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The Editor & Publisher

and The Journalist

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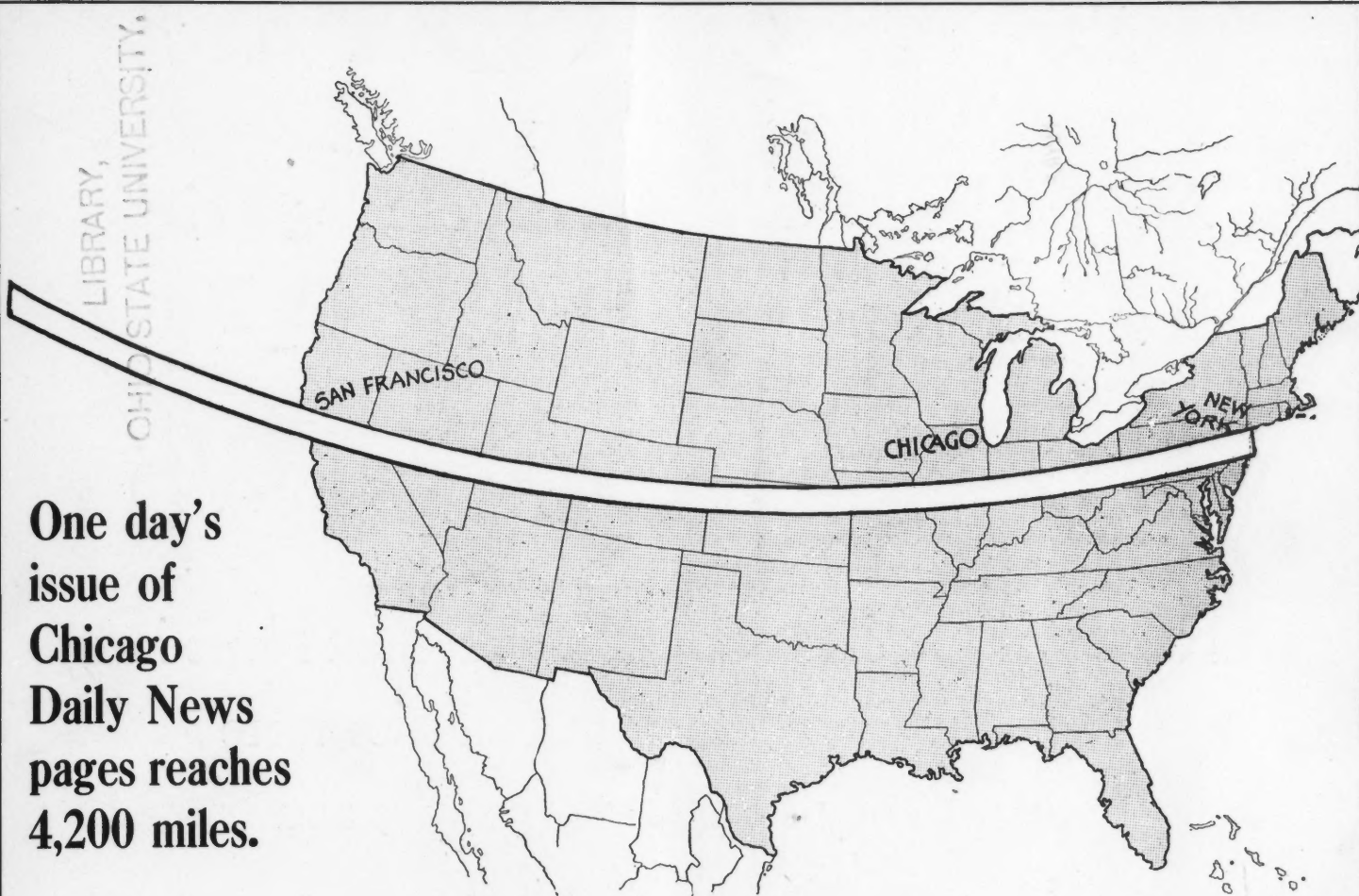
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NEW YORK, NOVEMBER 13, 1915

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and The Journalist

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OPPOSES PREPAREDNESS

Representative Bailey, Editor of Johnstown (Pa.) Democrat, to Fight Increased Expenditures for Army and Navy—Arthur Wallace Dunn's "Gridiron Nights" Well Received.

WASHINGTON, D. C., November 10.—Representative Warren Worth Bailey, editor of the Johnstown (Pa.) Democrat, who has been quite active in sounding out sentiment among Democratic members of the House on the issue of preparedness, has returned to the capital and is preparing to push his campaign against a program which he regards as a menace not only to the future of the Democratic party, but to the welfare of the republic. In an interview he says:

"While I am not positively advised that all of the Democratic members with whom I have been in correspondence and who assured me some weeks ago that they were opposed to increased expenditures on army and navy are of the same mind today, letters which have reached me recently lead me to believe that those who were antagonistic to military and naval expansion a month or so ago are still unfavorably disposed toward a program which contemplates the Prussianizing of this republic.

SAYS CONSTITUENTS OBJECT

"The people out my way do not take kindly to the plan of spending \$450,000,000 on the army and navy next year," said the Pennsylvanian. "The attitude they held in September, when I traversed my district very thoroughly, appears to be the attitude they hold now. The leading Democratic papers of the district are flat-footedly hostile to military and naval expansion. The Republican papers seem to be hoping that the extravagant program which has been framed up by the War Trust for presentation to Congress will serve to split the Democratic party and thus open the way for a return of the Republican party to power. Very few, if any, of these papers are outspoken for a larger army and a more formidable navy. Their expressions on the subject are in the main so guarded as to suggest that they fear overtly to endorse a program which the people whom they serve do not look upon with favor. Great glee possesses them, however, in contemplating the possible division which this issue will create in the party now in power.

"Moreover, I have had many letters from people scattered all over the country, commending the stand I have taken and urging me to remain steadfast. Incidentally it may be remarked that I have got in touch with most of the branches of the American Peace society throughout the country and have received cordial assurances of active co-operation in spreading the light with respect to the sordid interests back of the jingo propaganda.

MUNITIONS MAKERS BEHIND MOVEMENT

"It is gradually dawning upon the country that the munition makers are at the bottom of all this agitation for enormous additions to our military and naval establishments. My candid belief is, that the preparedness program will crumble and fall to pieces if subjected to the light of day. The people need only to see the selfishness behind it to set upon it the seal of their disapproval."

"Gridiron Nights," a book by Arthur Wallace Dunn, recently published by Frederick A. Stokes Co., New York, is a contribution to the history of the past thirty years. It is not a history, but tells

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CHARLES H. MCKEE

is the new president and general manager of the St. Louis Globe-Democrat, having been advanced from the position of vice-president of the corporation, the Globe Printing Company, publishers of the paper, shortly after the death of Daniel M. Houser.

In early youth, after completing his school education, Mr. McKee entered the service of the Globe-Democrat as a clerk in the business office, and by the industrious and efficient performance of his duties was promoted from time to time to more important positions in the counting room. As an heir of his uncle, William McKee, who owned the controlling interest in the big daily, he acquired stock in the corporation, and when a vacancy occurred he was elected secretary of the company. Later he became vice-president, an office that he held for many years while Mr. Houser was the presi-

dent. He was an indefatigable aid and counselor to his veteran superior, and contributed much personally to the upbuilding of the big morning newspaper.

Long prior to his recent election as head of the publication Mr. McKee virtually guided the destinies of the Globe-Democrat, owing to illness and physical incapacity of Mr. Houser. His familiarity with the business affairs of the paper, as well as his ripe and excellent judgment in the matter of news, were in a large measure responsible for the marked improvement in this great, clean, influential newspaper. Mr. McKee is married and enjoys deserved popularity among his fellow citizens of St. Louis as well as the esteem of all the employes of the Globe-Democrat. Magnetic personality, invariable good nature and considerate courtesy are his characteristics.

Changes on Hearst Papers

Walter G. Bryan has been appointed publisher of the Atlanta Georgian, succeeding Hugh Murray, who goes to the main offices of the Hearst newspaper organization, in New York, as assistant to the general management. Mr. Bryan has been doing promotion work for a number of years for various Hearst papers, his most recent connection being with the Chicago Examiner. Previously he was advertising manager, Kansas City Journal.

An American Wins in China

Word has reached New York that the Chinese Government has awarded to George Bronson Rea, an American, the grand prize for the best programme for a national system of railways. Mr. Rea won over Chinese, Japanese, British, French and German competitors. He is an American engineer and journalist, who has been doing valuable work for China and America through his publication, the Far Eastern Review.

HERE'S A NOVEL SCHEME

Literary Editors of Boston, Philadelphia, New York and Chicago Newspapers to Interchange Book Criticisms—Effective Lit Department Store Publicity—Philadelphia Jottings.

PHILADELPHIA, November 10.—A literary editor of the Evening Ledger is the Philadelphia member of the party carter of literary editors who have formed an association which has for its object the improvement of the quality of the present criticism of books in the daily press. The others who compose the group are the book-men of the New York Tribune, the Chicago Tribune and the Boston Daily Advertiser.

The club has arranged to receive exclusive matter, which will appear only in these four publications, and criticisms of important books, which are to be "fearless and honest," are to be interchanged so that readers may have the benefit of more than one expert point of view. Each one of the four will be perfectly free to say just what he thinks of any given volume, and in the consensus of opinion which will follow, adverse and favorable estimates will appear in the same column, "brick-bats and bouquets."

The engagement has been announced of Marion Rubincam, of this city, and Berton Braley, the "sweet singer of the Work-a-Day World." Miss Rubincam attained some newspaper experience in the local room of the Evening Telegraph two years ago, after which she joined the advertising force of a department store. Later she went to New York, where she met her future husband.

A popular feature which has just been taken on by the Evening Telegraph, is the "Daily Talks by Mary Pickford," wherein the exquisite little moving-picture actress will have heart-to-heart conversations with her countless admirers.

The Lit Department Store has again celebrated an anniversary—this time the 24th—with a noble advertisement of eight pages in the North American, the Record and the Inquirer, to say nothing of less imposing ads in other papers. For several years the firm has used birthday space of from eight to ten pages in the Sunday newspapers, and the wisdom of the expenditure has been amply proved by the immense crowds which nearly swamp the store after each insertion: a tremendously effective indorsement of the value of the big newspaper ad in department store publicity.

The Telegraph has begun a series of fashion articles by Anne Rittenhouse—Harrydele Hallmark—a brilliant Southern woman who is well known in this city and whose clever work in more than one field remains an imperishable memory, even though she some years ago departed to reap that appreciation which New York affords and which the faithful cheerfully resign themselves to doing without here.

When she first appeared in town some years ago, after a preliminary proving in the McClure Syndicate, she was placed in charge of the women's interests on the press, and never since has there been an incumbent in a similar office, excepting, of course, the wonderfully gifted Sara Yorke Stevenson, who illuminates whatever she touches on the Public Ledger, who so triumphantly fulfilled the ideal of what a woman's editor ought to be.

She became very popular in Philadelphia society, and—though she will not thank me for remembering and telling—so far has she since gone above such

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TO WRITE PLAYS NOW

Philadelphia Journalists and Others Organize "The Stage Society" and Furnish the Productions—Some Even Don the Buskin—Augustus Thomas Makes a Prophecy—Experiment of Interest.

PHILADELPHIA, November 10.—The Stage Society, a recently formed organization in this city, devoted to dramatic production and the exposition of the new stagecraft, and in which many newspaper men are moving factors, gave its premiere on November 5, at the Little Theater. The performance (high-class amateur) was markedly successful, and the aims and personnel of the society bid fair to make it, as the months go by, a welcome and valuable element in the histrionic, artistic and club life of Philadelphia.

The society will change its bill every three weeks, each program including three or four plays by well-known foreign and clever local authors; Friday and Saturday nights of each week being given over to the productions. The first offering was introduced by an original bit of prologue, conceived and written by Richard J. Beamish, directing editor of the Press, who is a leading member of the society.

From the audience, following the raps which prelude the curtain's rise in French theaters, rose a man and a woman, who, to the surprise of the listeners, demanded the manager, who presently appeared before the footlights, accompanied by "Public Opinion," the stage director, the stage carpenter, who announced that he signified "Life," and "Romance," who, of course, was a young woman. These characters, in sprightly dialogue, discussed the purposes of the venture, and the relation of the stage to modern life.

The audience, put in excellent humor by this diverting hors d'œuvre, received with keen appreciation the three plays which followed. "Barbara," by an American writer, Kenneth Sawyer Goodman, was directed by Mr. Beamish and W. Barran Lewis, city editor of the Press, while H. Devitt Welsh, whose covers for the Sunday magazine of the same paper, have been attracting much attention, was the designer of the stage settings. Settings for the other plays were made by Molarsky, a local artist of repute, and Morris Hall Pancoast, of the art staff of the North American. Theron Bamberger, of the Public Ledger, took one of the parts in "Barbara."

With the change of bill, Richard J. Beamish's one-act comedy, "50-50," will be presented. The scene will be laid in Thompson's Spa, an eating-place patronized by many newspaper folk. "Jack" Lewis will also bring forth a play, "The Red Label," of which many good things are said in advance. The society numbers some three hundred enthusiasts; most of the seats are sold at fifty cents, and none of the players receive remuneration.

Other newspaper men interested are B. F. Glazer, of the editorial staff of the Press, who has translated "The Birthday" from the German as a future feature; H. T. Craven, editor of the Press Magazine; Carl F. Thoner, official photographer, who is head of the photographic department on the Press; Diamond, a well-known dramatic critic, now on the Telegraph, and McGowan and Wilkins, of the Ledger. Augustus Thomas, in a letter received by Mr. Beamish, says that he believes that the plays of the future will be written by newspaper men, whose ideas will also be valuable in the producing end of the business. The Stage Society falls into the class of the players in the Toy Theater in Boston, whose members, however, are society amateurs and Harvard graduates; and the Washington Square Players in New York, which is made up of artists and near-professionals.

The Press has been asked by Mr. Thomas, who selects plays for Charles Frohman, to pass upon the merits of plays offered by local authors, through

DAY PRESS RATES MUCH TOO HIGH

Savannah, Ga., November 1, 1915.

Editor, "THE EDITOR AND PUBLISHER,"
New York:

Dear Sir:—I was recently very much impressed with the letter appearing from an editor in which he protested against the high cost of telegraph service for afternoon papers compared to the charge made for a similar service to morning papers.

The day rate has always been considered unfair by those with whom I have talked the matter over, but no one seems to want to "start something" for the purpose of bringing down the cost of sending news in the day time when it is news.

I had hoped that some of the really important and prominent afternoon newspaper publishers would take this question up.

The Press is willing to do its share toward having the wire companies put the cost of service on a more equitable basis.

I now think we are charged entirely too much for D. P. R. stories.

Yours very truly,

WM. G. SUTLIVE,
Managing Editor Press.

"THE EDITOR AND PUBLISHER" will be glad to give space to editorial expressions on this important topic, if sent to this office for publication.

the medium of its dramatic critic, J. O. G. Duffy, a weeding out, as it were, of the offerings of dramatic writers in this district, and a possible discovery of the thousandth pearl.

The author's check for \$10 will be pinned to each play forwarded by Mr. Duffy, which may, in time, come back to the dramatic critic for his share in the good work. I am informed that a similar request has been made by Mr. Thomas of other papers in town.

CURTIS WAGER-SMITH.

LINING UP THE CORRESPONDENTS

List in Preparation of Those Entitled to Press Gallery Privileges in Congress.

WASHINGTON, November 9.—Richard V. Oulahan, chairman of the standing committee of correspondents, has issued a notice directing attention of correspondents desiring enrollment upon the official list and admission to the press galleries to the necessity of conforming to the requirement of the standing committee. The statement says:

"A revision of the press gallery list carried in the Congressional Directory being imperative, it will be necessary for every person entitled to the privileges of the press gallery during the Sixty-fourth Congress to make fresh application for admission. The committee has the right to require that applications be authenticated by the home office.

"Blanks may be procured at the rooms of the National Press Club, of the superintendents of the Senate and House press galleries and at the office of the secretary of the standing committee, 81 Home Life building, where all applications should be forwarded. All applications should be in the hands of the committee by November 20."

Wm. T. Brigham, of the Boston Transcript, is the secretary of the standing committee of Washington correspondents.

Editors Under Arrest

Alexander Gondos, arrested in New York on Tuesday for attempting to blackmail Julius Parnitzer, president of the Transatlantic Trust Company, told Police Inspector Faurot that Parnitzer's institution handled the funds for Fay, the alleged German bomb conspirator. Mr. Parnitzer denounced the statement as "an absolute and malicious lie." Victor Gondos, brother of Alexander, was also arrested on the same charge. The specific charge made by Mr. Parnitzer is that the Gondos brothers, who conduct the Evening News, an English paper, and the Bridgeport, Conn., demanded \$2,000 from him to suppress publication of "scandalous stories about him in the Bridgeport Daily News." Detectives saw the check passed.

N. O. Times-Picayune Leased Wire

For the purpose of extending and improving its general news service, the New Orleans Times-Picayune has begun the operation of a leased wire to New York, connecting its telegraph news rooms direct with its offices in this city. The new wire will be in service from 6 p. m. to 6 a. m. daily. Two offices are maintained by the Times-Picayune in New York—one in the Herald building, where its representative has access to the news services of the New York Herald, and the other in the World building, from which the market, financial and other special services are handled. The leased wire also gives direct connection with the paper's Washington office and will permit the handling of much special news matter.

OLDEST PRESS CLUB?

Chicago Press Club Members Contend That It Belongs the Honor—Some Reasons for Its Financial Troubles—Williams' 'Possum Dinner a Hit—News Starts a Free Lecture Course.

CHICAGO, November 10.—It appears that THE EDITOR AND PUBLISHER has given publicity to the statement that the Pittsburg Press Club, founded December 8, 1885, is the "oldest press club in America." Not fewer than eleven members of the Press Club of Chicago have importuned your correspondent to correct that statement in these columns. The local club claims the title by right of primogeniture. It was founded and has been in existence continuously since November, 1879.

THE EDITOR AND PUBLISHER's leading editorial last week anent financing press clubs in general, and the case of the Chicago organization in particular, was widely read and much discussed in the local club. Everything said is true. The club is about to quit its long occupied quarters at 26 North Dearborn street for less expensive rooms.

There are several opinions regarding the cause of the financial straits which enveloped the local club, and one may find expression of a prevailing sentiment in that a second newspaper men's organization, the Pen Club, has been organized, to which none but active Chicago daily newspapermen or men with at least five years' experience on a Chicago daily, can belong. This excludes all outsiders. It makes it a newspaperman's club first and last. It is admitted by all, however, that when the local club took over the building it is just quitting it bit off more than it could chew. Eight floors in the heart of Chicago's loop are an expensive investment, even for a club with 1,000 paying (theoretically) members.

That had more to do with it, many believe, than money lost on unpaid house accounts. These remarks should not be misconstrued, however. The old club is wholly solvent. It goes into its new establishment with a library and house property worth \$50,000 and a cash surplus of more than \$10,000. H. Percy Millar, the present president, is an active and tireless worker in the club's behalf.

The Daily News bought page ads in the other Chicago papers for several days, announcing the addition of articles under the name of Mary Pickford to its woman's page. The Daily News followed the same program when it began the Mutt and Jeff cartoons.

The Daily News has inaugurated a course of free lectures throughout the city, to run during the winter months. It is a regular free chautauqua. The course begins Friday night when twenty-five lectures will be presented in different localities. Travel will be the topic, and local and out-of-town notables will give the addresses. The lectures are for adults, and persons under 18 will not be admitted except by special dispensation. The Daily News has advertised its coming program extensively, and the tickets, which are being distributed through the city schools, are in great demand.

The body of Phil Porter, a widely known newspaper cartoonist, was washed upon the shore of Twin Island, in a small lake, near Morris, Ill., this week. Porter disappeared in Chicago seven months ago. Identification of the body was possible only through a ring and clothes. His death still is a mystery. Porter was doing commercial work in Chicago at the time of his disappearance. He had been a cartoonist on a number of papers in the East, where his work was well known, especially in the Boston Journal. MARQUIS JAMES.

Roberts Now With Wilberding

J. C. Wilberding, the New York newspaper representative, has added B. N. Roberts to his staff of solicitors. Mr. Roberts was for some time with the Frank Seaman Company and later with the Cheltenham Adv. Agency.

BRAINS NO LONGER NECESSARY— JUST USE THE "THINKING MACHINE"

A Smart New Englander Has Invented a Device By Which Original Literary Products in Infinite Variety Are Turned Out, in the Simplest Possible Way—Whether It Be a "Movie" Scenario, a Song, a Diplomatic Note or What Not, the "Thinking Machine" Does Its Work Unfailingly.

A thinking machine that will actually invent original comedy or tragedy situations, devise plots for movie scenarios, short stories, novels and plays, provide cartoonists with novel ideas, construct newspaper headlines and solve personal problems has been invented by the playwright, Arthur Blanchard of Cambridge, Mass. The device, which is the acme of simplicity, is believed to be the first successful attempt to evolve originality out of mechanism, and according to the inventor is a righteous step toward saving a large number of unfortunates who have become addicted to the efficiency habit of automatic living. Mr. Blanchard has modestly named his invention the Movie Writer.

Machines in plenty have been made for performing work formerly done by hand or brain, but in every case it was known in advance exactly what the finished work would be. Every piece of work turned out was like every other piece, and there was no provision for originality or the personality of the operator. The Movie Writer is different from all other such devices in that its finished products are all original and of infinite variety. The inventor even has gone a step further and devised a machine for mechanically assembling the parts of his Movie Writer.

The startlingly original theory upon which the invention is based is that practically all of our thoughts and actions can be reduced to a simple formula of words, and these words so arranged that by mechanically reuniting them new thoughts and actions are evolved. The inventor's motive in devising his thinking machine was to get even with the efficiency reformers.

A BOX OF "IDEAS"

"Eugenists, efficiency experts and prohibitionists," he says, "got so badly on my nerves with all their solemn tommyrot that I yearned to create a bit of laughter against them and their tedious theories. By discovering a number of formulas by which ideas can be dissolved, put into a box and mechanically recombined, I believe I have found a remedy against their mechanical ideals.

"These three groups of reformers are all alike. They want to degrade men to the level of a healthy animal—and then eliminate the animal! The eugenist's aim to turn out perfectly good people wouldn't be so reprehensible if he hadn't betrayed the solemn determination to turn them out all distressingly alike and in positively tiresome quantities. After the animal—with his vagaries that so annoy all reformers—has been properly eliminated from human nature, the inevitable sequence is that society will become hideously transformed into one vast piece of mechanism capable of expressing itself in no other term than speed.

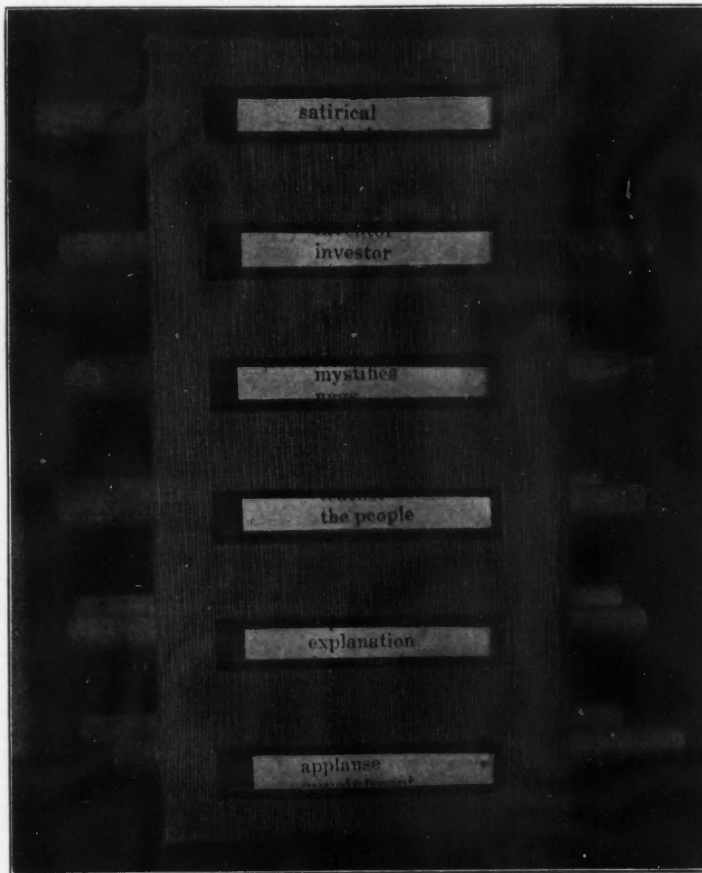
"Into the maw of this human machine the cruel reformer would cast the newborn child, who, by 'vocational' methods would take its proper place as Cog No. 666, or Lever No. 999, or Flywheel, or a properly secured Nut. Of course, the whole contraption would be operated by a single switch—and presumably your efficiency reformer as the little engineer. Caligula, who wished a common neck for all men, that with a blow he might give all men peaceful oblivion, shines like a sister of mercy beside these reformers.

"Their silly theories are much too simple, clear and convincing to be practicable. They apparently ignore utterly the evidence that our most efficient public Nuts—this is in a mechanical and not uncomplimentary sense—are forever getting loose. Really great men, like Roosevelt, Bryan and Henry Ford, will never

yield completely to the laws of efficiency. But there is undeniably a great wide field of opportunity, a rich harvest for earnest endeavors who will carry originality and individuality to the benighted Cogs, Levers and Flywheels now restrained within the harams of efficiency reformers."

The simplest explanation of the Movie Writer is that it is to the brain what

the familiar kaleidoscope, which exhibits an endless variety of colored figures, is to the eye. In the Movie Writer ideas of action are divided into units and these units mechanically reunited, thus forming original ideas in unlimited numbers. The device has brevity—the soul of wit—and tells a complete story in but six words; yet these few words are sufficient.



THE THINKING MACHINE

the familiar kaleidoscope, which exhibits an endless variety of colored figures, is to the eye. In the Movie Writer ideas of action are divided into units and these units mechanically reunited, thus forming original ideas in unlimited numbers. The device has brevity—the soul of wit—and tells a complete story in but six words; yet these few words are sufficient.

SOME FUNNY COMBINATIONS

The device is a pasteboard box, three by six inches, and two inches deep, containing six printed paper rolls, each wound on a pair of spindles. The ends of the spindles extend through the sides of the box and are turned by hand. In the upper side of the box, above each paper roll, is a slot, in which appears one word after another as the roll is turned. On the six rolls are printed respectively six groups of classified words and the rolls arranged in such manner that as they are turned a story is unfolded and recorded on the face of the box. There are about 1,200 different words used, which, considering the surprising number of synonyms in our language, appear to be sufficient to describe any action between two individuals.

Trying the device out on a few friends resulted in some curious effects. A con-

young lady turned out: Brutal-Political-Insults-Financier-Bluff-Harmony.

In handling problems of a personal nature, the operator simply arranges the words in the first four slots to describe the situation, and puts it up to the remaining two rolls to settle for him. Racking the brains, pondering and painfully going over various possibilities are rendered unnecessary by the device. You turn the spindles, rest your brain, and trust to the faithful little machine. It will promptly and courteously provide you with ideas that never would have been evolved by your brain.

Mr. Blanchard believes that his invention even has oracular powers, and is sure the public will receive it with a welcome, because in a moment of abstraction he turned out: Satirical-Inventor-Mystifies-The People-Explanation-Appraise.

With the appearance of this startling little device for evolving originality out of mechanism, it is easy to imagine a few terrible variations the inventor may have in store for a public already mentally enfeebled by mechanical efficiency. We may see a Movie Song Writer, that will grind out such classics as:

When the sweet Magnolia blossoms
In the good old Summer time,
I'll be going back to Oshkosh
(With another line to rhyme).

VARIOUS POSSIBLE ADAPTATIONS

A Movie Converser is another possibility. Doubtless the inventor will gather together a large number of "bright lines" from the popular musical shows, catchy sayings, pretty compliments, "wise guy" slang, remarks about the weather, etc., etc., hash them up according to his formula, and place them in his device, thus bringing witty and original conversation within the reach of the rankest bromide.

Why not, then, a Movie Diplomatic Note Writer? It would come in handy at Washington. A Movie Lawyer and Movie Physician would save money and probably give the usual satisfaction. A Movie Testimonial Writer might bring relief. A Movie Orator and a Movie Preacher certainly should present no great difficulties to the inventor. And what about a nifty little Movie Exense maker—the old ones are mighty threadbare.

It may be added that Mr. Blanchard carries out in his own life his convictions in regard to originality. At Harvard he discovered Prof. George P. Baker, when the latter was positive that any attempt to cultivate a serious interest in dramatic technique among the carefree students would fail. Mr. Blanchard, however, went ahead and organized "Baker's Dozen," a club for the practical analysis of plays. That was the parent of the present playwriting course given at Harvard, which guarantees to turn out at least one genius per year.

With two or three other original minds he organized a new political party at Cambridge and butted into the field twice as candidate for mayor, making sensational exposures of real estate and banking rings, and illegal liquor traffic, and lashing with ridicule the present helter-skelter methods of city planning in Cambridge. With the aim of providing at least a possibility for securing capable and intelligent city officials he publicly advocated an electoral system similar to our jury system, whereby the city officials would be selected by lot instead of by preference. This plan has not been adopted.

Three of his plays have appeared on the stage outside of Boston, and it is rumored that he has threatened John Craig that unless the latter produces his latest play in Boston this winter he will manufacture a device he has in mind by which theatre patrons can have their own stock companies at home and produce original plays simply by turning a crank.

NEWSPAPER ACTIVITIES

The Houston Chronicle has issued a small sized sixteen page booklet printed on pink paper "introducing the Chronicle Family to Exposition Visitors." It contains funny pictures by famous cartoonists who contribute to the Chronicle's pages and other matter designed to create and interest readers.

The Brooklyn Eagle is working hard to help raise \$100,000 to provide an animal house for the Prospect Park Zoo. It is conducting a prize essay and guessing contest in which the youngsters of Brooklyn are taking part. Each of the entrants pays ten cents, the amount collected to be turned over to the fund. The prizes are tickets to the Hippodrome. On Sunday at the instance of the Eagle the Powers elephants from the Hippodrome visited Prospect Park. The juvenile reporters who write the best stories and come nearest in guessing the combined weights of the five elephants, will win the prizes.

Big New Press for Paterson News

The Paterson (N. J.) News announces that it has closed a contract with R. Hoe & Co. for one of the finest and most modern presses manufactured by that company—a machine known as the linear quadruple two-unit lightning press, catalogued at \$30,000. It is so constructed that other units can be added to it from time to time and it can be converted into an octuple press. It will print 4, 6, 8, 10, 12, 14 and 16-page papers at the rate of 36,000 an hour, or it will print 20, 24, 28 or 32-page papers at the 18,000 rate.

LOUISIANA COUPON LAW STANDS

Courts Declare It Is Constitutional and \$5,000 Tax Must Be Paid.

The Supreme Court of Louisiana has just handed down a decision to the effect that the trading stamp law of that State, imposing a tax of \$5,000 on trading stamp companies, is constitutional. The opinion was rendered in the case of Charles A. Underwood, doing business as the Southern Mercantile Exchange, which came up on an appeal from the District Court, where Underwood had secured a favorable verdict.

Underwood dealt in Hamilton coupons and was generally accepted as being the representative of the Sperry & Hutchinson interests in Louisiana.

The New Orleans Retail Grocers' Association was active in the prosecution of the case, it having stood behind the State tax collector, who brought the original suit and who, when defeated in the lower court, appealed it to the Supreme Court.

Underwood is enjoined from doing business in the State until he pays the \$5,000 fee, with interest at the rate of 2 per cent per month from June 10, 1913, the date of the filing of the original suit. The decree stands as a judgment against the defendant and constitutes a first lien on any and all of the assets of the concern.

STAMPS CONDEMNED

Kentucky Retail Grocers Object—Masonic Home Journal Charges.

LOUISVILLE, Ky., November 10.—Resolutions condemning the trading stamp business have been adopted by the Kentucky Retail Grocers' Association, which has just concluded its annual meeting here.

At the next session of the Legislature the association will make an attempt to bring about the enactment of a law for the regulation of trading stamp concerns. It is proposed either to regulate the business by a license, as provided by laws enacted in Washington or Florida, or to require the merchant issuing stamps to give bond to the Commonwealth that he will redeem them in the event the stamp company defaults.

Speakers at the meeting called attention to instances well known of trading stamp and premium companies going into bankruptcy and causing loss and annoyance to both merchants and customers.

Announcement of the selection of J. "Allie" Hodges, one of the best-known Masons in Kentucky, and of Henry Pirtle, of Louisville, to succeed D. B. G. Rose, of Louisville, and Joseph W. Norwood, respectively, as editor-manager and associate editor of the Masonic Home Journal, was made by the Board of Directors of the Masonic Widows' and Orphans, Home in Louisville today.

