

THE EDITOR AND PUBLISHER

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JOSEPH P. DAY.

NEW YORK REAL ESTATE EXPERT WHO HAS SPENT ONE MILLION DOLLARS IN NEWSPAPER ADVERTISING DURING THE PAST FIVE YEARS.

PUBLIC UTILITIES

ON WEDNESDAY, MARCH 31, THE NEW YORK EVENING POST will issue its Second Annual Supplement devoted exclusively to Public Utilities, including Traction, Gas, Electric Light, Heat and Power Companies. It will aim to be the most complete treatment which the subject has yet received. Besides a comprehensive account of the rise, the progress, the present state of development, and the future outlook of Public Utilities throughout the country it will contain a large number of specially contributed articles by recognized experts in the different branches, and sketches of men eminent in this field.

* * *

RECOGNIZING THE TREMENDOUS STRIDES MADE by Public Utilities generally during the past few years and the increasing importance, stability, and value of their securities, The Evening Post has undertaken a serious consideration and discussion of the subject and will present in this issue a clear and concise exposition of the fundamentals governing them, together with information that every banker and investor should possess in order properly to distinguish between substantial and conservative undertakings and those that are of less assured character and standing. Every phase of the Public Utility situation will be dealt with.

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WHILE IT WILL BE DESIGNED TO FOLLOW and supplement the First Annual Public Utility Number, and will cover much new ground, it will by no means ignore the fields to which the first number was largely devoted.

* * *

THAT ISSUE DISCUSSED IN SPECIAL ARTICLES by the expert staff of The Evening Post, and in original contributions by leaders in the field of Public Utilities, construction, finance, management, and regulation, such subjects as Position of Public Utility Securities in the Various Markets; What Investors Should Know; Analyzing Financial Statements, etc.; Influence of Public Service Commissions in Standardizing and Regulating Capitalization, Rates, etc.; Question of Providing Funds for Replacements; How Security Holders Have Fared in Cases of Receivership, etc.; Influence of Public Utility Enterprises on Population and Wealth of Communities; Prac-

tical Questions of Engineering and Finance; Instances of Great Engineering Obstacles Overcome; Legislation, Past, Present and Prospective; Future Use of Electricity from Water Power, etc.; Relation of Corporations to the Public; Standards of Publicity.

* * *

THE FORTHCOMING ISSUE WILL DEAL not only with these subjects, but will present up-to-date information regarding: New Projects under construction now, completed during 1914, or about to be undertaken in various parts of the country, North, South, East, West, and in neighboring fields, such as Canada, West Indies, Hawaii. How public utilities stood up as compared with other investment securities during the depression caused by the European war. Description of typical properties and articles on their management and governing principle as regards attitude toward the public, toward highest standards of maintenance and operation, etc.

* * *

THERE WILL BE ARTICLES by representative men in all sides of public utilities management, on subjects of engineering, finance operation. Sketches of leaders in this field in various parts of the country. IN SHORT, WITH OR WITHOUT THE FIRST ISSUE, IT WILL BE AN ENCYCLOPEDIA ON THE SUBJECT OF PUBLIC UTILITIES IN THIS PART OF THE WORLD.

* * *

THE PUBLIC UTILITIES NUMBER will go to many thousands of investors, and because of the unique and authoritative position enjoyed by this newspaper its influence will be broadly felt throughout the country.

* * *

THE PUBLIC UTILITIES NUMBER provides an exceptional opportunity for advertising the securities of individual companies and groups of companies, also the announcements of Bankers dealing in Public Utility Securities.

* * *

MANY OF THE MOST IMPORTANT CORPORATIONS in the country have engaged space in which to tell the story of their own progress.

For advertising rates or other information address

Public Utilities Department

The New York Evening Post

20 Vesey Street, New York

PROFITABLE NEWSPAPER ADVERTISING.

TIMES' NEW HOME.

NEW YORK'S GREATEST REAL ESTATE OPERATOR WRITES INTERESTINGLY.

Joseph P. Day, author of the following article, is the real estate operator who, during the past five years, has spent one million dollars for newspaper advertising; has the largest real estate business in the world. He is a persistent and consistent advertiser and has, in his time, engineered some of the most remarkable realty movements ever recorded in and around New York. His optimistic views regarding the market are well founded, and based upon intimate knowledge of conditions, and should be read by everyone.

Detroit Paper Moves Into New Building and Has First Metropolitan Tubular One-Plate-to-One-Page Press, Double Width Type Ever Operated in This Country.

The Detroit Times had a house warming in its new plant at 73-75 and 77 Bagley avenue, Tuesday, the second, from one to five, at which a buffet luncheon was served to The Times' employees and guests. Proprietor James Schermerhorn was in his element. He was proud of his new equipment. The building was erected on plans prepared by Mr. Schermerhorn and covers The Times' needs fully for some years to come.

It is a five story building and basement, located near the new civic centre in a territory that is fast coming into commercial use, a block and a half from the new Hotel Statler, two blocks from the new Detroit Athletic Club and only a few blocks from the Hotel Cadillac.

The chief attraction was the new Metropolitan Tubular One-Plate-to-One-Page Press, manufactured by the Duplex Printing Press Company. It was the first demonstration of the new double-width type. Although there were some delays in getting started on the edition, on account of the new building and new machinery, nevertheless the operation of the press under the trying circumstances was voted a huge success.

The edition consisted of a 32-page paper, book fold, no supplements, every page consecutively numbered throughout. The cuts showed up remarkably well.

The Times' press will produce any even number of pages up to and including 16 from the same number of plates, at the rate of 50,000 copies per hour, or 25,000 copies of any even number of pages from 18 to 32.

Mr. Robert Hoe, the president of the Duplex Company, was one of the interested spectators.

To a representative of THE EDITOR AND PUBLISHER he said:

"It is a splendid piece of machinery, and we are pleased beyond measure at the successful demonstration. All the theories advanced against the value of the double-width tubular are exploded, and the machine has unquestionably been proven a complete success. It will produce 50,000 papers per hour of any size, book fold, from four to sixteen pages, and 25,000 per hour, book fold, from eighteen to thirty-two pages. There is no other press in the world that will do this from one set of plates, and the simplicity and flexibility of this machine is most extraordinary. Any section may be used as a color section, if so desired.

"The press is equipped with self-contained paper roll stands, and Duplex patented high speed folders. Its low construction permits of plating all the cylinders entirely from the floor, as well as the adjustment of the ink fountains.

"Because of its form the tubular plate may be made at least 25 per cent. thinner than the semi-cylindrical plate, and this greatly increases the efficiency of every pound of stereotype metal used.

"The press and stereotype machinery are the invention of Henry F. Beckman, our superintendent."

Editors Going to Frisco.

The National Editorial Association will hold its thirtieth annual convention at Los Angeles, Cal., Tuesday, June 29, to Thursday, July 1, inclusive. Numerous cities in California and en route have offered courtesies to the association and many points in Colorado and California will be visited, as well as the expositions at San Francisco and San Diego, whose management has extended every courtesy to the members of the party. The association will be guests of the following cities among others: Topeka, Kan.; Hutchinson, Kan.; Colorado Springs, Trinidad, Santa Fe, Albuquerque, Los Angeles, San Diego, Riverside, Redlands, Oakland, San Francisco, San Jose, Monterey and Sacramento.

The real estate market, like everything else all along the line, has been suffering from the general depression, resultant from the great European war and from the unsettled conditions pending the settlement of the tariff question, the currency bill and other national measures, but with the adjustment of these questions and with the breaking of the New Year, 1915 gave promise of the beginning of a new era, not only in real estate investment but in every form of investment.

This promise has materialized very substantially in the last two months and hears out the statement that we have gone through the darkest, duldest period and that now a big rift in the cloud of depression is brightening up every line of business. A concrete example of this is the opening up of a large glass factory which, at the outbreak of the war, had laid off more than three-quarters of its help; then, as the period of financial depression became worse, completely closed down, and which now is not only working its entire force of many thousand people, but is taking on additional help and this was not for war orders.

MONEY MORE PLENTIFUL.

Another indication of this new era is the fact that money has loosed up since the bond and stock markets have opened, and brokers and investors are able to secure money at 2 per cent. interest. These are not call loans, but time loans of thirty, sixty and ninety days. This easier money of course affects the real estate market to a great extent, as building operations, which this fall practically ceased, have now started very actively and properties free and clear of mortgages have been sold for cash.

The exports of this country since the great war began have amounted to almost half a billion dollars. This means that a great many articles formerly manufactured abroad are being manufactured in the United States and, consequently, there is great activity in the factory site line of the real estate business—new factories are going up and established factories are enlarging their quarters.

All this has given confidence to the real estate market. Many old estates have shown this confidence, as, for example, the Nicholas Schultz Estate, by desiring to sell five improved Manhattan parcels and one Bronx corner plot. This confidence was shown to be well placed, as these parcels were successfully disposed of to the buying public for the sum of \$158,500. Another recent sale was the disposal of nine improved Manhattan parcels, four of which were corner plots of the Yung Estate, which brought \$355,700.

Then, in January, there was sold a plot, consisting of an entire block front—Eighth avenue, 33rd to 34th streets, on which is to be erected a building to house the printing and allied trades. This involved over \$2,000,000 and is the starter of new life in what is called the Pennsylvania Terminal Section.

NEW UPTOWN LEASE.

Another sign of activity is the closing of the Brokaw Brothers' lease at 42nd street and Broadway, and the Arnold Constable & Co. lease recently consummated. These show the general upward trend of values in the Pennsylvania and Grand Central Terminal Zones. Also at one of the special sales days in the Vesey street auction room, parcels were sold at prices in excess of the assessed valuation placed on them by the City of New York. This, in itself, showed that even the recent raising of the tax rate

from .0179 to 0.187 did not deter the real estate buyer, as the farsighted investor realizes that prices are now at low bottom and that when the war is over a wave of prosperity will roll over

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this country that will send up the price of every marketable article.

Consequently the time to buy things is now as a saving can be affected in all lines, this means that a person who wants to buy a piano and is putting off for the future should buy it now—people who want homes, should buy them now—the way to locate these bargains is through the advertising that appears in the newspapers.

