

to fill a gap.

# THE EDITOR AND PUBLISHER AND JOURNALIST

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## ALBUM PHOTO SERVICE

### NEW SCHEME FOR HELPING THE ADVERTISER TO DISPOSE OF HIS PROPERTY.

Philadelphia Ledger Takes Free Photos When \$2.50 or More Is Spent in Advertising—F. P. Kelsey the New Ad Manager—Press Staff Dinner Monday Morning a Decided Success.

(Special Correspondence.)

PHILADELPHIA, Jan. 20.—The "photo-service" advertising of the Public Ledger, established about a month ago, is rapidly becoming a pronounced success. The plan offers to any advertiser whose account for space runs \$2.50 or over free photographs of the property advertised, which are duly classified and filed at "Ledger Central," a branch business office at Broad and Chestnut streets, for the month following, for the convenience of the public. A detailed blank form is submitted to the advertiser, whereon he may inscribe the full particulars. Photographs are attached to the top of the sheet to visualize the verbal description and the page is then inserted in an album of the proper classification. To date, there are books under the following heads: autos, horses, dogs, real estate, apartments, rooms for rent and farms.

#### TRIED ON THE GLOBE.

The plan was tried on the New York Globe, last year, but is said to have been discontinued. J. W. Ferguson, who was in charge on the Globe, introduced the idea here in December and it will be given a thorough tryout, as one of the features of "Ledger Central," which, they say, is equalled in its scope and equipment by no other newspaper office in the country except the Brooklyn Eagle, which extended a friendly helping hand at the time of its inception. D. A. Hills is executive head of the office.

Fenton P. Kelsey, the new advertising manager of the Ledger, has been established now for two weeks, "getting acquainted," or rather renewing old acquaintance, for he is no stranger to many influential and solid business men of this city. He has a "deskful of plans," not quite ready for publication. His personality is a curious welding of western energy and Philadelphia poise, and since he has many friends has been for several years in close touch with local business interests and methods; has a strong admiration for our "sanity of mind and sound business sense," and is not at all afraid of what outsiders call "conservatism"; he is likely to get along extremely well in his new post.

#### WHY HE LEFT GAS RECORD.

He left the Gas Record, of which he was editor, vice-president and one of the founders, and which in two years became the foremost journal in its special class in the country, chiefly, he says, because the Ledger was "a paper of such splendid traditions, and was backed by a man of ideals."

Mr. Kelsey was born in Iowa and educated at Beloit College. His newspaper experience began as reporter and desk man in Milwaukee, and since, as advertising counsel, publicity expert, advertising manager of a public service corporation, and several large sales propositions, he has gained a national outlook and experience. He has retained his stock holdings and his office as vice-president of the Gas Record.

(Continued on page 643.)



ROBERT H. DURBIN,  
PRESIDENT OF THE POOR RICHARD CLUB OF PHILADELPHIA.

### DOUBLE CAPITAL STOCK.

By an amended certificate filed January 9 with the Secretary of State at Trenton, the Newark Daily Advertiser and Publishing Company increased its authorized capital stock from \$500,000 to \$1,300,000. The new stock is to be divided equally into common and preferred, there being 6,500 shares of each, having a par value of \$100 a share.

The increase in authorized capital was decided upon at a meeting of stockholders held December 31. The stockholders voting for the increase and the holdings of each were as follows: James Smith, Jr., 2,500 preferred and 2,490 shares common; Edward W. Drew, John J. Leidy, Henry J. Auth, George D.

Smith and J. Henry Smith, two shares common stock each.

### One Thousand Papers. Quit.

Dr. Alexander Dietz, director of the Wolff Agency, one of the largest press news bureaus abroad, recently stated in Berlin that of the 1,000 German newspapers, 120 of them political, have been forced to cease publication on account of the war.

### Low Price for London Times File.

At a sale of books, engravings, maps and old newspapers, part of the library of Franklin B. Hough, at the Merwin salesroom, in New York, last week, a file of the London Times, 142 volumes, dating from 1828 to 1872, brought \$185.

## PROSPERITY, KEYNOTE

### POOR RICHARD CLUB HOLDS ITS NINTH ANNUAL DINNER IN PHILADELPHIA.

Five Hundred Prominent Editors and Advertising Men Attend—Novel Entertainment Furnished—Mr. Wood's Toast to Memory of Franklin—Notable Addresses by Katharine Bement Davis, William Jennings Bryan and Prof. H. L. Hollingworth.

Philadelphia's old conservative and nationally known advertising organization, the Poor Richard Club, added considerably to its reputation as a virile body, on the occasion of the ninth annual banquet on Saturday last in the grand ballroom of the Bellevue-Stratford, when the younger element in the club was permitted, for the first time in club history, to introduce some novel, unexpected and brilliant entertainment features that rivaled the affairs of the famous Clover and Gridiron Clubs. According to some of the older members, the banquet was one of the most successful social functions ever held in Philadelphia. Covers were laid for over five hundred, and many nationally known editors, publishers, business and advertising managers, agents and advertisers graced the banquet board. Over three hundred women, costumed in the most exquisite creations adorned the balconies.

The festivities began shortly after 7 P. M. and from that hour until the stroke of twelve, when William Jennings Bryan, Secretary of State, concluded his highly flavored spiritual talk on peace, prosperity and newspapers, there was not a single idle minute. The menu was the work of a connoisseur, the cuisine perfect, the service exceptional, the souvenirs useful and ornamental. Confetti thrown from the balconies gave a carnival flavor to the fun.

Among those at the tables were E. A. Van Valkenberg and E. E. Edmondson, of the North American; W. F. Hanson and Rowe Stewart, of the Record; William Simpson and R. L. McLean, of the Bulletin; Fleming Newbold, of the Washington Star; Emil M. Scholz, of the New York Evening Post; Richard Waldo, of the New York Tribune. E. F. Hooper, of the New York American; W. N. Callender, Jr., of the New York Journal; Dan A. Carrol, E. St. John Richards, Wm. J. Morton, Mr. Carpenter, of the Carpenter-Scheerer Company, and many other New Yorkers; Gover-elect Brumbough, of Pennsylvania, and the following baseball stars: "Eddie" Collins, "Chief" Bender and Harry Davis.

The keynote of the banquet was "Peace, Publicity, Progress and Prosperity," and outstanding among many strong features was the toast to Benjamin Franklin given by Jarvis A. Wood, of the N. W. Ayer & Son Advertising Agency, Philadelphia, who, when the diners had been seated, the lights extinguished and from the darkness an electrically lighted bust of Franklin, patron of the club, stood out in bold relief against the red velvet curtains, proposed the following toast:

Ladies and Gentlemen.—I am asked to give a toast to the most interesting character in American history. The light that is soon to return to us well typifies the influence of his life on the lives of the men of his day and the men of our day and of all days to come.

When you think back you will find that many of the conveniences that lighten private life and many of the institutions that



**PAPERS IN LIBRARIES.**

**HEAD OF THE CHICAGO PUBLIC LIBRARY SAYS THEY SERVE AN IMPORTANT PURPOSE.**

**He Thinks There Is No Appreciable Sentiment in Favor of Their Exclusion—Former Governor Eberhart of Minnesota Advocates State Advertising of Its Attractions—What It Does to Bring New Settlers.**

(Special Correspondence.)

CHICAGO, ILL., Jan. 20.—Considerable comment has been aroused among editors by a discussion at the recent mid-winter conference of members of the American Library Association held here on the question as to whether newspapers should be banished from libraries, it being argued that newspapers are now so cheap and accessible to all that it is not necessary for libraries to supply them. It is planned to take some action at the June meeting toward removing papers from libraries. Some editors have objected to this claiming that the public should have as much right to get papers as books at libraries and that the keeping of the files of numerous leading papers, as is the custom now, is a great convenience and saving to many. On this question the opinion of Henry E. Legler, librarian of the Chicago Public Library, is of interest as this library has a large and much patronized reading room with dozens of leading American and foreign papers. He said:

"While it is true that a certain fraction of the attendance in the reading rooms of the large public libraries is not wholly desirable, nor prompted by sincere desire to use the reading matter to be found therein, that fact should not operate to prejudice the wholly legitimate use which a department of this kind serves for many thousands of readers. In our own reading room the attendance averages nearly two million annually.

"We have a very large foreign population, and it is an entirely proper service which this library renders in furnishing to Englishmen, Germans, Russians, Frenchmen, Bohemians, Italians, Poles, and the natives of other Slavic, Teutonic and Latin countries the principal daily newspapers which bring to them news of home and the developments abroad. It also seems entirely proper to furnish daily newspapers from the leading cities of the United States whence many thousands of the citizens of Chicago have come and for which they may, perhaps, still retain an attachment or feel an interest in their local affairs. I do not understand that there is any appreciable sentiment among librarians in favor of discarding newspapers altogether. The point at issue seems to be whether the papers should be on open stands or held subject to special request, thus doing away with the encouragement otherwise given to those who come to read merely details of crimes committed or the sporting pages."

"Despondent and out of work, W. O. Hoffman, a veteran newspaper man, committed suicide last week by turning on the gas. He was the founder and publisher of the Daily Market Review and later had been employed on leading papers. He was 72 years old and left a widow.

Henry S. Bunting, editor of the Novelty News, went to Milwaukee last week and addressed the Advertisers' Club there on "How to Use Advertising Novelty."

Opie Reed was the chief attraction at a banquet given at Milwaukee this week by the Wisconsin Electrical and Gas Associations in joint gathering.

Ned A. Barrymore, a newspaper man, has been sued by Miss Beatrice King for \$10,000 damages for alleged breach of promise.

John R. Thompson has offered a cup for the old newsboys contest day to be awarded the one whose sales are largest that day.

So strict is the local police supervision

of the news stands that at present the Daily News Almanac is barred from sale upon them although it was sold previously.

In an address before the Chicago Advertising Association last week former Governor Eberhart of Minnesota advocated state advertising of its special advantages, stating that it had paid in his state. He said that Minnesota had secured by advertising many more new settlers than adjacent states that had not advertised. He advocated an expert publicity man for every state who could put its advantages before the public so as to attract. He estimated that business advertising for Minnesota had increased its farm land values 100 per cent. in the last ten years, thus showing that publicity pays.

The Joliet Advertising Club has arranged a meeting for Tuesday evening at which Julius Schneider of the Chicago Herald is to be the principal speaker. The club has been holding a slogan contest and may adopt one at this meeting.

A Graphic Arts Exposition will be held here in June during the week of the convention of the Associated Advertising Clubs. This will comprise an exhibit of printing and binding machinery of the latest type which will be of interest to those newspaper publishers who are also in the printing business.

**Catering to Music Lovers.**

Recognition of the large element of music lovers in the population of the Bronx, now approximating half a million, causes the Charles D. Steurers, Sr., and Jr., owners of the Bronx's only daily evening newspaper, the North Side News, to maintain a live music department for which Elizabeth Remington writes the criticisms and comment on current topics. Incidentally the Bronx probably leads America in the manufacture of pianos, parts and auxiliaries and it is known that most of the operatives and all employees in this industry become appreciative of real music and are discriminating. The local desire for music in the Bronx becomes apparent in the many minor organizations devoted to the study of music with occasional performances by the members and recently an ambitious attempt has developed to organize a symphony orchestra capable of undertaking the serious compositions of the great masters.

**A Railroad That Helps Reporters.**

How the Baltimore & Ohio Railroad deals with the newspapers in matters of public interest concerning its affairs was shown in the case of a train accident on January 5. When a report reached Superintendent Lechluder that the Chicago-New York express train had been derailed at Warwick, O., early that morning, he telephoned the city editors of each of the Cleveland papers requesting that a representative accompany him to the scene or that the local correspondent get in touch with him. The newspaper man at Warwick was given every detail of the accident, in which no one was hurt, although the train ran 100 yards along the right-of-way, and all sensational reports were avoided, as the newspaper reporter was interested only in sending an accurate account of actual facts to his paper.

**Press Club Activities.**

The New York Press Club is organizing a singing society composed of members of the club and hopes to secure one hundred voices. The chairman of the entertainment committee is enrolling volunteer vocalists. The new society will be called the Press Glee Club, Press Musical Chorus or some other fitting name. On February 6 a novelty luncheon will be given free to Press Club members and ladies, under the direction of Miss Marta D. P. Marx, at the clubhouse, at 12:45 P. M. The number of seats is limited to 125, and it is promised that ladies will be especially interested in the menu.

Why not get the Editor and Publisher Every week. Only \$2 a year.

**UTAH'S SONG OF PROSPERITY.**

**Salt Lake City Tribune's Manager Sends Cheerful Letter to the East.**

A. N. McKay, general manager of the Salt Lake City (Utah) Tribune, in a recent letter to the S. C. Beckwith Special Agency of New York, said concerning business conditions in and around Salt Lake City during the past year:

"I assume that you, like the rest of us, are thankful for such small mercies as have been vouchsafed to us during 1914. Certainly the people of this region, large in area, of which Salt Lake City is the center—the financial, trading, educational and religious capital—feel deeply thankful, for I believe we are all imbued with the same conviction, that here on the western slope of the Rockies is the most prosperous part of the United States, it not the world, today.

"Four months ago, at the outbreak of the European war, we were all deeply apprehensive of the consequences to those industries on which we chiefly depend. Prior to that time the tariff changes had threatened wool, sugar and lead—three principal products of Utah and surrounding States. Already, however, the price of wool had advanced to notably high prices; lead hadn't been affected, nor had sugar to any extent, as the elimination of the duty was still many months in the future. With the war's beginning sugar immediately leaped upward, so that unusual profits were insured to the sugar companies which, despite the tariff legislation, had contracted for the greatest acreage of sugar beets in their history. Wool likewise advanced, while little change in value was noted in the lead market. Meanwhile, livestock—cattle, sheep, horses and swine, of which there are many all through this region—advanced tremendously in value, so that it is not an exaggeration to say that the ranchman of the West never before knew such prosperity as he enjoys today. When I say 'ranchman' I assume, you understand, the western use of this term to indicate what is known in the East as a farmer, as well as the lord of many thousands of acres.

"There was for a time some trepidation shown by mine operators. This has largely passed so far as those engaged in the mining of lead, silver, zinc and gold are concerned. With the big copper operators the case is different. By agreement they have reduced their output practically one-half. These companies have, in consequence, found it necessary to reduce their forces. They have all, however, adopted the general policy of retaining their married employees—a plan that fitted in well with the existing conditions, since the men discharged were nearly all cheap laborers from the south of Europe, who have been called home by the needs of their countries."

**A Paper That Helps the Poor**

Good results have followed the work of the Dayton News in providing help for worthy families. The News publishes daily the description of the families needing aid, using no names publicly, but furnishing same to the party who comes forward for the purpose of relieving the distress. In this way all embarrassment is avoided, and at least one family a day is being placed under the charge of some charitable man or woman. The work of the News meets with the approval of all who are interested in the relief of temporary need.

**W. I. Fletcher Resigns.**

W. Irving Fletcher has resigned as advertising manager for Saks & Co., to open an office of his own for the preparation of copy and advertising plans at 171 Madison avenue.

The business and advertising offices of the New York Press have been moved to the Flatiron Building, 23d street and Broadway.

**SAYS IT'S BOYCOTTED.**

**San Francisco Daily News Declares Rivals Are Hiring Away Its Newsboys—Siskiyou Papers Form a County Press Association—Wave of Matrimony Sweeps Through the Offices of Honolulu Newspapers.**

(Special Correspondence.)

SAN FRANCISCO, Jan. 16.—In a big, front-page spread the San Francisco Daily News makes the statement that it is being boycotted by the other papers of this city, who, it is claimed, are trying to hire every possible newsboy who has been selling the Daily News on the streets. The Daily News is a Scripps paper and, of late, has been on the warpath in no uncertain manner against its alleged foes.

Five representatives of newspapers of Siskiyou County, California, have organized the Siskiyou Press Association. George L. Bradnock, publisher of the Dorris Times, was elected president and J. M. Potter, publisher of the Montague Messenger, secretary. The purpose of the organization is to regulate printing and advertising rates in the county.

A wave of matrimony is running through the establishment of the Honolulu (T. H.) Star-Bulletin. The latest victim is Philip B. Danky, well-known editorial writer, who married Miss Claire Ellen Shafer. Only a few months ago John C. Poole and Ralph A. Cuthberton, of the art department, were both married. It is reported that Charley Correa, of the same sheet, has been caught by the rushing tide and is about to succumb. Another is H. D. Case, the young reporter, who will visit the State of Washington in February, so I am told, to claim a blushing young bride. Keep it up, boys; the water's fine.

The Hawaii-Japanese Daily Chronicle, Honolulu, T. H., went out of existence on the first day of the year. The plant was sold at auction.

Your correspondent is the proud father of a brand new 10-pound girl, and doesn't care who knows it, either. Thomas McCarty and Walter Bodin, two friends, who worked with him in the Chronicle in the stormy days of 1912, are also fathers now. All three are girls and all were born about the same time.

**PACIFIC COAST PERSONALS.**

C. P. Stewart, Pacific Coast manager of the United Press, is about to leave for Washington, where he will take charge of the United Press Bureau there. Stewart's successor will be J. H. Furry, prominent in press circles in the east and west.

Frank W. Worcester, who for the past six months has been acting business manager of the Sacramento (Cal.) Star, has retired from that position and will go to Los Angeles to become associated with the Scripps newspaper.

Frank Griffin, Sacramento newspaper man, has become a member of the staff of the Call-Post, this city.

Edward N. Clark, a Spokane newspaper man, has reached Sacramento on what he says is a three-year walk around the world for a British magazine. He will go to San Diego and will ship around the Horn. He started on his walk in Alaska last August.

Gustave Fay and L. Alexander have been granted the concession to handle all newspapers distributed on the grounds of the Panama-Pacific Exposition.

D. R. Hamhout, former editor of the Taft (Cal.) Midway Driller, has become a member of the staff of the Daily Tribune, Madera, Cal. C. P. KANE.

**Army Press With a History.**

T. U. Crowley, editor of the Clinton (Tenn.) News, has a proof press which he values very highly. It is an old style "army" press, but its history is what makes it so valuable. It was carried by General Morgan on his famous raid through Indiana and Ohio, during the war, and was used to print his orders to his army and to the public. After the war the press was taken to Louisville and afterwards to Clinton.

## PROSPERITY, KEYNOTE

(Continued from page 630.)

equate, but the real estate committee are now making definite plans for remodeling and connecting the adjoining building with the Club house, which will double its capacity.

