is sure to decide at the last minute that Easter is not Easter without a new one, will find every good sort at the head of our 30-second escalator at \$16 to \$35.

WHAT'S RIGHT? Easter Morning

WHAT'S RIGHT? Easter Evening

Filene Spring Suits at \$16, \$20, \$25, \$30, \$35

HALF A DOZEN good makers produce them, each using his gray matter to produce particular models for particular men, and unusual as you may think your needs, one of these makers has thought of them.

FABRICS AND PATTERNS run the whole gamut from conservative suits to those that announce your presence quickly, with a goodly sprinkling of overplaid, stripes and checks.

AS TO VALUES, they are the sort that take into consideration the inside, as well as the outside of a suit; the kind that mean good tailoring, good styles, worthy fabrics.

Included in this clothes-arrange-er STEIN-STEIN CLOTHES, at \$20 to \$35.

WORTHY OF MENTION AS TYPICAL MEMBERS OF THIS GOOD CLOTHES-FAMILY ARE Lincoln-Bennett London Hats for men—dresses \$3.50 and men's hats \$6

English hand-blocked foulard and crepe ties, a best \$1

Suits requiring ALTERATIONS (no charge) will be ready for Easter if purchased today or Thursday

WHAT'S RIGHT? Easter Morning

WHAT'S RIGHT? Easter Evening

Filene Spring Suits at \$16, \$20, \$25, \$30, \$35

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## THE THEATRE AND THE NEWSPAPER.

By Robert Grau.

THERE is no phase of the theatrical situation that is so widely discussed at the present moment as that one which has to do with the advent of what is hailed on the theatrical "Rialto" as the "Era of Commercialized Criticism." Wherever stage folk congregate, the one absorbing topic of conversation for some time has been the alleged change of policy in the editorial sanctum as to the relations prevailing between the play producer and the critic.

The cause of the discussion seems to center about the resignation, a few months ago, of two prominent critics from the editorial staffs which they had served for many years, and in one of the two instances the critic's resignation represents the second for similar reasons on his part within a few months. Many there are who hold that the editorial policy which influenced the resignation of both critics was directly due to an ultimatum issued by a prominent managerial factotum, who, representing producers of many new plays, entailing vast preliminary outlay, resented the spectacle of their investment being placed in jeopardy through the flippancy style of criticism, as they put it, which had already endangered their productivity and forced the expenditure of large sums of money in other newspapers in an effort to lessen the influence of criticism which the producers claim was nothing more or less than newly coined phrases tending to humiliate the players, the authors and the producers alike, with not an inkling to indicate that the real function of the critic was utilized.

### A COMPLICATED SITUATION.

As a matter of fact, these views do not represent a correct appraisal of the troublous situation, which has been brewing in the theatrical field since those days when the managers of half of New York's playhouses refused to advertise in an important morning newspaper, and when it was a common spectacle to see in the other newspapers an advertisement, the end of which would read as follows: "This theatre does not advertise in the New York ———."

About two years ago, Henry W. Savage, in addressing the National Press Club of Washington, made a vigorous protest against what he called the dangerous methods of critics in the larger cities. Mr. Savage's address was widely discussed all over the world, but its influence was not such as to create any changed attitude on the part of those play reviewers at whom the impresario directed his remarks.

A still greater sensation was caused by the protest of Marc Klaw, one of the heads of the so-called theatrical syndicate, who, in addressing the Friars at a banquet attended by many newspaper men, was so frank in his utterances that what he did say was never revealed in the important press, but from those present it was learned that Mr. Klaw proclaimed that when he came to New York a quarter of a century ago there were four critics on New York dailies whose reviews of plays and operas were biased; that they were, in fact, susceptible to managerial influence. Moreover, Mr. Klaw held that he could name—some say he did name—still four more critics whose criticisms were of no value for practically the same reasons.

### CRITICS MANAGERS DISLIKE.

It is no secret that not a few of the gentlemen who cater to the public's entertainment in the playhouse zone of the metropolis have endeavored to cause the removal of certain critics. In Chicago the same gentleman undertook to remedy the alleged evil by discontinuing the courtesies to the press in that city, yet the closest observation of the aftermath failed to reveal the least change in the style or character of the criticisms.

About a year ago a group of largely circulated newspapers published in several large cities inaugurated a policy which brought about a more intimate

relationship between the publishers and the producers and amusement managers generally. This policy was the result of the large financial returns from advertising of a theatrical nature, following the inauguration in New York evening newspapers (one of the same group above referred to) of a cleverly conceived chart system, by which the stage talent was reviewed much in the same manner as race horses are. The young man who launched this feature several years ago had never had any newspaper experience, but he knew how to "put it over."

### YOUNG WRITER WHO SCORED.

It is conceded that the theatrical advertising in this evening paper of New York has increased 2,000 per cent. since the incumbency of the young writer. One theatrical magnate spent \$1,000 a week in this one publication ever since he began his regime in New York, five years ago. At no time has this manager advertised in any other newspaper. Other managers became envious of his success, and other publishers of newspapers envied the spectacle of more theatrical advertising in this one publication than in all the others combined. A part of the policy of the group of papers in question was to mete out elaborate "write-ups" to the plays and players whose producers advertised extensively with them. A half dozen or more well-known writers were employed for this purpose.

In due course there came a lack of equilibrium as between the eulogistic write-ups of the heavily advertised plays and the critical reviews of the long-established critic. The latter did not feel obligated to change his so-called flippancy style. Naturally, the widely conflicting opinions of the different writers created an upheaval. It is stated that thousands of readers of the morning paper bought the publication solely for the purpose of reading this critic's reviews. The publishers had to decide between the policy which had enriched them and the distinctly ethical considerations. The result was the resignation of the critic.

