

# THE EDITOR AND PUBLISHER AND JOURNALIST

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## FDK. L. GOSS IS DEAD.

HEAD OF GOSS PRINTING PRESS CO. PASSES AWAY IN CHICAGO.

Was Prominent Factor in Newspaper Development and Well Known Throughout the Country—Organized Company Which Bore His Name—Evolved Present Presses on Straight Line Principle.

Frederick Llewellyn Goss, president of the Goss Printing Press Company, of Chicago, died at his home in that city, November 10, at the age of 67.

Mr. Goss was born in Wales and when a young man came to the United States and became interested in the printing press business. For a time he resided in Milwaukee and in the '70s moved to Chicago where he organized the Goss Printing Press Co.

At this time newspaper publishers had begun to feel the pressure of increasing circulations and the inability of the presses to turn out newspapers fast enough gave them much concern.

Early in the '70s R. Hoe & Co. perfected a rotary press in which a roll or continuous web of paper could be used. This answered the purpose well enough for a while, but it had many drawbacks, the lack of a quickly drying ink, imperfect paper and the difficulty of cutting sheets after printing causing much trouble. The demand for something better became insistent, especially as the newspapers were reaching forward and wanting to jump from eight pages to twelve and sixteen at one impression. Hoe purchased the patent rights of an English invention by which the webs of paper could be turned over after printing on one side and the reverse side presented to the cylinder. This press included a device for assembling several sheets into one complete paper, and it sufficed for a decade, but it was too cumbersome to last.

It was the Goss company that developed the press which marked the final step in the evolution of power printing. Many improvements in detail have since been made, but they have all been along the lines of the basic principles laid down by Goss. It was in 1889 that Joseph L. Firm, the foreman of the composing room of a New York publishing house, solved the problem of newspaper printing in a new way and patented the straight line press. His first design was a simple tandem press. Three sets of cylinders were set in a straight line, and the printed product of the first passed over the second and the first and second over the third, thus assembling all three sheets over a triangular "former" for folding, cutting and delivering. It was only a step to secure economy of construction and space to build the press in tiers instead of tandem.

Firm had little money to push his invention, and the first press he constructed for a New York newspaper was so crudely put together that it was condemned. But not long afterward Frederick L. Goss became interested in the straight line idea and bought the invention, taking Firm into the Goss Printing Press Company. After much litigation harmony was established among the press makers, and the development of the giant presses of today followed quickly. It was the principle of the straight line, first taken up and pushed by Goss, that made the great modern dailies possible.

Mr. Goss had five children by his first marriage. His wife died in London in

1907. Two years later he was secretly married while abroad to Miss Jennie Foster, an Englishwoman. He brought his bride home with him as a surprise to his children. For some years Mr. Goss had an office in this city at 1 Madison avenue, where he represented the interests of the Goss Printing Press Company in the East.

## W. W. CHAPIN OUT OF HERALD.

Reason for His Withdrawal From the Paper Has Not Been Made Public.

CHICAGO, Nov. 10.—The announcement on Sunday of the retirement of W. W. Chapin from the Chicago Herald,

## A. P.'S EMERGENCY FUND.

AMOUNTING TO \$400,000 IS NOW AVAILABLE FOR COVERING EUROPEAN WAR.

Melville E. Stone, General Manager, Declares That No Assessment Will Be Levied on Members for Some Time—Don C. Seitz Places World's War News Expense at \$1,000 a Day.

The editorial appearing in these columns last week under the caption "A Constructive Program for American Newspapers" has been the subject of much favorable comment on the part of our readers and a number have written this office expressing their approval of the sentiments therein presented.

Melville E. Stone, general manager of the Associated Press, however, does not subscribe to the suggestion made that a meeting of the Board of Directors of that organization be called for the purpose of devising ways and means to reduce the expense of war news.

"The Associated Press," said Mr. Stone, "at the beginning of the war had a reserved fund of \$400,000 which it had been accumulating for some time for just such an emergency. This fund was on deposit with various trust companies and was immediately available to take care of the extraordinary expense of covering the war."

"The amount we had to spend during August, the first month of the war, was very heavy, but since then we have been able to cut down the monthly expenditure very materially. A considerable amount of matter formerly sent by cable is now forwarded by mail."

"Unless the war should be prolonged for an indefinite period there will be no need of calling upon our members for an assessment."

Don C. Seitz, business manager of the World, in discussing the expense of war news with a representative of THE EDITOR AND PUBLISHER said:

"The war is costing the World about \$1,000 a day, and if it were not for the fact that we had made an arrangement with the Times and Tribune under which the cost of cabling a certain class of special news is shared pro rata, it would be much greater."

"In order to keep down cable tolls as much as possible we sent Jack Spurgeon to London to edit the copy that is sent us. Mr. Spurgeon being thoroughly informed as to the kind of news we want is able to condense long dispatches and to eliminate much matter that is of little interest to our readers."

Concerning the local advertising situation Mr. Seitz had this to say:

"No other city in the country has had such conditions to contend with as New York. The shrinkage in the department store business during the last five years has been simply appalling. The loss in advertising revenues to the newspapers from failures and shut downs amounts to over \$1,000,000 a year."

"Foreign advertising, however, has probably increased more here than in other cities."

Reports from various parts of the country indicate that publishers are seriously considering taking decided action in this matter, not so much because of present conditions, but to safeguard against contingencies which are sure to arise if the war is prolonged indefinitely.

The present efficiency is gratifying, but is too expensive for a regular thing. The terrific leaps in circulation and falling off of advertising revenue presents a situation, the seriousness of which cannot be overestimated.



FREDERICK LLEWELLYN GOSS.

## L. T. BOYD KILLED IN ACCIDENT.

Was Riding in Auto With Three Companions Two of Whom Met a Like Fate.

Lloyd T. Boyd, one of the owners of the Milwaukee (Wis.) Journal, was killed in an automobile accident early Sunday morning, November 8.

The party in the automobile consisted, in addition to Mr. Boyd, of Charles S. Forsythe, president of the Forsythe Tanning Co.; Mrs. Alice Murray, formerly head of the millinery section of a department store and recently an insurance agent; and Miss E. A. Thomas, superintendent of Lakeside Hospital. All were killed with the exception of Miss Thomas. The accident is said to have been caused by the failure of Mr. Forsythe to keep control of the machine when it struck the end of a good concrete road on the outskirts of the city, causing the car to turn over, while going at a very high speed.

Mr. Boyd, who was 53 years old, had been in the newspaper publishing business many years. He was a prominent golfer and had taken part in many national and western tournaments. Mr. Boyd leaves a widow and two daughters.

of which he has been publisher since the paper was taken over by James Keeley, has been the talk of the town in newspaper circles the past week.

Just why Mr. Chapin got through with the Herald has not been made public either by Mr. Chapin or Mr. Keeley. One report is that the two men quarreled over the appearance in the Herald of a page medical advertisement. The ad was one of the kind that Mr. Keeley has denounced in his public addresses and which, therefore, he would not knowingly allow to be printed in the Herald.

It had then been accepted by the advertising and business department heads and had appeared in the first edition of the paper before Mr. Keeley saw it. Thereupon he killed the ad and printed a paragraph expressing regret that it should have been printed in the Herald.

Last Sunday the following notice was printed at the head of the editorial column: "All official relations of Mr. W. W. Chapin in the Chicago Herald have this day been terminated."

An attempt was made by the representative of THE EDITOR AND PUBLISHER to secure a statement from Mr. Chapin and Mr. Keeley but both declined to talk.

## SPHINX CLUB DINNER.

**Joseph H. Appel Reports That Many Propositions to Erect Proposed Building for Advertising Men Have Been Received from Real Estate Operators—Matter to Be Voted Upon by Letter.**

The big feature of the November dinner of the Sphinx Club, at the Waldorf-Astoria, on Tuesday, was the report of the building committee, by Joseph H. Appel, chairman, advertising manager of John Wanamaker, New York.

Mr. Appel said that, following the October dinner of the Sphinx at which the suggestion was offered that the club father a movement to gather under one roof all advertising interests, he had been besieged by real estate operators.

The committee, he said, has under consideration about fifty definite propositions, and recommended that consideration be given first to property situated within a circle covering the territory from 30th street and Fourth avenue, to Pennsylvania Station on Seventh avenue; north to 43d and 44th streets and over to the Grand Central.

Many real estate operators were willing to assume the entire financial responsibility in the erection of buildings variously estimated from 200,000 to 900,000 square feet, with rentals averaging between 75 cents and \$1.25 a square foot. One proposal covered a twenty-story building at Vanderbilt and 45th; another, seven pieces of property; another, owned by the Pennsylvania Railroad, covered by a building to be erected in connection with the Pennsylvania improvement at the tunnel station, 32d to 34th street on Seventh avenue; another, near the Grand Central Station, with a guarantee of a saving of thirty per cent. in rentals.

The Madison Square Garden site was offered the committee for a twelve-story building containing 80,000 square feet to the floor, or a total of 960,000 square feet.

Mr. Appel stated that the building committee and the executive committee had considered the matter carefully and recommended that the whole question be put to a vote of the entire membership of the club; whereupon the president of the club, Henry C. Brown, of the Victor Talking Machine Co., put the following resolutions introduced by Mr. Appel to a vote and declared it unanimously adopted:

Resolved, That the Sphinx Club as an organization, without financial responsibility on its part, undertake to have erected in New York an Advertising Building to accommodate, with offices, auditorium, restaurant, library and other necessities and conveniences, the various advertising interests of the city and country—organizations as well as individuals, firms and companies—for the definite purpose of welding them into one centralized, concentrated, co-operative community for the good of all advertising.

Resolved, That this resolution, together with Mr. Appel's presentation of the project, be submitted to the entire membership of the Sphinx Club for a letter vote.

Resolved, That if the vote be favorable, the present committee in charge of the project be continued with power to add to its membership and to complete the undertaking, in consultation with the Executive Committee of the Club.

It was promptly at 9 p. m. that the toastmaster, H. C. Brown, felicitated "the old timers" on the largest November attendance in the history of the club, and in having such able speakers as Dr. Frank Crane and Alvin Hunsicker, president of the Standard Oil Cloth Co.

Dr. Crane remarked that the president had assigned the text, "What a Publication Owes to Its Readers." His answer was, "To tell the truth; that's the only reason worth while." He read a strong idealistic paper, which is reproduced elsewhere in this issue.

Mr. Hunsicker's theme was "Opportune Advertising." He said:

"Opportune advertising is advertising in good and fit time. The great Shakespeare in his stirring play of Julius Caesar uses these words, the philosophy of which has been and will continue to be instilled into the minds of all generations: 'There is a tide in the affairs of men which, taken at the flood, leads on to fortune.'



F. W. R. HINMAN.

PUBLISHER OF THE JACKSONVILLE TIMES-UNION, WHO WAS KILLED BY A CRAZY MAN ON THE MOHAWK.

### SOUTHERN PUBLISHER SHOT.

**F. W. R. Hinman Victim of Crazy Man on Way Home from New York.**

F. W. R. Hinman, business manager of the Jacksonville (Fla.) Times-Union, president of the Southern Newspaper Publishers' Association, and member of the executive committee of the American Newspaper Publishers' Association, was shot and killed by George Batchelor Perkins, an architect of Boston, Mass., supposed to be demented, on the Clyde line steamer Mohawk, off the South Carolina coast, on Wednesday, November 11.

Mr. Hinman was returning home from a trip to New York, and his wife was with him at the time of the shooting.

Procurable reports indicate that Perkins, who is wealthy and an extensive traveler, went aboard the boat at New York, and on Wednesday evening came into the companionway, where Mr. and Mrs. Hinman; B. H. Wright, of Utica, N. Y., and Captain Ingram were seated. Perkins was clad in pajamas and a raincoat, and when Captain Ingram told him he must wear more suitable apparel if he wished to remain drew a revolver and began firing. Mr. Hinman was struck twice in the abdomen; Mr. Wright was hit once, and Captain Ingram once, the fifth bullet going wild. Perkins is said to have turned the weapon on himself but found he had emptied it.

Mr. Hinman was born December 8, 1861, at London, Ontario, Canada. He went to Jacksonville about twenty-eight years ago and was advertising manager of the Times-Union for more than sixteen years, and for the last seven years has been business manager of the paper.

He was elected president of the South-

ern Newspaper Publishers' Association at the last annual meeting, held in Atlanta last summer.

He was prominently connected with the Board of Trade, Rotary Club, and various other organizations for social or business purposes.

He was married, thirty years ago, to Miss Minnie Broadhurst, of Augusta, Ga., who survives him. One daughter, Miss Alice Marie, and two sons, Frank and Richard, also survive their father.

Mr. Hinman was, among other things, an accomplished musician, and played the pipe organ in various large churches, both at Jacksonville and Atlanta.

He had been in New York and Chicago for two weeks on a business trip, calling on advertisers and co-operating with the Times-Union representatives, Benjamin & Kentner Co.

In New York he had been "around the circle" with George Reynolds, of the Benjamin & Kentner organization, and had spent a few days in Chicago with "Dad" Kentner.

### Robert E. McGlinn's Death.

The death of Robert Emmett McGlinn, the newspaper man whose body was found in San Francisco Bay last week, is still shrouded in mystery. Whether he was knocked on the head and thrown into the bay or fell in by accident and smashed his head in the fall, may never be known, but from deep bruises on the side of the head, it is certain that one of the versions is true. The San Francisco Press Club, of which McGlinn was an active member, took charge of the body as soon as notified of the tragedy and shipped it to Seattle to his relatives. An order for flowers was wired to Seattle as an expression of the club's sorrow over the loss of a man who was the personal friend of virtually every member of the club.

## WORLD WRITER WOUNDED.

**Captain Norman Thwaites Was Shot Through the Chin at Aisne.**

Captain Norman Thwaites, for many years on the staff of the New York World, who was shot through the chin in the battle of Aisne on November 3, has arrived in London, where he is lying at the officers' hospital, 7 Charles street, Mayfair.

Captain Thwaites had joined the English colors soon after the present war was declared and was appointed to a lieutenancy in the Dragoon Guards. At Aisne he had been in the trenches three days before being wounded. The cavalry were utilized as infantry, their horses being sent five miles to the rear, and all the officers and men went into the trenches armed with rifles. His squadron had given a check to an advancing German detachment when Captain Thwaites was wounded, and immediately afterward shells struck the trench, burying him, but his men dug him out with their hands. Later the squadron was relieved, and when he had made his report he was taken to the rear. The next thing he knew he was in a turnip field, where he had fallen from faintness due to loss of blood. Fortunately it was near the road and he was removed in a motor ambulance.

Captain Norman Thwaites, who is about forty-two years old is the son of an English clergyman. Following his graduation from Charterhouse School, London, he traveled extensively in Germany and France. At the outbreak of the Boer war he was very active in recruiting English university men, his success in this work winning him a commission. In 1904 he became one of the secretaries of Joseph Pulitzer, proprietor of the World, and continued in this capacity until Mr. Pulitzer's death, in 1911, when he joined the World staff, doing work in London and Paris, as well as in New York. When the present war began he again interested himself in recruiting university men. He was sent to the front early, and was in most of the fighting in Northern France.

## WILL DIRECT PRESS CONGRESS.

**Walter Williams Has a New Honor Thrust Upon Him.**

Dean Walter Williams, of the School of Journalism of the University of Missouri, has been appointed by the Panama-Pacific International Exposition director of the International Press Congress, to be held next June in San Francisco. Representation at the congress from all the countries of North and South America and the Orient and from some nations of Europe is already assured.

Dean Williams will prepare the program of the congress and, as chairman of a committee of representative American journalists, plan the arrangements. At the close of the congress he will edit a volume containing the proceedings, which are expected to be of high permanent value to journalism.

Mr. Williams was secretary of the World's Press Parliament, held at the World's Fair in St. Louis in 1904, of which journalists from twenty-seven nations were present and of which the late Sir Hugh Gilzean-Reid, of London, was president.

## Conference of Teachers of Journalism

The annual conference of the American Association of Teachers of Journalism will be held in New York City, December 29, 30 and 31. It will be conducted under the auspices of Columbia and New York Universities. The officers of the association are as follows: President, Talcott Williams, Director of the Pulitzer School of Journalism, Columbia University; vice-president, Frank L. Martin, Acting Dean of the School of Journalism, University of Missouri; secretary and treasurer, James Melvin Lee, Director of the Department of Journalism, New York University.

**NEWSPAPER CHRISTMAS SHIP.**  
**The "Jason" Being Prepared to Carry**  
**Joy to the Kiddies of Belgium**  
**—A Newspaper Stunt.**

The Christmas ship "Jason," which has been loaned by the United States government, and filled by voluntary contributions of the citizens of this country, through the efforts of the press, is fast getting ready for its voyage to Belgium, where it will arrive in time to remind the boys and girls of that country of the fact that, notwithstanding the turbulent condition of things in their country there is a God in the heavens, that Jesus Christ was born, and that there are millions of men and women who, following peaceful pursuits, far from the horrors of war, think of their less fortunate fellow beings, and not only think kindly thoughts, but put those kindly thoughts into substantial form.

The supplying of this ship, aside from its philanthropic aspect, is a splendid tribute to the power of the newspaper advertising and the response it is capable of producing.

From all over the country came co-operation of the most gratifying kind, various as were the localities and local conditions, but every one of them substantial.

One of the most unique "stunts" was from Texas, that empire in itself, where real men do real things in a real way.

When announcement was first made of this Christmas ship scheme, A. P. Goodman, president of the Texas Circulation Managers' Association and circulation manager of the Houston Post, offered to supply the ship with one million packages of Texas grown pecans and peanuts through the newspaper circulation organizations in charge of the Texas circulation managers.

The promise has been fulfilled, and the one million packages are now on the docks at Brooklyn awaiting the sailing of the Christmas ship. Harold Hough, of the Star-Telegram, Fort Worth, was in charge of the work in north Texas and the Houston Post took general direction of the work in south Texas. Concentration depots were established by the Waco Morning News, the Austin American, the San Antonio Light, the El Paso Herald, the Guero Record, the Cleburne Enterprise and the Coleman Democrat, the Fort Worth Star-Telegram and the Houston Post.

Nine carloads of nuts were shipped from these concentration stations, together with thousands of bundles containing clothing, cases of Texas sorghum and barrels of Texas grown rice.

A line drawn from Texarkana through Dennison, Memphis, Coleman, Big Springs, Sweetwater, El Paso, Laredo, Brownsville, Port Lavaca, Cuero, Victoria, Houston, Port Arthur, Beaumont and Jefferson would include the area sending contributions to the various concentration points, an area equal to that of the German empire.

**ANOTHER CHRISTMAS SHIP.**

**Philadelphia Sends One Ship and Perhaps Two to Belgian Sufferers.**

(Special Correspondence.)

PHILADELPHIA, Nov. 10.—One of the most remarkable journalistic feats ever recorded has gone down to the credit of Philadelphia this week, when as a result of the united effort of the eight leading papers of the city, over \$120,000 was raised through popular subscription in four days for the purchase of the cargo of the "food-ship" Thelma, which sailed at noon on Wednesday to the relief of the starving Belgians.

Never has there been such an outpouring of goodwill and money in so short a time in philanthropic Philadelphia; never have the local papers been so overwhelmingly in accord; never has a campaign, from a business standpoint, been so well managed and so triumphantly successful. No longer can the rest of the country call old Philadelphia "slow." That stupid jest, once and for all, has now been given its everlasting quietus.

Following a cable from Ambassador Page in London to Edward Bok, editor of the Ladies' Home Journal, and son-in-law of Cyrus H. K. Curtis, and the chartering of the Thelma by John Wanamaker, a meeting was held at noon on Friday in the Wanamaker store which was attended by owners and managers of the principal newspapers. Plans were rapidly matured, the basement of the Lincoln Building just off City Hall Square was turned over for the use of the committee as a further contribution from John Wanamaker, and at 8 o'clock next morning a force of assistants was ready to receive subscriptions.

That morning each of the eight papers published a full-page advertisement, announcing the plan, and the news columns carried long stories, setting forth what was to be done and the brief time in which it was to be accomplished.

led to larger contributions than was originally intended.

Mr. MacLeod has been in the newspaper field for about two years. He worked night and day, with the assistance of James B. Considine, business manager and secretary of the North American, in receiving contributors, making purchases and supervising all the endless details. Others on this committee were Michael F. Hanson, Benjamin G. Wells, and John C. Martin, general business manager of the Ledger.