The publishers' definition is that advertising is the hope that relieves the deadly monotony of the news pages and provides the long green for salaries and white paper. But that is not the true definition. Advertising is printed matter, the purpose of which is to make people want to blow in their money. If it doesn't separate you from your wad, it isn't good advertising.

Advertising is the publishers' commodity, and he can sell it at a profit if his publication is of the right character and its circulation healthy. It pays the advertiser if it is truthful, sane, consistent, and backed up by reliable merchandise, good value and good service. But it pays best the one who carefully and constantly reads it and takes advantage of the information it imparts.

Who pays for it? Nobody. Advertising multiplies customers and creates an automatic co-operative system of cost reduction. It decreases the cost of the output by enlarging the field of outlet. Its cost is analogous to the cost of improved machinery. For example, Moore invented the push pin, advertised it, increased the sales until he had to invent automatic machines to multiply the output; created a demand through the land, producing such quantities as to pay advertising and selling expenses and yet keep the price so low that even people of moderate means can afford to hang things up.

Advertising is a great constructive force. It has been said that advertising is the trumpet of industry, and just now it is proving to be the trumpet of religion. Where would "Billy" Sunday be without advertising? He has estimated the space that the newspapers have given him to be worth a million dollars, and that was a week ago, so that by this time a half million more may be added to that sum. Advertising is optimism in big type. If it isn't optimistic, it isn't advertising. The greatest calamity that could have befallen this country during the past five months would have been the discontinuance of all advertising. The advertising has been about the only optimistic note in the newspapers. Imagine the depressing effect of the newspapers with the news nine-tenths war and the editorials seven-tenths political knocking if there were no advertising in them.

The advertising has done more than anything else to reassure the people that the country isn't going to the dogs. Advertising and all advertising interests are opposed to war. Let's advertise that we are too busy to talk about the war in America. You don't have to go after trade with a Krupp gun. It costs \$9,000 to fire one shell from one of those siege guns. One shell will put a hole through a church or maybe make a hundred widows and orphans, but \$9,000 would buy a page in every newspaper in Philadelphia—and hit a million people in the eye three times. If you think that the war has hurt business, try advertising as a first aid to the injured. We've been holding an inquest over big business, but business is going to be the liveliest corpse you ever saw before the end of this year, before the end of 1915. We raised ten billion dollars' worth of farm products last year—and if it comes right down to cases we can live on that. But there are signs everywhere of increasing business activity. Keep right on advertising. Muzzle the calamity howlers. People need things and will get them. Everything comes out of the ground, and we have the ground and the men to turn the raw materials into marketable commodities. This is the nation of the greatest resources and resourcefulness. The only nation that could be entirely self dependent.

Prof. H. L. Hollingsworth, of Columbia University, a distinguished teacher of advertising on psychological principles, delivered a technical address, which will be reproduced in next week's EDITOR AND PUBLISHER.

Dr. Katherine Bement Davis, Commissioner of Corrections of New York City, received a great ovation when she arose to speak on "The American Woman in Municipal Life." She talked easily and freely and almost instantly captivated her audience by her frank womanly, witty statements. She said in part:

"In New York City in a shop window on Fifth avenue, near 53d street, there is a representation of an apartment house in New York City. At the other end of the show window there is a representation of the City Hall, and there are strings going out from this family home down to the City Hall, and each string is labelled. One string goes to the Street Cleaning Department, another string goes to the Police Department, another string goes to the Department of Health, another string to the Department of Education, etc., through the various departments of the city government.

"The meaning is plain. It is to illustrate what city government is for and

the direct connection between the home and the city government. When we stop to think of it, there is nothing particularly foreign, or difficult, or subtle, or strange, or anything else about city government. What that city government is for is to make the city of Philadelphia or the city of New York a decent place in which to live and into which to bring up our children. That is absolutely all that government is for. It has to do for the collective group what the various members can no longer for themselves owing to the size of the group.

"Now there is no one who has a greater interest in the kind of government that we have in our cities than the mothers of families. They are the ones who are bringing up the future citizens. They care about our public schools; they care whether there are sidewalks for their children; they care what kind of education is going on in the public schools, or rather the kind of education that is going to train the boys and girls who must leave school when they are fourteen years of age to earn their bread and butter.

"It was in the beginning of the present administration in New York City that for the first time in the east a woman was asked to take charge of a city department. We have a young administration in New York City. Some clever newspaper fellow has called the administration in New York City 'The Children's Hour,' because there are so many young men. Our mayor is only thirty-four years of age. I am the grandmother of the administration. As a matter of fact, I am the oldest person in the city administration at the present time; but it is fun to be grandmother to such a nice lot of young men as we have there.

"I believe that, after awhile, at least when women come into their own, we will help the women to see that it pays to go straighter to a point; that we have to get back to trust somebody. I understand perfectly well why all these restrictions have come about. It is because of dishonesty in the past. But we have to get back to trusting people, and we will do that when we put in office the right people, and, in my judgment, it is going to help if we put in a certain number of women.

"I know one woman in the Federal service who has served through four administrations in a position where she practically has the direction of an important bureau of the government. She has prayed every change of administration that a man would be appointed to the position because she would then continue to run the thing as she had run it heretofore.

"One of the things that irks me is the length of time it takes to get things done after you see an end before you which must be accomplished. The men, because they have been afraid of graft, afraid of dishonesty, because those things in the past have been such serious matters, have tied themselves up with rules and regulations of red tape. In the city of New York today you cannot get a plan for the simplest kind of building adopted without its passing seven different boards after it has passed the officials of the specific department."

The toastmaster introduced the Hon. William Jennings Bryan as the foremost peace advocate in this country and, besides, the most distinguished example of a brilliant, powerful, magnetic personality, the true American, the great connoisseur.

Mr. Bryan, in happy vein, spoke on "Woman Suffrage, Peace and Prosperity." He said in part:

"My friends, I feel honored to be a guest of Franklin's Poor Richard Club, and you do well to take as your name that he assumed in some of his writings, for he stands above all others of our countrymen as a representative of the newspaper, and the newspaper is the foremost representative and the most democratic of all the inventions, the art of printing. Without the art of printing, such democracy as the world knows today would have been impossible.

"You are advertisers, and I find that your rules of membership are liberal enough to admit those who belong to my profession, for when I have occasion to write my occupation or profession, I write 'Journalism.' I was a writer, and am to some extent in politics, and so I write 'Journalism' after my name; and the only thing that leads me to doubt that you are as wise as you look is the fact that my medium, the Commoner, is so little appreciated by the advertising public of Philadelphia. It seems stranger, too, when I remember that all intelligent advertisers prefer to have their advertising matter next to pure reading matter and where can you find pure reading matter, if not in the Commoner?"

"Moral courage is as important in this world as physical courage, and a higher quality than physical courage. You will find in the very lowest walks of life plenty of animal courage; you will find even among animals a physical courage; but man shares moral courage with God alone. It is that which makes man, in the image of his Creator, that willingness to stand alone if necessary for that which he believes and fight for it, no matter what the result may be.

"And in this great contest we need women to stand by the side of men, for woman's conscience you will not say is less quick than man's, and no one who knows woman will doubt her ability to face danger and have a moral courage equal to man; and so, while I am a believer in peace, that peace between nations and that peace between citizens that rests on fellowship and good will, I am a believer in the warfare that makes every man fight, and fight until he wins.

"My father did not leave me much money. I am not sorry that he did not; but he left me a piece of advice that I prize more than any amount of money. He said, 'I can afford to be in the minority, but I cannot afford to be wrong on any subject,' and he so believed in the triumph of truth that he declared that if I was in the minority and right I would some day be in the majority, but if I was in the majority and wrong I would some day be in the minority. That doctrine is either true or false. I believe it is true to the very bottom of my heart.

"I believe in prosperity, but I want a prosperity which the people share, and not a prosperity monopolized by a few, and nowhere can I preach that doctrine better than to a group of advertisers, for the advertiser knows that his success rests upon competition, and it is because he believes that competition will bring victory to him who has the best thing to sell, and he tries to present the virtues of that which he has to sell, in the choicest colors.

"I believe in prosperity, but I believe there are two ideas of prosperity; one idea is that it comes up from other people below, and the other idea is that it comes down from a few, and these are two ideas that distinguish the democratic from the aristocratic few of society. Aristocracy believes that society is suspended from the top, and when I say 'democratic' I am not speaking of a man who calls himself a 'Democrat'; I am speaking of the word 'democracy' in that larger and broader sense in which Jefferson used it. The one who looks at society as built from the bottom believes that if you will so legislate that all the people are prosperous then prosperity will find its way up through the classes that rest upon the masses, but the aristocracy which believes society is suspended from the top says 'Legislate for the well to do, and then be patient and wait while their prosperity leaks through on those below.'

"Now it is possible to make a seeming prosperity, aye a temporary prosperity. It would be easy to make prosperity in this country today if the government would just issue a billion dollars and spend the money in the manufacturing and creation of everything. It would give employment; it would

raise prices, and the people would make money, but the bonds would have to be paid. So it is possible to make prosperity to a part of society by putting the burden on the other part of society.

"I know today of nothing that is a menace to the prosperity of this country except the war; nothing except the war that has deranged our avenues of trade and our lines of industry, bringing a prosperity increase to a few but bringing embarrassment to the many.

"Take, for instance, the cotton industry; a fall of one cent a pound in the price of cotton means \$80,000,000 of loss to those who raise the cotton; and the war has depressed the price of cotton and a great section of the country has found it impossible to secure enough for that which they produce to pay costs of production; and this necessarily lessens their purchasing power. In the mines we found another industry, the copper industry, and a large percentage of those who work at it idle. You will find that the war has laid its heavy hand upon us, although we are a neutral nation. Let this war cease (as we pray God it will cease, and it cannot cease too soon for the suffering world), and what is there that menaces our prosperity?"

"If there are any who take a partisan view of it and say that you cannot have prosperity under present legislation, I ask you to give it a trial. You have had a chance to try the other side, and the nation, after having experimented, has turned against it. Have not the people a right to try an experiment in this country that they like; and why shall you say that this experiment shall not succeed?"

"Have we not succeeded in reducing taxation; and who believes that taxation is a blessing except the man who eats the taxes, not the man who pays them? Have we not transferred some of the burden from the backs of the struggling poor to those who have incomes? Who says it is not a just thing to make men pay in proportion to the benefits they realize from their government?"

"Do you say that we have not made improvements by establishing twelve centers of finance instead of one? You tell me that our country will be more prosperous with a hundred men in a single city who can dominate business and give you prosperity or panic at their will. The man who believes that the prosperity of a country depends not upon the strength and intelligence and industry of a nation but upon the mercy of a hundred men is not in sympathy with the institutions of a free country.

"The new era upon which we have now entered is not going to deprive us of prosperity; it is going to give the whole people a chance to share in the prosperity, and in order that they may share in it the first step we took was to give them a larger control of their own government by letting them elect the United States Senators instead of letting the corporations of a state select them.

"Today we have the best Senate that we have had in a quarter of a century. The Senate, like the House, is responsive to the will of the people, a Senate that recognizes its responsibilities to the people of the nation.

"Some of you used to think that I was a Socialist because you read the headlines of unfriendly papers instead of reading my own speeches. I believe that competition is a necessary element of society, and that the fatal weakness of Socialism is that it does not recognize the necessity for competition. I believe that without competition your society grades down, that with competition it grades up; but that that competition must be a competition between people reasonably able to compete, and that when you allow abuses to grow up under individualism, abuses that destroy men's ability to compete, and make them not competitive but servants, you ought not to charge it to individualism but to the abuses that ought not to have been permitted."

# FACTS—

That Point the Safest and Surest Way to Maximum Returns from Every Advertising Dollar Spent in New York's Great Metropolitan Territory

## New York American

PUBLISHED IN 1914

**3,056,417** Lines "Dry Goods" Advertising. A greater volume than was published by **any other** New York Morning and Sunday newspaper.

**350,598** Lines "Amusement" Advertising. Leading **ALL** other New York newspapers and **gaining** 63,207 lines over 1913.

**283,386** Lines "Automobile" Advertising. Thus **gaining** 31,809 agate lines over the preceding year, although **all** other New York Morning and Sunday newspapers **lost** in comparison with 1913.

**93,213** Lines "Musical Instrument" Advertising, a considerable **gain** over 1913 and **more** of this class of advertising than published in **any** other New York newspaper.

You can safely follow the successful New York Merchants, both large and small, who gave the *New York American* the greatest percentage of their advertising in 1914.

It is the average experience of the greatest number of New York "Dry Goods" Advertisers that the *New York American* is the most profitable medium, although the advertising rates of the Sunday *New York American* are necessarily higher than those of any other Morning or Sunday newspaper, because its circulation is so much larger than any other.

NOTE—Above are Official Figures as compiled by the Statistical Department of the New York Evening Post

### ON NEWSPAPER MAKING

NOT over sixteen years ago when in charge of a sickly sheet in an eastern city, the writer was visited by a man of good address and pleasing personality, who said:

"I understand there is money in the advertising business. I have been selling goods on the road for years and would like to get into some line where I could be home with my family for the larger part of the time. I can sell anything that is good."

I told him that the sky was the limit in the advertising business and that any man could easily pick up the details of type and the newspaper office end of the business, provided he was a good salesman.

"Will you stake me to board money for two weeks for a try out?" was his reply.

We closed a temporary deal at \$10 a week and commission on such business as he could secure.

Inside of two weeks with such time as I could give him, at the office regarding details of the business and odd with customers he was calling on, this man had arrived.

His salary and commission amounted to better than \$35 per week, and within four weeks the owners of the paper wanted to murder me for permitting a man to earn so much money.

Within eight weeks this man had closed maximum contracts with all but one of the large stores in the city and owing to the interference of the owners who foolishly objected to paying him so much money (?) we both quit.

This man went from the small daily to a small monthly magazine where he made good from the start and from there to one of the biggest newspaper organizations in the country where for upwards of twelve years he is daily proving that "the sky is the limit in the advertising business for the man who is a good salesman."

His name is Elmer F. Hooper of the Hearst newspapers.

Every now and then there develops in every newspaper office some man with constructive ability of a high order which in combination with fertile imagination and a faculty for grasping the selling possibilities of a certain line of goods or a variety of lines makes him a really great salesman of advertising.

This man is so convinced that the advertising space which he sells will produce increased business for his customers, and works so hard to make it do so, that he is thoroughly effective for his newspaper and earns the confidence and support of his customers.

This man knows human nature from the ground up. He knows that all any storekeeper has to do to secure returns from advertising is to announce his offerings in such a way that they will attract the eye and convince the prospective customer of the values of the goods on sale.

Such a man is seldom fully appreciated in the average newspaper office until he gives notice that he is going to quit and start in business for himself either as an advertising agent, advertising manager of some large concern, into a commercial line of his own, or to some other publication at probably twice his present salary.

Advertising solicitation of the really profitable kind is not mere copy chasing or not merely hypnotizing merchants to spend their money freely regardless of the merits and values given or without due and proper consideration of the ability of the concern to convert inquiries into orders and by good service into pleased customers.

The real born advertising solicitor of the highest order becomes the business advisor of his customers. In his wide field of diverse activities he picks up business experience which makes him a veritable bureau of information, and by maintaining inviolable confidence he gains a place where the mere gathering in of advertising copy is the easiest part of his job.

The writer knows of several men who closely approximate the standard above set forth, yet not one of them is working under congenial conditions or paid anything like what he is entitled to. Sooner or later they will go off into other lines to the loss of the newspaper business from the constructive standpoint.

NORTHCOTE.

### SOUVENIR SPOON CAMPAIGN.

#### Unusual Success of a New Advertising Venture in New York.

The tremendous pulling power of newspaper advertising was given a practical demonstration in New York this past week in the souvenir spoon campaigns of the International and Hearst forces.

The advertising of the International company appeared in about twenty-six columns, in the World, Times, Herald and Brooklyn Eagle, beginning on Wednesday and following through on Sunday with the coupon and a list of about 1100 distributing agencies. The International advertised the Wm. Rogers & Son A. A. guaranteed state seal silver souvenir spoon and the New York American advertised the Oneida Community A-1 X spoon. By noon on Wednesday over a quarter of a million spoons had been sold to a hungry public, who seemed to like it and to cry for more. Some of the newspapers managed to secure handsome increases in Sunday circulation by following the campaign closely.

For the first time in the history of such promotion, the backers of the International plan, M. L. Annenberg, H. C. Hansen and W. J. McMurray, had the courage and financial ability to pay for all the advertising used, and this they did at card rates through the Chicago advertising agency of Nichols, Finn Advertising company, whose representative prepared all of the advertising copy.

The idea of a spoon for a coupon and fifteen cents is said to have originated with H. C. Hansen, at that time country circulator of the Chicago Examiner. It was tried out in Milwaukee, where M. L. Annenberg was joint agent for all Chicago papers, by inserting a circular, newspaper size, in all Sunday papers. The response was immediate and large. Annenberg, who is a hustler and a brother of the well-known Max Annenberg of Chicago Tribune, jumped into Chicago and bought space in the Herald, Examiner and Tribune. Here the returns were simply amazing. Then the Examiner dropped out and put in Oneida Community ware, which is controlled by John W. Corley, the St. Louis circulation builder. Annenberg lost the Milwaukee agency of the Hearst papers and the International began advertising in the News, Journal and Post, since which time the Cleveland Leader and News, the Boston Post and Boston Globe and other strong papers have accepted the copy and inaugurated campaigns. The International Souvenir Spoon is being offered in about 90 communities. The Oneida Corley spoon is offered with the Hearst papers, Cleveland Plain-Dealer, St. Louis Republic, Daily Oklahoman, Fort Worth Star-Telegram and other papers as a purely circulation proposition at the promotion expense of the newspaper.

It is said that the demand in Milwaukee after 20 weeks and in Chicago after 10 weeks is greater than the first week of the campaign and growing. There are forty-eight state seal spoons in the set.

### OHIO PUBLISHERS MEET.

The Ohio Associated Dailies Association will hold its thirtieth annual meeting in Columbus, January 26 and 27. Among the speakers scheduled are Governor Willis, State Budget Commissioner W. O. Heffernan, Walter Williams, of the University of Missouri; State Auditor A. V. Donahey, Robert E. Ward, of Chicago, and two active newspaper men, W. F. Wiley, managing editor of the Cincinnati Enquirer, and George M. Rogers, assistant general manager of the Cleveland Plain Dealer.