### WILLIAM WINTER'S RETIREMENT.

It is recalled that the dean of critics, William Winter, was forced to end an incumbency of more than half a century on the New York Tribune because a powerful theatrical concern objected to his frank criticisms. Yet it would seem as if the trend to commercialized criticism is already indicating evil consequences. This is so true that it is a safe prediction that the public will soon discover where to turn for its authoritative and uninfluenced reviews of plays.

More money is now spent to advertise plays in the papers of New York than at any time in amusement history. Even in these precarious times the expenditure for theatrical advertising is at the high water mark. Where only a few of the publications were favored, now all of the morning and afternoon papers share in the harvest. Full-page advertisements, costing \$1,000 or more for one insertion, are now common enough, and more than one play condemned unanimously by the critics has been converted into a money-making venture through a display of unusual advertising.

One play in particular was actually made into a big popular success through emphasizing the opinions of the critics. This play is "Today," and it has several companies on tour. Its producer featured the far from laudatory criticisms, and, in fact, is now advertising the play on tour as "The production that was condemned by all the critics." The same producer, however, is now at a loss as to how best to "boom" his most recent production, which all the critics praised, but which seems to lack the "punch" existent in "Today."

The public—that is, the theater-going folk—is not easily fooled. For a time the eulogistic write-ups which now replace the serious consideration of plays

in the press may serve their purpose, but it is manifest that the playgoer who wants to know where to invest in entertainment for his family will not lack discernment. He will know where to look for the truth, and this very fact is due to awaken the publishers of newspapers to the seriousness of the situation.

It will be hard, indeed, to lower the standard of criticism. In truth, it should be immeasurably improved. Even the tremendous advertising campaigns, which for a year have been so common in "booming" plays, will cease to exert a potential influence when the full-page advertisement no longer has the charm of novelty. The problems of play producing are not to be solved permanently through any abnormal publicity campaign.

### DRAMATIC CRITIC BARRED.

#### Shuberts Didn't Like Mr. Woollcott's Attitude Toward "Taking Chances."

Alexander Woollcott, dramatic critic of the New York Times, in the issue of March 18 of that newspaper, published a review of "Taking Chances," a new farce which had been presented in the Thirty-ninth Street Theater the evening before.

Mr. Woollcott's review of the performance was not approved by the Messrs. Shubert, under whose management the play was produced, and it was intimated to him that he would thereafter be excluded from all theaters under their control. Of fifteen reviews published, six were entirely non-committal and eight were unfavorable, one of the latter being Mr. Woollcott's review in the Times. On Thursday evening of last week Mr. Woollcott was denied admission to Maxine Elliott's Theater, when he presented purchased tickets entitling him to orchestra seats.

Mr. Woollcott at once began an action against the Shuberts and secured an injunction from Justice Bijur of the Supreme Court, prohibiting the Shuberts from keeping him out of their theaters. Under this injunction, Mr. Woollcott on Saturday evening attended the performance of "Trilby" at the Shubert Theater.

The dramatic critics and theatrical managers throughout the city are much interested in this case. The general impression seems to be that the Shuberts have made a great mistake in trying to exclude from their theaters a dramatic critic who had exercised his privilege as a newspaper writer to express his honest opinion in regard to the merits of "Taking Chances."

"Things have come to a pretty pass," said one of the critics, "if a theatrical manager can refuse admission to his theater to any critic who does not praise his plays. It seems to me, this is an infringement of the rights of the press, and I believe that the courts will take this view of the matter."

## The Morning Herald Hagerstown, Md.

Average paid circulation for six months ending March 31, 1915

3560

Present circulation over 4,000

This paper covers an exclusive territory among the farmers of Washington County, a territory rich, prosperous and capable of intensive cultivation.

The fact that The Morning Herald had 115 personal property farm sales out of a possible 125 shows how it is regarded by its readers.

## 460 Daily Newspapers are profiting by the use of WINTHROP COIN CARDS

Less trouble to collect small amounts due.

Remittances made more promptly. Loss through failure to collect reduced to a minimum.

A letter will bring prices and details.

THE WINTHROP PRESS  
141 East 25th Street New York City

We can increase your business—you want it increased.

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

## BURRELLE

60-62 Warren Street, New York City

Established a Quarter of a Century

Most Far Reaching Newspaper  
Reading Concern in Existence

## ATLAS PRESS CLIPPING BUREAU

CHARLES HEMSTREET, Manager

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

Our Motto—RESULTS COUNT

218 East 42nd Street New York

## THE EMPIRE STATE ENGRAVING COMPANY

165 WILLIAM STREET  
NEW YORK

Open Day and Night

Tel. 3880 Beekman

TAKE IT TO

# POWERS

OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

ON TIME ALL THE TIME

POWERS PHOTO ENGRAVING CO.  
154 Nassau Street Tel. 4899-4 Beekman

## THE PROVIDENCE JOURNAL

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

Let Us Figure It Out for You.

Walter Scott & Co.  
Plainfield, N. J.



# The War in Europe is Lasting Too Long

Humanitarians will agree with this statement no more heartily than the weary newspaper reader.

Features are being reinstated and are receiving the welcome of the returned prodigal.

The strongest new feature that is being offered at this time is our daily contribution from the pen of President Woodrow Wilson—

## OUR COUNTRY By OUR PRESIDENT

*"A History of the American People"*

These daily articles will be read by every thinking man and woman.

They will attract equally, though for different reasons, the admirers and the critics of the President.

Schools are already arranging for their scholars to read the series daily from the time it begins, as part of their history course.

Women's clubs are going to meet weekly to discuss the articles published in their local paper during the preceding week.