Mr. Hodges, who is at present assistant grand secretary of the Grand Masonic Chapter and Grand Masonic Council of Kentucky, was assistant grand secretary of the Grand Lodge of Kentucky for twenty-three years and has served in various Masonic offices for more than forty-five years. He is the son of the late Col. A. G. Hodges, founder of the Frankfort Commonwealth, and was himself the publisher of the Frankfort Roundabout until he came to Louisville in 1878.

Mr. Pirtle, a well-known young lawyer of Louisville, is considered one of the best-informed Masons in Kentucky, and will have charge mainly of the editorial work, and the Board of Directors confidently expect the marked success of the Masonic Home Journal to be continued under the new regime. Mr. Norwood, following his retirement, will become the editor of a new publication under the title of "Light," with publication offices in Louisville. The first number of the new periodical will appear about December 1.

Keep yourself, your family, your personal affairs contented, clean and right. No other kind of man can permanently remain with any modern enterprise.

COUPONS AND STAMPS

Strong Opposition to Them Voiced in Chattanooga and in Boston.

Certain retail merchants of Chattanooga (Tenn.) and suburbs, individually and as an organization, at a recent meeting, attacked the profit-sharing coupon system, and in an effort to stop the practice selected a committee to urge the clerk of the county court to collect prohibitive privilege taxes which they allege are authorized by anti-trading stamp laws now on the statute books of the state of Tennessee.

Resolutions were unanimously adopted as follows:

Whereas, it is generally known among the retail trade that a number of manufacturers of goods which are sold through the retail merchant put a portion of their goods on the market in package form, and that many articles have trade coupons packed with them. These coupons are generally redeemable in various kinds of merchandise and, in some instances, in articles of practically no value.

In other instances the quality of the goods suffer on account of having trade coupons packed with them. Again, the wholesale price is raised to meet the expense of the coupon, and in either instance the consumer or merchant suffers.

And, whereas, it is generally conceded that only about 50 per cent. of the coupons are saved by the consumer, and thereby the companies redeeming these coupons have only about 50 per cent. to redeem, although they have figured on a profit to themselves on a basis of redeeming 100 per cent. of these coupons:

And, whereas, large corporations are being formed for the purpose of selling the merchant trade coupons, thereby fastening upon the merchant a further expense to his already heavy burden of expense in doing business,

Resolved, That we, as a representative body of retail merchants, of Chattanooga, Tenn., do most earnestly and emphatically enter our disapproval of the use of trade coupons, and all similar devices, by the manufacturers of food products, or any other article of merchandise which is sold by the retail merchant; and,

Resolved further, That we express the conviction that the trade coupon is an added expense in the conduct of our business, from which no one is benefited, except the coupon corporation, or manufacturers, who pack them in their goods.

In Boston, one evening last week, the New England Dry Goods Association had quite a brisk discussion over trading stamps. Some spoke in favor of them, but there was strong opposition. Perhaps the leading spokesman against them was Alexander McGregor of the Houghton & Dutton Company, who said: "We were the first corporation in Massachusetts to adopt trading stamps. It was a mistake. I have always been opposed to them. The principle is wrong. I believe goods should be sold on their merits.

"We spend \$150,000 a year on advertising and approximately that on premium purposes. I don't think it is possible in these days of competition for any story to carry both these expenses at the same time.

"I believe in 'no bouquets' with the merchandise. The best thing this association and the merchants of Boston can do is to appeal to the Legislature to prohibit premiums of every kind."

The association took no vote on stamps.

COUPON CO. IN BANKRUPTCY

Popular Products Profit Sharing Co. Placed in Receiver's Hands.

CLEVELAND, Nov. 10.—Following a petition filed by a stockholder and contestant, the Popular Products Profit Sharing Co., of Cleveland and Pittsburgh, has been placed in charge of a receiver. This action, according to the attorneys for the receiver, is the result of the company's failure to have sufficient funds on hand with which to meet the demands of contestants. C. W. Pattison, of this city, is the receiver, and the attorneys are Smart & Ford, for the plaintiffs.

According to John H. Smart, the contest was started ten months ago, and was scheduled to end November 3, when the coupons collected by the contestants were to be counted and later the \$10,000 prize money was to be distributed. The proposition included the circulation of a book in which advertisements of merchants who sold goods on which labels were redeemable, were carried.

FIFTY YEARS EDITOR

Maine "Points with Pride" to the Dean of Newspaper Publishers in the Pine Tree State, and Honors Him with Generous Approval of His High Character and His Vigorous Independence.

Maine's oldest newspaper publisher, in point of service, Major H. A. Shorey of Bridgton, will next month enter upon his 50th consecutive year of journalism in the Pine Tree state, 45 of which have been spent as editor and publisher of the Bridgton News, one of the finest old weeklies that comes off a press. Major Shorey has



MAJ. H. A. SHOREY, PUBLISHER OF THE BRIDGTON (ME.) NEWS

been connected with printing and publishing, with the exception of over four years as a Union soldier during the war, for 61 years, having entered the service as an apprentice with the Eastern Times at Bath in 1854 at the age of 14. His compensation was \$30 for the first year, with an increase of \$10 a year until reaching majority, also an allowance of \$1.50 per week for board to his widowed mother. Up to April, 1861, he continued as a typo in Bath printing offices.

In November, 1861, he became second lieutenant of the Fifteenth Maine regiment, later being successively first lieutenant and captain. Then he was, at the suggestion of Gen. U. S. Grant, brevetted major "for meritorious service during the war."

In December, 1866, the firm of Upton & Shorey began the publication of the Bath Daily Times and the weekly American Sentinel. After three years, it was sold on favorable terms. Major Shorey then fitted up an establishment for book and job printing, incidentally founding the Maine Temperance Advocate, a weekly, and the organ of the Grand Lodge of Good Templars of Maine. In 1870 this was consolidated with a temperance publication in Portland, the material in the Bath office moved to Bridgton, and in September, 1870, was issued the first number of the Bridgton News.

From this date until now—45 years and a trifle more—it has continued under his active management, his oldest son becoming a member of the firm and continuing for a brief period; the younger son entering the firm in 1900 and now being the "junior" of the firm.

Incidentally Major Shorey, from 1889 to 1891, took a hand at the publication of the Bath papers from which he had retired in 1868, forming a corporation and running it successfully for three years, retiring only because of a lucrative offer from an aspiring politician who had imbibed the very erroneous idea that newspaper ownership was an important factor in promoting one's candidacy.

Among the notable incidents of Major Shorey's Bridgton newspaper career are two baptisms by fire, fine buildings and materials being consumed by flames; and yet he is able to show bound volumes of

all the papers here enumerated, covering a period of half a century lacking one year.

He practically founded the Fifteenth Maine regimental association, and for over 30 years has been its secretary, also writing its history.

His daughter, Miss Eva Shorey, is a writer on the Portland Express Advertiser and secretary to the editor. She has also been doing special writing and is of great assistance to her father.

Major Shorey, as the dean of Maine newspaper publishers, is looked up to by the newspaper men of Maine as a sturdy, vigorous, independent and high principled editor, and they all wish him well.

WESTERN ASSOCIATED PRESS

New Officers Elected by the Influential Canadian Organization.

At the recent annual meeting of the Western Associated Press, Ltd., of Winnipeg, Canada, E. H. Macklin was re-elected president; R. L. Richardson, vice-president; C. A. Abraham, treasurer; J. F. B. Livesay, secretary. The W. A. P. is the news gathering and distributing organization of Western Canadian daily newspaper publishers, being operated on mutual and co-operative lines, and the meeting brought together the customary representative assemblage of publishers from the head of the lakes as far west as Victoria, B. C. A number of matters of general interest were dealt with, and the president in his address congratulated the members on the excellent way in which the publishers of the West had stood the test of a year of war.

Directors for the ensuing year were elected as follows: E. B. Mackay, Port Arthur (Ont.) News; D. Smith, Fort William (Ont.) Times-Journal; C. A. Abraham and E. Beck, Winnipeg Telegram; E. H. Macklin and J. W. Dafoe, Manitoba Free Press; R. L. Richardson and J. J. Moncrieff, Winnipeg Tribune; W. F. Kerr, Regina (Sask.) Leader; T. K. McCallum, Saskatoon (Sask.) Phoenix; W. F. Herman, Saskatoon Star; Thos. Miller, Moose Jaw (Sask.) Times; W. G. Cates, Moose Jaw News; Hon. W. A. Buchanan, M.P., Lethbridge (Alta.) Herald; J. H. Woods, Calgary (Alta.) Herald; W. M. Davidson, Calgary Amertan; Hon. Frank Oliver, M.P., Edmonton (Alta.) Bulletin; M. R. Jennings, Edmonton Journal; R. Sutherland, Nelson (B. C.) News; and John Nelson, Vancouver (B. C.) World.

Editor Villard Opposes President

Oswald Garrison Villard, editor of the Evening Post and regarded as a close friend of President Wilson, in a speech on Monday night charged the President with a sudden surrender to the militarists after stating a year ago that "there was no cause for alarm and no occasion for turning the country into an armed camp." He said the Administration was being influenced by a powerful army and navy lobby, consisting of active and retired officers working in the interest of munitions manufacturers.

Journalists in a "Zep." Zone

In the Zeppelin raids last week in one locality five journalists had narrow escapes from the effect of different bombs. One was flung out of bed, a bomb wrecking two houses a few doors away; two others lodged in a house which had its roof swept away, one of them losing all the buttons off his coat, while his portmanteau is missing; another close by was severely shaken; while a fifth was quite near to where another explosion occurred, a window falling on him. Beyond shock, none of them was any the worse for his experience, but it was rather galling to be thus at the very heart of things but forbidden to write a line.—"Eye-Witness," in London (Eng.) Newspaper World.

The Grand Rapids (Mich.) News is now represented in the East by C. H. Eddy & Co., of New York.

Cone, Lorenzen & Woodman, of New York, now represent the Ft. Worth (Tex.) Record in the foreign field.

1,556,932 POSSIBLE CUSTOMERS FOR WEARING APPAREL

Within 13 miles of Boston's City Hall there are 39 cities and towns.

This is Metropolitan Boston, with a population of 1,556,932, and a larger per capita wealth than that of New York City, and larger than that of Chicago, Philadelphia and St. Louis combined.

And these Bostonians need winter wearing apparel—suits of clothes, overcoats, gloves, hosiery, underwear, shoes, sweaters and mufflers.

The majority of these people buy advertised goods. They buy them from the 619 Dry Goods Stores and 197 Men's Furnishing Stores in the Metropolitan district.

Do you sell to men? There are over 480,000 men of voting age in Metropolitan Boston.

Do you sell to women? There are over 730,000 women in Metropolitan Boston, and a large percentage of them have substantial bank deposits of their own.

Do you sell Children's wearing apparel? There are over 234,000 of these customers be-

tween the ages of 5 and 14 in the Metropolitan district.

Remember that the people of Metropolitan Boston have on deposit in Savings Banks over one-ninth of the savings of the people of the United States.

Now you can reach more people through the use of the Boston Evening American than through the use of all the other Boston evening papers *combined*. You can reach more people through the use of the Boston Sunday American than through the use of any other Boston Sunday paper.

And remember that the Boston American has the lowest rate per line per thousand circulation in this territory.

The Boston American will help you analyze this territory so that you can base your campaign on facts. A request for information does not obligate you in any way.

BOSTON AMERICAN

80-82 Summer Street,
Boston, Mass.

NEW YORK OFFICE
1789 Broadway

CHICAGO OFFICE
504 Hearst Building



"JOHN D. JR." A REAL MAN

Not Afraid to Say "Damn" When Conditions Made That Word Seem Appropriate to the Occasion—A "Human Interest" Sketch of a Notable Figure, Made by "One Who Was There."

By CHARLES N. WHEELER

Mr. Wheeler accompanied Mr. Rockefeller west as correspondent for the Chicago Tribune. This intimate sketch of the Capitalist is written expressly for THE EDITOR AND PUBLISHER.

The newspaper men who accompanied John D. Rockefeller, Jr., on his peripatations through the Colorado mine fields recently were at somewhat of a disadvantage.

They discovered a real human being in the son of the country's richest man. They observed him making the finest kind of human interest copy. They saw the man, dissociated from his millions, eating like a real man, acting like one in everything and displaying a quiet, fine courage that was immense. He didn't pose. He didn't fawn. He didn't patronize. He was serious, on the square with himself, always redeemed in any situation by the Rockefeller sense of humor, and so wholesomely democratic and sensible and virile—so like a human being—that it was difficult indeed to report Rockefeller the man without confounding him with his millions in the mind of the general public.

It was in many respects the biggest human interest story I ever covered, and yet it is indubitably true, in my mind, that fully ninety per cent. of the reading public didn't get the fine distinction between the human being and the thing he represented—Rockefeller's millions.

And by failing to discover that distinction the general public got the impression that we were "boosting" John D. Junior. We weren't.

DOING PLAIN DUTY SEEMS A "STUNT"

The young man did nothing that he should not have done years ago. Even his plan, now accepted by a referendum vote of the miners, may prove a big fizzle a few years hence—probably will. Rockefeller Junior deserves no credit for this stunt. Only it is such a contrast with the attitude of the average New York "absentee landlord" that it seemed he was making a concession in doing what was his plain duty.

There are thousands of men in the mine fields of Colorado every bit as fine-grained, noble-minded and clean-hearted as young Rockefeller; but the immeasurable power of his father's \$600,000,000, the notion the public has of the whole house of Rockefeller, and the fact that this only son didn't have to go out there, combined and conspired to make it a big story.

For instance:

Young John D. is known only as a vision to many millions. And that vision generally comprehends him as a pampered son of the oil king—straight-laced, blubbery centuries-old platitudes to a Sunday school class, pressing a Bible close to one side and the profits ledger closer to the other side—a one-day-out-of-the-week believer in the Sermon on the Mount and the aphorisms of the Lowly Nazarene.

Imagine, then, the confusion of the miners in the Pueblo convention, that eventful day when one of the delegates got up and said the folks over on his side of the mountain were saying he was not Rockefeller at all but some person who was impersonating the real John D., Junior.

Quick as a flash John D. was on his feet.

"You know damned well I am John D. Rockefeller!" he said, with some heat. Then he told the story.

"You say you don't think I am Rockefeller? You remind me of the friend who entered a car and sat down on the

(Continued on page 618.)

VETERAN JOURNALISTS DINE

Boston Association Elects M. M. Gillam, of New York, as President.

BOSTON, November 10.—After the loving cup, filled with wine, had been passed about at the eighth annual reunion and dinner of the Veteran Journalists of Boston at Young's Hotel Saturday evening, some of the old-time newspaper men present related their "most embarrassing moments." This was brought about by the request of President B. Leighton Beal, who figured that the stuff would be interesting. He was right.

Secretary Weston F. Hutchins announced the deaths of the following members within the year: Charles F. Towle, William H. Estey, Charles E. Davis, William E. Bryant, Francis A. Russeque, Robert G. Fitch, Charles F. Sleeper, Curtis Guild, Charles A. Conant and David Winslow.

The membership has increased 33 during the year, making the present number 193.

When President Beal presented a loving cup to those living and those dead the enthusiasm grew, and when it was announced that the passing of the wine-filled cup would, from now on, become an annual event, there were cheers.

The officers chosen for the coming year are: Manly M. Gillam, of New York, president; William D. Sullivan, Boston Globe, secretary, to succeed Weston F. Hutchins of the Court House squad of reporters; Edward S. Sears, treasurer.

Governor-elect McCall, a member of the club, was able to stay only a short time.

Among those who spoke were the following: Rev. Daniel M. Wilson of Maine; Frederick E. Goodrich of the Post; Sylvester Baxter, George Fred Williams, Linn Boyd Porter, M. M. Gillam, J. Harry Hartley, military editor of the Globe; and Leonard E. Tilden, who recited one of John Boyle O'Reilly's poems.

Others present were:

George F. Babbitt, James P. Bacon, William A. Bancroft, B. Leighton Beal, Walter C. Chase, George H. Dearborn, William H. Downes, Thomas Downey, John J. Flynn, William A. Ford, Arthur A. Fowle, Thomas H. Hall, Joseph O. Hayden, Edmund Hudson, Weston F. Hutchins, Justin S. Keeler, Calvin W. Lewis, Joseph B. MacCabe, James C. Murphy.

Samuel G. Nash, Winfield S. Nevins, William P. Nightingale, Rev. Frederick H. Page, Stephen O'Meara, Benjamin P. Palmer, John L. Parker, Alvah H. Peters, Charles W. Restarick, C. Frank Rice, James W. Robinson, John W. Ryan, Emil Schwab, Warren P. Spaulding, Nathaniel H. Taylor, E. Rockwood Tilton, Rev. Daniel M. Wilson.

Co-operation, not competition, is the life of business.

"COOK, OF THE STAR"

Is Also "Cook of the Guards"—Newspaper Man and Military Officer.

Col. C. Fred Cook, news editor of the Evening Star and the Sunday Star, Washington, D. C., is a native Washingtonian and began newspaper work immediately after leaving Washington High School, in 1891, on the Evening News. After little more than a year he joined the reportorial staff of the Star,



COL. C. FRED COOK.

and has moved up through the grades, having been promoted from city editor to news editor at the time of the inauguration of President Wilson. For many years he "cooked" the courts for the Star.

Leaving the high school as first lieutenant of the prize company of the then battalion (now two regiments) of cadets, he organized and had admitted to the N. G. D. C., the Morton cadets, which developed into the prize drill company of the U. S., in interstate competition. Col. Cook has served as company commander, battalion quartermaster and adjutant, aide-de-camp to the commanding general, and as major and adjutant general, D. C. militia. At present he holds a commission from the President of the United States as lieutenant-colonel, N. G. D. C.

VON BERNSTORFF POPULAR

Washington Newspaper Men Have Strong Liking for German Ambassador.

The impression that people get of public men by reading the newspapers, and what the newspaper man who writes the article thinks of the public man about whom he is writing, may be quite different.

The public may idealize a man by reading about him, while, as a matter of fact, the man who writes the articles may not have a favorable impression of the public's hero.

The intimate association which some newspaper men enjoy with some public men is probably the most genuine friendship that exists between men. The officials of Washington, whether they are of the Presidential family circle, Congressional, Departmental, or Diplomatic, have long since learned to have implicit faith in Washington correspondents.

Count J. H. von Bernstorff, Ambassador extraordinary and minister plenipotentiary of Germany, who has lately been in the public eye probably more than any man in America, with the exception of President Wilson, owing to the strained relations between this country and Germany, enjoys great popularity with Washington newspaper men.

Notwithstanding the responsibilities put upon the shoulders of the ambassador, his attitude towards newspaper men has always been cordial and has not changed. While with the increased responsibility the Ambassador's engagements have greatly multiplied, he makes it a point to find time to see the newspaper men individually or collectively if it is possible to do so.

He is always frank with them and gives them all the news that he can, but quite frequently has asked that he not be quoted, which request has always been respected. It frequently happens that the Ambassador in trying to make a point clear to the newspaper men will often give the confidential German viewpoint, with the understanding that his views be not quoted. In this way Ambassador von Bernstorff has won, the respect of the Washington newspaper men, and he in turn can not complain that the confidence he has reposed in them has been betrayed.

Ambassador von Bernstorff's popularity among the newspaper men is probably not second to that of any diplomat who has ever had the honor to represent his country. Count Cassini, of Russia, by his democratic manner and cordiality, won a warm place in the hearts of the Washington newspaper men, which is now filled by Count von Bernstorff.



FIRST ROW (LEFT TO RIGHT)—C. H. WHEELER, JOHN D. ROCKEFELLER, JR., WM. HOSTER, N. Y. American.
SECOND ROW (LEFT TO RIGHT)—A. C. MCGREGOR, secretary to McKenzie King; C. O. HEYDT (smiling), private secretary to Mr. Rockefeller.

Talking about a newspaper ADVERTISING ITS ADVERTISING, let us tell you what is being done by the NEW YORK AMERICAN!

Once in a while the average newspaper prints something that advertisers might construe as being helpful to their interests, but it is only ONCE in a while.

In the case of the NEW YORK AMERICAN it is a daily program, consistently carried out. Its purpose is to acquaint the readers of the paper with the advantages of patronizing advertisers.

EVERY MONDAY THERE IS A TALK ON FINANCIAL ADVERTISEMENTS

Readers are told of the character of the announcements of the financial houses. The policy of the paper in printing only such financial advertisements as are able to stand up under the severe test applied to them—a real investigation—is explained to the readers, who have learned to have absolute confidence in all of the financial advertisements printed.

Result: A greater volume of business to the advertisers—a greater volume of advertising to the paper—advertisers pleased with the co-operation given them—readers pleased with the attention they receive—everybody happy over their mutual betterment.

EVERY TUESDAY THERE IS A GENERAL TALK ON ADVERTISING

The increased interest of the public in advertising is shown. The manner in which advertisements are written is explained. The very general integrity of the advertisers is dwelt upon—also their real desire to sell good merchandise at fair prices, to establish confidence and to render a real service to the people.

The intention is to make the reader appreciate the helpfulness of advertising, why it can be believed, and what a great factor it is in correctly informing everybody about the things they have to buy.

EVERY WEDNESDAY THERE IS A TALK ON MUSIC

The growing influence of Music in this country is talked about—the great interest all classes of people take in it—why Music, in some form, should be in every home. It tells of the various musical instruments and their uses—explains the advantages of teaching children to play and to sing. It tells of the mechanical instruments—the player pianos, the talking machines and their records, and their wonderful educational value.

It has come to pass that thousands upon thousands of people now look upon Wednesday as Music Day and they give their thoughts to their music needs, with the result that the music houses advertising in the American (practically all of the Music Houses

in New York do advertise in the paper) report greater interest in their advertisements and greater cash returns.

EVERY THURSDAY THERE IS A TALK ON FURNITURE AND HOUSE FURNISHINGS

This is a subject of vital interest to every home. The sentiment around home life is dwelt upon in such a way as to interest readers in improving their home environment—keeping their belongings in good condition and adding new articles as they can afford them.

Dealers say that this weekly talk keeps readers keyed up as to the necessity of bettering their homes—that people visit their stores oftener and ask for suggestions as to what they should buy—and that business is better in consequence. Almost all of them are regular advertisers in the American and express satisfaction with the co-operation the paper is giving them.

EVERY FRIDAY THERE IS A TALK ON WEARING APPAREL

The American has revived the custom of buying wearing apparel at the week-end—Friday and Saturday. It is really astonishing the great interest readers take in the advertisements of the Apparel Shops as the result of the paper's efforts to show them the need of reading the advertisements in order to keep posted as to styles and prices—and why it is safer to buy clothing from advertisers who will advise customers correctly and will sell them reliable goods at fixed prices.

The result is a better business for the advertisers and confidence in their advertisements.

EVERY SATURDAY THERE IS A MISCELLANEOUS TALK

This talk dwells on the responsiveness of the readers to advertisements printed in the daily and Sunday American. Very frequently this talk is reproduced in the Sunday American. The strength of the paper as an advertising medium is pointed out to the readers and they are repeatedly complimented and thanked for the great volume of trade which they give to advertisers.

There is never any let-up by THE NEW YORK AMERICAN in ADVERTISING ITS ADVERTISING.

The management is deeply interested in making it very profitable for advertisers to advertise in the paper, daily and Sunday, and it is equally interested in having its readers reap the reward, which is always theirs when they buy from advertisers—a reward which consists of getting reliable merchandise, splendid service, and prices which are alike to all of them.

New York American
AN AMERICAN PAPER FOR THE AMERICAN PEOPLE

DAILY AND SUNDAY

Member Audit Bureau of Circulations

IOWA NEWSPAPER MEN

In Session at Iowa City—Interesting Addresses and Discussions.

The first annual conference of Iowa newspaper men under the auspices of the State University of Iowa opened yesterday at Iowa City and continues today. All the newspaper men in Iowa were invited to attend and take part in the discussions of practical problems of newspaper work.

This meeting starts the project of the State University to furnish Iowa newspaper men each year an opportunity to get together and learn of the progress of their business. The extension division of the university and the division of the English department (established this year to handle instruction in journalism) were joined in making preparations for the conference. It is a part of the plan to connect up the university more closely with the newspapers and make it serve them. The program follows:

FRIDAY.

Morning.—O. E. Klingaman, director extension division, presiding.

10:00.—Address: "The University and the Newspapers of Iowa," President Thomas Huston Macbride.

10:30.—"Serving the Advertiser," Senator G. L. Caswell of the Denison Bulletin. Discussion opened by W. W. Loomis, president the Citizen Publishing Company, La Grange, Illinois.

11:15.—"The Country Newspaper and Rural News," F. W. Beckman, professor of agricultural journalism, Iowa State College.

Afternoon.—Professor C. H. Weller, University editor, presiding.

1:30.—"The Cost System in Weekly Newspaper and Job Printing Offices," R. A. Stevenson, instructor in accounting in the department of political economy and sociology.

2:15.—"The Daily or the Weekly?" Lars Blandin of the Cedar Falls Record.

3:00.—"The Newspaper," James Keeley, publisher, the Chicago Herald.

4:00.—"Country Correspondents," E. E. Taylor of the Traer Star-Clipper.

4:45.—"Needed Newspaper Legislation," E. M. Glasgow of the Spencer News.

SATURDAY.

9:00.—Assemble in Physica Hall auditorium. Address: "University Extension and the Newspapers," O. E. Klingaman, director extension division.

9:45.—"The Iowa Press Association," O. E. Hull, secretary of the association.

10:30.—Trip through university buildings and grounds.

2 P. M.—Iowa-Ames football game.

PAULUS PAINTS TOM MAY

Portrait of Famous Detroit Cartoonist Attracts Much Attention.

Michael J. Dee, for many years the chief editorial writer for the Detroit News, while strolling recently with Sheridan Ford, ran across Francis P. Paulus, the painter, who made Detroit his home in the days when he was not so famous. Naturally the talk led to a discussion of the portrait of Tom May, the famous cartoonist of the Detroit Times, the picture having just been completed. The Paulus portrait of Mr. May is now on exhibition at the Detroit Board of Commerce, where it attracts much attention. It has led Mr. Ford to say of it, in an article published a few days ago:

"The portrait which Mr. Paulus has just completed of Tom May, the famous cartoonist, is worthy of intelligent praise not alone as a work of art, but also as a realistic presentation of the sturdy personality that all Detroit knows so well. Mr. May was not an easy subject to paint. His warmest admirer would hesitate to commit perjury by asserting that he is handsome. But the Tom May that Paulus has painted is the dear old Tom May whom we know so well and admire and love so much. It is a speaking likeness of the man, startling in its fidelity and truthfulness."

BUDDING JOURNALISTS

Facts About Amateur Editors Revealed in an Interesting Pamphlet.

The smallest sized amateur paper in the country is the Spasmodic Swallow, of Chicago, with a page 2¼ by 4¼

inches. Ralph McGraw, of Chicago, lately won a silver cup offered for the best amateur paper offered by a publisher under 21. His paper is McGraw's Merry Mirror, a monthly, with pages 3½ by 4¼ inches. But usage has established as the size standard for amateur papers five by seven, six by nine and seven by ten inches.

To encourage youth to get out papers, an official pamphlet says: "It is easy and inexpensive to publish an amateur paper. If you undertake to do the printing yourself, you may procure an equipment sufficient for the printing of a 5x7

PARALYZED, BUT

Surely a Record-Breaking Accomplishment for a Man Sorely Afflicted.

In spite of his being a hopeless paralytic and barely 24 years of age, Joe F. Sullivan, recently of Arkansas but now a resident of Detroit, has had a newspaper career of unusual interest.

Five months before he was 21, he was elected mayor of an Arkansas city. At 22, he was a newspaper correspondent; at 23, a magazine writer and author of "The Unheard Cry," a successful book pleading for an educational system for crippled children, and listed as a sociological work purely; at 24, a war corre-



"THE DISCIPLE OF PEACE"

Cartoon by STARRETT in Last Saturday's NEW YORK TRIBUNE

JOE F. SULLIVAN,
And His Team of Trained Angora Goats.

inch paper, a page at a time, as low as \$25, new; but there are always opportunities for securing serviceable second-hand presses that make the cost much less."

The officers of the National Amateur Press Association are: President, George Julian Hontain, Brooklyn, N. Y.; first vice-president, Orvan T. Martin, Berlin, Ontario; second vice-president, Jacob J. Kalter, Newark, N. J.; secretary, Miss Marjorie Outwater, Roxbury, Mass.; treasurer, Albert Sandusky, Cambridge, Mass.; official editor, Edna Von der Heide, New York City; chairman Bureau Publicity and Promotion, Charles D. Isaacson, Brooklyn, N. Y.

spondent. Lately he was elected managing editor of the Van Leuven Browne National Magazine, published in Detroit, and was also elected professor of English in the private school of the same name. He was 24 last July, at which time he invaded Canada as a war correspondent with his team of trained Angora goats, which he has driven since he was a schoolboy down in Arkansas eight years ago. He is a staunch Democrat and had announced his candidacy for Secretary of State of Arkansas when he was called north to accept the lucrative position mentioned above. He is also the founder of the national organization known as "The United Workers for the Cripples,"

CLAIMS TO BE THE OLDEST

Pittsburgh's Press Club Shortly to Observe Its 30th Anniversary.

The Pittsburgh Press Club will celebrate the 30th anniversary of its incorporation with "an evening of music" at Carnegie Music Hall, Pittsburgh, on the evening of December 8. Several of the country's leading artists have volunteered their services for the program, which will be a notable one. Following the concert the soloists and all ticket holders will be entertained at a Bohemian night at the club's new home.

The Pittsburgh Press Club is the oldest in the country in the point of continuous existence. It was organized early in 1881 and its doors have never closed in more than 34 years. During the vicissitudes of the club's first struggling years its quarters were humble, and the heavy hand of the landlord often startled its members; but in the face of this the hospitable latch-string always remained within easy reach and the visitor invariably found good cheer. A few months ago the club purchased its own building and has fitted up commodious quarters.

A series of reminiscences of "Pittsburgh Journalism Thirty Years Ago" will be contributed by local newspaper veterans and will be published at the time of the anniversary jubilee. Among the contributors to this symposium are Former Vice-President Charles W. Fairbanks, who was Pittsburgh manager of the Associated Press in the 70's; Charles S. Howell, city editor on the old Pittsburgh Times; Col. Thomas J. Keenan, former manager and owner of the Pittsburgh Press and now president of the Isle of Pines Company; Congressman James Francis Burke, a former newsboy and reporter; Maj. William H. Davis, former postmaster of Pittsburgh and founder of the first Pittsburgh news agency; R. W. Herbert, editor of the Greensburg Press-Tribune; H. H. Marcy and Theodore H. Boice, of the Chronicle Telegraph; Erasmus Wilson of the Pittsburgh Gazette Times, and John S. Ritenour, editorial writer on the Pittsburgh Dispatch.

HOW HE FOUND HIS MAN

Experiences of a Reporter in Locating Him Without Directory's Aid.

BOSTON, November 3.—When Albert S. Lovett, a member of the staff of the Washington Post, recently died, inquiry was made of a Boston newspaper by wire regarding the whereabouts of the father of the dead man. The newspaper in question asked the Brighton police, covering the Allston district with the result that the man on the desk refused to make an attempt to locate Mr. Lovett through his patrolmen. Then a reporter on the Boston paper was given the assignment.

As the city and telephone directories did not contain the father's name, as he had only recently returned to Boston from a long stay in California, the old city directories were searched, under the impression that Albert Lovett's father, once a banker and rancher in Los Angeles, was for a time a Boston haberdasher, living in Brookline.

At the reporter's request made over the phone, an attendant of the Brookline Public Library searched old Brookline directories until he found that in 1905 Henry F. Lovett lived at a certain number on Coolidge street, that city.

Next the Brookline telephone "information," upon request, furnished three telephone numbers, one on either side and a third across the street from the old Lovett address. These, rung up in turn, disclosed that a certain family had moved into the Coolidge street house when Lovett vacated it nine years ago.

The family had long since moved, but having a telephone it was located by wire and one of the members recalled the Lovetts, and, better still, remembered that their best Brookline friend was still living in the block. His name was in the telephone book and when called the head of the house quickly supplied all needed information for locating Henry F. Lovett.

BUSINESS AWAITS YOU IN NEW ENGLAND

These Live Daily Newspapers Will Blaze the Way to Its Attainment

By L. H. TOWNSEND

The advertising pages of these representative newspapers are read by liberal buyers in every city, town and hamlet in New England.

Every reader has wants which must be supplied.

These wants are of daily occurrence.

They are the steady wants of established homes, and the initial wants of homes in the making.

New England people are phenomenally prosperous. Since the beginning of the war their prosperity has been growing rapidly, and in greater proportions than ever before.

In some of the busiest sections, factories have been enlarged to twice their former size, and labor called in from the outside world that the giant chimneys may belch smoke and fire day and night.

This unwonted prosperity is yet rising, swelling, surging and flowing like the strong, inrushing flood tide of the storm-tossed ocean on the rock-bound coast of Maine.