The publicity end was carefully looked after. Every day, beginning with Saturday, each paper bore a full-page advertisement, written by Gordon H. Ciley, advertising chief of Wanamaker's, and the news and editorial columns carried additional reams of copy. The contributions ranged from a few cents given

**BARNES' PAPER LOSES SUIT.**  
**Albany Evening Journal Must Refund**  
**\$6,749.86 to State.**

The Albany (N. Y.) Evening Journal, published by a company of which William Barnes, Jr., ex-chairman of the Republican State Committee, is president, must refund to the State \$6,749.86, according to a decision handed down by the Court of Appeals on Tuesday. The Journal charged both the State and the county for the same insertion of public notices and the State sued to recover all excess over 75 cents a folio received by the paper for such publication during the last ten years.

The action was started after the investigation of Albany city and county by a committee of the Senate several years ago.

**NEWSPAPER CANDIDATES.**

**Several Were Elected to Office in Chicago Last Week.**

Numerous present and former newspaper and advertising men and writers, candidates for office, were voted for last week in Chicago and many were defeated. Most of them ran on minor tickets that never had a chance anyway. The most important candidate to lose was A. A. McCormick, president of the County Board, who was up for re-election. Frank L. Woods, editor of the Legal News, was a defeated Socialist candidate for Congress. Joseph Corti, business manager of a Socialist newspaper, was a candidate for County Commissioner on that ticket.

Timothy J. Clohesy, publisher of the Chicago Review, a weekly, was a successful candidate for Drainage Board Trustee. He ran as a Democrat, as also did Joseph Placek, who was elected to the legislature from the Ninth District. The latter is editor of the American Citizen, a Bohemian newspaper.

Henry Anielewski, advertising agent for a Polish paper, was a Socialist candidate for Congress.

George H. Gibson, proof reader and formerly editor of several Socialist papers, was a Socialist candidate for the legislature.

Josephine Conger-Kaneke, editor of the Progressive Women, a Socialist monthly, and Mrs. Winnie Branstetter, a Socialist lecturer and press writer, were unsuccessful candidates for University Trustees on their party ticket.

**NEWSPAPERS CAUSE OF FINE.**

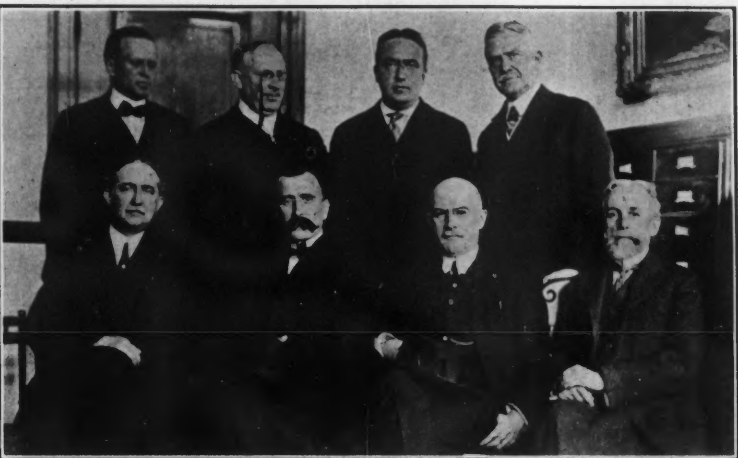
**German Penalty on Brussels Due to Vending of Forbidden Newspapers.**

The alleged reason for the recent imposition by the Germans of a fine of \$1,250,000 on Brussels is said to have been the sale of contraband newspapers.

It was stated that a German secret service officer tried to arrest Belgians who were disposing of Dutch newspapers containing unofficial news, but that they resisted and were supported by the Brussels policemen. The venders of contraband news have become something akin to national heroes in this city, which has been practically cut off for three months from the outside world. They have been obtaining from ten to fifteen francs each for newspapers.

The Brussels town council has made a protest against the fine on the ground that the German secret service agent had not informed the news venders of the ban on the sale of papers, and that the venders did not know they were dealing with a German. The German governor general, however, is said to have threatened that, unless the fine is paid by November 10, the Germans will take over the entire city government of Brussels.

George L. Edmunds, of the New York Sun's Washington staff, handled the telegraphic publicity work for the Republican National Congressional Committee during the closing fortnight of the campaign just ended.



SOME OF THE "FOOD SHIP" COMMITTEE.

Top Row (Left to Right)—NORMAN MACLEOD (Evening Telegraph), RICHARD J. BEAMISH (Press), BENJAMIN G. WELLS (Press), JOHN J. COLLIER (Telegraph).  
 Lower Row (Left to Right)—M. F. HANSON (Record), WILLIAM F. SIMPSON (Bulletin), JOHN P. DWYER (Record), CYRUS H. K. CURTIS (Public Ledger).

Money began to flow in on Sunday and by Monday the rate of subscription averaged \$1,000 an hour; by noon, Tuesday, the money in hand for supplies exceeded the carrying capacity of the vessel, and by Tuesday night it was announced that another ship would be at once chartered, to take over a second load. On Wednesday, the day originally set for the sailing of the ship, she started down the Delaware loaded to her gun's with 2,100 tons, or the equivalent of 14,000 barrels of food stuffs. If any section of the country can do better Philadelphia would like to hear of it.

The executive committee was composed of Cyrus H. K. Curtis, president of the Public Ledger and the Evening Ledger, chairman; Benjamin G. Wells, president of the Press; John J. Collier, president of the Evening Telegraph; M. F. Hanson, general manager of the Record; James Elverson, Jr., publisher of the Inquirer; E. A. Van Valkenburg, president of the North American, and W. L. McLean, publisher of the Bulletin. John P. Dwyer, managing editor of the Record, was made chairman of the publicity committee and Norman MacLeod, general manager of the Telegraph, and son-in-law of John Wanamaker, was put in charge of the administrative committee.

To the clear-sightedness and executive ability of the latter no small share in the splendid result is due. It was his idea, for instance, that the headquarters should be fitted up like a grocery store, with bags of flour, dried fruits and beans, cases of canned vegetables and condensed milk and other supplies. To each pile of merchandise was attached a placard announcing just how much of each article certain sums of money would buy, and instead of an impersonal deposit of cash, each contributor was able to know in just what way and for what things his money would be spent. The idea was a touch of genius and often

by newsboys and the very poor to a check of \$1,000, and a gift of an auto truck which was worth twice that sum.

It is said that the co-operation between the managements of the various papers has been so markedly successful, that the organization is likely to continue and to lead to further developments. The second food-ship will be dispatched to reach Belgium about Thanksgiving. No newspaper representative accompanied the ship, though great was the disappointment thereat. It was thought at first to send one man to represent all, but even that idea was ruled out, since no chances are to be taken on the prompt and safe arrival of the vessel, which proceeding under the Red Cross flag is under international protection.

CURTIS WAGER-SMITH.

**Judge Petit Overrules Demurrer.**

Judge Petit, of Chicago, has overruled the demurrer filed by the Chicago Examiner in the \$100,000 libel suit brought against it by Judge William F. Cooper. Attorney Keehn, for the Examiner contended in this demurrer that the article complained of was not libelous and cited Supreme Court decisions to support his contention. Judge Petit allowed the attorney forty days in which to file a plea.

**Oakland (Cal.) Herald Quits.**

The final passing of the Oakland (Cal.) Herald took place last week, when the building erected especially for the paper passed into the hands of the First National Bank of Emeryville. The Herald was founded by Frank C. Havens and other prominent men, and John C. Klein, a New York newspaper man, was engaged to manage it. The paper lasted about five years and was later purchased by the Oakland Enquirer Publishing Company, which moved the plant and suspended publication of the paper.

## WHAT A PUBLICATION OWES TO ITS READERS.

By DR. FRANK CRANE.

An address delivered by Dr. Crane before the Sphinx Club, New York City, November 10. It is given verbatim so that every reader of *The Editor and Publisher* may share in its splendid inspirational tone; and every reader who is a newspaper man worthy of the name will be benefited by reading it.

To tell the truth. That is the first and perhaps the only debt a publication owes to its readers.

As a rule it is simpler, easier and cheaper to tell the truth than to lie. No publication departs from the truth without reason. These reasons are as old as human nature; they are short-sightedness and selfishness. Newspapers (and I shall confine myself principally to newspapers) warp the truth for the same reason that individuals warp the truth. But when a newspaper or an individual persists in untruthfulness, it or he obtains a success which is only fictitious, and invariably loses influence.

Only an endowed newspaper can go on lying. All endowed institutions are under suspicion. As a rule, the newspaper lives from hand to mouth, which is the way everybody and everything ought to live, if he or it is to be kept wholesome.

### INIMICAL TO TRUTH.

What are the conditions inimical to truth in a newspaper?

First, political partisanship. I believe the political party system to be passing. I believe that in a pure democracy partisanship is a mistake. No man can surrender himself to a party or a sect without undergoing moral lesion. No man can hand his conscience over to an organization and remain ethically sincere. It is partisanship that has spotted the great men of America. It defeated Taft, who was a mightily lovable and fair sort of man. It is the one thing that threatens the career of Woodrow Wilson. And it hasn't done a thing to Theodore Roosevelt.

When a newspaper is the known organ of a political party, every statement it makes is taken at 50 per cent. off.

I can remember the time when almost all newspapers were political organs. It was considered a disgrace not to be. Most of the great newspapers of the United States today have gotten out of this wallow.

We used to think that loyalty to party was fine. It was; it was about as fine as loyalty to Emperor William, or the Czar, or the King of England are fine. There is something that is finer, and that is loyalty to humanity and to the truth. That never leads men to murder each other by the millions.

### FRUIT OF PARTY SYSTEM.

And we have discovered that the principal fruit of the party system in America is the prostitution of city government by the bi-partisan, political, grafting machine such as exists in Chicago, it is Tammany Hall in New York, and men like Cannon, Aldrich, Penrose and Quay.

A newspaper owes to its readers an absolutely independent expression of opinion and freedom to criticize any public man.

A newspaper should not only be fair itself, but should educate its readers in fairness of mind.

It should not be consistent: it should not say a thing today because it said it yesterday. It should not expect always to be agreed with. It should tell the truth.

Secondly, a newspaper owes to its readers that it should not be the vehicle of its owners' personal animosities and ambitions. The American people are rather finicky. They do not want to be dominated by anybody. When an owner

uses his newspaper to vent his spite against this man or promote the ambitions of that man, he becomes at once justly suspected. His influence is crippled.

A newspaper owes to its readers that it should be independent of class. Any class. It should be for all men and all women. It should be the one arena of absolute democracy. It should not be for the literary and the highbrow. It should not be for the slums. It should not be for the rich. It should not be for the poor. It should be for all men everywhere.

### THE NEWSPAPER MESSAGE.

Every newspaper has a gospel laid down for it to preach. The Twentieth Century says to it: "Go ye into all the world and preach my Gospel to every creature." In proportion as it is faithful to this command, it succeeds in the highest sense of the word success. That gospel is democracy.

The newspaper owes to its readers that it be independent of its advertisers. Under the existing economic system, it is the advertisers who publish the paper. They pay for it. I know of no newspaper that could exist merely on its subscriptions.

We are, for instance, at this time in a peculiar situation. The war has made the subscription list go down the advertising returns to go down, so that the more buyers a newspaper has, the less money it makes.

The intelligent advertiser should appreciate the fact that his display is published in a paper which tells the truth, whether it steps on his toes or not. The moment an advertiser, or any class of advertisers attempt to control the policy of a paper or limit its free expression, they are practical blackmailers.

A newspaper owes to its readers that no advertisement should be taken that does not leave it free to publish such news and make such comment as its conscience dictates.

### SHOULD BE EXPOSED.

If conditions in a department store are unjust or unsanitary, if the public sale of certain drugs is inimical to the public health, if the open sale of alcoholic liquors is prejudicial to the community, if food and drink are found to be impure, the newspaper ought to expose such conditions or go out of business.

After a while, the fair, square, manly position is the only one permanently tenable by a newspaper which hopes to retain its hold upon the public.

For instance, I knew a man who prepared an article for his paper upon the evils of the automobile trade. This trade is infested with as large a company of grafters and hold-up men as any business in the country. The straight and honest automobile dealers owe it to themselves that these robbers should be exposed. Yet this article was rejected by the newspaper because it might offend automobile dealers.

A newspaper owes to its readers that it should be printed in type that an ordinary human being can read, and on paper that is not rotten.

A newspaper owes to its readers that it be well edited and that the news be not thrown in with a scoop shovel. Headlines ought to tell something about what the article under them contains. News should be grouped and arranged so that the habitual reader knows where

to turn for just what he wants.

A newspaper owes to its readers the maintenance of high ideals. It is the only reading matter of millions of people. Any man exerting such large influence, unless he feels his responsibility to humanity and his own conscience and to God, cannot achieve that real success of which I spoke.

It is said that people do not go to church any more. That I will not discuss, but certainly people are as anxious to maintain those things for which religious institutions are supposed to stand as they ever were in the history of the world. And the newspaper that will provide interesting and wholesome moral pabulum for its readers, will find that it is appreciated.

Not that a newspaper should give itself up to the propaganda of any sect or religious cult, or other organization. But there are some things that constitute the greatest common denominator of all moral and religious effort since civilization began. Such things are that it is better to be honest than to be dishonest; better to be loyal than to be disloyal; better to be a man than to be a cad; better to be clean than to be filthy; better to be kind than to be cruel; better to be industrious than to be lazy.

It will accrue to the benefit of any newspaper to persistently and daily champion these things with all the skill it can, by its highest priced writers and in the most attractive form.

The newspaper also owes to its readers not to cater to prurient taste. The publication of most divorce proceedings and family scandals I believe to be as deeply injurious to the newspapers themselves as to most of their readers. I loathe the whole business. There is plenty of news without sniping into private affairs. And there is penalty enough for sexual wrongdoers without the injudicial punishment of publicity inflicted by unqualified newspaper reporters.

To sum up, the duty of a newspaper to its readers is to tell the truth, to observe the ordinary human decencies, to encourage independence of opinion and maintain those high ideals which the common opinion of mankind has demonstrated to be necessary for any right kind of life.

### A. B. C. AUDITORS BUSY.

#### Fifteen of Them Now Engaged in Examining Circulations.

The A. B. C. auditors have completed the audits of the Wisconsin Agriculturist, Racine; The Racine Call; Racine Times and Racine Journal-News; the Des Moines (Ia.) Capital; and Register and Leader, Evening Tribune; the Jacksonville (Fla.) Times-Union and Metropolitan; the Harrisburg Patriot, Telegraph and Star-Independent.

They are now making examinations in Atlanta Ga.; Reading Pa.; Milwaukee, Wis.; Los Angeles, Cal. and of the farm and trade papers in Des Moines, Iowa. Twelve auditors are now employed by the A. B. C. and the staff will be increased this week by the additions of the following: C. A. Booth, C. E. Welborn, and I. H. Cordes.

The country has been divided into "audit" districts and it is planned to work simultaneously in each district as rapidly as the right men can be secured, properly trained and bonded.

The A. B. C. has now over eight hundred members and this number is being increased rapidly. At least one thousand members will be enrolled by January 1, 1915. It is confidently expected. Among the new members of the last week are the following:

NEWSPAPERS—Scranton (Pa.) News, Massillon (O.) Independent, Montreal Mail, Staunton (Va.) Leader, Los Angeles (Cal.) Express and Tribune, Charleston (S. C.) Post, San Bernardino (Cal.) Index, Akron (O.) Beacon Journal, Roanoke (Va.) Times and World News, Newport News (Va.) Daily Press, Newport News (Va.) Times-Herald, Norwich (Conn.) Bulletin, Shreveport (La.) Journal, Canton (Ill.) Ledger, Lawrence (Mass.) Telegram, Riverside (Cal.) Press, Kansas City (Mo.) Post, Fresno (Cal.) Herald, Cheyenne (Wyo.) Tribune, Long Beach (Cal.) Press, Lansing (Mich.) Press, Kalamazoo (Mich.) Telegraph-Press, Greenville (S. C.) News.

TRADE—Electrical Engineering, Atlanta, Ga.

LOCAL ADVERTISER—West Side Laundry Company, Atlanta, Ga.

### Quit Talking War and Go to Work.

(From the Atlanta Constitution.)

It is a time to quit talking war and cotton, and go to work. The "buy-a-bale" movement had a good effect; it should be supplemented now by the "paint-a-house" movement, and the "put-on-a-new-roof" movement. There are five thousand houses in Atlanta that need painting; as many need new roofs. Now is the best time in many a year for property owners to start a thorough clean-up and paint-up campaign. It is the very best business policy to keep tenants satisfied, and keep property in the best of physical condition. Besides, you are making jobs for people who need work.

Any man who says the South can be ruined by the loss of one year's crop slanders us. If we thought that real estate had no more to back it up than one year's cotton crop, we would not be advising people to buy. It is just as if the loss of one month's rent of a house would absolutely do away with the value of that house.

### JOURNALISTIC CHRONOLOGY.

#### Anniversaries of Interest to Newspaper Folk During the Week.

- NOV. 15.—Thurlow Weed, founder of the Albany (N. Y.) Journal, born at Cairo, N. Y. (1797). He died in 1884.
- NOV. 16.—O. R. Young, publisher and news writer, editor and manager of the Universal Engineer, born in Providence, R. I. (1898).
- NOV. 16.—William Abbat, editor and publisher, born in New York City (1851).
- NOV. 16.—Manton Marble, veteran editor, author and diplomat, born at Worcester, Mass. (1834).
- NOV. 16.—Isalah Thomas, editor of the Massachusetts Spy, advertised to pay ten shillings per pound for paper rags (1780).
- NOV. 16.—The New York Evening Post was first issued with William Coleman, personal friend to Alexander Hamilton, as editor (1801).
- NOV. 17.—William Barnes, Jr., proprietor of the Albany (N. Y.) Evening Journal, born in Albany (1806).
- NOV. 17.—John Peter Zenger, editor of the New York Weekly Journal, was arrested for alleged libel. This was the first prosecution for newspaper libel on this continent (1734).
- NOV. 19.—First regular issue of the Connecticut Courant at Hartford, Conn., by Thomas Green (1764).
- NOV. 20.—Charles Wilbur Brown, vice-president and director of the Central Newspaper Union of New York, born at Newark, O. (1883).
- NOV. 20.—Arthur Guiterman, writer and editor, born in Vienna, Austria (1871).
- NOV. 20.—John Russell Young, American journalist, author and diplomat, born at Downingtown, Pa. (1841).

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

# INTERTYPE

THE ACME OF HIGH QUALITY

## 3,175 LINOTYPE USERS

Are using Intertype Matrices and Parts

### Why Not You?

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

# A Combined Judgment

---

During October, as in September, THE CHICAGO DAILY NEWS again led all Chicago newspapers, morning and evening, daily and Sunday, in the volume of display advertising printed. This is counting only six publishing days for THE DAILY NEWS and seven days for the morning papers. The figures for October are:

	AGATE LINES
THE DAILY NEWS -	595,937 (six days)
The Tribune - -	577,383 (seven days)
The Examiner - -	427,252 (seven days)
The American - -	421,672 (six days)
The Herald - - -	383,095 (seven days)
The Journal - - -	310,878 (six days)
The Post - - -	171,701 (six days)

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

---

## The Chicago Daily News

*The Net Paid Circulation for October  
Averaged 406,090 Daily*

General Eastern Office - - Times Building, New York

**N. E. NEWSPAPER ALLIANCE.**

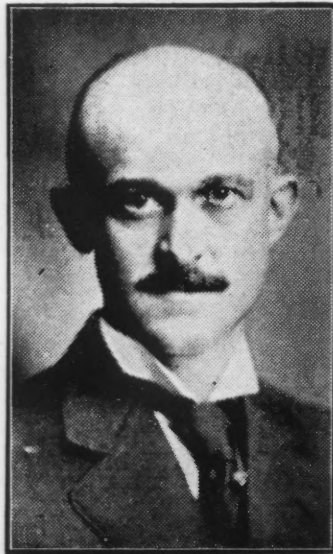
**A Strong Combination for the Good of New England Newspapers—General Benefits in all Branches.**

A meeting of the New England Newspaper Alliance was held at Manchester Tuesday, November 10, which was attended by 25 members. The principal subject discussed was the promotion of the news service between the papers.