One subscribing paper is supplying binders for the preserving of each instalment until the series is completed.

### *A Large Amount of Territory is Closed Already*

Write us at once and we will send you samples and quote price if your territory is still open.

*We have had already to refuse orders from three cities*

**McCLURE NEWSPAPER SYNDICATE**  
45 West Thirty-fourth Street New York City

**D**URING March, as in February, The CHICAGO DAILY NEWS, with its six issues per week, printed *more* Display Advertising than any other Chicago newspaper printed in seven days.

*The figures are:*

	LINES
The Daily News	670,641 (six days)
The Tribune	625,560 (seven days)
The American	446,751 (six days)
The Examiner	386,160 (seven days)
The Herald	375,408 (seven days)
The Journal	319,365 (six days)
The Post	191,739 (six days)

Does the combined judgment of all these advertisers have any bearing on *your* Chicago advertising problems?

---

THE CHICAGO DAILY NEWS

*Over 400,000 Daily*

Member of Audit Bureau of Circulations



## Single Column Cuts

in matrix form, at 20c each. Impossible for you to clip them and make your own cuts at double the price. Large assortment to select from. Sold in lots of twenty or more.

Do you want proofs?

## World Color Printing Co.

R. S. Grable, Mgr.  
Established 1900. St. Louis, Mo.

## Educate Readers to Read Classified Advertising

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

## ATTENTION

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

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

## Sport Service

Everything for Your Sport Page  
News Pictures  
Letters Box Scores

## DEMAREE CARTOONS

Write or Wire for Samples and prices

**International News Service**  
238 William St., New York City

## USE UNITED PRESS FOR Afternoon Papers

General Offices, World Bldg., New York

## Set and Killed Advertisements.

New York, April 1, 1915.  
**Editor and Publisher:**  
In your issue of March 27, "Business Manager" in your "Live Topics Discussed by Readers" column, asked what should be done by a newspaper in regard to changing for advertisements that have been set up at the request of the advertiser and then not used. In a bulletin issued by the Bureau of Advertising of the A. N. P. A. some time ago, there appeared an agreement made by the members of the Pittsburgh Newspaper Publishers' Association concerning this very subject.

It is designed to hold advertisers within reasonable limits and is said to have already worked out great saving in the composing rooms. The agreement is as follows:  
"On and after September 1, 1914, the following regulations relative to the setting of display advertisements will prevail in the composing rooms of the Pittsburgh daily newspapers:

"All advertisers desiring specific lay-out, type face or type size in advertisements must furnish with their copy diagrams or information specifying the size, lay-out, make-up, location of cuts, reading matter, prices, headings and the size and style of type desired. This lay-out will be followed as closely as the mechanical equipment of the composing room in which the advertisement is set will permit.

"Failure to furnish such information implies the advertiser's acceptance of the judgment of the compositor of the newspaper setting the advertisement. After an advertisement is once set proofs will be submitted upon request for the correction of typographical errors only. Should that advertiser decide not to use the original copy set and furnish other copy for the whole advertisement, or make any changes which necessitate a rearrangement or resetting of any section or sections of the advertisement, a charge of \$1 per hour for each man employed in making such alterations and changes from the original copy will be made to the advertiser. Any advertisement or section of an advertisement that is ordered set up and then not used shall be charged for at the rate of \$1 per hour, per man for the time taken to set the same."

## What Screen to Use.

Windsor, Vt., March 30.  
**The Editor and Publisher:**  
Please tell me what screens should be used on the different grades of paper. L. E. W.

60-line screen is suitable for newspaper work where forms are stereotyped and run on a rotary press, where speed is essential. Also large plates for poster work.

85-line screen is best for newspaper with flat bed press where printed direct from half-tone; circulars, where print paper is used.

100-line screen for special edition work where C. & S. C. stock is used; cards and enameled papers.

133-line screen for enameled papers, good grade showcards, etc.

150-line screen for very best grade of enameled papers, fine books, catalogues, etc.

Line etchings from pen drawings are adapted to any ink or paper.

## Corrects Circulation Figuring.

Lawrence Telegram, April 7, 1915.  
**The Editor and Publisher:**  
In justice to ourselves and as assistance to you we desire to call to your attention errors in the Government statements for April and October, 1914, pertaining to Lawrence, Mass., papers, as shown on Page 885 of your issue of April 3.

The correct figures from clippings from these papers which we have on file in our office are as follows:

Paper.	April, 1914.	October, 1914.
Lawrence American, E.....	.....	3,126
(Known as Lawrence Sun-American.)		
The Sunday Sun, S.....	.....	.....
Lawrence Telegram, E.....	7,904	8,544
Lawrence Eagle, M.....	.....	2,534
Lawrence Tribune, E.....	9,214	9,133

The figures of the Telegram are incorrect in both April and October, 1914, and that of the Tribune for October, 1914, are grossly incorrect.

If these figures were allowed to go out it would be a great injustice to us, as it shows the Tribune with an abnormal gain of almost 3,000 copies, which is not in accordance with the statement actually filed with the Government. Telegram Pub. Co.  
K. GOLBY, Pub.