### GROCERY TRADE PRESS MEETS.

#### Annual Convention Adopts Standards of Practice and Favors A. B. C. Statements.

At the annual meeting of the Grocery and Allied Trade Press of America, held in New York on January 15, members were present from all sections of the country. The Standards of Practice approved by the department of business papers of the A. A. C. of W. were unanimously adopted and a proposition to require all members to become affiliated with the Audit Bureau of Circulations was discussed. This question will be made the subject of a special meeting to be held later.

The annual election resulted as follows: President, George J. Schulte, of the Interstate Grocer, St. Louis; vice-president, O. L. Schutz, of the Twin City Commercial Bulletin, Minneapolis; secretary and treasurer, Charles Thorpe, the Retail Grocers' Advocate, New York. Members of the executive committee: W. H. Ukers, the Tea and Coffee Trade Journal, New York; Preston McKinney, the Commercial Bulletin, Los Angeles, Cal.; and David Ezekiel, Modern Merchant and Grocery World, Philadelphia.

Other publishers were present from Boston, Richmond, Chicago, St. Louis, San Francisco and Los Angeles. President F. B. Connolly of the National Association of Retail Grocers in the United States made an address. Frank Meyer, of the Fleischmann Co., entertained the delegates at dinner.

### TELEGRAPHERS AND CARNEGIE MEDAL.

#### Machine Operators Want a Chance to Compete for It at San Francisco.

Press telegraph operators are much interested in the forthcoming decision of the committee appointed to determine the right of machine senders to compete for the Carnegie medal that will be awarded at the Panama-Pacific International Telegraph Tournament which will be held in San Francisco May 27, 28 and 29. The present holder of the medal is William Gibson, of New York, who won it as a fast sender in 1903 and has held it ever since.

Thomas J. Dunn, the inventor of the Dunn duplex sending machine, is making strenuous efforts to have the machine senders admitted in the competition, on the ground that the hand records of ten years ago are not a fair comparison of present-day telegraphers' ability. He claims that just as Harry Peters of the World's telegraph department, New York, and George W. Conkling of the Associated Press, who are claimed by many telegraphers to be the fastest hand senders of the present day, are of the opinion that the Carnegie Trophy should be confined to competition between hand senders, as the medal was originally donated for this particular class of work, while others claim the medal should be awarded to the man making the best speed record, whether by hand or machine.

### CHANGES IN INTEREST.

EAST ST. LOUIS, ILL.—Forrest P. Beck with has taken over the management of the Evening Sun, succeeding Sewell Johnson, who established the paper.

EAST LIVERPOOL, OHIO.—O. I. Jones has purchased the stock of John L. Sullivan in the Review and succeeds him as editor and general manager.

MANSFIELD, OHIO.—John L. Sullivan has bought an interest in the Shield and will become general manager, succeeding A. N. Lawson, who has gone to New York.

DAYTONA, FLA.—Mr. and Mrs. William H. Carter, publishers of the Halifax Journal for the past thirty years, and owners for the past three or four years, with the last issue of this paper, retire from public life in this capacity at least. The paper has been purchased by H. C. Sparkman, who, beginning with January 5, will issue a daily, the Morning Journal.

### THE NEW HAVEN Times - Leader

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

### Buffalo News

EDWARD H. BUTLER  
Editor and Publisher

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

Foreign Advertising Representatives  
KELLY-SMITH COMPANY

220 Fifth Avenue  
NEW YORK

Lytton Building  
CHICAGO

The St. Paul Daily News **73,382**  
Nov. Circulation

in November carried

**22,554** More lines of foreign display

than its nearest competitor.

C. D. BERTOLET

1110 Boyce Bldg.

Chicago, Ill.

New York Representative:

A. K. Hammond, 366 Fifth Ave.

### DETROIT SATURDAY NIGHT gets results

because its readers have learned that they can depend on every representation made in its advertisements.

#### GUARANTEED ADVERTISING

so far as Detroit Saturday Night is concerned, means that the publishers will make good if the advertiser doesn't.

#### Foreign Advertising Representatives

G. LOGAN PAYNE CO.

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

### R. J. BIDWELL CO.

Pacific Coast Representative  
of

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

742 Market Street  
SAN FRANCISCO

THOS. DOCKRELL DEAD.

Prominent Advertising Counsellor Passes Away in Dublin at His Father's Home.

Thomas E. Dockrell, for a number of years one of the bright and shining lights in the metropolitan advertising field, died at Camolin, the home of his father, Sir Maurice Dockrell, near Dublin, January 17.

Mr. Dockrell suffered a mental breakdown last summer and became a patient in the Riverside Sanitarium, New York, where it was hoped that rest and medical attention would restore him to his normal condition. Unfortunately his malady did not yield to treatment and his case was pronounced hopeless. Although he had lucid moments when he talked and acted in a rational manner it was deemed advisable to keep him under restraint. He was finally transferred to the Ward's Island Asylum, where he remained until a month ago when his father sent a commissioner to take him back to Ireland.

Mr. Dockrell was an advertising genius. He was prolific in ideas, many of them daringly original and of great value; others were wholly impractical. During the last few years of his life he was an advertising counsellor whose services were in demand by large commercial concerns. It was not alone his ability to furnish good advice upon publicity questions that made him successful. He also had a comprehensive knowledge of salesmanship and sales problems. As advertising is only salesmanship on paper, a thorough understanding of the art of salesmanship, Mr. Dockrell believed, was necessary to the practice of successful advertising. He therefore studied the subject exhaustively and became so well versed in it that he was invited to deliver addresses before bodies of salesmen all over the country. As a stimulator of men in this field he was a wonder. He often imparted such ginger and fire to the sales forces of commercial and industrial enterprises that their efficiency was increased to a remarkable degree.

As a speaker Mr. Dockrell was forceful, convincing and often eloquent. He talked rapidly and used no notes. His voice was of full volume and penetrating. His popularity was such that he was constantly in demand by advertising clubs and allied organizations.

Mr. Dockrell was also a writer of force and skill. He contributed articles on advertising to the leading trade and class publications. During the fall and winter of 1912 THE EDITOR AND PUBLISHER printed from his pen a series of ten articles on important advertising topics that attracted wide attention. He was the author of a little book entitled "Mental Domination," which probably did more to establish his reputation as a writer of serious prose than anything he ever did.

Thomas E. Dockrell was born in Dublin. His father, Sir Maurice Dockrell, is head of one of the largest building and contracting firms in that country. His mother was one of the first women in Ireland to become a member of the urban district council, which corresponds to an American board of aldermen.

Young Dockrell was educated at Corrig School, Kingston, and at Trinity College, Dublin. At the latter institution he established a reputation as a wit and orator.

After finishing his studies he went to South Africa where he hunted big game, served in the mounted police force and worked as a salesman. From South Africa Dockrell went to Ceylon and Australia.

On his return to England he established himself in London as a salesman and advertising man. Twelve years ago he came to the United States and took up advertising work. He became the advertising manager of twenty retail stores. Then he filled the same position with a big department store, and later with Scott & Bowne. Finally he went into business for himself and for the last three years had an office in the Singer Building in this city.

FRANK LEROY BLANCHARD.

DINNER TO J. J. SPURGEON.

Friends and Associates Entertain New Executive Editor of the Public Ledger.

John J. Spurgeon, the new executive editor of the Philadelphia Public Ledger, was given a farewell banquet by his friends and associates of the World, at the Waldorf-Astoria Hotel January 16.

About seventy-five diners, including many members of the editorial staffs of the World and the Evening World, and several former associates of Mr. Spurgeon during his fifteen years' association with the World, gathered to express their regret at the parting and to wish their friend success in his new work.

The sun parlor resounded with the melody of old-time ballads, last edition parodies and "stunts" of a character that enliven World dinners.

After Mr. Spurgeon had received a silver tea service from his old companions he told how sorry he was that Father Penn and the Public Ledger had wrested him from Father Knickerbocker and the World.

The guests included, besides Mr. Spurgeon and members of the World's staff, these World alumni: Fire Commissioner Robert Adamson, David Ferguson, Supervisor of the City Record; Frank Perley, E. C. Buchignani, R. C. Carroll, Barton Currie and F. L. Anderson.

Cyrus H. K. Curtis, owner of the Public Ledger, and Mr. Spurgeon's brother, William Spurgeon, of the Washington Herald, were out of town guests.

LOOK OUT FOR THIS MAN.

The Morning Examiner Bartlesville, Okla., Jan. 8, 1915.

EDITOR AND PUBLISHER:

I am asking you to publish a warning to the publishers of America against one H. T. Grace, an advertising man of unusual ability, and with wide experience and acquaintance in the larger cities of the United States.

He is a man of 55 years, quite gray, bald, cropped mustache, blue eyes, and exceedingly pleasant appearance. He is educated, and a very, very able solicitor, as well as a very smooth crook. His speciality is in lulling a clientele into security and confidence and then flooding the town with worthless checks. Can make good on any job; writes a beautiful hand. Smokes cigarettes.

He has just jumped my employment after more than a year's satisfactory service, and there are scores mourning his departure. If he had sufficient money he will land either in New York or the Pacific Coast.

THOS A. LATTI, Publisher.

GRAND RAPIDS PERSONALS.

John F. Bolger and Paul Hollister, reporters on the Grand Rapids (Mich.) News, have resigned to become affiliated with lumber concerns. Bolger goes to the northwest and Hollister joins the South American forces of the Fosburg Lumber Company, of Norfolk, Va.

Harry W. Musselwhite, formerly city and sporting editor of the Grand Rapids (Mich.) Herald, is now managing editor of the Manistee (Mich.) News-Advocate.

F. G. Weaver has become sporting editor of the Grand Rapids (Mich.) Herald, to succeed Harry W. Musselwhite.

The Paris edition of the London Daily Mail was suppressed for one day, January 2, because it had printed an article which the censor claims he ordered suppressed over the telephone, but which the editor asserts was passed provided certain lines were excised.

How She Talks.

"When yo' has a quah' wid yo' wife, do she pout and sulk or do she talk back, Brudder Rumpus?"

"She talks back, sah! And she not on'y talks back, but she talks front'ards and sideways and acrost and endways and diagonal and round and round, and den she comes all de way back an' repeats herse'f. Aw, yas-sah; she sho' talks back!"—Kansas City Star.

(A Two Cent Newspaper)

Newark Evening News

Always Reaches Home

Net Daily Average, 73,618 Copies

State of New Jersey, } County of Essex, } ss.

CHARLES L. STASSE, being duly sworn, on his oath says that he is Circulation Manager of the Newark Evening News, and that the foregoing statement of the net daily average circulation of the Newark Evening News for the year Nineteen Hundred and Fourteen is in all things correct and true.

Sworn and subscribed to before me this fifth day of January, A. D. 1915. CHARLES F. DODD, Notary Public.

[Signature]

IT is estimated that the population of Newark is now 405,000. Like New Jersey's favorite home newspaper and premier advertising medium, the growth of the City has not only been steady but substantial. Newark, by the way, will celebrate its Two hundred and fiftieth Anniversary in 1916.

There is absolutely no secret in regard to circulation or advertising rates. Records open to all advertisers. Hundreds of letters (unsolicited testimonials) from satisfied advertisers will be cheerfully shown upon request by the advertising manager in the home office.

A record of the many objectionable advertisements offered the Newark Evening News and rejected is also accessible.

9,331,410 Lines of paid advertising printed in 1914

This Is

2,457,530

Lines More Advertising Than Printed by any New York City Six Day Newspaper

Here is the comparison with the New York City daily newspapers (exclusive of Sunday editions):

Table comparing Newark Evening News circulation (9,331,410) with other New York City newspapers: Evening Mail (4,129,435), Evening Globe (4,061,723), Evening Telegram (4,073,470), Brooklyn Eagle (3,990,199), Evening World (3,411,946), World (3,026,545), Times (2,244,421), Standard Union (1,860,185), American (1,729,373).

EUGENE W. FARRELL, Advertising Manager and Assistant General Manager

General Advertising Representatives: O'MARA & ORMSBEE, Inc. Brunswick Building, New York Tribune Building, Chicago

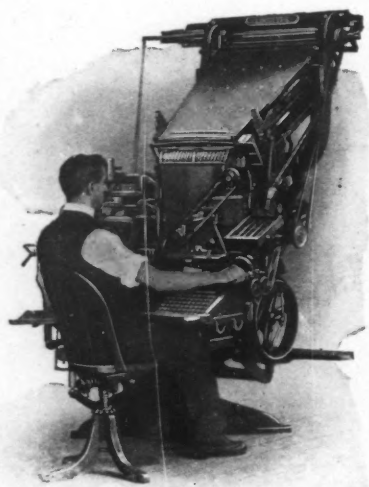
New York Local Representative: FRANK C. TAYLOR Brunswick Building, New York

# THE SYRACUSE JOURNAL

## *INSTALLS SEVEN QUICK-CHANGE AND MULTIPLE LINOTYPES*

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This increases its machine composition plant to 13 machines and makes it one of the most flexible and up-to-date of its size in the country.



*Model 8 Three Magazine  
machine as supplied to the  
Syracuse Journal*

The JOURNAL thus backs up its confidence in the business men of Syracuse and in the City's growth and prosperity by bringing its composing room more than ever on a par with its stereotyping and pressroom facilities, and in this way insures more effective service.

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MERGENTHALER LINOTYPE COMPANY  
TRIBUNE BUILDING, NEW YORK



*January Eighth, Nineteen Hundred and Fifteen*

# Perpetual Injunction

## Against the Intertype Company

---

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

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

*January Twelfth, Nineteen Hundred and Fifteen*

# A Second Perpetual Injunction

## Against the Intertype Company was ordered

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

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

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

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**MERGENTHALER LINOTYPE COMPANY**  
*TRIBUNE BUILDING, NEW YORK*

# THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS  
AND ADVERTISING AGENTS

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

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



The Journalist. Established 1884; The Editor and Publisher.  
1901; The Editor and Publisher and Journalist, 1907. James  
Wright Brown, Publisher; Frank LeRoy Blanchard, Editor,  
George P. Leffler, Business Manager.

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

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

Telephone, Kearney 2121.

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

See Publisher's announcement for subscription and advertising rates

New York, Saturday, Jan. 23, 1915

## SOME ASTONISHING 1914 FIGURES.

When, on December 31, the newspaper publishers close their accounts for the year and from the statements furnished them by their bookkeepers are able to find out the exact volume of business transacted and the amount of profit earned, they are sometimes surprised at the showing made as compared with the record of the previous twelve months. The record for nineteen hundred fourteen furnishes one of these surprises.

It is generally believed that 1914 was the worst year the newspapers have had in a long time, and this impression is correct in so far as it relates to the entire newspaper publishing business; and yet when we come to examine the actual figures furnished by many of the dailies we find that a considerable number did the largest business in their history. A majority of them had marked gains in circulation but sustained losses in lines of advertising.

During the last three weeks THE EDITOR AND PUBLISHER has carried in its advertising columns statements of many of the leading daily newspapers of the United States as to the business done in 1914. From them some interesting facts may be gleaned for the information of advertisers as well as publishers. Let us examine a few of them.

The Chicago Tribune printed 43,502.59 columns of advertising, a gain in display advertising of 884.26 columns over 1913, its best year. The paid circulation during December, 1914, was: of the daily, 320,412, and of the Sunday issue, 535,735.

The Boston Globe shows a circulation gain of nearly 100,000 copies over 1913. The number of lines of advertising carried was 8,362,521, or 27,771 more than the previous year.

The New York Evening Sun gained 381,696 lines of advertising and its net circulation increased over 30,000 copies.

The Boston Post had the greatest year in its history. The average daily circulation was 457,696 copies, a gain of 37,897 over 1913. This, the publishers claim, is the largest daily circulation of any morning newspaper in the United States. The amount of advertising printed was 6,619,380 lines, a gain of 492,304 lines over the previous year.

The New York Evening Journal gained 199,340 columns, or 53,930 lines, of advertising.

The Washington (D. C.) Star carried 10,896,033 lines of advertising, a gain of 446 columns. The publishers assert that the Star printed more lines of advertising in 1914 than any New York newspaper.

The Chicago Daily News reports that 1914 was both in circulation and advertising the best in the thirty nine years of its existence. The average daily circulation was 385,857, a gain of 33,462 copies over 1913. The amount of display advertising carried was 6,813,213 lines, or 672,333 more than in 1913. This, it is claimed, is the largest gain shown by any Chicago newspaper and, so far as the publishers know, is the largest gain made by any newspaper in the United States.

Other newspapers also made substantial gains in both circulation and advertising, but the above instances are sufficient to show that in spite of the war the newspaper business is in a healthy condition. In this connection it is significant to note that the newspapers that are the most persistent and generous advertisers of their own publications are those that scored the greatest gains during the past year.

## SOME REASONS WHY NEWSPAPER ADVERTISING IS BEST.

Regardless of the greater ease with which an advertising appropriation can be spent for space in so-called national mediums such as monthly and weekly publications of general distribution, general advertisers who have carefully checked up results are turning back to the daily newspapers as the most effective and economical mediums through which to stimulate increased sales and consumer demand.

Advertising which is not directly hooked up to the local dealer represents a waste running anywhere from 20 to 50 per cent. in lost orders for which the advertising created a temporary desire which is nullified and lost if the prospect is expected to hunt up an unnamed dealer or to sit down and write a letter.

Advertising placed in mediums circulated all over the country to points where you have no distribution likewise represents an enormous percentage of waste or lost motion. The exact percentage of loss in this detail varies in every case in accordance with distribution.

Through the recent action of certain advertising agents who have awakened from the control produced by the drastic restrictions bringing them recognition from the Curtis Publishing Company, in causing the government to bring action under the anti-trust laws must be significant to advertisers who had their dollars ruthlessly squandered for such publicity.

Advertising in daily newspapers which in every case can be directly linked up with the local dealers or part of a local dealer's home town campaign, produce greater sales and enlist the hearty co-operation of the local dealer. Dealers have stocked up on the strength of so-called national campaigns until they are tired, and know from bitter experience that such efforts don't generally sell the goods.

Newspaper advertising can be used on the very day you want its force exerted, and changed from day to day in accordance with constantly changing conditions which often spell success or failure for any advertising campaign.

Regardless of the seeming greater economy of space in national mediums, they cost about three times as much per line per thousand of circulation, and for the concern with only partial distribution, and counting the lost motion represented by the absence of local dealers' names, must cost anywhere from 15 to 25 times as much per line per thousand.