One of the purposes of this organization is to provide each member with efficient representation in a news way in the sixteen cities of New England represented in the Alliance. Through this co-operative feature every paper is pro-



FRANK KNOX, President.



Geo. A. HOUGH, Secretary.

tected on any news which may break anywhere in New England, which would be of peculiar local interest to that paper.

If, as an illustration, a Manchester, N. H., man should meet with a serious automobile accident while touring through Worcester, Mass., the Worcester Gazette, upon receiving the story, would at once file a skeletonized bulletin of the accident to the Manchester Leader and stand ready to supply a longer story, if requested by wire.

In addition to this exchange of news, plans are also laid to mail a human interest story, which will be of New England-wide interest, from each office each week to every other member of the Alliance. This is expected to provide the various newspapers with a lot of attractive feature stuff, which will add very markedly to their news attractiveness as New England papers.

During the recent baseball season of the New England League, the eight papers in the Alliance published in towns in which New England League teams are located, carried on an exchange of baseball news, both in bulletin and complete story form, which saved to these eight members thousands of dollars during the season for special correspondents.

A special committee of the Alliance, consisting of Benjamin H. Anthony, of the New Bedford Standard; John D. Plummer, of the Springfield Union; George A. Booth, of the Worcester Gazette, and Frank Knox, of the Manchester Leader, ex-officio, is now engaged in searching for the most expert and efficient advertising promotion man to be found, to enter the employ of the Alliance, in order to cover a field in New England not at the present time cared for either by local solicitation or foreign representation.

The committee held a meeting of the Alliance and conferred with several men prominent in the advertising game who are being considered for this place. A decision will be reached within the next few weeks as to the man to be employed, and it is expected that this advertising

promotion campaign will be inaugurated about the first of the year.

The next meeting of the Alliance will be held at the Copley Plaza Hotel on Wednesday, December 9.

The New England Newspaper Alliance, made up of the leading afternoon dailies in New England, outside of Boston, was organized for the specific purpose of improving the quality and character and quantity of New England news, carried in the various publications and to aid in such other ways as might suggest themselves, along co-operative lines, in improving the service rendered both readers and advertisers by these publications.

That such an organization satisfied a well defined and well recognized want was evidenced by the spontaneity with

which the plan was received among New England newspapers. In almost each instance the principal competition which the publishers who constitute the membership of the organization have to meet, is that with Boston papers. Because of their size and resources, each Boston newspaper could do many things which was beyond the financial capacity of the individual newspapers about New England to undertake. However, most of the things of this character, accomplished by the Boston papers individually, can be done by the New England smaller dailies co-operatively. It is precisely this, which is being attempted by this organization, and with considerable success.

A most valuable and attractive feature of the organization is its monthly meetings, usually held in Boston, at which matters of common interest are handled without gloves, and in such a fashion as to be decidedly helpful.

As the organization develops, there are opened constantly new avenues of usefulness and mutual profit.

The work of the association is carried on exclusively, on a voluntary basis, its success being largely due to the devoted efforts of its secretary, George A. Hough, managing editor of the New Bedford Standard, and the uniform spirit of helpfulness which characterizes each member in each separate project undertaken.

Frank Knox, president and editor of the Manchester (N. H.) Union and Leader, is the president of the organization, and is decidedly alive to the duties and opportunities of his office.

Among the latest developments, the alliance is now preparing to put a representative in the foreign field to look out for the interests of its members in an advertising way.

Collectively they are in a position to make a very tempting offer to a pretty big man, and they are now negotiating with some of the best known advertising men in the country.

Although the organization is comparatively young a great deal of good has been accomplished, and the membership generally is enthusiastic over the work.

The membership at present is composed of the Manchester (N. H.) Leader-Union, New Bedford (Mass.) Standard, Springfield (Mass.) Union, Worcester (Mass.) Gazette, Lowell (Mass.) Sun, Haverhill (Mass.) Gazette, Lynn (Mass.) Item, Providence (R. I.) Tribune, Lawrence (Mass.) Telegram, Pittsfield (Mass.) Eagle, Fitchburg (Mass.) Sentinel, Fall River (Mass.) News, Portland (Me.) Express, New Haven (Conn.) Register, Lewiston (Me.) Journal, Meriden (Conn.) Journal.

**Newspaper Activities.**

The Pomona (Cal.) Progress has issued a complete directory of its delivery lists which cover Pomona and nine neighboring towns for the use of advertisers and others who might be interested, four pages of half tone pictures of its motorcycle and bicycle carriers is one of the features of the directory.

**MR. REID SELLS TRIBUNE STOCK**

**Disposes of Securities Amounting to \$205,000 According to Report.**

Mrs. Elizabeth Mills Reid, widow of Whitelaw Reid, is gradually reducing her holdings in the New York Tribune, which her husband owned. In her first accounting as executrix of Mr. Reid's estate, which she filed this week with Surrogate Sawyer in White Plains, Mrs. Reid noted the sale of securities of the Tribune Association amounting to \$205,000.

The personal property Mrs. Reid inherited amounted to \$1,131,196. This was partly made up of 159 shares of Tribune Association five per cent. gold bonds, worth \$159,000; 150 shares of Mergenthaler Linotype Company, worth \$236,500, and shares of Tribune stock, worth \$607,500.

Frank G. Heaton, of the Washington Star, is in New York looking after the Star's interests in the European orphans' Christmas ship.

**WASHINGTON TOPICS**

(Special Correspondence.)

WASHINGTON, D. C., Nov. 10.—The Navy Department is investigating the location of the wireless station along the coast of New England that is thought by some to be in communication with German interests. It has been reported that one of the big New York dailies has been receiving information as to the movements of the German armies through the medium of this unknown station. For four weeks the fact that messages giving news of military movements from the German standpoint from twenty-four hours to days in advance of official announcements from London and Paris and Petrograd was being sent to the paper in question from Maine has been known.

Investigations are in progress to locate the source, because the later announcements invariably sustained it. The messages were sent by a staff correspondent of the paper in question.

It has been learned that for the first week of all these dispatches sent nightly went from Bar Harbor, Maine. Then there came a pause and after that they came from other places, as Eastport, Ellsworth, Bangor and Lewiston, all points which could be reached by correspondents or messenger leaving Bar Harbor in the afternoon and in time to file for New York morning papers.

It is further said that always the correspondent went back to Bar Harbor after sending a story from other points. This led to the idea that the source of this information was at or near Bar Harbor. Efforts to locate the wireless station have failed so far.

Arthur B. Krock, chief of the Louisville Courier-Journal Bureau, and N. O. Messenger political writer of the Washington Star, have returned to Washington after reporting the campaign just closed for their respective papers. Mr. Krock said he was surprised to note that he and Mr. Messenger were the only two special writers in New York for the campaign.

**I AM LOOKING FOR AN OPPORTUNITY to demonstrate my ability to get a signature on the dotted line.**

\* \* \* \*

I have been getting contracts signed here in New York for sixteen years, as a direct representative, and am adding to my list of papers.

\* \* \* \*

It might be that I could sell my services to you. Suppose you try me out. Write a letter to me and see how I come back at you. Perhaps I can convince you that I am the kind of a business getter that you want getting business for you in New York.

\* \* \* \*

A letter from you, just a little, short kind of a letter would get you a look in at some of the most intensive solicitation you ever saw.

\* \* \* \*

It might result in a connection that would be mutually profitable.

\* \* \* \*

I am not overlooking any chances to increase my business. Are you?

\* \* \* \*

See if I have the chance you are looking for. Go ahead. I dare you. Just write to me.

DIRECT REPRESENTATION THAT REPRESENTS

**CHARLES SEESTED**

41 PARK ROW

NEW YORK

TELEPHONE 569 CORTLANDT

# A SYSTEM OF WHITE PAPER CONTROL.

By J. W. Magers,

(Formerly Business Manager of the Baltimore Sun.)

The management of a newspaper purchasing in excess of \$100,000 worth of white paper per annum felt that it was taking too much for granted in the way it was dealing with this very important part of its business. Therefore a policy was adopted of keeping accurate data on the receipt and use of its raw material. This happened a number of years ago. A plan was drafted which was thought would be a thorough and comprehensive check, and a true history of the handling of its white paper. It is believed that the information gained through the use of this control has been, in addition to being a benefit to the newspaper, an aid to the paper manufacturer.

As far as the newspaper side is concerned it has been a force insuring better care on the part of all handlers in the newspaper press room which has resulted in a lessened waste percentage. Each one per cent. decrease in the waste percentage, on the above consumption, is \$1,000 saved.

### NEED OF CARE IN WATCHING WEIGHTS.

The newspaper we will say made a contract for 2,000 tons of paper. The contract weight of that paper was 500 sheets, 24 by 36 inches, 32 pounds. Owing to the cheap selling price of this publication it could hardly be hoped to derive enough revenue from the sale of newspapers to pay the white paper bill. It was essential to the management that the check should show the variance, if there were a variance, between the contract weight and the actual weight, for every bit of additional weight would mean increased manufacturing cost, and it is necessary that these variances

should be known immediately—day by day. So the manner in which they got at the weight question was as follows: When the roll sheet of a car of paper is received by the newspaper the sheet is immediately sent to the press room foreman's desk. As every roll is taken from storage it is weighed, the wrapper is torn off and weighed, the waste caused in transit is torn off and weighed. Every scrap of paper taken from that roll is weighed, and the paper left on the cores is removed and weighed, and then the core is weighed. The result of all this carefulness is indicated in the figures of this newspaper for waste for the month of May, 1914.

### PERCENTAGES OF WASTE.

Out of about 1,250,000 pounds of paper used in this month, 95 per cent. came out in complete and perfect copies, and the 5 per cent. showed the following distribution:

White Waste*	16,517 lbs. or 1.35%
Core	4,432 lbs. or .36%
Printed	17,737 lbs. or 1.45%
Wrappers	22,504 lbs. or 1.84%

Total ..... 61,190 lbs. or 5.00%  
\*Transit and press room.

The question of transit waste is always a question between the contracting parties. This newspaper knows exactly the total of every phase of waste. The information showing how the weight is running is very valuable as running overweight is in effect leakage, which might grow burdensome.

### HOW TO GET AT THE WEIGHT.

The weight question was gotten at in this way. This newspaper does not measure 24 by 36. The square inches

of paper in a sheet the size of this newspaper are 4.8 per cent. more than the square inches in a sheet 24 by 36, the contract size. As a page is one-fourth or 25 per cent. of a sheet, it is obvious that instead of dividing the number of pages by 25 per cent. the divisor 26.2 would reduce the number of pages of product, newspaper size, to the standard made by contract.

Every day a sheet (see A) is made up in the press room showing the car number, roll number, net weight, pounds left. A stump book is kept in which the car number, roll number, date when first used, and poundage is recorded. As each stump is used this is added to poundage from fresh rolls, and it will be seen in the form hereto attached how the plan works out practically.

These daily units are aggregated each month, and show a comparison with the same month the year previous in each division of waste (the printed waste being segregated into folded waste and scrap waste), pounds consumed for each of the two years, the underweight or overweight, and the variation of weight.

The A. N. P. A. monthly reports show a great variance in waste figures, some of which variance it would be very difficult to correct because of the paper handling conditions in different places. The paper manufacturers, as the wrappers are included in the poundage cost, will necessarily endeavor to make the wrapper as heavy as the consumer will permit.

Another important use of the control is the checking of poundage charged. This is no reflection on the mills, but what purchasers of other goods, wares and merchandise in such large quantities would take the weights of their vendors without recourse, and in the matter of

weight, how many newspapers have an automatic check from day to day of poundage used against page production?

In about four years, the time during which this control has been in operation, many thousands of dollars have been saved which in all probability would have been undiscovered leaks without this automatic control. In four years based on the month on which the above figures are predicated, the saving by underweight would be nearly 9,000 for this newspaper. Add to this the moral effect for efficiency such a control has on the press room employes in keeping down waste of all kinds and it is readily seen that the effort is well worth the cost and pains.

### STANLEY WOOD'S OPINION.

#### Editor of "Ye Ad Club Crier" Likes the Way Vital Questions Are Handled in The E. & P.

Stanley Wood, "Ye Ad Club Crier," of Los Angeles, Cal., knows a good thing when he sees it, and is willing to acknowledge the right spirit displayed in others. Witness the following from him, dated October 28, and addressed to the editor of THE EDITOR AND PUBLISHER.

"Your issue of October 24 was a wonder.

"Mr. Woodhead was in the office today and said they had every confidence of raising their \$300,000 fund. Alameda county, as you may know, promised a million dollars to the Exposition Fund at the annual meeting of the Oakland Chamber of Commerce, January 7, 1911, two hundred thousand of which was stipulated to be expended in advertising."

M Data May, 1914		Gross Press Run		E Data May, 1914		Gross Press Run	
Pages 4-		13042700		Pages 4-		4420950	
Car No.	Roll No.	Net Weight	Pounds Left	Pounds			
				Forward	STUMPS		
				Date First Used	Number		
Waste				1914			
		Lbs.	Pct. Cont.			Lbs.	Pct. Cont.
White		16517	1.35	20713		185	
Core		4432	.36	5364		.48	
Printed		17737	1.45	18001		1.61	
Wrappers		22504	1.84	23270		2.07	
Total		61190	5.00	67348		6.01	
				61190		5.00	
White				6152			
Transit		13730	1.12				
Pressroom		2787	.23				
Printed				Total Weight			
Folded		15236	1.24	M 12398		Lbs.	
Scrap		2501	.21	E 4119		Lbs.	Total 16517 Lbs.
		17737	1.45	M 3216		Lbs.	
Paper Consumed				C. W.			
				E 1216		Lbs.	Total 4432 Lbs.
1914		1224316		M 12783		Lbs.	
1913		1120380		E 4954		Lbs.	Total 17737 Lbs.
		103936	increase	M 16734		Lbs.	
Underweight				Wrappers			
				E 5770		Lbs.	Total 22504 Lbs.
1913		21228	Lbs.	M 45131		Lbs.	
1914		8591	"	E 16059		Lbs.	Total 61190 Lbs.
		12637	Decrease	M 913869		Lbs.	
Weight				Total Weight 1224316 Lbs.			
				E 310447		Lbs.	
1914		3175		Deductions 61190 Lbs.			
1913		3137		Net Weight Used 1163126 Lbs.			
		38	increase	Should Have Used 1171717 Lbs.			
				Discrepancy 8591 <small>Overweight Lbs. Underweight</small>			
				Product 69878600 Pages SIZE			
				500 Sheets 24x36 Actual Weight 31.75 Lbs.			
				500 Sheets 24x36 Contract Weight 32.00 Lbs.			

M Data May 12, 1914		Gross Press Run		E Data May 12, 1914		Gross Press Run	
Pages 4-		100400		Pages 12-		50100	
Car No.	Roll No.	Net Weight	Pounds Left	Pounds			
				Forward	STUMPS		
				Date First Used	Number		
20679				30765			
		2958	1232				
		3957	1303				
		3974	1242				
204303				426			
		3972	1317	May 11	3924	603	
		3921	1279	" 11	3969	502	
		3922	1228	" 11	3915	242	
		3926	1212	" 8	728	365	
		3971	1287	" 12	3971	555	
		3932	1280	" 12	3972	436	
		3925	1197	" 12	3960	285	
		3960	1259	" 11	799	305	
22795				285			
		723	919	" 11	741	322	
		720	926	" 11	765	476	
		694	408				
		692	466				
		725	909				
		727	920				
		693	409				
		698	879				
		722	895				
		695	919				
		715	900				
		724	890				
		3973	1242				
		3952	1271				
		3964	1307				
		3970	1245				
		3962	1284				
128962				628			
		794	648				
		882	658				
		776	641				
		761	717				
				Total Weight 34856			
				M 288 Lbs.			
				E 47 Lbs. Total 335 Lbs.			
				M 55 Lbs.			
				E 35 Lbs. Total 90 Lbs.			
				M 273 Lbs.			
				E 100 Lbs. Total 373 Lbs.			
				M 475 Lbs.			
				E 175 Lbs. Total 650 Lbs.			
				Total 1448 Lbs.			
				M 24634 Lbs.			
				Total Weight 34856 Lbs.			
				E 10222 Lbs.			
				Deductions 1448 Lbs.			
				Net Weight Used 33408 Lbs.			
				Should Have Used 33650 Lbs.			
				Discrepancy 242 <small>Overweight Lbs. Underweight</small>			
				Product 2006800 Pages SIZE			
				500 Sheets 24x36 Actual Weight 31.77 Lbs.			
				500 Sheets 24x36 Contract Weight 32.00 Lbs.			

## CANADIANS GET BUSY.

**Are Organizing a Three Weeks' Dominion Wide Made-in-Canada Demonstration—Three Full Page Specials to Be Used to Arouse Public Interest—Canadian Press Association Backing Campaign.**

(Special Correspondence.)

TORONTO, Nov. 2.—The important announcement of the week in Canadian newspaper circles is the big Dominion-wide Made in Canada demonstration that is being arranged jointly by the Canadian Home Market Association and the Canadian Press Association. The demonstration, which will extend over a period of three weeks, will be fourfold in character. It will consist of a special co-operative newspaper campaign on the part of Canadian manufacturers, in which every newspaper in Canada will participate; special supplementary general advertising by individual manufacturers; a window and store display campaign by local merchants in every city and town in the country, and corresponding local advertising by the retailers. The demonstration will take place shortly after Christmas.

From the newspaper standpoint the immediate interest of the campaign centers in the plans for the co-operative advertising by the manufacturers. The arrangement decided upon consists of three full-page spreads to appear for three weeks consecutively in weekly papers and twice each week in daily papers. Each of the three special pages carries the heading, "Keeping Canadian Workmen Employed," which runs across the top of the page and is superimposed on a background of busy factories. Below the title, on each page, reading matter is arranged in large type explaining the purpose of the page and indicating that it is one of a series of three pages. Then the balance of the page is divided into ten subsections, each dealing with an allied group of industries. A suitable illustration appears at the head of each subsection, following which is a paragraph giving interesting and instructive information about the industries covered. These paragraphs in turn are succeeded by listings of the co-operating manufacturers in each group.

The proposed demonstration is largely the result of representations made to the Canadian Home Market Association by the manager of the Canadian Press Association, who pledged the hearty support of the publishers to the scheme. The Canadian Press Association itself will carry on a special campaign among the newspapers receiving the advertising, looking forward to having unique displays of Made-in-Canada goods during the three weeks of the campaign. It will also co-operate with local newspaper publishers in planning to secure supplementary advertising from local retailers directing attention to their individual displays.

The full page ads will be sent out direct by the secretary of the Canadian Home Market Association. One hundred and thirty daily papers and 950 town and village weeklies will have the insertions, giving a grand total of 3,600 pages of space.

A prospectus has been issued by the Industrial Bureau of the Chicago Herald which is attracting attention at present in Canada. It has to do with a proposed campaign on the part of the manufacturers of Illinois to secure more business in Canada. What is to be known as a Canadian Development Service Bureau has been established as a section of the Herald's Industrial Bureau, and the new bureau has worked out a comprehensive plan to capture Canadian trade. First and foremost there will be an advertising campaign in eleven leading Canadian daily papers and in the Canada Monthly, a popular magazine. Following this publicity there will be a personally conducted tour of the co-operating manufacturers through the Dominion to bring them into touch with buyers. Lastly, there will be displays of moving picture film in theatres

throughout the country. No definite intimation that the proposals will be carried out has yet been received, but publishers are awaiting the announcement with interest.

Both Vancouver and Calgary are having "Apple Week" this week. This means that merchants, markets, clubs, restaurants, newspapers, etc., are co-operating to make the sale and use of apples effective.

Newspaper men are doing their share in supporting the various home guards that have been drafted to defend the country against possible German raids. J. F. Mackay, business manager of the Toronto Globe, drills regularly with the St. Andrew's Society Rifle Club, and William Findlay, business manager of the Ottawa Free Press, is an officer of the Ottawa Home Guard.

### Reporters Picked the Winner.

On the day preceding the election a poll of the political reporters who had been covering the campaign in New York State since the September primaries was taken on the governorship. The result was fourteen for Whitman and one for Glynn. The one who selected Glynn is a graduate of the Columbia School of Journalism.