## THE TEST

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

**NEWSPAPER FEATURE SERVICE**  
M. Koenigsberg, Manager.  
41 PARK ROW, NEW YORK

January Eighth, Nineteen Hundred and Fifteen

## Perpetual Injunction Against the Intertype Company

The United States District Court for the Southern District of New York has this day ordered an injunction against the Intertype Company prohibiting the manufacture of their machine in the following terms:

That a perpetual injunction forthwith issue out of and under the seal of this court directed to the said defendant, The International Typesetting Machine Company, and to its officers, directors, superintendents, servants, clerks, salesmen, attorneys, receivers, assignees, and agents, PERMANENTLY ENJOINING AND RESTRAINING THEM AND EACH OF THEM FROM DIRECTLY OR INDIRECTLY MAKING OR USING OR SELLING OR OFFERING FOR SALE, OR OTHERWISE DEALING IN OR DISPOSING OF ANY LINOTYPE MACHINES LIKE DEFENDANT'S "INTERTYPE" MACHINE, EXHIBIT NO. 23 HEREIN, OR ANY OTHER LINOTYPE MACHINES, or parts of machines, embodying the inventions covered in claims 1, 2 and 3 of Hensley Patent No. 643,289, or claims 1, 2 and 3 of Dodge Patent No. 739,996, or claim 7 of Homans Patent No. 830,436, or in any manner infringing upon said patents or plaintiff's rights thereunder.

January Twelfth, Nineteen Hundred and Fifteen

## A Second Perpetual Injunction Against the Intertype Company was ordered

Upon the failure of The International Typesetting Machine Company to provide the bond required by the court, an injunction has been issued against it restraining the infringement of claims 6 and 7 of the Rogers Reissue Patent No. 13,489 belonging to Mergenthaler Linotype Company.

These two injunctions PREVENT THE FURTHER MANUFACTURE AND SALE OF INTERTYPE MACHINES CONTAINING AMONG OTHER THINGS, THE PRESENT METHOD OF SUPPORTING AND REMOVING THE MAGAZINE FROM THE REAR; AND THE ROGERS TWO-LETTER DEVICE IN THE FIRST ELEVATOR.

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

**MERGENTHALER LINOTYPE COMPANY**  
Tribune Building, New York

## CHARLES SEESTED

DIRECT REPRESENTATIVE

41 Park Row

New York

Telephone 569 Cortlandt.

HOW many special representatives do you know who are so sure of their ability to produce that they will work for you without pay until they do produce?

That is practically my proposition. I will not ask for any money until after I send you the business.

I do not ask you to pay for any of my non-productive work, and only get paid for the goods I deliver.

Such an arrangement means that I have to prove myself in every way. I make it because I have proven myself to my own satisfaction and know that I can make such an arrangement mutually profitable.

Write to me for details of my proposition. It will interest you if you are a publisher and can profit by intensive foreign representation.

## 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

**H. E. WARNER**, circulation manager of the Baltimore (Md.) Sun, is more than pleased at the success of an uplift movement recently inaugurated among the newsies who sell papers downtown.

This movement embraces a number of things which all combine to improve, not only the moral tone of the boys, but their business acumen as well.

Saturday mornings these newsies are entertained at a "movie" show, and, aside from regular reels, slides are shown bearing mottoes:

"Don't be a dead one, boys; nobody likes a corpse!"

"President Wilson once sold newspapers, but he never shot craps!"

"Watch out for the automobiles. It doesn't pay to get killed!"

Then comes the slide: "Boys, what do you do when you sell a paper to a lady?" and from the 400 throats, as one voice is the response: "Tip your hat!" "Why?" asks the slide. "Because," reply the boys in unison, "it pays to be a gentleman."

"The boy with clean hands and face sells two papers where the boy with dirty hands and face sells one."

"How many of you boys have started savings bank accounts?"

Then there is a "big sister" who is in the employ of the paper. She sees to it that the boys keep their faces and hands clean, sews on buttons, mends rips in clothes and listens to the hard luck stories of the little fellows, and as far as possible inculcates moral teachings in the youthful minds.

Gambling has been practically eliminated amongst the newsies, and they are starting bank accounts. The boys are being taught a respect for the law, courtesy, cleanliness and business ethics.

This sounds like a philanthropic enterprise, but it is not, that is, primarily it is not. The idea is that the right kind of boys, doing business the right way, will be better producers than the unwashed, uncared for waifs.

Recognition is taken of the fact that newsies as a class are not recruited from homes of wealth and by giving every boy a better set of standards to live up to the Sun figures it will have better, more cleanly cut representatives, and that it pays.

Mr. Warner recognizes the fact that there are no bad boys, but that good boys fall into bad ways through neglect, carelessness and improper environment.

\* \* \*

**A**NOTHER circulation building plan being used by The Cleveland Leader is to sell for ten cents a series of numbered packets consisting of six de luxe photos of famous movie stars. Packet No. 1 contained such famous movie stars as Mary Pickford, Mabel Norman, Dorothy Kelley, King Baggot, Marc MacDermott and James Cruze. It is necessary to fill out a coupon and present it at any Movie Star distributing station.

\* \* \*

**T**HE Cleveland Leader is conducting a voting contest for "The Most Popular Girl in Ohio." The successful contestant will be sent to both the California Expositions and Universal City free, with the 47 most popular girls from the 47 other states. One of the 48 girls will be selected by the Universal Film Company to pose in Universal movies.

\* \* \*

**T**HE St. Louis Times is offering ten motion picture machines free to schools in an effort to boost circulation. The schools which will receive the ten Pathescopes will be decided by a competition of votes. The announcement of the plan contained an "Entry Blank" which served as a credit for 1,000 votes to the school sending it in. Small schools have an equal chance with large schools as the school's standing is figured on a per capita basis. A Pathoscope Coupon will be published each day which is good for votes. While the contest is on, Pathoscope exhibitions are to be given at any school requesting them free of charge.

\* \* \*

**T**HE phenomenal growth of the Audit Bureau of Circulation since its organization last May has made it necessary to secure larger quarters—membership having been nearly doubled. The bureau is now located in their new offices on the seventh floor of the Venetian Building, 15 East Washington street, Chicago, Ill. This is centrally located and is convenient for both members in Chicago and out-of-town, being just east of State street, across from Marshall Field & Co. The bureau now requires a force of thirty-five people to handle the vast amount of detail work in giving service to its 900 members—over 4,000 publishers' quarterly sworn statements having been gone over by auditors, duplicated and forwarded to advertisers and agent-members—over 200 audits having been made of publications. A staff of 37 auditors has been bonded and trained so that 25 to 30 publications a week are now being audited.