The advertising agents who have the hardihood to recognize the changed conditions will be discriminated against by the national medium organizations, but will be rendering their clients better service and eventually make just as much money out of the transaction by doing what they know to be right—use the daily newspapers.

The magazines now carry but a ghost of their former vast volume of business, for general advertisers and agencies have found that the gentle art of "throwing money at the map" is an unprofitable business undertaking.

## LETTERS TO THE EDITOR.

There is a growing tendency among daily newspapers to publish letters sent in by readers in which current events are discussed. It has long been the custom of many newspapers to print a few from time to time, perhaps a column, but now whole pages are given to them by the New York Times, the Philadelphia Press and other dailies, in their Sunday issues.

Until within a few years the readers of newspapers had little chance for securing publicity for unsolicited contributions in the form of letters to the editor. The position taken by the publishers was that newspapers were the vehicles for conveying to the public the ideas of the editors rather than those of unknown and obscure individuals. Occasionally, to be sure, space was given to some of these communications but only for the purpose of basing sharp criticisms upon them or of holding the writers up to ridicule.

Today letters from the people at large are regarded in an entirely different spirit. They are now looked upon as reflecting that interesting and powerfully effective force known as public opinion. They are the voluntary, and often times illuminating expressions of views on the public questions of the hour, or as containing ideas and suggestions upon vital social, political and religious topics that pertain to daily life.

In other words the present attitude of the press is an admission that all wisdom and all knowledge do not rest in the editorial department of any newspaper. It is a recognition of the fact that the public to which the newspapers appeal is an educated and thinking public. The men and women of this generation have ideas of their own founded on and growing out of a well rounded education. They can be reasoned with but they cannot be blindly led to commit themselves to any and every proposition or course of conduct that may be advanced in editorial columns.

A perusal of the letters printed in the daily newspapers show a wide range of opinion and thought. Some contain original suggestions that if embodied in legislative action would result in the correction of grievous evils in the body politic. Some bring to light information that will be of great value to wage earners and others who must make their every dollar yield its greatest possible return. Others give us glimpses of the tragedies, the comedies and the pleasures that exist all around us in human life. Sometimes they reveal the innermost thoughts of a timid soul, the ambitions of a humble toiler, the convictions of one who has been tortured by the merciless and unjust tenets of a religious sect to which his parents had been committed.

To many these letters from the people are more interesting and more profitable than all the editorials and all the sermons the newspapers may print.

## ALONG THE ROW.

WISE GUY.  
He wore a smile  
And stuck to biz;  
He advertised—  
And he got his.

## AN EARLY ADVERTISER.

One of the earliest advertisers on record was Noah. Day after day he announced the fact that there was going to be a great flood, and that in preparation for the same he was constructing an ark, on which a few people with good characters might engage passage. He got the merry ha-ha and even when it did begin to rain, his fellow townsmen said they guessed that it wasn't going to be much of a shower, anyway. Again Noah advertised the fact that state rooms could be engaged on the ark, but as no one applied for them he filled them up with elephants, ant-caters, camels and such like critters.

It was not until Shem and Ham pulled in the gang plank that the people realized that Noah had not deceived them with his announcements. Then there was a rush for the box office, but it was closed, and the ark was beyond the three mile limit. There was terrible excitement in town that night, but next morning all was quiet under six fathoms of water. There isn't much of a moral to this except it be that when a good, honest, reliable man advertises people should believe him.



*"Imitation is the Most*

# The Story of the W GENUINE Souver



## The Reason For This Statement

We want you to know the facts—that's all. A great national attention is being directed to us. Men are talking, marveling, conjecturing about our success. We want them to know that we ask nothing of anyone—that even our goods go to newsdealers on consignment. They act as our Local Agents and a weekly accounting is required. Newspapers sometimes lend us their solicitors to get newsdealers started. That is all the help we have accepted from any newspaper. In Chicago alone we have over 3,500 such Redemption Stations.

One hundred cities have already amazing records in results to our advertising. There are hundreds to come. Leading American publishers to the limit. Imitators have sprung up in several directions to our success.

You know the plan—a Teaser Campaign—then big Redemptions offering Coupon entitling bearer, with 15 cents, to obtain some

# WM. ROGERS & SON SILVER SPOONS

The campaign is continuous for 48 weeks—**"A Spoon for Every State, A Spoon for Every Sunday, A Spoon for Every Reader."** It has succeeded alone on the value given because every spoon is **guaranteed exchangeable if not satisfactory and of the superfine "50 pennyweight to the gross, on 18% nickel base"** quality celebrated under the generation-old name of WM. ROGERS & SON—their AA quality. Every statement in our advertising is a statement of fact.

## The Secret of This Success

is simply this: that mammoth production by the largest spoon manufacturers in this country reduced cost almost unbelievably low. We are being supplied nearly a **million spoons a day!** Consequently, the value, the beauty, the uniqueness of our WM. ROGERS & SON AA State Seal Souvenir Spoons simply crushes imitations. People demand our spoons.

When we began, we closed contracts with the makers of WM. ROGERS & SON AA Guarant

GUARANTEE CERTIFICATE

TRADE MARK  
1888 WM. ROGERS & SON  
& ROGERS & SON MFG. CO.

**THE WM. ROGERS**

**MANUFACTURING CO.**

BRIDGEPORT, CONNECTICUT, U.S.A.

We hereby guarantee that all Electric Silver Plated Spoons, Forks, and Tongs, made stamped WM. ROGERS & SON, are made of the highest quality metal, the best base for plating upon. The quality of silver is not duplicated on any EXTRA PLATE. Tea Spoons 1 1/2 oz. or 2 oz. are plated in Pure Silver, Forks 7 1/2 oz. or 8 1/2 oz. are plated in Pure Silver, and Medium Spoons 4 1/2 oz. or 5 1/2 oz. are plated in Pure Silver. All other articles are plated in imitation which is 75 PER CENT HEAVIER THAN REGULAR STANDARD PLATE. Case No. 12. Silver Plated Spoons are plated upon the best quality of Steel, and are warranted for 24 months per department. Medium Spoons, Forks, and Tongs are warranted to give perfect satisfaction to the user and will be replaced without charge at any time they do not conform to this guarantee.

**THE WM. ROGERS MANUFACTURING CO.**  
INTERNATIONAL SILVER CO. SUCCESSORS

## The International GENERAL OFFICE

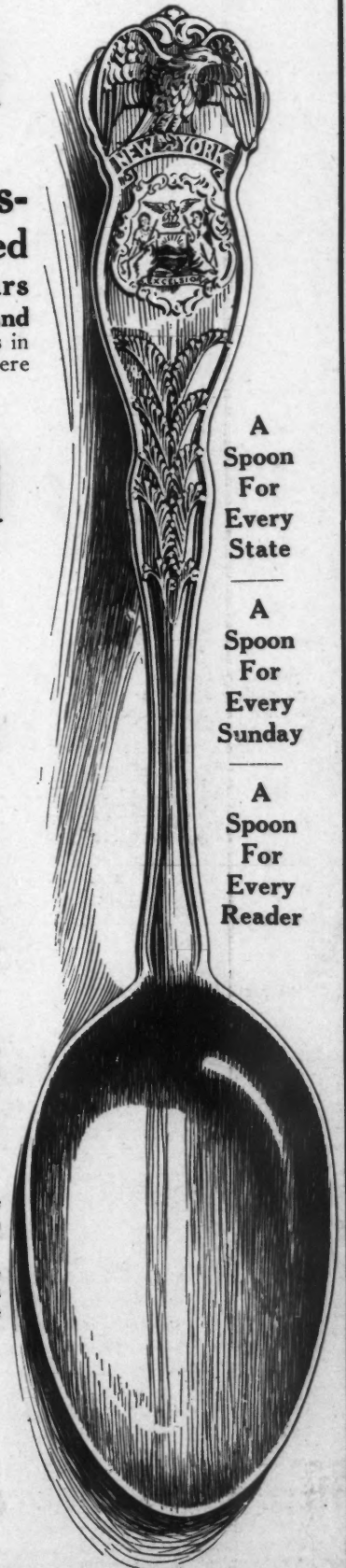
CHICAGO OFFICE: 163 W. Washington Street,

Most ere Form of Flattery"

# Wonderful Success of the Spoon Campaign

This Mammoth Souvenir Spoon Distribution is being conducted by widely experienced circulation men who have been connected for many years with Leading Daily Newspapers—M. L. Annenberg, W. J. McMurray and H. C. Hansen. They have established a complete national organization with large offices in both East and West to handle the campaign, also distributing centers in all cities where newspaper readers are collecting spoons.

## AA Guaranteed State Seal SOUVENIR SPOONS



A Spoon For Every State  
—  
A Spoon For Every Sunday  
—  
A Spoon For Every Reader

### Largest Newspaper Advertising Campaign of 1915

In all probability no other advertiser in the world will equal the amount of newspaper space we will use in 1915. We run full pages, half pages and quarter pages—rarely less and sometimes, on occasion, "double trucks." For regularity of appearance, size of space and length of campaign (practically every week in the year) we know of no strictly newspaper campaign in contemplation which promises as large an appropriation as this one.

Current examples of our advertising may be seen in such papers as **The New York World, New York Times, New York Herald, New York Telegram, Boston Globe, Boston Post, Brooklyn Eagle, Chicago Tribune, Chicago Herald, Milwaukee Journal, Minneapolis Tribune, Minneapolis Journal, Cleveland News and Leader, Detroit Free Press, Detroit News-Tribune, Toledo Times, etc., etc.**

The above statement will save misapprehension on the part of publishers and much unnecessary explaining on our part.

We use only the leading newspapers in large communities. Publishers of such, offering newsdealer co-operation of a high order, should communicate with us, giving complete data regarding number of newspaper stores, etc.

now all their factories are running night and day. No other concern in America can equal either in quantity or this value. Others have tried and found that they do so. The public, therefore, is ours.

A spoon sent on request to any newspaper publisher who wants proof.

### Why Full Rates For Space Used

Publishers have been surprised to find that despite the fact that our plan INCREASES CIRCULATION and holds it for the 48 weeks of the year we ask for nothing except fair play—refusing to substitute under the auspices of the newspaper—and we are getting it.

In Chicago in the first five weeks we had 100 Spoon Collectors, in the face of the fiercest competition, and ON THE SIXTH WEEK THE NUMBER INCREASED 40 PER CENT. THIS WAS A RECORD VALUE.

## Souvenir Spoon Company

OFFICE: FOURTH AVENUE, NEW YORK, N. Y.

MILWAUKEE OFFICE: 205-6 Enterprise Building

# PROFITABLE NEWSPAPER ADVERTISING

## MACY'S ADVERTISING SHOWS BIG IMPROVEMENT.

The Original Cut Price Department Store Is Apparently Going After Better Trade in a Better Way—Frank Criticism of Advertising Which Has Failed to Measure Up to Its Possibilities or Keep Abreast of Advancement Made in Other Departments of One of New York's Greatest Retail Stores—

The New Idea Holds Out a Ray of Hope That the Future Will Show Still Greater Improvement Along This Line.

By HARRY R. DRUMMOND.

Macy's advertising, which is to be dealt with gently but firmly in the more or less intensely interesting human document which follows, has not been chosen to adorn this page because it is the best advertising produced in New York; neither is it to be touted as a fit model for other advertisers to follow—but during the past year it has shown more improvement, in every way, than has that of any other New York department store.

There are those, perhaps, who may argue that this is due to the fact that there was more room for improvement at Macy's than anywhere else, and they are not without justification in their contention; but, be that as it may, the fact remains that Macy's store today has a higher standing with the better class of New York shoppers than it ever had before.

### FIRST CUT PRICE STORE.

Macy's was this country's first department store to make its appeal on "prices less than elsewhere," and to give therefor a sane reason: cash buying and cash selling, and for years stood unique as an institution devoted to the spirit of economy, pure and simple.

The cash idea was another fundamental of this business, and a mighty good point on which to hinge a clinching argument for low prices.

Buying and selling for cash, taking advantage of every discount, eliminating the risk of bad accounts and slow pay customers gave the management some inconvertible talking points in advertising.

There are those, however, who think that Macy's overplayed its hand, so to speak, and made price the only and sole argument on which a purchase should be made.

Of course it did not take long for Macy's to be sincerely flattered—by imitation, and much of that imitation was merely imitation, too—but Macy's corner at 14th and Sixth avenue was long known as the cheap corner for cheap goods.

### LONGS FOR SOMETHING ELSE.

It is a funny thing, in mercantile lines, just as in other lines, that a man always wants what he has not, and discounts what he has.

There are publishers of papers with circulations well into the hundreds of thousands who pine for "class," while publishers of class publications wish and long for "bulk" circulation. Just so with merchants—those who have volume wish for standing, and vice versa.

But for the store that has the "cheap" trade and seeks to increase its turnover the logical "next step" was to reach out for the better trade.

It would be unjust and untrue to say that Macy's standards have not improved since their 14th street days, because they have—but, up to a very short while ago, one instinctively associated Macy's with cheap goods—just as one naturally associated cheap goods with poor quality.

This was largely due to the cheap looking advertisements they ran. Typographically they were vile. They were unattractive, decidedly so, and were so crowded and set in such small type that they gave an impression of penny pinching which was far from pleasing.

### BARGAINS THE BIG THING.

The "bargain" ideas predominated, of course. Everything was under price and naturally the bargain hunting, penny saving trade was attracted to the store. Up on 34th street, however, it was a new store with new ideas and new ideals. Better goods were put into stock, better trade catered to, but, year after year, the method of appeal was the same as it always had been.

When Macy's sold for less, others tried to sell for "lesser" and the original idea of the comparative price, which was to show just what other stores were selling the same merchandise for, grew greater and greater—comparisons became stronger and stronger, until it has grown to awful proportions.

### SIGNS OF IMPROVEMENT.

Then, about a year ago the store seemed to wake up. The reader learned that there was such a thing as regular goods at Macy's, and that there were such things as regular prices. Somehow the type seemed to grow larger, and one could read an ad without straining one's eyes. Goods were offered, not because they were underpriced so much as because they were worth the prices charged.

Perhaps it was an experiment, perhaps it was a realization of a new order of things, perhaps it meant a new policy. An outsider does not know, of course, but the new rules seemed to go into effect to stay, and they are staying, and it is natural to believe that they are paying.

It is interesting to note some of the phrases of merchandising under which this copy has gone.

### MANY BIG WORDS.

At one time it was written by a man who, it would seem, had more big words at his command than had any one before or since, with the possible exception of Noah Webster, the author of our popular romance entitled the dictionary.

It would seem that such copy would go clear over the heads of bargain hunters—clear over into left field, so to speak.

Then there was a stunt of taking space in the Sunday papers to advertise Tuesday bargains, saying that these goods would not be on sale Monday.

That may have been a good idea, but to a man up a tree it would seem like an invitation to keep away from certain departments on Monday—sort of a forewarning, so to speak.

### GREATLY MODIFIED COPY.

However, the copy has toned down a great deal, both in verbiage and bombast, and, judging from the fact that it is continuing in its modification, it is natural to suppose that it is paying out and proving itself what it should be.

Macy's is not a quality house—never has been, and probably never will be. It is, however, growing to be more and more of a trading place for those people who want bread and butter merchandise—the kind that ordinary folks use—not "cheap," neither expensive—just the dependable, homey stuff that, when all is said and done, is the best kind of goods for thrifty people to buy.

Having noted the improvement already made, it is to be hoped that it is merely a start for greater improvements, and that, by keeping up the batting average, so to speak, Macy's advertising will soon grow to be a model for all stores to follow.

### NOT GOOD, BUT BETTER.

The reader of these few lines will infer that the writer does not give unqualified approval to all of the advertising that has been put out by Macy's, and the reader is right—but, with all of the price advertising, all of the big words that have been used, all of the typographical misplacements which have crept in, Macy's, even in its climbing up the ladder, has never, never adopted the idea of printing part of its copy in anything but English, so that English speaking people could read it, neither has this store so strained for effect to "invent" words that to the average reader meant nothing.

Macy's copy now is pretty good copy, and it's dollars to doughnuts that it's

going to be a whole lot better one of these days.

But, admitting the present copy to be an improvement over past performances, it can hardly be said to be a fair reflection of the store itself, nor has it reached a stage where it can afford to rest on its laurels, for, frankly speaking, there are mighty few laurels to rest on.

### AS COMPARED TO OTHERS.

As far as that goes, retail advertising in general, particularly in New York City, is principally the price appeal, boiled down to the nth power. Psychologically this is both good and bad. If, as is frequently contended, business is obtained purely on a price basis; if there is nothing but prices which will make advertising pay, an advertisement lives for but a day, and don't live for that day if some other advertiser happens to quote a lower price.

### AN ARGUMENTIVE ILLUSTRATION.

Let us illustrate this from a psychological standpoint, just for instance. It is Sunday morning and hubby carefully reads the sporting section of the paper while friend wife plans her Monday's shopping. Psychologically, you understand, she is looking for "bargains." Little sister needs new shoes and stockings; brother is to get a new suit this week; mamma is going to get that new suit she has been promising herself just as soon as the clearance sales were announced, and papa's share of the allowance will cover the price of a couple of pairs of socks.

Now, psychologically, you understand, it is the bargain proposition that is to get mamma away from the money.

### LOVE'S LABOR LOST.

Macy's have some \$30 suits for \$18.75. Good. But here is someone else offering \$35 suits for \$17.98. Bing! Macy's ad is in the discard.

However, Freddy's suit at \$4.69 at Macy's is low. Then sister's shoes, so the paper says, can be purchased to better advantage at another store, while the stockings are bought elsewhere, and papa's socks are found in still another place.

Psychologically, according to department store psychology, you understand, mother's money is to be scattered up and down Broadway, 34th street, Fifth and Sixth avenues.

Now, using this same brand of psychology, a store's advertising must be under every other store's advertising in price in order to win. Viewing the matter from the top of the same tree mentioned earlier in this article, it would seem that a campaign of educational copy, containing human interest, personality and an occasional gentle hint that regular goods at regular prices, throughout the various departments, measured up to a pleasing and satisfactory standard—that Macy's was a safe and satisfactory place to do all of one's trading, that it was not absolutely necessary to wait for special occasions to shop—might have the psychological effect of making mamma finally believe that there was something in it, and possibly build a line of customers who would trade at Macy's in spite of what other stores offered.