### News Companies Consolidated.

The Brown News Company, which operates on the Pacific and Atlantic systems of the Southern Pacific Railway Company, and the Van Noy Hotel & News Company, operating between Chicago, Kansas City and New Orleans, have been consolidated under the name of the Van Noy-Brown News Company.

The headquarters of the western district will be in San Francisco, under the management of J. J. Mobley.

### Technical Association Dinner.

The November dinner and meeting of the Technical Publicity Association will take place at the Hotel Martinique Thursday evening, November 19. "How to Adjust Advertising Plans to Present Conditions" will be discussed by Roger W. Babson, the statistical expert, and L. Pelletier, of Machinery.

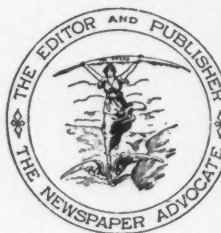
### Psychological Moment.

"Pa, what is meant by the psychological moment?"  
"When I give your mother a check, my son, that is the psychological moment for me to tell her I won't be home until late."—*Birmingham Age-Herald.*

## A PARTIAL LIST OF New Daily Newspapers Started During the Year 1914

Rhineland, Wis., Daily News  
Albuquerque, N. M., Republican  
Grand Island, Neb., Free Press  
Laurel, Miss., Leader  
Victor, Colo., Star  
Louisville, Colo., Times  
Pittsfield, Mass., Call  
Argenta, Ark., Herald  
Dallas, Tex., World  
Rutherford, N. J., Herald  
Cape Girardeau, Mo., Tribune  
Clearwater, Fla., Sun  
B'ackfoot, Idaho, Courier  
Troy, O., Union  
Orlando, Fla., Sentinel  
Grand Rapids, Wis., Leader  
Ashtabula, Ohio, Star  
Texarkana, Tex., Post  
Fairfield, Iowa, Tribune  
Haverhill, Mass., Herald  
Mt. Vernon, Iowa, Gazette  
Portsmouth, Ohio, Star  
Syracuse, N. Y., Star  
Tifton, Ga., Gazette  
Middletown, Conn., Times  
Marianna, Ark., Index  
Palatka, Fla., Post  
Hornell, N. Y., News  
Limon, Colo., Express  
Pocatello, Idaho, Chronicle  
Brookfield, Mo., Argus  
Gainesville, Texas, Journal  
Dallas, Texas, Journal  
Tamaqua, Pa., Call  
Sapulpa, Okla., Democrat  
Port Arthur, Texas, Record  
Niagara Falls, Ont., Review  
Claremont, N. H., Eagle  
Gettysburg, Pa., Star and Sentinel  
Washington, Pa., News  
Bonham, Texas, News  
Madison, Wis., Madisonian  
Bakersfield, Cal., News  
Tarentum, Pa., Telegram  
Mandan, N. D., Pioneer  
Winchester, Ind., Times  
Elmira, N. Y., Herald  
Prince George, B. C., Post  
Montreal, Quebec, News  
Virginia, Minn., Enterprise, etc., etc.

### Trade Newspaper Advertising--"Why" Talks--Number Eleven



## The Advent of a New Daily Newspaper in any City Usually Alters "The Publicity Situation" in That City.

A good many daily newspapers have been started in the United States and Canada this year. Some of these have entered fields heretofore accustomed only to weekly newspapers, while others have entered the lists in competition with established papers.

Strange as it may seem, with a few exceptions, the managers of new daily newspapers usually proceed upon the plan of doing very little trade newspaper advertising—satisfying themselves with the notion that they must first work up to a basis of equality with their competition before they may hope to attract National advertising.

The fact is, however, that a new daily newspaper may, from the first, obtain a fair share of the National advertising placed in its field—simply by "going after it" in the most effective way.

The advent of a new daily in a city disturbs, somewhat, the "general publicity situation" in that field. If the new paper has a distinctive field and purpose—caters to a distinctive clientele—introduces a new type of newspaper to that particular public—then its value as an advertising medium is positive, and its use by National advertisers is NECESSARY if they would cover such field effectively.

To "pass up" the opportunity to secure a share of the outside advertising, until such time as the paper has achieved the position to which it aspires is to postpone that opportunity indefinitely. For a fair share of such advertising will be of such great help in furthering plans of growth that it may not be wisely overlooked.

Tell, in your advertising in THE EDITOR AND PUBLISHER, the "reasons for being" upon which your new venture are based. Tell the style, aim and character of your paper; the clientele to which it appeals; the PROGRESS THAT HAS ALREADY BEEN MADE and the actual outlook for bigger things. You will find that such information is INTERESTING to the big space-buyers; and you will begin to attract YOUR RIGHTFUL SHARE OF THIS "OUTSIDE BUSINESS."



## 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**  
**Chtrago Tribune**  
**St. Louis Globe-Democrat**  
**Kansas City Star**  
**Omaha Bee**  
**Denver News**  
**Salt Lake Herald-Republican**

742 Market Street  
**SAN FRANCISCO**

## Buffalo News

**EDWARD H. BUTLER**  
 Editor and Publisher

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

Foreign Advertising Representatives  
**KELLY-SMITH COMPANY**

220 Fifth Avenue  
 NEW YORK  
 Lytton Building  
 CHICAGO

## The OMAHA DAILY NEWS

"Nebraska's Greatest Newspaper"  
 October, 1914, Circulation, 78,467

Divided thus:

City (Omaha-South Omaha-Council Bluffs-Benson-Dundee and Florence).....29,694  
 Mail .....48,773  
 Over 96% of the total is in Nebraska.  
 The Omaha Daily News has 78,467 Circulation (Evening Paper).  
 The second Omaha Newspaper has 59,068 Circulation (Evening 25,732—Morning 33,336).  
 The third Omaha Newspaper has 52,837 Circulation (Evening 19,953—Morning 32,884).  
**C. D. BERTOLET**  
 1110 Boyce Bldg. Chicago, Ill.  
 New York Representative:  
**A. K. Hammond, 366 Fifth Ave.**

## DETROIT SATURDAY NIGHT

has built up its present valuable clientele—valuable to the advertiser because it is a responsive clientele—by keeping

### Every Column Clean

This means that our advertising columns are edited with a view to eliminating whatever is unworthy.

Foreign Advertising Representatives

**CHAS. SEESTED**  
 41 Park Row, New York  
**F. S. KELLY & CO.,**  
 Peoples Gas Bldg., Chicago, Ill.

## THE NEW HAVEN Times - Leader

is the leading one-cent daily newspaper of Connecticut and the only one-cent paper in the State which has the full Associated Press leased wire service. The only evening paper in New Haven, member of Audit Bureau of Circulations.  
**The S. C. Beckwith Special Agency**  
 Sole Foreign Representatives  
 New York Chicago St. Louis

## "MADE IN AMERICA" ACTIVITIES

**Harry Tipper, of the Products Association Talks Entertainingly on the Subject.**

The "Made in America" Products Association, recently started in New York, is attracting much attention among business because of its object, namely, to popularize home manufactures. Harry Tipper, of the Texas Company, who is a member of the Executive Committee of the association, in speaking about the work that is being done and planned by the association, says:

"We are appealing to Americans to buy American-made goods, not for patriotic or sentimental reasons, but because we know they will get as good, if not better values, than if they bought foreign-made products. We have in this country the best workmen and specialists in the world. Many of them received their early training in European workshops, and know their secrets, as well as those of the Americans. Therefore, they are able to produce better goods.

"The exalted position that many Americans give to European products is not justified by facts. Why, I know of several instances in which American manufacturers place a foreign stamp on their goods and thereby find a more ready sale for them. One of the primary objects of our organization is to disabuse the public mind of the fact that a foreign stamp makes for a better product.

"When the war in Europe started a great hue and cry went up that numerous American industries would be forced to close down because they could not procure certain materials made in Europe. I know of one case of a manufacturer of enameled signs who was ready to quit because he had always secured a certain pigment from Europe. He went to his laboratory in despair only to learn that his chief chemist had been experimenting and had produced a pigment better than that which they had been using. The factory is running at full capacity today. We Americans are, in many respects, too dimmed. We have depended so long upon Europe for certain things and it is so easy to get them there that we have continued to do so, instead of manufacturing them at home.

"One point that I would like to emphasize particularly, is that this 'Made in America' movement is not a hysterical, sensational idea. It is a great, educational movement that will take much time and hard work. The incorporators have volunteered to shoulder the leadership but they will need the help of everyone, for everyone will be benefited. We want suggestions of all kinds, for we shall need them. It took Europe years to gain its prestige. It will take us a long time to establish ours. We have the advantage of being the one country in the world in the position to do it just now. The movement is not directed against any nation but in the interest of the United States of America. The opportunity that has presented it to us is not of our making, yet we would be foolish to ignore it."

### NEW JEWISH DAILY.

**Made Its Debut on Thursday, with Herman Bernstein as Editor.**

The Day, the latest newspaper to be established in New York City, made its appearance November 5. It is edited by Herman Bernstein and is devoted to the interests of the Jewish people. It will be published daily, and includes a supplement printed in English. It is a high grade publication and will appeal to the best element among the Jews. Mr. Bernstein has this to say concerning the enterprise:

"We have now succeeded in translating into terms of actuality the dream of those who believed in the need of creating a new organ of public opinion among the Jews of America. It is our hope and our ambition to make this new journal a real newspaper—clean, un-

biased, independent and non-partisan. It is the design of the Day to set and maintain a high standard in Jewish journalism in America, to create a live, sensitive organ of public opinion among the Jewish people of this country, to present American and Jewish problems in their true light, to interpret America to the immigrant and the immigrant to America."

## GRAFT ADVERTISING

Attention is directed to the following cases where publishers are being asked to contribute free space for advertising that should be paid for. Look out for them.

Remington Arms, U. M. C. Co., through T. L. Briggs, advertising manager, is trying to get follow-up prospects by furnishing weekly copy for a "Question and Answer Department devoted to shooting as a sport, edited by an internationally known authority." The authority is A. P. Lane, to whom all correspondence is to be turned over and who, of course, will follow it up for the Remington Arms, U. M. C. Co. If you fall for it, they will not need much space in your paper for advertising; they will get it free.

Thomas C. Shotwell is trying to graft free write-ups for the United Profit Sharing Corporation, a trading stamp business. It is good press agent stuff and should be paid for, and probably will be if you do not print it free.

The National Prosperity Publicity Bureau is trying to graft some big press agent stunts about the activity of money and how the tight-wad retards prosperity. Get this bureau to circulate some money for the space they get in your paper.

Luce's Press Clipping Bureau is furnishing many publicity and advertising departments of automobile and accessory manufacturers with free write ups and mentions of their product. Among the customers listed are to be found many habitual free advertising seekers. Do you contribute your space for this graft?

David Elliot, editor of the Colorado Springs (Colo.) Telegraph, has just been elected state senator to represent the third senatorial district in Colorado. A curious coincidence is the fact that about twenty years ago Mr. Elliot represented the Boston Post in the senate branch of the Massachusetts legislature.

Creditors of the Commercial National Advertising Agency, which recently went bankrupt, have asked for an investigation of alleged irregularities.

The state convention of Associated Advertising Clubs of Texas will be held at Waco, February 9 and 10, 1915.

## Can It Be

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



Every Saturday The New York Evening Post issues as a regular part of the paper for that day a special Magazine section, printed in colors, on high grade paper. This section contains almost 100 fine half-tone illustrations and other engravings, covering the current events of American public life, society, sports, the theatres, fashions, and many other fields. Other features in the Saturday issue include an entire supplement devoted to finance. The price of The Evening Post on Saturdays is 5 cents per copy. Subscription price by mail, postpaid to foreign countries, daily \$18 yearly; Saturday, \$5.50 yearly; semi-weekly, \$4 yearly.

## Employ a Trained Man - An Expert

Owners of many newspapers are discouraged because their properties are not going ahead. Perhaps they do not have the right management at the head.

It takes a specialist to manage a newspaper in these days of skilled competition.

Here is an opportunity for some publisher who is looking for the RIGHT man.

A successful and widely known manager wants to connect with the RIGHT owner. He is regarded as one of the best equipped newspaper men in the country. He is an able writer and has occupied every desk position from reporter to managing editor of a great daily.

He has been a successful business manager. He has handled the circulation and advertising departments.

He knows the practical side of each mechanical department.

He has made a REAL study of the business and knows more about the scientific management of newspapers than most publishers.

This man is young; has an unbroken record for advancement; is aggressive and honest. Some publisher needs him badly just now. And he can be had on favorable terms, a high salary not being considered. Address,

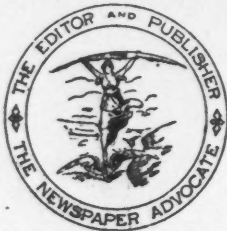
**Box 6482, Care Editor and Publisher, NEW YORK**

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

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

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

Telephone, Kearney 2121.

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

See Publisher's announcement for subscription and advertising rates

New York, Saturday, Nov. 14, 1914

*"Whatever the temptation, whatever the influence or pressure, whatever the government itself, whatever the consequences or personal sacrifice, never suppress the news. Always tell the truth, always take the humane and moral side, always remember that right feeling is the vital spark of strong writing, and that publicity, publicity, publicity, is the greatest moral factor and force in our public life."*—  
FREDERICK VILLIERS, war artist and correspondent.

### BUSINESS OPPORTUNITIES AT HOME.

While we are looking with longing eyes upon the export trade field that has been opened to us through the withdrawal of active British and German competition, we should not neglect the cultivation of the territory that lies around us in our own country. We should not be mentally blinded by the brilliantly alluring stories that are told by the commercial representatives of South America, South Africa and other distant lands.

The opportunities that have been presented to us are indeed exceptional, and for those who are in a position to take advantage of them they should prove invaluable. Unfortunately, perhaps, the number of concerns that are equipped to handle export trade is not large. Those that have had experience in commerce of this kind, who know the peculiarities of trade conditions that prevail, and who understand the requirements and needs of the people, will profit by the present situation.

But what of the great army of those who have had no such experience? Is it possible for them to profitably place their goods abroad? Are they prepared to conform to long established business customs concerning the packing of goods or governing the payment for them? We believe we are not far out of the way when we say they are not in a position to do so.

Opportunities for business expansion lie all about us in our own country. They are easily found by those who will look for them. We have here a population of 100,000,000 people, whose purchasing power in the aggregate is far in excess of any similar number in any country on the globe. They possess a higher degree of intelligence; their wants are more numerous, and they are more quickly responsive to advertising appeals because they are constant readers of newspapers and periodicals.

Take the farmers as an illustration. They are the wealth producers of the country. For years they have raised bumper crops and made money which they have stowed away in savings banks. They have

amazingly prospered. They send their children to the best schools within reach; they use up-to-date machinery; they buy automobiles, pianos and steam-heating furnaces; their homes are connected with each other by telephone, and they have the daily papers delivered to them by the rural free delivery system.

Here, then, is a great and prosperous body of men and women whose needs are constantly increasing but who hitherto have received little attention from general advertisers. A campaign in behalf of any one of the numerous articles for which a wide distribution has been secured in the populous districts of the East would undoubtedly result in a large sale in the great agricultural districts of the South and West. The value of eleven staple crops raised this year, according to government report, was \$4,322,812,000. Those in possession of this vast sum ought certainly to be A No. 1 prospects for the purchase of luxuries and necessities.

Another section of America that offers a good field for the exercise of advertising effort is Canada. Quite a number of our manufacturers have been able to build up a profitable demand for their products across the line. Canada's population is growing rapidly. It is rich in agricultural possibilities, and the people are prosperous. The latter are heavy purchasers of farm machinery and implements, household supplies, musical instruments and the thousand and one other articles that add to the comfort and joy of living.

But we need not go as far afield as Canada to find trade opportunities, for they lie all about us right in our own city or state. The war has already proved a benefit to us because it has turned our attention to the possibilities of industrial development that we have overlooked. Certain dyes, used by the manufacturers of carpets and clothing, which have hitherto been purchased abroad are now to be made here. The watch makers who have been purchasing crystals in Germany and elsewhere believe that within a short time they will be able to buy just as good, if not better, crystals right here at home. Hundreds of other articles that have been imported will now be manufactured in America. This means the erection of more factories and the employment of thousands of people.

Therefore let us cheer up!

Ohio journalists are much pleased with the new law, recently enacted, which undertakes to punish newspapers for publishing false statements, because it also provides for the punishment of any person, be he advertiser or campaign manager, who prevaricates. A male gossip has already been arrested for telling a false story to a reporter. As everybody knows who has ever been employed in a newspaper office if there is any one thing that is emphasized over and over again it is the necessity of being accurate in what is written for publication. Those who secured the passage of the Ohio law already referred to doubtless sought to make trouble for the press. The newspaper men had no objection to the law when it was introduced if it was also made to include persons who lied to them, and a clause was added to the original bill to that effect. Now the newspaper men of Ohio are chuckling with glee, for if anyone of them prints a false story furnished by anyone outside the office and is arrested and fined for doing so, the man or woman who told it to the reporter is also arrested and fined.

In the death of Frederick L. Goss the publishing world has sustained an irreparable loss. Few men have contributed as much as he to the development of the modern newspaper printing press. The historian of the future will include his name among those of the master craftsmen of this age.

What can be done by the united effort of the newspapers of a community, backed by generous use of advertising space, has been convincingly demonstrated this week in Philadelphia, when in four days \$120,000 was raised in contributions from the general public in sums ranging from 5 cents to \$2,000, and which was forwarded to the starving Belgians Wednesday.

### AMONG THE NEW BOOKS.

FAMOUS WAR CORRESPONDENTS, by F. Lauriston Bullard; Little, Brown & Company, publishers, Boston.

Every newspaper man with red blood in his veins is vitally interested in the men who cover the wars of the world whenever and wherever they may be fought. Those of us who have never seen anything more exciting than a sham battle read with eager attention the stories of fierce conflicts on land and sea, of moonlit battlefields with their ghastly corpses and shattered and helpless wounded, of the military hospitals and their attendant horrors, of the devastated and pillaged cities, and of the homes made desolate by the loss of fathers, brothers and sons. We admire the heroism of the correspondents who suffer privations and risk their lives half a dozen times a day in gathering the news of engagements for great dailies or press associations they represent.

Perhaps these are some of the reasons why F. Lauriston Bullard's "Famous War Correspondents" finds such a hearty welcome in newspaper offices. It is written in the right spirit and sets forth in attractive style the most important events in the careers of the stars in the correspondent's firmament. As we read of Sir William Howard Russell, Archibald Forbes, Janarius Aloysius MacGahan, Frederic Villiers, Bennet Burleigh and of others who have achieved honorable fame in the field of war journalism, we realize as never before what it means to be a real war reporter, and our admiration of them and what they accomplish in the face of seemingly insurmountable difficulties with death threatening them in every direction is deepened and strengthened.

Upon the tomb of William Howard Russell in St. Paul's Cathedral in London is this inscription: "The First and Greatest of War Correspondents." While he may have been the first, there are many who will take exception to the statement that Russell was the greatest. Those who are acquainted with the achievements of Archibald Forbes believe that that honor belongs to him. However, no man has the authority to give the palm to either of them.

If you will study the careers of the seventeen correspondents as presented by Mr. Bullard, you will realize the difficulty encountered by the historian in making up his mind as to which one is entitled to the highest degree of praise, for all have performed deeds of valor and heroism in the discharge of their duties.

Perhaps the day of great war correspondents has passed, as many believe, because of changed conditions in the war game, but whether this is true or not the names of such men as Forbes, Russell, MacGahan and Burleigh will ever be remembered by journalists of all ages as those of correspondents of the highest and ablest type.

### ALONG THE ROW.

#### AIDING THE CAUSE.

It would now seem the proper thing for the Sultan of Turkey to subscribe to the Staats Zeitung.

#### UNITED PRESS.

We are convinced now that there is a business revival: Ten newspaper men in various parts of the country were married last week. We look for extras in due time.

#### TEST IT OUT.

Wake up, wake up,  
Times are not bad.  
To prove it try  
A little—ad.

#### GONE.

Sorry to hear that the Progressive Herald of Newcastle, Ind., has suspended. It was certainly a good Moose paper, too.

#### SUCH IS LIFE.

The W. U. Tel. Co. is asking for free notices of rate revision in the papers. W. U. would probably throw a fit if an editor should ask it to frank a telegram.