It is carrying millions of dollars upon the crest of the waves and scattering them broadcast from one end of New England to the other.

Every year, in normal times, New England's brain and brawn bring to her coffers from the world at large, TWO AND ONE HALF BILLION DOLLARS!

But this is an abnormal year and New England now is doing better.

Everybody is as busy as the proverbial bee in the clover field.

There are no drones in this wonderful hive of industry.

Prosperity's pockets are bulging with coin. Banks are laden with money.

Homes are going to be enlarged, and everything that contributes to home-convenience and luxury is going to be installed in them.

There is already a call for a thousand and one new things, and this

MASSACHUSETTS.			
	Paid Circulation	2,500 lines	10,000 lines
Boston American (E).....	389,944	.35	.35
Boston Globe (ME).....	227,523	.30	.30
Boston Herald-Traveler (ME)	170,093	.28	.25
Boston Journal (M).....	59,451	.16	.125
Boston Post (M).....	463,578	.40	.40
Boston Transcript (E).....	29,052	.15	.15
Fall River News (E).....	*7,153	.02	.02
Fitchburg Sentinel (E).....	4,879	.0172	.0129
Haverhill Record (S).....	**15,000	.0285	.0285
Lawrence Telegram (E).....	8,780	.0286	.016
Lawrence Tribune-Eagle (M & E comb).....	11,426	.03	.02
Lowell Courier-Citizen.....	16,749	.03	.03
Lynn Item (E).....	13,245	.0536	.0357
Lynn News (E).....	8,268	.0357	.0207
New Bedford Standard and Mercury (ME).....	20,949	.03	.03
Springfield Republican (M)	14,831		
Springfield News (E).....	15,295	.30	.06
Springfield Republican (S) ..	15,973	.065	.04
Springfield Union (MES).....	28,216	.07	.06
Taunton Gazette (E).....	5,552	.0215	.015
Worcester Gazette (E).....	24,562	.045	.035
Worcester Telegram (MS)...	29,640	.05	.05
Massachusetts totals	1,580,159	2.2551	2.0488
Population, 3,605,522			
RHODE ISLAND.			
Pawtucket Times (E).....	21,355	.05	.0325
Providence Bulletin (E).....	49,388	.09	.09
Providence Journal (MS*)....	24,495	.07*08	.07*08
Providence Tribune (E).....	18,396	.05	.05
Rhode Island totals	113,634	.26	.2425
Population, 591,215.			
MAINE.			
Portland Argus (M).....	6,790	.0178	.0178
Portland Express (E).....	20,163	.0535	.0375
Waterville Sentinel (M).....	5,183	.02357	.01215
Maine totals	32,136	.09487	.06745
Population, 762,787.			
NEW HAMPSHIRE.			
Manchester Union & Leader (M&E)	24,811	.08	.05
Population, 438,662.			
VERMONT.			
Burlington Free Press (M)...	9,317	.0228	.0157
Population, 361,205.			
CONNECTICUT.			
Bridgeport Post & Telegram (E & M).....	25,375	.065	.045
Bridgeport Standard (E)....	5,343	.035	.015
Danbury News (E).....	9,969	.0118	.0118
Hartford Courant (MS).....	17,624	.06	.035
Hartford Post (E).....	10,597	.025	.02
Hartford Times (E).....	23,899	.06	.04
Meriden Journal (E).....	4,910	.025	.0143
Meriden Record (M).....	5,768	.0357	.015
New Haven Journal-Courier (M)	11,752	.03	.025
New Haven Union (E).....	15,719	.05	.03
New London Day (E).....	8,254	.0285	.0171
New London Telegraph (M)	3,780	.00857	.00714
Norwich Bulletin (M).....	9,250	.04	.018
Connecticut totals	148,240	.47457	.29334
Population, 1,114,756.			
New England totals	1,908,297	3.18	2.71

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

call will later be heard everywhere by progressive manufacturers and merchants, who will speak to the thrifty New Englanders, through the advertising columns of this far-reaching list of New England Newspapers.

Do you, Mr. Manufacturer, want to be among those to respond?

Do you, Mr. Merchant, desire to gather a harvest from the fields bending with golden grain?

These New England Newspapers will put you in a position to do so.

Every paper is a paper of proved quality, but to get the full, cumulative force of this quality, and the strong power behind it, you must use the combined list as here represented. Team-work counts in efficiency.

Print the best story of your best automobiles.

Sing the praises of your choicest musical instruments.

Define the sizes and colors of your rich carpets and rugs.

Picture your furniture in groups and single pieces.

Write of books, paintings, lamps, hangings, electric devices, silverware, bath-furnishings, heating appliances, sparkling cut glass and gleaming china.

Advertise everything that refined, educated, progressive people use in their homes and on their person when at work or at play.

Advertise whole-heartedly and persistently. Reiterate. Use big space and bold type. Go at it as a wood chopper goes at a tree.

New England people have millions to spend now, and they are earning millions more.

Some of this wealth is yours for the asking. Ask for it through these alert New England Newspapers, which cover New England thoroughly from the top of Maine to the bottom of Connecticut and Rhode Island, and you'll get it.

Do It To-Day.

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

The 42 leading New England dailies listed on this page offer 1,908,297 circulation at \$2.71 a line, or over 400,000 more circulation at about one-third the cost per line.

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

RAILROAD ADVERTISING

Garret Ford, of the Union Pacific, Says \$10,000,000 Was Spent by the Several Lines Last Year—Newspaper Representatives Association Has a Busy Week—Newspaper Departmental Exhibit.

CHICAGO, November 9.—This is "Newspaper Week," a big and busy week at the Advertising Association of Chicago. Under the auspices of the Newspaper Representatives Association of Chicago, the annual exhibit and experience meeting session of the newspaper departmental of the Associated Advertising Clubs of the World is on. In addition to the exhibit—concrete evidence of what newspaper advertising can do for the one who will advertise—there is a big meeting at noon every day in the local association rooms, where Chicagoans interested one way or another in advertising can get a good meal and hear a good speech.

Every day there is something different. Some new phase of the labyrinthine ramifications of newspaper advertising is explained and commented upon by a man who knows. And if a doubting Thomas there be, he only has to step in where the big educational exhibit is on and see with his own eyes the material testimonials of what advertising has done for such products as Coca Cola, Spearmint gum, B. V. D. underwear, Kellogg's Corn Flakes, Gold Dust, and a hundred others.

Garret Ford, general passenger agent of the Union Pacific Railroad, was the speaker on Monday, the first day, and I. R. Parsons, advertising manager of Carson, Pirie, Scott & Co., the department store, spoke today. Tomorrow James O'Shanghnessy, president of the advertising firm that bears his name, will tell what advertising agencies have done for the uplift and development of advertising.

On Thursday Lafayette Young, Jr., publisher of the Des Moines (Ia.) Capital, and vice-president of the A. A. O. W., will have the floor. His speech is cracked up to be the headline of the week and is expected to bring forth a larger audience than can be accommodated, so folks are consoled to come early and avoid the rush on Thursday.

Mr. Ford, who spoke on railroad advertising, brought out some points that may be new. He said a possible deterrent to railroad advertising was the fact that every time a road got its head well above water and was making a little velvet for the stockholders along comes the Interstate Commerce Commission and reduces rates. Nevertheless he made it plain that railroad advertising pays.

"The Union Pacific spent many thousands of dollars," said he, "in advertising the merits of a certain train to the Coast. The result is that there seldom is a vacant compartment on that train."

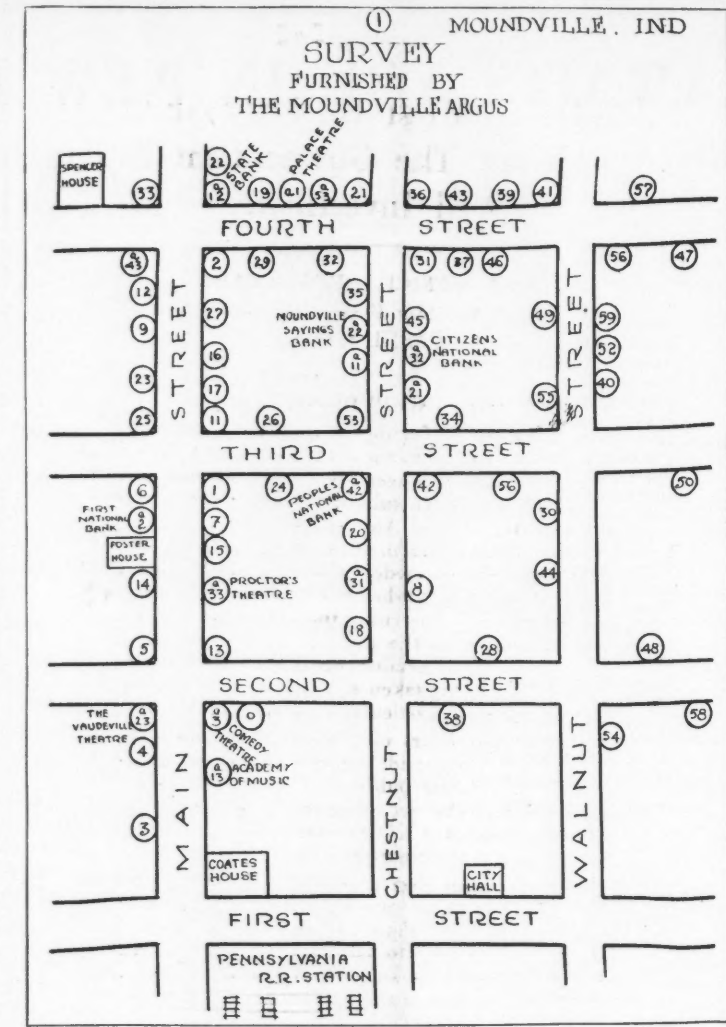
Mr. Ford came out flat-footed for truthful, conscientious ads. The day of buncombe and hyperbole is done, he told the advertising men.

Mr. Ford said in part: "Steam transportation stands today as the most important factor in the development of advertising, because it is due to the railroads that space has been annihilated in the distribution of wares.

"Merchants may now hang their banners on the outer walls, where formerly they were compelled to confine their advertising to their own localities because no matter how well known their goods might be at a distance, far off consumers could not buy them because of the drawbacks of time and distance.

"But there is one false idea which you advertisers ought to correct in the minds of the people, and that is, that the railroads are oppressing the members of the commonwealth.

"Since the Hepburn act of 1906, railroads throughout the country have been suffering a riot of regulation, state regulation which has been meddlesome and pernicious. These commissions cannot bear to see railroads increase their margins of profit, and are forever devising



Copyright, 1915, by Jason Rogers. Daily Newspapers Free to Use.

This is sheet one of the Graphic Commercial Survey, copyrighted by Jason Rogers, of the New York Globe. The folder, on the front cover of which appears the name of the paper, population, circulation and advertising rates, contains sixteen loose sheets, the first five of which give the names and addresses of department stores, grocers, druggists, milliners, tailors, etc., all of which are keyed up to the map. Then follow chief industries, bank clearances, school facts, etc.

means of compelling railroads to turn back these increased profits to the people by compelling legislation for reduced rates, etc.

"It is for this reason that railroads do not believe in advertising which would result in diverting traffic from one road to another, because if one road got all the traffic, it would have to give back the profits to the people in one form or another.

"This would merely result in the discomfiture of another line, and result in no good to the one whose business was increased by the advertising.

"There are some forms of advertising beneficial to railroads, however, through the magazines and newspapers, as is proved by the fact that during the fiscal year of 1914 over \$10,000,000 was spent in this manner by the lines in this country.

"From 1906 to 1914 wages for railroad employees increased 33 per cent., taxes increased 69 per cent., but traffic per mile only increased 23 per cent. These figures, coupled with the detrimental effects mentioned before of state commissions on railroad advertising, should bring home to advertising men the necessity of showing the voters where railroad regulation belongs, and to make them put it there; and that is in the hands of the Federal government, where intelligent action may be expected.

"But more than all else it behooves advertisers in all branches to accept the motto of the Associated Advertising Clubs of America and to see that it becomes the rule.

"Honesty in advertising, advertising

stripped of all buncombe and false pretence and hyperbole, which never sold a cent's worth for anyone except the copywriter who invented it, is to be the advertising of the future."

At the two meetings thus far there have been 300 in attendance at each luncheon.

The exhibit embodies most of the features of the great exhibit of the newspaper departmental at the A. A. O. W. convention at Chicago in June. Documents are displayed showing the fight newspapers are making for clean advertising and there is a vast display of products and wares that are on every tongue just because they are nationally advertised.

On Friday there will be an advertising men's luncheon in every sense of the term. Every item on the menu will be a nationally advertised product.

And while all these things are going on the Advertising Association of Chicago held an interesting meeting Monday night at which the lately elected officers and directorate were inducted into office. A plan was laid to foster church advertising in Cook county systematically.

Attention to the needs of the soul and the advantages to be gained by church-going will be attractively set forth in a big publicity campaign, if the pastors will agree to the program.

The new officers are S. DeWitt Clough, president; L. D. Wallace, jr., vice-president; F. A. Farrar, second vice-president; Gridley Adams, third vice-president; Robert J. Virtue, treasurer; John C. McClure, financial secretary; John T. Tenney, recording secretary.

WHAT ADVERTISING DOES

Major O'Keefe Tells Get-Together Club of Jordan Marsh & Co. That It Not Only Reduces the Price of Living But Elevates the Standard of Living—Two Members of Traveler Staff to Wed.

BOSTON, November 10.—Advertising has lowered the cost of living and at the same time bettered the standard, according to a statement made by Major P. F. O'Keefe before the Get-Together Club of Jordan Marsh Company. He said in part:

"We occasionally encounter snapshot economists who, on being informed that our national bill for advertising is more than \$600,000,000 a year, will instantly discover one of the true reasons for the high cost of living. If there is any result that can be directly traced to advertising it is that it has not only reduced the cost of living, but elevated the standard of living. Advertising increases demand, increased demand calls for increase in production, which means economy and lower prices.

"Every employee of your company has a direct financial interest in the firm's advertising. Your co-operation can help make it right. Interest and willingness to be of service, to co-operate, is all that is demanded. If a good idea suggests itself to you pass it along. The advertising department should impress upon every one of the employees the value it places on suggestions. No one has a monopoly on ideas. An elevator operator may have the germ of an idea which could be worked into an advertising scheme for selling silk goods.

"Show the employees that the more they know about advertising the more they are worth to themselves and to the firm. Broaden your view to the true purpose of the advertising end of the business. Apply advertising methods to the store and the employees. Satisfied customers are no more important than satisfied clerks and officials."

Remember Sam Adams? No? Well, he used to "sling type" in the good old days in the offices of the Boston newspapers. Now he is back in Boston, but not as type expert, for he has changed his life work to that of acting. And they do say that Sam is some actor, too!

"Mind your step on crossings," says a Traveler headline of recent date. That head applies to a proposed traffic amendment that Police Commissioner Stephen O'Meara has in mind. It is that all pedestrians who fail to heed the signals of the crossing officers will be liable to arrest, just the same as the teamster or automobilist who pays no attention to the wig-wagging. The new traffic signals that have just been adopted by the Boston police department have been made the subject of much newspaper publicity. Cartoonists have had their fling and humorists and reporters have written columns about it.

The engagement of Miss Ida Leventhal to Harry Walker has been announced. Both Miss Leventhal and Mr. Walker are members of the Traveler's circulation department, Mr. Walker having charge of the delivery system. The announcement of the engagement came as a surprise to the fellow workers of the couple. It is understood that the wedding bells will ring early in the winter.

After an exchange of many volleys of words, Ex-Mayor Fitzgerald and Mayor Curley have at last concluded peace terms. The Republic, the official Fitzgerald organ, has been very bitter against the administration of Curley from the start, but, in the most recent issue, it promises to support and help the mayor in the future. All this is done, it is said, in the interests of "unity."

Importance of Aeroplanes

Henry A. Wise Wood, a vice-president of the Aero Club of America, states that thirty-four aeroplanes, each one covering a radius of fifty miles, could patrol the whole coast of the United States against surprise. Such a chain on the coast of Ireland would have warned and saved the Lusitania.

HE'S A BIBLICAL EXPERT

Spokane Spokesman-Review Editor, for Thirty Years a Student of Theological Questions, Delivers a Notable Address—Political Ads Popular—An Enterprising Merchant Gets Busy.

SPOKANE, Wash., November 5.—F. P. Noble, editorial writer of the Spokesman-Review, recently delivered an address on the subject of radical historico-literary criticism of the Bible before the Research Club of Spokane, an organization of ministers and others whose interests run along the lines of philosophy and scholarship. The paper, which represents thirty years of study, was entitled "Negative Criticisms of Destructive Critics," and took decided ground against the Wellhausen theory as to the origins, dates and authorship of the Pentateuch. It has been accepted for publication by Bibliotheca Sacra, of Oberlin, Ohio. Mr. Noble has earned a substantial reputation as a Biblical authority through a series of editorials printed in the Spokesman-Review embracing articles on every book of the Bible; and crystallizing the results of a lifetime of study of religious literature.

A feature of the political campaign leading up to a Spokane city election last Tuesday was the large amount of advertising for candidates and measures placed in the local newspapers. One 75-inch advertisement run in the Spokesman-Review advocating the granting of a franchise was signed by eighty of the leading business and professional men of the city. Fred Gaston, formerly city editor of the Spokesman-Review, was campaign manager for one of the leading candidates.

A strong moral as to the advantages of newspaper advertising as an effective means for utilizing peculiar events and conditions could be drawn from an advertisement of a Spokane electrical concern. Sunday, Spokane suffered from a dust storm of such severity that it spelled house cleaning for housewives throughout the city. In Monday morning's Spokesman-Review the electrical concern ran an advertisement headed, "After the Dust Storm," and pointing out the benefits of an electric suction sweeper in getting dust and dirt from rugs and draperies.

RICH LOUISIANA

Col. Ewing Tells How Everything Is Prospering Down There.

Col. Robert Ewing, publisher of the New Orleans States and the Shreveport Times, who spent the past week in New York on business connected with these publications, had the following to say in regard to conditions in Louisiana to a representative of THE EDITOR AND PUBLISHER:

"Conditions in Louisiana are better than they have been in the past seven or eight years. We are getting approximately twice as much for cotton this year. In North Louisiana, on account of the increase in the price of cotton and crude oil—this section claiming to have the largest natural gas and oil fields in the United States—conditions are exceptionally good. The only industry that has not completely revived is the lumber interest. However, this business is looking up somewhat and the lumber mills are now running double time on orders received within thirty days.

"In Southern Louisiana the announced intention of the administration to retain the sugar duty, which otherwise would have gone on the free list in the Spring of 1916, together with the splendid crop of rice and the good prices that we are getting for that cereal, spell prosperity for South Louisiana and New Orleans.

"The threatened removal of the sugar duty has done for South Louisiana what the boll weevil has done for Northern Louisiana—namely, has forced a diversification of crops, with the result that Louisiana is a big corn-producing state and is naturally rapidly developing into a livestock state. Last year Louisiana marketed 34,000,000 bushels of corn.

Evidence Must Be Furnished—
Then The Government
Will Investigate.

POST OFFICE DEPARTMENT,
Third Assistant Postmaster General,
WASHINGTON.

October 25, 1915.

THE EDITOR AND PUBLISHER,

Gentlemen: Referring to questions raised by you as to the correctness of the statements of the ownership, management, circulation, etc., of certain newspapers, submitted under the provisions of the Act of August 24, 1912, I have to say that when a statement in itself indicates that it is incorrect, or evidence is submitted tending to show that a publisher has made false or inaccurate returns concerning the circulation of his publication, it is the practice of this office to take steps to determine the facts in the case, such action being taken as the facts and circumstances in each particular case warrant.

If the publishers of "The Editor and Publisher" have any evidence that the statement of circulation of any publication, made under the provisions of the act referred to, is inaccurate, and will submit it to this office, the matter will receive prompt attention.

It is believed that a publisher who requests that an inquiry or investigation be made with respect to the circulation of another publication should be willing to furnish the evidence on which he bases his belief that the statement as to the circulation of the publication complained of is inaccurate.

The papers left by you are returned in accordance with your request.

Respectfully,

A. M. DOCKERY,
Third Assistant Postmaster General.

This year the crop will amount to approximately 50,000,000 bushels, which means more cash for corn than either cotton or sugar. Louisiana has today the greatest natural salt deposit in the United States; the greatest sulphur deposit in the world, producing sulphur 99 per cent. pure; produces the only sugar from the cane industry, has the largest gas and oil deposits in the United States; has the greatest amount of standing timber in the United States with the exception of the State of Washington, and is rapidly becoming one of the greatest corn and therefore livestock states of the Union. Isn't it plain to anyone that Louisiana should look forward to the most prosperous year in a decade?"

Col. Ewing was a guest at the dinner given by the Manhattan Club and left yesterday for home.

Cumberland Press Club Formed

Newspaper men of Cumberland, Md., have organized the Queen City Scribes, with the following officers: President, Richard P. McCardell, Evening Times; vice-president, Thomas A. Cale, Daily News; secretary-treasurer, J. William Hunt, Cumberland Press; executive committee, W. W. Brown, Daily News; Bert N. Garstin, Cumberland Press, and John T. Taylor, Evening Times. The organization will request the issuance of police cards and badges to members and also that the offices of the newspapers be connected with the fire alarm system.

PRESS ASSOCIATIONS

John R. Lunsford, president of the Texas Editorial Association, has asked all railroads operating in Texas that special low rates be granted the old-time editors for the third annual convention of the association, to be held in Dallas next week. The membership of this association is composed of the rank and file of the "old guard," thirty-three years' continuous service in newspaper work in Texas being requisite to membership. There are between eighty and one hundred members.

The Dallas (Texas) Press Club held its meeting Thursday night, Nov. 3, at which the pressing need for larger quarters was discussed. The recent membership campaign in which a special dispensation was made for new members, has brought in so many that the club is too crowded in its present location. President W. M. Florer was authorized to appoint an advisory committee to confer with the board of governors on the question of larger quarters. The treasurer reported that the dues and initiation fees brought in by the new members had put the club on its feet again.

The Navarro Press Club held its regular monthly meeting in Corsicana, Texas, on Nov. 8. Lowry Martin discussed "Foreign Advertising as a Source of Revenue," and T. D. Sisk talked on "The Job Department of a Country Newspaper." Following the business ses-

sion a feast for the visiting newspaper men was spread. A. N. Justiss, editor of the Corsicana (Texas) Light, is president of the club, and J. W. South is secretary.

The St. Louis Press Club will give an exhibition of paintings and drawings by St. Louis newspaper artists in its rooms in the Railway Exchange Building, during the last two weeks of this month. Special invitations to view the exhibit will be sent to persons whose names are placed in the hands of the art committee which consists of E. C. Erwin, F. E. A. Curley, Fred G. Gray and George D. Barnett.

The Brooklyn Press Club's annual dinner will be held on Tuesday next. It will be a testimonial to its President, Eric H. Palmer, who has had much to do with the building up of the organization and who was appointed, recently, secretary to Borough President Pounds.

The annual meeting of the Western Associated Press, Ltd., marking the completion of the eighth year of the association, was held in Winnipeg on November 1. The following officers were elected: President, E. H. Macklin; vice-president, R. L. Richardson; treasurer, E. Beck, and secretary, J. F. B. Livesay.

The officers of the Nebraska Democratic Editorial Association met in Lincoln on November 3 to make plans for a big dollar banquet where candidates for national and state offices may present their views of democratic party policy to the public. January 11 was the date definitely set for the banquet.

Major N. P. Houx, editor of the Mexico (Texas) Evening News and Weekly Herald, has announced that he will be a candidate either for the State Senate or for the position of Representative in the Texas legislature from Limestone county.

Phil Huffman, formerly a resident of Fort Worth, Texas, where he was in the newspaper business, but now owner and editor of the Bangkok (Siam) Daily Mail, visited Dallas during the Texas State Fair. Mr. Huffman has been a resident of Siam for seventeen years, and this is his first visit to America since leaving his native land. After a trip east, on which he will visit Washington, Philadelphia and New York, he expects to return to the land of his adoption.

J. M. Scott, who has been connected in various capacities with many of the daily newspapers in Texas, has gone to Greenville, Ky., where he will become editor of the Greenville Daily News. Mr. Scott is regarded as one of the best newspaper men in Texas and for several months had been making his home at McAllen, where he was taking a much-needed rest.

Jesse Leach, editor and owner of the Bartlesville (Okla.) Daily Enterprise, has recently branched out into the oil business, being one of the three organizers of the Three Sam Oil Company, which has just brought in several good producing wells in the Blue Ribbon field near Bartlesville, and is now drilling four additional wells. Roy Johnson, of the Ardmore (Okla.) Statesman, who has held the distinction of being the only Oklahoma newspaper man to become an oil magnate, must now share this distinction with Editor Leach.

George Waverly Briggs, editor of the Galveston News, has been elected chairman of the Annual Cotton Carnival Committee, which has charge of arranging the annual exposition given by the city of Galveston during the summer season.

Robert Adger Law, professor of English at the University of Texas at Austin, has been appointed editor of the Texas Review, the quarterly University periodical. Mr. Law succeeds Stark Young, former editor and founder of the Review, who is now head of the Department of English in Amherst College.

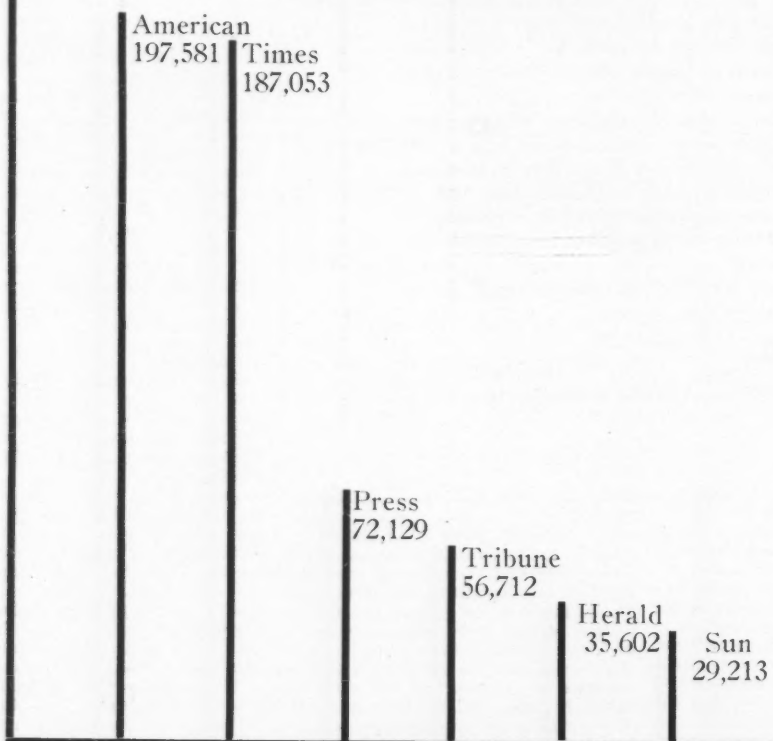
Ed. N. Clark, special correspondent of the London Morning Post, while in Africa during the Boer War, a member of the Press Club of London, the college of Corpus Christi, Oxford, and writer of books, short stories, and poems, was a visitor in Texas this week while en route from New York and Atlantic seaboard cities to Alaska. Mr. Clark is gathering material for stories and other works which he expects to publish on America.

AS THE CIRCULATION GOES UP THE LINE-RATE PER THOUSAND

DO

WORLD
302,910

NOTE: These figures were compiled to cover Greater New York only. The WORLD'S average total circulation for six months ending Sept. 30 was 391,158.



CIRCULATION IN GREATER NEW YORK

When an advertiser uses New York papers it is presumed that he is seeking New York circulation.

A comparison of "local" advertising rates in the New York morning papers shows that the WORLD has the GREATEST LOWEST RATE per thousand.

The circulation figures here given are for Greater New York only. They presumably represent a fair average per line in all morning papers to get a Greater New York circulation.

	Daily Distribution in Greater New York
WORLD	302,910
American	197,581
Times	187,053
Press	72,129
Tribune	56,712
Herald	35,602
Sun	29,213

Practically the same proportionate rates hold for all other papers from the regular "local" or general rate.

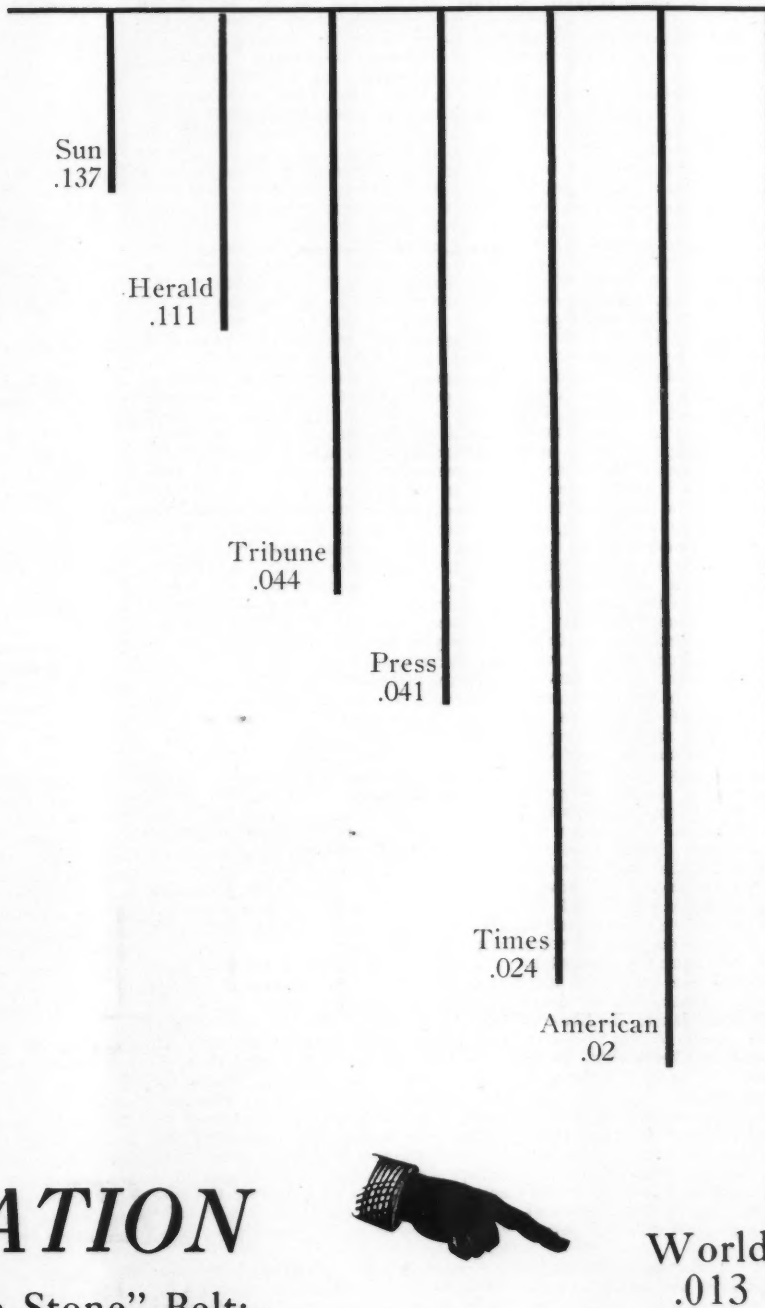
THE WORLD LEAD

not only in New York City as a whole, but in every part of the city, in Harlem; in Brooklyn; in the Bronx; in the Business District.

AND GOES
DOWN

IN NEW YORK
CITY

LINE-RATE PER 10,000 CIRCULATION
FOR GREATER NEW YORK



New York City papers it is to be
ing New York City business.

advertising rates and circulation of
papers shows that the WORLD,
BEST CIRCULATION, has the
most and.

are the latest obtainable for Greater New York
average for the year and this table shows the cost
of Greater New York distribution equal to that of the

Distribution Center New York	"Local" Advertising Rates	Cost per Line to get a Distribution in N. Y. City Equal to that of the World
10	.40	\$0.40
81	.40	.613
53	.45	.728
29	.30	1.259
12	.25	1.348
02	.40	3.400
13	.40	4.147

hold true in every classification where the rate dif-
ferate.

ADS IN CIRCULATION

every zone of the city: in the "Brown-Stone" Belt;
Business and Financial Section below Fourteenth Street.



World
.013

"A NEWSPAPER MUST HAVE A SOCIAL CONSCIENCE," SAYS PUBLISHER KEELEY

The Man at the Head of the "Chicago Herald" Addresses the Editors of Iowa—Not Enough to Print News and Editorial Comments—Must Not Only Swat the Crook, but Swat the Fly—Newspapers Today Notably Cleaner Than Formerly.

James Keeley, publisher of the Chicago Herald, said these things yesterday to the editors of Iowa, assembled at Iowa City, speaking on the topic, "The Newspaper":

No newspaper can do its duty to readers and public alike unless it possesses a social conscience. A newspaper too often has been regarded as a mirror reflecting the public—a mirror more or less defective, but still a mirror.