### WHAT'S THE ANSWER?

On the other hand, it is to be remembered that it is infinitely easier to criticize than it is to create, and there are men and women aplenty who freely and frankly criticize the creation of the universe, admitting that they could do a better job themselves if they had been on the job at the time—therefore the critic is inferior to the creator, even of an ad. Psychology is a funny thing and, like religion, has many angles, all and none of which are right.

For Foreign Language Publications throughout United States and Canada consult

MODELL  
ADVERTISING AGENCY

150 Nassau Street  
New York City  
Telephone Beekman 1142

### FOR SALE

Babcock Two-Revolution Press

Bed 34 x 47 inches, now running in New York City and can be obtained at once.

Walter Scott & Co.

Plainfield, New Jersey  
NEW YORK: One Madison Avenue

We can increase your business—you want it increased.

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

BURRELLE

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

Most Far Reaching Newspaper Reading Concern in Existence

ATLAS PRESS  
CLIPPING BUREAU

CHARLES HEMSTREET, Manager

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

Our Motto—RESULTS COUNT

218 East 42nd Street New York

### Canadian Press Clippings

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

The Dominion Press  
Clipping Agency

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

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

74-76 CHURCH ST., TORONTO, CAN.

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

TAKE IT TO

**POWERS**

OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

ON TIME ALL THE TIME

POWERS PHOTO ENGRAVING CO.

64 Nassau St. N.Y. Tel. 4900-4 Beekman

**WINTER GOLF TOURNEY.**

**Advertising Interests Meeting at Pinehurst, N. C., One of the Most Successful Ever Held.**

By W. C. Freeman.

The Winter Golf League of Advertising Interests holds annual meetings at Pinehurst, North Carolina, the second week in January.

The meeting this year, which ended last Saturday, was one of the most successful in the history of the organization.

One hundred and two men and forty women were there. They came from the middle west, the east and the seaboard centers. They represented the various advertising interests of the country.

There are many who think these golf meets at Pinehurst are mere junketing trips—that there is no big purpose back of them—that they are planned for fun only.

As a matter of fact, the American Golf Association of Advertising Interests was organized at Pinehurst. This is the national association, of which the Winter Golf League is a subsidiary organization. The national association is mainly responsible for the get-together of the advertising interests, as expressed in the hundreds of advertising clubs which exist throughout the country.

The get-together of the club members has advanced the advertising cause tremendously, as everybody knows.

All that was needed was to get the men in the advertising world in a harmonious union of some sort in order to push forward the work which could be done more effectively by a big body of men, properly organized, than it could be done by intense individual workers distributed here and there over the country.

There is no game like golf to bring out the sterling qualities of men; also there is no game like it to bring out the weakness and selfishness of men. Competition on golf links compels honorable competition. If a man is possessed of a jealous disposition, if he is inclined to be tricky in order to win advantage over his fellows, if he is greedy or selfish or unprincipled, the game of golf teaches him that it is skill that counts in competition, that honor supplants trickery, that greed and selfishness are not factors in winning, that it is only one man meeting another man in friendly encounter with each man putting his best foot forward to win in a square, manly fashion.

I have seen men at these golf meets change their attitude toward their fellows so completely that they have become broad, unselfish, progressive advertising workers.

Business is not discussed at these meets.

Advertisers, advertising agents, advertising solicitors, artists, writers, publishers of magazines and newspapers all meet on the common ground of good fellowship. They learn to know each other better. Their vision of life is broadened. They learn to see the good in others, even though they are competitors.

There is a very good lesson that every man can and does learn on a golf course.

If he is inclined to be grouchy or has a bad temper, he quickly learns that a man with a grouch is shunned by his fellows; that a bad temper interferes with his judgment and skill. So the grouch and temper disappear in due

**HOW TO STOP UNDESIRABLE CO-OPERATION**

Director Thomson says: The Bureau of Advertising has often raised the point that concerted effort by the newspapers would permit the elimination of requests for undesirable co-operation. Every mail brings letters from agencies and advertisers asking publishers to do all kinds of difficult and expensive work from interviewing fifty housewives to inquiring of one thousand grocers "who discovered America?" Frequently these requests are hard to decline. The Bureau suggests that its members prepare a form letter along the lines of the following, to send to applicants for undesirable co-operation:

Genlemen:  
We are unable to grant the request contained in your letter of January 1st for reasons which we know you will gladly endorse after you have given the matter due consideration.

As one of the supporters of the Bureau of Advertising, American Newspaper Publishers Association, we are rendering you an important service every day—a far greater service in fact than you ask us to render in this specific case. One of the functions of the Bureau of Advertising has been to enlist the support of retail merchants for all products advertised in the newspapers. Your product being so advertised benefits automatically by this work, just as do the products of other manufacturers who use the columns of the daily press.

We know that you appreciate the importance of this vital effort upon the local dealer and we are sure you would not have us do anything that would tend to interfere with this splendid work. You will readily see that if we acceded to the many requests like your own which are received from time to time we would soon destroy the interest of the retailer in this larger plan to focus his attention upon all newspaper advertised products.

You will understand, therefore, that we have considered your own interests as well as ours when we say that it is not advisable to grant the request you make of us in view of the greater considerations involved.

Trusting that you will see our point and lend us your hearty support in this direction, we are, etc.

W. A. Thomson, Director of the A. N. P. A. Bureau of Advertising, in Bulletin No. 77 quotes "one of the largest advertisers" as follows. Said he:

"Broaden the usefulness of the Bureau of Advertising by enlisting the support of every live newspaper in the country. The greatest function of the Bureau in my mind is the fact that it represents a collective effort by all newspapers to consider the problems of national advertisers. The local appeal of the newspaper is its chief strength, but the problems of general advertisers are national in their scope and local newspapers must stand together upon some common ground to help meet these problems. Your Bureau is offering the newspapers this opportunity to work together for the general good, and to my mind it is the most important thing the newspapers have ever done.

"Encourage the newspapers to do all they can do to interest local dealers in newspaper advertised products—not in any one product, or in any group of products, but in all products advertised in the newspapers. The efforts you have made along these lines are vital, and they are leading to a condition where the advertisers will no longer say, 'Shall I use the newspapers?' but when they will soon be saying, 'I do not think it is possible for me to get along without the newspapers.'

"Continue your efforts to encourage the cleaning up of advertising columns and the elimination of undesirable advertising.

"Stick to your rate cards and play fair on the circulation question.

"Work with and support constructive advertising agents who have the best interests of their clients in mind.

"Cut out the free publicity and be game enough to turn down the contracts offered that have strings tied to them.

"And, above all things, your Bureau should encourage the 'get-together' spirit among competing publishers. I know that this is a difficult job, for, wherever there are two or more newspapers published in one city, competition is of the keenest, and, too often, of the bitterest kind. When I am contemplating a newspaper advertising campaign I frequently do so with a dread of the consequences, because I know that the first appearance of my advertisement in one newspaper will be followed by a savage solicitation from the others who do not get the order. Too often this solicitation consists chiefly in knocking the other fellow. Many an advertiser is discouraged with the whole newspaper situation and often distrustful of newspapers generally as a result of a solicitation of that character.

"Let newspaper solicitors in their talks with advertisers boost newspapers as a whole and not lay too much stress upon the complete superiority of their individual mediums and their competitor's utter inferiority."

time. He realizes that he must travel from tee, the starting point, to the cup on the green, the objective at each golf hole, in the straightest line possible; that he must get from one point to the others in the fewest strokes possible. Being a man he sometimes wanders off the course, but he knows he must get back on it—back to the straight line—if he is going to win.

There are traps in his way, and a poor shot gets him into trouble out of which he must dig himself and again get back on the course—back to the straight line.

The man who travels persistently out of direction is hopelessly beaten.

What better lesson of life can be

taught? Does not the man who travels a straight line always win?

Many advertisers have not joined the Golf Association of Advertising Interests for fear that they might be annoyed by business discussions. They have not quite grasped the situation. No man discusses business, but he does show to his fellows what sort of a man he is, which is important for both advertisers and advertising men. In all business transactions men should have confidence in one another. They can tell after a week of golfing together whether the men representing the various interests of advertising are the right kind of men to tie up to in business matters.

**PHOTO ALBUM SERVICE**

(Continued from front page.)

George E. Graff, publisher of the Williamsport Sun, was a recent visitor to Philadelphia, coming here to celebrate the twenty-fifth anniversary of his wedding with Mrs. Graff.

The Press staff dinner was held at 3 A. M. on Monday, at the Pen and Pencil Club. Richard J. Beamish, managing editor, presided in his inimitable fashion, and speeches were made by W. Barran Lewis, who has the distinction of being the youngest city editor in town; Maurice J. Racusin, assistant city editor; Fred E. Baer, Louis C. Beattie, Ernest V. Chamberlin and others. The dinner is said to have been one of the cleverest and liveliest newspaper festivities of the season, which is not surprising when it is remembered who were the leading spirits of the affair. The souvenir was a "baby Press" of four pages, filled with cartoons and jests.

Norman Hapgood, editor of Harper's Weekly, was one of the speakers at the annual luncheon of the Equal Franchise Society at the Bellevue-Stratford, on January 14. His statement that ultimate granting of universal woman suffrage was no longer a debatable proposition but merely a question of time was highly appreciated by the several hundred guests. He spoke at Bryn Mawr College last month on "Lessons from the War."

The six hundred trade journals published in the United States will be represented by more than one thousand delegates at the annual convention of the National Trade Press Association, to be held in this city next August.

Announcement of the choice of Philadelphia as the convention city was made by Bartley J. Doyle, newly elected president of the local association. Other officers were chosen as follows: Vice-president, David Eziel, secretary of the Grocery World Company; secretary, Grant Wright, of the Eastern Dealer; treasurer, W. W. Gale, of the Confectionery Journal; board of directors: H. H. Haag, Dr. A. D. Allen, F. B. Whitecar and Percy L. Smith.



We believe The New York Evening Post has more readers per copy than any other afternoon paper.

Member Audit Bureau of Circulations.

**The Business Condition**

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

**INTERTYPE**

THE ACME OF HIGH QUALITY

**Buy Intertype Parts and Matrices**

Thousands of linotype owners are using them exclusively. Interchangeability absolutely guaranteed. Be sure that there are copies of our Parts and Matrix Catalogues in your composing room. Send us your next supply order.

International Typesetting Machine Co.  
Foot of Montague Street Brooklyn, N. Y.

## NEWSPAPER PUBLICITY

### W. A. Thomson Tells the Six Point League What the Bureau of Advertising Seeks to Accomplish.

The Six Point League, composed of nearly all the New York special representatives of out of town newspapers, on Tuesday, January 19, held its first luncheon of the year at the Hotel Martinique. Over 75 per cent. of the members were present.

Louis Gilman, who had charge of the arrangements, figured things down so fine that the luncheon was served and the speaking was over in exactly one hour, much to the gratification of members who had business engagements to fill early in the afternoon.

William A. Thomson, director of the Bureau of Advertising of the American Newspaper Publishers' Association, was the speaker on this occasion. He spoke at length on the value of concerted effort for the development of newspaper advertising, and cited several instances where this effort was productive of actual results.

After relating the circumstances that led to the organization of the Bureau of Advertising in April, 1913, Mr. Thomson said:

"From the beginning, the Bureau of Advertising has devoted itself in the broadest possible way to working in the interests of the daily newspaper as a whole. We felt that our work had to be as broad as this in order that it might be removed from any suspicion of bias in favor of one group of newspapers over another. Experience has shown that the interest of national advertisers in this movement centers largely in its breadth.

"As a purely local institution the newspaper is able to get home to the consumer as no other medium can. But, at the same time, this localness often narrows the viewpoint of a publisher to the confines of his own city, and if the newspaper is to consider the problems of national advertisers it must acquire a national viewpoint.

"This organization of ours has endeavored to furnish this national viewpoint for all the daily press. The special representative has been a pioneer in the development of new business for newspapers in a national way. Every special representative has given of his time and his money to arousing the interest of advertisers in the newspapers as a whole, despite the fact that his individual reward could only come from the orders received for his limited list of publications.

"In choosing a propaganda for this bureau we endeavored, as far as possible, to utilize the thorough localness of the newspapers to which I have referred. We felt that if it were possible to focus the attention of retailers upon the goods they have in stock, which are advertised in the newspapers, we should go far toward solving the problem of national merchandising, because, as a matter of fact, the crucial point in a general campaign is the retail storekeeper's counter.

"We believe that a local institution like the newspaper can do more toward convincing the local dealer of the advantages to be derived from pushing newspaper advertised products than any outside organization. In this view we have the hearty interest and support of national advertisers, and the work that this bureau has done, through the newspapers, in bringing the retailer closer to the nationally advertised article, seems to be regarded by general advertisers as the most important thing that the newspapers have ever done.

"All the newspapers do not agree in this co-operative idea. In many cities—notably the large centers—it is not always feasible. But enough newspapers are willing to do this kind of work to establish it as a condition which the advertiser readily recognizes as a valuable one.

"The bureau has never pledged any newspaper to a co-operative program. It has left this matter entirely with the

newspaper, to be dealt with along the lines of its own practice. At the same time we have found that a co-operative effort in behalf of all newspaper advertised products, rather than work done in specific cases, works out advantageously to publishers and advertisers alike.

"Not only has this organization enabled the newspapers to extend legitimate co-operation, but it has offered them an opportunity to eliminate the wrong kind of co-operation. Advertisers who make unfair and ridiculous requests for help are shown that it would be detrimental to their own interests to have the newspapers pester the dealer with specific requests for co-operation in individual cases. The fact that the dealer's attention is being focussed upon all newspaper advertised products seems to be enough in the mind of the reasonable national advertiser.

"The very fact that the newspapers are working together through this organization, along a common line is of vital value to our whole industry. It is only through some concerted effort of this kind that we shall effect a standardization of procedure on the part of the newspapers."

### LIVE AD CLUB NEWS.

G. Herb Palin, the slogan writer, was awarded a life membership at the annual dinner of the Advertising Club of Los Angeles, January 5, in recognition of his splendid part in the progress and success of the club. The membership was presented in the form of an engraved gold plate enclosed in a card case.

The Detroit (Mich.) Adcraft Club held a "3 E" meeting January 13, eats, education and entertainment being the features. W. J. Raddaz of the Cleveland (Ohio) Ad Club was the speaker.

The Salt Lake City (Utah) Ad Club gave its annual dinner and smoker January 6. It was a big success and professional talent from all the theatres contributed to the entertainment. A. E. Eberhardt, Stringham Stevens, Malcolm McAllister and Samuel H. Clay were the speakers.

The Denver (Colo.) Ad Club witnessed the screen pictures taken at Toronto at their luncheon January 6. John L. Hunter of A. T. Lewis & Sons was both in the audience and in the movies with his regular good natured smile.

The Portland (Ore.) Ad Club "1915 Satire," which is a regular show given by the ad men without the aid of outside talent, was produced January 14 to a packed house. The sale of tickets was limited to 1,500. W. D. Whitcomb conducted the music.

The January meeting of the Charleston (S. C.) Ad Club, on the 14th, was addressed by Prof. Harrison Randolph of Charleston, J. C. Michael of Atlanta, Ga., and Lewellyn E. Pratt of New York.

The Houston (Tex.) Ad Club met January 11 and arranged for a reorganization along new lines. One of the changes to be put into effect will be a regulation limiting the number of members that may represent any business firm to two. Heretofore no certain number has been fixed. The purpose of this regulation is to make it impossible for any firm to control the organization. The regular meeting day will probably be changed from Wednesday to Tuesday of each week. Plans will be submitted for the creating of an Ad Club library and the adoption of a set educational program for the year. Following the reorganization of the clubs is proposed the inauguration of a vigorous membership campaign.

The Winter Golf League of Advertising interests brought their meeting at Pinehurst, N. C., to a close January 16. It was the most successful and best attended meeting of its kind ever held.

A motion to change the name of the St. Louis Advertising Men's League to the Advertising Club of St. Louis was carried unanimously at a meeting of the league January 12. A new set of by-laws, reported by a committee composed of John Ring, Jr., chairman; A. S. Cale and J. W. Booth, also was adopted. In the future all members of standing committees will be included in the membership of the executive committee. A new class of membership, to be known as the active corporate membership, was decided upon. The club will enter the publication field by issuing a periodical, of which George M. Burbach and Edward Mead will be the editors.

The Phoenix (Ariz.) Ad Club has subscribed for the lecture course of the National Educational Committee, which means that it will have a very busy and instructive year. The big business men of the city are being interested.

### TO STOP PETTY GRAFTING.

#### Kentucky Press Association Objects to Objectionable Program Solicitation.

The Kentucky Press Association at its recent meeting sat down good and hard on all ad schemes, the object of which is to pull the leg of the publisher in the name of the association.

Harry Giovannoli, editor of the Lexington Leader, presented a resolution against soliciting advertising for pamphlets or booklets connected with the as-

sociation. He explained that there had been the misuse of the name of the association and of individual members in the solicitation of advertising throughout the State for a program for the present meeting. Schemes which he characterized as petty graft and hold-up schemes had been adopted by those who had been employed to solicit advertising for the booklet.

Colonel R. J. McBryde, of Louisville, said that he was heartily in favor of the resolution, and added that the scheme for soliciting advertising, which had been inaugurated by his committee had been intended to be confined to legitimate program advertising, but that the solicitors had acted without the consent of the committee in a way to damage the association and the members through the use of their names to force individuals to put in the program notices of themselves with hints of blackmail in the background, should they fail to comply.

The point of order was made that as the resolution bound the association not only for the present meeting, but for the future, it should be made a part of the organic law of the association and would therefore have to be considered at the next meeting as an amendment to the constitution and by-laws. The association then agreed to consider it at the summer meeting.

CHARLOTTE, N. C.—George S. Stephens and W. H. Wood have secured a controlling interest in the Observer, having purchased the stock belonging to the late D. A. Tompkins.

For many years the business of

# The Kansas City Star

has been a barometer of business generally throughout the Southwest. In spite of the tremendous strain put on the country by the war, The Star's business for 1914 showed a substantial increase over that for 1913. This increase reflected the unusual good fortune of the Southwest, which was less disturbed by the war than any other part of the country. The figures:

CIRCULATION			
	1914	1913	Gain
Evening and Sunday—			
City .....	98,696	93,487	5,209
Country .....	97,388	87,139	10,249
Total .....	196,084	180,626	15,458
Morning—			
City .....	95,137	90,257	4,880
Country .....	97,419	87,353	10,086
Total .....	192,556	177,610	14,966
Weekly—	327,251	291,258	35,993
ADVERTISING			
Lines .....	14,039,269	13,975,624	63,645

The total average paid circulation for The Kansas City Star, evening and Sunday, for December, was 200,027; for the morning edition, 196,276.