#### FROM THE SKINNERSVILLE SIGNAL.

We notice that some of the Southern newspapers are announcing that they will accept a bale of cotton for subscriptions. Say—Try us with a bale of hay.

#### THERE'S A REASON.

Observation of many years has convinced us that the City Room is no place for the Lady Reporter on election night.

#### TIMES HAVE CHANGED.

"Years ago," said the old scribe, "the boss used to give every man on the staff a turkey for Thanksgiving—but this year I'm afraid I'll get the trot."  
TOM W. JACKSON.

**PERSONALS.**

Dr. James A. MacDonald, editor of the Toronto Globe, was the principal speaker at Founder's Day exercises at Swarthmore College on October 24.

George H. Larke, until recent months editor and publisher of the Indianapolis Sun, now the Indiana Times, is recuperating from a slight operation and several years' strenuous labor, at Hyannisport, Mass.

Howard C. Kegley, who did editorial work on the Riverside Press last summer during the absence of E. P. Clark at Glacier Park, Mont., is now news editor of the Pomona (Cal.) Progress. In addition Mr. Kegley, who is a humorist of considerable reputation, is syndicating to fifteen papers in Southern California a daily half column of humorous, nation-wide, editorial paragraphs.

Delavan Smith, of Chicago, who owns the Indianapolis News, has been sued for \$25,000 damages for libel by Thomas Taggart, the Indiana Democratic leader, and for a similar sum by Chief of Police Perrott.

A. R. Magee, of the Louisville Courier staff, and Mrs. Magee are receiving the congratulations of their many friends on the arrival at their home October 31 of a seven-pound boy.

John F. Haskins, for some time press-room foreman of the St. Louis Post-Dispatch, New York Tribune, Minneapolis Tribune, and more recently the Richmond (Va.) Times-Dispatch, announces his intention of devoting all of his time hereafter to mechanical efficiency. He believes that there is a large field in the trade for a man who can increase press capacity and reduce waste. He has opened an office in the World Building.

Arthur Billing, of the World's business staff, whose health broke down two years ago, and who went to Colorado to recuperate, is back on the World looking as strong as a prizefighter.

Louis Biedermann, one of the Sunday World's art staff, who has been away for some months on account of bad health, is back in town for the winter.

W. O. Inglis, who has been a special writer on Harper's Weekly for a number of years, has joined the staff of the Evening World. Mr. Inglis was at one time the star reporter of the Morning World.

J. H. Davenport, late of the Houston (Tex.) newspaper field, is doing editorial work on the Austin (Tex.) American.

Arthur K. Rimmel, formerly of Peoria, Ill., is the new city editor of the Fort Wayne (Ind.) Sentinel.

Theodore Bradley has resigned from the Manchester (Ia.) Press and is looking for a newspaper property to purchase for himself.

Donald C. Thompson, one of the camera men for the New York Herald, who has been taking pictures for that paper in Germany, has been wounded on the field of battle. He is not seriously hurt, however, and expects to get back on the firing line in a few days.

When Fred H. Brockhagen, business manager of the Oakland (Cal.) Enquirer, arrived home from his recent trip east, the editorial and business staffs of the Enquirer gave him a dinner.

Mrs. Estelle Lawton Lindsey, a newspaper writer of Los Angeles, and a Socialist, has been elected a member of the California Assembly.

John T. McCutcheon, war correspondent of the Chicago Tribune, who recently returned from abroad, was the guest of honor at a luncheon given by the Indiana Society at La Salle Hotel, Chicago, November 5.

J. J. Larkin, formerly acting managing editor of the Ottawa Evening Journal, has entered the civil service, being now connected with the Department of Militia and Defence.

F. W. Fox, manager of the press bureau of the Canadian Pacific Railway, is back home from an extended trip to western Canada.

Marcellus E. Foster, president of the Houston Chronicle Publishing Co., of Houston, Tex., was a visitor in San Francisco last week.

W. Garland Foster, editor and business manager of the Nelson (B. C.) Daily News, is going to the front with the second Canadian contingent. His place is being taken by Robb Sutherland, late of the New Westminster News.

**WASHINGTON PERSONALS.**

Col. Charles S. Albert, chief of the New York World Bureau and Mrs. Albert are enjoying a three weeks' vacation. Louis Siebold, of New York, is in charge of the bureau in Mr. Albert's absence.

Kendrick Schofield, formerly with the National News Association, is now writing feature articles for the Washington Times.

Carl D. Groat, of the United Press Association, is enjoying a vacation at his old home, Pittsfield, Mass.

James Gray, chief of the Minneapolis Journal Bureau, is at French Lick Springs for a short vacation.

M. Norbert Cantor, managing editor of the New York Staats-Zeitung, and Mrs. Cantor are visitors in Washington. Mrs. George Alexander Mosshart, wife of G. A. Mosshart of the Cincinnati Enquirer Bureau, has been elected president of the Minneapolis Women's Suffrage Council.

**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. Payable yearly in advance.

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 lines. Advertising will not be accepted for the first three pages of the paper.

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 ten cents a line, and Situations one cent a word; see classified pages.

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—Morris Book Shop, 71 East Adams street; Post Office News Co., Monroe street.

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

Detroit—Solomon News Co., 69 Larned street, W.

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

**FOR SALE**

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

FOR SALE—Thompson Type Casting Machine, used less than six months. Replaced a large daily display type plant at an average cost of less than 10c. a pound. Owner has retired, and now, contrary to expectations, has no prospective use for machine. Same as new and can be had at a bargain. Address D 1335, Care The Editor and Publisher.

**MISCELLANEOUS**

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

**DAILY NEWS REPORTS.**

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

**PACIFIC COAST NEWS CORRESPONDENT**

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

**SITUATIONS WANTED**

Advertisements under this classification one cent per word each insertion.

**WANTED—A JOB  
And Not Afraid To Say So**

A THOROUGH NEWSPAPER MAN, FAMILIAR WITH ALL DEPARTMENTS—PARTICULARLY THE BUSINESS OFFICE AND THE ADVERTISING MANAGEMENT, SEEKS IMMEDIATE CONNECTION WITH ANOTHER METROPOLITAN PAPER.

HAS HAD CONTINUOUS EMPLOYMENT OF THIS CHARACTER FOR MORE THAN FIFTEEN YEARS AND DESIRES A CHANGE ONLY FOR MORE AGREEABLE SURROUNDINGS.

WOULD PREFER MANAGEMENT OF BUSINESS OR ADVERTISING DEPARTMENT. IS EQUIPPED WITH A WIDE ACQUAINTANCE AMONG AGENCIES AND ADVERTISERS; ALSO AN EXPERIENCE, ENERGY, RESOURCEFULNESS AND EXCELLENT HEALTH; ABLE TO PRODUCE RESULTS AND SECURE MAXIMUM EFFICIENCY.

IN POSITION TO SUPPLY HIGHEST ENDORSEMENT OF QUALIFICATIONS AND STANDING FROM NEWSPAPER MANAGERS, ADVERTISING AGENTS AND BUSINESS MEN—TO A CONVINCING DEGREE.

DOES NOT PRETEND TO BE A "WORLD BEATER," BUT FOR FAITHFULNESS, HARD, EARNEST WORK AND INTELLIGENT DIRECTION A SUBSTITUTE WOULD BE DIFFICULT TO FIND.

WILL BE PLEASED TO LISTEN TO ANY REASONABLE OFFER LIKELY TO APPEAL TO ONE WITH A CAPABLE EARNING CAPACITY. CORRESPONDENCE OF ANY INTERESTED PUBLISHER TREATED AS CONFIDENTIAL. ADDRESS, BOX 1337, THE EDITOR AND PUBLISHER, WORLD BLDG., NEW YORK.

Somewhere there is a good Newspaper, Trade Journal or Magazine in a good town that wants me. I've been a newspaper man for years; Sunday Editor, City Editor, Managing Editor, Special Writer on metropolitan papers. Also Editor and owner of small town papers and Editor of Trade Journal. Am familiar with all branches of editorial work, including make-up. I am not looking for just a "job," never had to. I want to find some good paper or magazine where I can have a good field for my ability as editorial executive. Am virile, energetic. Thirty-eight years old. A good, clean record. I am not a "cheap" man, but would not be unreasonable in my demands. Am a resident of Chicago, but have no objections to going elsewhere to make a home and get an interest eventually, if possible. Address: C. L. H., 601 Hartford Building, Chicago.

Pressman-Stereotyper, wants to make a change, best of references; can make good on any web press. Guarantee results. Address Practical, D 1332, Care The Editor and Publisher.

Foreman-Pressman, now making good, open for position, 20 years' experience on Hoe, Goe, Scott and Duplex presses. Can refer to present and past employers. Address: Permanent, D 1333, Care The Editor and Publisher.

London Dramatic Critic (Lady), with wide experience of the English, American and Foreign stage, is open to accept an engagement on a New York paper. Address B., Room 1022, Hotel Knickerbocker, New York.

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

Capable young man (21) wants permanent job at advertising, preferably on newspaper of less than 25,000 circulation. Experience in agency, assistant to advertising manager and on special editions. Some retail experience. Can write ads on the spot. Understands art, engraving and printing. Will start anywhere—now—for \$15.

Circulation and Business Manager, age 34, married, in newspaper business for the past fifteen years. Wants to change about Jan. 1st. Has been on same paper for the past ten years. Can make some newspaper a good man. Address "34," care The Editor and Publisher.

Mrs. Harriet M. Cook, widow of the late Philip Cook, who was identified with early journalism in California, having founded the Oakland News in 1868, died recently at her Oakland home. She was born in Ohio in 1836 and came to California in 1861.

**DOMINANT DAILY**

newspaper property of fast growing middle west city of 29,000 must be sold to settle an estate. Annual volume of business over \$33,000. Profit balance, \$4,600. Equipment includes two linotypes and a 12-page press.

Asked Price \$37,500. Proposition K. X.  
**C. M. PALMER**  
Newspaper Properties  
225 Fifth Ave., New York

**\$15,000**

will buy old established Daily Evening newspaper located in one of the best of the County Seat towns of a Southern state. No competition, physical equipment adequate, including two linotypes. Net earnings last year \$2,700.00.

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

**HELP WANTED**

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

ADVERTISER wants business manager or managing editor to take interest to extent \$3,000 or \$5,000 in corporation to publish daily edition; town 14,000; central west; business established forty years. Must show unquestioned ability and character; splendid opportunity. Full particulars to men who give bank references. Western man preferred. Address D 1339, care The Editor and Publisher.

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

**BUSINESS OPPORTUNITIES**

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

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

WAR REVERSES the trend of prices of Publishing Businesses. Get started now and enjoy opportunity when peace is established. HARRIS-DIBBLE COMPANY, 71 West 23rd Street, New York.

**ADVERTISING MEDIA**

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

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

**WHERE THE GOLD COMES FROM!**

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

# PROFITABLE NEWSPAPER ADVERTISING

A concrete example of how newspaper advertising has been used in building one of the leading clothing institutions of the country and how the steady pull beats the yank.

Published to point a moral and to help newspaper men to show just how regular space used in a regular way at regular times and exploiting regular goods is profitable.

By HARRY R. DRUMMOND.



**"Made in America"**  
Movements to popularize goods of domestic manufacture are well enough, but as a rule people buy what suits them, regardless of where it comes from. The idea has long prevailed that foreign made goods, especially woolsens, were superior to domestic and that idea is responsible for much deception. The truth is that excellent woolsens are made in America and our own foreign purchases are made chiefly for originality of style and the desire to offer something different in texture and appearance than domestic mills supply. Throughout the stocks garments made from "imported" fabrics are so marked. All others are "made in America," where of course all the garments are produced.

Everything men and boys wear.  
**ROGERS PEET COMPANY**  
Three Broadway Stores  
at Warren St. 12th St. 8th St.

This advertisement, originally 112 lines single column, is a fair specimen of one of Rogers Peet Co.'s regular advertisements.

It is not a catalogue of the stock. It is not a price list; there is nothing said about the "largest stock," "finest grades" or any bombastic hot air.

It is simply a quiet, gentlemanly statement of facts, told in a quiet, forceful, convincing, believable way.

Running through each season such copy is used daily in practically every paper in Greater New York and adjoining territory.

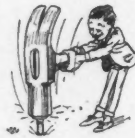
It is a splendid tribute to clean copy and clean methods to note that it continues to get what it goes after.

Here is a "sale" ad. Look at it. Read it! It occupied 107 lines single column, and ran in the regular list of papers.

Compare it to the "Surplus Stocks of Prominent Eastern Manufacturers" ads; to the "Bankrupt Stocks" ads, and the whoop and horrow copy that it competes with.

Rogers Peet Co. have "sales," but they don't fall all over themselves about it. They rely upon their name to do the work. Many advertisers would not call these ads "strong"—they are not, but, when it comes to pulling power, they show more strength than many full-page spreads do.

By setting standards and keeping to standards newspaper advertising is profitable.



**Biffo!**  
The price of 4218 Summer suits hit square on the head. Light weight worsted flannels, chevrons—just coat and trousers.  
All sizes from a youth's 32 to big men's 54 chest.  
241 were \$16.00.  
629 were \$18.00.  
754 were \$20.00.  
884 were \$22.00.  
941 were \$25.00.  
217 were \$28.00.  
273 were \$30.00.  
279 were \$32.00.  
\$15 to-day.

Straw hats closing but! \$1 now.  
**ROGERS PEET COMPANY.**  
Three Broadway Stores  
at Warren St. 12th St. 8th St.

Rogers Peet Co. are newspaper advertisers, and have been newspaper advertisers for quite a spell. With a clothing ancestry dating back to 1839 M. N. Rogers & Co. were clothing manufacturers in New York. They made good clothes, according to the standards of that time. During the Civil war their predecessors manufactured uniforms for the Union army.

Chas. B. Peet & Co. were clothing jobbers in New York, and in 1874 Rogers Peet & Co., a new firm, made by merging M. N. Rogers & Co. and Chas. B. Peet & Co., was formed. The owners were M. N. Rogers, Chas. B. Peet, Frank R. Chambers and Wm. R. H. Martin. Their first retail store was located at the corner of Broadway and Broome streets.

Mr. Rogers died in 1877 and Mr. Peet withdrew in 1883, since which time the business was continued by Messrs. Chambers and Martin with associates until 1911, when it was made a corporation under the name of Rogers Peet Co., with Mr. Chambers as president.

The retail store located at Broadway and Broome St. in January, 1882, was moved to Broadway and Prince street, where it remained until February, 1902, when it was again moved to Broadway and 13th street, where it still remains.

**OPENS WARREN STREET STORE.**

The corporation opened a branch store at Broadway and Warren street in May, 1889, and, with the exception of the time elapsing between the burning and rebuilding of the buildings, they have played a continuous performance there ever since.

In September, 1886, a second branch store was opened at 32nd and Broadway, remaining at that location until June, 1908, when it took new quarters in the Marbridge Building, 34th and Broadway.

On January, 1915, another store will be opened at 41st and Fifth avenue, with a frontage on 42d street.

During the first few years of business Rogers Peet & Co. experimented with billboards, signs on sails of mud scows and other media, but along in the late seventies they decided to pin their faith to good merchandise and newspaper advertising. Thirty-five years of continued growth has proven that their faith is well founded, and they have followed their guide and feared no danger.

It is interesting to note that they were the first to use outline cuts in illus-

trations. Over in England there was a cartoonist named Ramsden who did the lightning sketch act in vaudeville. Like many other English music hall artists, he took a flier in America.

**RAMSDEN GETS A JOB.**

He finally asked Root and Tinker, a publishing house, for a job and Mr. Root sent him to Mr. Chambers, who tried him out—and there you are. Previous to this time wood cuts had been used exclusively, and, compared to process cuts, they were far from good.

Wanamaker followed the example of Rogers Peet & Co. and Mr. Henry Ogden drew the Philadelphia pictures.

Mr. Chambers wrote Rogers Peet & Co.'s ads for about twenty years, and it is not to be wondered at that his personality was and still is stamped on the advertising.

After Mr. Chambers gave up this branch of the work it was done by various writers, but for several years it has been under the supervision of Chas. W. Halsey, vice-president of the corporation.

The Rogers Peet Co. as the company is now known, have never been a big advertiser. Scare heads, "sales," "whoop 'em up boys" stuff and such misuse of advertising space cannot be fastened onto them at any stage of the game. But by the same token, although they have never slopped over, they have been persistent, insistent and consistent advertisers. Their stores are open six days a week and they advertise six days a week.

They believe that all dailies are printed to be read, and they try to reach all readers of all dailies, and they come pretty near doing it. Their principal business is that of selling regular goods at regular prices, with occasional specials. Their ads are just as much a part of the New York dailies as are the date lines.

Running from seventy to one hundred and twenty lines deep, single column, always illustrated, and set in Old Style Roman, without any heavy type, they are unobtrusive, and at the same time you cannot miss seeing them. These ads are store news. Lots of them are witty because "the ad with the smile wins." And they are honest.

An advertising man, in soliciting a clothing merchant, listened to an awful dressing down, which was handed to newspapers, advertising and advertising men in general. "Why, look here," said

the clothier. "I had a half page in the World, Journal, Times, Herald, Sun and Tribune yesterday—Sunday—and look at the store—nothing! positively nothing! Advertising is no good! positively! positively!"

**WANTED THE IMPOSSIBLE.**

This advertising man (he was not a very good solicitor) ran out of patience and proceeded to get back. "I can take those six papers, use a hundred lines single column, write an ad that will go in ten-point type, and fill three of the biggest clothing stores on Broadway by eleven o'clock on the day the papers are published," he said. "Yes, you can! Yes you can!" was the answer. "Say, young fellow, just you make good on that for me and I'll pay you anything you dare ask."

"I can't do it for you," said the solicitor, "but I can do it for Rogers Peet & Co."

The clothing man elevated his eyebrows, shrugged his shoulders and, in an entirely different tone, said: "Oh, well, that is something different again. Any damn fool could do that. They have a reputation and people believe their ads."

And there you are.

The Rogers Peet Co.'s advertising is distinctive. It is catchy; it is not too dignified, but it keeps close to the truth, and, after forty years of using newspaper advertising as it should be used, and of making good merchandise to back up the advertising, the corporation stands close to the top of the heap.

Oh, yes! They used magazines one year. One year!

Mr. Chambers would not say anything against magazines. Mr. Chambers is very much of a gentleman, and is strictly neutral, but Rogers Peet Co. use newspapers exclusively now.

What is the answer?

So far this season (and this means November tenth) this firm has been doing their regular amount of advertising, exploiting "regular" goods at "regular" prices; there have been no "sales" nor "reduced" prices or special inducements of any kind, and yet their business has been up to normal, notwithstanding the cry of poor business heard elsewhere.

It is pleasing indeed to note that newspaper advertising is keeping up to average so splendidly where it is given an opportunity to do so.

## Executive Position

on a daily paper in a city of 35,000.

Circulation 15,000, is offered to a young man of ability who can make an investment of \$10,000. This proposition is positively one of the best in the newspaper field for an able newspaper man who can show ability by past results, and who can make the investment.

## Are You the Man?

Write at once concerning yourself and we will treat all confidentially. Proposition D-350.

AMERICAN NEWSPAPER EXCHANGE  
Rand McNally Building, Chicago.

## Scott Matrix Rolling Machines

at the NEW YORK AMERICAN make thousands of Mats every week. Perfect Mats because Perfect Machinery.

Write for description and price

## Walter Scott & Co.

Plainfield, N. J.

N. B.—Have four Hoe Matrix Rolling Machines for sale.

We can increase your business — you want it increased.

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

## BURRELLE

60-62 Warren Street, New York City

Established a Quarter of a Century

Most Far Reaching Newspaper Reading Concern in Existence

## ATLAS PRESS CLIPPING BUREAU

CHARLES HEMSTREET, Manager

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

Our Motto—RESULTS COUNT

218 East 42nd Street New York

## Canadian Press Clippings

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

## The Dominion Press Clipping Agency

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

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

74-76 CHURCH ST., TORONTO, CAN.