The real newspapers of today have outgrown the looking-glass phase of existence. A newspaper can more nearly realize its mission the nearer it comes to attaining the ideals of the clergymen and priest in their ministrations. Their flocks are numbered by hundreds, ours by millions.

With a social conscience on the job the newspaper will not confine its energies to printing the news (accurately) and commenting editorially (also with accuracy) on men and measures. It will initiate helpful movements and fight, in the ring and outside, to carry them to a successful issue. It must be of service today, not only in politics and morals, but in aiding in the solution of the problems that are part of the daily life of the people. It must not only urge the public to swat the crook, but should plead with them to swat the fly. It must not only fight for a clean city administration, but must fight alongside those who are preaching the doctrine of a clean home. It must not only teach patriotism, but must show the folly of the annual massacre on July 4—a slaughter doubly horrible because it was done in the name of patriotism. It must not only decline to receive the dirty dollars that come from lying, murderous medical advertising, but it should teach the people how to keep well. It must not only at annual meetings of newspaper men and advertising men glorify "Truth" as the guiding star of advertising, but should 365 days in the year protect its readers from those to whom Truth is a troublesome jade.

There has been a great forward movement along these lines in the last decade. The average newspaper in America today is a clean paper, an honest paper. There are not many examples left of Virtue on the editorial page and Vice in the advertising columns. Today I could add \$200,000 yearly to my revenues if I would accept classes of advertising we all carried years ago. But it would be tainted money, and in the long run would prove a losing investment. The advertiser of honest goods has developed, let us say, social aspirations—reprehensible, though such a thing may be to some Spartan minds. He doesn't like to sit in the same pew with the quack, the loan shark, the mining swindler, the oil pirate and the merchandise faker. He likes to associate with clean, decent persons. And, in the long run, he is going to be the broom that will sweep the few remaining Augean stables.

There is no better investment than a single standard of honor, honesty, truth and integrity from the title to the last agate line on the back page. Those who reap the weedless fields of honesty gather golden harvests. Truth, cleanliness and decency are the greatest dividend payers on earth.

If man were superhuman it might be possible to hold even the scales between men who differ on religion, politics, political economy, sociology and all other topics, isms and happenings which create discussion in the world. No man can serve two masters, and I have found it equally difficult to satisfy those who hold divergent opinions on any public or private matter. Each thinks his point of view is being unfairly treated. When both kick you feel measurably certain that you are not far wrong.

There should be no partisanship in politics, no prejudice in religion, no hostility to organized labor, no antagonism to wealth per se, no color of personality, and, in fact, opinion should be barred from the report of every happening, every meeting, every public discussion, everything that goes to make up the daily grist of news. The natural inquiry arises, "Why isn't it so if the man at the helm wants it to be so?" My answer is: Human frailty and human infirmity.

An honest man makes mistakes and a newspaper is operated and produced by finite minds. The decent newspapers want to print the truth. There is nothing to be gained by printing a lie. A lie is a business boomerang. A newspaper's reputation for reliability is its stock in trade. Inaccuracy is the cardinal sin. Doubtless some newspapers are in need of absolusion, but their number rapidly is decreasing.

I have little sympathy with the myopic individuals who believe, or rather say, that if nothing were printed about crime it would cease or decrease. They are wrong, absolutely wrong. Publicity is the greatest deterrent of crime, and many a man has been held from breaking the law, not because he dreaded the punishment the law would mete out to him, but because he feared the publicity that would result from his wrongdoing. The punishment of public opinion often is more potent and dreadful than that imposed by judge or jury. Scores of times men have come to me—men now in the penitentiary, men who are now out of the penitentiary, men who would have been in the penitentiary were it not for a miscarriage of justice—and pleaded for the suppression of the stories of their crime. And in nine cases out of ten they have urged wife, children and family as the reason for concealing the record of their wrongdoing. My answer always has been, "Why didn't you think of them before you did this thing? I am thinking of the men, women and children who have been defrauded by you and of the other men, women and children who will suffer unless your form of villainy is stopped."

I admit that sometimes things are printed that should not appear. Sometimes the man at the head of the business makes a mistake, but more frequently the mistake is made elsewhere. The thoughtlessness and heedlessness of youth and inexperience is largely responsible for this kind of error. But with age comes wisdom and with wisdom tolerance. Young men furnish the steam and older men the brakes.

I believe suppression of news is more of a wrong than the printing of a piece of news that possibly might better not have been written. By improper suppression a newspaper sells its soul and betrays its readers. To my mind it is the high reason of journalism. No paper that permits its advertisers or the personal, social and financial friends of its editor to control or taint its news and editorial columns ever has become a big newspaper, a successful newspaper or a newspaper that is respected by the people. The man in the street instinctively senses this sort of treason and he punishes.

Would that we editors had the omniscience of our critics, the unerring instinct which can pick out lies and truths in official statements and enable us to say when a victory is not a victory and when a rout is a stagetic move of intelligence and military cunning.

I had one answer for these gentlemen and it ran something like this:

"You say you know what is true and what is false in the news that we print. Come to Chicago and the Herald will pay you more money in a month than you

CORRESPONDENTS AS SOLDIERS

Washington Contingent Enthusiastically Training at Fort Myer.

The National Capital Troop, composed almost exclusively of Washington newspaper correspondents, who are in training at Fort Myer, with the consent of Secre-

time by the forelock, and want to be prepared as war correspondents in the event of hostilities between the United States and some foreign power. Every newspaper man who is a member of the troop evidences the greatest enthusiasm in its success, which is vouchsafed by the fact that most of them work the greater part of Saturday night, yet arise



LEFT TO RIGHT—J. P. ANNIN, Washington Herald; JOHN W. THOMPSON, Secretary; JOHN KIRBY, N. Y. World; MARK L. GOODWIN, Dallas News, Executive Committee; COL. WILBUR E. WILDER, Fifth U. S. Cavalry, Commandant at Ft. Myer; LIEUT. HOMER M. GRONINGER, Fifth U. S. Cavalry, Commanding Capital City Troop.

tary of War Garrison, is proving such a popular organization that a second platoon of the newspaper men is shortly to be organized.

The newspaper men who are members of the cavalry troop believe in taking

at eight o'clock Sunday morning to attend the weekly drill.

The accompanying photograph shows the executive committee of the National Capital Troop, its secretary and the commanding officers.

can make in your own town in a year. You are the man the whole country—yes, the whole world—is looking for. Telegraph me when you start and I will reserve a room for you at my club, meet you at the depot and see that you are well taken care of in every respect."

Guess how many accepted the proposition.

You gentlemen in this business, all of you have your Christmas Ships, your Fourth of July Crusades, your Good Fellow Movements, your battles against loan sharks, your fights against quacks in some form or other. They are the joyous high lights of our business. It is fine to win a political victory, but it is finer and more satisfying to help the helpless, succor the afflicted and make life better worth living for those who have drawn no prizes in life's lottery.

The newspaper of today occupies the position of the herald of old. In ancient days the ear held reign and the sphere of influence was limited by aural range. The eye has been enthroned and the whole world is our field. In olden times the mightiest voices reached thousands but fell silent within the mile. Our silent voices defy distance and seek our myriads behind brick walls. We talk to those who never see us. The thunder of our presses dies away, but it has bred a billion living tongues.

Our responsibilities are great because our power is so immense. Forget the former and the latter wanes.

INDIANA TIMES CHANGES

Mr. Banbury Goes Into Cattle Raising—Mr. Clifton Now a Grocer.

INDIANAPOLIS, November 9.—Changes all along the line have been made in the managing heads of the Indiana Daily Times since Ben S. Boyce, of the W. D.

Boyce Company, assumed personal charge of the daily. George W. Stout has been made editor-in-chief; Walter L. Burns, managing editor; J. H. Lederer, business manager; Jesse E. Pigman, formerly mechanical superintendent, assistant manager.

J. W. Banbury has sold his stock in the Times and will devote his entire time to his Idaho ranch of 50,000 acres. He will specialize in short-horn cattle, a fad with him once, but now his sole business. Mr. Boyce succeeds Mr. Banbury as publisher.

Thomas R. Clifton, proprietor for many years of the Williamsport (Ind.) Pioneer, has sold out and bought a grocery.

CAN FIX RETAIL PRICES

Court Now Decides "Government Can't Select Trader's Customers."

The United States Circuit Court of Appeals decided this week that nothing in the Sherman law or the Clayton act prevents a manufacturer from refusing to sell to a retailer who reduces the prices of the goods.

The decision was on a suit by the Great Atlantic and Pacific Tea Company to compel the Cream of Wheat Company to sell its product to them and to enjoin the defendants from requesting the trade not to sell the product to the plaintiffs.

Judge Lacombe, who wrote the opinion, which was concurred in by Judges Cox and Rogers, said: "We have not reached the stage where a selection of a trader's customers is made for him by the Government."

Judge Lacombe, dismissing the Sherman law allegations, says the defendant was not a monopoly and had a right to make a rule for its own business that it would in future only sell to wholesalers.

The Intelligencer
EVENING
DAILY AND SEMI-WEEKLY
FOUNDED 1794
BELL PHONE 2000

The Lancaster  Intelligencer

The News Journal
MORNING
CONSOLIDATED 1910
MORNING NEWS—EST. 1880
MORNING JOURNAL—EST. 1880
INDEPENDENT 14

AND
THE NEWS JOURNAL

LANCASTER, PA. Oct. 23, 1915.

Every Week Corporation,
95 Madison Ave.,
New York City.

Dear Mr. Bresnahan:

We are so well pleased with
"Every Week" that we want to tell you so.

Without much effort on our
part, it has grown wonderfully strong in the
favor of our readers and its popularity is
steadily increasing.

As a circulation getter and
a circulation keeper we cannot imagine anything
better than "Every Week."

Thanking you for your continued
personal attention to our interests, we remain
very truly yours,

THE INTELLIGENCER.

Henry B. Carpenter
Cir. Mgr.

HCC/MCB

Two newspapers that were second in circulation in their cities have become first with the aid of EVERY WEEK.

One hundred and two other newspapers, using EVERY WEEK, have added from 100 to 3,800 paid circulation in the summer months with the help of EVERY WEEK, at no expense to themselves!

The only circulation builder that pays its own way.

The right newspaper in the right town may, without any obligation whatever, have full information how to secure exclusive control of EVERY WEEK in its territory.

Simply write or wire, "Send all details regarding EVERY WEEK."

EVERY WEEK CORPORATION
95 MADISON AVENUE
NEW YORK

Specimen brochure

MRS. J. BODEN HA
hair on the side. Th
in the social life of New
in the "Proceedings o
President Wilson, who
as the only woman m



"ON the left," shouts the man in the rubber-neck wagon at Newport, "you see the cottage of Mrs. Newton Adams." And, sure enough, he's right. You see the cottage, but you look in vain for Mrs. Adams. That lady is busy downtown, fitting expensive hats on other ladies whose face is only a part of their fortune. After a year of apprenticeship in millinery, Mrs. Newton opened a shop of her own, and has made it a success.



TO-NIGHT at the opera you ask, "Who's the good-looking young woman in Miss Morgan's box?" "That," you are told, "is Elsie de Wolfe." To-morrow you decide to decorate your house, and ask the architect to give you the name of the best interior decorator in town, and he answers, "Elsie de Wolfe." And you'll find her at her office, if you go there, too.

Copyright, Kazanjin.



THERE'S no money in it for Miss Gertrude Robinson Smith, but she works eight hours a day just the same. She and Miss Anne Morgan run the Vacation Savings Fund. Last year 18,000 working-girls saved \$148,000 with the help of the Fund, and blew it all in on their vacations. Miss Smith doesn't have to save up for her own vacation: her father has enough money to give a dollar to every other Smith in the country.

IF your eyes are bright you can read this young woman's name on the glass door at her back; or, if the letters seem too blurred, you can look up the name in the Social Register. It's Miss Fay Kellogg, and she's not content merely to have her name in the Social Register as the daughter of a rich man. So she has written it herself among the names of New York's successful architects. She designed the great stairway in New York's Hall of Records, among other things.

Copyright, Mishkin.



ROUGHLY speaking, this young lady's husband receives \$10,000 every working day—if you can use the term "working day" in speaking of Harry Payne Whitney. But, if he doesn't work, *she* does. In a little studio in Eighth Street, New York, Mrs. Whitney makes real statues, and sells them too. And in her leisure time she goes to France and opens a hospital for wounded men.



"VANDERBILT" bring to y fastened arou another pictu French hospita and they say

Pages in Every Week

BODEN HARRIMAN parts her name in the middle and her on the side. Time was when the name appeared in every event of New York. Now you are likely to find it more often in the Proceedings of the Society for Suppressing This or That." Mrs. Boden, who regards her judgment highly, appointed her only woman member of the National Industrial Commission.



"AMONG those present was Mrs. James B. Eustis," reads many an item in the morning papers. But, about the time you are reading that, Mrs. Eustis herself is hard at work at her job of interior decorating. Her drawing-room is her work-shop, because she sells only ideas. Which, if you ask our opinion, is a very nice way to make a living—very nice indeed.

"VANDERBILT"—what picture does that name bring to your mind? A lady having pearl necklaces fastened around her neck at Tiffany's? Well, here's another picture—the same lady washing dishes in a French hospital. The lady is Mrs. W. K. Vanderbilt, and they say she never broke a plate.

MANY of the friends of Mrs. Benjamin Guinness never do any work harder than winding their wrist-watches, and Mrs. Guinness could lead that sort of a life too, if she chose. Instead she chooses to be a painter, and her paintings sell. Nineteen were exhibited recently in New York, and even the art critics had to confess that they were good.



THIS is the lady who wrote "The Lady of the Lighthouse." She was blind for a period in her youth, and the story grew out of her own experience. The book has sold enormously, the proceeds being devoted to work for the blind, a charity to which Mrs. Woodruff gives good, long, hard-working hours every working day.



"NAME, please?" said the department store official who was employing a lot of new sales-girls. "Mrs. Alfred Macy," answered this young woman, and the official almost fainted away. Mrs. Macy had come to learn the millinery business; and she learned it, too. Now she has a shop of her own. She's not in business for fun, either, as you will discover if you price the hats.

EVERY syllable of Mrs. William Astor Chanler's name sounds like money. But, like the other women on this page, she was not content merely to be supported out of the profits of her ancestors' work. She is a sculptor. There are a good many other society women, besides those on this page, who do a good day's work every day. Not all of them spend their lives changing from one gown into another—not by any means.





Keystone.

COMEDY in the movies consists of equal parts noise, breakage, and black-and-blue spots. The more furniture there is broken, the more people there are killed, the higher climbs the mercury (or whatever it is) in the laughter gauge with which all movie houses are shortly to be equipped. Pictures in which there are bricks are always funny. Note the humorous predicament of the man on the floor.



Kleine.

SLEEPING past your station is an exceedingly funny occurrence, especially if there isn't another train back till morning. Also, if you came in at the beginning of this picture you are aware that the wives of these commuters are keeping agitated vigils in their respective country homes. With this idea in mind, the delicate humor of the situation is better rounded out, as it were.



Keystone

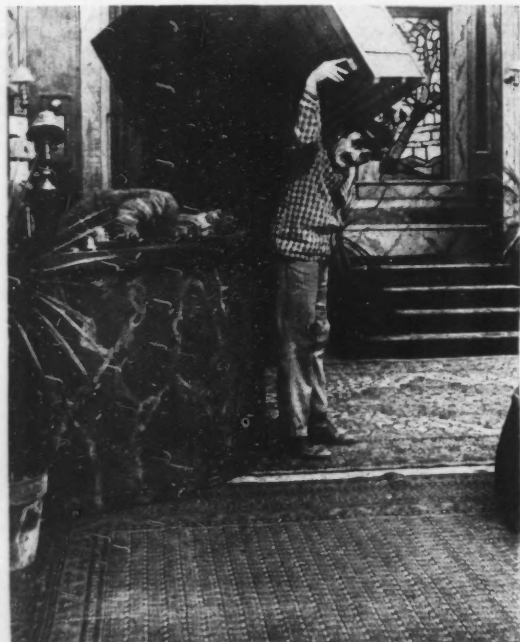
THIS picture represents really great comedy stuff. The automobile has run through the side of the house, the driver's feet are higher than his head, and the furniture is pretty well done for. Chester Conklin is the rib-ticking hero.



Keystone

ANY householder will appreciate the captivating absurdity of being adrift in one's own cellar. Probably there is a gay party going on upstairs, and—there is no doubt of this—the bottle in the gentleman's right hand contains ink.

Comedy in the Movies



CARELESSNESS is another very important ingredient of screen comedy. Just the happy accident of the porter's tipping the trunk upon the old clerk's head—simply that and nothing more—has given thousands of people hours of innocent enjoyment.

Keystone.

OF course, with a world of skinny people there would be absolutely no merriment at all. An automobile might go on pinning a thin man to a tree for hours and nobody would crack a smile. But with Roscoe Arbuckle playing the central part in this animated sandwich and Mabel Normand striving to rescue him, oh well—look gloomy if you can.

Keystone.



THREE FOOD PAGES NOW

Every Thursday in TRENTON TIMES

NEW JERSEY'S LEADING FOOD MEDIUM

This result must indicate some *substantial reason* why Local Grocery and National Food advertising steadily increases in Trenton's only evening (and a 2-cent) paper. The point is, *we have developed the interest of the housewife—food atmosphere—to such a degree that no advertiser can longer afford to neglect this field or pass up this paper.* Our Survey of Trenton, N. J., Zone tells the whole story—furnished to any advertiser upon request.

220 Fifth Ave. **KELLY-SMITH CO.** Lytton Bldg. NEW YORK CHICAGO



"TURN IN HIS GRAVE"

London Times Changes Must So Affect Its Former Proprietor.

[Newspaper World, London, Eng., Oct. 30.]

In our issue of October 9 we announced that Mr. Reginald Nicholson had relinquished his position as manager of the Times and we are now able to state that Mr. Howard Corbett, who has been assistant manager since the early part of 1914, has been appointed to the position.

Mr. Corbett—who is still only 32, and probably the youngest newspaper manager in London—came to the Times from the Cambria Daily Leader on January 1, 1914, and was made assistant manager after a few weeks. This was in the prepenny days, and since then Mr. Corbett has seen the sale of the Times rise from 50,000 to—so far as a single day is concerned (when the French Yellow book was included as a supplement)—500,000. All newspapers have had their troubles during the past fifteen months, the Times amongst the number. Coming so soon after the decrease in price to one penny the war was something in the nature of a "back hander."

Educated at Shrewsbury, Mr. Corbett had experience with the Daily Chronicle, the Sheffield Independent, and the Cambria Daily Leader—of which latter journal and its weekly series (Herald of Wales, etc.), he was managing editor. His record at Swansea was an exceedingly good one. Publishing, on one occasion the largest daily paper ever sold for one halfpenny, and in other ways rendering his paper conspicuous, he had the satisfaction of seeing the circulation increased twofold in the course of some eighteen months.

Something in the nature of a journalistic revolution has almost passed unnoticed. Last week the Times, for the first time in its history, came out with a picture page. On only one previous occasion has any picture appeared in the Times, that being a reproduction of the Rokeby Venus damaged by the suffrag-

ists. The pictures last week, which occupied three full columns of an inside news page, were official photographs of the air raids.

Evidently Printing House Square is not satisfied with its heading type. Experiments still continue. Page 11 of Thursday's issue shows a complete change. This page, which contains the Court news, has contained some bright articles, which have hitherto been given heavy type headings disagreeable to the eye. Now we have a pretty, pleasing Venetian. Apparently experiment with the heavy condensed type in the first column on page 8 of the previous day's issue was not a success. It was dropped on Thursday, a lighter type taking its place. There was a further innovation today (Friday)—a "step-heading" on pages 5 and 7.

Really John Walter the first must turn in his grave if the Times reaches the sphere of the spirits.

N. Y. NEWSPAPER GOLFERS

Peter Campbell Wins in Last Tourney of the Season.

The New York Newspaper Golf Club held its final tourney of the year on Sunday last at Van Cortlandt Park. A series of competitions was played, and when the last one was over the club's annual dinner took place at the Tremper House.

Peter Campbell was the winner of the one club competition on the twelve meadow holes, with a score of 66—17, 49, and Mrs. Caroline MacLaughlin won the flag contest on the six hill holes. She finished the six holes with five strokes to spare, and played the first of them over again, getting a 5. A driving contest from the thirteenth tee resulted in a victory for Grantland Rice, whose ball stopped hole high.

There was a special prize for ladies, which went to Mrs. J. G. MacFadyean, whose score for six holes was 81—25, 56, and Robert W. MacLauchlan led the field in the eighteen hole handicap with 104—35, 69. J. W. Monroe was rewarded for

finishing thirteenth, Charles Atherton, twenty-third on the list, also got a prize, and T. A. Voight, who took more strokes than any one else, won something too.

About fifty golfers took part in the competition.

Walsh on Williamsburg Fire

Frank P. Walsh, of the Kansas City Post, chairman of the Federal Commission on Industrial Relations, was in New York during the past week. Among other things he visited the scene of the Williamsburg candy factory disaster, at the request of the New York World, and made a report of conditions, summing it all up as follows:

The base of such crimes is purely economic. The employer gets a faulty building cheaper than a good one, and the worker must pay the awful toll in death and suffering. Greed is at the bottom of it, of course.

These preventable accidents should be treated as all other crimes against the person. We hear much of violence in industry, especially in labor disputes. Such crimes merit and receive the condemnation of all good people, in and out of industry; but such crimes on the part of labor have been negligible, when compared with the men, women and children that have been chopped up, burned and smothered in the ghastly incidents such as the Williamsburg one of yesterday.

Now a Director of the Philharmonic

Oswald Garrison Villard, publisher and editor of the New York Evening Post has been elected a director of the Philharmonic Society of New York. Mr. Villard, son of Henry Villard, who was a life long supporter of the Philharmonic, has been interested in music since his undergraduate days at Harvard.

Lawyers Sue N. O. American

The latest suit to be filed against the Southern Publishing Co., Inc., publishers of the New Orleans American, was that brought by Hugh M. Wilkinson and Van Buren Harris, former attorneys for the defendant company who ask, jointly, for judgment against the company for \$1,002.40, alleged to be due for services rendered, legal and otherwise.

Enormous Balance

The U. S. Trade Balance last week was \$34,012,872. Exports were \$64,286,785. The favorable balance since July 1 is some \$960,000,000.

MR. LORD WILL SPEAK

Syracuse Newspaper Men to Hold Annual Dinner This Evening.

The annual dinner of the Syracuse (N. Y.) Newspaper Association will be held this evening. Chester S. Lord, a veteran newspaper man, who retired from active work several years ago after long and distinguished service as managing editor of the New York Sun, will be the honor guest and principal speaker.

Many former workers in the Syracuse field, now residing in New York and other cities of the State and country are expected to attend the banquet. Some of these are still in editorial work, while others are engaged in other fields of activity.

As a sequel to a dinner tendered S. Gurney Lapham, dean of the newspaper profession in Syracuse, November 22, 1913, on the occasion of his retirement from active journalistic work, the Syracuse Newspaper Association came into existence.

It then was decided to make the event an annual one, and an organization was formed with Mr. Lapham as president.

Col. Louis J. Wortham, editor of the Fort Worth (Texas) Star-Telegram, who has been prominently mentioned as a possible candidate for the United States Senate, has announced that his entering the race depends on whether or not Senator Charles A. Culberson, the present incumbent, enters the contest for re-election. Colonel Wortham has been prominent in Texas politics for a number of years, being now a member of the Texas legislature.

The Editor & Publisher and The Journalist

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

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

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



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

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

New York, Saturday, November 13, 1915

We may be old-fashioned in our ideas, but we still believe that no type should be used in display heads or in display advertising that is larger than that in which the title of the newspaper is set.

PLAYING FAIR WITH THE PUBLIC

In the old days when a public service corporation wanted an ordinance passed by a city council granting it a franchise or any other privilege, it sent representatives, or what is more popularly known as "a lobby," to argue privately with the members and secure their support for the measure. The newspaper reporters became so active in showing up the objectionable "arguments" used to influence the city fathers that this method became distinctly unpopular with the people and unprofitable for the applicants, and was finally practically abandoned.

Moreover, the public service corporations found by observation and experience that unless their proposition was contrary to the general good of the community it was far better and less expensive to lay their cards on the table face up and take the public honestly into their confidence through publicity.

Today when one of these corporations wants anything of the city or state it first uses the advertising columns of the daily newspapers to tell the people about it. They explain why they desire the ordinance passed, just what it means to the city as well as to the company, and present such other data as will enable the citizens to form an intelligent conclusion as to its desirability.

An objection which was raised against this method of procedure when it was first tried was that the purchase of a liberal space in a newspaper, by such a corporation, would be in the nature of a bribe to secure its editorial support. This objection, however, did not carry much weight when it was observed that it often happened that, while the corporation boosted its cause in the advertising columns, its arguments and statements were vigorously controverted in the editorial columns of the same issue.

An instance of this kind recently occurred in Toledo, where Henry L. Doherty & Co., of New York, are endeavoring to secure a franchise for the operation of a street railway. Mr. Doherty published over his own signature in the Blade a frank, straightforward statement regarding the company's application and answered a number of objections that had been raised against the granting of the franchise. In the same issue the Blade printed an editorial in which it declared that the proposed ordinance "will not do."

Publicity is the only sensible policy to adopt in corporation affairs and especially in those affecting the general public. Much of the antagonism that for years characterized the attitude of labor toward the great industrial and public service organizations was due to a lack of accurate knowledge concerning

their affairs. Many strikes involving heavy losses to both employers and employees would never have occurred had the men been in possession of certain facts concerning their financial and marketing conditions.

Elbridge T. Gary, of the United States Steel Corporation, the greatest of all industrial enterprises, was right when he contended before the American Steel Institute that publicity would cure many of the evils from which corporations are now suffering.

The American people are intelligent and well-read because they are the product of our common school system. They think for themselves; they possess good judgment and common sense. Play fair with them and they are benevolently generous; deceive and betray them and their enmity is remorselessly eternal.

Taking the public into your confidence is the best means of winning its favor and support for any cause.

Some of the W. C. T. U. women of the New Jersey coast towns have asked Arthur Brisbane, editor of the New York Evening Journal, an embarrassing question. It appears that Mr. Brisbane on October 5 applied for a liquor license for Allaire Inn, the tavern of the colony which Mr. Brisbane largely owns at that place. Many of the inhabitants are German toy makers who want a chance to get their beer in their home village. Out of a desire to contribute to their happiness Mr. Brisbane consented to apply for the license, but subsequently withdrew his application when considerable opposition developed. What the W. T. C. U. wants to know, as stated in an advertisement in a recent issue of the Asbury Park Press, is this: "Where is the consistency of the anti-whiskey editorials in the New York Journal and the application for a liquor license for Editor Brisbane's little colony on the editor's property at Allaire?" Undoubtedly this question indicates that the members are unable to distinguish any difference between the use of beer and whiskey as a beverage.

According to Garrett Fort, general passenger agent of the Union Pacific Railroad, the railroads of the country spent \$10,000,000 in newspaper advertising during the last fiscal year. It is probable that this amount will be largely increased during the coming year as the railroads have decided to return to the old custom of printing their time tables in the daily and weekly newspapers. These big transportation companies realize now, as never before, the importance of the newspapers in placing before the public important information concerning their several lines.

One Herbert Doneghy, of Macon, Mo., has addressed a post card to a number of publishers containing this remarkably generous (?) offer:

Do you want to sell advertising space seven inches deep, three columns wide, once a week for one year at sixty-five per cent. above your regular rates? And your pay would be conditional on you getting results. No results, no pay. If this interests you, quote me your regular rate. I will add sixty-five per cent. to it and name you my proposition.

It is quite possible that Mr. Doneghy has been asleep for the past five years and doesn't know that publishers of newspapers in both city and country have cut their eye teeth.

GOT WHAT IT DESERVED

[From the Philadelphia Record.]

The suppression of a London newspaper, the Globe, which insisted on printing false reports about the alleged resignation of Lord Kitchener from the British Cabinet, is not likely to cause any violent protests, except from the office of that sheet. Even since the war began certain London papers have persisted in a policy of detraction, misrepresentation and vituperation, which would not be tolerated even in this easy-going country in a time of great national peril. It is not entirely to the credit of the British Government that it has been so lenient in this matter, and it cannot be blamed for acting with decision at last. Every well-conducted newspaper recognizes that there are limits, especially in time of war, beyond which it

should not go in its comments and news reports. It is only young college professors who insist that they have an inalienable right to say anything they want at any time and at any place.

AMONG THE NEW BOOKS

THE PASSPORT, by Emile Voute. Mitchell Kennerly, publisher. New York. Mr. Voute's novel is crowded with war material, and shows familiarity with strategic conditions and military operations. The adventures of the hero, a young chemist, are full of thrilling situations and hold the attention of the reader. Mr. Voute, who is a New York journalist, is thoroughly familiar with the technique of writing, but when he essays romantic love he limps in intensity.

His descriptions are good, but somehow the hook fails to grip. This does not mean that it is tiresome or that its construction is faulty, but the great secret of heart interest is lacking.

WRITING OF TODAY; MODELS OF JOURNALISTIC PROSE. Selected and Discussed by J. W. Cunliffe, Professor of English and Associate Director of the School of Journalism, Columbia University, and Gerhard R. Lomer, Instructor in English, the School of Journalism, Columbia University. The Century Co., New York.

Complaint has been made by teachers of English composition that their efforts yield unsatisfactory results. This has been accounted for by the artificiality of the subjects the student is called upon to write about. When he studies the writings of the old masters of prose he looks upon them as the products of a distant age and wholly unrelated to the literature of today. Messrs. Cunliffe and Lomer, editors of "Writing of Today," believe that much better results can be obtained by the use of current periodicals as models of style, and present in this volume a larger number of selections to illustrate the different forms of composition. These are grouped under ten heads, namely, Descriptive Articles, Narrative Articles, Personal Sketches and Interviews, Expository and Editorial Articles, Humorous and Occasional Articles, Controversial Articles and Letters, Literary Criticism, Dramatic Criticism, Musical Criticism and Art Criticism. Because the selections have been written by present-day authors the student takes a lively interest in them and feels that it is perhaps possible for him to attain similar proficiency in composition. The selection of examples, one of which is taken from our own columns, has been admirably done and the volume is sure to find favor among teachers generally.

NATIONAL ADVERTISING

[From the Advertiser's Weekly, London, Eng.]

Advertising had worked wonders for other nations before our own Government at last made use of it. Advertising had populated Canada and sent thousands of settlers to Australia; advertising had made Germany and the United States powerful in every market, and advertising was making South America a new commercial El Dorado. The marvel was not that our Government should have made use of advertising, but that it should have remained blind so long to its powers.

Since the Government enlisted the aid of advertising, it has used it to raise the greatest army Britain has ever known, used it to raise another army of munition workers, and to raise a war loan of £600,000,000. Yet in spite of all this, it is obvious that the Government still fails to recognize the real importance of national advertising—using the term in its wider meaning.

Germany, since the first outbreak of war, has advertised persistently and consistently in neutral countries, has advertised Germany, advertised her victories—real or imaginary—and neglected no branch of publicity in her effort to convince the world that she is winning. Meanwhile our Government has kept silence. Small wonder that some of the smaller nations have taken our silence to mean that we have nothing to say. Neither our great army nor our navy has been advertised, our victories have not been advertised to the world at large or even to our own people, and at home we sit in darkness.

Surely it is high time that our Government was taught that advertising is as essential to a nation as to a business, and that it is necessary now for our welfare as a great nation. And it is high time also that the Government learnt that neither a business nor a nation can be run successfully if those on whom success depends are kept in the dark.

PERSONALS

Herbert F. Gunnison, of the Brooklyn Eagle, is now the proud and happy owner of a Ford car. He says he has heard the stories they tell about these cars but does not believe any of them as his Ford is an exceptionally good one.

Don C. Seitz has joined the ever increasing ranks of motor car owners. His interest in the price of gasoline is now equal to, if not greater than, his interest in books and pamphlets relating to pirates, which is going some.

Robert Hoe, president of the Duplex Printing Press Co., is on his way to the Pacific coast.

E. A. Westfall, business manager Boston American, has returned from a trip to the Panama-Pacific Exposition.

James E. Chappell, for five years associated with the Birmingham News, is now its managing editor. Mr. Chappell began his newspaper career on the Nashville American as reporter, and soon became the city editor, from which position he was called to become the State news editor on the News.

Arthur M. Howe, managing editor of the Brooklyn Eagle, is now writing the editorial leaders on his paper. No successor has been chosen to the late St. Clair McKelway and it is not likely that such an appointment will be made for some time to come.

Miss Georgia White, for the last 18 years associated with the Randolph (Vt.) Herald and News, recently retired from the service of that paper. She is succeeded by Paul W. Johnson, eldest son of the editor.