This kind of saving is real saving. The means of bringing this optimistic view before the public is to advertise, not spasmodically but regularly, and in the best advertising mediums. One large real estate firm in the last five years has spent over one million dollars in advertising real estate! This advertising appeared not only in the local papers, but in publications throughout the State and even in the papers of other States, because that firm realized there were many investors who desired holdings not only in their own localities, but wherever there was a chance to get a real bargain.

ADVERTISING THAT PAYS.

This firm proved conclusively that it pays not only to advertise in the large city dailies but in the small out-of-town

weekly publications; it also found that the percentage of leads from these out-of-town mediums compared favorably with the number of leads received from the city papers taking into consideration the circulation.

The only successful way for a person to dispose of their commodities is to advertise in the best advertising mediums, and the only way for a paper to secure such advertising is to have a department that is constantly on the alert watching all possible leads, calling upon the advertisers and impressing strongly upon them the advertising value of their paper.

Nearly all papers offer special contract prices to large advertisers who guarantee to use a certain amount of space in their paper annually. This space does not have to be equally distributed over a period of fifty-two weeks, but may contain an advertisement of three lines single column one week and an advertisement of fifty to one hundred lines double column next week. By this means, the newspapers are assured of hundreds of dollars worth of advertising and it leads to the advertiser's success in that it keeps his name constantly before the public eye. This method has proved a great success in out-of-town papers as well as New York and suburban dailies.

Another idea that many of the newspapers in this country might follow is a standard movement set by one of the largest New York dailies in which it clearly shows the prosperity of the country since the beginning of the war, and says, further, that if everybody would stop talking "hard times" and buy the commodities that are really needed by them, this country would be facing one of the greatest eras of prosperity that it has ever known.

SUPPLYING NATIONS AT WAR.

The nations at war have naturally looked toward the United States, the largest neutral country, to supply their people with commodities which are impossible for them to manufacture at the present time. These commodities are chiefly composed of wheat, textile products, metals and cotton. The amount of the above exports is clearly shown by the rise of stock in the market in these various products. A large cotton order is pending with the United States Government to supply the Allied armies with various forms of cotton used in bandages and the manufacture of smokeless gunpowder. Should this order be placed with our government, one of the most prominent cotton planters of this country said that it would completely exhaust this country's entire output of cotton for a period of three years.

Additional factory sites are required by the manufacturers of textiles and metals to supply the European countries with these products. Factories are continually enlarging their supply of help.

Things always look darkest before a boom, and let us remember that we have not had a boom for the past five years; therefore, with the rise of stocks that must follow the greatly increased exports, and the 2 per cent. money, the year 1915 has dawned with more possibilities than any of the last decade. The period of prosperity is close at hand and we may confidentially look for the greatest periods of prosperity in the annals of history.

Joseph P. Day

WASHINGTON TOPICS.

Senator Fletcher of Florida Hits the Muck-Rakers Who Abuse Freedom of Press by Assailing Administrations—Pastor Pleads for Cleaner Reading Matter—Consulship for Newspaper Man—Notes.

(Special Correspondence.)

WASHINGTON, D. C., March 5.—Characterizing the press of the United States as tyrannical and misleading, and calling upon the public men to break the chains which he declares it has shackled upon their honest convictions, Senator Duncan U. Fletcher of Florida spoke before the Liberal Religious Union of All Soul's Unitarian Church on "Integrity in Public Life" in Washington a few days ago. Referring to alleged muck-raking scribes who started the work of moulding public opinion, wrongly in his estimation, he said: "These fellows should have been halted at once. Even Jefferson was an advocate of a press censor, and such a 'free press' as we have today should never have been born." Senator Fletcher said the free press is not a means for libeling or making false charges against the statesman or politician, not for rousing the indignation of the people against public servants wrongly accused of malfeasance. The American press, he averred, must plead guilty to every violation of the defined rights of free press. He quoted from various sheets of the last century, which started their attacks by branding Washington a thief and tyrant, and continued in increasing ratio to hurl opprobrium at all administrations.

Sensational literature "played up" in the public press was attacked Sunday in a sermon by the Rev. Earle Wilkey, of the Vermont Avenue Christian Church, who spoke on "Poison in Printer's Ink." He deplored the absence of Christian literature from the library tables of the average home. He advised parents fervently against allowing their children to read the cheap fiction that savored of the blood and thunder, and added "there is no poison as great as that in printer's ink."

John F. Haley, who was recently confirmed as collector of internal revenue, District of Hawaii, was formerly connected with Pacific Coast newspapers, and was for eight years editor of the Nevada State Journal at Reno. In 1910 he went to Honolulu, joined the staff of the Commercial Advertiser, and was assistant editor at the time of his appointment.

L. M. Lamm, connected with the Washington Post for the past four and a half years, recently as financial and real estate editor, has resigned to take up his own work. He has represented for some years the Newport (R. I.) Herald, together with the Lumber World Review, of Chicago, and a number of other trade publications. His resignation took effect on March 1.

Francis J. Dyer, Washington correspondent of Oregon and California newspapers, has received an appointment in the consular service.

United States Senator Joseph Little Bristow, whose term of office expired on March 4, is the owner of the Salina (Kan.) State Journal. In 1890 he purchased the Salina Daily Republican, which he edited for five years. When he was appointed private secretary to Gov. E. H. Morrill, he sold the paper and bought the Ottawa (Kan.) Herald, which he owned for more than ten years. In 1903 he acquired the Salina State Journal. It is understood that Mr. Bristow, now that he has retired to private life, will resume active charge of his newspaper.

The Washington Herald has started a crusade against the sale of habit forming drugs with startling results. Several arrests have been made and the Herald is given credit for unearthing an unhealthy condition of affairs in the sale of prohibited drugs.

Hendrick W. Van Loan, Belgian war correspondent for the Associated Press, lectured on "The Siege of Antwerp" before the National Press Club last Thursday night.

MAY PASS ANTI-A. P. BILL.

Much Interest Centers in Fight Now On in Indiana Legislature.

The Indiana Legislature has again attracted the attention of newspaper men by its fight over the Clarke Senate bill, known as Senate bill 315, which would place all press associations under the Public Service Commission and is aimed to force the Associated Press and similar press associations in Indiana to sell their news service to others than those now holding franchises.

On Monday last a House committee shelved the measure but on Wednesday, after a Democratic caucus, the bill was brought out of committee with a divided report. The majority report, favoring passage, was signed by every Democrat on the committee. Jones, Coons, Douglass of Shelby, Hebermel, Sare and Evelo. The minority report recommending indefinite postponement was signed by the following Republicans: Wright, Cleary, Waite and Miles.

In the caucus, Lieutenant-Governor O'Neill detailed the plan to star a Democratic paper in Indianapolis as the party organ. He impressed on his hearers the necessity for an organ by reading to them an article from the New York Sun, which carried in detail the story of the plans. The article, he said, explained even more fully than he was able to do the purpose of passing Senate bill 315. The plan is now to rush the bill through the House.

PULITZER EXECUTOR CONFIRMED.

Surrogate Denies Petition of Heirs for Removal of Mr. Judson.

Surrogate Cohalan, of New York, has denied the motion of Arthur Train, guardian ad litem of Ralph Pulitzer, Jr., and Seward Webb Pulitzer, grand-children of the late Joseph Pulitzer, to remove Frederick N. Judson, of St. Louis, as an executor of the Pulitzer estate.

The application was made on the ground that instead of accepting a legacy of \$50,000 for his services, as provided in the will, Mr. Judson renounced the legacy and demanded commissions amounting to nearly \$200,000.

In his decision the Surrogate did not pass on the question whether or not Mr. Judson was entitled to the commissions, as that matter is now before the Supreme Court as part of an accounting action.

The Surrogate held that under the law an executor has a right to renounce a legacy and demand commissions. He also held that the appointment "under respective limitations prescribed in said codicil of January, 1910," under which Mr. Judson took up his duties, did not, as Mr. Train argued, refer to the payment by legacy. He was of the opinion that the phrase referred only to the fact that Mr. Judson's term as executor should expire when Joseph Pulitzer 2d reaches the age of thirty.

Milwaukee Free Press Sold.

The Milwaukee Free Press has been bought by a syndicate headed by Theodore Kronshage, of Milwaukee, stock holder in the paper, lawyer, member of the board of normal school regents and well known in state politics through support of La Follette and later of McGovern, and Harry W. Bolens, of Port Washington, former candidate for lieutenant-governor on the Democratic ticket and head of the Gilson Manufacturing Company and the Port Washington Star. The purchasers have until March 20 to complete the deal, having paid \$10,000 down. If the deal goes through, Harry P. Myrick, managing editor, one of the oldest and best known newspapermen in Milwaukee, who has been managing editor since the paper was established on June 18, 1901, will retire.

Visitors to New York.

Among the prominent newspaper men who visited New York this week were: Edmond W. Booth, publisher of the Grand Rapids (Mich.) Press; Col. Robt. Ewing, of the New Orleans (La.) States; D. D. Moore, of the New Orleans (La.) Times-Picayune.

MAY GO TO THE FRONT.

New Rule as to Canadian War Correspondents—Government Was "Scooped" by Papers

(Special Correspondence.)

TORONTO, March 2.—An announcement of considerable interest to the Canadian press has just been made by the War Office. It is to the effect that correspondents with the Canadian contingent will be allowed to go to the front in small groups and for limited intervals. It had been expected that no correspondents would be permitted to reach the firing line but the regulations are evidently being gradually relaxed.

Dispatches from France stating that the Canadian troops had been in action on Sunday, February 21, for the first time, appeared in the press on Tuesday, the 23d. Strangely enough the Government gave out that it had no information on the matter and it was semi-officially announced that action would be taken to prosecute the papers publishing the intelligence for spreading false news. Nearly a week elapsed before the authorities gave credence to the dispatches by issuing a casualty list. The incident shows how the press "scooped" the Government on a most important item of news.

A press conference for the publishers of Eastern Ontario will be held at Renfrew on March 19 and 20. It will be followed by one for the midland and lake shore counties on March 22 at Port Hope. There will be four principal speakers, W. E. Smallfield, Renfrew Mercury, chairman of the Ontario and Quebec Division of the Canadian Press Association; E. Roy Sayles, Port Elgin Times, chairman of the Weekly Section; L. A. Eedy, St. Mary's Journal, and J. G. Eliot, Kingston Whig.