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

TAKE IT TO

# POWERS

OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

ON TIME ALL THE TIME

POWERS PHOTO ENGRAVING CO.  
154 Nassau St. N.Y. Tel. 4900-4

**NEW ORLEANS HAS PRESS CLUB**

**W. K. Patrick of the Times-Picayune Is Chosen President.**

New Orleans is no longer the only great city in the country without a Press Club. In the wee sma' hours Sunday, after the three newspapers were ready for the breakfast tables of the city, the New Orleans Press Club was launched at Kolb's Tavern. As the result of six weeks' work on the part of an organization committee the club is complete in every detail and is a going concern. Attorney John P. Sullivan prepared the charter.

Tentative arrangements have been made with Josiah Pearce for the leasing of two floors over his new Bijou Dream Theater in St. Charles street. Major Allison Owen, architect, volunteered his services, and has submitted plans for remodeling the Pearce property for club purposes. One floor will be given over to a reception room, library and dining room. It has a ceiling 22 feet high and is admirably suited for the functions planned for the approaching season. A doorway will be cut through to Kolb's and the famous tavern service will be extended to the club day and night.

Decorators and furniture men are busy on plans to make the home of the new club one of the best equipped and most comfortably appointed in the city. As far as is compatible with sound business policy, the rooms will be furnished in a manner that will compare favorably with any club in the city.

Membership in the New Orleans Press Club is extended to the prominent professional and business men of the city who may qualify as associate members. The active members will be drafted from the journalistic profession in New Orleans and non-resident members will be admitted from surrounding cities.

In order to assure against detrimental outside influences operating to reduce the tone of the club, control is vested in the active members. Associate members, however, will be given representation on the board of governors and officers' staff. This will prevent the organization ever becoming anything but a press club.

**FORMER MISTAKES NOT TO BE REPEATED.**

At Sunday morning's meeting nothing was overlooked that will make for a high moral and business tone in the new club. A membership committee was delegated to scan carefully the application of every prospective member. The mistakes of similar ventures in the past will not be repeated.

Officers elected for a two-month term are: W. K. Patrick, cartoonist of the Times-Picayune, president; Albertus Kock, of the New Orleans Item, first vice-president; H. C. Chaplin, of the States, treasurer; S. W. Ray, the Times-Picayune, secretary; members of the board of governors, A. J. McMullen, the States; George H. Benz, the Item, L. J. Hennessey, the Times-Picayune, and S. L. Thatcher, the Associated Press.

**National Editorial Convention.**

George Schlosser, secretary of the National Editorial Association, has issued a circular urging members who intend to attend the annual convention of that body at San Francisco, in June next year, to send in their names at once in order that proper arrangements may be made for the transportation and housing of the delegates. An elaborate program of excursions and entertainments is being prepared. It is hoped to make arrangements so that the eastern delegates can return home by way of the Panama Canal. Two dollars admits a member of a press club or press association to membership in the association.

**FOREIGN NEWS NOTES.**

The London Daily Mail and Evening News, Lord Northcliffe's newspapers, have been carrying on such a vigorous campaign against Germans employed in London hotels that a majority have been discharged. They argued that places held by them should be filled by British.

**SCHOOLS OF JOURNALISM.**

**Names of the Directors in Charge of Their Courses of Study.**

The following is a list of the directors of schools or departments of journalism in the colleges and universities of the United States:

Eric W. Allen, director, Department of Journalism, University of Oregon, Eugene, Ore.

F. W. Beckman, Department of Journalism, Iowa State University, Iowa City, Iowa.

H. M. Blain, director, Department of Journalism, Louisiana State University, Baton Rouge, La.

Willard G. Bleyer, chairman, Course in Journalism, University of Wisconsin, Madison, Wis.

Theodore Hampton Brewer, director, School of Journalism, University of Oklahoma, Norman, Okla.

George C. Clancy, Department of Rhetoric, Beloit College, Beloit, Wis.

John M. Cooney, director, School of Journalism, University of Notre Dame, Notre Dame, Ind.

Rev. J. E. Copus, Department of Journalism, Marquette University, Milwaukee, Wis.

Carl Henry Grabo, Department of English, University of Chicago, Chicago, Illinois.

Roland P. Gray, Department of Journalism, University of Maine, Orono, Me.

H. F. Harrington, assistant director of the School of Journalism, Kansas State University, Lawrence, Kan.

Frank G. Kane, director Department of Journalism, University of Washington, Seattle, Wash.

O. C. Kellogg, Department of Journalism, University of South Dakota, Vermillion, S. D.

James Melvin Lee, director, Department of Journalism, New York University, New York City.

Everett W. Lord, associate dean, Boston University, Boston, Mass.

Walter Williams, dean, School of Journalism, University of Missouri, Columbia, Mo.

Robert W. Neal, Department of Journalism, Massachusetts Agricultural College, Amherst, Mass.

J. W. Piercy, director, Department of Journalism, Indiana University, Bloomington, Ind.

William MacLeod Raine, director, Department of Journalism University of Colorado, Boulder, Colo.

F. W. Reynolds, Department of Publicity, University of Utah, Salt Lake City, Utah.

James Rough, director, Course in Journalism, Tulane University, New Orleans, La.

James T. Royster, Department of Journalism, University of North Carolina, Chapel Hill, N. C.

Frank W. Scott, Department of Journalism, University of Illinois, Urbana, Ill.

Fred Newton Scott, Department of Rhetoric, University of Michigan, Ann Arbor, Mich.

Merle Thorpe, director, Department of Journalism, University of Kansas, Lawrence, Kan.

C. F. Thwing, president, Western Reserve University, Cleveland, Ohio.

E. E. Troxell, director, School of Journalism, De Paum University, Greencastle, Ind.

George E. Vincent, president, University of Minnesota, Minneapolis, Minn.

Prof. G. A. Wauchope, Department of Journalism, University of South Carolina, Columbia, S. C.

Talcott Williams, director, Pulitzer School of Journalism, Columbia University, New York City.

T. R. Williams, director, Department of Journalism, University of Pittsburgh, Pittsburgh, Pa.

Will H. Mayes, director of the Department of Journalism, University of Texas, Austin, Texas.

**Foes and Friends.**

When two men are extremely polite to each other it is a sign that they don't like each other. But when they say, "Hello, you ornery old pup!" and "How's yourself, you porching old horse-thief?" they are good friends.—*Cincinnati Enquirer.*

**THE NORTH AMERICAN  
PHILADELPHIA**

desires to announce  
the appointment of

**Mr. E. C. Trowbridge**

Manager of  
Eastern Advertising

with

**Mr. P. J. Seraphine**  
and

**Mr. Geo. A. McDevitt**  
as Associates

Offices

**Fifth Avenue Building  
New York City**

December 1st, 1914

Telephone: Gramercy 3496

**THE NORTH AMERICAN  
PHILADELPHIA**

desires to announce  
the appointment of

**Mr. Charles C. Green**

Manager of  
Foreign Advertising

with headquarters  
in Philadelphia

**Mr. Green**  
Continues as Manager  
of the  
Promotion Department

December 1st, 1914

## 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

Usually a business that includes the manufacture and distribution of a product judges the sales department head not alone by the volume of business he produces, but by the class of accounts he sells as well, with regard particularly to their ability to promptly settle bills when due. No manufacturer of furniture, for instance, would be satisfied with a sales manager who built up a large volume of business without regard to the returns in cash. Yet there are intelligent newspaper publishers, many of them in charge of influential and widely known publications, who work along this line year after year. The predominant desire throughout the establishment, from publisher to office boy, is for superiority in point of numbers sold, and the circulation manager who can show a substantial increase in sales each month is led to believe that his full duty is being manfully discharged.

Occasionally the head of an institution of this kind wakes up and realizes that he has encouraged his circulation manager to overlook one of the most important functions of his work. In the race for supremacy, in point of number of copies sold, he has lost sight of the fact that the life blood of his business, the one *big thing* that each member of the organization should work hardest for is cash income. Yet there is a disposition to carry delinquent subscribers because the discontinuance of their subscriptions would involve a loss of volume; to abuse the sample copy privilege even to the extent of offering an entire month's subscription free with a short term subscription; to cut rates in order to cultivate business in sections where the paper is weak in circulation volume; and to throw away in a hundred other ways the opportunity for garnering real money in return for copies of the paper sold.

Information comes to us that the Chicago afternoon papers have recently increased their selling price to country dealers and agents, with authority to increase, in turn, the selling price to readers. Our informant states that the loss of volume, as a result of this increase, is negligible, whereas, the increase in revenue is considerable. Even if this were not wholly true, and if it be conceded that a percentage of the volume of business might be lost as a result of the increase in price, the action of those publishers would still be one of wisdom, because the additional revenue obtained can be profitably employed in legitimate promotion work, instead of being wasted in the effort to make and sell a newspaper of the standard demanded in that field, with its expensive distribution costs, and only a fraction of a penny return for each copy distributed.

We venture the prediction that the example of the Chicago publishers will be followed by newspapers in other larger centers, particularly afternoon papers that have been selling to out-of-town readers at 1 cent a copy. The advantage to be thus gained has been emphasized now that the volume of advertising has so materially decreased, with consequent reduction of revenue in that department.

In many of the large cities of the South and West newspapers in the morning field offer cut rates to obtain subscriptions from farmers on rural routes, where the Government's free delivery places the morning paper in the hands of the farmer-reader within a few hours after press time. In one of these communities there was a lively scrimmage between the newspaper covering the morning field and an afternoon newspaper issuing a predated edition for rural route distribution. The regular subscription price of each of these newspapers is \$5 a year. The afternoon newspaper attempted to develop new business on the rural routes by the aid of expensive premiums—sets of dishes and household utensils, of various degrees of worth, being offered as an inducement for short term, trial subscriptions. Often the cost of the premium was equal to one-half the amount received as the price of the trial subscription.

Offers of this sort were mailed at frequent intervals, and large quantities of premiums were purchased in anticipation of a thriving business. Within a few months the man who engineered this campaign found himself possessed of an assortment of crockery, china and earthenware, with a book value of about \$4,000, and an actual value, so far as its worth to him was concerned, of about \$250. He had secured thousands of mail subscriptions. So had his competitor, but by another means.

It is a simple matter to rule up a sheet of this sort and post each day from the cash book the total amount of cash received under the various heads. When the sheet is made up for the second month, it is possible to compare each day's total with that of the same date of the previous month, and so be advised instantly whether progress is being made in the matter of collections. If, for instance, the receipts from mail subscriptions the first fifteen days of November are lower than they were for the similar period of October, it brings an immediate realization of the need for a review of the subscription list, and a consequent need for getting after subscribers who are in arrears. Similarly as the street sale total for any given period of the month is lower than for the corresponding part of the

month previous, the reason for the shrinkage must be found and corrected.

It is easy to see how a summary of this sort inspires a man with a desire to outdo what has been done previously. It is also easy to realize that this man's summary of collections fascinates him, as he says it does. He simply makes the matter of collections a race in which the record of one month must be made to outrun the record for the previous month. In the localities where seasons affect collections on account of harvesting and marketing of crops, factory shutdowns etc., the monthly collection summaries, filed away in a binder, furnish an index each year as to what may be expected in any particular season, based on what was accomplished during the corresponding period of the previous year. The circulation manager that checks up in this manner can be depended upon to find the reason for any slump in business, for, in the final analysis, the amount of cash received is the best gauge of progress.

The circulation manager of the morning newspaper had been busy with a price cutting campaign, and his paper was sold at rates varying from \$2.50 upward, although his subscription price was \$5 per year. His solicitors were instructed never to give up a prospect if price concessions would make a subscriber of him. While he avoided the plight of the man who had stocked up with a warehouse full of merchandise on which he could not "cash in," the morning circulator found himself facing the problem of renewing those cut rate subscriptions at anything approaching his regular subscription price. Naturally his subscribers argued that if his paper was worth only \$2.50 the first year, nothing more could be claimed for it the second year. Naturally, too, the subscriber who paid \$3.50 for his subscription compared notes with his neighbor who had paid only \$2.50 and decided he had been "robbed." Renewals at the regular subscription rate were as scarce as the proverbial hen's teeth.

No genius is required to see that the rural subscribers that these newspapers fought for were the only beneficiaries of the plan followed by either newspaper. If those circulators had been selling soap, they would have been required to furnish their employers with an analysis of their work, and, with the folly of their plans so plainly shown, would be required to abandon them. Yet the price-cutting circulator is still pursuing his price-cutting activity, although not to so great a degree as formerly, while the distributor of premium merchandise has abandoned the chase for rural subscriptions, but is still distributing premiums to city readers. Eventually these men will awaken to the fact that a newspaper must be marketed in exactly the same manner, and by exactly the same standards as any other manufactured article; and that its sale is hindered, not helped, by the cheapening tendency to offer premiums or cut prices as inducements to obtain new readers.

We know a man who some months ago became circulation manager of a newspaper in a city of 100,000 population. He found the circulation department premium-ridden and suffering from the price-cutting tendency, and his analysis of conditions showed him unmistakably that his success depended upon a new order of things. His circulation revenue was derived from three sources: City subscribers and street sales; mail subscriptions, and out-of-town agents. Instead of the premium-offer bombardment of mail subscribers, he planned a series of form letters, based on the principle that a goodly portion of the reading public will pay for subscriptions when asked, in business-like fashion, to do so. The first letter was sent upon the approach of the date of expiration, and read as follows:

"Your subscription to the Evening Blank expires.....  
....., 191....."

"By reason of our business rules and the United States Post Office regulations, mail subscriptions must be discontinued unless renewed by the subscriber within a reasonable time after expiration.

"We would be pleased to receive your renewal."

A separate sheet was enclosed which showed the regular subscription rate of the paper, and the subscriber was informed that under no consideration would the Evening Blank cut rates. This letter was supplemented by a second, and, if the subscriber had not replied in the meantime a third was sent. They were sent out at intervals of two weeks. If a renewal was not forthcoming following the third letter, the subscription was discontinued.

His experience has so far shown that instead of decreasing the volume of his circulation, this business-like method has put him in possession of funds that would otherwise be available for use in the promotion work of his department. With these funds he has employed solicitors who have been trained to render exactly the same sort of service required from salesmen in other lines; has offered bonuses to newsboys, and otherwise employed them to the distinct advantage of his department.

He has always before him on his desk a sheet which he calls his summary of collections, and which, he says, is part of a game as fascinating as a game of billiards. It is nothing more than a review of his daily progress in the effort to collect out-standing accounts.

### THE SEATTLE TIMES

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

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

A copy to every family.

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

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

LARGEST QUANTITY  
BEST QUALITY CIRCULATION

Buy the best and you will be  
content.

The S. C. Beckwith Special Agency

Sole Foreign Representatives  
New York Chicago St. Louis

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

THE CHICAGO EVENING POST  
(Evening Daily)

INDIANAPOLIS STAR  
(Morning Daily and Sunday)

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

THE ROCKY MOUNTAIN NEWS  
(Morning Daily and Sunday)

THE DENVER TIMES  
(Evening Daily)

THE LOUISVILLE HERALD  
(Morning Daily and Sunday)

The Shaffer Group

### Chicago Examiner

DAILY—Has the largest Chicago City circula-  
tion in the morning field. Strongest market  
reports. Best sporting pages. Woman's  
Forum. Club Notes. Society News.

SUNDAY—Has the largest circulation west of  
New York City. Reaches 2 out of every 3  
homes in Chicago and 4,100 smaller cities  
and towns of Middle West.  
Leads in special features.

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

E. C. BODE  
Hearst Bldg.,  
Chicago

### The Florida Metropolis

FLORIDA'S GREATEST NEWSPAPER  
JACKSONVILLE, FLA.

GUARANTEES TO ALL ADVER-  
TISERS MORE DAILY, NET  
PAID, HOME DELIVERED CIR-  
CULATION IN JACKSONVILLE  
AND WITHIN A RADIUS OF 100  
MILES IN FLORIDA THAN ANY  
OTHER NEWSPAPER.

FOREIGN REPRESENTATIVES

KELLY-SMITH COMPANY  
New York, 220 Fifth Ave.  
Chicago, Lytton Building.

YOU MUST USE THE

LOS ANGELES  
EXAMINER

to cover the GREAT SOUTHWEST

Sunday Circulation  
MORE THAN 150,000

# THE PITTSBURG PRESS

Has the Largest

Daily and Sunday

CIRCULATION IN PITTSBURG

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

There is no Duplication or Substitution in

## Pittsburg Leader Circulation

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

**VERREE & CONKLIN**  
Foreign Representatives  
Steger Building, Chicago  
Brunswick Bldg., New York

*One priceless aid to advertisers is given by this paper. It is the FAITH of its readers.*

## THE PITTSBURGH SUN

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

## Get the Best Always

### The Pittsburg Dispatch

Greater Pittsburg's Greatest Newspaper

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

New Jersey's  
Leading 7 Day Paper

## Trenton Times

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

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

## The Peoria Journal

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

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

## A' TOP O' THE WORLD

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

**T**HERE are numerous illustrations of the chain idea in various lines of industry—some of them proving the feasibility of it; some demonstrating beyond a doubt that it is not feasible.

Mr. Hearst has demonstrated the efficacy of the chain idea in journalism, and the splendid commercial success of his numerous publishing enterprises is proof positive that the chain idea, if properly worked, is a good one.

Mr. Munsey has numerous and varied interests in the same field of endeavor, and is fairly successful with them.

Cyrus H. Curtis is another publisher who has managed diversified interests and made a phenomenal success of all of them.

The United Cigar Stores Company is another very successful chain idea, stretching from one end of the country to the other, and none will question the successful application of the plan. Woolworth's 5 and 10c stores are successful. Through the earnings of these stores the world's tallest building has been financed, and stands as a monument to the good management of the business.

The United Dry Goods Company, which is one of the numerous names for the Claffin interests, has not proven so successful, and there is a persistent rumor that another link in this big chain is about to pass into memory.

Now, there's "a nigger in the wood pile" somewhere.

The plan is all right, the application is all right and there must be some good reason why the dry goods trade cannot make a go of it.

Mr. Hearst has succeeded. True, he had many to back him when he started—but the United Dry Goods Company was capitalized to the tune of \$50,000,000, which, it might be noted in passing, is some sum.

Mr. Hearst is human, and no more than human.

He can be in but one place at a time, and is necessarily compelled to rely upon others to do his work for him, just as the United Dry Goods Co. has to rely on others—and yet Mr. Hearst is successful.

The United Dry Goods Company has the reputation of being a charming concern to work for—kindly, considerate and very much inclined to regard every man, woman and child "one of the family."

Mr. Hearst has no sinecures on any one of his papers. He is autocratic. He demands a great deal. He will not accept excuses. It is deliver or depart. But Mr. Hearst pays almost any money for men who can and do deliver. Salary is no object with him. The man who does things gets paid for doing things and he can always find a place for trained brains.

The United Dry Goods Company has a few good places—good financially, which are all held by the members of the family of very dear friends. Brains, experience and general ability are not figured. Cheap help, the kind that will meekly follow their warm, moist breath when they are spoken to, find favor.

One of the reasons why the United Cigar Stores are successful is that every man jack behind every counter is a live one. He knows his stock, he is accommodating, he is in a hurry and, as far as tobacconists are concerned, they are found right in United Cigar Stores.

There is one point to be noticed.

Another thing—and mark this well.

Every one of these successful chains do business on a fixed price basis. There is no shenanigan.

Here is either service or merchandise. It is so much, six days a week, fifty-two weeks a year. There are no price fluctuations. You buy what you want, when you want it, and with a full knowledge of the fact that you are paying just what the other fellow is paying for the same thing.

Perhaps you are getting a square deal, possibly you are getting cheated—but in any event you are getting as much for your money as your neighbor is getting for his—and you are satisfied.

Not so with the United Dry Goods Company. You are kept guessing, constantly. Prices are juggled daily. You pay one price in one store and another price in another store. You don't know how much your neighbor pays for articles.

Another thing. Whether you agree with Mr. Hearst as to standards, or morals or anything else, when you deal with Hearst you know it. He does business under his own name. When you go to Woolworth's, whether it is in Portland, Maine, or Portland, Oregon, you know blamed well you are going to Woolworth's.

The United Cigar Stores Company has its name on every store it runs. The game is played in the open. You know.

How about the United Dry Goods Company?

In New York City it is McCreery's, Lord and Taylor, or Simpson, Crawford Company stores; in Brooklyn it is Batterman or Matthews; in Pittsburg it is McCreery's, in Baltimore it is Stewarts, in Cleveland it is Higbees, in St. Louis it is Scruggs, Vandervoort and Barney, in Kansas City it is Jones' Dry Goods Co., in Cincinnati it is The Fair and McAlpine. In Louisville it is the Stewart Dry Goods Co. and J. Bacon & Son, in Denver it is the Joslin Dry Goods Co.