**E. S. DOBSON**, circulation manager of the Detroit News, Detroit Tribune and Sunday Detroit News-Tribune for the past ten years, has been made manager of circulation promotion. His successor on the circulation desk is C. D. Hatcher, who, on the invitation of Mr. Dobson, recently resigned as manager of the Lansing (Mich.) State Journal to join the News circulation staff.

\* \* \*

**GEO. E. HADKINS**, former assistant to E. S. Dobson, of the Detroit News, has signed up with the Detroit Times as circulation manager.

\* \* \*

**P**LANS for the organization of the teams in the ten-day campaign to raise \$250,000 for the Newsboys' Home Club, of New York, were perfected at a meeting of the campaign executive committee held Tuesday at the City Lunch Club, 165 Broadway, at which Joseph P. Day presided.

It was announced that the campaign would begin on May 4 with a working force of seven sections of seven teams each, there being seven men on each team, and making a total of 307 men actively engaged in the canvass for contributions. The members of the teams will meet each day at luncheon, report what progress they have made during the previous twenty-four hours and receive fresh lists of names of persons to be seen.

"It's the busy men we want to get on the teams," said S. M. Bard, who is in charge of the campaign headquarters in suite 820, World Building. "We want the men who are doing things, the men who hustle and do their business quickly. We can accomplish more and in quicker time with a small committee of busy men than we can with a large body of men who have little to do."

Fire Commissioner Robert Adamson, who attended the luncheon, was enthusiastic over the campaign and readily accepted the captaincy of one of the teams. Others who accepted captaincies were Alan Corey, J. Clarence Davies, Julian M. Girard, Joseph P. Day, William Edwin Hall, S. Wood McClave, W. T. Perkins, J. Clark Reed, William A. Scully, Thomas H. Watkins, George A. Washington, Frank I. Cohen and Jesse Weinberg.

The Women's Team Committee, of which Miss Anne Rhoades is Chairman, met in the morning at the Hotel Belmont and discussed the selection of team captains and the organization of the women's teams along the same lines as the men's teams.

The Women's Team Committee will meet again next Monday morning, April 12, at the Hotel Belmont at 10.45.

\* \* \*

**H**ERE is a letter recently written by President Wilson to the newsboys of Baltimore, Md. This shows how important newsboys are growing to be in the minds of the world in general, and how the big men of the country are realizing, more and more, how important it is to get close to these little merchants and by advice, and friendship, help them to help themselves.

White House,  
Washington, D. C., April 7.

To the Newsboys of Baltimore:

My Dear Boys—I am very glad to hear about the way in which you youngsters are beginning to take care of yourselves and stop the things that you are sure to be sorry for afterward, and I want to send you this message of hearty good-will and express the hope that the things you are learning now will make you not only more successful men but happier men.

The right road is the straight road, and it is the only road that will carry any man where he would care to go, because I am sure that you feel as I do, that it isn't worth while to go anywhere if you cannot go with honor and self-respect. My message is God bless you and guide you. Sincerely yours,  
WOODROW WILSON.

\* \* \*

**T**HERE has been another, and none too successful effort to introduce street sales of Denver papers in Pueblo, at 2 cents a copy. The regular price in Pueblo is 5 cents and in order to get the papers out at 2 cent newsies were sent from Denver.

Many of the Pueblo newsboys are dependent upon their earnings, and they cannot make a living at the lower price with the number of papers that can be sold in Pueblo. The Pueblo newsies have been making an earnest, but entirely orderly effort to uphold their interests, and have probably gained rather than lost by the rivalry of outsiders who were paid a salary and were in nowise dependent upon their sales.

The Pueblo newspapers, which are delivered to their regular monthly customers at the 2-cent rate or less, have taken very little interest in this latest attempt to force a 2-cent scale upon the Pueblo people, who prefer both as a matter of convenience and of regard for the newsies to pay the nickel price.

\* \* \*

**T**HE Boston Newsboys' Band, under the leadership of George Mathews, has embarked on a stage career at the Bowdoin Square Theatre. This band is made up of 20 pieces and the boys have every confidence that in the near future they will be quite popular. The Boston Newsboys' Band has received encouragement from people in various walks of life.

**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.  
SHAFFER GROU**

12 S. Market Street, Chicago

**THE SEATTLE TIMES**

"The Best That Money Can Buy"

Daily, 73,000

Sunday, 90,000

57,000 in Seattle

A copy to every family.

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

During 1914, the Times led the P. I. by 3,800,000 agate lines. The Times gained 33,000 lines and P. I. lost 650,000 lines.

LARGEST QUANTITY  
BEST QUALITY CIRCULATION

**The S. C. Beckwith Special Agency**

Sole Foreign Representatives  
New York Chicago St. Louis

**San Francisco Examiner**

FIRST { IN INFLUENCE  
IN CIRCULATION  
IN ADVERTISING

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

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

Circulation } 122,000 DAILY  
} 226,000 SUNDAY

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

**IL PROGRESSO ITALO-AMERICANO**

Established 1880

(Member Audit Bureau of Circulations)

Daily average net gain in circulation over last postoffice statement, 16,000 copies.