Some changes are announced in newspaper circles in St. Johns, Newfoundland. Dr. J. H. Mosdell has resigned from the editorship of the Mail and Advocate and will, it is said, start the publication of a new daily. He is being joined in the project by R. Dowden and S. Thistle, formerly members of the Mail staff. James Carmichael becomes editor of the Mail and A. English has been promoted to the position of business manager.

The Toronto Sunday World is now printing its illustrated supplement by the rotogravure process, being the first newspaper in Canada to adopt this style regularly. It is using the three cylinder presses which formerly printed the edition for job work and is branching out into the commercial field.

William D. Ryan, formerly reporter on the Regina Leader, is now city editor of the St. John (N. B.) Globe.

Action for libel against several newspapers is contemplated by Bishop Fallon, head of the Roman Catholic diocese of London, Ont. The papers had published a story from Montreal purporting to give a judgement delivered at Rome in connection with a dispute in the diocese. In the story the Bishop was said to have been held liable for the payment of a certain sum of money.

John R. Robinson, editor of the Toronto Telegram, who was in England during the first months of the war, delivers an address on "England's Relation to the War" before the Canadian Club of Hamilton this week.

Editors' Portraits to University.

The Department of Journalism at the University of Wisconsin has acquired three large photographs of famous newspaper men, taken by Brady, the Civil War photographer in Washington. The portraits, which have been hung in the lecture room of the department, are of James Watson Webb, editor of the New York Courier and Enquirer from 1827 to 1861; Henry J. Raymond, founder of the New York Times, and Sir William Henry Russell, known in the country as "Bull Run" Russell, the famous war correspondent of the London Times. The department has also obtained a large steel engraving of Horace Greeley, made in 1861 from a photograph taken by Brady.

THE OWLS AT DINNER.

Herald Organization Stay Up Late to Have a Good Time.

The fourteenth annual dinner of the Owl Club, composed of the editorial, reportorial and art staffs of the New York Herald, was held in the Della Robbia room of the Vanderbilt Hotel February 8, and was the most elaborate and most enjoyed affair of its kind ever held. The eats disposed of, the cabaret was enjoyed.

Edward D. Sullivan, with Sinko, his performing elephant, was the first stunt. In private life Sinko is a dual personality. F. E. Ackerman and Wellington Wright.

James T. Petty, "250 pounds of melody," followed, after which Charles Ulrich was fleeced in a poker game, the fleecers being J. P. Donlon, A. F. Howe, Harry C. Silver, J. S. Bestaic and D. M. Edwards.

This stunt was followed by a trench scene in which I. S. S. Richardson, F. W. Mordaunt Hall, J. Norman Lynde and R. Ernest Dupuy impersonated Irish, English, French and Scotchmen. Brown brothers' saxophone sextet from "Chin Chin" then performed, after which thirty Owls gave a minstrel performance. Howard C. Hillegas was interlocutor, and the end men were "Dick" Conover, "Sid" Greene, Harry Newman and Mr. Fireman. John Flagg described as the man who put the "flat" in Flathush, enjoyed singing "Genevieve." Richard Stansfield, "the metropolitan and Long Island harytone," got hearty applause for his songs, and the audience joyously greeted Mr. Richardson when he delivered "Roamin' in the Gloamin'." Mr. Newman kept the throng of jolly Owls in a state of mirth for ten minutes.

Mr. Edwards, James Hagerly, Luther Reed, Frank O'Connell, George Westcott and Rollie Kilbon were heard in musical selections. Others in the chorus were Paul Morris, John C. Flinn, James Winslow, Rae Henkle, Alex McCurdy, Ray Bailey and Joseph Canavan.

In the course of the "evening" Joseph Feier and his orchestra entertained the flock of Owls.

MEAN SWINDLER CONVICTED.

New York World Credited With Sending Advertising Faker to Prison.

The work of the New York World in prosecuting persons who attempt to use its advertising columns fraudulently was officially recognized in the Court of General Sessions in a report by Chief Probation Officer Conway to Judge Rosalsky in connection with the sentence of Thomas F. Carberry, who went this week to Sing Sing for two years.

After telling the Judge the World brought about Carberry's arrest and conviction, Mr. Conway said Carberry admitted getting \$2,500 in amounts of from \$100 to \$450 each.

The complaint on which he pleaded guilty to grand larceny in the second degree was made by Ernest Ledonne of 212 East 20th street, who saw Carberry's advertisement calling for the services of a clerk, December 14. Ledonne gave \$100 "security" for a job at \$10 a week. He worked five weeks, addressing envelopes, which were never mailed, and got \$9 in all.

Ledonne reported the swindle to the World, which found other victims of Carberry, who had twice before been convicted of crimes.

E. P. A.'S Annual Election.

The Educational Press Association of America held its annual dinner and election at Cincinnati, O., last week. At the executive session the following officers were re-elected: President, John MacDonald, Topeka, Kan.; vice-president, Henry G. Williams, Athens, Ohio; secretary, Julia Fried Walker, Indianapolis, Ind.; treasurer, S. Y. Gillan, Milwaukee, Wis.; executive committee: Howard A. Gass, Jefferson City, Mo.; George L. Towne, Lincoln, Neb.

EXTEND BEST WISHES.

Mr. DeWitt Warmly Congratulated on Joining The Editor and Publisher Staff. Friends Write Splendid Letters Congratulating Both Parties. Prospects for Bright Future.

Since the announcement was made in last week's EDITOR AND PUBLISHER that E. D. DeWitt, of the New York Herald, had purchased an interest in and had become general manager of this publication many letters of congratulation have been received both by Mr. DeWitt and by THE EDITOR AND PUBLISHER. The number of these letters shows the wide interest felt in Mr. DeWitt's new move and the large number of friends he has everywhere. Extracts from some of these letters are reproduced herewith.

E. R. Hodgkinson, New York Evening Post.—"To say that you have my best wishes for your continued success is superfluous. You have always had them—but I certainly want to reiterate them now, and congratulate you on the change, for the joy of living in peace is an incentive to bring out the best work in us. THE EDITOR AND PUBLISHER is to be congratulated on having secured your interest and ability to guide its destiny. Such a combination must lead."

John A. Sleicher, editor of Leslies.—"I heartily congratulate you on the new association you have made. You have a great opportunity in a field that is open to development, as your interesting letter to Mr. Bennett discloses."

E. E. Rinehart, Jr., treasurer, Pittsburgh White Metal Co.—"I surely do wish you a full measure of success in your new field of endeavor, and I congratulate THE EDITOR AND PUBLISHER."

N. D. Belknap, Newburgh, N. Y.—"I have read THE EDITOR AND PUBLISHER through, and conclude that you have bought into a live publication. The prospects must be more than good to induce you to throw up what you have, so here's wishing you the best kind of success! I predict that with your ideas given free rein, New York and the newspaper business will see something new and something worth while."

Albert S. Wright, of Parsons, Closson & McIlwaine.—"My very hearty congratulations and sincere wishes for success in your new work."

George J. Seidler, of Curtis Publishing Co., Phila.—"I am in receipt of the ing Co., Phila.—"I am in receipt of the February 27th issue of the paper with which you have become associated, and hasten to extend my heartiest congratulations to you. You have great reason to be proud of the mark that you have made in the publication world, and I feel a keen sense of pride in our friendship. I wish you every success in your new work, which I know you will have."

J. B. Shale, president of the Central News of America.—"I congratulate you in having procured an interest in THE EDITOR AND PUBLISHER AND JOURNALIST, and I congratulate THE EDITOR AND PUBLISHER Company in having secured you as a stockholder and general manager. You have my best wishes for the future."

George J. Smith, general manager, Newark (N. J.) Star.—"As a brother publisher, I take this opportunity to congratulate you on the undertaking of your new work. It is my earnest hope that you will meet with great success, which is certainly due you after years of hard work in the newspaper game."

Charles F. Goetz, of John Daniell Sons & Sons.—"Allow me, as one of your many admirers, to congratulate you upon your new position as manager of THE EDITOR AND PUBLISHER. The success of that publication is now assured, for you will simply duplicate your success with the New York Herald."

L. A. Hoffman.—"I wish you all kinds of good luck in your new undertaking, and in your team work with Mr. Brown. I am looking forward to further success of your publication."

M. M. Gillam, of Gillam Service.—"I congratulate you on breaking loose. A man stagnates or at best gets rutty if overlong in one salaried position. The field you have chosen is a big one, if

you make it big. It surely should be a congenial one. I do not know a man, by temperament and training, better qualified to get close to the newspaper makers. I am sure you will be a 'find' for THE EDITOR AND PUBLISHER, and I expect THE EDITOR AND PUBLISHER to be good to you."

Lois M. Hart, president of Cammeyer's.—"Permit me to extend to you my best wishes for the enterprise you have undertaken. I am sure you will make a great success."

Robert E. Livingston, advertising manager, Consolidated Gas Company.—"Let me be one of the first 'one the line,' to peek through the window (of ruture prosperity) and say, 'Good morning, 'have you use (d)' for me in helping you to attend the end sought' and then go on my way. Some will say 'best of luck to you.' Well, I'll say that too, but more, for I wish you a happy culmination of your highest ideals, and a successful outcome of your best endeavors. Mr. James Wright Brown, I see, says, 'Keep your eyes on THE EDITOR AND PUBLISHER.' Wholly unnecessary, so far as I'm concerned, for I've been doing it for years—first with one pair only, but now with two pairs, and from now on with added interest."

Frank E. Morrison, advertising manager, Associated Advertising.—"Welcome to our side of the fence."

A. E. Wright, vice-president, International Paper Company.—"Let me wish you a full measure of success and happiness in your new undertaking, and I sincerely hope that the change you have just made will result as you planned."

J. M. Hopkins, general manager, Printers' Ink.—"You may be sure I wish you every success in your new connection. I have known Mr. Brown for a number of years, and I think he is the type of man with whom you will be able to get along very well. He has the reputation of being fair and square at all times."

T. J. Emery, vice-president, Advertising and Selling Magazine, Inc.—"Let me welcome you to the Association of Publishers, who are trying to convince newspapers and others that advertising is a good thing. I hope both THE EDITOR AND PUBLISHER and all the other papers in this field will profit by your new connection."

F. H. Little, George Batten Co.—"You are springing a surprise on us. Permit me to greet you, however, and wish you continued success."

Frank Irving Fletcher.—"Please let me be one of the first to congratulate you upon your new venture, and to add, incidentally, that your letter to James Gordon Bennett is a very capable piece of work, whilst the picture on the cover fulfills all the requirements of a picture, to wit: Idealizing the subject without totally losing sight of the original."