But nowhere is it The United Dry Goods Co., nowhere but what you are left in ignorance of who you are buying goods from. It "takes over" stores that have been established for years. It trades on other peoples reputations. It hides its light under a bushel, as it were and, by employing over-done or under-done department heads it saves on salaries and, directing everything from one office, has succeeded in bringing the H. B. Claffin Co. into bankruptcy.

Since the bankruptcy of the Claffin Co. the O'Neill-Adams Co., one of the United Dry Goods Company's chain, has gone out of business and, if we are to believe the advertising of other United Dry Goods Company stores, the entire stock was sold to Simpson-Crawford stores, another United Dry Goods Company store, and it was also sold to Hahne & Co., Newark, N. J., another United Dry Goods Company store, and it was also sold to Batterman's, Brooklyn, another United Dry Goods Company store.

Thus by their own statements three stores claim to have the entire stock of this store.

Perhaps Mr. Hearst is no more honest than the United Dry Goods Company. It may be that Mr. Munsey would go just as far for a dollar, but, by golly! and glory be, these newspaper men, if they are as devious in their ways at least know enough to be smooth about it, and their work is not so offensively raw.

## IN WESTERN PENNSYLVANIA

You will make no mistake by using

## The Johnstown Leader

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

S. G. LINDENSTEIN, INC.  
Special Representative  
18 East 28th Street New York City

## The New York Times Mid-Week Pictorial War Extra

A magazine of twenty-four pages showing half a hundred of the latest and best photographs from the many war zones, beautifully produced by The Times' new process of printing.

Ten cents a copy to any address.

THE NEW YORK TIMES,  
Times Square, New York.

## 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 six months ending Sept. 30, 1914, **110,520**

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

## The Globe

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

Net paid circulation for year ending Oct. 31, 1914

**169,251**

Net paid circulation for Oct. 31, 1914

**196,944**

## Growth of

## THE EVENING MAIL

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

**157,044**

This is an increase of

**26,738**

over the corresponding period of 1913.

## THE NEW ORLEANS ITEM

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

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

**TIPS FOR THE MANUFACTURERS OF SUPPLIES**

**CHANGES IN INTEREST.**

OKLAHOMA CITY, OKLA.—The bondholders of the Times will take the property over and continue the publication of the paper. Richard W. Graves, receiver and managing editor, will continue in charge of the paper.

COLUMBIA, Mo.—Edgar Remley, Jr., a former Kansas City newspaper man, has purchased a half interest in the Daily Times, and will be associated with C. A. Kimball in its management. It was made a morning daily on November 1.

ALISA CRAIG, ONT.—J. W. Kedwell has purchased the Banner and has taken possession of that property.

EVENING SHADE, ARK.—Claude L. Coger has repurchased a half interest in the Sharp County Record.

LANCASTER, VA.—Horace E. Kennedy has been appointed receiver for the Morning News, and will continue the publication and business of the paper as heretofore.

WALLACEBURG, ONT.—The Herald-Record has been purchased by William and Earl Waghorn, who are now in possession.

WARREN, ARK.—The Bradley County Eagle has been moved from Hermitage

to this city, where it will be published in the future.

COURTLAND, KAN.—The Comet has been purchased by Robert A. Glenn, who is now issuing the paper.

WEST CHESTER, PA.—The Times and Morning Republican have combined their business offices under one management.

LAKE CHARLES, LA.—The Daily Times has suspended, the publishers saying that they are convinced that Lake Charles cannot support two daily papers.

MOLINO, FLA.—The Advertiser, a weekly paper, has been purchased by N. J. Lillard, of Pensacola, who will edit and manage it.

PITTSBURG, PA.—Steel and Iron, a local steel publication, has been merged with the Blast Furnace and Steel Plant, of Cleveland. The two papers will hereafter be issued as Steel and Iron. W. R. McCord continues as editor; R. E. Densmore, of Cleveland, will be general manager; H. A. Andrews, of Detroit, will be treasurer and advertising manager.

WINNEBAGO, NEB.—William M. Best and H. N. Wagner have purchased the Chieftain.

WEST POINT, NEB.—D. L. Crellin has sold the Democrat to J. A. Stahl, its former owner.

LANCASTER, PA.—Horace E. Kennedy has been appointed receiver for the Morning News, through action brought by James C. Herbert, managing editor.

BURLINGTON, IA.—J. H. Taylor has disposed of his interest in the News-Republican Printing Co. to J. S. Lorange and S. M. Thayer.

SPARTA, N. C.—A. S. Carson has sold an interest in the Alleghany Star to F. A. Wrench, of Dalton, Ga., who will edit and manage it.

ROCK FALLS, ILL.—Ben F. Sailor, of North Platte, Neb., has purchased the News from A. R. McCleneghan.

LITTLE ROCK, ARK.—The National Progress, a bi-weekly paper, has been formed by consolidating the National Menace, of Fordyce, and the Arkansas Progress, of Little Rock. D. A. Gates is president, Dr. J. H. Estes, vice-president, and George Thornburgh, secretary of the new company.

BEEBE, ARK.—T. M. Wood has purchased the White County News from John Ferguson, and assumed charge of the publication. Wood founded the paper twenty years ago.

CHOWCHILLA, CAL.—E. S. Gray of Pennsylvania has purchased the News, founded in May, 1913, from J. R. Leonard.

**NEW PUBLICATIONS.**

ENGLAND, ARK.—The Daily Courier, the outgrowth of the Weekly Courier, is now being issued here. Frank N. Henderson is the proprietor and Al. W. Sullivan is editor and manager.

KINSTON, N. C.—The Daily News, with C. W. Forlaw as manager and W. M. Beasley as editor, is a new daily paper here.

WILKES-BARRE, PA.—The Evening Journal made its initial appearance here on November 2. M. E. Sanders and W. R. Kline are the publishers.

LEWISBURG, KY.—The Leader, a seven-column weekly paper, made its initial appearance October 24. It is under the management of L. C. Newman.

PARSHALL, N. D.—The Leader, under the management of D. Lavin, publisher of the Ryder Journal, is now being issued weekly.

RICE LAKE, WIS.—The Saturday Shopper, a new weekly paper, supported by the business men of this city, made its initial appearance November 12. It will be a seven-column, eight-page paper.

STAMFORD, NEB.—S. W. McCoy is the editor of the Star, a newspaper which made its appearance October 16.

GORDON, NEB.—The Sheridan County Democrat is the name of a new paper that made its appearance last week. Arthur E. Clark is editor and publisher.

THAMHEIM, CAL.—The Times is the name of a new paper that has just made its appearance in this place.

LIVE OAK, CAL.—R. Cleveland, of Sonoma County, has taken up his residence here for the purpose of starting a weekly paper called the Review.

Convinced of fine prospects in store for the Amalie mining district near Caliente, Cal., several former Bakersfield newspaper men are contemplating starting a newspaper which will be devoted to boosting the district.

**CANDIDATES ADVERTISE.**

**Wet and Dry Forces in California Spend Money in Newspapers.**

(Special Correspondence.)

SAN FRANCISCO, Nov. 6.—By far one of the most important features of the California general election held this week was the victory of the wets over the dries by more than two to one in a contest that it was thought would prove more nearly equal.

Of course Governor Johnson was re-elected but that has excited little comment because his return to office was pretty generally accepted, and Friend Richardson, the Berkeley publisher, was elected to the office of State Treasurer, because he couldn't lose, having the nomination of all three important parties—Republican, Progressive and Democratic.

The wet and dry contest probably attracted greater interest because of the fierceness of this fight and the utter abandonment with which certain proponents of the wet interests spent their money. This much can be said for the latter, however, they spent their money in a most sensible and effective manner. None of the old hand-out stuff was used in this campaign. It was every nickel for advertising and clean advertising, too. The daily newspapers served as the chief media in advancing the claims of the wets, which, backed by good street car and bill board advertising, proved an invincible combination.

Thus is proved the efficacy of good advertising, even in a campaign of this sort, for there was very little speech making done on this question; it was mostly sound arguments against the prohibition amendment, advanced through the columns of the newspapers.

The amendment prohibiting professional boxing contests within the State passed by a substantial majority, much to the surprise of many San Franciscans. The passage of this law is likely to affect a large number of newspaper men, who have made a specialty of writing on this subject. California has always been one of the great world centers for the glove game and many papers employed men who wrote exclusively on the subject.

**Hot Breakfasts for Staff Workers.**

Afternoon tea has been served for many years in the offices of English newspapers. Since the war began, however, the custom has been omitted in many offices. Hot breakfasts are now provided by the proprietors for those members of the staff whose attendance is required during the early hours of Sunday when the arrival of important news would mean the production of a special war edition. On the Yorkshire Observer the members of the staff are carried from their homes to the office in an automobile furnished by the owners and are taken home in the same way.

**Advertising Slogans.**

People Who Use Our Artificial Limbs Can't Kick.  
 Drink Our Ginger Ale and You'll never Drink Any Other.  
 See Us for Caskets. The Last Word in Comfort.  
 Try the Souezo Corset and You'll Have a Fit.—Detroit News.

**WAR NEWS**  
 and  
**PICTURES**

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

International News Service  
 238 William St. New York City

**1914 AERIAL Christmas Cover**

It is a gem picturing "Old St. Nick" descending from his airship into a quiet, peaceful, snow-clad village.

Any good advertising man can secure many pages of additional advertising on the strength of this forceful and beautiful cover design.

We supply it in a seven-column one-color mat—and in black and red color plates OR in four colors.

OR as a four-page supplement—the first page printed in colors—three other pages blank for additional Christmas advertising.

This is an exclusive feature—one paper in a town.

No orders accepted after December 10th, so take our advice and mail reservation blank today.

WORLD COLOR PRINTING COMPANY  
 St. Louis, Mo.  
 Established 1900. R. S. Grable, Manager.

**USE**

**UNITED PRESS**

**FOR**

**Afternoon Papers**

General Offices, World Bldg., New York

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

THE CENTRAL PRESS ASSOCIATION  
 New York and Cleveland

**"Women and Their City"**

A Record of Women's Current Achievements

Real Circulation Builder  
 Write for Samples  
 BRUCE W. ULSH COMPANY  
 Prestige Builders, Wabash, Indiana

**THE TEST**  
 CIRCULATION is the big asset. To earn it and HOLD it you must "deliver the goods." RESULTS are the true test. ASK OUR CLIENTS what the output of Newspaper Feature Service has done and is doing in the way of circulation-making. LET US SEND YOU samples of our colored comics, daily magazine pages and Sunday magazine pages in black and colors.  
**NEWSPAPER FEATURE SERVICE**  
 M. Koenigsberg, Manager.  
 41 PARK ROW. NEW YORK

You Would Enthuse Too as many publishers do, over the increased business and efficiency of your Classified Ad Department if you were using the Winthrop Coin Card Method of collecting and soliciting. Prices, samples and full details of how other papers are using our coin cards successfully will be mailed on request. Or better still, send us your trial order now.  
 When you write us, mention this ad.  
**THE WINTHROP PRESS**  
 141 East 25th Street New York City

**These war times**  
 records are in dire danger of showing slumps. The wise publisher keeps them up by putting on a trade, industrial or feature edition. We believe that once you have put on an edition of this sort, using the GALLAGHER SERVICE, you will become one of our regular clients.  
**JOHN B. GALLAGHER & CO.**  
 Eastern Office: Room 606, Equitable Bldg. Baltimore, Md.

**Newspaper Correspondents**  
 Increase your list of papers by registering in the forthcoming edition of the Newspaper Correspondents Directory. A stamp will bring you information which should be of material help to you.  
**National Association Newspaper Correspondents**  
 Germania Savings Bank Building  
 PITTSBURGH, PA.

**Every Daily Newspaper in London**  
 (Except The Morning Post)  
 purchases and prints the CENTRAL NEWS WAR SERVICE. (Comment unnecessary.) This service is procurable by newspapers on the American continents, only through  
**THE CENTRAL NEWS OF AMERICA,**  
 26 Beaver St., New York City



**LIVE AD CLUB NEWS.**

Vincent L. Price, vice-president of the National Candy Company, president of the St. Louis Advertising Men's League, general booster, good fellow and a man who is known to have the square deal inbred in his make-up, in addressing the St. Louis Ad Men's League, on October 25, suggested something new and something that is pretty good. Mr. Price spoke before a meeting of the league in the City Club and made a plea that the advertising man be allowed to sign his articles and work that appear in the newspapers, magazines and general advertising literature that is published by the firm by which he is employed. He urged that by doing this the advertising man is given more individuality, becomes known and trusted by the public, is made stronger with the inner business details of the firm and would be more a part of the executive head of the firm, rather than a mere employee told to do certain things by the head of the firm. Mr. Price's subject was "How Can the Advertising Man Improve His Opportunities?"

The Advertising Association of Chicago is already at work on plans for the entertainment of the convention of the Associated Advertising Clubs of the World, which is to meet here in June. President Porter of the local club is chairman of the committee in charge of local arrangements which is now laying its initial plans. President Porter has appointed Arnold Jeronsa member of the board of directors to fill a vacancy caused by the resignation of Andrew N. Fox.

Webers' Juvenile Orchestra, special representatives of the Portland, Ore., Ad Men's Association, were in San Francisco last week where they were generously entertained by the local ad club. They were taken over the exposition grounds and visited other places of interest in San Francisco.

The Cincinnati, O., Advertisers' Club has, at a recent meeting, appointed a committee of three to make arrangements for a retail merchants' department of the club. The object of this department is to try to clean up the retail advertising and make it more honest. It seems to be generally understood that the necessity for reform in advertising, outside of the patent medicine advertising, is in the retail field. Few who know anything about this branch of the business but what will admit that there is ample room for suspicion as to the general run of retail advertising, although there is a great deal of it that can be relied upon. The idea seems to be permeating the minds of the Cincinnati advertising men that the flies in the ointment, so to speak, are doing the dirty work, so that the honest fellows have to suffer, and that the whole city is discounted because of that very thing. They are right, too. A casual glance at the increased business done by mail order houses will demonstrate the fact that the rural citizens are not doing the shopping in the adjoining cities as they should, but are sending to the big mail-order houses for their goods. One of the reasons for this is that the mail-order houses teach their customers to depend on the advertising, while the average retail merchant spends his money teaching customers and prospective customers to be constantly on the lookout for price fluctuations and "bargains." It is to be hoped that the Cincinnati men will be able to do something effective in this new movement.

Milton Cone, president of the Spotless Company, Inc., was elected president of the Richmond, Va., Advertisers' Club at its third annual meeting held October 22 in the Business Men's Club. Other officers were elected as follows: first vice-president, E. L. Layfield; second vice president, Charles Rose; secretary, Stacey F. Garrett, and treasurer, Fred B. Bates. Mr. Bates was re-elected to his present position, and the other

officers were promoted a step in the service of the club. All the officers were nominated by a committee, and the elections were unanimous.

The annual election of the Rochester, N. Y., Ad Club resulted in the following officers being chosen: Clarence W. Campbell, president; Robert Woodruff, vice-president; Francis J. Yawman, treasurer; Jesse B. Millham and William P. Perry, directors.

The Auburn, N. Y., Advertising Men's Club held a most enthusiastic meeting at the new quarters over Monahan's drug store, October 22. The meeting was the first which has been held in the new rooms and the first, in fact, which has been held since June 3, as the members took a vacation of the summer.

The Denver Advertising Club is preparing to begin its year-long program of practical advertising and selling work. The committees include manufacturers, wholesale and retail advertising campaign committees, newspaper and publication committee and printers' committee.

With speeches, music and a cabaret show and a buffet luncheon, the Advertising Club of Baltimore celebrated the fifth anniversary of its birth at the club rooms, 15 South street, October 27. Most of the entertainment was a surprise to the large membership that turned out, and the various "hits" were much applauded.

Reports of the year's work and the financial condition of the Charleston, S. C., Ad Club, read at the annual meeting in the Chamber of Commerce, October 8, before a large gathering of members, shows that body to be in a flourishing condition financially and otherwise. The officers chosen were as follows: W. S. Lanneau, president; C. M. Benidict, vice-president; Meyer Frank, re-elected treasurer, and E. Barnwell Walker, re-elected secretary. Those elected to serve on the executive committee were C. R. I. Brown, Prof. Paul M. Rea and H. D. Lubbs.

The initial meeting and luncheon of the Advertisers' Club of Milwaukee in the new club rooms, 437 East Water street, was held at noon on November 3. The new quarters have been equipped throughout with new fittings, decorations and ornaments. The meeting was attended by 125 members.

The vigilance committee of the Advertisers' Club of Cincinnati has given notice that it will prosecute, without charge, any and all persons using fraudulent advertising in Cincinnati publications.

The Lynchburg, Va., Ad Men's Club has offered a free trip to the Chicago convention of the Associated Advertising Clubs of the World next June to the member bringing in the largest list of new members.

**Printing Exposition in Chicago.**

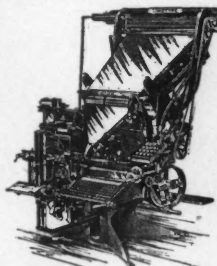
The next Printing and Allied Trades Exposition will probably be held in Chicago next June, during the week of the annual convention of the Associated Advertising Clubs of the World. Harry A. Cochrane, president of the company, has already reserved the Coliseum for this purpose.

**Vigilance Committee Meets.**

The National Vigilance Committee met in Chicago, October 12. Twenty-one men from all parts of the country, representing many branches of advertising were present. Plans were formulated. A Bulletin will be issued monthly to all who are interested in the work. Ideas will be interchanged. Vice-chairmen will be appointed who will preside over district meetings attended by the members of all clubs in the adjacent territory.

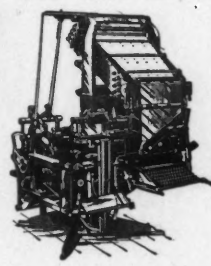
**Linotype Success**

Quick Change Model 8



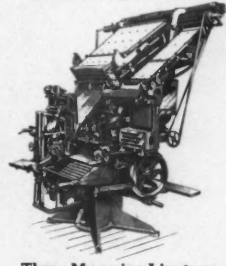
Three Magazine Linotype

Quick Change Model 9



Four Magazine Linotype

Quick Change Model 14



Three Magazine Linotype with Auxiliary Magazine

**Is Not Due to Accident**

**THE LINOTYPE IS A SUCCESS BECAUSE IT IS BUILT RIGHT BY THE BEST WORKMEN FROM THE BEST MATERIALS**

An Incomparable Experimental Department Keeps the Machine Up to the Last Minute  
The Multiple Linotype Way Is the Modern Way

**Mergenthaler Linotype Company**

Tribune Building, New York

CHICAGO  
1100 South Wabash Avenue

SAN FRANCISCO  
638-646 Sacramento Street

NEW ORLEANS  
549 Baronne Street

TORONTO: CANADIAN LINOTYPE, LIMITED, 35 Lombard Street

**BUILD YOUR CLASSIFIED MEDIUM RIGHT**

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

**THE BASIL L. SMITH SYSTEM**

will build for you a perfect and profitable classified medium.

Cost of our service entirely dependent on increased business.

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

**Daily Sale 40 Copies vs. \$100.**

Thomas A. Edison is one of the greatest advertisers in the world. He tells when the first reports of the battle of Pittsburgh Landing came to Detroit he was a newsboy on a train running between that city and Port Huron. His usual daily sale was forty papers. That day he took 1,000 papers and paid the telegraph operator at Detroit to wire an announcement of the battle on ahead of his train. At every station he was besieged by anxious inquirers for papers, sold all he had, his whole pack being finally exhausted at fancy prices, the total day's work netting him \$100.

This is but one instance of what enthusiasm on the firing line will do. The DUHAN organization is composed of live circulators acquainted with New York City and the up-to-the-minute methods for creating stand and street sales in this territory.

Write—Phone—Wire

**DUHAN BROTHERS**

Newspaper Distributors Who Have Made Good Since 1892.

TRIBUNE BUILDING

Phone: 3584 Beekman

NEW YORK CITY

Thomas R. Shipp, well known in newspaper circles, is kicking himself for not accepting the Republican nomination for Congress in the district now represented by Representative Karbly. Mr. Shipp thought Mr. Karbly's re-election a certainty but the Republican who accepted the nomination won easily. Mr. Karbly was formerly editor of the Madison (Ind.) Herald.