S. O. Sprenger, a newspaper man for many years on the staff of the Denver Times and the Rocky Mountain News, and who, for the last five years, has been doing general publicity work and ad. writing in California, has been placed in charge of the publicity work for the David Horsley interests at the Los Angeles office.

Percy Williams, who has served in various positions on the Savannah (Ga.) News, is now the managing editor of it.

Charles T. Greene, financial editor of the Brooklyn (N. Y.) Eagle, has resigned to accept a position with Thompson-Shannard & Co., New York City brokers. Mr. Greene has been connected with the Eagle for more than ten years. Previous to that time he was engaged in newspaper work on the leading dailies in Minneapolis and St. Paul.

Clarence M. Agard, editor of the Manchester (N. H.) Herald, has resigned and returned to Worcester, Mass., where he is doing feature work on the Sunday Telegram and other papers.

Rustum Rustonjee, editor of the Oriental Review, Bombay, India, spoke at the dinner of the Canadian Club at the Biltmore, N. Y., Tuesday evening, on conditions in India. He emphatically denied that there was any revolt in India or that Lord Kitchener had gone there to quell an expected uprising.

Mrs. Howard C. Kegley, wife of the news editor of the Pomona (Cal.) Progress, who, before her marriage last August, was Miss Phoebe Emerson, of Pasadena, was chosen by the local Chamber of Commerce to represent Pomona, the Goddess of Fruits, in the Pageant of Progress, an autumn floral festival and parade, recently held.

Don Marquis, of the New York Evening Sun, is the father of a brand new baby boy.

Samuel W. McCall, at one time editor-in-chief of the Boston Advertiser, was elected governor of Massachusetts. He is best known as a very aggressive member of congress for twenty years, beginning with 1893.

OHIO PERSONALS

Carl D. Ruth, for the past six years Columbus, O., correspondent for the Cleveland Leader and Cincinnati Commercial Tribune, will take hold of the Washington Bureau of the Leader and the Cleveland News December 1, succeeding Robert F. Wilson. Mr. Ruth is a graduate of Oberlin college and is well liked by Ohio politicians and newspaper men. He will be succeeded in Columbus

by Horace Daugherty, at present state-house man for the Ohio State Journal.

Allen E. Beach, political writer on the Columbus, Ohio State Journal, has resigned his position to take charge of the publicity bureau of the Ohio Republican executive committee. Beach held a similar position with the Progressive State committee during the 1912 campaign.

William Jennings Bryan, who toured Ohio in behalf of prohibition two weeks ago, was accompanied on his private car by several newspaper men. James W. Faulkner represented the Cincinnati Enquirer; Carl D. Ruth, the Cleveland Leader and Cincinnati Commercial Tribune; C. C. Lyon, the Scripps-McRae league; R. D. Moore, the International News Service; Frank H. Ward, the Cleveland News and Toledo Blade; T. T. Frankenberg, the Ohio State Journal; and Arthur Crumrine, the Columbus Dispatch. At the conclusion of his final speech Mr. Bryan said he had never received fairer treatment from newspaper men.

CANADIAN PERSONALS

J. A. Powell has been appointed advertising manager of the Brantford Courier. He has had a comprehensive newspaper experience of twenty-three years.

Herbert W. and Norman E. Farrow, of Brantford, have purchased the Smith's Falls (Ont.) News. The former is to be manager and editor.

Edgar J. Guy, who acts as Toronto representative for several Canadian dailies including the Winnipeg Free Press, has just returned from a trip through western Canada.

E. E. Sheppard, founder of Toronto Saturday night, and now resident in California, has written a philosophical work called "The Thinking Universe." Mr. Sheppard was a picturesque figure in Canadian journalistic circles a few years ago, being the king of rough rider journalists in this country. He is reported to have turned Christian Scientist.

Harry B. Jennings, for some years a member of the news staff of the St. Thomas Journal, has enlisted for active service in the 1st Battalion.

E. H. Macklin, managing director of the Winnipeg Free Press, has been recently bereaved through the death of his brother, Athol B. Macklin, of the Public Works Department, Ottawa.

SAN FRANCISCO PERSONALS

Oliver Allstrom, staff poet of the Houston Chronicle, poet laureate of the State of Texas and author of its official song, is in San Francisco after traveling 3,100 miles by automobile and meeting with some adventures on the road. The "Kipling of the Southwest," as he has been called because of his songs of soldier life on the border, climbed Pike's Peak in six hours and also ascended Lookout Mountain at Denver. Allstrom, who is the author of five books of verse, will write verse commemorative of the Exposition before leaving San Francisco.

A. J. Glover, editor of a paper published in the interests of dairymen at Fort Atkinson, Wis., is attending the dairymen's convention at the Exposition.

Charles A. Whitmore, a newspaper man of Visalia, and Mr. and Mrs. W. H. Langdon, of Modesto, form a party which motored up from the interior.

Ina D. Coolbrith, president of the Pacific Coast Women's Press Association, was honored, recently, at a reception at the College of the Holy Names in Oakland. Miss Coolbrith told the pupils and sisters of her early reminiscences of the late Charles Warren Stoddard, whom she regards as one of the greatest of modern authors.

Irwin F. Paschall, advertising manager of the Farm Journal, is here from Philadelphia, attending the live-stock shows at the Exposition.

Ebbe Kornerup, Danish author, artist and journalist, has returned from a tour around the world. Kornerup started his tour from San Francisco two years ago and has spent considerable time in the Orient, Australia and Tahiti. While travelling, Kornerup represented the Berlingske Politiske of Copenhagen, the oldest Danish newspaper.

H. K. McCann, president of the H. K. McCann Company, of New York, is in the city attending the Exposition and visiting the company's Pacific Coast branch office in the Sheldon Building.

WASHINGTON PERSONALS

The friends of Theodore H. Tiller, of the Washington Times, are boosting him for the presidency of the National Press Club, vice Frank B. Lord, who has served two terms and will relinquish the office January 1. Mr. Tiller is a former vice-president of the club, and for the past two years has been chairman of the board of governors.

Lawrence Todd, of the International News, has resigned, and has been succeeded on the Senate work by R. B. Smith, formerly of the United Press.

Morton M. Milford, chief of the Louisville Courier-Journal Bureau, has returned to Washington, after two weeks spent in Kentucky during the gubernatorial campaign. Mr. Milford also visited friends and relatives in Indiana.

Nelson M. Shepard, until recently managing editor of the Brenham (Texas) Banner Press, is now a member of the Central News Staff of this city.

E. H. Baker, publisher, and E. C. Hopwood, managing editor of the Cleveland Plain-Dealer, are visitors to Washington.

James L. Wright, formerly of the Detroit News, is now associated with the Cleveland Plain Dealer Bureau, as assistant to Ben F. Allen.

Julius P. Wood, former Washington correspondent of the Chicago Daily News, was a visitor to this city for a short time this week.

C. N. Odell, formerly of the copy desk of the Washington Herald, is now city editor of that paper, succeeding Herman Landon, who goes to New York.

John Miller, formerly of the Washington Star, and more recently of the Baltimore Star, is now telegraph editor of the Washington Herald.

Frank R. Lamb, formerly of the Washington Times, has been in Rochester, N. Y., assisting in the campaign of his brother, who was a candidate for a city office.

Wingrove Bathon, of the Washington Star, spent two days in Frederick, Md., this week, securing material for a special Maryland edition of his paper.

Mrs. George F. Richards, of the Concord Monitor, Manchester (N. H.) Mirror, and the Portland (Me.) Express, and other New England papers, and the only woman correspondent of the Press Galleries of Congress, has returned to Washington for the winter's work after a vacation in New England.

William Vernon Richardson, newspaper man, of Danville, Ky., and secretary to Senator James, was married to Miss Elise Browning, of this city, on November 3.

Grafton Wilcox, of the Associated Press, has returned from a vacation in the South. B. H. Lambe and Byron Price have also just returned from vacations, while Steve Early, of the Associated Press, is enjoying a hunting trip in Virginia.

Avery Marks, of the Washington Times, is busy getting up the edition of the "Hot Times," which will be a feature of the Times dinner to be held on November 30. Associated with him are Mike Flynn, Louis McMahon and M. H. McIntyre. Theodore H. Tiller will be toastmaster of the dinner.

What's the matter with Kansas? William Allen White, editor of the Emporia Gazette, had a noon time appointment with President Wilson Tuesday, but failed to keep it. The President waited a little past the hour set and then left to keep a luncheon engagement with his fiancée.

CHICAGO PERSONALS

Miss Mildred Joelyn has succeeded Miss Clover Lord as motion picture editor of the Evening Post.

J. Bernard Walker, editor of Scientific American, spoke at the Navy League banquet at the University Club this week. He said that if Germany wins the present war America would need a bigger navy and need it quick.

J. D. Salkeld, legislative correspondent for the Journal, who has been sitting in at the head of the copy desk all summer, has relinquished that post and is out brushing up on politics, preparatory to going to the capital when the Assembly convenes on Monday. Will Blinn now is telegraph editor.

Howard P. Jones, political editor in the Chicago office of the Associated Press, helped out in New York during the recent election there.

"Oh, Very Well!" is the name of the snappy new "colym" Jack Lait is writing for the Herald.

James Cruisberry and Otto Engel, of the Tribune sport department, are on their vacations.

E. Marshall Young covered the nurses' association meeting at Bloomington this week for the Journal.

Shepard Butler is getting out the Tribune feature pages during the absence on honeymoon of the recently wed Alfred Winslow Chase. Miss Mae Tinee is attending to the movies, because Kitty Kelly, film editor, is Mrs. Chase.

Thomas W. Steep, formerly connected with the local Associated Press office, has been recalled from Vera Cruz, Mex., and assigned to the New York office.

Albert T. Ward, cashier of the Tribune, celebrated his thirtieth anniversary with the W. G. N. last week.

B. Beecher Osborne has retired from newspaper work after years' service in the local room of the Herald, and has opened up a real estate office on the north shore.

Paul Cowles, superintendent of the central division of the Associated Press, made a flying trip to Dallas last week. He conferred with several Texas editors and with Howard Blakeslee, looking to a further improvement of the service, which the Texas editors already report to be of high order.

Capt. C. C. McCarthy, of the United States Marine Corps, was the guest of David B. Clarkson, president of the David B. Clarkson Publishing Company, at a dinner at the Press Club this week.

William Merrill, manager of the Harlem Golf Course, entertained a number of the Press golfers Sunday. Basil Wyrick, of the A. P., turned the high score in the play.

Joseph Dillabaugh has been made assistant to Frank Carson, day city editor of the Tribune.

R. R. Atkinson, night editor of the Herald, is back from an automobile trip to the Atlantic seaboard.

William E. Moore left Chicago last week to join the editorial staff of the New York Tribune. Mr. Moore began his newspaper career in Chicago. He was managing editor of the Inter-Ocean when that paper suspended. He went over to Mr. Keeley's new paper, the Herald, and left it to become chief of editorial writers on the Daily News. He resigned there in the summer to give personal attention to a printing plant he owns with his brother at Monett, Mo. Mr. Moore was also on the staff of the New York Herald for a number of years.

Col. William Lightfoot Visccher, one of Chicago's picturesque characters of newspaperdom, and dean of the Press and Adventurers clubs, has been engaged to write a series of photoplays for the Ziegfeld Photoplay Company and act the leading roles in them.

Walter A. Washburne, night city editor of the Tribune, gave a Hallowe'en party for some of his colleagues. Present were: Claud Porter, Edward Burns, Gilman Parker, Mr. and Mrs. Stanley Mitchell, George Bastian, Mr. and Mrs. Edward Doherty, Mr. and Mrs. Floyd Gibbons, Mr. and Mrs. Frank Smith, R. R. Atkinson, Mr. and Mrs. Walter Wood, Mr. and Mrs. Charles Lederer, David B. Clarkson and Mrs. Virginia Brooks Washburne.

BOSTON PERSONALS

George B. C. Rugg, assistant city editor of the Boston Post, will have a short story called "The Dub" in the Illustrated Sunday Magazine of November 14. This is another of Mr. Rugg's "mud digger stories." When just out of Harvard Mr. (Continued on page 615.)

\$32,000,000Is the
PAYROLL IN PITTSBURGH, PA.,
Per Month.**Gazette Times**

Morning and Sunday

"Pittsburgh's One Big Newspaper."

Chronicle Telegraph

Evening Except Sunday

"The Paper That Goes Home."

Are the two biggest and best buys in Pittsburgh because they reach the people who read advertisements. They can be bought at a

FLAT COMBINATION RATE

Of 22½c. Per Agate Line.

And give you the largest net circulation. For further information and co-operation, write

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The John M. Brantam Company
Mallers' Bldg., Chicago. Chemical Bldg., St. Louis.**PITTSBURGH**

THE HOME OF THE

LEADERAlso the city of happyized
homes and substantial workmenWrite to W. E. Moffett, Advertising
Manager, Pittsburgh, or to
Verree & Conklin, Brunswick Building,
N. Y., Steger Building, Chicago,
for any information desired.**THE PITTSBURGH
PRESS**Has the **LARGEST**
Daily and Sunday
CIRCULATION
IN PITTSBURGH

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I. A. KLEIN, Metropolitan Tower, N. Y.
JOHN GLASS, Peoples Gas Bldg., ChicagoIn **PITTSBURGH**Our Competitors are amazed at the
growth in Circulation and Advertising
being made byThe Post ^A The Sun
^D
WHY?Because The Pittsburgh Post and The
Pittsburgh Sun are today the best newspapers
in Pittsburgh. The most wide-
awake, up-to-date Daily papers ever published
in that city, and the great public
is realizing the fact more and more every
day.**CONE, LORENZEN & WOODMAN,**
Special Representatives
New York. Detroit. Kansas City. Chicago.**Get the Best Always****The
Pittsburgh Dispatch**
Greater Pittsburgh's Greatest
Newspaper**WALLACE G. BROOKE,**
Brunswick Building, New York**HORACE M. FORD,**
Peoples Gas Building, Chicago**H. C. ROOK,**
Real Estate Trust Building, Philadelphia**WHY IS IT?**that the Times-Leader is the only one of
the three evening newspapers in New
Haven, Conn., that is a member of the
Audit Bureau of Circulations. Think it over.**BRYANT, GRIFFITH & FREDRICKS**
225 Fifth Ave. 716 Peoples Gas Bldg.
New York City Chicago**THREE MEN SPOKE****New York's Sphinx Club Gets More or
Less "Whipped Cream" from Ingalls
Kimball, a "Salad" from Judge Apple-
ton and Some Good Roast Beef From
Nat Olds, of Julius Kayser & Co.**The Sphinx Club of New York dined
at the Waldorf on Tuesday evening.
The president, Preston P. Lynn, was in
the chair.Ingalls Kimball, head of the Chelten-
ham Advertising Agency, spoke on "The
Money Value of Good Typography in
Advertising." Here are some things that
he said:In general, covering all divisions, let me
admit that I aim no higher than effective-
ness. I am willing to admit that what is
effective is good; but that doesn't mean
that I admit that, because ugly things are
sometimes effective, beautiful things might
not have been vastly more so.Appropriateness is, I suppose, the very
first quality to look for in any matter in
which good taste has a place.Most of the principal magazines are typog-
raphically excellent. Their owners were
among the first to discover that the placing
of type and pictures on a page was a matter
of real importance, and they hired men
whose sole business it was to attend to that
part of the publication. As one of the best
examples of excellent typography—look at
Vogue!There is no secret about how to get the
most out of Vogue. You have only to do
what its editors have done—and do it bet-
ter; which means not only that you must
have artists of Vogue caliber to draw—
writers of Vogue caliber to write your ad-
vertising—but that the arrangement of your
advertisement, copy and pictures must be
as carefully disposed, by as competent a
person, as are Vogue's own pages. And
that you must use a good deal more space
for the same subject than Vogue would
use, because your reader is prejudiced
against your statements when she starts,
whereas she is prejudiced in favor of
Vogue's editor.I have talked a good deal about Vogue
partly because its change of form has been
so recent and so decided and we are all
familiar with it; chiefly, because it is
typical. Other publications, too, have
changed their form.Position "next to reading matter" was
obviously impossible without an increase to
at least a three-column page. I believe the
American Magazine was the first to make
the change. Personally, I find its size more
pleasing—certainly more practical—than the
larger unit adopted by several other peri-
odicals.**PUBLICITY WORST BLOW TO CRIMINALS.**Judge Charles A. Appleton's subject
was "Publicity as a Deterrent to Crime."
He said in part:Publicity is the strongest weapon that
can be used in securing a vigorous adminis-
tration of the criminal law and in dis-
couraging persons from committing crime.
It is often said, and it seems to be a fact,
that a person is more afraid of public
opinion than of the law. Every one is
afraid of the opinion of his neighbor.Public opinion is based upon what the
people think they know of the facts. If
the public is properly and truthfully in-
formed, then its opinion is much more force-
ful. So, therefore, to create a sound public
opinion it is necessary to give full publicity
to all matters in which the public should
be interested.There are some, I know, who claim that
publicity in criminal matters induces the
young to enter the life of crime—that it is
made to appear romantic and exciting.
With that I cannot agree because the more
one knows of the criminal, the more certain
he must be that the life of crime is one of
shame and degradation, of sorrow and
misery.To be let alone to pursue their evil ways
is all the denizens of the underworld want.
To have the public know of their activities
is the worst blow that can be struck at them.Nat Olds, sales manager of Julius
Kayser & Co., spoke on "Solicitors I
Have Met." He said in part:The big thought that I believe lies back
of all successful sales effort is that adver-
tising is going to be more and more a plain
problem of 2 plus 2 equals 4. In other
words, advertising has ceased to be a gam-
ble, and is being reduced to laws, like elec-
tricity and engineering. There are quiet,
earnest men doing laboratory work in ad-
vertising, as Edison does in electricity, and
they are the ones who will carry off the
prizes. This has been always the history of
progress, and the laboratory idea is an indi-
cation of how things are moving. I believe
that every advertising medium, every agency,
and every advertiser, should have an adver-
tising laboratory as part of the plant.This research spirit is no new thing in
advertising, but its spread among the vari-
ous kinds of mediums is becoming more
marked. We have found that the news-
papers, as a rule, seem more willing and
eager to make these surveys and investi-
gations of market conditions than do the
magazines. I wonder if the agencies will
hear me out in this conclusion. I am talk-
ing now about the newspapers individually.**PHOTOGRAPHS OF THE CONTINENT-WIDE SHOW WINDOW.**The Bureau of Advertising of the American Newspaper Publishers' Association, in the
Pulitzer Building, New York, has been literally swamped with photographs of show windows
filled with newspaper advertised products, taken during International Newspaper Window
Display Week.This photograph shows Director Thomson and Associate Director Moore working over
several hundred pictures that have just come to Mr. Thomson's desk.Altogether the Bureau has between 500 and 600 photographs on hand, and assurances
from publishers that more are on the way. Every mail adds to the collection. More than
400 cities took part in Window Week, and reports indicate that there were between 15,000
and 25,000 show windows. About 500 newspapers co-operated, and newspaper advertised
goods of every description were represented.Window Week was probably the largest presentation of the entire newspaper cause that
has ever been made for the benefit of national advertisers, and the results indicate some very
definite new prospects for the newspapers.It is harder to get action, we find, through
the newspaper list representatives here in
New York. Indeed, I do not blame them,
but rather feel sympathy for them. Why
is it that the advertising manager of a
newspaper in the Middle West, say, should
look with dark suspicion upon his New York
representative's motives, when a "national
advertiser" asks for some information, or
trade help? The first response is frequently
a stall, and the second a third degree. Yet
we ask them nothing more than merchants
ask us, a score of times a week, about the
products we deal in.**RESPONSIBILITY ON ADVERTISERS.**Summing up the solicitation of advertis-
ing as I see it, I have nothing but praise
and admiration for the personnel of the
men whose task it is to tell us about their
mediums. They are intelligent, shrewd and
likable. The point I want to make is that
sometimes their time is wasted, and their
efforts are vain, for the reason that they
have not analyzed, studied and tested their
market in relation to the market of the
advertiser they want to reach. Yet the ad-
vertisers are sometimes responsible for the
lack of full information which is their due.
By this I mean that they do not ask for
advertising facts and figures as they do
from their architects and builders. The
selling and advertising are looked upon as
matters of opinion, to be discussed at lunch,
or at some odd indefinite period, later on.
A manufacturer I know of spent literally
weeks in consultation with his architects
and builders before even the foundations to
his factory were dug, and he traveled to
distant cities to look at the plants erected
by other concerns. When he got his facts
right to meet his needs, he built a magnifi-
cent factory. This same manufacturer is
so close a buyer of raw material that the
mill men call him the Human Cancellation.
Yet when it came to considering the vital
question of marketing the product that this
magnificent factory put out, here is what
happened: Two agencies were in the field
for the business, and the manufacturer met
their representatives one afternoon at 4:30
to make his decision. It was a question of
spending \$75,000, and when the rivals ap-
peared, the owner of the model factory
pulled out his watch and said:"Now, you fellows must be quick about
this. I've got a date to look over a sales-
man at 5:30, and I can give you 20 minutes
each!"Agencies get blamed for losing accounts
when the truth is that the accounts lose
the agency. It is hard to understand such
a point of view as I have described when
one stops to think of the stake involved. It
may be that business men do not realize that
advertising at the last analysis is selling,
and selling is finding, and winning, and
keeping a market. It is more than pictures,
space bills, adroit representatives, lithos
and the outward and visible forms of activ-
ity. It's a painstaking, laborious and thor-
ough study of the whereabouts, the wants,
the preferences and the crochets of the
moving human millions who make up the
great American market.**Southern Prosperity**George Katz, of the E. Katz Special
Agency, New York and Chicago, returned
to this city a few days ago after a trip
to Kansas, Oklahoma, Louisiana and
Texas. Mr. Katz states that business in
that territory is very good. Cotton seed,
which sold last year from \$13 to \$15 a
ton, is now selling at \$45 to \$50 a ton.
Cotton has advanced in the same period
from 8 and 9 cents a pound to 12 and 13
cents a pound.**Sequence**In an advertisement of the Montauk
Theatre, Brooklyn, on Sunday last, ap-
peared these three announcements in regu-
lar succession: Andrew Mack, "The
Irish Dragoon"; "Twilight Sleep";
"Next week, 'Some Baby.'"About one man out of a thousand works
for the love of working. The remaining
999 men work because they must.

POINTERS FOR SOLICITORS

Some Things They Ought to Know Besides Circulation.

"Merchandising the Newspaper" was the subject of an interesting address delivered before the Chicago Advertising Association this week by J. R. Parsons, advertising manager of Carson, Pirie Scott & Co., one of the city's largest department stores. Among other things he said:

"There are four things about a newspaper which should count with an advertiser and do count with most shrewd advertisers who analyze the situation before they invest a dollar in any newspaper space. In their respective importance, they are (1st) circulation figures, (2nd) buying power of the readers, (3rd) their responsiveness and (4th) their loyalty.

"I wonder how many newspaper advertising space salesmen realize the importance of studying the newspaper for which they are selling space and of knowing something more about it than the amount of its circulation.

"Taking all statistical information we can get regarding increased population through the birth rate and the new settlers and counting every man, woman and child, every domesticated animal and many undomesticated ones, there wouldn't be enough living, breathing bipeds and quadrupeds combined in the city of Chicago, for instance, to hold,

medium to which he is attached intends to get very far he must take with him these days something else besides the report of the circulation manager or his list of numbers of copies sold."

Among the things the solicitor ought to know, Mr. Parsons asserted, were the buying power of the paper's circulation, facts showing that its readers are responsive and proof of their loyalty. He must be a real salesman with real selling ideas—and more, he must be an analyst. He must be able to analyze his own paper, other papers, other kinds of media, advertising and methods. He must even have real advertising ability of his own so that he can talk on an equal footing about advertising matters with an advertiser.

Cobb and Carson Join Mahin

Joseph M. Cobb and J. O. Carson are recent accessions to the Mahin Advertising Company, Chicago. The former has been with the System Company for several years, while the latter has been for the last two years in charge of the New York sales division of the Cudahy Packing Company in the Old Dutch Cleanser department. Previous to that he had had agency experience and work in the magazine field.

Special Agency Changes

S. G. Lindenstien, publishers' representative, New York, has added the Newburg (N. Y.) Journal and the Hones-

The Newspaper Which Keeps Up the Spirit of the Belgians

PRIX DU NUMERO—élastique, de zéro à l'infini (priés aux revendeurs de ne pas dépasser cette limite).

LA LIBRE BELGIQUE

FONDEE LE 1er FEVRIER 1915

BULLETIN DE PROPAGANDE PATRIOTIQUE—REGULIEREMENT IRREGULIER NE SE SOUMETTANT A AUCUNE CENSURE.

<p>ADDRESSE TELEGRAPHIQUE KOMMANDANTUR-BRUXELLES</p>	<p>BUREAUX ET ADMINISTRATION ne peuvent être un emplacement de tout repos. Ils sont installés dans une cave automobile.</p>	<p>ANNONCES—Les affaires étant nulles sous la domination allemande, nous avons supprimé la page d'annonces et conseillons à nos clients de réserver leur argent pour des temps meilleurs.</p>
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L'INTERVIEW DE BENOIT XV.
Un des événements les plus étranges nos jours est assurément l'interview du Pape Benoît publié dans La Liberté de Paris. Le Saint Père s'est exprimé sur les questions de l'heure avec une franchise extraordinaire. On ne peut guère nier l'importance de l'opinion qu'on n'a pas dépassé, dans le fond ou dans la forme, la portée des opinions qu'on lui prête. Il paraît bien par les contradictions qu'il s'efforce, que le rédacteur de La Liberté n'a pas eu ce soupçon. Par défaut d'impartialité, nous cueillons du texte de ces controverses deux notes intéressantes. La pre-

"Free Belgium," secretly printed and clandestinely circulated from hand to hand, humorously gives its telegraphic address as the Kommandantur, German headquarters, and its office address as "an automobile cellar," as it is impossible to have them in a permanent location. It is "regularly irregular" in its publication and is "not submitted to any censorship." The price per copy, it is stated in the top line, is "elastic, from zero to infinity; newdealers are requested not to exceed this limit." As for "announces," or advertising, the public is advised to "keep its money for better times," as business is null under German domination.

one apiece, all the copies of newspapers now circulated in this city.

"And don't think that I doubt for one minute the statements regarding the increase of circulation of any Chicago newspaper during the past eighteen months. I don't, not for an instant.

"But where is the circulation going? It isn't finding new readers. That would be utterly impossible. Simply because one newspaper I know of has increased in the past year over 100,000 doesn't prove that today it reaches 100,000 more readers than the advertiser who had been using all the newspapers in Chicago consistently for the past few years had already reached and has been reaching right along. Not a bit of it. It simply proves that on account of the pressure of big news, those who wish to keep keenly alive to transpiring events and wish to form unbiased opinions are buying more than one newspaper.

"In other words, circulations are lapping over and only after the war is over and the news becomes normal again will the net show up again in the final shake-down.

"So if the disciple of advertising to whom has been entrusted the pilgrimage of enlightenment regarding a particular

dale (Pa.) Independent to his list of papers.

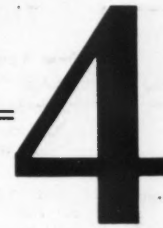
Cone Lorenzen & Woodman, publishers' representatives, New York, have been appointed sole foreign representatives for the United States and Canada of the Fort Worth (Tex.) Record.

Screen Cloth and Citrus Cream

The H. K. McCann Company, New York, has secured the advertising account of the Reynolds Wire Company of Dixon, Ill., manufacturer of wire screen cloth. The account of the Laughlin Fruit Refining Company, Los Angeles, has also been placed with the McCann Company. The advertising of "California Citrus Cream" will appear in a list of Eastern newspapers.

Printers of Texas Meet

The annual convention of the Texas Printers' State Council was held in Houston this week. The officers are Hugh C. Colley, Houston, president; Clint Tullis, Dallas, vice-president; A. A. Clark, Palestine, secretary-treasurer; Eugene S. Nordhaus, San Antonio, chairman of executive board.



THE "New Yorker Staats-Zeitung" has attained a position of unique prominence. Having long ago outdistanced all competition in the foreign-language newspaper field of America, it now ranks fourth in circulation among the leading dailies of New York.

Circulation Reports to Post Office Department
October 1st, 1915
(Average Daily and Sunday)

World	391,158
American	349,345
Times	318,274
Staats-Zeitung	131,456
Press	110,869
Herald	98,651
Tribune	82,674
Sun	71,749

This reflects the market the "New Yorker Staats-Zeitung" represents and its value to the advertiser. It also shows why the substantial buying public of New York cannot be reached without the use of its advertising columns.

It is the fifth largest in volume of all advertising published.

Total advertising in agate lines for the year 1914 (daily and Sunday) compiled by Statistical Department of the N. Y. Evening Post

World	7,531,401
Times	6,879,097
American	6,142,193
Herald	5,863,871
Staats-Zeitung	3,117,355
Sun	2,630,831
Tribune	2,230,211
Press.	1,486,889

Conditions have made the "New Yorker Staats-Zeitung" the most powerful newspaper in America and as a result an advertising medium of exceptional value.

It might be well to bear in mind the above facts when an advertising campaign is contemplated.

New-Yorker Staats-Beitung.

"THE NATIONAL GERMAN DAILY"

Members of the American Newspaper Publishers' Association and the Audit Bureau of Circulations

The New York Times enters, every Sunday, more than a third of a million homes of men and women of intelligence and incomes.

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

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

Next to the "World" in Want Ads.

Your sales-message in **DETROIT SATURDAY NIGHT** will produce the results you are seeking.

G. LOGAN PAYNE CO.
New York Chicago Boston Detroit

The Detroit Free Press

"Michigan's Greatest Newspaper"

The Largest
2-Cent Morning Circulation
In America

Rates and information
direct, or from

VERREE & CONKLIN, INC.,
Brunswick Bldg. Steger Bldg.
New York Chicago

THE NEW ORLEANS ITEM

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

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

Editors Who Know

The Hartford Courant has found the Bain service closer to the news and more diversified than any other.
Yours truly,
C. L. Sherman.

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

N. Y. AD CLUB BOOMING

Having Already Outgrown Its Just-Opened Clubhouse, the Adjoining Edifice Is to Be Taken on and Facilities Greatly Increased—Membership Now 1,100, with a Big Waiting List.

Everything is assuredly booming with the New York Advertising Club.

To begin with, it has already outgrown its quarters on East 25th street and is to enlarge as quickly as possible. An extension will be built to the tapestry room (now the lounging and smoking room) and it will be thrown into the main dining room, which, with the additions, will be able to seat comfortably 400 people at a meeting. Nos. 45 and 47 are now occupied by the club, and No. 49 will also be taken in. The present dining room will be turned into a lounging and smoking room and two fireplaces now hidden will be opened up. What is now the library and reading room will be made twice its present size.

Four additional meeting rooms will be put in on the third floor at No. 49. A new kitchen will be built underneath the new extension, which will enable a full 400 to be taken care of without a moment's delay. The entire new outfit will be furnished to harmonize with the present excellent furnishings and will cost in the neighborhood of \$15,000 to install.

The club started out to take care of 600 members; but it now has 1,100, and a waiting list. Pressure is being brought to bear to allow an increase of the membership limit. The club was faced with the proposition of either cutting down the membership in order to take care of the enormous patronage that it has had or to double its facilities. The matter was very carefully gone into, and as a result the board of directors has decided to increase the physical size of the club. Fees will not be advanced, as the club's income on the present basis is sufficient to carry the entire proposition. Plans have already been made, and the club's new extensions will be ready for occupancy by the first of March next.

The Advertising Club (which name has already been accepted by the secretary of State) has thus far signed up reservations for 365 people at the Hotel Adelphia for the A. A. C. of W. convention next June.

The speaker at yesterday's luncheon was F. R. Feland, of the Batten Agency.

LIVE AD CLUB NOTES

The Fort Worth Ad Club has launched an active campaign for new members, in which it is hoped to enlist every legitimate advertiser in the city. Ted Robinson, advertising manager of Washer Bros., was appointed by President Tully Bostick as chairman of the membership committee and instructed to select a corps of co-workers who would "beat the bushes" for new members. There is also to be conducted a little campaign for "Truth in Advertising." Rufus Wilson, the well-known publicity expert, on February 9 will deliver an address on "Community Development and Advertising."

The El Paso Ad Club has launched a series of educational features which will be continued through the fall and winter luncheon meetings. The first subject to be considered is "Banking and Bank Advertising." Actual demonstrations of banking and the methods employed in up-to-date banks will be given by members who know banking from A to Z. In these demonstrations "Ad Club Money," which has been issued, will be used. The discussion of banking will be followed by similar discussions of other lines of business.