TRIBUNE'S NEW BUREAU.

Chicago Daily Raises Rates and Establishes a New Resort Bureau in the East.

The Chicago Tribune announces a raise in advertising rates, effective March 1st. The previous rates for advertising were established in the Fall of 1910 and the Spring of 1911. The paid circulation of The Daily Tribune since that time has increased 50 per cent, or 110,000 copies per day, while the Sunday Tribune for the same period has shown an increase of 89 per cent, or 265,000 copies per issue.

E. W. Parsons, advertising manager, notifying the trade of the increase in rates, states that The Daily Tribune now ranks third in the United States in quantity of morning circulation, while The Sunday Tribune ranks second in the United States in quantity of Sunday circulation.

The new card is a twelve-page affair, 3½ by 6½. On the front page appears a picture of The Tribune's building. On the back page the following from the declaration of principles adopted by the Association Advertising Clubs at their convention in Baltimore in June, 1913:

"We believe in truth, the cornerstone of all honorable or successful business and we pledge ourselves each to one and

one to all to make this the foundation of our dealings to the end that our mutual relations may become still more harmonious and efficient."

The second page is devoted to an index of rates; the third page announces a five line minimum. Rates on five or more lines is 50 cents daily, 52 cents Sunday; 2,500 lines, 22 cents daily, 28 cents Sunday. The 60,000 or over rate is 28 cents daily and 33 cents Sunday.

Information is given about "summer, winter and health resorts," "hotels, ocean travel," "motion picture directory," "classified advertising regulations," including styles of type in use, etc.

In a page advertisement in The New York Times, March 1st, The Tribune announces the establishment of new offices at 251 Fifth avenue, corner of 28th street, "in order to establish a more intimate connection with advertisers, advertising agents and publishers in the East, where arrangements have been made to serve the customers of its advertising and syndicate departments with the maximum of efficiency and comfort. In addition, these offices will be equipped to provide information concerning schools, summer and winter resorts, railway and steamship travel, for the benefit of every Chicagoan visiting New York; also for the general public.

INTENSIVE JOURNALISM.

Staats Zeitung Reporters Go a Long Way to Get a Story.

According to newspaper reports, patriotism was carried to the nth power by Arthur W. Mateiket and Arthur A. Sander, reporters for the New York Staats-Zeitung, who it is alleged, with the help of Miss Anna Hoffman lured Mrs. Richard P. Stegler to the Grenoble Hotel, 57th street and Seventh avenue, New York City, and attempted to coerce her into signing a repudiation of her husband's accusations against Captain Boy-Ed, German Naval Attache and prominent German-American.

This is an instance in the passport fraud matter which is occupying more or less space in newspapers just now and to say the least is more or less intensive journalism.

STATE INFORMATION BUREAU.

Bill to Utilize Services of Kansas School of Journalism Is Introduced.

A Kansas legislator has recognized the power of the press and the influence of a school of journalism by introducing in the Legislature a bill providing that, for the purpose of gathering and disseminating financial, industrial, commercial and other statistical information of the State of Kansas, county by county, there shall be established at the University of Kansas a State information and publicity bureau, to be directed by the head of the department of journalism, serving without pay.

This information regarding the industries, resources and opportunities of the various counties of the State, after having been arranged and classified in the most useful form, shall be accessible to commercial organizations, publishers and others interested; and it shall be the duty of the bureau to send out each week or oftener, if desirable, facts regarding the industries, resources and opportunities of the various counties of the State, to those in this and foreign countries seeking unbiased information.

The director of the bureau is by the bill given authority to employ such assistance as he finds necessary in carrying out the purposes of this act, and to provide the necessary printing, postage, charts, surveys and office supplies.

The bill makes an annual appropriation of \$5,000 to defray the bureau's expenses but provides that the money shall not be available until a like sum each year shall be provided by commercial, financial or other industrial interests of the State, and is in the hands of the State Board of Administration, for the purpose of exploiting the information so gained for the benefit of such State industry.

CITY CIRCULATION DEFINED.

New York Members of Audit Bureau Settle Important Question.

The New York City members of the Audit Bureau of Circulations held a meeting in Parlor B of the Hotel Knickerbocker on Thursday afternoon to determine what radius shall constitute city, suburban or retail trading territory and country circulation. The meeting was presided over by Mr. Russell R. Whitman, managing director of the A. B. C., with offices in the Railway Exchange Building, Chicago, and among those present were the following New York publishers and circulation managers:

James C. Dayton, publisher of the New York Evening Journal; Jason Rogers, publisher of the New York Evening Globe; Howard Davis, business manager of the New York Morning American; George Vernon Rogers, business manager of the New York Tribune; R. B. McClean, assistant business manager of the New York Evening Post; Dan Nicoll, circulation manager of the New York Evening Mail; A. H. Framlinssen of the Jewish the Day; L. C. Brown, circulation manager of the Deutsches Journal; Charles Flannigan, circulation manager of the New York Times; W. Kirsch, circulation manager of the Progresso.

It was very quickly agreed that the city circulation should include Greater New York, Jersey City, Hoboken, Union Hill, Bayonne and Weehawken. The suburban or retail trading territory would include all of that territory from the limits prescribed above to a radius of fifty miles from the New York City Hall. Country circulation shall constitute all of that territory outside of the fifty mile radius.

R. G. Neeve, the eastern district manager of the A. B. C., who had just concluded similar work at Philadelphia, was present.

To a representative of THE EDITOR AND PUBLISHER, Mr. Whitman stated that "The meeting today was right in line with the constructive work that we have been doing all through the country. Since the A. B. C. was organized we have been endeavoring to standardize methods and systems. I suppose that we have held similar meetings in nearly fifty towns in which publishers have agreed among themselves as to what shall constitute city, suburban and country circulation. It is easy enough to audit and to do so intelligently, both from the standpoint of the space buyer and publisher, when forms and methods and systems are standardized when city, country and suburban avenues mean the same with every paper in the cities under examination.

"I will be in New York all this week, making arrangements for audits. "Seventy-five members of our Association are in New York City and while I would like very much to call on every member, this will be, as you will readily understand, an impossibility.

"The growth of the Bureau is truly remarkable. While we have had many problems to solve, and still important problems to face, they are being solved successfully through the splendid co-operation the Bureau is receiving from all its members and their devotion to the underlying purposes and principle."

John Glass Quits Herald.

John Glass, Publishers' Representative, People's Gas Bldg., Chicago, announces his resignation as Special Agent of The New York Herald. Mr. Glass has been associated with The Herald for two years, during which time he has developed a very large amount of automobile and general advertising for The Herald.

At the office of The Herald, a statement was made that Mr. Glass's successor would not be announced for two weeks. However, it is given out, in Chicago, that Cone, Lorenz & Woodman will take over the representation of The Herald, in connection with The Evening Telegram.

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Brevard Stephenson, who for nearly two years has been associate editor of the New Bern (N. C.) Sun, has joined the Raleigh (N. C.) Times.

WAR FORCES UP PRICES OF METALS.

England and Other Belligerent Countries Have Stopped Exportation of Antimony—Plenty of Tin in Sight But Few Ships Are Available to Bring It Over—No Improvement Likely Until Hostilities Cease.

The condition of the metal market is giving the newspaper publishers of the country considerable uneasiness. Since the war broke prices have been climbing upward. They have already advanced 20 per cent. and in some cases even more. As the larger newspapers annually purchase from fifteen to thirty tons of stereotype and linotype composition any considerable increase in its cost becomes a matter of importance.

The three metals of which the two compositions are made are lead, tin and antimony. Lead is produced by this country in almost unlimited quantity and supplies the bulk of the metal. The supply of tin comes from the Strait Settlements, East India Islands, Australia, England and Bolivia. No tin is produced in the United States, although at the World's Fair held in Chicago a small quantity of tin made from ore obtained in the Black Hills was exhibited, but as it cost something like \$2.50 a pound to produce mining operations for tin were not continued in that or any other district.

A PECULIAR SITUATION.

A peculiar situation obtains in regard to tin. While there is a great deal more tin in stock than is needed because of general business conditions, there is a decided scarcity of the metal in this country owing to congestion at the point of shipment, which is largely London. This is due to the withdrawal by the British Government of a number of steamships, formerly engaged in the carrying trade, for the transportation of troops; and also to the high rate of insurance.

No Straits tin, which is regarded as the standard, is obtainable. In Batavia there are 10,000 tons of Bianca tin which cannot be shipped because of a lack of bottoms. There are 1,927 tons of Bianca tin afloat bound for Liverpool, but it may never reach that port. A considerable quantity of tin from East India is afloat on its way to this country.

Because of the war countries that produce tin have become buyers instead of sellers of that metal.

TIN UP AROUND 40 CENTS.

E. E. Rinehart, Jr., manager of the New York branch of the Pittsburgh White Metal Company, in discussing the situation with a representative of THE EDITOR AND PUBLISHER said that the tin market is in such a condition that dealers refuse to quote a price except at the moment of call. He said that the price seemed to be settling around 40 cents but that there was every indication that it would go to 45 cents, if not higher, unless conditions speedily change.

Our sources of supply of antimony, the third metal entering into stereotype composition, are England, Belgium, France, Germany, Austria Hungary and Japan. Only a very small amount is produced in the United States.

JAPAN AND CHINA MAY HELP OUT.

Owing to the war, it is at present impossible to obtain supplies of antimony from any of the countries engaged in the conflict. This leaves Japan and China as the only countries from which the metal can be obtained. England has forbidden the exportation of antimony from Great Britain, the reason being that antimony is employed in the manufacture of shrapnel shells and rifle bullets, from 10 to 12 per cent. being used in their composition. Owing to the limited supply in the belligerent countries, the several governments are averse to allowing any of the metal to be shipped elsewhere. Enormous quantities of ammunition are being manufactured and should the supply of antimony be materially reduced and perhaps exhausted, the production of large caliber ammunition will have to be suspended.

Now as to prices—In 1914 the average monthly price of antimony was 10.50; the year previous it was 8.52. On February 26, 1915, the price had risen to 23 cents a pound. The price of tin

in 1914 was 35.70 and lead 3.87. The quotation for tin on February 26 was 38.80 and for lead 3.85. It will be seen from these figures that the increase in the price of tin over the average price in 1914 was 3.10, while lead is 0.3 cheaper than last year.