**TIPS FOR THE AD MANAGER.**

The Bloomingdale-Weiler Advertising Agency, 1420 Chestnut street, Philadelphia, Pa., is placing 10-inch 9-time orders with newspapers east of Chicago, Ill., for the Adelpia Hotel, of Philadelphia, and 6-inch copy with newspapers in New England and the middle states for the Walton Hotel.

George L. Dyer Company, 42 Broadway, New York City, is issuing holiday copy with newspapers for the Gillette Sales Company, "Gillette Safety Razor," Boston, Mass.

The Federal Advertising Agency, 231 West 39th street, New York City, is resuming copy with some western newspapers for Tootal-Broadhurst-Lee Company, "Lissive Handkerchief," 387 Fourth avenue, New York City.

Haines & Slocum Company, "Neato Pepsin Gum," 259 Monroe avenue, Rochester, N. Y., is asking for rates direct on classified advertising in large city newspapers.

Johnson Advertising Corporation, 20 East Jackson Boulevard, Chicago, Ill., is making 10,000-line one-year contracts with some Ohio newspapers for the Friedman Manufacturing Company.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., are forwarding 7-time orders to Pennsylvania papers for the New England Confectionery Co., "Necco Sweets," Boston, Mass.

The Tucker Agency, 303 Fifth avenue, New York City, is sending orders to metropolitan newspapers for the Bahama government, Bahama Islands, and 303 Fifth avenue, New York City.

Carpenter & Corcoran, 26 Cortlandt street, New York City are placing 14-line 4-time orders with New England newspapers for John F. Scott, real estate, 47 West 34th street, New York City.

Henry Decker, Ltd., Fuller Building, New York City, is issuing 42-line 6-time orders to newspapers in the vicinity of New York City for Wm. Barker & Co., "Tango Collars," 239 Fourth avenue, New York City, and Troy, N. Y.

It is reported that Edward J. Shay, Munsey Building, Baltimore, Md., is asking for rates in newspapers for the Pompeian Company, "Pompeian Lucca Olive Oil," Baltimore, Md.

Lord & Thomas, Mellers Building, Chicago, Ill., are making 500-line contracts with large city newspapers for the Goodyear Rubber & Tire Company, "Goodyear Tires," Akron, O.

Bayer-Stroud Corporation, 200 Fifth avenue, New York City, is forwarding orders to a selected list of newspapers east of the Mississippi River for B. Fisher & Co., "Hotel Astor Coffee, Tea and Rice," Franklin and Greenwich streets, New York City.

Van Cleve Company, 1790 Broadway, New York City, is sending out orders to newspapers in selected sections for the United States Rubber Co., "Hub Mark Rubbers," Boston, Mass.

The Morse International Agency, Fourth avenue and 30th street, New York City, is issuing extra copy on contracts for B. F. Allen & Co., "Beecham's Pills," 417 Canal street, New York City.

Kendall Company, 102 West 42d street, New York City, is forwarding 25-line single-column orders for one and two months with a selected list of newspapers for the New Highland Park Hotel, Aiken, S. C.

Rudolph Guenther, Inc., 115 Broadway, New York City, is placing 40-line double-column two-time orders with mail-order newspapers for Almer Wolfe, Jamaica, N. Y.

Levin & Brandt Advertising Agency, 1269 Broadway, New York City, is handling orders with a few New York City newspapers for the present, for Alart & McGuire, "Waw-Waw" products, 66 Madison street, New York City.

E. T. Howard Company, 432 Fourth avenue, New York City, is issuing orders to newspapers in the vicinity of New York City for H. F. Dewey & Son Co., "Dewey's Wines and Olive Oil," 138 Fulton street, New York City.

The Bloomingdale-Weiler Advertising Agency, 1420 Chestnut street, Philadelphia, Pa., is placing the following contracts:

50-line 2 t. a. w. for four months with newspapers in New Jersey and Pennsylvania, for the Habstreitingers, furriers, Philadelphia, Pa.

3½ and 4-inch copy 2 t. a. w. for one year with newspapers in Delaware, Maryland, New Jersey and Pennsylvania, for the Krouse Motor Car Co., 441-51 North Broad street, Philadelphia, Pa.

3-inch 1 t. a. w. for one year orders with newspapers in Delaware, New Jersey and Pennsylvania, for the Parkway Auto Company, of Philadelphia.

3-inch 1 t. a. w. for one year orders with newspapers in Delaware, Maryland, New Jersey, Pennsylvania and Virginia for the Roman Auto Co., 249 North Broad street, Philadelphia, Pa.

The Murphy Agency, Association of Commerce Building, Grand Rapids, Mich., is placing copy for the Teevin Correspondence School. So far only weeklies and monthlies of national circulation are being used.

Bromfield & Field, Inc., 171 Madison avenue, New York City, are placing P. Centemeri & Co., "Centemeri Gloves," in New York, Philadelphia and St. Louis papers, taking space contracts for the standard size copy of 120 lines.

Bloomingdale-Weiler Advertising Agency, 1420 Chestnut street, Philadelphia, Pa., is placing 2 and 2½-inch copy two t. a. w. for one year with city newspapers in the east and middle west for Dr. Brown, Philadelphia, Pa., and is also placing 360 and 500-line copy with newspapers in the vicinity of Philadelphia for the Bon Air Farms.

Frank Seaman, 116 West 32d street, New York City, is sending copy to a new list of newspapers for the Bauer Chemical Company, "Sanatogen," 26 Irving Place, New York City.

H. H. Levey, Marbridge Building, New York City, is handling the advertising account of the Bud Cigarette Co., "Bud Cigarettes," 2 Rector street, New York City.

Taylor-Critchfield Company, Brooks Building, Chicago, Ill., is handling the advertising account of the Jose Lovera

**ROLL OF HONOR**

Publications examined by the Association of American Advertisers, of which a COMPLETE EXAMINATION of the various records of circulation was made and the ACTUAL CIRCULATION ascertained, with later figures in some instances furnished by the publisher.

<b>ARIZONA.</b> GAZETTE—Av.Cir. 6,125.....Phoenix	<b>NEW JERSEY.</b> PRESS .....Asbury Park JOURNAL .....Elizabeth COURIER-NEWS .....Plainfield
<b>CALIFORNIA.</b> THE NEWS.....Santa Barbara BULLETIN .....San Francisco	<b>NEW YORK.</b> EVENING NEWS.....Buffalo BOLLETTINO DELLA SERA, New York EVENING MAIL.....New York
<b>GEORGIA.</b> JOURNAL (Cir. 57,531).....Atlanta CHRONICLE .....Augusta LEDGER .....Columbus	<b>OHIO.</b> PLAIN DEALER.....Cleveland Circulation for October, 1914. Daily .....134,219 Sunday .....161,322 VINDICATOR .....Youngstown
<b>ILLINOIS.</b> POLISH DAILY ZGODA....Chicago SKANDINAVEN .....Chicago HERALD .....Joliet HERALD-TRANSCRIPT ....Peoria JOURNAL .....Peoria STAR (Circulation 21,589) ....Peoria	<b>PENNSYLVANIA.</b> TIMES .....Chester DAILY DEMOCRAT.....Johnstown DISPATCH .....Pittsburgh PRESS .....Pittsburgh GERMAN GAZETTE.....Philadelphia TIMES-LEADER .....Wilkes-Barre GAZETTE .....York
<b>INDIANA.</b> THE AVE MARIA.....Notre Dame	<b>SOUTH CAROLINA.</b> DAILY MAIL.....Anderson THE STATE.....Columbia (Sworn Cir. Mch, 1914. D. 22,850; S. 23,444)
<b>IOWA.</b> REGISTER & LEADER...Des Moines THE TIMES-JOURNAL....Dubuque	<b>TENNESSEE.</b> NEWS-SCIMITAR .....Memphis BANNER .....Nashville
<b>KANSAS.</b> CAPITAL .....Topeka	<b>TEXAS.</b> STAR-TELEGRAM .....Fort Worth Sworn circulation over 80,000 daily. Only daily in Fort Worth that permitted 1912 examination by Association of American Advertisers. CHRONICLE .....Houston The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday.
<b>LOUISIANA.</b> DAILY STATES.....New Orleans ITEM .....New Orleans TIMES-PICAYUNE ....New Orleans	<b>WASHINGTON.</b> POST-INTELLIGENCER ....Seattle <b>WYOMING.</b> LEADER .....Cheyenne
<b>MARYLAND.</b> THE SUN .....Baltimore has a combined net paid circulation of 127,000 copies daily, 80,000 of which are served in Baltimore homes.	<b>CANADA.</b> <b>BRITISH COLUMBIA.</b> WORLD .....Vancouver <b>ONTARIO.</b> FREE PRESS.....London <b>QUEBEC.</b> LA PATRIE.....Montreal LA PRESSE.....Montreal Ave. Cir. for 1913, 127,722
<b>MICHIGAN.</b> PATRIOT (No Monday Issue) Jackson Average 9 mo. 1914; Daily 11,042; Sunday 12,117. Member "American Newspaper Pub. Ass'n." "Gilt Edge Newspapers," and A. B. C.	<b>MINNESOTA.</b> TRIBUNE, Mon. & Eve....Minneapolis <b>MISSOURI.</b> POST-DISPATCH .....St. Louis <b>MONTANA.</b> MINER .....Butte <b>NEBRASKA.</b> FREIE PRESSE (Cir. 128,384) .Lincoln
Company, "Bandora Cigar," Tampa, Fla., and East End avenue and 81st street, New York City, with western newspapers.	Hostetter Company, "Hostetter Bitters," Pittsburgh, Pa., is putting forth extra copy on contracts with newspapers.
Albert Frank & Co., 26 Beaver street, New York City, are issuing orders to some Pennsylvania newspapers for F. G. Vogt & Sons.	CHICAGO, ILL.—Louis R. Wasey, W. Thomas Jefferson and Elias Mayer have incorporated Wasey & Jefferson with \$25,000 capital to deal in advertising matter, space, etc.

**New Orleans States**  
Sworn Net Paid Circulation for 6 Months  
Ending Oct. 1, 1914  
**33,271 Daily**  
Per P. O. Statement  
Local paid circulation averages over 24,000 per issue. We guarantee the largest white home circulation in New Orleans. It is less expensive and easier to create a new market in a limited territory by using concentrated circulation. The States fills that need in New Orleans.

**THE S. C. BECKWITH** )  
**SPECIAL AGENCY**  
Sole Foreign Representatives  
New York Chicago St. Louis

**AD FIELD PERSONALS.**

At the annual meeting of Collin Armstrong, Inc., held November 5, L. L. Robbins, Jr., was elected a vice-president. Mr. Robbins was at one time a member of the Metropolitan Magazine advertising staff and became associated with Collin Armstrong, Inc., about two years ago.

William T. Kester has been elected vice-president and general manager of Lord & Thomas, advertising agents, Chicago.

C. J. Birchfield, advertising agent for the Santa Fe lines west of Albuquerque, N. Mex., of Los Angeles, Cal., has been appointed assistant general advertising agent for the Santa Fe system, with headquarters in Chicago.

C. H. Mann, formerly general agent of the American Express Company at Los Angeles, Cal., a director of the Los Angeles Ad Club, has taken up the work of sales manager for the Vermont Farm Machinery Company at Chicago.

S. W. DuBois, of the S. C. Beckwith Special Agency, has returned from a trip through Pennsylvania.

**TIPS FOR THE AD MANAGER.**

The Paris Medical Company, St. Louis, Mo., is issuing 1,500-line reading matter and 2,000-line display for one year to a large list of papers.

St. Paul Advertising Company, St. Paul, Minn., is placing 28-line 20-time contracts with middle west papers for the Adlerika Company, St. Paul, Minn.

Charles H. Touzalin Agency, Kesner Building, Chicago, Ill., is sending out 3-inch double-column 12-time orders to farm papers for the Department of the Interior, Dominion of Canada.

Richard A. Foley Advertising Agency, Bulletin Building, Philadelphia, Pa., is making 1,500-inch one-year contracts with a selected list of papers for Liggett & Myers, "Picnic Twist Chewing Tobacco Company."

H. W. Kastor & Sons Advertising Company is placing one page with a selected list of papers for the Full Crew law. This agency is also sending out 500-line one-time orders to a selected list of papers for McLain Orthopedic Sanitarium.

**Twenty-Page Office Supply Ad.**

A twenty-page display advertisement of the McNeal Company, local dealers in office supplies, stationery, printing, etc., appeared in the Phoenix (Ariz.) Gazette November 5. This is probably the largest advertisement of such a character that has been published in any American newspaper.

**Police Seek Ad Swindler.**

The Chicago police are looking for a well-dressed man, about 30 years old, who swindled Lambesos Bros., confectioners, at 2701 East 75th street, that city, out of \$37.10. The man entered the store Friday and persuaded Louis Lambesos to sign a bogus contract for advertising in a magazine. In addition to the advertising, Lambesos was to get 500 free tickets for theatres in the neighborhood.

**New Advertising Magazine.**

"Outdoor Advertising" is the title of a new magazine published at Utica, N. Y., and devoted to the interesting field of outdoor publicity in all its branches. The new magazine caters particularly to merchants, manufacturers and national advertisers, and is issued in a convenient pocket size edition, with embossed covers and a generally attractive and unique appearance. It is not a trade paper, but a helpful aid to the manufacturer desiring to get the best results from a publicity campaign.

**CHANGES ON NORTH AMERICAN.**

E. S. Edmondson, advertising manager of the Philadelphia North American, announces the appointment of Charles C. Green as manager of foreign advertising, with headquarters in Philadelphia. Mr. Green will continue as manager of the North American's promotion department, a co-operative work in the interests of national advertisers which he has been conducting with notable success for the past five years.

Announcement is also made of the appointment of E. C. Trowbridge as manager of eastern advertising with offices in the Fifth Avenue Building, New York. He will have associated with him in the eastern field F. J. Seraphine, who has been with the New York office for the past seven years, and George A. McDevitt, who has been with the home office in Philadelphia for a number of years.

Mr. Trowbridge was former business manager of the San Francisco Post until its amalgamation with the Call, when he was made advertising manager of the Call-Post. He came east a year ago to take charge of the eastern office of the Pacific Coast Bureau, which comprises the San Francisco Call-Post, the Los Angeles Herald, and the San Diego Union. Mr. Trowbridge will continue his representation of the Pacific Coast Bureau when he assumes his new duties with the North American on December 1. On this date the present office of this paper in the Marbridge Building, New York, will be transferred to the Fifth Avenue Building.

There will be no change in the Western representation, which is handled by Guy S. Osborn, the well known Chicago special.

**Paper Market in England.**

Paper is higher in England than in the United States. This fact is accounted for by the manufacturers as follows: The actual price quoted by the pulp mills may be very little higher than it was, but to this has to be added extra freight owing to difficulties of transit and two per cent. on all cargoes for war risk. Another added expense is caused by the fact that every kind of raw material has to be paid for spot cash, and, in order to enable them to do this, many mills have had to raise fresh capital to give them the necessary ready cash. This extra capital has to be paid for, and altogether the extra cost of production is considerably more than the five per cent. which is the average advance that is being asked. The tendency among most of the makers at the present time is to charge the lowest possible price at which the paper can be made to show a profit, so that orders may not be driven away. There does not seem much likelihood that there will be any further advances at present unless events take an unexpected turn and makers are met with difficulties which they do not at present anticipate.

**Fine Optimism in England.**

W. S. Crawford, a well-known advertising agent of London, in a letter to W. Blanchard Bancroft, who is visiting New York, recently wrote:

"The war situation here is, if anything, favorable to our cause; and, in addition to a firm determination, there is a fine optimism taking hold of the people. We are going to win even if we are all ruined and if we have to sacrifice all the young men of the country. This is not merely an opinion, but an expression of the mental attitude of the people of this country; and you can tell all your American friends that this is how we are facing the greatest trial in our history."

**Got Fred Sweet's Money.**

A plausible story is current that Fred Oney Sweet, who writes the big local feature story printed each week in the Chicago Sunday Tribune, did not tell everything interesting when he recently wrote up his experience of a day as a railroad laborer out on the line. According to report Sweet lost all his spare change, \$15, at cards with the laborers the night he was with them.

**Publisher's Representatives**

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

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

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

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

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

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

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

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

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

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

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

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

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

**WEDDING BELLS.**

Norman H. Hill, of Detroit, was married to Miss Zoe Oven, of Petoskey, Mich., at the bride's home, November 1.

Fred E. Wankin, one of the editors of the Plano (Tex.) Star-Courier, and Miss Mary Harpold were married October 27 at McKinney, Tex.

J. Harry Wallace, a newspaper man of Glens Falls, N. Y., and Miss Catherine Reardon were married October 21 at Glens Falls.

Rex G. White, a Detroit, Mich., reporter, and Miss Viola Jones were married in that city October 25.

George V. Steep, editor of the Out West Magazine, of Los Angeles, Cal., and Miss Alma Klaus, of Indianapolis, Ind., were married in Los Angeles last week.

Eliel Dale, city editor of the Carthage (Mo.) Press, and Miss Julia M. Stickney were married November 5 at Carthage.

John L. Murray, city editor of the Flushing (L. I.) Evening Journal is to marry Miss Marian E. Johnson, of that city, very soon. The cards are out for the wedding.

Miss Ethel B. Allen, secretary and part owner of the Cincinnati (O.) Commercial Tribune, and Cliff D. Fortney, commercial agent of the Chicago and Alton Railway, were married at Cincinnati November 2. Upon their return from their wedding trip Mrs. Fortney will resume her duties with the Commercial Tribune Publishing Company.

**Advertising Agents**

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

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

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

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

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

**GUENTHER-BRADFORD & CO.,**  
Chicago, Ill.

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

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

**OBITUARY NOTES.**

WILLIAM CHARLES, JR., publisher of the Bellevue (Mich.) Gazette, died on October 31, aged 40.

RICHARD W. EGGERT, publisher of the Danville (Pa.) Gem, died on October 29.

RUPERT E. WALKER, editor of the St. John (N. B.) Standard, died November 2.

ELIAS W. JACOBSON, editor of the Carpet and Upholstery Review, dropped dead of apoplexy in a Fulton street elevated train in Brooklyn on November 1. He was 60 years old.

CARL PADDOCK, editor of the Denver (Colo.) Post, and formerly state editor of the Denver Times, Republican and Rocky Mountain News, died at Duffield, Va., of asthma, on October 30.

JOHN E. LAHINES, editorial writer on several Denver papers, and well known throughout the country, died in Denver October 31, aged 42 years.

GEORGE KEYES, who established the Colborne (Ont.) Express, and was its editor for nearly fifty years, died in that city on October 21. He was 81 years of age.

B. D. KILLIAN, who established the Weekly Banner, in St. Louis, Mo., before the war, and was at one time editor of the Buffalo Sentinel and the New York Tablet, died in Brooklyn, November 8, aged 78 years.

FREDERICK A. SLATE, New York City and Philadelphia representative of the Mergenthaler Linotype Company, is dead, after several weeks' illness. Mr. Slate was senior salesman of the organization, having been connected with it since 1899. He was a man of sterling character, of fine qualities, and a faculty for making friends in his quiet way that few possess.

MRS. ELIZABETH S. NOYES, widow of Crosby S. Noyes, former editor of the Washington Evening Star, died last Monday night at the home of her son, Theodore W. Noyes, editor of the Star.

GEORGE GILLIAND, for many years Washington correspondent of the Cincinnati Enquirer, and afterwards secretary to Senator W. A. Clark of Montana, died at his residence in this city last Saturday.

GEORGE KEYES, a veteran Ontario newspaper man, died last week at Colborne, where he had published the Express for many years. He learned the business in the office of the Belleville Intelligencer under Sir Mackenzie Bowell and later saw service in Bermuda and in Toronto.

# There Are More People in Chicago

according to the U. S. census of 1910, than all the cities, towns, villages and farms of the following *six states combined* can boast:

**Colorado**

**Wyoming**

**Utah**

**Nevada**

**New Mexico**

**Arizona**

Not only that, but in the territory *close to Chicago* there is a population equal to that of *six more states*. The trade of such a tremendous mass of population is well worth spending time and money to get.

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