If Bertillon's famous system for detecting criminals is ever applied to the running down of fake advertisers, members of the Spokane (Wash.) Ad Club will be in a position to know something about the method of procedure. Charles Flemming, head of Spokane's Public Safety department, was chairman of this week's luncheon, and M. S. Dugger, thumb-print expert of the police force,

gave a complete demonstration of the Bertillon scheme of identification, having all of the paraphernalia of his department on exhibit. Records were taken of a number of the luncheon guests. Other methods practiced in safeguarding the lives and property of the city were discussed by employees of the police and fire departments. Committee appointments for the ensuing year were announced by W. K. Shissler, the newly-elected president.

The Columbus (O.) Advertising Club on November 4 held its annual election of officers which resulted in the choice of the following: President, H. H. Hershey, business and advertising manager of the Peruna Company; vice-president, H. S. Warwick and W. W. Morey; secretary, H. H. Shipley; treasurer, Robert F. Boda; trustees, Harvey R. Young and L. A. Feibel. Frank Alvah Parsons, president of the New York School of Fine and Applied Arts, who comes to Columbus next week, will be invited to address a luncheon meeting of the club November 18. H. J. Kenner, of Indianapolis, national secretary of the vigilance committee of the Associated Advertising Clubs of the World, will speak.

Irving F. Paschall, advertising manager of the Philadelphia Farm Journal, and chairman of the national exhibit committee of the Associated Advertising Clubs, was the guest of the Denver "Ad" Club at a luncheon on October 29.

At the boom luncheon of the Advertisers Club of Cincinnati, held on November 3, 112 new members were enrolled. The speaker of the occasion was John Shuff, postmaster, whose subject was, "How to Weigh and Mail Advertising Matter."

The Ad Club of New Orleans held its first membership meeting of the season at the Cafe Louisianne on November 2. Col. R. E. de Montluzin, the newly-elected president, presided, and told in detail of the comprehensive educational work which the club has outlined for the fall and winter months.

Louisville Ad Club Active

The Louisville Tru-Ad Club heard talks by E. B. Tinsley, of the Tinsley-Mayer Engraving Company, and F. P. Bush, of the Bush-Krebs Company, on phases of the photo-engraving business at its meeting on election night. Caryl Spiller, chairman of the educational committee of the club, has been appointed a member of the committee on libraries of the A. A. C. of W.

Iowa Ad Men Elect Officers

These are the new officers of the Associated Advertising Clubs of Iowa: President, R. E. Choate, Cedar Rapids; vice-president, C. E. Forkner, Marshalltown; secretary, D. M. Grove, Nevada; treasurer, Frank Throop, Davenport.

Kansas City Booming

Ed. Cone, of Cone, Lorenzen & Woodman, publishers' representatives, New York and Chicago, is just back from a Western trip. He reports that Kansas City is enjoying the most prosperous times ever known. Cattle receipts recently rose to the record-breaking figure of 43,000 head in one day, while flour mills and packing houses are running twenty-four hours a day.

The Philadelphia Bulletin

Continues to Break All Records

The net paid daily average circulation of THE BULLETIN for the month of October, 1915, was

371,924 Copies a Day

The Chief Statistician of the City of Philadelphia reports that in Philadelphia there are

358,129 Homes

"Nearly everybody in and around Philadelphia reads The Bulletin."

1915	
January	340,519
February	346,008
March	353,855
April	356,814
May	357,669
June	354,859
July	347,442
August	351,252
September	357,584
October	371,924

THE BULLETIN circulation figures are net; all damaged, unsold, free and returned copies have been omitted.
WILLIAM L. McLEAN, Publisher.

ALONG THE ROW

FROM STICK TO DOUBLE TRUCK.

He wrote an ad of half a stick. It told the truth, and caught on quick—The goods he sold became the rage. And now he's taking half a page. Through honesty, and not through luck, He soon will take a double truck. The people now are wise to "con"—'Tis he who's straight who catches on.

AND TROUBLE FOLLOWED.

The reporter wrote, "at a meeting of enrolled Democrats," and the printer made it "embroiled Demasudts." Then came letters to the editor and a lot of trouble, but such things will happen now and again.

SHORT TEMPERANCE TALK.

The scribe who made a pal of booze might hold on years ago, but now, today, there is no job for him along the Row. He'd find that bosses everywhere on him would slap the lid, and hand the fat assignments out to "Sarsaparilla Kid." It would be hard to find, indeed, a sheet in all the land that would employ a bleary-eyed tank with a St. Vitas hand. Now Milk and Seltzer hold the jobs while Hard Stuff tramps the road; there's nothing doing for the man who gets a daily load.

Of course we know that wit's in wine, and merry laughter, too, but somehow papers cut out souse, when there is work to do. The man who's always on the job is he who draws the pay; not Jag, who 'phones the City Desk: "Can't work—I'm sick today."

All men have perfect liberty to do just what they choose, but we have not observed success go hand-in-hand with booze. One isn't thought a genius now because he fills his tank and blows his money at the bar, instead of at the bank. He may laugh at the Soft Stuff man, and say he is a sop, but it's the "Sarsaparilla Kid" who landeth way on top.

FROM THE SKINNERSVILLE SIGNAL.

"As our readers well know we gave hearty support to the suffrage amendment in the recent election, and as a result over half a million votes were recorded in its favor. We now invite these half million noble men to subscribe to the Signal, and prepare for the next campaign. Our heart is open to the cause, our subscription books for names, and our columns for the advertising of goods passed by the censor and certified to by the Board of Health."

GOOD MESSMATES ALL.

Wireless telegraphy has been a great help to the men who cover ship news and who have their headquarters in a little frame building down at the Battery. No longer do the boys have to cross Great South Bay in blizzard weather aboard an oyster sloop in order to find out the name of some vessel ashore on Fire Island. The wireless attends to all that nowadays and also sends in particulars and details of the disaster.

However, the ship news reporters still earn their money. They are held responsible for all that happens on Ellis Island, where the immigrants are herded; for all news on Governor's Island, headquarters of the Military Department of the East; for whatever may occur at the Quarantine Station, and at the detention hospitals on Hoffman and Swinburne Islands, and news items on Liberty Island. In addition, they must prepare a miniature almanac every day of sunrise, sunset and high and low water at various places like Hell Gate and Sandy Hook.

They also prepare a daily table of arrivals and departures of all vessels, and write all that may happen in the Harbor and on the rivers. When a new man was assigned to ship news years ago he had to be initiated by being sent to the foot of Canal street to see why the California night boat was fifteen minutes late. He was told tales of square rigged schooners being filled with hawser holes, and of the terrible voyage of the Peruvian bark Calisaya that had run ashore; of a steamer sinking with a cargo of artesian wells in bulk, and other harrowing yarns of the sea, all of which he was informed,

it was his turn to cover, and sometimes he made the attempt to do so, to the great joy of all hands. Sam Wood, of the Sun, is probably the oldest man in point of service at Shipnews, and he could write a book about his experiences, which some day he ought to do.

TOM W. JACKSON.

CLARKSON GOES TO PATERSON

Leaves Brooklyn Times, After 27 Years, For Press-Guardian.

After twenty-seven years of continuous service in the advertising department of the Brooklyn Daily Times, Willard A. Clarkson has joined the staff of the Paterson (N. J.) Press-Guardian, where he will be associated with William B. Bryant, and John L. Matthews, business manager and editor respectively, and both Brooklyn Times alumni.

Perhaps no figure in Brooklyn journalism is more familiar than that of "Bill" Clarkson. Back in the good old days of "Barney" Peters he was a messenger boy on the Times. He passed successively through the stages of office assistant and mail clerk until he found a permanent berth as chief of the office advertising staff. His labors were characterized by zealous, painstaking endeavor, and because of his sunny disposition he won many friends for his paper. He was the one man in the Brooklyn Times office who was accredited with "knowing everybody."

Members of the Times staff tendered him a testimonial dinner on Thursday evening when he returned from New Jersey to take final leave of his old associates.

AD FIELD PERSONALS

William Ganson Rose, president of the Cleveland Advertising Club, who made such an excellent impression of his address before the New York Advertising Men's League last month, was the principal speaker at the luncheon of the Cleveland Young Men's Business Club on Friday.

Robert T. Heed, head of the Frisco Railroad advertising department, has resigned to become associated with the Gardner Advertising Company of St. Louis.

E. R. Tewksbury, for six years advertising manager of the Globe Warehouse, has been added to the staff of the Morse Advertising Company of Scranton, Pa. Before leaving the Globe he was presented with a handsome traveling bag and box of cigars.

The E. P. Remington Agency of Buffalo has made Alex F. Osborn its new business manager. Mr. Balliett will continue, as general manager, to direct its policies. F. M. Fugazzi becomes contract manager, H. A. Meyers, office manager, and W. A. Richard, cashier.

Jess E. Trower, advertising manager of the Pittsburg Post and Sun, was in New York this week calling on the general advertisers and advertising agencies.

Death of Harris G. Eames

HARRIS G. EAMES, a lawyer of Brooklyn, formerly for thirteen years court reporter for the Brooklyn Daily Eagle, died on Thursday from acute indigestion. He was born in Newark, N. J., forty-eight years ago, and was graduated from the Yale University Law School at the age of twenty-two years. For five years he was postmaster of West Haven, Conn., and then came to Brooklyn, where he was employed as a reporter on the Standard Union and later in the Brooklyn office of The New York Herald. In 1901 he became court reporter for the Brooklyn Eagle, and resigned from this position last year to practise law. He is survived by his wife, two brothers, and a sister.

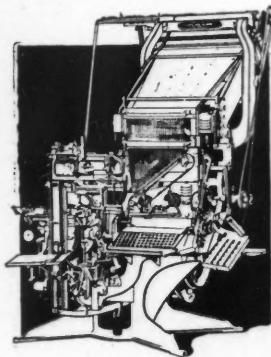
Two More for the A. N. P. A.

The McAlester (Okla.) News-Capital has been elected to active membership in the American Newspaper Publishers Association, and the Winston-Salem (N. C.) Sentinel is now an associate member.

DO YOU KNOW

THAT THERE HAS RECENTLY BEEN ADDED TO THE STAFF OF THE

N. Y. TRIBUNE



twelve multiple magazine Linotypes, including a four magazine Model 9.

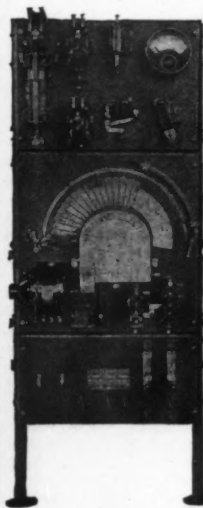
The Multiple Linotype Way is the Tribune Way.

MERGENTHALER LINOTYPE CO.

TRIBUNE BUILDING, NEW YORK

CHICAGO SAN FRANCISCO NEW ORLEANS
CANADIAN LINOTYPE, LIMITED, TORONTO

Sprague Electric System of Newspaper Press Control



A system for every need. Full or semi-automatic control, alternating or direct current. 10 to 200 horsepower. An attractive illustrated descriptive bulletin No. 24282 will be sent upon request.

Sprague Electric Works
Of General Electric Company

Main Offices

527-531 WEST 34th STREET
NEW YORK - - - N. Y.

MANHATTAN TYPES
FOR ALL TYPE PRINTING PURPOSES.

WE FURNISH HALF-TONE, ZINC ETCHINGS, COPPER ETCHINGS, BRASS ETCHINGS, COLOR PLATES, ELECTRO TYPES, DESIGNS, RETOUCHING, ILLUSTRATIONS AND PHOTOGRAPHS FROM THE ORDINARY TO THE HIGHEST QUALITY.

ALL ORDERS RECEIVE THE MOST CAREFUL AND PAINSTAKING ATTENTION, WITH PROMPT AND SATISFACTORY SERVICE.

GRANT US THE PRIVILEGE OF ESTIMATING ON YOUR ORDERS.

MANHATTAN PHOTO ENGRAVING CO.
251 253 William Street.
CORNER NEW CHAMBER STREET
NEW YORK ESTABLISHED 1893

Telephone 1657, Worth 1658

Circulation Features All Big Business Getters

Maps and Charts, Needle Books, Fountain Pens, Dictionaries, Sewing Awls, Carving Sets, Sewing Sets, Spring Tension Shears, Electric Lanterns, Valuable Paper Wallets and Pocket Knives.

Can Supply Anything You Want in the Premium Line

Write for Descriptive Catalog and Quantity Prices

S. BLAKE WILLSDEN
Premium and Advertising Specialties
1606 Heyworth Bldg. Chicago

COMICS

DAILY LAUGH—6 a day, 1 col., may be used singly if desired.

DAILY LAUGH, Jr.—Same, but with 1/2 col. illustrations.

SCOOP—Shortly to visit Huck Finn's old home town.

WEEKLY COMIC PAGE—On the market for sixteen years.

THE INTERNATIONAL SYNDICATE
Features for Newspapers
Established 1899 BALTIMORE, MD.

HOLLISTER'S CONTESTS PRODUCE RESULTS

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

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

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

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

THE SEATTLE TIMES

"The Best That Money Can Buy"

Average Circulation for Sept., 1915

Daily, 71,875
Sunday, 83,745
54,000 in Seattle

A copy to every family.

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

Largest Quantity Best Quality Circulation

The S. C. Beckwith Special Agency

Sole Foreign Representatives

New York Chicago St. Louis

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

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

**PROMOTION DEPT.
SHAFFER GROUP**

12 S. Market Street, Chicago

FLORIDA FIRST CAMPAIGN

Commission Organizes to Raise \$50,000 to Advertise the State's Attractions.

James R. Murphy, of New York City and Palatka, Fla., president of the Florida Farms & Homes, Inc., and formerly associated with Joseph P. Day, took the lead in the convention to boost Florida's national campaign of advertising held at Palatka last Wednesday. Though a stranger to most of the delegates he won his way to the front by one of the best talks on advertising that have been heard in the State and started the initial \$50,000 fund by handing in his check for \$500.

He strongly advocated a fund of \$150,000 and gave an impetus to the movement that promises to make it one of the biggest campaigns in the history of advertising.

The spirit with which he imbued the convention is growing, and public sentiment is crystallizing into a demand that the legislature provide either by direct tax or an appropriation for making an advertising fund a permanent feature of the State's budget.

Mr. Murphy is one who readily appreciates the value of advertising by reason of the fact that he has directed the expenditure of millions of dollars for advertising and is one of the most capable, general all-round advertisers. He is a strong advocate of newspaper advertising.

Of the \$25,000 assigned to the commercial organizations more than \$19,000 was pledged over signatures, and of this amount a large portion has already been paid in.

The expressions of many prominent transportation officials on the subject has been so favorable as to assure the additional \$25,000 being subscribed.

The Thomas Advertising Service, of Jacksonville, outlined a campaign and produced illustrations and texts to accompany them. This gave such an impetus to the campaign that the Thomas people were awarded the contract to prepare and place the advertising. Their copy was so effective that it was decided to use it as an exhibit in raising the balance of the funds.

DUNLAP-WARD CO.

Adds Carlisle N. Grieg to Its Advertising Force.

Carlisle N. Grieg, formerly connected with the George Batten Company, advertising agency of New York, is now associate with the Dunlap-Ward Advertising Company, of Chicago and Detroit, making the Chicago office his headquarters. Rumor has it that he is to be made a vice-president of the company. Valuable journalistic experience was secured by him while assistant to the publisher of the Daily Express of London and as a worker on the New York World. He was at one time associated with the Lord & Thomas Advertising Agency of Detroit, and for several years was in charge of the advertising of the Kellogg Toasted Cornflakes Company of Battle Creek, Mich.

Oldtime Friends Meet on the Desert

L. A. Hoffman, New York and New Orleans, surprised the natives recently at Albuquerque, N. M., by his ability to "whoop -er-up" with the Indians. The occasion was a surprise at meeting on the station platform Mr. and Mrs. R. S. Groble, of St. Louis. The Grobles were returning North. Hoffman was headed West to the Fair. While at Albuquerque Hoffman bought a gold nugget. Paid a good stiff price for it. At the Fair the Bureau of Mines showed Hoffman that the gold was pure brass worth a quarter of a cent.

Some Plant

"Without a single exception, our great plant, when finished, will be the most complete and efficient newspaper establishment in the world."—Detroit News, November 4.

OPPOSES PREPAREDNESS

(Continued from page 587.)

how the famous dining organization of Washington correspondents have written history during the existence of the Gridiron Club; why and how the club was organized, how and why it continued to exist and what it has done in all this time to make it so famous. The author is a veteran journalist of Washington and for nearly 25 years has been a member of the club and was at one time its president.

A group of Washington correspondents came together thirty years ago and found themselves at a dinner where the ordinary banquet functions were thrown into the discard, where wit, song and goodfellowship prevailed. They found they had in common a certain faculty for making fun for themselves and other guests, for relieving dining of its awful boresome features. Out of this first gathering grew the Gridiron Club. As the years passed its fame increased and its dinners became the great events in the National capital. As Mr. Dunn says, the Gridiron Club is known wherever civilization exists.

It has entertained, since its organization, every President of the United States except Mr. Cleveland, and Mr. Dunn's explanation of his absence is one of the interesting features of the book, and gives an account of the relations of Washington correspondents with the White House at that time. From the White House, the Senate and House of Representatives, the Army and Navy, the Diplomatic Corps, from the business and scientific world, from every walk of life where men distinguish themselves, have come the guests of the Gridiron Club, and all in their way, when available, have been made to contribute to the evening's entertainment.

GRIDIRON NIGHTS IN WASHINGTON

What to many people will be the most fascinating part of "Gridiron Nights" is the manner in which historical characters pass in review, how their official acts were burlesqued, how satire was heaped upon any and all who laid themselves liable to Gridiron wit and humor.

Of the Presidents, Benjamin Harrison was the first to attend, but like McKinley he had been a guest in the early days of the club. He knew Gridiron methods and turned the tables on its members by poking fun at the newspaper men, which was thoroughly enjoyed by the guests as well as the club members. Grover Cleveland did not attend the dinners, but the most important policies of his administration were turned into screaming burlesques at different dinners, and widened the breach between the White House and the Washington correspondents. The gentle McKinley escaped almost scott free when a guest, although members of his administration received attention.

ROOSEVELT ENJOYED THE FUN

And then there was Roosevelt! He was constantly doing things which lent themselves to burlesque and satire. He was a man who enjoyed the fun which was made of him and what he was doing and he could retort in witty phrase and with a humorous tone which added much to the entertainment. Mr. Taft's good nature was almost proof against Gridiron fun, but he has publicly acknowledged that he felt the shafts himself and keenly enjoyed the fun when directed "at the other fellow." Last of the Presidents was Mr. Wilson, and members of the club are at a loss to know what he thinks of their efforts. All of what happened to these Presidents is told in "Gridiron Nights" and make a part of the history of the times.

Then what an array of other men who have been guests at the Gridiron dinners, men who have been the subjects of satire and burlesque and sometimes have "sauced back," as Tom Reed once remarked. There was Reed, Chauncey Depew, Arthur P. Gorman, Wu Ting Fang, Mark Hanna, William J. Bryan, Uncle Joe Cannon, and many more whose names have become enshrined in Gridiron history. It is a long, long list of notables one sees sitting about the tables of the Gridiron during thirty years. E. A. H.

USE

UNITED PRESS

FOR Afternoon Papers

General Offices, World Bldg., New York

Good News Service

Is that which reaches you FIRST
Is WELL WRITTEN, Is ACCURATE

This is the Specialty of

International News Service
238 William St. New York City

NEWSPAPER

prosperity is based on circulation.

FEATURE

elements of the right kind make and hold circulation.

SERVICE

by experts means material and methods that have been PROVED.

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

Newspaper Feature Service

M. Koenigsberg, Manager

41 PARK ROW NEW YORK

You can now lease

for small monthly rental

National Electric Bulletins

Publishers everywhere should investigate. Write or wire for particulars.

National Electric Bulletin Corp.
New York City

LIVE PAPERS

will heed this call and wire immediately for full particulars of Scenario Contest Lessons furnished gratuitously.

Greatest circulation builder brought out in a long time.

*The Vitagraph Company
of America*

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

SPECIFY
CLINE-WESTINGHOUSE

Motor and Control Equipments

FOR WEB PRESSES

SPECIAL MOTOR DRIVES FOR
STEREOTYPE MACHINES

LINOTYPE MOTOR DRIVES

CLINE ELECTRIC MFG. CO.

Fisher Bldg., Chicago

LIVE TOPICS DISCUSSED BY READERS

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

AGAINST "CONTRA-WISE"

Baltimore Man Puts Advertis'd Brands "Way Ahead of "Our Own"

THE EDITOR AND PUBLISHER.
Gentlemen:—Here are some facts for "Contra-Wise," who defends big stores against advertised products in your issue of November 6.

The writer does not profess to know about everything sold in department stores or big drug or grocery stores, but he has made a specialty of olive oil—olive oil—and has made exhaustive investigations of the qualities of olive oils sold by leading merchants in the United States.

Bad quality olive oil, stale olive oil, and in fact any kind of olive oil but pure, fresh, high quality olive oil is sold by nine out of ten big stores under their own name, or under some comparatively unknown brand.

I have purchased packages of olive oil from big department stores and so-called leading grocery and druggists in such cities as New York, Boston, Philadelphia, Trenton, Wilmington, Rochester, Buffalo, Columbus, Cleveland, etc., and had clerks tell me almost invariably, when I seemed to hesitate in asking for a well-known advertised brand of olive oil, that this advertised olive oil could not be good because the manufacturer spent too much money in publicity, but that they could vouch for their brand, which they imported direct, and which they guaranteed to be the very highest quality.

When I opened these packages of olive oils, I found that not one of the brands which were vouched for and guaranteed with so much gusto by clerks was as fresh or of so high a quality as the advertised brand.

It would seem that the big stores referred to by "Contra-Wise" rely on the fact that very few people take advantage of a guarantee when they are "stung," and furthermore, that not half the consumers are judges of quality and know the difference between good and bad qualities of food products.

What holds good with olive oil undoubtedly holds good with a number of other food products sold by so-called good stores, and I certainly feel sorry for "Contra-Wise" and others of his class who accept bad quality, or stale or renovated olive oil or similar products, just because the big merchant has guaranteed it. I admit that the big merchant may be just as big as the owner of the advertised product, but it stands to reason that the big merchant, selling thousands of items, has not the facilities for putting out every one of these thousand items in the best manner possible; and the advertiser who concentrates all his energy on one item certainly is in a position to put out the best product.

As for cost—it is a well-known fact that the advertiser of a national brand of olive oil has reduced the cost of olive oil to the consumer from 25 per cent. to 50 per cent., and the only real reason that the big store has for pushing its own brand and recommending it is to get more money for less value.

Very truly yours, L. WEIGERT.

Baltimore, Md., November 9.

GREENSBORO "GOING SOME"

The Daily News of That Smart Southern City Has a Few Words to Say.

EDITOR AND PUBLISHER, New York City.

Gentlemen: I read with interest in a recent issue of your good journal that the Cedar Rapids (Iowa) Evening Gazette was doing some crowing over carrying as many as 98 columns in a recent issue of that newspaper, and claimed that the achievement was a record for a city of 40,000. I would like to add to the merriment by stating that the Greensboro News never carries in its Sunday issue less than 85 columns, and very often (as many as two and three times in a month) contains more than 100 columns. This has prevailed for the last two years—and this city has a population of only a little more than 30,000. We have carried as high as 210 columns of display, when no extra or special edition was being issued. Also, it would be interesting to know how many advertising men the Gazette employs. The advertising manager of the News handles all the advertising, both local and foreign, without any assistance whatsoever, and writes 80 per cent. of all the copy. During the week our average is more than 35 columns.

Very truly, GEO. B. CRATER.

Advertising Manager Greensboro Daily News. I might add that I find time to go to all the picture shows and circuses that come this way, after doing the advertising stunts named above.
Greensboro, N. C., November 9, 1915.

NEWS EVEN IN THE ADS

Mr. Johnson Likes "The Editor and Publisher," and Frankly Says So.

The Chattanooga News,
November 2, 1915.

THE EDITOR AND PUBLISHER:
Gentlemen:—As I failed to receive the issue of October 23, which was evidently confiscated by some of the members of our editorial staff, I will greatly appreciate it if you will have extra copies mailed to me, as I do not want to overlook anything that THE EDITOR AND PUBLISHER might contain.

I have noted with pleasure that THE EDITOR AND PUBLISHER has not only shown a steady improvement, but has carried a splendid volume of advertising, the most noticeable feature of the same being the news interest of the advertisements. These ads are just "chock-full" of helpful hints and suggestions.

W. C. JOHNSON.

Does Not Agree With Dr. Williams

THE EDITOR AND PUBLISHER:
Being a newspaper man, besides being one of the most interesting occupations, is likewise one of the most amusing.

Nothing in recent years has been more amusing to the fellows who really know something of the newspaper business than the long article by Dr. Talcott Williams on the subject of newspaper costs, etc., and the amusement is added to in last week's EDITOR AND PUBLISHER when my old friend, Charles S. Patteson, undertakes to "answer" it in a serious vein.

Dr. Talcott Williams is no doubt a very cultured and capable gentleman along certain lines, and were we to see him with one of those little contrivances that look like a landing net for fish, out in the green fields, and among the flowers that in some places adorn the smiling face of Nature, trying his darndest to make captive a particularly bright-hued butterfly, we would say that all is well, and that he was pursuing his natural bent.

Dr. Williams is a very serious minded gentleman, and takes himself, and the newspaper profession or business, quite seriously; but his article proves that he knows as little about the practical making of a successful newspaper as he does about the inhabitants of Mars, and to read his very grave, serious and dignified lecture is one of the amusing incidents of the life of the American newspaper-making public, and I am rather surprised that Mr. Patteson should view the matter in any other than a humorous vein.

There are a great many newspapers that honestly believe they, in their editorial columns, influence public opinion, when as a matter of fact the publicity that the press gives to any matter influences public opinion, and the news columns are as influential as or more influential than the editorial columns, excepting in such cases as the editorial columns are made to reflect the opinion of the editor or publisher on current events, and everyday news.

A newspaper is as much a manufacturing establishment as a saw mill, or a blast furnace. It gathers the news together and prints it—that is the manufacturing end of it. The selling end has two branches, selling and distributing the papers, and selling the advertising space. That constitutes the organization of every well-regulated, successful newspaper plant. It will always be so, regardless of Dr. Talcott Williams or anybody else. The newspaper that comes nearest in its field to gathering and presenting the news in its most appealing form will be the successful publication. The people buy the paper for the news. It contains and for its editorial analysis of the news, put into the form of comment or the expression of opinion concerning the news. And, in this connection, every feature from a syndicate or other source is only one class of news.

R. S. CARVER.

Advertising Kept Rockland "Wet"

THE EDITOR AND PUBLISHER.
Gentlemen: No doubt you will be interested in the result of the newspaper advertising campaign that we have just concluded in Rockland county.

We used 68,000 lines in the newspapers published there from October 15 to November 2, and in addition thereto mailed to each registered voter in the county one or two copies of the newspaper containing our advertisement. The result was an overwhelming victory for the "wets."

Does advertising in newspapers produce results? Well I guess yes!
Yours very truly,
EDWARD SCOTT,
Publicity Director, N. Y. State Anti-Prohibition League.
New York, November 4.

HERE'S A NOVEL SCHEME

(Continued from page 587.)

frivolities, she did more than one sensational news story, more or less incog., like trying out a new fire-escape, or inspecting the hold of a battleship at Cramp's, appearing in her proper person in full

regimentals at a formal dinner or the opera in the evening.

After some time she went over to the Ledger, and later to the New York Times. Her fashion correspondence—now as always—is of unusual distinction, and the Telegraph is to be congratulated on the acquisition of her copy as a syndicate feature.

At the Poor Richard luncheon, yesterday, John H. Simberg, a prominent real estate broker, told the members that the central business area in Philadelphia, though, as in London, not more than one square mile, will be the greatest money-producing mile in the city for a thousand years to come. Welcome thought to those who hold Chestnut, Market and Walnut street property! He also heartily extolled the generous use of newspaper advertising as a sure means of success.

John Cournoos, who contributed an article on Sargent, the painter, to a recent number of the Forum, was some four years ago on the Sunday staff of the Record, where he covered art exhibitions and news of the art world.

Mrs. Ellen Ward, formerly a newspaper woman of St. Louis, and more recently a writer of anti-suffrage literature, died by poison, self-administered, at St. Joseph's Hospital a few days ago. She had been separated from her husband and, unable to obtain sufficient employment, became despondent. Her parents were said to have been wealthy until a fire destroyed all their property. Before she died, she had burnt all papers and letters which might lead to her identification, but an acquaintance recognized her at the hospital.

William B. Wills, editor and proprietor of the Mount Holly (N. J.) Herald, died on Monday. He was one of the best-known men in Burlington county.

CURTIS WAGER-SMITH.

GUNNISON'S GOOD WORK

Brooklyn Man Refills Advertising Space in Street Cars There.

In New York and Brooklyn advertising circles a great deal of favorable comment has been occasioned recently, by the success accomplished by a Brooklyn man in building up in the short space of six months a complete publicity system.

Brooklynites awoke one morning a few months ago to discover that the familiar display of posters on cars and station platforms of the Brooklyn Rapid Transit system had entirely disappeared. The explanation came a few days later, when it was announced that the railroad company would henceforth handle all its advertising direct instead of through a firm of lessees, as in the past.

Stanley E. Gunnison was appointed the general sales and advertising manager of the new concern, known as the Broadway, Subway & Home Boroughs Car Advertising Company, Inc. Joseph P. Day, a prominent real estate man of Manhattan, was made the president.

Shortly after the organization of the new company cards began to appear in one lone car, then little by little the familiar names and faces returned.

Mr. Gunnison is a nephew of Herbert F. Gunnison, business manager of the Brooklyn Daily Eagle.

New York League of Advertising Women

Barrett Andrews, of Every Week, and W. A. Martin, Jr., advertising and sales manager of D. E. Sicher & Co., will address the New York League of Advertising Women at their meeting next Tuesday evening. "Dealer Co-operation" will be the subject of the evening. Representatives of department stores will also address the meeting.

Omaha News Gaining

The Omaha Daily News made notable advertising gains all along the line in October, thus: Gain in foreign display, 27,412 lines; in local display, 42,154; in classified, 22,876. Its daily average circulation for October shows a gain of 1,209 copies a day over October, 1914.

Selecting Your Medium

O yes I know, but you haven't quantity circulation. My clients are buying quantity—where they can reach the most people at the lowest cost per capita.

Indeed, Mr. Agent, but why not consider buying power and take into account the fact that money is a precious article these days and every Tom, Dick and Harry don't have it to spend? If you were selling something, wouldn't you rather take a chance on a New York Evening Post reader?

Publication Office, 20 Vesey St., New York.
Member Audit Bureau of Circulations.
Eastern foreign office Western Office
1103 World Building McCormick Building
New York, N. Y. Chicago, Ill.

IL PROGRESSO ITALO-AMERICANO

Established 1880
Daily average net circulation last postoffice statement, 134,286 copies

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

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

The New York Evening Mail

enjoys the confidence of its readers.

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

Its average net paid circulation for August was in excess of

158,000

A desirable advertising medium.

Buffalo News

EDWARD H. BUTLER
Editor and Publisher

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

Foreign Advertising Representatives

KELLY-SMITH COMPANY
220 Fifth Avenue Lytton Building
NEW YORK CHICAGO

According to a compilation made by the Mail Order Journal for the first six months of 1915, The Washington Star carried not only a greater volume of display advertising, but also a greater volume of local display advertising, than any other American Newspaper, whether morning or evening and Sunday.

THE EVENING STAR THE SUNDAY STAR

Washington, D. C.

The Automatic Press Blanket

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

"Quality Goods Only"

New England Newspaper Supply Co.,
Worcester, Mass.



For Sale

DUPLEX FLAT-BED NEWSPAPER PRESS

Prints from type, 4-6-8-10-12-page papers, length of page 22 1/4", 7 columns to page, folds to half or quarter page size. Speed up to 4,500 per hour. Press is in good condition and was replaced by a Scott Three-Tiered Stereotype Newspaper Press. Write for price.

Walter Scott & Co.
Plainfield, N. J.

ELBERT HUBBARD made a little journey to the Atlas press clipping community. If you want to read of something new and original, send 10c. for this Journey, to Charles Hemstreet, 218 East 42nd Street, New York City.

We can increase your business—you want it increased.

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

BURRELLE

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

Successful

Men in every walk of life are all familiar with

Romeike's Press Clippings

Among our patrons are professional and business men and women, public personages and the leading Banks, Trust Companies and Corporations.

Romeike Clippings

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

HENRY ROMEIKE, INC.,

106-110 Seventh Ave., New York City.

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.

NEWS OF THE SCHOOLS OF JOURNALISM

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

SCHOOLS OF JOURNALISM

University of Montana

Seventy-eight students, including thirty-seven majors, are enrolled in the school of journalism at the University of Montana.

The class in editing is receiving daily full leased wire drop reports from the United Press Associations and from the International News Service. This copy is used for instructional purposes.

William G. Breitenstein, the first graduate of the Montana school of journalism, is handling the publicity for the Montana commission at the Panama-Pacific International Exposition.