INGREDIENTS OF STEREOTYPE METAL.

The proportion of the several metals entering into the composition of stereotype metal are tin, 5 per cent.; antimony, 12 per cent., and lead 83 per cent. The object of the antimony is to give hardness. The recent increase in the cost of antimony forces the manufacturers to add 2 cents to the selling price of the stereotype metal. Linotype metal is composed of 4 per cent. tin, 14 per cent. antimony and 82 per cent lead. The price of stereotype metal, at the present time, is 9 cents a pound, linotype metal, 8½ cents and monotype 9½ cents.

The several manufacturers use the metals in different proportions, but those given above represent an average quality of metal.

Those who are unfamiliar with the working of these metals would suppose it possible to use the same metal over and over again, with only a comparatively small loss from month to month. The fact is, however, that there is a considerable loss through oxidation when the metal is kept under a continued high temperature.

A MECHANICAL MIXTURE.

When the three metals composing the stereotype composition are melted together, the result is a mechanical and not a chemical mixture. Each one becomes liquid at a different temperature; hence, unless the composition is continually stirred, the three metals have a tendency to separate. That is why in the furnaces employed in the Junior Auto Plate and the Semi-Auto Plate machines, a mechanism is installed to keep the molten metal in constant agitation.

The chief loss in stereotype metal through repeated meltings is caused by oxidation, the oxygen of the air readily combining with the metals in the composition to form oxides. The dross skimmed off from the top of the molten metal in the furnace is not all dirt and other refuse, but is mainly composed of the oxides of the several metals entering into the composition.

The following unsolicited letter will prove to publishers the sort of service and

TYPE METALS

SUPPLIED BY THE

Union Smelting and Refining Co.

14th St and Avenue D, New York City.

THE GLOBE

Published by

THE BETHLEHEMS' GLOBE PUB. CO.

O. H. Mickley, Manager, So. Bethlehem, Pa., May 18th, 1914. Mr. L. D. Waixel, Pres., Union Smelting & Refining Co., Inc., 14th Street and Avenue D, New York City.

Dear Sir: Last week we decided, on advice of experts, to change all of the printing metals in our plant, consisting of Linotype and Stereotype Metals.

Thursday night all of our metals were poured into pigs, the pots on all machines cleaned out; the stereotype furnace also was cleaned and we filled them all with the new metal you sent us.

Friday we printed the best-looking paper we have had for years. The metal worked beautifully, the plates coming out like silver, and not one was lost. Any stereotyper knows the difficulties attendant on putting in absolutely new metal—we had none.

The delivery you made was prompt, in fact, more prompt than we ever had before. You are to be congratulated.

Very truly yours, GLOBE PUBLISHING CO. O. H. MICKLEY, General Manager. (Signed) F. G. S.

From a careful study of present metal market conditions, it is quite evident that publishers cannot expect to purchase their supplies at any lower price than now prevails, until after the war is ended. Moreover it is quite probable, nay, it is almost certain that the price of antimony will continue to advance until it reaches 30 cents a pound and tin to 45 cents. As no one knows when the war will end, and in order to guard against the payment of a very much higher price for all the metals, it would seem to be good business on the part of the publishers to lay in a fairly large stock at the prevailing market price.

WILL FEED "IRV" COBB.

Newspaper Men Who Underwent Rigors of War Zone to Be Given Square Meal.

"Irvin S. Cobb, who caused the European war, is going to return to the Continent within a few weeks. Therefore a group of newspaper men decided recently to get up a dinner in Cobb's honor, the main idea being to send the old man back to the trenches half shot."

That is the gist of a recent "come all ye" sent to numerous prominent New Yorkers in reference to a movement to relieve the pangs of hunger of the noted war correspondent and lecturer who is getting his out of the war.

A general committee with Herbert Bayard Swope as chairman has been formed to attend to details. The dinner will be held on a Sunday night late in April, or just before Mr. Cobb starts back to spur interest in the war again.

The Forth Worth, Tex., Ad Men's Club has elected H. Tully Bostick president; H. E. Kerr, second vice president; H. P. Lehmann, recording secretary; Ray McKinley, corresponding secretary; Harry Walton, treasurer; A. C. Farmer, sergeant-at-arms; Dean Robert M. Nolan, chaplain. The directors selected to serve with the officers as a board of directors are: John W. Covey, A. J. Beavers, W. A. Calkins, Lewis H. Tandy and W. B. King, Jr.

President Woodhead of the Associated Advertising Clubs of the World, will make an address before the Phoenix, Ariz., Ad club on March 24, going to Phoenix for that purpose. President Woodhead is editor and manager of the Sunset magazine.

In Pittsburgh

The most successful newspaper advertising mediums are the

GAZETTE TIMES Morning and Sunday CHRONICLE TELEGRAPH Evening except Sunday

They educate the public and create a buying impulse.

It is known by actual test that they are vitally necessary in order to insure the Greatest Possible Return from an Advertising Appropriation.

Flat combination rate is 22½c. per agate line.

For further information or co-operation write

URBAN E. DICE, Foreign Advertising Manager, Pittsburgh, Pa.

J. C. Wilberding, 225 Fifth Avenue New York City J. M. Branham Company, 919 Mallers' Building Chicago Chemical Building St. Louis

Standardization of Forms

Means an Easy and Rapid Comparison of Circulation Values

A. B. C. forms are standardized in five divisions:

Newspapers Magazines Farm Papers Weeklies Class, Trade and Technical

You find the same information in the same place every time. Every publication gives the same kind of information.

You readily and sanely compare them. You weigh values.

You arrive at your decision in half the time any other way would take, and your decision is right, because it is based on facts and figures that are accurate, reliable and impartial. All reports are verified by audit.



Complete information regarding the service of the Bureau furnished on request. Send for "Standardized Circulation Information," addressing Russell R. Whitman, Managing Director.

Audit Bureau of Circulations

330-334 Railway Exchange Bldg., Chicago

Announcement

WALTER SCOTT & CO.,

of PLAINFIELD, N. J.,

beg to announce that they have now
ready for the market their

Roll-Fed Offset Web Perfecting & Folding Press

Photogravure and Halftone high-class results, suitable for Magazine Sections or Supplements, can now be produced economically on low-priced paper from inexpensive plates.

One of these new machines has been in successful daily operation since August 1914.

Full particulars and samples will be submitted to interested publishers upon request.

ADVERTISING DID IT.

Pulled \$60,000 to Aid Philadelphia's Unemployed for Three Days—When Publicity Stopped Contributions Fell Off Amazingly—Mr. Cilley's Views on the Work That Was Accomplished.

(Special Correspondence.)

Philadelphia, March 4.—"When the American people are to be appealed to, they respect the direct, undisguised newspaper advertisement far more than any news story, no matter how well it is "displayed." This is the statement of Gordon H. Cilley, advertising chief of the Wanamaker store in this city, who backs up his words with some remarkable facts gained from the recent "Self-Sacrifice Day Fund" campaign, which was conducted by the press of Philadelphia, working with the Emergency Aid Committee for the benefit of the local unemployed.

The plan, which developed from a suggestion made by Mrs. Norman MacLeod, John Wanamaker's daughter, was warmly seconded by E. A. Van Valkenburg, president of the North American, and Mr. Cilley, who were consulted as to the best means of publicity. These two men were prime factors in the previous splendidly successful movement forwarded by all the local papers, which resulted in sending two foodships to stricken Belgium.

FORMER CAMPAIGN AS GUIDE.

With the former campaign in mind, a meeting was called at the home of Mrs. E. T. Stotesbury, at which the newspaper publishers or their representatives were present, who agreed to the proposed plan, to give full pages of advertising space for three days to the project. In the earlier campaign, full-page advertisements in every one of the eight leading papers had been donated to the cause by the publishers' committee, and played an important part in the final result, \$28,000 being raised on Saturday, the first day, and \$12,000 on the second day. In all, \$173,000 was raised in ten days, averaging 10 to 15 thousand dollars a day.

With this in mind, the publishers again agreed to donate full pages of space for the advertisements, as the best means of accomplishing the desired result. Additional news stories were also to be used. The huge ads, prepared by Mr. Cilley, started on Wednesday. The sum needed was \$100,000, which was to be given on Friday—Lincoln's Birthday—"Self-Sacrifice Day." On Thursday and again on Friday, the big ads were repeated, the second of the series being made immeasurably stronger by the use of a drawing by F. T. Richards, cartoonist of the North American, showing a workman coming home to his anxiously expectant, gaunt wife and child, with outstretched, hopeless, empty hands. The first advertisement carried Lincoln's picture, and that on Friday, the auspicious day, was also illustrated with a view of "the sky-line of the most wonderful city in America, the city with the proudest history; the dearest traditions; the greatest future." yet in which, "if one single little child shall starve, all these splendors are in vain."

SPLENDID RESPONSE AT OPENING.

At midnight on Thursday the office of the Emergency Aid in the Lincoln Building was opened and a stream of money at once began to pour in which with the advance contributions of thousands which immediately followed the first ad, amounted to \$39,000 by midnight on Friday. There was no advertisement on Saturday, but an additional \$14,000 came in, mostly from the accumulated Lincoln's Day mail. Spirited and touching first page stories were carried in all the papers on Saturday and on succeeding days, but from that time on, the page ads were discontinued, and at once contributions dropped, to \$809, on Sunday; to \$2,700 on Monday and about the same sum on Tuesday. The entire amount raised was nearly \$72,

000, of which \$60,000 was the result of three days of straight advertising.

Comparing the facts and figures of the two campaigns, Mr. Cilley says: "The pulling power of the full-page advertisement is now established beyond any possible doubt. In the first campaign, just so long as the page ads were maintained money flowed in. In the latter case, just the moment they were discontinued, contributions also dropped. There is no disputing the fact that the page or even the large ad in the newspaper is the most powerful lever to move big business.

BIG ADS BEST.

"There is a widespread idea that news stories have the most influence on readers, and that small ads are quite as effective as larger ones. I do not believe in hitting with a tack-hammer and it is now evident that the public does not either. With three days of straight advertising we raised about \$60,000. It seemed as if everybody read the ads and nearly everybody responded. During the following days the appeal was made through the news columns of the papers—splendid appeals, too—masterly and stirring—and everybody must have seen these appeals, but very few people responded. The public trusts the official advertisement. There is too much room for individual point of view in the news story or reading notice while circulars, mimeographed letters and such matter, are becoming increasingly ineffective.