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

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

YOU MUST USE THE

**LOS ANGELES EXAMINER**

to cover the GREAT SOUTHWEST

Sunday Circulation  
MORE THAN - - 150,000

IN

**Colorado Springs**

IT'S

**THE TELEGRAPH**

J. P. McKINNEY & SON

New York Chicago



# NEW YORK WORLD

As Usual, 'Way Ahead of All

## CIRCULATION

According to the April sworn statements made to the Post Office Department of the United States Government by the Metropolitan Morning Newspapers, the WORLD maintains its customary leadership.

*Average Daily and Sunday Circulation for Past Six Months:*

			<i>WORLD'S LEAD</i>
New York WORLD	- - -	376,590	
New York American	- - -	333,345	43,245
New York Times	- - -	298,248	78,342
New York Herald	- - -	106,580	270,010
New York Press	- - -	105,521	271,069
New York Tribune	- - -	75,965	300,625
New York Sun (not given)	- - -	-----	-----

## ADVERTISING

DURING MARCH

			<i>WORLD'S LEAD</i>
New York WORLD	- - -	843,679 lines	
New York Times	- - -	802,074 lines	41,605 lines
New York American	- - -	663,564 lines	150,115 lines
New York Herald	- - -	663,100 lines	180,579 lines
New York Sun	- - -	291,761 lines	551,918 lines
New York Tribune	- - -	227,288 lines	616,391 lines
New York Press	- - -	160,964 lines	682,715 lines

*(These figures compiled by the Statistical Department of the New York Evening Post)*

# The NEW YORK WORLD

*Sets the Pace!*

The WORLD sells 100,000 copies more in New York City each week day than any other newspaper.

TIPS FOR THE AD MANAGER.

Roberts & MacAvinche, 30 North Dearborn street, Chicago, Ill., are sending out renewals for Cluett Peabody, Troy, N. Y.

Frank Presbrey Co., 456 Fourth avenue, New York City, is making trade deals for the Hotel Biltmore.

Lyon, Conklin & Co., Inc., of Baltimore and Washington, are featuring "Lyonore Metal" in a well-conducted newspaper advertising campaign.

Carpenter-Morton Co., of Boston, Mass., are using the newspapers to advertise "Colorite," a product suitable for satin, silk and canvas slippers and basketry.

George Batten Co., Fourth Avenue Building, New York City, it is reported will place orders early next week for the Pompeian Company, Inc., "Pompeian Olive Oil," Genoa, Italy, and Coca Cola Building, Baltimore, Md.

Charles H. Fuller Co., 623 South Wabash avenue, Chicago, Ill., is making 1,000-line contracts with some western newspapers for the Benetol Company, National Chemical Association, Raymond street and University avenue, Minneapolis, Minn.

B. F. Kirtland Advertising Agency, Lytton Building, Chicago, Ill., is placing 120-line 11-time orders with some western newspapers for the Chicago Curtain Stretcher Company, Chicago, Ill.

The Metropolitan Advertising Company, 6 Wall street, New York City, will shortly send out new copy to a selected list of newspapers for George P. Ide Co., "Ide Silver Brand Collars and Shirts," Troy, N. Y.

Frank Seaman, 116 West 32d street, New York City, is issuing 3-inch 70-time orders to a selected list of eastern newspapers for Francis H. Leggett & Co., "Salad Dressing," 13th avenue and 27th street, New York City.

Morse International Agency, Fourth Avenue Building, New York City, is again forwarding orders to some New York State and New England newspapers for the Weir Stove Company, "Glenwood Ranges," Taunton, Mass.

Roberts & MacAvinche, 30 North Dearborn street, Chicago, Ill., are placing orders with a selected list of western newspapers for the Quaker Valley Manufacturing Company, Aurora, Ill.

Swift's Specific Company's "S. S. S.," Atlanta, Ga., advertising manager W. S. Eakin, is stopping at Hotel Seville, New York City, and is renewing contracts with newspapers where they have expired.

Joseph Weil Company, Jenkins Arcade Building, Pittsburgh, Pa., is plac-

ing 3-inch 3-time orders with some western newspapers for the Grant Tire Company.

Taylor-Critchfield Company, Brooks Building, Chicago, Ill., is making 1,000-line contracts with a selected list of newspapers for Cotrell & Leonard, Albany, N. Y.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., are issuing orders to some New York City newspapers for the Barrett Adding Machine Company, 220 Broadway, New York City.

Calkins & Holden, 250 Fifth avenue, New York City, are now in charge of the advertising account of S. Liebermann & Sons, "Liebermann's Beer," Brooklyn, N. Y.

The Dauchy Company, 9 Murray street, New York City, are again sending out classified orders to a list of Western newspapers for the Madison Mills Company, 590 Broadway, New York.

The Isle of Pines Company, 225 Fifth avenue, New York City, is asking newspapers to transfer their account to Frank Kiernan Company, 189 Broadway, New York City.

Hugh McAtamney Company, Woolworth Building, New York City, will handle the advertising account of the Savarin Restaurant, Equitable Building, New York City, with newspapers in New York City.

Sherman & Bryan, 79 Fifth avenue, New York City, are forwarding one-time orders to newspapers in cities where the Regal Shoe Company, Boston, Mass., have stores.

Gold Dust Twins Smile Again.

The N. K. Fairbank Co., of Chicago, makers of "Gold Dust" and sponsors for the amusing "Gold Dust Twins," are about to undertake an extensive campaign of newspaper advertising.

New Orleans States

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

33,271 Daily

Per P. O. Statement

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

THE S. C. BECKWITH SPECIAL AGENCY

Sole Foreign Representatives New York Chicago St. Louis

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., OF THE EDITOR AND PUBLISHER AND JOURNALIST.