A. L. Stone, dean of the school of journalism, was recently elected vice-president of the Western Association of Teachers of Journalism. The next meeting will be held at Missoula, Mont.

University of Wisconsin

A new feature is the "Weekly Bulletin of the Department of Journalism," issued every Monday for the information of the students.

"Racing the Deadline," a two-reel moving picture film taken last summer at the office of the Chicago Tribune, was shown here Monday evening.

Charles H. Grasty, formerly publisher of the Baltimore Sun and recently Associated Press correspondent in Europe, will address the students in journalism next week on his experience in the warring countries.

Four lectures will be given on Monday and Tuesday by C. C. Parlin, '93, head of the advertising research bureau of the Curtis Publishing Company, which every student of journalism and advertising should hear.

A series of special lectures by newspaper and magazine editors and writers in active service is now being arranged for the students in journalism. The program will be announced next week.

Students in newspaper reporting are doing all the publicity work in the State Journal and the Democrat for the Associated Charities' tag day on Saturday, November 13.

"What the Public Wants," a play in four acts, by Arnold Bennett, is an interesting presentation of the question of giving the public what it wants in newspapers and magazines, from the English point of view. A copy of the play has just been added to the University library.

University of Illinois

With the opening of the new college year the University of Illinois announces the extension of its courses in journalism, so planned as to offer practical training in newspaper making under the direction of a skilled newspaper man and teacher.

A news laboratory, adequately equipped, has been installed, and H. F. Harrington, last year assistant professor of journalism in the University of Kansas, has been placed in charge. He gives his entire time and energy to the building up of the work. Mr. Harrington has had practical training on the Ohio State Journal, the London Times and other publications. For four years he was director of courses in journalism at Ohio State University. He emphasizes actual experience as the first requisite of success. With the Daily Illini, the University newspaper, as a laboratory, assignments and "heats" instill a deep sense of responsibility in the young reporters and editors.

The local room is completely equipped with an individual desk and typewriter for each student. Each reporter's time is recorded on a slip of cardboard by a time clock which provides a citation of the particular assignment on which he is working. This check has hardly proved

necessary, however, for enthusiasm usually carries the students far beyond the required hours. Two improved telephone booths facilitate taking reports off the wire; regular practice is afforded daily. Assignments and items of interest are posted on the bulletin board.

Advanced classes have charge of editing the copy turned in by the beginners' classes. Seated around a great semi-circular copy editing desk with the instructor in the center of the ring, the men edit local copy, U. P. "fimsy," and write heads with equal care. The "copy" then goes down town where the same editors have complete charge of proof-reading, make-up and getting the paper to bed. The paper itself is a rather pretentious morning sheet of eight pages, considered one of the leading college dailies of the West.

Columbia University

Talcott Williams, director of the School of Journalism, Pulitzer Foundation, in Columbia University, in an address to the members of the New England Newspaper Alliance at the Copley Plaza, Boston, Tuesday, on "Nationalizing the School of Journalism," said in part:

"I have been asked to address you upon 'Nationalizing the School of Journalism' in Columbia University. No school is more certain to be national. It is a part of a national university which draws one-third of its membership from outside of New York state. The school, with 184 persons taking its curriculum, has students from 24 states and five foreign countries—China, Turkey, Canada, Germany and the Bahama Islands. 'New York, a great news center, because it is a great city, gives the school unrivalled advantages.

"The school has in three years sent out 46 graduates, of which 34 were college graduates and 15 persons who had a college degree have taken the last half of the professional courses, but not its degree. This makes 61 persons, five of whom are women, who have had what the school deems necessary for newspaper work, a thorough education in history, politics, literature and one modern language, with its practical professional training.

"Of the 61 who have shared the training of the professional courses of the school 55 are in New York and the other 26 are scattered over the United States.

"The training received in the school is directed to fit men for newspapers of every class and order. Above all a man should have learned from the hour he entered the school until he leaves it that journalism is a public service and that the object of the school is set out by the journalist who gave its endowment to make better journalists, to make better newspapers, to serve the public better."

MILLIONS FROM POOR

Vast Sums Extracted from the Gullible Through Fraudulent Ads.

According to the Washington correspondent of the New York Post, the Government investigators estimate that through fraudulent schemes the public has been mulcted of \$239,000,000 in the last four years.

In an effort to reduce this wholesale victimization, the Post Office Department has issued fifty-six fraud orders during the last year.

"The number of fraudulent schemes has been greatly diminished," said J. Julien Southerland, assistant solicitor of the Post Office Department, who passes on most of the fraud-order cases, "but the records show that during the last four years the schemes suppressed filched from the public over \$239,000,000.

Good Building for Good Paper

One of the most complete, convenient and best arranged newspaper buildings of its size in the country is the judgment passed upon the new home of the Enquirer and News, Battle Creek, Mich., by those who have seen it.

WESTERN TEACHERS MEET

Prof. Eric W. Allen Is Elected President of the Association.

The second annual session of the Western Association of the Teachers of Journalism, composed of the departments of journalism in the Universities of Washington, Oregon, and Montana, held at the University of Oregon, elected these officers:

President, Eric W. Allen, University of Oregon; vice-president, A. L. Stone, University of Montana; secretary and treasurer, Lee A. White, University of Washington. Missoula, Mont., was selected as the place for the 1916 meeting of the association. Resolutions adopted:

Resolved, that it is the first duty of a school of journalism to graduate a type of student whose loyalty will be to the news alone; who will not suppress, color or exaggerate any fact of healthy public interest for the apparent benefit of any person, organization, or institution, however worthy.

Resolved, that the best interests of such university professional schools as enroll undergraduate students demand that university schedules be so arranged as to leave a regular, convenient morning hour weekly as a gathering time for all students enrolled in such schools, and that such hour ought to be free from conflicting classes.

Resolved, that the Departments of Journalism of the Universities of Washington and Oregon, and the School of Journalism of the University of Montana, do agree to co-operate in finding men for vacancies in newspaper positions and positions for newspaper men out of work throughout the Northwest, exchanging information and working together.

Resolved, that the interests of students of journalism do not require the further publications of text-books on "journalism" as a whole, but that the future efforts of those writing text-books ought to be devoted to specialized text-books covering much more intensively than theretofore a single phase of journalism.

Resolved, that we oppose the introduction into high schools of any course in "news-writing" or "journalism," or any course that shall be so conducted and so advertised as to encourage students to enter the newspaper profession without further education than that obtained in high school. We believe, however, that English composition teachers may bring about faster and sounder progress by utilizing in their classes newspaper subject matter and newspaper principles of writing; and we recommend that such composition classes be regarded merely as classes in composition taught from this angle. We take this stand because we do not favor any movement that may make for low standards in journalism, or may tend to make of the reporter's position a "blind alley occupation." There should be a full realization that if improperly conducted such courses will tend to disorganize rather than improve the newspaper profession, to the lasting injury of the public and without corresponding benefit to the student.

Resolved, that every journalism student in our universities should be influenced to undertake, besides his regular journalism work, the acquisition of knowledge in some special field, and that this field ought to be studied with sufficient thoroughness to render the future newspaper man something of an authority on news dealing with this special field.

Mr. Warner Speaks in Elizabeth

The growth and development of the American newspaper from its earliest days until the present were interestingly described on Monday evening in an address before the Men's Club of the Epworth Methodist Church in Elizabeth, N. J., by Arthur E. Warner, of the Newark Evening Star.



Thousands of Dollars a Day

Go into Hair Dressing and Coloring. This Book will tell you how to do it and what to use. It is a highly appreciated Premium. Readers will thank you for offering it. Do it NOW.

ELIOT LORD
110 W. 34th St.
New York

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

BOSTON PERSONALS

(Continued from page 607)

Rugg spent a summer on a mud digger in Boston harbor. There he got material enough for several good yarns.

R. R. Hill, a well-known member of the San Francisco Press Club, and now a member of the staff of the Toronto World, was a guest at the Boston Press Club Sunday.

Word comes to Boston, via Bangor, Me., that Otis Peabody Swift, son of J. Otis Swift of the New York World, has been chosen one of the committee of 100 on athletics at Columbia University, where he is a sophomore in the School of Journalism. Otis P. Swift was born in Lewiston, Me., and is the great grandson of the late Rev. J. S. Swift, founder of the Farmington (Me.) Chronicle. J. Otis Swift went to work for the New York World 16 years ago and he has been with that paper ever since.

Joseph McViear has been made city editor of the Boston Advertiser.

Dr. Edward O'Brien, who has been appointed a school physician, is a well-known writer of school boy sports, having been connected with that department of the Post for several years.

Fred Thompson, Lyman Armes, Joseph Hurley and Sands Chipman have returned from a trip to the north and west of Boston, where they enjoyed some fine drives in the Berkshire hills.

Thomas Killian, formerly of the Lynn Telegram, as police headquarters man and police man for the Worcester Telegram for a year, has joined the staff of the Boston Post.

Daniel Keefe, a "Cosmopolite," has joined the staff of the Worcester Telegram.

Leighton Blood has severed his connection with the Boston Journal and is now doing free lance work.

A. J. Philpott, of the Globe, was sent by his paper to Mexico some years ago on an assignment that promised good copy. After spending about six months in the interior of that country "Phil" returned with a story of a strange religious cult that was as weird as a story by Rider Haggard. The Globe printed only a portion of the story that Mr. Philpott brought home. Now he has written a book containing the story of the Mexican assignment. Those who have read it say that it is a corker.

Fred W. Proctor, Jr., Journal district man in Revere, East Boston, Chelsea and Winthrop, is also secretary to Mayor James H. Malone of Chelsea, and owner of a movie theatre in a New Hampshire town.

When Walter Adams, publicity man for the Boston & Albany, takes a vacation he goes far afield. This year he went to the Frisco exhibition, where he reports a "fine time." Walter is remembered as former city editor of the Herald. He tells the story of assigning 55, or it may have been 60, reporters to cover the Admiral Dewey parade. One of those reporters was Robert Larson, who is now manager of Keith's.

CLEVELAND PERSONALS

Ralph F. Couch, of the Plain Dealer staff, is covering the investigations into the murder of John F. Hanenstein, at Lima, Ohio, the feature of which is that spirit mediums are expected to throw light on the mystery.

T. O. Grisell, who has been a feature writer for Pacific coast and other Western newspapers, has joined the general staff of the Plain Dealer.

Don Rennels, reporter on the New Philadelphia (O.) Daily Times, is mourning the death of his father, James. The elder Mr. Reynolds, who was superintendent of construction for an electric company, was killed by falling from an electric pole.

J. Edward Hurst, editor of the New Philadelphia (O.) Daily Times, has been appointed State liquor license commissioner by Governor Willis. The berth carries with it a salary of \$5,000.

George French, dean of the advertising department of the College of the City of New York, and looked upon as one of the foremost advertising men in the country, addressed the local advertising

men last Friday on "Typography and Natural Advertising."

Maurice Weidenthal, editor of the Jewish Independent, has moved into a house so situated that he can vote either in Cleveland or East Cleveland by changing the location of his bed. The city line runs right through the house.

Mrs. Winifred Sackville Stoner, exponent of Natural Education, is writing a series of articles for the Press on developing the growing child.

Toledo (O.) Blade Study Club

Employees representing all the departments of the Toledo (O.) Blade recently organized the Blade Study Club, having as its object the study of the work of each department and the relation of the departments to one another. There are in the Blade organization sufficient men of ability as speakers, as well as department heads, to carry out a series of talks embracing all phases of newspaper publication. The meetings, which are held every other Monday, carry the club through the entire Winter and early Spring. Henry D. Bradley, secretary to the management, is the president; Karl Hall, city circulator, vice-president; George A. Steger, chief accountant, treasurer; John Costigan, secretary.

Pilgrim Publicity for November

The smiling faces of Carroll Swan and Walter Anderton appear on the front page of "Pilgrim Publicity" of the November issue, just out. "Wadda ye mean, handsome—? We should worry." Apparently Messrs. Swan and Anderton are gowned in clown's clothing. Each wears a large sunflower, but there is nothing to indicate that these floral emblems are in honor of suffrage.

Played His Way Around the World

That music pays, as well as having power to soothe the savage breast, has just been demonstrated by John Murphy, of Haverhill, formerly a newspaper man in that city. Mr. Murphy has returned from a trip around the world. He paid his way by playing an instrument known as a xylophone, whatever that may be. Mr. Murphy was fortune enough not to meet a shell or bullet in full flight.

The Acoustics of the House of Lords

The growing public interest in the doings of the House of Lords, in London, Eng., again draws attention to the difficulties under which reporters entrusted with the task of chronicling the speeches in the Upper Chamber work. Frequently the difficulties are so pronounced, and the importance of the debate so imperative, that the reporters are compelled to refer their notes to the official reporter who is fortunate enough to have a seat on the floor of the House, and without whose kindly aid it is well-nigh impossible to turn out a full report of a speaker.

FOR SALE

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

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

HELP WANTED

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

ADVERTISING and circulation manager, Sunday morning newspaper; published as adjunct to daily; near New York; start \$30.00; must be fair copy writer and know circulation. Paper five years old; now spreading out; 24 to 32 pages; features; fine proposition for right man, but must have real merit to get consideration. Address "Sunday," care Editor and Publisher.

SITUATIONS WANTED

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

CIRCULATION MAN WISHES TO CHANGE. Married man, 24 years old, excellent habits, seven years in charge circulation and office detail work on morning newspaper with 7,000 circulation, wishes to change. Afternoon paper preferred. Would consider position as assistant on paper with larger circulation or any reasonable proposition in newspaper line. Address D 1562, care Editor and Publisher.

WANTED—A newspaper man of experience is at liberty to consider a proposition as business or general manager. For further particulars, address K. L. M., c/o Editor and Publisher, New York City.

CIRCULATION MANAGER. Employed in present position for past six years and having fifteen years' experience in circulation building, will consider change to paper having 20,000 or more circulation or a field that ought to have that much. A thorough organizer and familiar with detail. Am not out of employment, but am looking for a field that has not been developed to limit or needs organization. Present paper leads field three to one. Address "Circulator," care Editor and Publisher.

WANTED—AN OPPORTUNITY. I am a thoroughly competent city editor and seek a position where ability and hard work will be rewarded with advancement. Amly experienced, strictly sober, understand handling of copy and modern make up. Clean record, married, and can give references from people whose recommendation is worth something. Am employed but have reshed limit where I am. Prefer West. Address "Live One," care Editor and Publisher.

Young man with over ten years' experience in Advertising, Business and Circulation departments, now in position as Circulation Manager, desires to make change. Address Box 1567, c/o Editor and Publisher.

Man of 38 years, having seen twenty years' successful service as advertising and business manager, and built up two run-down newspapers, and with experience on papers with from 5,000 to 50,000 circulation, desires to make change. References a man could offer. Address D1563, care of Editor and Publisher.

Business and adv. mgr., daily, 40,000 city, wants change for personal reasons gladly given. Not the "best in the world," but in two years I did take a no-profit daily and make it pay \$8,000 a year; in present position have greatly increased business, discovered big leaks and systematized office. Past and present employers will verify. If you have a permanent opportunity that requires practical experience gained in twelve years' successful and continuous work in business, editorial and mechanical departments, starting as owner of weekly, I'll give you sufficient evidence of my character and ability. Opening specially desired on paper that requires greater efficiency and new blood to make a profit, but must be with men of integrity, on paper that stands well. Age 31; married; teetotaler; prefer small city or town because it's the best life. Some overworked publisher will find it worth while to reply if he wants a man different from the ordinary—one who will take a real interest in the business. If stock interest can be obtained after demonstrating usefulness and ability, so much the better. D 1566, care Editor and Publisher.

**Circulation Manager
Over Ten Years**

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

Business Manager

or assistant to

Publisher or Business Mn'g'r

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

DO YOU NEED**A GOOD LIVE CIRCULATION
AND
ADVERTISING MANAGER?**

Assistant Circulation Manager on one of New York's leading newspapers would like to make a change.

Open to salary offer or will buy the circulation of a good live paper and manage it on a commission basis.

Give references. Write Box D 1564, care of Editor and Publisher.

\$25,000 Cash

available as first payment on attractive eastern, northern or western daily newspaper property. Might use more cash if proposition sufficiently attractive. Proposition M. Z.

CHAS. M. PALMER

Newspaper Properties

225 Fifth Ave., New York City

**SOUTHERN
WEEKLY**

Leading paper in most desirable County Seat town of 5,000 population. Good business possibilities and efficient plant including No. 8 Linotype. Price \$8,500; one-half cash, balance arranged.

**HARWELL, CANNON
& McCARTHY,**Brokers in Newspaper & Magazine
Properties,

Times Bldg., New York

INTEGRITY

goes with this paper. For 67 years the leading country daily in Central State. Making good profit every year. A \$40,000 property being sacrificed for \$20,000. \$5,000 to \$10,000 cash desired. Proposition 351x.

**H. H. HENRICHS
NEWSPAPER PROPERTIES
LITCHFIELD, ILL.****PUBLISHER'S NOTICE**

The Editor and Publisher and the Journalist maintains an efficient corps of paid correspondents at the following important trade centers: Boston, Philadelphia, Toronto, Cleveland, Chicago, Atlanta, New Orleans, Dallas, Indianapolis, Washington, Baltimore, and San Francisco. Other correspondents will be added from time to time. Advertisers and newspaper men will find a ready market for stories of advertising achievements, news beats, etc., by addressing the main office, 1117 World Building, New York City.

Branch offices are located as follows: Chicago, 332 S. Michigan Ave., Ryan & Inman, mgrs., phone Harrison 2161; San Francisco, 742 Market St., E. J. Bidwell, manager, phone Kearney 2121.

The Editor and Publisher page contains 672 agate lines, 168 on four. Columns are 13 picas wide and twelve inches deep.

Advertising Rate is 25c. an agate line, \$100 a page, \$75 a half page and \$42 a quarter page. Position extra. Time, space and cash discounts are allowed on contracts.

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

Readers are urged to have the paper mailed to the home address. This will insure prompt delivery.

The Editor and Publisher sells regularly at 10c. a copy, \$2.00 per year in the United States and Colonial Possessions, \$2.50 in Canada and \$3.00 foreign, and is on sale each week at the following news-stands:

New York—World Building, Tribune Building, Park Row Building, 140 Nassau street, Manning's (opposite the World Building), 33 Park Row; The Woolworth Building, Times Building, Forty-second Street and Broadway, at basement entrance to Subway; Brentano's Book Store, Twenty-sixth Street and Fifth Avenue and Mack's, opposite Macy's on Thirty-fourth Street. Philadelphia—L. G. Rau, 7th and Chestnut Streets.

Boston—Parker House News Stand, Pittsburgh—Davis Book Shop, 416 Wood Street.

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

Chicago—Post Office News Co., Monroe Street. Cleveland—Schroeder's News Store, Superior Street, opposite Post Office; Solomon News Co., 111 Walnut Street.

Detroit—Solomon News Co., 69 Larned St., W. San Francisco—R. J. Bidwell Co., 742 Market.

**YOU MUST USE THE
LOS ANGELES
EXAMINER**
to cover the GREAT SOUTHWEST
Sunday Circulation
MORE THAN 150,000

R. J. BIDWELL CO.

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

Advertising Agents

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

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

**HOWLAND, H. S., ADV. AGENCY,
INC.,**
20 Broad St., New York.
Tel. Rector 2573.

LEVEY, H. H.,
Marbridge Bldg., New York.
Tel. Greeley 1677-78.

ARKENBERG SPECIAL AGENCY,
Publishers' Representatives,
Classified Advertising Exclusively,
406A Madison Ave., Toledo, O.

Publishers' Representatives

M. L. KATZ,
Peoples Gas Building, Chicago, Ill.

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

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

GLASS, JOHN,
1156-1164 Peoples Gas Bldg., Chicago.

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

PAYNE, G. LOGAN, CO.,
747-748 Marquette Bldg., Chicago,
Ill.; 200 Fifth Ave., New York,
N. Y.; 8 Winter St., Boston, Mass.;
Kresge Bldg., Detroit, Mich.

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

PUTTING IT UP TO THE BOYS

How a Country Newspaper Increased Circulation and Carrier Service Efficiency.

Complaints are constantly heard in every town and city regarding the carelessness of the young Mercnrys who are entrusted with the delivery of the morning or afternoon editions of the local or city papers—stories of non-delivery, of late delivery, of the impudence of the youngsters when remonstrated with, and so on ad infinitum. Many of these complaints are just, for it is boy nature to be careless; but what is everybody's business is nobody's business, and so the poor service continues, frequently until the subscriber gets disgusted and orders his paper stopped.

This thought occurred to the energetic young editor of a daily paper in an Illinois town of 10,000 population. He had but recently purchased the plant, yet in the few months in which he had had charge he had seen the great waste that occurred from this cause alone. He was of the younger generation, coming from a city where "efficiency" had been the watchword, so he determined to make a practical test of it in his own little plant.

After thinking the matter over he called a meeting of all the carrier boys and made them a little talk. He did not scold or threaten, but talked to them frankly and openly, as one business man to another.

"Boys, most of you are just starting your business career. Maybe you think carrying papers isn't very heavy business, but if you start right you'll find it easier to keep right. All of you want to make a success in life—to make more money. Now in order to do that you've got to knuckle down to business, and you've got to give 'value received' if you expect to advance. Let's all work for the success of this business, with our heads as well as our hands. You know most of the big firms give bonuses to their salesmen. Now I'm going to make you my salesmen, and it depends entirely on yourselves whether you increase your wages and your efficiency.

"Beginning tomorrow, a record of every carrier will be kept, and at the end of six months ten dollars in gold will be given to the one having the best record; six dollars to the second, and four dollars to the third—in addition to the regular weekly wages. In addition, \$1 in cash will be given to each boy for every five new subscriptions received, after the second payment on subscription is made. (This was to prevent any lad from padding the roll with names of people who did not pay.)"

Of course, a set of rules was needed, so that all who could know on just what basis points were added to or deducted from the record. These were made as few and as simple as possible, and each boy was given a set to study at his leisure:

RULES FOR THE CONTEST.

Every dollar collected on current accounts counts 100.

Every week without complaint from any party on line missing a delivery, 100 points.

Every dollar collected on back subscriptions where the amount is over \$1, 200 points.

Every new subscriber added, 500 points.

DEDUCTIONS.

For each complaint, up to three inclusive, of non-delivery of paper during the week, 20 points.

For each complaint over three in any week, 50 points.

For each stopped paper, 500 points.

By looking over these rules it will be seen that each one was calculated to put the boy on his mettle. All were careful to see that no skips in delivery at any residence were made, since this meant demerit marks.

By this simple plan, 90 per cent. of

the complaints for poor service were eliminated; the circulation increased; and best of all, the boys themselves were receiving the very best possible training in efficiency methods so necessary in the conduct of all modern business operations, whether it be carrying a paper or running a steel corporation.

New York Newsboys' Home Club

A meeting of the Newsboys' Home Club of New York City was held on October 26, at which were present Messrs. Booth, Schillaber, Emery, Crummy, Gulden, Reid and Scholz; also Messrs. Hall, Brooks, and Porter, of the Boys' Club of Avenue A. An informal discussion ensued on the question of the affiliation of the Newsboys' Home Club with the Boys' Club of Avenue A and the possibility of a joint effort to raise funds, also a possible amalgamation. The president was authorized to appoint a committee to discuss the matter of amalgamation. The Executive Committee was authorized to take the legal steps necessary to the changing of the name of the club at such time as may be necessary. This committee is made up of Messrs. Booth, Gulden, Crummy and Scholz. The resignation of William Fellows Morgan was accepted and E. D. DeWitt was elected as a director in his place.

News Agent Wins In Bridgeport

Levi S. Cobb, a Bridgeport (Ct.) newsdealer, lately won a legal victory over the Post Publishing Co., of that city, when Judge Case granted Cobb an injunction restraining the publishers from letting anybody else but Cobb handle the Post's circulation output. Cobb claimed he had a contract with the Post by the terms of which he was to handle its entire circulation, and that the Post was trying to break the contract, which still has two and one-half years to run.

Dancing Helps the Circulation

The annual reception and ball of the New York Evening Mail Circulation Department Employees' Association was held this week. The officers in charge were Anthony Gerard, Harry Feldman, Joseph Esposito, Frank Jetrizzo, Samuel S. Lewis, Louis Levy and Grover C. Danby.

Villa Is a Good Fellow

John Wood, circulation manager of the El Paso (Tex.) Morning Times, in the course of a breezy letter to THE EDITOR AND PUBLISHER, says: "General Villa is a good fellow and has made a game fight. He at least should be remembered by the circulation boys for the work he has given them for the past two years."

CIRCULATION PERSONALS

Wilbur F. Rhodes is the new circulation manager of the Copper Publications, Topeka, Kas. Henry B. Clarke, whom he succeeds, is now publisher of the Corn Belt Farmer, at Waterloo, Ia.

J. H. Brown, formerly circulation manager of the Spokane (Wash.) Chronicle, is studying medicine in Los Angeles.

George Geiger, circulation manager of the Salt Lake Tribune, is coming to New York to conduct contests. His successor on the Tribune will be K. T. Boardman, formerly of the San Francisco Call.

S. Blake Willdsen, the premium and advertising specialist of Chicago, who has been absent on a trip to the Pacific Coast, for several weeks, has returned home. He reports that business is quiet both in the intermountain territory and on the Coast.

CIRCULATION PROBLEMS SOLVED

Keeping Ahead of the Other Fellow Who Sells Papers Is Not an Easy Task.

In these days of sharp competition in every branch of newspaper work only the men who are on the firing line do things worth while. The circulation managers, especially, must hustle for new business and keep the old readers from slipping away. The nature and extent of territory, novelty of methods of appeal, transportation facilities, expenses and other essentials of vital importance spell success or failure in the circulation department.

Among the circulation managers who have made the best of conditions as they found them is H. H. Fris, now only



H. H. Fris.

thirty years old, who has been the circulation manager for the El Paso (Texas) Herald for the past six years.

Mr. Fris commenced as a newsboy at Holland, Mich., and when 15 years old went as traveling representative to the Grand Rapids Press, under J. R. Taylor, now secretary-treasurer of the I. C. M. A. He spent two years as crew-manager for the Grand Rapids Herald, leaving there to go as circulation manager of the Janesville (Wis.) Gazette. After leaving Janesville he went to El Paso, where he has since been located except for nine months, when he went to Dallhante as publisher of the News. He then returned to the circulation branch of the newspaper field. He has a very difficult problem at El Paso, especially when it is considered that he has one million square miles of territory to cover and that the shopping territory in that part of the country is about 600 miles.

OUTWITTING THE OPPOSITION.

Mr. Fris relates some queer conditions that existed recently when one of the Mexican factions would not allow the Herald to be circulated across the border, but allowed the opposition that privilege. To overcome this he sent one of his newsmen to buy a lot of old copies of the other paper and then had the Herald wrapped in the opposition sheet and in this manner got by for some months until his rivals detected the ruse and had all bundles opened. Then he resorted to sending the Herald through the mail in regular mail sacks and arranging with a friendly mail clerk to look out for them on the other side and this also succeeded for a while.

For his persistency he has been warned off Mexican territory several times.

WILL MEET AT BUFFALO

Advertising Affiliation Preparing for Jan. 22 Session—Feat of a Daring Photographer — Tenney's Horseshoe Tournament a Success—Working to Stop Abuse of "Sent on Approval."

CLEVELAND, OHIO, November 10.—Plans have been about completed for the next affiliation meeting of the Cleveland, Buffalo, Detroit and Rochester advertising clubs, to be held January 22, at Buffalo. The committee that has arranged the program includes: President William Ganson Rose, Secretary T. W. Garvin, E. L. Cosgrove, Cleveland Advertising Club; G. W. Billings, Deforest Porter, Buffalo; C. G. Fish, N. W. Bramley, Rochester; H. C. MacDonald, Detroit. The principal features to be discussed, as so far outlined, will be honest advertising and successful advertising.

Boston newspaper men are not the only ones to feel the heavy hand of the law on their shoulders while on assignments. But few of them can go through the process and come out smiling, as has Robert Izant, of the Plain Dealer staff. More, the officious officer who had to do with Izant's arrest has been laid off temporarily.

It all came about through a fracas at a recent political meeting, in East Cleveland, a municipality bordering on the fringe of Cleveland proper. Izant moved out of the melee, but was told to keep on moving. Story before pleasure, said Izant, or words to that effect, and informed Lieutenant Ed Kraus accordingly, supplementing the fact that he, Izant, was from the Plain Dealer. "Take'em in," bawled the officer, which was done.

At the so-called lockup Chief of Police James Stamberger said it was a nice howdyed, and promptly turned Izant loose. Izant didn't have time to reach the office before City Editor Paul Bellamy was receiving all kinds of apologies from East Cleveland officials, from Mayor William E. Mienhall down, nearly all claiming the credit for "the Plain Dealer reporter's" release. About the only one who has nothing to say is Lieutenant Kraus.

Howard S. Williams, city editor of the Jackson (Miss.) Daily News, made local members sit up and take notice when he appeared here before the national convention of Young Men's Business Clubs with a genuine Southern dinner. Among other things Mr. Williams brought were four opossums, a bushel of sweet potatoes from the plantation of the governor of Mississippi, and enough corn meal to make corn cakes for fifty. Mr. Williams was here to urge that the next annual convention of the clubs be held at Jackson. The dinner he brought was served on Sunday at Hotel Statler. The picture with this story shows Mr. Williams holding two of the 'possums.

The circulation department of the Press has a new member of its staff, Manager Jack Lynch has been informed. This is Steve, a Boston terrier, who pals with R. A. Jolley, of Bucyrus, Ohio. This dog carries bundles of Presses from the interurban station to the Elberston Hotel, where Jolley has his stand, and distinguished himself especially during the delivery of election extras last week.

The Plain Dealer scored something of a beat last Sunday, when it came out with a page of pictures taken from the top of the uncompleted new high level bridge across the Cuyahoga river. The stunt was accomplished by William Howells, Sunday editor, who wrote the story of the experience, and Louis Baus, who took the pictures. In company with one of the officials directing the construction, the pair traveled to the top of the steel arch, which is the third largest in the world, and stayed there for five hours. This was necessary in order that they obtain views from all sides, and they had to wait for the sun to travel its usual course.

The horseshoe tournament, promoted by Ross Tenney, sporting editor of the Press, has exceeded all expectations. It started last Saturday, and has not been finished yet. More than 500 took part.

PORTO RICO FRUITS

Advertising of Pineapples, Etc., to Be Placed Here Very Soon.

SAN JUAN, P. R., November 1.—The advertising committee of the Fruit Growers' Association of Porto Rico, after several months' careful consideration of the question, has submitted to the association a report saying: "Advertising of Porto Rico citrus fruits and pineapples is a necessity if these fruits are expected to maintain their position in the market."

The committee suggests an advertising campaign to cover all cities of 15,000 or more population throughout the New England and Atlantic States, says that \$25,000 is the minimum amount needed to start such a campaign, and urges that the advertising be undertaken at once.

It is proposed to raise funds for advertising by means of an assessment of two cents per box on all fruit shipped. All fruit contributing to such a fund would be marketed under an advertised brand and would be properly graded and inspected. The marks of these advertised brands would not be permitted to be used on fruit not contributing to the advertising funds.

The committee expects to receive from all the growers within a week individual opinions as to the merits of the committee's suggestions. If the proposed plan be adopted, the advertising will be placed in the hands of a committee of five, to be selected by the growers, and instructed to "employ a reputable advertising agency to prepare and place the copy."

The present advertising committee is composed of the following growers: George Elkins, chairman; Edmund Stevens, T. Perry Lippitt, M. K. Fletcher, W. H. Morton, and N. A. Walcott, secretary.

Commenting on the importance of the proposed move, which may ultimately lead to the expenditure of a great sum for newspaper advertising, the Porto Rico Progress of Oct. 27, the only all-English newspaper in Porto Rico, said editorially:

The Porto Rico fruit industry has already assumed proportions sufficient to warrant its further commercial expansion, and if it is to expand it must be handled as any other business enterprise. There probably is no food product marketed in the United States equaling in value that of Porto Rico citrus fruit and pineapples that is not substantially advertised. This advertising is carried on not only to increase and develop new consumption so that the business may grow but also to insure fair prices and steady market for the current normal output.

When it comes to advertising fruits almost every producing section has come to the realization that publicity is absolutely essential. Hawaii has built up its pineapple industry on advertising, and the far-reaching effect of this publicity is felt even here in Porto Rico where Hawaiian canned pineapple is consumed. The raisin growers of California are advertising, and some of us now get raisin bread at home at fairly regular intervals where it was almost as rare as cake in times not long past. Peaches are advertised, grapes are advertised, cantaloupes, pears, plums and all seasonal delicacies demand and pay for an increasing amount of publicity each year.

Conditions which last year forced the question of marketing and advertising on the local growers may not again develop for many years. It is to be hoped so. Certainly they do not now exist. But the present production and the promised growth of the fruit industry in Porto Rico demand immediate and constant publicity.