"The lesson I take from this is, that advertising has the biggest pull of any power in the world, especially large displays in local newspapers, and that any appeal to the pocketbooks of the people no matter whether for business purposes or charity, had better always be made in direct, undisguised advertising."

CURTIS WAGER-SMITH.

CIVILIZATION ON THE GALLOP.

W. W. Harris, of the New York Sun, Tells of Newspaper's Mission.

"Civilization is on the gallop, and much of this is due to the increased speed in the dissemination of information," declared W. W. Harris, managing editor of the New York Sun.

"The newspaper is not primarily an organ of literature. It is an organ of news," said Mr. Harris. "The real newspaper man does not consider himself as one of the literati. But I do not deny—I affirm—the literary, ethical and cultural values of the newspaper.

"The English of the daily paper is, in the main, good English. It tells about interesting things and its English is habitually terse, vivid, fresh, intelligible. It is undoubtedly much better than the mass of newspaper readers could themselves produce. It is a constant training, therefore, to the millions who couldn't write English so well as it appears in the newspaper.

"The constant reading of newspapers certainly has these results: An extension of popular vocabulary; an extension of popular information; a broadening of our world vision, for never have newspapers printed so much world news as of late years; an education in personal and international ethical values.

"The power of political cliques or bosses over the newspaper press is almost a thing of the past. The independent paper is rapidly pushing the party organ to its just obscurity.

"So, briefly, I have affirmed these things:

"That the newspaper is doing a great literary work.

"It is doing a great ethical work.

"It is becoming less yellow.

"It is in the main independent.

"It may be doing all these things less ideally than we might wish, but the tendency is upward.

"Let any city be deprived of its news supply and it becomes an isolated village. It may as well be in mid-Pacific—as Chicago found out not long since—when a strike of pressmen stopped the newspapers for several days. Chicago was a city in the dark."

NEWSPAPER INSTITUTE.

First Ever Held in Maine to Convene at the State University at Orono April 23 and 24.

(Special Correspondence.)

ORONO, ME., FEB. 15.—The first Newspaper Institute in Maine is scheduled for April 23 and 24, at the University of Maine. This State has only recently added journalistic instruction to its University curriculum, and the officials of the University hope to amplify the scholastic offerings with suggestions



J. C. MELLETT.

from and co-operation with publishers of the State. The Kansas and Washington ideas are being followed.

Talcott Williams, head of the Pulitzer School at Columbia University, and Roy W. Howard, president of the United Press Associations, are scheduled to deliver the chief addresses. Dr. Robert J. Aley, president of the University will preside at some of the sessions. Others who have been asked to preside are Col. C. A. Prescott, publisher of the Biddeford Journal, and president of the organization of daily newspaper publishers in the State, and W. O. Fuller, publisher of the Rockland Courier-Gazette, and president of the Maine Press Association.

The newly-organized Press Club of the University, composed of students who have shown ability in forms of newspaper work, will represent the student body as host. With W. B. Reed, of the Bangor News, and Robert Harrigan, of the Bangor Commercial, the Press Club will act as a reception committee for the visitors.

Journalistic instruction at the University is at present listed under the Department of English, of which Prof. Roland P. Gray is the head. The professional courses are directed by Prof. John C. Mellett, for years on the editorial staff of the Indianapolis News, and at one time with the New York office of the United Press. He is now offering courses in the history and theory of journalism, practice work on the several University student publications, correspondence, consisting of actual work for various metropolitan papers, and advertising, for journalism and economics students. Other courses will be offered later. Several graduates of the University already are actively engaged in the Maine newspaper field.

Didn't Remember the Loan.

Bob. Ziedler was making a call on Dublin street when he heard this conversation between two sons of Erin.
Casey—Do you remember borrowing \$2 from me last Chuesday night?
Mulligan—O! do not. O! got so full that night that I fell down the back stairs onto me head and me mind has been a blank ever since.—Cincinnati Ad Club News.

FREEMAN'S NEW VENTURE.

Much Pleased to Be in Business for Himself.

Mr. William C. Freeman, whose "Freemanesque" half page advertisement appears in another column of THE EDITOR AND PUBLISHER, announces that he has opened an office at 2 West 45th street, Room 1501 and that by Monday, next, the telephones and furniture will be installed, at which time he will be glad to receive his friends and acquaintances in the publishing and advertising fields.

To a representative of THE EDITOR AND PUBLISHER, Mr. Freeman said, "I am tickled to death to be going into business for myself. In working for one newspaper my field has been decidedly restricted, my earning capacity has been limited. In business for myself I will be able to carry out that forward looking, constructive work that I have had under consideration for many years. I will be able to hew straight to the line and you know that I will let the chips fall where they may.

"I will create a large volume of advertising for newspapers and expect to concentrate my energies largely in that field where I have been so successful for the past few years."

No man is better known in the retail and wholesale and national advertising fields in Greater New York than W. C. Freeman. He is popularly known as "Pop." He brings to his new work a wide experience and command of advertising rates of daily newspapers throughout the country that is little short of surprising and a mastery of publicity in all its phases. Few men are better equipped to run efficient advertising service.

ELMER HELMS' NEW JOB.

Popular Advertising Man Now Advertising Manager of Newspaperdom.

Elmer Helms has been made advertising manager of Newspaperdom. His former connections with the New York Press, the New York Tribune, the Hearst publications and the Wanamaker stores have given him a large acquaintance as well as an intimate knowledge of advertising in all its ramifications and his inability to be anything but a mighty good fellow has made him friends to the number of people who know him.

Found Guilty of Libel.

Robert Goodman, editor of the New Bedford (Mass.) Searchlight, has been convicted of criminal libel. The commonwealth charged him with having libeled Benjamin Lamothe, a member of the New Bedford police force, by an article which appeared in The Searchlight, Oct. 29, in which it was charged that an acting inspector of the police department in the north end of the city, had stolen two hens. The article did not mention Lamothe's name, but the commonwealth claimed that he was the only acting inspector in that section of the city at the time. The jury was out less than an hour. The case went to the jury without arguments and the judge's charge was short. The verdict was quickly returned and Goodman sank in his seat when the foreman announced the word guilty.

Staats-Zeitung Change.

The New York Staats Zeitung has made arrangements to close the Brooklyn office of the company, at 304 Washington street. The reason for closing this office given by an officer of the paper was to the effect that the business that had heretofore come into the Brooklyn office was now coming to the main office in Manhattan over the telephone.

The Chicago Morning and Sunday Examiner this week published a full page of motor boat advertising in connection with the Motor Boat Show at The Coliseum.

THE WEEK IN CHICAGO.

Press Club Shocked by Affliction of Walter Hurt—Scoop Show in April—Changes on the Examiner—Newsy Notes About What Many Workers on Papers in the Windy City Are Doing to Hold Their Jobs.

(Special Correspondence.)
CHICAGO, ILL., March 5.—Press Club men were shocked last Monday at learning that Walter Hurt had been found wandering in the streets of New York, unable to recall his own name or tell where he lived. He had been smitten of amnesia. He had been on the Morning Telegraph only a week, doing editorial work. He had gone there from Chicago only a month before, after a long rest following the demise of the Inter Ocean last May. He had been on the Inter Ocean a considerable time, and had worked very hard as a member of the skeleton staff that got out the paper in its last three months. His story of the last night in that office, printed in the Morning Telegraph, was a brilliant and impressive piece of writing. The stroke must have taken him swiftly for three perfectly coherent letters written Saturday were received at the Press Club Monday morning.

The Press Club of Chicago has decided to put on its annual Scoop Show early in April. All the performers will be members of the club. This show has nothing to do in any way with the weekly magazine owned by the club and called the Scoop.

Arthur L. Clarke, who was in charge of the San Francisco, Los Angeles, Chicago and Boston Hearst papers, is again boss of the Chicago Examiner.

Charles Porter, recently of the Examiner copy desk, has become night editor of that paper, substituting W. C. I. Holloway, who is covering the State Legislature at Springfield. Col. F. Shields Jacobs, formerly on the Atlanta Georgian, is now holding down the dog watch on the Examiner. A. H. (Harmony) Kirkland, who was night city editor of the old Record-Herald, is now night city editor of the Examiner and Sam W. Small, junior, has been made city editor.

John Day, who has worked on every newspaper in Chicago at one time or another, is editing the South Shore edition which the Examiner recently inaugurated.

Dan Stern, editor and publisher of the American Artisan and Hardware Record, left last week for a two months' trip which will include stop-overs at the Grand Canyon, Los Angeles, Paso Robles, and the expositions at San Diego and San Francisco. He will return via New Orleans. Mr. Stern has been suffering from ill health of late and this trip is taken as a stimulator.

Ray C. Pearson, the tight critic of the Tribune, has gone on his vacation. Mr. Pearson took along his wife and two children. They will visit many eastern points before returning.

J. Campbell Cory is doing the Herald front page cartoons with success. On February 25 he had one under the caption "All Dressed Up and No Place to Go," a bang at the American jingo, that talked louder than a two column editorial could have done.

C. H. Brockhagen, business manager of the Herald, who has been in the hospital with typhoid for two months, has sufficiently recovered to go to California for final recuperation. He hopes to be back on the job about April 1.

Quin Hall and Dean Cornwell, artists on the Tribune, are planning a trip this summer in Dean's machine.

Charles A. Tarbel, the Denver bridegroom, writes to his friends that he has postponed his Chicago trip.

Miss Harriett Ferril, of the Tribune, is suffering from a severe attack of grippe.

Irving Sanborn is at Tampa, Fla., covering the doings of the Cubs for the Tribune.

E. O. Phillips has gone back to Springfield to cover the Legislature for the Tribune.

Garfield McEdwards has returned from Canada, where he went to see his mother, who was seriously ill.

Oscar Beckmann is covering the Aurora murder troubles for the Tribune. Sheppard Butler is now doing rewrite on the Tribune.

Robert M. Buck, a former newspaper man, now secretary to the Republican members of the Drainage Board, was nominated for Alderman from the 33d Ward at the primaries as a Republican.

Lewellyn E. Pratt, of New York, chairman of the educational committee of the Associated Advertising Clubs of the World, addressed the luncheon of the members of the Advertising Association of Chicago on Friday of last week. He described the work of the association. He has lately been addressing other associations in this vicinity.