Published Weekly at New York, N. Y. Required by the Act of Aug. 24, 1912. Name of Post-Office Address Editor, FRANK LEROY BLANCHARD, 105 East 15th street, New York City, 5 Third street, Weehawken, N. J. Business Manager, EDWIN D. DEWITT, 37 South Maple avenue, East Orange, N. J. Publisher, JAMES WRIGHT BROWN, 234 Valentine Lane, Yonkers, New York. Owners: (If a corporation, give its name and the names and addresses of stockholders holding 1 per cent. or more of total amount of stock. If not a corporation, give names and addresses of individual owners): THE EDITOR AND PUBLISHER CO. 1117 World Bldg., New York City. JAMES WRIGHT BROWN 234 Valentine Lane, Yonkers, N. Y. EDWIN D. DEWITT 37 South Maple avenue, East Orange, N. J. FRANK LEROY BLANCHARD 105 East 15th street, New York City. T. J. KEENAN Keenan Bldg., Pittsburgh, Pa. Mrs. MARTHA JANE LEFFLER 1253 St. Nicholas avenue, New York City. JOHN HULDERMAN Harrisville, W. Va. FRED C. HUNTER 80 Maiden Lane, New York City. Known bondholders, mortgagees, and other security holders, holding 1 per cent. or more of total amount of bonds, mortgages, or other securities: None. EDWIN D. DEWITT, General Manager. Sworn to and subscribed before me this, the seventh day of April, 1915. E. A. PRATT, Notary Public, Nassau County. Certificate filed in New York County. (Seal.) (My commission expires March 30, 1916.)

"ABOVE BOARD CIRCULATIONS"

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

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

ROLL OF HONOR

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

Table listing publishers in various states: ILLINOIS, INDIANA, NEBRASKA, NEW YORK, PENNSYLVANIA, QUEBEC.

"The development of advertising copy has been so rapid that nowadays the reader finds it necessary to scan the advertisements if he would keep up with the times."—WILLIAM BUXMAN, Manager of Power. At London, Ont., a writ for unstated damages on a charge of slander has been issued by Mayor Stevenson against The London Free Press. The suit is based on an article which recently appeared in that newspaper.



**AD FIELD PERSONALS.**

Robert H. Crooker, formerly of the Detroit News and the Burroughs Adding Machine Co., has been appointed advertising manager of the Regal Motor Car Co.

J. J. Morgan, the advertising agent of Boston, was in New York this week. Mr. Morgan is chairman of the educational committee of the Pilgrim Publicity Association, and is director of courses in advertising at the Burdett Business College, the High School of Commerce, and the South Boston Evening High School.

Ceylon Hollingsworth, a Youngstown, Ohio, advertising man, won the \$1,000 prize in a recent short story competition in Collier's. The title of the story was "Saleratus Smith."

Joseph G. Lemen and Carl T. Worst have opened an agency in Los Angeles, Cal., under the name of the Lemen-Worst Advertising Agency.

Jay J. Dwyer, of the advertising department of the Oklahoma City Times, will be the publicity man of the Oklahoma State Fair, at Oklahoma City, starting May 1.

A. R. Howell, recently associated with the George Batten Co., and at one time in charge of the advertising of the Remington Arms Company, has been appointed advertising manager of the H. W. Johns-Manville Co.

Douglas Malcolm has resigned from the advertising department of the International Harvester Company to become advertising manager of the American Express Company.

A. C. Smith has been appointed advertising manager of the A. Teachout Co., of Cleveland, Ohio.

**WILL AID CHICAGO CHURCHES.****Local Ad Club Offers to Help in Publicity Campaign.**

The Chicago Advertising Club, which has 800 members, recently placed its services at the disposal of the churches in that city, free of charge, to assist them in their publicity campaigns.

Albert Joerns, chairman of the educational committee of the club, and promoter of the plan, explains it as a movement to give the result of the experience and training of advertising men as their contribution to the good work the churches are doing. He says:

"The motive of the advertising men is purely altruistic. The minister needs a church full of people in order to preach a full sermon. The churches are as worthy of patronage today as they ever were. They simply have fiercer competition in moving picture shows, easy means of travel, late hours of work or pleasure seeking, which prevent early rising. But it is poor advertising for a minister to bemoan in the pulpit the small attendance either at church or prayer meeting.

"The antiquated rule followed by many churches is 'All things come to him who waits.' We believe that church advertising ought not to be used simply to increase attendance at the churches but also to preach to those who do not go to church. We purpose to confer with the representatives of such churches as desire our help. If we are called on we will detail a man who will seek by personal study to ascertain the needs of the particular church, and to outline a plan of advertising adapted to the conditions. We will prepare copy for the newspapers and for advertising matter put out in the neighborhood. We will work with any church or any organization of pastors or laymen who are interested. We will offer trained brains, open hearts, willing hands."

**AMONG THE AD CLUBS.**

"Business is today experiencing a new era in advertising," declared Lewellyn E. Pratt, chairman of the educational committee of the Associated Advertising Clubs of the World, before the Pilgrim Publicity Association in Boston. "The old days of cut-throat competition is a thing of the past," continued the ad specialist. "What we want now is truthful, wise and efficient advertising, which will not only be a credit to the publisher and business man but to the interest of the whole community."

A call has been issued for a meeting of the various ad clubs of Missouri to be held at the University of Missouri May 6 for the purpose of forming a state association of advertising clubs.

Hipolito Villa, brother of Gen. Francisco Villa, will probably accompany the El Paso Adclub to the Chicago convention of Ad Clubs in June and will take Villa's famous military band along to play at all of the stations en route and to lead the parade of the Texas Adclubs which will make up the Texas special steel train to the Chicago convention. The El Paso Adclub delegation will go to Fort Worth, where the members will join the Texas delegation, representing the Dallas, Fort Worth, San Antonio and Waco delegations to Chicago. A banquet will be given for the visiting Ad Club members upon the arrival of the El Paso contingent and a concert given by Villa's band, following a parade through the streets of Fort Worth, the El Pasoans wearing their Mexican hats and leading burros. It is expected that 1,000 passengers will be in the Texas special.