Jacksonville (Ill.) Courier Helps Charity

As a result of a recent concert by Mrs. Helen Brown Read, the Jacksonville (Ill.) Courier will turn over to the officers of the Morgan County Anti-Tuberculosis league, to be used in the work of the league and for the open air school, about \$460 in cash, representing the net proceeds of the benefit. The total sale of seats was \$587.25. Gov. Dunne and other persons of prominence were present.

To Stimulate Suburban Trade

Tuesday's issue of the Cincinnati Post and Times-Star ran a highly effective half-page ad to promote shopping in "Cincy" by out-of-town residents. Wednesday was specified as "Cincinnati Day" and the invitation was pushed prominently forward for suburbanites to "stop, look and listen" to the advertisements specially addressed to them.

SAN FRANCISCO'S DAY

The City's Own Celebration at the Exposition Brings Out an Attendance of 348,472 Persons—Net Profit for Four Weeks, \$150,000—New Editorial Club Launched with W. Young as President.

SAN FRANCISCO, November 5.—San Francisco Day, November 2, was a great triumph for the Panama Pacific International Exposition, as there was a record attendance of 348,472 persons, exceeding the opening day figures by 93,000 admissions. Of the 400,000 souvenir tickets which the Exposition had on sale throughout the State, there were used at the gates 175,000 adult's tickets and 32,000 children's tickets. No others were counted although the officials believe that thousands more were sold and not used. The attendance on San Francisco Day compares very favorably with the attendance of 750,000 on Chicago Day at the Columbian Exposition when the difference in the population of the two cities is taken into consideration.

A great program of special events was witnessed by immense throngs of spectators. Among the big features were: A 20-mile race between an aeroplane and a motor boat, trotting races, etc., etc.

TOTAL EARNINGS OF EXPOSITION

A total of \$1,400,000 has been earned by the Panama Pacific Exposition, up to and including the last day of October, according to a preliminary report of the ninth four-week period given out last night by the controller of the Exposition, Rodney S. Durkee. Although the complete figures of the period are not yet ready, it is estimated that the earnings for the last four-week period total \$660,000, with operating expenses amounting to \$510,000, leaving a net profit of \$150,000. The Exposition has put away \$530,000 in a special sinking fund.

The Editorial Club of San Francisco, has been incorporated with a charter membership of more than one hundred active newspaper men of this city. According to the articles of incorporation, the purposes of the club are to promote and preserve comradeship among newspaper men, to unite them in closer fraternity and to uphold the dignity of the profession. The officers are: Waldemar Young, president; K. C. Adams, vice-president; Eugene Bowles, secretary-treasurer; remaining directors, Fred Brandt, Stuart G. Masters, Edward H. Hurlbut, William C. Prohme, Frank J. Carmody, F. I. Francoeur, William Tait and E. J. Gough. Membership in the club is confined to men actively engaged on San Francisco newspapers or connected with news agencies.

REGISTERED AT PRESS BUILDING

Among the editorial representatives who registered during the week at the Press Building at the Panama Pacific Exposition, San Francisco, were the following:

Marguerite M. Jackson, Fresno (Cal.) Herald; Marthe Virginia Burton, South St. Paul (Minn.) Daily Reporter; Henry Ibanez, Habana (Cuba) La Razon; Mrs. J. G. Green, Boise (Ida.) Evening Capital; William A. Steininger, Cripple Creek (Col.) Times-Record; E. L. Michael, Stockton (Cal.) Independent; Belle Gray Curtis, Iowa City (Ia.) Daily Press; C. L. Day, San Luis Obispo (Cal.) Telegram; George H. Lyon, Binghamton (N. Y.) Republican-Herald; E. N. Martin, Los Angeles (Cal.) Times; A. L. Dennis, Los Angeles (Cal.) Times; W. H. Kelly, Palo Alto (Cal.) Daily Times; Daniel Smart, Versailles (Ky.) Sun; Joe Guitaine, San Bernardino (Cal.) Sun; M. V. Hatrauft, Los Angeles (Cal.) Fruit World; Jules H. Semeria, San Francisco (Cal.) Army & Navy News; M. L. Kane, Hanford (Cal.) Journal; C. P. Cook, San Diego (Cal.) Union; B. R. Waters, Santa Rosa (Cal.) Press-Democrat; Edgar J. Bettleheim, New York (N. Y.) American City; J. W. Hyde, Salt Lake (Utah) Salt Lake News; Gene Lee, Editorial Club, San Francisco; R. R. Goodrich, Fourth Estate Club, San Francisco. G. R. DEVORE.

NEW CANADIAN PRESS ASSN.

Saskatchewan Publishers Organize a Division of Their Own.

TORONTO, November 9.—An important meeting of the publishers of Saskatchewan was held in the provincial capital, Regina, last Friday. It had for some time been felt by a section of the press of the province that a more local organization than was provided by the Manitoba-Saskatchewan Division of the Canadian Press Association was desirable, and the main purpose of the meeting was to see if some such development was possible. It was accordingly decided by unanimous vote that the C. P. A. should be asked to amend its by-laws to admit of the recognition of a Saskatchewan Division of the association. The resolution passed by the meeting was as follows:

Whereas questions of purely local interest to Saskatchewan publishers arise from time to time, in which Manitoba publishers have no direct interest;

Therefore be it resolved that in the opinion of this representative meeting of Saskatchewan publishers, the time has arrived when the Manitoba-Saskatchewan Division of the Canadian Press Association should be divided, and that the Canadian Press Association be and is hereby requested to amend their by-laws creating the Saskatchewan Division as distinct from Manitoba.

And be it further resolved that this meeting act on the assumption that this recommendation will meet with the approval of the Canadian Press Association and that we now proceed to organize the Saskatchewan Division of the Canadian Press Association by electing officers and taking such other steps as may be deemed necessary and advisable.

The officers elected by the new division were as follows: President, W. G. Cates, Moose Jaw News; vice-president, C. R. McIntosh, North Battleford News; secretary-treasurer, T. M. Marshall, Weyburn Review; executive committee, S. N. Wynn, Yorkton Enterprise. S. R. Moore, Swift Current Sun; S. J. Latta, Govan News; H. N. Stephenson, Kerrobert Citizen; W. F. Kerr, Regina Leader.

W. E. Smallfield, president of the Canadian Press Association, and E. Roy Sayles, chairman of the weekly section of the association, were present in their official capacity and did much to assist and encourage their Saskatchewan conferees. Mr. Sayles' mission was to interest the weekly publishers of the province in the campaign undertaken this year by the national association to raise the annual subscription rates of all Canadian weeklies to \$1.50. That he made a favorable impression was evidenced by the passing of a resolution advocating the increase by May 1, 1916.

It was further decided to undertake a brisk membership campaign in order to bring every publisher in the province into the association. The fee was fixed at \$2 per annum.

Following the meeting the usual banquet was held with only these two toasts: "The King" and "The C. P. A."

Moving Along In Marshall, Mich.

The Evening Chronicle of Marshall, Mich., which has hitherto published a four-page edition, will within a few days blossom into a six- and eight-page daily. A second Mergenthaler linotype has been added to the present equipment. Within the past two years this paper has made a 25 per cent. gain in circulation and has added the full leased wire of the United Press to its news service. It is represented in the foreign field by the G. Logan Payne Co.

New Orleans Item Offers a Cup

The New Orleans Item has donated a silver loving cup to the Ad. Club of New Orleans to be awarded to the member performing the most efficient service for the betterment of all advertising during the year beginning November 1, 1915. The conditions governing the awarding of the cup are to be generally the same as those governing the Printers' Ink trophy in the National Association, with the exception that this cup is to become the permanent property of the winner. The president of the Ad. Club and the chairmen of the Vigilance and Educational Committees will act as judges.

WANTS HIGHER RATES

Canadian Publishers Start a Campaign to Increase Subscription Price of Weeklies—Government to Advertise a Loan—Western A. P. Meets at Winnipeg—Death of Fred J. Hewitt.

TORONTO, November 9.—W. E. Smallfield, Renfrew Mercury, president of the Canadian Press Association, and E. Roy Sayles, Port Elgin Times, chairman of the weekly section of the association, are at present in Western Canada attending a series of meetings of the publishers of the western provinces. After attending the Regina meeting of Saskatchewan publishers, they propose to visit Alberta, where either a meeting of the Alberta and Eastern British Columbia Division would be held, or else a series of district meetings in Lethbridge, Calgary and Edmonton. On their return they intended to assist in organizing the Manitoba Division in Winnipeg. At all the meetings an effort would be made to have the subscription price of weekly papers raised to \$1.50.

The campaign to raise the rate of subscription of Canadian weeklies is making good progress. On Friday last the publishers of Norfolk county met in Simcoe and considered the proposal favorably. A few days previously the publishers of Simcoe county met in Barrie and decided, pending the approval of those publishers not present, to raise their rate to \$1.50 on January 1. The publishers of Elgin and Kent counties are due to meet on the 19th to take up the proposal. Another meeting of the Perth and Huron District Association is to come off soon to finally settle the question. Meanwhile bulletins are being sent out from the association's office in Toronto at frequent intervals describing the progress of the campaign and urging all publishers to join in.

For the first time in the history of the Dominion, the Government is going to float a domestic loan. It is now semi-officially announced that in selling the bonds an extensive campaign of newspaper advertising will be undertaken, in which practically every Canadian daily paper will participate. The issue will not be underwritten and the advertising will be done by the Government itself.

The annual meeting of the Western Associated Press was held in Winnipeg on November 1, the usual routine business being taken up. E. H. Macklin, Winnipeg Free Press, was in the chair, and among those present were: D. Smith, Fort William Times-Journal; E. B. Beck, Winnipeg Telegram; R. L. Richardson, Winnipeg Tribune; J. W. Dafeo, Winnipeg Free Press; J. B. Whitehe, Brandon Sun; W. F. Kerr and Bradford Hook, Regina Leader; W. L. McTavish, Regina Province; Thomas Miller, Moose Jaw Times; W. G. Cates, Moose Jaw News; W. F. Herman, Saskatoon Star; T. K. McCallum, Saskatoon Phoenix; Frank Oliver, M. P., Edmonton Bulletin; M. B. Jennings, Edmonton Journal; J. H. Woods, Calgary Herald; G. M. Thompson, Calgary News-Telegram; W. A. Buchanan, M. P., Lethbridge Herald; E. Sutherland, Nelson News; Mr. Burd, Vancouver Province; Mr. Dunn, Victoria Times; John Nelson, Vancouver World; W. M. Davidson, Calgary Albertan.

A feature of the meeting was the presence of Lieut.-Col. E. J. Chambers, chief press censor for Canada, who is on a tour to the Pacific Coast. He delivered an address on the work of the board of censors and announced that J. F. B. Livesay, manager of the Western Associated Press, had been appointed censor for Western Canada. A good deal of routine business in connection with the news services was dealt with and the continuance of the present day and night leased wire systems was provided for. In the evening the visitors were entertained at dinner by the Winnipeg publishers.

Six-Point Luncheon Coming

The Six Point League will hold its first luncheon of the season at the Hotel Martiniere, New York, on Tuesday next.

Collin Armstrong, chairman of the Newspaper Committee of the Advertising Agents' Association of New York, will speak on "How Our Organizations Can be of Mutual Advantage." The members of the Executive Committee of the Advertising Agents' Association (P. B. Bromfield, H. K. McCann, Geo. P. Sherman, F. Huber Hoge, H. H. Charles, F. H. Little and J. W. Morgan) have been invited to attend this luncheon as guests of the Six Point League.

OBITUARY NOTES

MRS. CARRIE KOCH, who wrote household and cooking features for the Newspaper Enterprise Association under the name of Carolyn Coe, died suddenly of heart disease at her home in Chicago last Sunday. Mrs. Koch was a visitor to the Cleveland offices of her organization only a week or so ago. She leaves three sons—Mack Koch, of Canton, Ohio; and Kenneth and Ted Koch, of Chicago. The funeral was held in Toledo, her old home. Mrs. Koch was the widow of Edward C. Koch, and a sister of Idah McGlone Gibson, special writer for the Newspaper Enterprise Association.

WILLIAM H. FRIDAY, for many years a newspaper man, having at one time been associated with the Brooklyn Standard-Union, died of acute indigestion on November 8 at his home in Brooklyn, N. Y. He was 66 years old.

CAPTAIN JOHN E. SLIGER, for the last 38 years connected with the New Orleans bureau of the Associated Press as marine editor, died on November 3 of paralysis. He was 69 years old.

FRANK B. POSEY, publisher of a newspaper at Owensboro, Ky., and at one time congressman of Evansville, Ind., died at his home in Rockport, Ind., on October 31, after a very brief illness. He was 67 years old.

CHARLES P. HAGGERTY, a newspaper man of Brooklyn, died Monday at his home, of pneumonia. He was 42 years old, and was born in Glasgow, Scotland. He had been a reporter on The Brooklyn Times and Brooklyn Citizen, and at the time of his death represented The New York American and The Brooklyn (N. Y.) Standard-Union.

MRS. ADELE S. CHESMAN, widow of Nelson Chesman, former president of the Nelson Chesman Advertising Agency, died at her home in New York City on Monday last.

ALBERT N. HOLMES, local correspondent of the Associated Press, died at his home in Seymour, Conn., on November 3, after an illness of some length. He was 36 years of age.

MAJOR W. M. SPENCE, former editor of the Austin (Tex.) Statesman, and one of the leading newspaper men of Texas, died at Silver City, N. M., on November 2, and was buried in that city on November 3. Major Spence had moved from Texas to New Mexico for the benefit of his son's health, and during his residence in Silver City had gained considerable prominence.

BRENT GOOD, president and founder of the Carter Medicine Company, of New York, in which he made a fortune, died on Wednesday last of kidney trouble in his 78th year.

WEDDING BELLS

Edward Marsden Cooke, at one time reporter and editorial writer on a Philadelphia paper and now vice-president of the Keystone Telephone Company, Philadelphia, was married to Mrs. Annie Strong Baxter of New York, on November 5, by Mayor Mitchel, who is a friend of both bride and groom.

Edward Staats Luther, political editor of the New York Morning Telegraph, and Miss Harriet Lewis, daughter of Mr. and Mrs. John Earl Lewis of Clemson College, South Carolina, were married on Tuesday last. After a two weeks' trip, Mr. and Mrs. Luther will return to New York and make their home in the Hotel Seymour.

NEW INCORPORATIONS

WILMINGTON, DEL.—American Agricultural Publishing Company, Dover. Capital, \$100,000. To carry on the business of printing, publishing and circulat-

ing papers, magazines, etc. Incorporators: Herbert E. Latter, Norman P. Coffin, Clement M. Egner.

NEW YORK CITY.—Bloch & Herzberg, printing, lithographing, advertising, publishing. Capital, \$10,000. J. Herzberg, G. I. Schneberger, and W. A. Hyman, all of New York.

CHARLOTTESVILLE, VA.—Farm Press, Incorporated. Maximum, \$10,000; minimum, \$5,000; par value, \$100. To publish a newspaper. W. B. Alwood, president, Charlottesville; L. C. Randolph, secretary and treasurer, Charlottesville.

CLEVELAND, O.—The Obrana Publishing Company; \$10,000 publishing business. John Ohlebik, John Bandzak and Joseph Hansley, incorporators.

NEW YORK CITY.—Delmarvia Printing & Publishing Company. Capital, \$30,000.

NEW YORK CITY.—The Truth Newspaper Company; publishing and book selling; \$10,000. Incorporators: O. Lloyd St. Cyr, B. Hochster and M. W. McClung, New York.

NEW YORK CITY.—American Agricultural Publishing Company, newspaper proprietors, general publishers, and printers. Capital, \$100,000.

PITTSBURGH, PA.—National Daily Publishing Company. Capital, \$50,000. To print, publish and circulate papers, magazines, etc. Incorporators: John S. Haercks, Pittsburgh; Joseph A. Zeliesko, McKees Rocks, Pa.; Joseph Atlay, Homestead, Pa.

CHANGES IN INTEREST

LITTLE ROCK, ARK.—The North Arkansas-Democrat, of Harrison, Ark., has been purchased by J. E. Perkins, an employee of the Arkansas-Democrat, of this city.

DIXON, ILL.—The Morning Leader has been purchased by J. M. Regan, of Big Rapids, who brought about the merger of three Dixon papers, two dailies and a weekly.

FORT COLLINS, COLO.—The Fort Collins Courier has been purchased by Morris Emmerson, former proprietor of the Mt. Vernon (Ill.) Register.

DEFIANCE, OHIO.—The Crescent-News, of this city, passed into the hands of C. J. Brown and A. V. Abermethy. Mr. Brown is the managing editor, assisted for the present by Lee O. Tustison, who has been in charge of the publication.

CHARLES CITY, IA.—L. H. Henry, of the Charles City Daily Press, has purchased of the Reinsmiths the Daily Intelligencer and the two will be consolidated.

COMMERCE, OKLA.—The Commerce News, originally owned by James Pottery and others, was sold to A. Brainerd. The new editor was in charge of the Baxter News for several months this year.

MASON CITY, IA.—The Norway Spring (Ia.) Advertiser has been purchased by L. N. Hildbrand, a former newspaper reporter.

AUGUSTA, KAN.—The Augusta Gazette, originally owned by Timothy Sexton, has been leased by Joe Saterthwaite, Jr., of Douglas, who was at one time connected with the Eagle news department, and who has also worked on Denver papers.

FORT DODGE, IA.—The Herald, which was recently leased by M. Harwood, was sold out to F. O. Satter, of the Ellsworth News.

PARIS, TEX.—The Paris Daily Advocate has been purchased by George T. Spens, recent owner of the Taylor County Vidette, published at Abilene, Tex., which he recently sold to Ben F. Baker, of California.

JOHN D. JR. A REAL MAN

(Continued from page 592.)

stiff hat of a passenger. He arose quickly, facing the owner of the hat, and said: "I think I sat down on your hat." Whereupon the other man said: "You think you did? You know damned well you did!"

Again: We were riding in the "rubberneck" wagon in Denver. We passed the library. John D. asked what the building was. It was a Carnegie library. "That's strange," he said, with a

winkle in his eye. "I don't see Andy's name. We must be on the back side."

A BIT OF FUN

We punctured a tire one morning on the way up from Trinidad en route to Walsenburg. We all gathered around.

"Have you seen the new Ziegfeld Folies?" asked John D. "It's a great show. They have one stunt where they impersonate Rip Van Winkle, Bryan and Billy Sunday. Bryan looks at Rip Van Winkle and inquires his name. 'Why,' says Rip, 'I voted for you every time you ran.' Bryan, astonished, exclaims: 'Are you the man?'"

John D. chuckled and observed: "He was a bright chap who wrote that line."

One day we came out of the workings of a mine in Fremont county. We were just leaving the cage when John D., with a smile, shouted: "Watch your step!"

"Aha," spoke up one of the scribes. "We know where you have been." He confessed he had been to see the "drama" in Chicago where the Castles danced.

One night at Sopris it was late and considered dangerous to attempt the mountain road back to Trinidad. He rolled up in a blanket in a miner's shack and slept soundly. Next morning he ate breakfast at the boarding house in his shirt sleeves, passing the grub with the ease of an old timer.

They warned him not to go into the Walsenburg district. They killed one another with rifles and cannon in the strike there.

"We'll go," he said.

And that night at Cameron mine was a setting fit for a greater pen (or typewriter) than this feeble effort. That school house entertainment by the miners and their children, it is dollars to doughnuts, outdid anything John D. Senior ever witnessed in his boy days in the little red school house. Most of the miners at that camp are Hungarians. The master of ceremonies was an Englishman. He wore white spats.

Then John D. made a speech. Among other things he said his wife was 2,000 miles away and he felt like kicking up a bit. They cleared the floor. The orchestra was made up of an accordion, a violin, a piano and a trombone. But they surely did play some—and the modern stuff!

John D. was first on the floor, and for nearly two hours he fox-trotted and one-stepped and waltzed with the miners' wives and their daughters—and he really enjoyed it.

Then he gave them a band stand.

TALKED WITH THE WIVES

In the mining camps he had one stunt he did alone. That was going into the little homes and talking with the miners' wives. He wanted the truth first hand.

A thousand such human interest stories were made by this very rich and unassuming and unprepossessing young man during the three weeks.

You can't get away from that kind of stuff out in the eternal hills, where fourflushing and bunk are detected instinctively, without butting into a great big story—even if it is John D. Junior who is doing it.

But all the while, over in the little stuffy jail, crowded with twenty nationalities for all manner of crimes, wistfully looking out of his steel cage, was John R. Lawson, the man who represented the other end of the economic ladder in the big fight. He is sentenced to life for murder—for leading the men who asked a larger division of the spoils. And athwart his prison cell fell the purple of the twilight of the eternal hills—the hills within whose mineralled heart rested the riches that caused the trouble—the hills the rich young man owned.

You couldn't get away from the thought, somehow, that one was in jail; the other was being played big on the front pages of the world's press—for doing a simple duty!

Without attempting to indulge in odious comparison as to the commercial and financial aspect of this case, let it be known of all men that John D. Junior, merely as a human animal, as a man, is a capital fellow; a nery, steady-eyed, unflinching, soft-voiced, lovable chap. He is a real man.

TIPS FOR THE AD MANAGER

N. W. Ayer & Son, Philadelphia, are again placing orders with newspapers in selected sections for P. H. Hanes Knitting Co., "Hanes Elastic Knit Underwear," Winston-Salem, N. C.

Geo. Batten Co. is placing orders with newspapers in New York City and vicinity for H. T. Dewey & Sons Co., New York City.

Bayer-Stroud Corp., New York City, is placing the advertising for the Carpenter-Morton Co., "Colorite," Boston, Mass.

Cheltenham Adv. Agency, New York City, is placing the advertising for the Chalmers Motor Car Co., "Chalmers Auto," Detroit, Mich.

Nelson Chesman & Co., Chattanooga, Tenn., are placing 40 l. 6 t. orders with some Northern newspapers for the Cedar Croft Sanitarium, Lebanon, Ohio.

D'Arcy Adv. Co., St. Louis, Mo., is again placing copy with some Southern newspapers for Geo. A. Dickel & Co., "Cascade Whiskey," Nashville, Tenn.

Dillard-Jacobs Adv. Agency, Atlanta, Ga., is again placing orders with some Pennsylvania and Southern newspapers for the Carolina, Clinchfield & Ohio Railway, New York City, and Spartansburg, S. C.

Geo. L. Dyer Co., New York City, is again placing copy with some Western newspapers for the Gillette Sales Co., "Gillette Safety Razor," Boston, Mass.

Ewing & Miles, New York City, will shortly take up the newspaper advertising for C. H. Keith Co., "Dr. Marshall's Catarrh Snuff," Cincinnati, Ohio.

Fisher-Smith Adv. Co., New York City, is again placing copy with a selected list of newspapers for Dr. D. A. Williams, East Hampton, Conn.

Hanser Agency, Newark, N. J., is placing orders with newspapers in selected sections for Pompeian Olive Oil Co., Coca Cola Bldg., Baltimore; Md.

Lord & Thomas, Chicago, Ill., is placing copy with Western newspapers for Dr. R. Schiffman, "Schiffman's Asthmador Remedy," St. Paul, Minn.

Wm. D. McJunkin Adv. Agency, Chicago, Ill., is making 150 in. contracts with Texas newspapers for Thompson Malted Food Co., "Hermo" Tonic, Waukesha, Wis.

Metropolitan Adv. Co., New York City, is again placing copy with a selected list of newspapers for Geo. P. Ide & Co., Silver Brand Collars and Shirts, Troy, N. Y.

Harry C. Michaels, New York City, is asking newspaper co-operation for an old-time varnish manufacturer.

Mitchell Adv. Agency, Minneapolis, will place orders with a selected list of newspapers early in January for the Leo Shapiro Co., Minneapolis.

Modell Adv. Agency, New York City, is placing 1 in. 4 t. classified orders with newspapers in selected sections for the Atlas Supply Co., New York City.

Morse International Agency, New York City, is placing 240 inches extra copy with newspapers for B. F. Allen & Co., "Beecham Pills," New York City. This agency is asking rates direct for a tryout campaign in some Southern and Southwestern newspapers for the Burnham & Merrill Co., Packers, Portland, Me., whose advertising it handles.

Frank Presbrey Co., New York City, will place some of the advertising for the Prudential Life Insurance Co., Newark, N. J. This agency is making up the schedule for newspapers for the Shredded Whole Wheat Co., "Shredded Wheat," Niagara Falls, N. Y.

E. P. Remington Agency, Buffalo, N. Y., is again placing orders with some New York State newspapers for Spencer Kellogg & Sons, Inc., "Kellogg's Tasteless Castor Oil," Buffalo, N. Y. This agency is also placing with some New York State newspapers orders for Granger & Co., Inc., "Royal Blend Coffee," Buffalo, N. Y.

Michelin Tire advertising (Milltown, N. J.), hitherto placed by the Presbrey Agency of New York, is now to go out direct. Manager R. B. Bramwell is asking the agency commission.

Sidener-Van Riper Advertising Company, Indianapolis, is placing 280-line four-time orders with Middle Western newspapers, for the Bogue Institute for Stammerers.

Stack Agency, Chicago, is placing with Mississippi newspapers 200 inch, 1 yr. orders for Swift & Co., Chicago.

H. W. Kastor & Sons Adv. Co., Kansas City, Mo., is placing with weekly papers 100 l. 10 t. orders for the Garford Mfg. Co.

Nelson Chesman & Co., St. Louis, are placing a tryout campaign with some Scranton, Pa., Elmira and Ithaca, N. Y., newspapers for the Booth Chocolate Co., Elmira, N. Y. This agency is also placing with Southern papers 83 l. 13 t. orders for Lung Germiné Co., and 200 l. 6 t. orders in Sunday papers for the Schuiling Rupture Institute.

Geo. L. Dyer Co., New York, is putting out some copy for the Gillette Razor Co.

W. B. Jones, Binghamton, N. Y., is placing with a selected list 7,000 l. 1 yr. orders for Health Laboratories.

H. E. James, Philadelphia, is placing with a few papers 175 inch orders for Dr. Bell's Pine Tar Honey, and 208 inch orders for Dr. Sloan's Liniment.

Boston Advertising Notes

John Morgan, an advertising man in the Publicity Building, Bromfield street, Boston, has been making a special study of food products used and manufactured in the New England states. In connection with this work he has placed some interesting and illuminating advertising of the Johnson Educator Foods and the Deerfoot Farm products, especially the sausages.

The Shumway Company, of Boston, is placing advertising for the Bell Spice Company. This copy goes in the New England newspapers and will run until Thanksgiving. A feature of the advertising is the attention directed to the pure spices and herbs sold by this well known company.

P. J. Johnson, advertising agent of Boston, is placing full pages in some of the New England newspapers calling attention to the merits of the Palm Olive Products. It is said that this is only a portion of a national campaign. Orders are sent out through the Lord & Thomas Agency, of Chicago.

The Boston American is placing some out-of-town advertising in various newspapers. The matter is sent out through several agencies.

The Foster Rubber Company is doing some interesting publicity through the A. E. Greenleaf agency, of Boston. This advertising appears in New England cities of good size.

The Following Newspapers are Members of
THE AUDIT BUREAU OF CIRCULATIONS

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

ALABAMA. NEWS Birmingham Average circulation for September: Daily, 36,433; Sunday, 37,804. Printed 2,207,884 lines more advertising than its nearest competitor in 1914.	NEW YORK. COURIER & ENQUIRER.....Buffalo IL PROGRESSO ITALO AMERICANO.....New York DAY.....New York The National Jewish Daily that no general advertiser should overlook.
CALIFORNIA. EXAMINER Los Angeles A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.	NEBRASKA. TRIBUNE Hastings Circulation A. B. C. report, 7,100. Full leased wire report United Press.
GEORGIA. JOURNAL (Cir. 57,531).....Atlanta CHRONICLE Augusta LEDGER Columbus	OHIO. PLAIN DEALER.....Cleveland Circulation for October, 1915: 134,978 Sunday 166,411 REGISTER Sandusky The most widely read daily published in Northern Ohio between Cleveland and Toledo. VINDICATOR Youngstown
ILLINOIS. HERALD Joliet STAB (Circulation 21,589).....Peoria	PENNSYLVANIA. TIMES Erie DAILY DEMOCRAT Johnstown TIMES-LEADER Wilkes-Barre
IOWA. REGISTER & LEADER.....Des Moines EVENING TRIBUNE.....Des Moines Essential to covering Des Moines and vicinity. THE TIMES-JOURNAL.....Dubuque SUCCESSFUL FARMING.....Des Moines More than 700,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations.	SOUTH CAROLINA. DAILY MAIL.....Anderson
KENTUCKY. MASONIC HOME JOURNAL.....Louisville, Ky. (Semi-Monthly, 32 to 64 pages.) Guaranteed largest circulation of any Masonic publication in the world. In excess of 90,000 copies monthly.	SOUTH DAKOTA. The Sioux Falls Daily Press is the medium that reaches the people in the towns and in the country. Largest Sunday paper of any town its size anywhere. G. Logan Payne Company, New York and Chicago.
LOUISIANA. TIMES PICAYUNE.....New Orleans	TENNESSEE. BANNER Nashville
MICHIGAN. PATRIOT (No Monday Issue).....Jackson Average three months ending March 31, 1915: Daily, 11,349; Sunday, 13,104. Member "American Newspaper Pub. Ass'n." "Gilt Edge Newspapers," and A. B. C.	TEXAS. AMERICAN Austin "The Twentieth Century Paper of Texas" is absolutely independent, printing all the news all the time and printing it first. Seventy per cent. city circulation by carrier. CHRONICLE Houston The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday. POST Houston Over 80% city circulation to regular subscribers by carrier. The "Home Paper" of South Texas, 30,000 guaranteed. TELEGRAM Temple Net paid circulation over 6,000.
MINNESOTA. TRIBUNE, Morning and Evening....Minneapolis	UTAH. HERALD-REPUBLICAN.....Salt Lake City
MISSOURI. POST-DISPATCH.....St. Louis Is the only newspaper in its territory with the beautiful Rotogravure Picture Section. Circulation first six months, 1915: Sunday average 350,066 Daily and Sunday..... 204,497	VIRGINIA. DAILY NEWS-RECORD.....Harrisonburg In the famous Valley of Va. only paper in the richest Agricultural County in United States.
MONTANA. MINER Butte Average daily, 11,684; Sunday, 17,971, for 3 months ending March 31st, 1915.	WASHINGTON. SENTINEL Winston-Salem October gov't report 5,843, net gain October, 1915, over October, 1914, 1,028 copies.
NORTH CAROLINA. SENTINEL Winston-Salem October gov't report 5,843, net gain October, 1915, over October, 1914, 1,028 copies.	CANADA. FREE PRESS London DAILY HERALD.....Stratford Largest circulation in Perth County. The paper that Perth County people want to read.
NEW JERSEY. PRESS (Circulation 7,945).....Asbury Park JOURNAL Elizabeth PRESS-CHRONICLE Paterson COURIER-NEWS Plainfield	ONTARIO. FREE PRESS London DAILY HERALD.....Stratford Largest circulation in Perth County. The paper that Perth County people want to read.
ROLL OF HONOR	
The following publishers guarantee circulation and willingly grant any advertiser the privilege of a careful and exhaustive investigation.	
ILLINOIS. SKANDINAVEN Chicago	NEW YORK. BOLLETTINO DELLA SERA.....New York
INDIANA. THE AVE MARIA.....Notre Dame	PENNSYLVANIA. TIMES Chester
NEBRASKA. FREIE PRESSE (Cir. 128,384).....Lincoln	

New Orleans States
Sworn Net Paid Circulation for 6 Months
Ending Sept. 30, 1915
33,142 Daily
We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans.
To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium.
Circulation data sent on request.
The S. C. BECKWITH SPECIAL AGENCY
Sole Foreign Representatives
New York Chicago St. Louis

Some Wonderful Results

During the last two weeks two large experimental advertising campaigns were successfully tried out in the

NEW YORK GLOBE

without the use of space in any other mediums. The Globe undertook the responsibility of making good single-handed in both cases.

A NEW FOOD PRODUCT—"Wheat Meats") absolutely unknown to anyone except its manufacturers, through three half-page and three quarter-page advertisements published in one week, and The Globe's service back of the advertising, found a sale of 15,600 packages, the first week, and increasing daily.

A REAL ESTATE ENTERPRISE—(Wood, Harmon & Co.) submitted a piece of suburban property for the investigation and examination of The Globe, and after its approval by The Globe, spent \$800 in advertising in The Globe and sold over \$30,000 worth of certified lots in two days. No other advertising was used in connection with the promotion.

Hundreds of similar incidents proving the amazing results The Globe is giving advertisers will be gladly shown to anyone entitled to the information.

Over 1,000,000 lines ahead of 1914

O'MARA & ORMSBEE, Inc.

CHICAGO
Tribune Bldg.

Special Representatives

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