Walter M. Clute, a former local artist, who also did newspaper work in past years, died in California a few days ago.

William Hirth, editor of the Missouri Farmer, addressed the gathering of lumbermen held here last week, on "The Relation of the Farm Press to the Lumber Industry."

Julius Vahlteich, for many years an editor on the Chicago Socialist organ, the Arbeiter Zeitung, died late last week. He was 65 years old and was one of the twelve founders of the Socialist party of Germany.

The marriage of J. L. Stack, the millionaire head of the Stack Advertising Agency, to Miss Elizabeth Wood, at Los Angeles, Cal., was announced late last week. After a honeymoon trip to Honolulu they will return to his country place at Wheaton, Ill.

The Press Club of Chicago has chosen a committee of members to produce its annual Scoop show which will be staged in April.

The dailies are now in rivalry over illustrated section in their Sunday issues. The Examiner announces a new feature in this line.

Bennett on the Firing Line.

James O'Donnell Bennett, The Chicago Tribune's staff correspondent, has been for six weeks with the German Army in East Prussia, German Poland and Russia. He has informed his paper that his journey took him as far east as Bolimow, Russia, "where the Austrian heavy guns served by Austrians

and Germans were pounding away night and day."

Mr. Bennett writes that his Polish and Russian series of letters will treat of "impressions of Von Hindenberg and Posen in war time, millionaire motors, impressions of Gener Suren, etc."

More Atlanta Changes.

Hugh E. Murray, business manager of Hearst's, Atlanta, Daily Georgian and Sunday American, writing to THE EDITOR AND PUBLISHER under date of February 26th, states that: "We have recently made some changes on The Georgian and The American. George J. Auer, formerly advertising manager, has been succeeded by Paul E. Wilkes as advertising director. Mr. Wilkes was formerly advertising manager of The Georgian, but left over a year ago to take charge of the advertising and promotion work of Grove Park Inn at Asheville, N. C., where he remained for over a year and was very successful.

"The Benjamin & Kentnor Company of New York and Chicago has been appointed to represent us in the foreign field, except the South, which will be handled by George M. Kohn, in Atlanta, who has represented us in this territory for over a year.

Print Talks to Sell Autos.

The Indianapolis Automobile Trade Association has been publishing in the newspapers a series of interesting talks by "Joe" Kelly. The talks cover all phases of the automobile industry which are of interest to the public. One talk is headed "Automobiles for the Masses."

European newspapers employ the telephone in collecting the news to a far greater extent than it is used here. They use it for long distance and for local work. The Russian newspapers in particular depend on the telephone for transmitting their news.

ON THE RIGHT SIDE OF THE LEDGER

One Year Old and on a Paying Basis

WHAT DO YOU THINK OF THAT?

A complete news service, foreign and domestic, of highest quality, at the lowest price.

Central News of America
26 Beaver Street, New York

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: 1206 Cass St., Joliet, Ill.

The Atlanta Georgian and Hearst's Sunday American announce the appointment of

Benjamin & Kentnor Company

of 225 Fifth Avenue, New York, and Peoples Gas Building, Chicago, as special representatives of the Atlanta Georgian American in the East and the West.

In point of circulation and influence these newspapers have become leaders of the South. They are read daily by a clientele that all general advertisers should reach if considering Atlanta and its trading zone.

The Audit Bureau of Circulations

recent audit proves this conclusively.

The Atlanta Georgian and Hearst's Sunday American offer the highest possible mediums for presenting the merits of any enterprise or any article of commerce or consumption to the people of the rich and growing South.

When making up lists you cannot afford to overlook the South's greatest Newspapers.

The National Southern Daily and Sunday Newspapers



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

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

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

When you write us, mention this ad.
THE WINTHROP PRESS
141 East 25th Street New York City

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.

REPRINTED FROM "THE EDITOR AND

PROFITABLE NEWS

The most intensely cultivated retail selling district in America. A splendid results. The spirit of cooperation between newspapers and one hundred thousand out-of-town shoppers are to be found every day

By H. R. DRUMMOND

DRY GOODS AND DEPARTMENT STORES

Total Agate Lines of Display Advertising Used by Individual Advertisers in Chicago
Newspapers Jan. 1 to Dec. 31, 1914

	Daily News	Tribune	Herald	Examiner	Post	American	Journal
Boston	393,914	145,427	65,893	201,613	30,642	196,956	206,004
Carson	268,253	306,696	211,661	111,912	92,110	148,702	125,536
Fair	366,615	171,313	91,410	183,214	51,020	261,455	155,960
Field	291,198	326,648	296,692	225,097	180,821	226,358	154,555
Hillman	220,353	95,224	19,284	87,236	76,040	111,351
Hub	193,529	139,332	52,314	122,291	36,512	142,940	60,495
Klein, L.	41,663
Lloyd	82,396	32,155	30,000	56,458
Mandel	294,307	240,470	166,944	26,674	95,074	188,752	31,314
Rothschild—							
M. L.	196,097	140,674	101,064	140,788
& Co.	329,843	154,532	79,029	156,370	17,108	226,563	229,716
Siegel	381,638	166,827	112,375	161,861	27,344	197,389	126,052
Stevens	117,952	212,231	167,660	178,382	23,175	79,777	36,694
12th St. Store	29,145
Weber's	29,273	6,663	6,777	28,075	2,844
Wieboldt	152,770	49,884	9,915
Total	3,388,946	2,138,192	1,263,262	1,642,375	553,806	1,980,168	1,240,521

Beyond question "The Loop District" of Chicago, eight blocks north and south and five blocks east and west is the most intensely cultivated retail selling area in America, if not in the world.

Of course, the department stores are the big institutions and Chicago department stores are the best in the country, bar none.

It might be remarked in passing, too, that department store advertising in Chicago has reached a higher plane than it has anywhere else, higher in tone, better typographically and in every way in which advertising may be judged.

The tables given herewith showing the number of agate lines used by the leading "loop" stores in the different Chicago papers during 1914 should prove interesting.

These figures, be it understood, refer to the stores mentioned and have no reference to any other local or foreign advertising carried by the papers, neither do they include other advertising expenditures made by these stores through other channels.

Sufficient to say, however, that the big bulk of their various advertising appropriations was spent in the papers listed and a very small sum, comparatively, was put into supplementary work of any kind.

If you happen to be of an inquisitive turn of mind and wish to gain more intimate details

THE CHICAGO

Over 400,000 Average Daily.

The Daily Average for February was 415,897.

PUBLISHER AND JOURNALIST," FEB. 27, 1915

PAPER ADVERTISING

record of advertising that shows some remarkable figures and some retail stores proved very profitable in Chicago, where, it is estimated, aside from those living in the city.

as to how much each store spent with each paper the following rates will give you a basis on which to figure.

The dry goods rates of the various papers, based on agate measurement is as follows:

Daily News, 34 cents; Tribune, Sunday, 31 cents; daily, 26 cents; Examiner, Sunday, 28.8 cents; daily, 18 cents; American, 20 cents; Journal, 11 cents; Post, 10 cents; Herald, Sunday and daily, 12½ cents.

The table of lines and money received is as follows:

Daily News (six days)	3,388,946	\$1,252,151.64
Tribune (seven days)	2,138,192	591,566.73
American (six days)	1,980,168	396,033.60
Examiner (seven days)	1,642,375	354,752.54
Herald (seven days)	1,263,262	157,907.73
Journal (six days)	1,240,521	136,457.31
Post (six days)	553,806	55,380.60
Totals	12,207,270	\$2,944,250.15

Marshall Field & Co. paid the papers for advertising in 1914 as follows:

Daily News, \$99,007.32; Tribune, \$90,372.79; Examiner, \$48,620.73; American, \$45,271.60; Herald, \$36,086.50; Post, \$18,082.10; Journal, \$17,001.05; a total of \$354,442.09.

This was the largest single account last year. Marshall Field & Co. spent more money for newspaper space than any department store in Chicago, but the per cent. cost as against results produced was the smallest—which is another way of saying that Marshall Field & Co. advertising was the most productive.

On the basis of per cent. cost Carson Pirie Scott & Co. had the next lowest figures, and it is pleasing to note that Marshall Field & Co. and Carson Pirie Scott & Co. are the two highest class stores in the city.

There are several lessons to learn from these figures and conditions surrounding merchandising and advertising in Chicago, and it may be well for newspaper and advertising men to consider the deductions that are to be made.

It is an illuminating fact that the store doing the greatest volume of business on the smallest per cent. cost for advertising is admittedly the highest class, most reliable and most reputable retail store in the country, and that its closest competitor in point of gross sales is its closest in point of ethics, both in business and advertising.

It is a tribute to the intelligence of the buying public in and about Chicago that the kind of advertising put out by Marshall Field & Co. and Carson Pirie Scott & Co. is practically an exclusive feature for State street, and sets a standard seldom attempted elsewhere.

It is a splendid selling argument for newspapers that the daily press of Chicago can and does do such a tremendous lot toward making "The Loop District" what it is, the busiest place for its size on earth, and as far as productiveness is concerned, absolutely unequalled.

DAILY NEWS

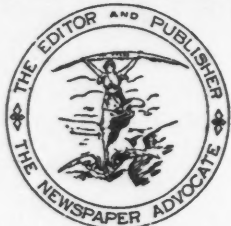
Member Audit Bureau of Circulations.

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

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

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



The Journalist, Established 1884; The Editor and Publisher 1901; The Editor and Publisher and Journalist, 1907. James Wright Brown, Publisher; E. D. DeWitt, General Manager; Frank LeRoy Blanchard, Editor. George F. Lefler, Business Manager.

Western Office: 601 Hartford Bldg., Chicago. A. R. Keator, Manager Telephone, Randolph 6066

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, March 6, 1915

FIGHTING FOR A BAD BILL.

Very wisely on Monday last the lower house of the Indiana Legislature, through its committee on printing, indefinitely postponed consideration of the Clarke Senate bill providing that press associations operating in Indiana shall be put under the supervision of the Public Service Commission.

Unfortunately, however, the friends of the bill succeeded in getting it out of committee on March 3, thus bringing it before the House, where its fate now rests, and where, it is to be hoped, the bill will be killed.

Thus was resuscitated a measure that was aimed at the Associated Press in Indiana. Although the bill was broad in its scope and covered all news services, it was directed especially at the Associated Press in that its provisions made it imperative that it be made to serve any newspaper or periodical that wanted the service, regardless of it having an Associated Press franchise.