**FILES' PRESERVATION.**

**Librarian Lydenberg Tells of Efforts Made to Keep Bound Copies of Newspapers Printed on Perishable Wood Pulp Stock—Practical Plans Are Costly—A Few Suggestions.**

In an address before the conference of teachers of the schools of Journalism in New York last week, presenting the important problem of how to preserve newspaper files, H. M. Lydenberg, Chief Reference Librarian of the New York Public Library, said, in part:

"In an effort to solve the problem of the proper preservation of its files of bound newspapers, the New York Public Library made various experiments during the course of the last year. It is our plan to keep bound files of no American newspapers outside of New York City. Outside the United States we try to subscribe to at least one representative paper from most important countries in the Western Continent and in the Old World, preserving by binding a selection from these foreign subscriptions. The extent of our files and the geographical position of the library are two reasons why our volumes are consulted very largely. A third reason is the fact that practically no other library in the City attempts to preserve bound newspapers. This extensive use renders the problem peculiarly difficult for us, and to this difficulty is added the universal difficulty presented by the character of the paper stock

**ESSENTIALS TO PRESERVATION.**

"After various consultations, conferences, and much thought, we concluded that the thing needed was the application to these sheets of some binding material that would exclude the air, would hold the fiber together, would be flexible enough to allow turning of the pages and transparent enough to allow the text to be easily read through it. The use of chiffon or light thin silk and the use of Japanese tissue paper seemed to us to offer a possible solution of the problem. To test the availability of these two materials, we selected some old badly broken sheets and some sheets fresh from the press. We covered some of these sheets with Japanese tissue, and some with silk; some we covered on one side, others we covered on both sides.

"We exposed to the sun for periods of between 100 and 150 hours some of the sheets so treated, some untreated sheets, and some sheets partly exposed and partly covered. The result of this exposure test indicated that unprotected paper turned yellow and brittle very rapidly. Paper protected by the silk turned yellow less rapidly, and paper protected by the Japanese tissue showed comparatively slight effect by the sun and remained encouragingly flexible.

"Another experiment consisted of taking two copies of a newspaper, of mounting odd and even numbered pages of a given sheet on the two sides of a sheet of muslin. The primary advantage of this treatment was that cutting or mutilating was much more difficult than in any of the other processes considered by us. The disadvantages of this process were that the bulk of the paper so treated was increased nearly three-fold, and the fact that the paper stock itself was still exposed to the air and still liable to deterioration by light and air and to deterioration by handling on the part of readers. All things considered, therefore, we came to feel that in the use of Japanese tissue lay the most fruitful solution of the problem.

**A TEST WITH THE WORLD.**

"After having conducted these experiments on single sheets—the test being spread over a course of many months—during the summer we selected for actual test under working conditions a volume of the World for July and August, 1895, which was in bad condition and in constant need of repair, and the volume of the World for July, 1914. The first volume had to be broken out of the original binding, the sheets mounted between the Japanese tissue,

then hung up to dry, then run through a mangle, then assembled in signatures, re-sewed and rebound. The second volume was bound from the publisher's sheets, and was handled first as presenting fewer difficulties and altogether being the best introductory sample.

"The result was to our minds very satisfactory. The text was easily read, not quite so legible perhaps as the text of a paper fresh from the press, but certainly much more legible than the text of a paper that had been subjected to light and air for any considerable length of time. The thickness of individual sheets was one-thousandth of an inch greater than the thickness of untreated sheets, making the treated volume when rebound about an inch thicker than the original volume.

"Mechanically the experiment was a success. We were, however, forced to cease our efforts at this point because of the lack of money. Our estimate was that the expense of treating papers in this way amounted to about \$35 a volume, or \$420 a year for an ordinary morning daily bound a month to a volume, twelve months to the year; the cost of treating with silk would have been about treble. We estimated that we had about a thousand back volumes needing repair, and that a conservative estimate of our output would be about 15 per month, 180 per year. The trustees felt that this expense would be too much for the library to consider, and a committee of the trustees is conferring with local publishers in the hope of getting from them a special edition of their papers printed for library use on a good quality of wood paper if not on a paper of pure rag stock.

**THE BROOKLYN EAGLE'S EXPERIMENT.**

"The experiment of the Brooklyn Eagle along this line in 1913 you all doubtless recall. The Eagle, if my memory is correct, had subscriptions from fourteen libraries for its special edition printed on paper containing 75 per cent. of rag stock at \$15, giving a credit account of \$210; the cost of the paper was \$2,367, which gave the Eagle a loss of \$2,157 for paper stock alone, leaving entirely out of consideration charges for extra labor involved.

"We sent a circular letter to twelve American libraries that had important files of newspapers, asking what they had done to protect their bound volumes and whether they had any comments to make on our experience. Their replies were unanimous; all were troubled by the condition of their volumes and all felt the Japanese tissue treatment was promising but forbiddingly expensive.

"The New York Public Library believes that the use of Japanese tissue paper offers a promising solution of the problem of preservation of back files. The expense of this method—the cheapest, however, as well as the safest, of all considered by us—has prevented our adoption of it.

**NOT ANXIOUS TO CO-OPERATE.**

"Would many of the local papers care to insure permanent preservation of their files by co-operating with the library in the enterprise? Replies to tentative suggestions along this line made to newspaper men have not been encouraging. Some have replied that their main interest was in their own office file, and that their "morgues" contained all that was important, to them, in the issues of other papers. Others have intimated that newspapers were all losing ventures anyway and that to ask them for an additional outlay of any kind that bore no promise of certain and immediate financial return was a waste of breath and effort. Still another suggestion is that the libraries have the paper mills make for them a stock of paper suitable for newspaper presses, made according to specification that will furnish a lasting stock; one or more newspapers then to be told that this paper will be furnished them free if they will print on it for library use a small run of their latest edition to be bound by the subscribing libraries. Papers so printed will be sure of preservation, the others must take their chance—a decidedly small chance."

**FREE JOURNALISM LECTURES.**

**New York Board of Education Announces a Course by Prominent Speakers.**

Journalism, advertising and the printing trades are among the subjects to be treated in several courses of public lectures on "Vocational Opportunities," to be given under the auspices of the Bureau of Lectures, Board of Education, during the next two months. Men prominent in the newspaper and advertising fields are among the lecturers. The program follows:

At Wadleigh High School, 115th street, West of Seventh avenue, Tuesdays at 8:15 p. m.: January 5, "The Public and the Press," Dr. Talcott Williams, of the Pulitzer School of Journalism; January 12, "Getting the News and Writing it," Robert E. MacAlarney, city editor of New York Tribune; January 19, "Illustrating the Newspaper"; January 26, "A Newspaper in the Making," Don C. Seitz, publisher New York World; February 2, "Selling a Publication," William C. Freeman, advertising counsellor, Evening Mail; February 9, "The Writers and the Readers of Advertising," Earnest Elmo Calkins, of Calkins & Holden; February 16, "Poster Advertising," Robert Frothingham, vice-president, H. M. Briggs & Co.; February 23, "The Advertising Agency," Ingalls Kimball, Cheltenham Agency.

At Public School 62, Hester and Essex streets, and Public School 147, Bushwick avenue and McKibbin street, Brooklyn: January 4 and 8, respectively, "Twin Giants—Merchandising and Advertising," Joseph H. Appel, Publicity Director, John Wanamaker (illustrated by motion pictures); January 25 and January 29, respectively, "Life and Opportunity in a Great Department Store," Mr. Appel.

**A "Make-it-Pay-You" Plan.**

The Toledo (O.) Blade has a "Make-It-Pay-You" department in charge of

Clarence R. Lindner, who has successfully managed such a department for other newspapers. In addition to assisting local and foreign advertisers in the preparation of copy and sales plans, this department originates special merchandising ideas which have been effective in increasing the volume of local and foreign advertising carried by the Blade. The Blade announces its willingness to exchange information with other publications on past performances and on its 1915 program of special plans, providing those publishers who desire such information are willing to tell what they have done to get business and what they intend to do to bring in additional revenue which ordinarily would not find its way into the advertising columns.

**Moves to New York.**

The Walter L. Houghton Advertising Agency, Inc., has given up its Newark office and moved to 381 Fourth avenue, New York.

**Educate Readers to Read Classified Advertising**

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

**CHARLES SEESTED**

**DIRECT REPRESENTATIVE**

41 Park Row

New York

Telephone 569 Cortlandt.

**A**FTER SIXTEEN YEARS' SERVICE representing the Kansas City Star in the New York field I am enlarging my activities by adding a few other high class papers to my list.

By writing to the management of the Star any publisher can find out what he wants to know about me, my work and what kind of a representative I am.

If you are looking for a representative in the foreign field it will pay you to find out what kind of a record I made in sixteen years. What the Star may say should have influence in helping you decide whether I can render the service you want.

Write to The Kansas City Star, and when they answer, write to me.

## 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

REV. WILLIAM A. SUNDAY, familiarly known as "Billy Sunday," who is conducting a ten weeks' evangelistic campaign for the churches of Philadelphia, is one of the biggest circulation producers in the country, according to Judge Henry Neil, the Mothers' Pension man, who was in New York last week making an address before the East Side Merchants' League in advocacy of a mothers' pension law in New York State. Neil said:

"Wherever Sunday goes newspaper circulations boom. Why, there are thousands of people in Omaha, Des Moines, Denver and Scranton who are subscribing to Philadelphia newspapers. Most of the newspapers in the towns where Sunday has been, make special offers of the paper by mail during the campaign. I remember walking into the office of one paper in Scranton that had a whole corner of the room heaped up with letters, containing 50-cent pieces, from people who wanted the paper sent to them during the time 'Billy Sunday sermons were on.'"

James L. Farley, an I. C. M. A. circulation manager of the North American, writes THE EDITOR AND PUBLISHER in a way confirming Judge Neil. He says, "The 'Billy Sunday' news carried by the Philadelphia papers has resulted in circulation gains for every one of them. The circulation of the North American has increased many thousands daily and we did not offer cut rates, clubbing rates, premiums or inducements of any kind whatsoever. We have received several hundred orders for the paper for three months, to be sent to Des Moines, the last place where a Sunday campaign was held. The same was true to a less extent of Denver, Pittsburgh, which is on the outer edge of our territory, has shown a considerable response, while a substantial increase has come from Wilkes Barre and Scranton which is in our territory. The only special effort we made to get this business was an advertisement inserted twice in each of eight newspapers. The clearest lesson learned by our circulation department is that the 'Billy Sunday' appeal attracts brand new readers to metropolitan newspapers. I guess it is because they were never appealed to from this angle before. A large part of our new single-wrapper orders, which run into the thousands, come from persons who never before have taken a metropolitan daily newspaper. This is shown by the fact they do not send money in advance, but request that bill be sent, stating they do not know the custom of daily newspapers."

"I have been impressed by the large number of orders which came on letterheads of country merchants, blacksmiths, wagon makers and other small substantial business men. We firmly believe large numbers of these new subscribers will become permanent readers of the city newspapers. In other words, the Billy Sunday campaign seems to have opened up a large untouched vein of the reading public."

\* \* \*

LETTER writing is a fine art. It is so recognized in most lines of business. Business preparatory schools devote a great deal of attention to that branch of education, and business magazines print page after page devoted to discussion of the various forms of letter writing, and its effect on sales, collections, etc.

Yet it is a fact that the average circulation manager places a negligible value on letter writing as a means for promoting and maintaining sales, increasing collections, etc. Perhaps the reason for this is found in the fact that circulation men generally place such a high valuation on some of the other duties connected with their work, as, for instance, supervision of distribution, assembling of field work reports, checking edition time and other active duties that compel absence from their desks, that letter writing suffers in comparison.

We have in mind one successful circulation man whose boast it is that he has always cut the "high brow" stuff, and devoted himself to his outside work almost exclusively, leaving the letter writing and other office detail to his subordinates, failing even to offer criticisms or suggestions for the improvement of their work. He cites the fact that he "got away with it," and supported his contention with the statement that a circulation manager belonged "at the front" and could with impunity leave what, as he regards, the lesser details to others. Nevertheless the trend of other lines of business to be developed by means of correspondence is worth serious consideration from a circulation man's standpoint. Although personal contact is the strongest means of obtaining co-operation from circulation department subordinates, yet it is possible to strengthen it to a still greater degree by personal letters, addressed to associates—even those who are met personally every day. But no ordinary letter will accomplish this. Strong, forceful, logical letters "have the call," merely to say that the Evening — is the best newspaper in its field, or the most popular, is not sufficient; it is necessary to tell why it deserves rating as the best or the most popular.

"Here we are with an offer for you," says a circular letter recently sent out by a newspaper in one of the large cities to its country agents. "You are already aware that the Evening — is the best seller in its field, but we want to encourage you to sell a still greater number of copies.

Call on everybody who lives on your route, and induce them to subscribe for this newspaper, to help you win a beautiful —. Anyone will gladly subscribe for the paper if you tell them about its wonderful editorial page, and how it prints all the news, etc." How much stronger this letter would be if it cited some definite noteworthy action of that newspaper that entitled it to public support, or if it reprinted some particularly stirring editorial that had elicited public approval, or, even, if necessary, to delve into history a bit, to mention some notable news scoop. Merely to claim merit in a broad sweeping assertion is not convincing. It must be proved, and what better way to prove it than by the mention of certain and definite meritorious qualities or action.

We have seen alleged subscription promotion letters that started out to get the subscriber's interest, by telling how the newspaper, in whose interest the letter was sent, desired to spread its usefulness over a wider area and among a greater clientele of readers. These letters fell wide of their mark because they depended upon the mere desire or inclination to be useful, and failed to state wherein it might be useful from a subscriber's standpoint.

The letter that says "our newspaper prints all the news" cannot possibly have the same effect as the one that says "this newspaper prints your news: the news of your stock market, your bowling clubs' activities, or your baseball club's standing; your social clubs' activities, etc."

A recent issue of "System, the Magazine of Business," contains an efficient article on letter writing, from which we reprint the following:

"Every one has his favorite way of describing an effective letter. One brilliantly successful copy writer says: 'Your first line ought to make the reader sit up and take notice. His reaction ought to be: "What's that? Who said so?"' Every paragraph ought to get a come-back from the reader's mind—the outcome should be not a monologue, but a dialogue,' another letter writer puts it. 'No letter ought to be more than two-thirds of a page,' says another advertiser. 'Begin with a teaser, 'Have a plot and tell a story,' 'Be different,' 'Open with "you interest" —so the formulas run.

"All these recipes can be summed up in this way—that every phase in the letter shall have interest enough to hold the reader till he gets past the pause and into the next one. The letter that wins is a unit, with every sentence beginning where the last one left off and the whole thing as direct, as forward-looking, and as tight underfoot as a concrete viaduct."

The writer of the above lines admits that it is easier to lay down the formula than to abide by it, and accomplish what it prescribes. Nevertheless the circulation manager who fails to credit for its full value the merit of good business letters as an effective aid in his work makes a serious mistake. And this does not mean that a man must be naturally gifted in order to write good letters. The faculty can be developed, and it is not so difficult as some imagine. One good plan is to study the letters that come to your desk daily—dissect them, and determine what it is in each of them that appeals to you, apply those same elements of interest and persuasion to the letters you send out, and you have become in a short time an effective letter writer.

\* \* \*

ONE of the best Christmas time favors to newsboys that has come to notice is the distribution of 2,500 copies of the Boys' Magazine, made by the Cincinnati Post among the newsboys of that city.

On Christmas Eve the Post distributed cards to that number of newsboys, bearing a cheery holiday greeting, and advising the recipient that he would receive by mail each month a copy of the Boys' Magazine, as the Post's gift.

This is a brand new idea in the cultivation of newsboys' goodwill, and the recipients will have reason for gratefully remembering the Post throughout the year.

Morris Levy, circulation Manager of the Post, supervised the distribution of the gifts of the subscriptions.

\* \* \*

CELEBRATING the breaking of two records in the country circulation department of the El Paso Herald, H. H. Fris, the circulation manager, gave a dinner at the Valley Inn, Yaleta, Texas, on Wednesday evening, January 6th. Mr. Fris had as his guests Mrs. Fris, the employees of his department, the employees of the mail room, Messrs. Slater and Wilmarth, editor and general manager, respectively, and several other department heads.

The department added more new subscribers during December than during any month in the history of the paper, and also collected more cash during that month than in any like period. No cut price campaigns or contests were used to accomplish this feat. Splendid team work, together with great enthusiasm by the members of the department, made this record possible. Much credit is also due the editorial department, as many changes have been made recently to improve the Herald, which changes have been a great help to increase the circulation, for, fortunately, the circulation department has the full co-operation of the editorial department.

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

THE CHICAGO EVENING POST  
(Evening Daily)

INDIANAPOLIS STAR  
(Morning Daily and Sunday)  
TERRE HAUTE STAR  
(Morning Daily and Sunday)  
MUNCIE STAR  
(Morning Daily and Sunday)

THE ROCKY MOUNTAIN NEWS  
(Morning Daily and Sunday)

THE DENVER TIMES  
(Evening Daily)

THE LOUISVILLE HERALD  
(Morning Daily and Sunday)

The Shaffer Group

THE SEATTLE TIMES

"The Best That Money Can Buy"

Daily, 73,000  
Sunday, 90,000  
57,000 in Seattle

A copy to every family.

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

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

LARGEST QUANTITY  
BEST QUALITY CIRCULATION

The S. C. Beckwith Special Agency

Sole Foreign Representatives  
New York Chicago St. Louis

San Francisco Examiner

FIRST { IN INFLUENCE  
IN CIRCULATION  
IN ADVERTISING

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

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

Circulation { 122,000 DAILY  
226,000 SUNDAY

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

The Florida Metropolis

FLORIDA'S GREATEST NEWSPAPER  
JACKSONVILLE, FLA.

GUARANTEES TO ALL ADVERTISERS MORE DAILY, NET PAID, HOME DELIVERED CIRCULATION IN JACKSONVILLE AND WITHIN A RADIUS OF 100 MILES IN FLORIDA THAN ANY OTHER NEWSPAPER.