The convention of the Pacific Coast Advertising Men, to be held May 27, 28 and 29 in Los Angeles, will be attended by advertising and publicity experts who will represent almost every form of publicity in the country. The three days' program has been tentatively outlined by Chairman William McK. Barbour of the program and entertainment committee of the Los Angeles Ad Club, and provides for several unique phases of Southern California hospitality.

The Spokane Ad club is going after the \$1,000 cup put up by Printer's Ink, which is awarded annually at the national convention of advertising men, to be held this year in Chicago.

H. P. Williams, advertising manager of Hart, Schaffner and Marx, was the chief speaker at a recent meeting of the Des Moines Admen's club. Mr. Williams dwelt at length on the value of newspaper publicity and said that such advertising created an asset which a retailer would be foolish to neglect.

"Advertising is a proven institution. It depends on the advertiser whether the campaign shall succeed or fail," said C. C. Rosewater, of the Omaha Bee, in an address delivered before the Omaha Ad Club of Omaha, Neb., last week. This was the second of a series of expositions of the advertising business as applied to newspapers which the Omaha club is holding.

**FRANK PRESBREY AS HOST.****He Gives a Dinner to the Advertising and Business Managers of Philadelphia Newspapers.**

Frank Presbrey, head of the New York agency of that name, which recently absorbed the Alfred Gratz Advertising Agency, of Philadelphia, entertained the advertising and business managers of Philadelphia newspapers and magazines at a dinner at the Ritz-Carlton Hotel in Philadelphia on April 1.

Greetings were delivered by Samuel Meek and Robert L. Barrows and short talks were given by several others, dealing with phases of the advertising and business end of the publication work.

Those present included Mr. Presbrey, Charles Presbrey, T. C. Fogel, J. B. Hampton, H. J. Prudden, William B. Boyd, E. S. Edmondson, William Bliss, W. A. Baker, Robert L. Barrows, William Simpson, Samuel Meek, Samuel H. Barker, H. B. Lasher, J. C. Martin, William M. Price, E. K. Leech, L. M. Silence, Samuel M. White, Fenton Kelsey and Hugh Burke.

**The Linotype Its Theme.**

The Linotype Bulletin for March, issued by the Mergenthaler Linotype Company, is an interesting number, both as to reading matter and illustrations. It is accompanied by the first number of The Lines o' Type News, a clever four-page paper, the price of which is "just a little good humored attention." The object of the publication is, of course, to illustrate the use of the linotype, its flexibility and its practical utility to the newspaper.

**PUBLISHER'S NOTICE.**

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

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

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

The columns are 13 pleas.

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

Liberal discounts are allowed on either time or space contracts.

Small advertisements under proper classification will be charged as follows: For Sale and Help Wanted fifteen cents a line; Business Opportunity and Miscellaneous twenty-five cents a line, and Situations Wanted ten cents a line, count six words to the line.

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

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

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

Pittsburgh—Davis Book Shop, 416 Wood street.

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

Chicago—Post Office News Co., Monroe street.

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

Detroit—Solomon News Co., 60 Larned street, W.

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

**Publisher's Representative**

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

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

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

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

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

GLASS, JOHN G.  
1164 Peoples Gas Bldg., Chicago.

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

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

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

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

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

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

**Advertising Agents**

AMERICAN SPORTS PUB. CO.,  
21 Warren St., New York.  
Tel. Barclay 7995.

COLLIN ARMSTRONG, INC.  
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Tel. 9101-9102 Mad. Sq.

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Tel. Broad 3831

HOWLAND, H. S. ADV. AGCY.,  
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# SIXTH GOVERNMENT STATEMENT OF The Chicago Tribune

The net paid circulation of The Chicago Tribune for the current period provided by the Postal Laws, was as follows:

Period Covered	Week Day Average	Sunday Average
Six months ending March 31, 1915 . .	326,897	534,848
THE TRIBUNE COMPANY By Joseph M. Patterson, Vice-President.		
Sworn to and subscribed before me this first day of April, 1915. <span style="float: right;">ALFRED T. WARD, Notary Public.</span>		

The net paid circulation of The Chicago Tribune, as reported under oath to the United States Government under the Newspaper Publicity Law since its enactment, appears below:

Period Covered	Week day Average	Sunday Average
Six months ending September 30, 1912.....	220,500	304,325
“ “ “ March 31, 1913.....	245,449	363,119
“ “ “ September 30, 1913.....	253,212	366,918
“ “ “ March 31, 1914.....	261,278	406,556
“ “ “ September 30, 1914.....	303,316	459,728
“ “ “ March 31, 1915.....	326,897	534,848

Although not required by the law to do so, The Chicago Tribune gives its week-day circulation separate from its Sunday circulation and does not follow the practice adopted by some newspapers of giving a **combined** average for the daily and Sunday issues.

The Chicago Tribune's current statement shows a gain of 48% daily and 76% Sunday over the first statement and a gain of 8% daily and 16% Sunday over the last previous statement.

As a result of its overwhelming circulation supremacy, The Tribune prints more advertising than the other Chicago morning papers **combined**. Here is the official record from The Washington Press, an independent audit company, for the month of March, 1915:

Advertising printed by the Chicago morning papers for March, 1915:

The Tribune .....	3,901.48 Cols.
The other morning papers combined...	<u>3,730.30 Cols.</u>
Tribune's excess .....	171.18 Cols.

## The Chicago Tribune.

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