FOREIGN REPRESENTATIVES

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

YOU MUST USE THE

LOS ANGELES  
EXAMINER

to cover the GREAT SOUTHWEST

Sunday Circulation  
MORE THAN - - 150,000

IN  
Colorado Springs

IT'S  
THE TELEGRAPH

J. P. MCKINNEY & SON  
New York Chicago

# THE PITTSBURG PRESS

Has the Largest

Daily and Sunday

CIRCULATION IN PITTSBURG

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

There is no Duplication or Substitution in

## Pittsburg Leader Circulation

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

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

## In Pittsburgh The Post

First in Quality of Circulation for 70 Years is growing so rapidly in quantity that we predict it will be first in both quality and quantity within a short time. The combination of energy, experience, money and force now pushing the circulation is producing wonderful results.

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

## Get the Best Always

### The Pittsburg Dispatch

Greater Pittsburg's Greatest Newspaper

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

## Do You Wonder Why?

The leading Pure Food Medium of New Jersey is the

### Trenton Times

The only New Jersey paper selected for the \$5,000 line Armour contract. The largest New Jersey paper selected for the new Westfield campaign.

Quantity of circulation—  
Quality of circulation—and cooperation of the result-producing kind are important factors.

Permit us to show you "Why"!  
KELLY-SMITH  
228 Fifth Ave., New York  
Lytton Bldg., Chicago

## The Peoria Journal

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

H. M. Pindell, Proprietor  
Chas. H. Eddy, Fifth Ave. Bldg., New York  
Chas. H. Eddy, Old South Bldg., Boston  
Eddy & Varian, Peoples Gas Bldg., Chicago

## A' TOP O' THE WORLD

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

THE ADVERTISING CLUB OF BALTIMORE, MD., is carrying on a vigorous campaign to increase its membership to a thousand by March first. In an announcement published in the News of Jan. 5th, it said: "It is the purpose of the board of governors to enroll as members not only advertising men, but any citizen of the city who may desire to join."

We doubt the advisability of such a move. Advertising clubs, in many instances, are mere jokes, because they are organizations in which one may find any and every kind of people except real advertising men. Mere volume of membership is nothing by which a club may be judged.

At the Omaha convention, in 1910, the biggest showing was made by St. Joseph, Mo., but when it came down to advertising men, well, that was different. There were men a plenty, good fellows, too, lots of them, but they were advertising men simply because they were members of the St. Joseph Advertising Club.

Advertising clubs, if they are going to amount to a whoop in Hades, must get down to brass tacks and do something else beside looking for members and have luncheons and dinners.

One of the best, if not the best, advertising club ever horned into by "A Top o' the World" was a club in a western city, of which the by-laws said that none but space buyers and writers could belong. It even excluded space sellers, but it had the big merchants in the club, and the club really did things in an advertising way. It was not a large club, but it had more to do with advertising than have many of the big ones.

VICTOR ROSEWATER, EDITOR OF THE OMAHA, NEB., BEE, on Jan. 1st started a column headed "Views, Reviews and Interviews." He said: "Under this heading I am going to contribute periodically a column of observations and comment in the nature of a personal talk with whoever may care to read it."

Well, it's a long way to Omaha from "A Top o' the World," and our acquaintance in Omaha is limited to Sidney Ranger and "Scotty" Kennedy, but every word of that column was read and enjoyed, even if the people were strangers—to start with—although they seemed to be old friends after the column was finished.

Editor Rosewater was wise in not attempting to write such a column every day, for it is almost beyond belief that he or any other man could make as good a column as that every day.

We are going to watch for more "Views, Reviews and Interviews," and are going to enjoy reading them.

YOU CANNOT GET ANY MORE OUT OF YOUR ADVERTISING than you put into it. Advertising—good, bad or indifferent—creates impressions, which, of course, are good, bad or indifferent.

If your advertising is a constant preaching of "bargains" and "reduced prices" your store gains the reputation of being a cheap dump, and good trade is kept away for, notwithstanding all reports to the contrary, people are not all bargain seekers.

A WOMAN IN NEW YORK wanted a raincoat. She wanted such a coat for a long time, but had never bought one, simply because she had neglected doing so.

One rainy day, while walking on 34th street with an acquaintance, she mentioned the subject and asked the man where she should go for a coat. They went into McCreery's and found just the coat she wanted. The price was very reasonable and the man was particular to ask if it was regular goods at the regular price. Upon being assured that it was he asked if the firm was back of the coat. "Oh, absolutely," was the reply.

The coat was purchased on good faith and, two hours later it ripped down the side, and was returned by the woman in question, who was told that McCreery & Co. could do nothing for her, that it must have been her fault that it ripped, but finally a compromise was effected, whereby the department head promised to try to get it fixed.

The woman thereupon wrote a note to her friend, telling of the occurrence and asking his opinion as to the right or wrong of the store's action.

The man took the note to the department head and had a long talk. This man was very courteous, and explained that they were doing the handsome thing in fixing the coat.

"Well, then you have gone as far as you care to go, and, in your estimation the lady is getting a square deal?" was the question put to him.

"Oh, yes," was the answer. "I think we have been more than fair in the matter. What would you suggest?"

"Well, if it was me, I would replace that coat so quick it would make your head swim, and would apologize to the lady for the mistake," said the man.

"Oh, I couldn't think of doing that," said the manager.

"Very well, son," said the man, "you and I are not going to have any words about it. You have seen her note to me. Now I am going to send this note, with a letter which I shall write, to Mr. Stewart, and ask him if that is the way he wants things done. I bid you good day, sir."

"Well, now see here," the manager exclaimed in an entirely different tone, "there is no need doing that. I haven't said I would not replace the coat."

"Well, boy, it's up to you to talk and talk mighty fast," said the man, and he was getting mad.

"I'll fix it satisfactorily today, and she will hear from us," was the answer.

The next day the woman told the man, over the phone, that she had received a credit check for the coat with a request that she call and select a new one in its place, but she had returned the check and closed her account, as she did not care to trade in a store where she required a strong arm man body guard to insure her getting a square deal.

It takes a lot of advertising money to make customers like that woman, and when some fool floor walker loses the customer for the store, advertising is blamed for not producing results.

A MAN WHO KNOWS said, not long ago, that there is not an advertising manager in any store in New York who dictates the policy of his department. Too, there are few, if any, who have authority to make contracts, or really manage their work.

This is not a particularly complimentary commentary on the advertising managers, and may, in a way, explain why so much rot gets into the ads.

## IN WESTERN PENNSYLVANIA

You will make no mistake by using

## The Johnstown Leader

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

S. G. LINDENSTEIN, INC.  
Special Representative

18 East 28th Street New York City

In 1914

## THE NEW YORK TIMES

recorded a circulation of over 300,000 copies, daily and Sunday, and carried more display advertisements than any other New York newspaper, morning or evening.

## The Jewish Morning Journal

NEW YORK CITY

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

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

The Jewish Morning Journal prints more HELP WANTED ADS.

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

I. S. WALLIS & SON, West'n Representatives  
1266 First National Bank Bldg., Chicago

"A world of facts lies outside and beyond the world of words."

Proving its circulation to be the largest of the better kind in the New York Evening field, THE GLOBE sells it strictly as a commodity and has forced many of its competitors to do the same.

That is why THE GLOBE costs less per line per thousand.

Average net paid circulation for year ended December 31, 1914..... 175,460

Net paid circulation for December, 1914 ..... 178,708

## The Globe

AND of committed Advertiser.

Growth of

## THE EVENING MAIL

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

157,044

This is an increase of

26,738

over the corresponding period of 1913.

## THE NEW ORLEANS ITEM

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

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

## PRESS ASSOCIATIONS.

At a meeting of the Reading Press Club January 8, in the Chamber of Commerce headquarters, the following officers were elected to serve for the ensuing year: Cleveland E. Stauffer, president; Daniel H. Latus, vice-president; William T. Reedy, recording secretary; Earl Hartman, financial secretary; Dallas M. Blatt, treasurer.

Governor David I. Walsh of Massachusetts and former Mayor John F. Fitzgerald of Boston presided at the midnight gambol of the Boston Press Club January 14.

The meetings of the South Florida Press Association, the Lake Region Press Association and the meeting of the executive committee of the Florida Press Association were held at Sanford January 8. The South Florida Press Association was called to order by President Humphries in the Sanford House and many matters of importance discussed. It was decided to have the Lake Region members become a part of the South Florida association if they wished to do so, and this matter will be placed before each member as all of them were not present at the meeting.

The executive committee, composed of President R. J. Holly, Harry Brown of the St. Augustine Record, Oscar Conkling of the Miami Record, Claude Johnson of the Kissimmee Journal, Clarence Woods of the Eustis Lake Region, and Clyde Glenn, proxy for W. F. Stovall of the Tampa Tribune, met several times during the interim and accomplished much in the way of arranging a program for the meeting in Miami. It was definitely decided to hold the next meeting of the Florida Press Association on March 25, 26 and 27.

At a meeting largely attended by editors from all sections of the state, held at Charleston, W. Va., the organization of the West Virginia Publishers' Association was completed with the election of the following officers: President, C. E. Meredith, Salem Herald; vice-president, T. T. McDougal, Ceredo Advance; secretary, Boyd B. Stutler, Grantsville News; treasurer, P. W. Morris, Park-

ersburg State Journal; poet, Robt. L. Pemberton, St. Marys Oracle; historian, H. W. Smith, Middlebourne Star; executive committee: James W. Weir, Randolph Review; R. P. Bell, Pt. Pleasant Register; E. E. Hood, Fayette Journal; J. J. Swope, McDowell Recorder, and O. J. Rife, Wayne News.

The Illinois Press Association, which has the distinction of being the oldest organization of its kind in the United States, will hold its golden jubilee meeting at Chicago some time in May or June. The officers of the association are: President, J. M. Page, of the Jerseyville Democrat; vice-president, Major Galbraith, of the Carbondale Free Press; secretary, J. M. Sheets, of the Oblong Oracle. Mr. Page is the Nestor of the association, having been its secretary for twenty-eight years.

The Northern Minnesota Editorial Association will hold its annual meeting at Thief River Falls, January 22 and 23. President C. F. Scheers will deliver his annual address on the first day. Among those on the program are: J. C. Morrison, Morris Tribune; E. K. Whiting, Owatonna Journal; N. S. Davies, Crookstown Times; F. A. Wilson, Bemidji Sentinel; C. R. C. Baker, Red Lake Falls Gazette; H. P. Phillips, Mahanomen Pioneer, and Fred C. Schilpin, St. Cloud Times.

The meeting of the Middle Tennessee Editors' Association, held at Lewisburg January 11, was a great success, with the following present: F. O. Wallace, Wartrace Progress; S. T. Morton, Bedford County Times; H. C. Watts, Lincoln County News; R. M. Wallace, Fayetteville Observer; I. G. Burgdorf, Murfreesboro Home Journal; C. T. Crawford Lawrence Democrat; W. B. Romine, Pulaski Citizen; Rob Roy, Alexandria Times; W. R. Goodman, Hohenwald News; J. N. McCord, Marshall Gazette; G. W. Ewing and W. K. Kercheval, honorary members; Hervey Whitfield, Clarksville Leaf-Chronicle; T. L. Turner, Martin Mail, president of the Tennessee Press Association; A. M. Booker, Portland News.

The North Dakota Press Association closed its annual winter meeting at Fargo at noon, January 16, after interesting and profitable sessions which had occupied all day Friday and Saturday forenoon. The meeting was an unusually large one, and the attendance at all the sessions was very satisfactory. The program was not allowed to drag, and the business of the meeting was therefore transacted expeditiously and a wide range of subjects was covered. The election of officers resulted as follows: President, E. L. Richter of Larimore; first vice-president, R. J. Hughes, Wahpeton; second vice-president, J. T. Charney, Mott; third vice-president, Geo. A. Monteith, Finley; secretary, W. H. Francis, Velva; treasurer, J. B. Howard, McHenry; executive committee, J. H. McGarry, Alexander, chairman; H. P. Knappen, Bismarck; M. I. Forkner, Langdon.

The Maine Daily Newspaper Publishers' Association held its annual meeting January 7 and elected officers for the ensuing year as follows: President, Col. Charles A. Prescott of the Biddeford Journal; vice-president, F. D. Nichols of the Bath Times; secretary, W. H. Dow of the Portland Express-Advertiser; treasurer, W. B. Reed of the Bangor News.

With 65 members and guests attending, the annual meeting of the Newspaper Club of Boston, Mass., held January 7 at the Boston Yacht Club, was one of the largest in the history of the organization. William U. Swan, the retiring editor in chief, presided. These officers were elected: Edward F. Harkins of the Journal, editor in chief; James W. Reardon of the American, managing editor; Edwin Reynolds of the Globe, reporter.

## NORTHCOTE CRITICISED.

American Fair Trade League, Fifth Avenue Building, New York, Jan. 4, 1915.  
Editor and Publisher:

We are quite sure that in your desire to serve the newspaper advertising interests, which profits so largely from the patronage of concerns who habitually use dishonest advertising methods, you had no intention of making a misstatement of fact, and that your error in your editorial reference signed "Northcote" to the Stevens Bill in your issue of December 15th, under the title "On Newspaper Making," is due to ignorance or inadvertence.

We prefer to believe that you are not aware that the Stevens Bill is purely permissive, and merely provides that manufacturers may make contracts with their distributors for the maintenance of the schedule of prices—uniform to all dealers, which must be filed with the Federal Trade Commission.

The argument which you project that this system would "cut off all possibility of competition and necessity for newspaper advertising" is certainly thoughtlessly advanced. In support of this, it is only necessary to refer to practically every article in the automobile industry, in the pure food industry, and in nearly every line of production, wherein, notwithstanding the decisions of the courts, every effort is still made to maintain a uniform scale of prices, wherein the standard price system has not diminished in the slightest degree the existence of the fiercest competition.

EDMOND A. WHITTIER,

Secretary.

## AS TO COUNTRY BOYS.

Calcium, N. Y., Jan. 10, 1915.

The Editor & Publisher:  
Your editorial in the December 19 issue of your paper, on "An Editorial's Needless Alarm," is noted with interest.

You are quite right that were it not for the fact that country boys go to the city and fill positions of trust that some of the city concerns would need to go out of business. It is also a fact that the ranks of the city workers so far as the hoys of quality are concerned, are recruited from the country, and have been for many years.

Whether your contention that the country boy should read the city dailies is correct or not, I am not going to hazard an opinion on, although really it seems to me that the city dailies do fully as much harm as good. I question greatly, however, the wisdom of your calling the editor of "Wallace's Farmer" a short-sighted agricultural editor. He is very far from it, I assure you, and, personally, I do not believe that either your standpoint or his is absolutely correct.

The opportunities mentioned in the daily papers are not as numerous, nor of a kind which might be considered greatly advantageous to young men in the country and herein I believe your argument is faulty. This, of course, leads to the inquiry as to what young men should aspire to and this is a very broad subject, but if we leave financial considerations out of the question the opportunities for young men are not confined to the city by any means and, in fact, the rural community has much more to offer in the way of development of character and ability.

MADISON COOPER.

## The Original Optimist.

Robinson Crusoe was the original optimist. Times looked had for Robinson—couldn't have looked much worse. But he didn't say, "What's the use?" didn't lie down, whimper, kick and growl at destiny. No, Crusoe used his head; he thought, then he thought some more—real serious line of thinking. Just what to do was the puzzle Crusoe was solving. Finally it came to him in a flash. "I have it," said Robinson. "I'll advertise."

A thousand miles from nowhere, a possible helper coming within reading distance of his aid, every few years—that was a stringent money market, also what Sherman said about war.

But Crusoe, as before mentioned, was an optimist, also a believer in persistent advertising.

He wanted a ship—how would he get it? Answer—"Advertise." And he did—flung a shirt from the top of a pole.

The first advertisement brought no returns.

But Crusoe wasn't discouraged. He changed the "copy"—put up another shirt. Yes, times were hard, awful hard; but Crusoe won out; he got his ship; and he did it by persistent advertising.

Crusoe was the original optimist.—From the Sales Bulletin of the *Borroughs Adding Machine Company*.

Bert Moses, advertising manager of the Omega Chemical Co., writes: "You are giving your readers a ride in a six-cylinder car and charging rates only for a Ford."

George B. David, of George B. David, Inc., publishers' representatives, writes: "To be without the Editor and Publisher is similar to being missed by the baker. The Editor and Publisher is as necessary to us as our daily bread. Long may your publication live and prosper."

## EDITORS AND PUBLISHERS

If the Central News can furnish you as good service at a lower price or a better service at the same price you are paying for your present news report, don't you think we are entitled to your patronage? We do not publish newspapers, therefore, are not competing with you. We have no interest to serve except that of our clients. Our highest ambition is to furnish a complete news service of the highest quality. We solicit your patronage.

CENTRAL NEWS, New York, N. Y.

## Sketches From Life

A Service where the picture tells the story. No composition—one line of type. Best human interest Service published; furnished in mat form, three columns, six installments a week. Used only by the best papers in the United States. Do you want proofs?

WORLD COLOR PRINTING CO.,  
R. S. Grable, Mgr.  
Established 1900.  
ST. LOUIS, MO.

## ATTENTION

### Publishers and Business Managers

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

Address

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

## WAR NEWS and PICTURES

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

write or wire to

INTERNATIONAL NEWS SERVICE  
238 William St. New York City

## USE

# UNITED PRESS

## FOR

## Afternoon Papers

General Offices, World Bldg., New York

## THE TEST

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

## NEWSPAPER FEATURE SERVICE

M. Koenigsberg, Manager.

41 PARK ROW, NEW YORK

## Announcement.

To Better Serve Our Patrons, We Have Changed Our Location to New Albany, Ind., and Will Continue Our Business in Connection with Publishing The Daily Tribune of That City.

BRUCE W. ULSH CO.,  
New Albany, Ind. Wabash, Ind.

## You Would Enthusiasm Too

as many publishers do, over the increased business and efficiency of your Classified Ad Department

If you were using the Winthrop Coin Card Method of collecting and soliciting.

Prices, samples and full details of how other papers are using our coin cards successfully will be mailed on request. Or better still, send us your trial order now.

When you write us, mention this ad.

THE WINTHROP PRESS  
141 East 25th Street New York City

## These war times

records are in dire danger of showing slumps. The wise publisher keeps them up by putting on a trade, industrial or feature edition. We believe that once you have put on an edition of this sort, using the GALLAGHER SERVICE, you will become one of our regular clients.

JOHN B. GALLAGHER & CO.

Western office: 1205 Cass St., Joliet, Ill.



**TIPS FOR THE AD MANAGER.**

The Freeman Advertising Agency, Mutual Building, Richmond, Va., is placing the following advertising: W. H. Mixon Seed Co., in a number of dailies and southern farm papers; the Nitra-Germ Co., Savannah, Ga., 42 line and 70 line copy in South and East; G. W. Korner, State Agricultural Commissioner, Richmond, Va., 14 line copy in western dailies and farm papers.

The Texas Company, of which Harry Tipper is advertising manager, according to a report from Texas, will spend \$45,000 in newspaper advertising during the next six months. The F. A. Wynne Advertising Agency of Dallas will handle the account.

The Siegfried Company, Inc., 50 Church street, New York, is placing orders in the New York papers for the Fickling Enameling Corporation, Long Island City.

L. A. Sandlass, 7 Clay street, Baltimore, Md., is placing 28 line 156 time orders with newspapers in New York City and vicinity for the Man-a-cea Water Company, 13 Stone street, New York City.

M. P. Gould Company, 120 West 32d street, New York City, is making 2,000 line contracts with a selected list of newspapers for S. B. Goff & Sons, "Goff's Cough Syrup," Philadelphia, Pa.

Tucker Agency, 303 Fifth avenue, New York City, is resuming the newspaper advertising of the Bahama Government, "Bahama Islands," 303 Fifth avenue, New York City.

Blackman-Ross Company, 95 Madison avenue, New York City, is forwarding copy to a selected list of large city newspapers for Gray & Davis, Auto Lamps, etc., Amesbury, Mass.

Wylie B. Jones Advertising Agency, Binghamton, N. Y., is handling the newspaper advertising account of J. A. Begy Company, "Begy's Musterine," 512 State street, Rochester, N. Y.

E. H. Clarke Advertising Agency, Steger Building, Chicago, Ill., is sending out orders to a selected list of Western newspapers for Val Blatz Brewing Company, "Blatz Beer," Milwaukee, Wis.

It is reported that the Erickson Company, 381 Fourth avenue, New York City, will shortly place orders with some newspapers for Valentine & Company, "Valspar" Varnish, 456 Fourth avenue, New York City.

The Mutual Life Insurance Company, 32 Nassau street, New York City, is reported to be making up a newspaper list. Orders will be placed later by the Levin & Bradt Advertising Agency, 1269 Broadway, New York City.

The United Drug Company, "Rexall Remedies," Boston, Mass., is placing one inch copy in four selected states and will also place early next month copy in ten additional states.

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

Lord & Thomas, 341 Fifth avenue, New York City, are issuing orders to newspapers in selected sections for Chas. A. Tyrell, "J. B. L." Cascade, 570 West 150th street, New York City.

In the future Harry C. Michaels, 381 Fourth avenue, New York City, will handle the advertising for the Guyot Suspender Company 354 Fourth avenue, New York City, and for Michaels, Stern & Company, Clothing, Rochester, N. Y.

Frank Presbrey Company, 456 Fourth avenue, New York City, is placing orders with New England newspapers for the Snyder Hat Company, 50 West Houston street, New York City. This agency will also place shortly the advertising of the Shredded Whole Wheat Company, Niagara Falls, N. Y., with practically the same list of newspapers as last year.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., are sending out orders for the National Biscuit Company and renewals for the Western Union Company.

The National Advertising Agency, 32 West 25th street, New York City, is issuing new schedules for "Poslam," Emergency Laboratory, New York.

Wylie B. Jones, Binghamton, N. Y., is putting out some mail order copy for the International Chemists.

Dorland Advertising Agency, 366 Fifth avenue, New York City, is issuing orders for C. S. Clark (Optona).

The Morse International Agency, Dodd-Mead Building, New York City, is sending out some reading notice copy for the Underwood Typewriter Company.

The Cole Company have authorized a ten thousand dollar investment for an advertising campaign, to be started at once. It is understood that the Wescott people are considering an aggressive campaign for the Wescott car.

**Now It's the Charles H. Eddy Co.**  
The Chicago firm of Eddy & Virtue has been succeeded by the Charles H. Eddy Company. The following officers have been elected: Charles H. Eddy, president and general manager; R. J. Virtue, vice-president and Chicago manager; Chas. P. Eddy, secretary and treasurer.  
The new company will continue the representation of the papers heretofore represented by Eddy & Virtue in the west. This change is made to secure a uniform name and management over the three offices of this company, located in New York, Chicago and Boston. Announcement was made this week that the Charles H. Eddy Company has been appointed foreign representatives of the New York Tribune.

**Mail Order Night at Woman's Ad League.**

The League of Advertising Women spent a very instructive evening Tuesday, January 19, at the Hotel Prince George, discussing mail order advertising. Mr. Seaman, of Birmingham & Seaman, talked on catalog paper, and Mr. Morrison, of Wynkoop, Hallenbeck & Crawford, told about a color job done on a rotary press on coated paper. Miss Mabel Graswinkel, a mail order expert, related some of the inner workings of the mail order business, and H. H. Cook, of the William Green Company, spoke on printing.

**Only One Issue.**  
The Daily Province of Regina, Sask., on January 11, announced in its morning issue that its publishers have come to the conclusion that publishing two editions a day is a waste of energy and money, hence the morning paper will be discontinued, and all the energies of the staff will hereafter be devoted to the evening issue.

**"ABOVE BOARD CIRCULATIONS"**

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

<b>ARIZONA.</b> GAZETTE—Av.Cir. 6,125.....Phoenix	<b>NEW YORK.</b> EVENING MAIL.....New York
<b>CALIFORNIA.</b> BULLETIN .....San Francisco	<b>OHIO.</b> PLAIN DEALER.....Cleveland Circulation for December, 1914. Daily .....131,517 Sunday .....162,709
<b>GEORGIA.</b> JOURNAL (Cir. 57,531).....Atlanta	VINDICATOR .....Youngstown
CHRONICLE .....Augusta	<b>PENNSYLVANIA.</b> DAILY DEMOCRAT.....Johnstown
LEDGER .....Columbus	TIMES-LEADER .....Wilkes-Barre
<b>ILLINOIS.</b> HERALD .....Joliet	<b>SOUTH CAROLINA.</b> DAILY MAIL.....Anderson
HERALD-TRANSCRIPT .....Peoria	THE STATE.....Columbia (Sworn Cir. Mch, 1914. D. 22,850; S. 23,444)
JOURNAL .....Peoria	<b>TENNESSEE.</b> BANNER .....Nashville
STAR (Circulation 21,589) .....Peoria	<b>TEXAS.</b> STAR-TELEGRAM .....Fort Worth Sworn circulation over 80,000 daily. Only daily in Fort Worth that permitted 1912 examination by Association of American Advertisers.
<b>IOWA.</b> REGISTER & LEADER...Des Moines	CHRONICLE .....Houston The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday.
THE TIMES-JOURNAL....Dubuque	POST .....Houston Over 92% city circulation to regular subscribers by carrier. The "Home Paper" of South Texas, 30,000 guaranteed.
<b>LOUISIANA.</b> TIMES-PICAYUNE ....New Orleans	<b>WASHINGTON.</b> POST-INTELLIGENCER ....Seattle
<b>MARYLAND.</b> THE SUN .....Baltimore Has a combined net paid circulation of 135,000 copies daily, 100,000 of which go into homes in Baltimore City and suburbs.	<b>WISCONSIN.</b> PRESS .....Sheboygan
<b>MICHIGAN.</b> PATRIOT (No Monday Issue). Jackson Average 9 mo. 1914; Daily 11,042; Sunday 12,117. Member "American Newspaper Pub. Ass'n." "Gilt Edge Newspapers," and A. B. C.	<b>WYOMING.</b> LEADER .....Cheyenne
<b>MINNESOTA.</b> TRIBUNE, Mon. & Eve....Minneapolis	<b>CANADA.</b> <b>BRITISH COLUMBIA.</b> WORLD .....Vancouver
<b>MISSOURI.</b> POST-DISPATCH .....St. Louis	<b>ONTARIO.</b> FREE PRESS.....London
<b>MONTANA.</b> MINER .....Butte	
<b>NEW JERSEY.</b> PRESS .....Asbury Park	
JOURNAL .....Elizabeth	
PRESS-CHRONICLE..... Paterson	
COURIER-NEWS .....Plainfield	

**ROLL OF HONOR**

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

<b>ILLINOIS</b> POLISH DAILY ZGODA.....Chicago	<b>NEW YORK</b> EVENING NEWS.....Buffalo
SKANDINAVEN .....Chicago	BOLLETTINO DELLA SERA, New York
<b>INDIANA.</b> THE AVE MARIA.....Notre Dame	<b>PENNSYLVANIA</b> TIMES .....Chester
<b>NEBRASKA.</b> FREIE PRESSE (Cir. 128,384) .Lincoln	GAZETTE .....York
	<b>QUEBEC.</b> LA PRESSE.....Montreal Ave. Cir. for 1913, 127,722

Irvin Dolk, day city editor of the News-Times, was elected vice-president, succeeding Mr. Dolk, and W. W. Dunkle, advertising expert, was elected secretary-treasurer, to succeed W. R. Armstrong, of the Tribune.

**AD FIELD PERSONALS.**

Eugene J. Warren, formerly connected with the Paterson News and the Press Chronicle Company, is again with the Press-Chronicle Company as advertising manager, succeeding George H. Scott, now in charge of the advertising department of one of the local department stores. Mr. Warren is an old experienced newspaper man and will undoubtedly make good.

James Ward, who is now associated with Robert E. Ward, in the advertising agency business in Chicago, started in the advertising business with Charles H.

weeks, is now showing improvement and his complete recovery is looked for at an early date.

W. O. Millinger, director of foreign advertising of the Scripps newspapers, has transferred his headquarters from Cleveland to New York temporarily in the absence of Mr. Pierce, the eastern manager, who is confined to his home on account of quite a serious illness.

Howard F. Pratt, who was graduated from the Northwestern University with the second highest honors, and has made a special study of the psychology of advertising, has joined the staff of the G. Logan Payne Company's Chicago office.

S. W. DuBois, of the S. C. Beckwith Special Agency, New York, is on an extended trip through New York state.

**ADVERTISING POWER OF THE WAGGING TONGUE.**

By M. S. HIGGINS,  
Advertising Manager, George E. Keith Company.

The wagging tongue is the oldest and greatest advertising medium in the world.

It has a domestic circulation of over ninety million.

You cannot bribe it.

Unlimited cash cannot buy it.

It can be bought only with the coin of service.

Courtesy will secure its eternal goodwill.

Fairness will buy its active support.

Merchandising integrity will purchase its boundless influence.

It never stands pat.

It is always positive—either for or against.

It thunders the truth about you and your merchandise whether you like it or not, and it either puts money into your till or takes it out.

It won't take your word for what you are.

It judges of what you are by what you do.

Collectively the wagging tongue is always right, and it raises its voice for you only when you deserve it.

**PATENT MEDICINES.**

(Continued from page 645.)

store shelves, or from government supervision. They are entitled to the same treatment as other advertisers. They get it from the item. They ought to get it from all newspapers.

We have drawn a code of rules in this office to govern our acceptance of patent medicine advertising. We examine each case presented to us on its own merits, applying to the copy thus submitted the simple facts of common medical knowledge. When we find that copy violates the facts or exceeds the probabilities we decline to print it. When we find that the advertiser offers copy that is unobjectionable in itself, but uses this to set up a correspondence between himself and the reader in which he makes claims that we would not permit him to make in the item, we decline his business.

I now return to the patent medicine listed by yourself as harmless. To some of these we have applied the simple test already indicated. We did not seek, however, to satisfy ourselves that they are "harmless." Our purpose was to determine whether or not they may fairly be expected to do for

their users all that their sellers ask us to permit them to tell our readers they will do. Otherwise we might do a highly profitable and perfectly fraudulent business in bread pills and tinted water liniments. Bread and water are both reasonably harmless. Here were our rulings on each of your list as were offered to us:

**THE ITEM'S RULINGS.**

**SCOTT'S EMULSION.**—A long-tested preparation of substantial merit in the conditions for which it is now advertised. The copy was free from deceptions or mis-statements and exaggeration. We accepted it as it stood. We suggested at the same time a couple of changes in two pieces of the schedule, to correct inessential inaccuracies. Both were accepted and I think the advertisers included the same changes in all their advertising. At any rate we have since accepted an entirely new schedule without any change at all. As this copy now runs in the item it violates neither truth nor probability. We have no hesitation in saying that we believe its statements ourselves, and therefore have no hesitation in presenting them to our readers for what they are worth.

**BEECHAM'S PILLS.**—A copy schedule of 26 pieces was submitted to us in October, 1913. All were accepted except four. These four spoke of Beecham's pills as a great comfort, remedy and recourse for women suffering at times from headache, nervousness, lassitude and depression. This brought these four pieces under the prohibition of our second rule. The examiner reported further as follows:

"Aside from this aspect of the matter, I think it may be taken for granted that the wording of these four installments is such that they would be generally taken as recommending the pills for a specific complaint, either normal or abnormal, for which they have no special aptitude, and in which it is not always desirable to use a purgative."

"This whole line of copy refers to Beecham's pills as the very best, etc., etc., which, while not strictly true—there is no very best in purgatives—at the same time, in my judgment is not an undue license and need not be held against the copy. I have not been ruling against exaggerations and the ordinary enthusiasm of advertisers unless these are of a character to mislead our readers in serious matters.

"The Beecham formula is well known and it is a very good purgative."

The advertiser, as I recall the case, declined to permit the elimination of these four installments from his copy schedule, and the item therefore declined it all.

**HOOD'S SARSAPARILLA.**—This copy was declined by us under several of our rules. In October, 1913, it was declined a second time when submitted in a new form the following month. I will not burden you here with the grounds for declining it, having already quoted two samples of the methods we follow. Your question leads me to believe you are interested in the matter. If so, I can supply our ruling separately.

**CARTER'S LITTLE LIVER PILLS.**—We have accepted this copy as unobjectionable.

**AYER'S PILLS** Emerson's Bromo Seltzer, Hood's Laxative, Bromo-Laxative and Adamson's Cough Syrup have not been offered to the item since its medical advertising rules were adopted.

**A RATHER IMPORTANT SUBJECT.**

I have entered at this length into a discussion of the questions raised by you in your recent expression because you appear to attach some importance to the subject they cover. If this outline of the method we have developed here for carrying out a widely-debated and rapidly-extending newspaper policy should prove of value—or of interest—to yourself or your readers, I shall be glad to accept this fact for my pay.

No distinctions should be drawn between the medicine business and the clothing business, or the grocery business, or any business. All should be expected to conform themselves to truth—to fact and to probability. The medicine business, perhaps, needs to be watched a little more closely than the rest, but this is a difference rather than a distinction.

Substantial truths as deduced from common experience is a simple and practical goal for critics of advertising. Where sincerity rules the criticism, very few difficulties and no real puzzles will arise.

MARSHALL BALLARD,  
Managing Editor.

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Advertising Bldg., Chicago.

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**BROOKE, WALLACE G. & SON,**  
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20 Broad St., New York.  
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Chicago, Ill.

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

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



J. A. WARD.

Fuller of that city about fourteen years ago. After six years' service with the Fuller agency he was appointed advertising manager of the Monarch Motor Car Company with which he remained until six years ago when he joined the soliciting staff of Allen & Ward, which concern was succeeded by Robert E. Ward, January 1, 1915.

W. W. Pierce, long time eastern representative of the Scripps newspapers and the Scripps-McRae League, who has been confined to his home for some

**PUBLISHER'S NOTICE.**

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

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

The Editor and Publisher page contains 62 agate lines, 168 on four.

The columns are 13 picas.

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

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

Liberal discounts are allowed on either time or space contracts.

Small advertisements under proper classification will be charged as follows: For Sale and Help Wanted fifteen cents a line; Business Opportunity and Miscellaneous ten cents a line, and Situations one cent a word; see classified pages.

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

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

Pittsburgh—Davis Book Shop, 416 Wood street.

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

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

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

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

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

**A PUBLICATION ON THE NEWS-STAND SAVES MANY FROM THE JUNK PILE**

Established 1892

**DUHAN BROTHERS**

WHOLESALE DEALERS IN

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# The Chicago Daily Tribune

*The World's Greatest Newspaper*

Over 500,000  
SUNDAY

ADVERTISING BULLETIN

Over 300,000  
DAILY

VOLUME 1.

SATURDAY, JANUARY 23, 1915

NUMBER 1.

## An INCREASE Greater Than Others' TOTALS

The current circulation figures of The Chicago Tribune are impressive by themselves, but a comparison of them with The Tribune's previous figures, and with the figures of other Chicago newspapers, gives an illustration of The Tribune's supremacy that is positive and final.

The average paid circulation of The Chicago Tribune for the month of December, 1914, was:

**Sunday . . . 535,735**  
**Daily . . . 320,412**

From its first circulation statement under the Federal Laws (for the six months ending September 30, 1912) to the present time, The Chicago Tribune shows an unbroken record of steady and tremendous increase that surpasses that of any other newspaper in the world.

The Sunday increase during this period was 231,410, or 76 per cent.

The daily increase during this period was 99,912, or 45 per cent.

This Sunday **increase** of The Chicago Tribune is greater than the present **total** week day circulation of 4 out of the 6 other Chicago newspapers.

The daily **increase** is greater than the present **total** week day circulation of one of those other papers.

Less than one per cent. of all the daily newspapers in the United States and Canada have a **total** circulation as great as this **increase** of The Chicago Tribune in this comparatively short period.

The **total** circulation of The Sunday Tribune is considerably in excess of the **total** circulation of any other Chicago paper, daily or Sunday, morning or evening.

The **City** circulation of The Sunday Tribune is nearly three times as great as that of one Chicago Sunday paper and at least fifteen per cent. greater than that of another.

The **total** circulation of The Daily Tribune is nearly equal to the **total** week day circulation of the other Chicago morning papers **combined**.

The **City** circulation of The Daily Tribune is greater than that of the other Chicago morning papers **combined**.

In total Sunday circulation, The Chicago Tribune now ranks second in the United States.

In total week day morning circulation, The Chicago Tribune now ranks third in the United States.

Eastern Advertising Office: 1216 Croisic Bldg., 220 Fifth Avenue, New York City

Pacific Coast Advertising Office: 742 Market Street, San Francisco.