Just how well qualified the Indiana Public Service Commission is to supervise the operations of press associations or of newspapers has not yet been made apparent, but the probabilities are that its members are not trained by long newspaper experience to exercise the highly professional function proposed. The wisdom, therefore, of such a provision in the bill may be seriously questioned.

The strongest objection to this bill, however, is that it is obviously intended to benefit by Associated Press service newspapers which have no just claim upon such service. The enforcement of such a law would be gross injustice to the papers whose united efforts have built the great news collecting and news distributing agency attacked by the measure.

The charge that the Associated Press is a giant monopoly has so often been disproved that it is needless to reiterate the facts concerning its make-up and methods. Most of the kicks against it are made by individuals or newspaper concerns whose greatest grievance, though not always openly expressed, is that they cannot get privileges they have not helped to earn.

REMARKABLE WAR SPEED.

Official reports from the opposing armies in France and Belgium are issued each day which announce marked progress and increased activity.

Based on the official statements, which alone can be considered reliable, each of the contending armies in the western theater in advancing from time to time has made, since the war started, two complete trips around the world, and is about half way around

on the third lap. A few troops undoubtedly are left in the trenches so that the armies will know when they have made a full revolution and may stop for rest.

The Allied Army naturally advances toward the east, crossing Germany, Russia, Asia, the Pacific Ocean, the North American Continent and the Atlantic Ocean, while the German Army on the contrary proceeds in the opposite direction and has the advantage of covering the last ten or fifteen thousand miles on dry land. This remarkable performance is due, of course, to the wonderful German system of railways, and to the inscrutably subtle strategy of General Joffre.

In the eastern theater the Germans and Russians continue to see-saw, or rather War-saw, backward and forward across Poland, their speed averaging about fifty miles an hour; this remarkable gait is due to the marvelous German system of railways, and the unparalleled ingenuity displayed in the subtle strategy of the Grand Duke Nicholas.

The unofficial reports indicate much better time than the foregoing but they are not considered wholly reliable.

EDITORIAL COMMENT.

Every newspaper publisher who uses stereotype or linotype metal should carefully read the article on the subject printed elsewhere in this number of THE EDITOR AND PUBLISHER. In view of the facts therein stated we urge publishers to at once lay in a sufficient amount of metal to meet their needs for at least six months in order to avoid the necessity of paying the much higher prices which are certain to prevail in the near future. The refusal of the countries which are our chief sources of supply of antimony to allow that metal to be exported, and the difficulty encountered in securing the transportation of cargoes of tin to this country make it inevitable, if the war continues for any length of time, that the prices of these metals will reach a very high figure. Antimony and tin are two essential components of stereotype and linotype metal and therefore any increase in their cost means a proportionate increase in the mechanical cost of newspaper production.

A few days ago the fund raised by the London Times for the relief of widows and orphans of English soldiers killed in the war and for the aid and treatment of the wounded, reached the \$5,000,000 mark. No newspaper in the world, so far as we know, ever raised such a sum of money for any purpose. The success of the efforts of the Times is no doubt due to its prestige in English journalism. It is regarded by every Briton as a public institution rather than a private enterprise. The utterances of the Thunderer represents an invisible power whose requests must be obeyed. When the paper came into the hands of Lord Northcliffe an impression prevailed that the Times had lost its position as the moulder of English public opinion. That this impression was wrong and that the Times still occupies the throne it has held so long is proved by its great achievement in raising money for the victims of the great war.

Joseph P. Day, whose illuminating article on real estate advertising is printed elsewhere in this issue, is probably the heaviest city real estate operator in the world. He has conducted the largest and most successful auction sales of New York City real estate ever held. When he sold the Morris Park property two years ago he talked continuously to the assembled crowd for five days from 10 o'clock in the morning until 10 and sometimes 11 o'clock at night, with brief intermissions for refreshments. During this long, nerve wracking and physically exhausting period, Mr. Day partook of no stimulants and ate but little food. When he had sold the last lot he was in excellent condition. Mr. Day is intensely active in mind and body, but he keeps himself so well in hand and takes so good care of his health that he is rarely ever ill or indisposed for a single day. His personal staff is a marvelously efficient organization which he has been years in perfecting. He possesses an unusual memory and this combined

with tireless energy and close study has given him a knowledge of city real estate that is considered marvelous. Mr. Day is fond of outdoor sports and country life. He takes a live interest in public questions and is ever ready to contribute both money and personal effort to a cause in which he is interested.

Preparations now being made for the annual meeting of the American Newspaper Publishers' Association, to be held the latter part of next month, indicate that it will be unusually important. Every member should arrange to be present.

THE STEADY SUBSCRIBER.

How dear to our heart is the steady subscriber Who pays in advance at the birth of each year. Who lays down the money and does it quite gladly, And casts round the office a halo of cheer. He never says: "Stop it; I cannot afford it, I'm getting more papers than now I can read." But always says: "Send it; our people all like it— In fact, we all think it a help and a need." How welcome his check when it reaches our sanctum, How it makes our pulse throb; how it makes our heart dance. We outwardly thank him; we inwardly bless him— The steady subscriber who pays in advance. —The Liberal News.

ALONG THE ROW.

AMONG THOSE PRESENT.

This is what a copy reader caught recently in the story of a social function turned in by a cub: "The affair was attended by several hundred members of the Knights of Columbus, and other employees of the city."

THINLY CLAD.

This was found in the copy of another cub: "The bride wore a dress of roses and lilies of the valley."

WITH SAWS AND AX.

The Kaiser announces that Germany is going to use all possible means of destruction. Why not call the Katzenjammer Kids to the colors?

BRAVE HEARTS.

Some newspaper men feel reasonably certain of holding their jobs. Seven were married the week before last.

ETERNAL VIGILANCE NECESSARY.

The Attorney General of Alabama has taken proceedings against the Montgomery Advertiser to enjoin that paper from carrying liquor ads. Next thing you know they will try to prevent editors from carrying liquor personally. Thus is the freedom of the press being constantly menaced.

MORE CUB COPY.

Brooklyn has a lot of cub reporters who take night assignments for the afternoon papers, which are the only kind published across the bridge. Here is how one of the bunch began the description of a social event: "The annual ball of — Council, which is a yearly event and takes place once a year on Washington's Birthday-night, was held last evening."

FROM THE SKINNERSVILLE SIGNAL.

We hereby give notice to all baseball magnates that this season we shall publish only the final results. We are tired of giving one hundred dollars' worth of space in return for a pass to witness a punk game, besides throwing in a page of pictures Sunday. We don't care who wins the pennant, and we will refuse to issue an extra every time a star pitcher has the mumps, or sprains his little finger. If all editors would follow our example it would stop this big graft game that has been going on for years. We can use our space to better advantage than presenting it free to enrich a bunch of thick necked tightwads who have worked the press for suckers long enough.

SCARCE.

No paid for advertising copy from the Panama Exposition has been seen on the row.

WHILE THE CRAZE IS ON.

One is led to think, after looking through a stock of exchanges, that thousands of the unemployed should find work making souvenir spoons.

NOT HERE.

Many editors throughout the country are closing their columns to liquor advertisements in the cause of temperance. It would do no good in this town, as no one ever heard of a man here who scanned the advertising columns to find out where he could get a drink. TOM W. JACKSON.

PERSONALS.

B. B. Herbert, founder and first president of the National Editorial Association, and editor of the National Printer Journalist, was in Los Angeles last week.

Harry Furniss, the newspaper cartoonist of London, who has several times visited America and is well known in the art and literary colony of New York, has started a new weekly in the British metropolis called "Cartoons." Bryan Shaw is one of the chief contributors.

Thomas Dreier, late editor of Associated Advertising and now editor of the Printing Art, of Cambridge, Mass., was married in December to Miss Blanche E. Norwell, of Brookline, Mass.

Joseph H. Tillotson, editor of the Englewood (N. J.) Press, who last week completed his twenty-fifth year as editor and owner of the Press, and his thirty-fifth year in the paper's service, has been elected president of the recently formed Englewood Board of Trade.

Thomas Sullivan has resigned as editor of the Olean (N. Y.) Times and has been succeeded by William G. Naylor, former business manager of Puck.

Gen. W. B. Halderman, editor of the Louisville (Ky.) Times, attended the Gasparilla week celebration at Tampa, Fla., last week.

Frank B. Patrick, a newspaper man of Xenia, Ohio, has been appointed deputy insurance commissioner for that State at a salary of \$2,500 a year.

Ring W. Lardner, Chicago newspaper man whose "you know me Al" stories have made him famous as well as financially affluent, has joined the automobile class. No, it is not a Ford.

Ben W. Hooper, until recently Governor of Tennessee, is now working on the staff of the Nashville Banner.

President Jack Connolly, of the Boston Press Club, and city editor of the Herald, will go to Washington soon as secretary to Congressman Carter, whose publicity man he was during the campaign for election.

W. H. Robinson, city editor of the Olean (N. Y.) Times, has resigned to go to work on the Olean Herald staff, and has been succeeded by Thomas Maroney.

Bertram B. Caddle, of the El Paso (Tex.) Herald, has resigned to take charge of the position of chief publicity agent for the Juarez (Mex.) Jockey Club.

Matthias C. Ely, editor of the Hudson Observer, of Hoboken, N. J., has been appointed postmaster of Jersey City, New Jersey.

Charles E. Bowman, for years connected with Lorain, Ohio, newspapers, has been made assistant telegraph editor of the Cleveland Plain Dealer. Ralph Couch has also been taken from the staff to help out the telegraph department. Couch is a brother of the late W. S. Couch, for years the Plain Dealer's Washington correspondent.

Holton Davenport, a newspaper man of Worcester, Mass., has been admitted to the bar and will practice law.

Clint C. Tilton, owner and managing editor of the Danville (Ill.) Press-Democrat, is spending a month in Phoenix, Ariz.

G. S. Griswold, owner of the Batavia (N. Y.) News, is visiting in San Diego, Cal.

Frank B. Patrick, a newspaper man of Xenia, O., has been appointed Deputy State Superintendent of Insurance, at \$2,500 a year.

W. H. Robb, editor of the Creston (Iowa) American, is recovering from a stroke of paralysis which he suffered some weeks ago. He has edited the American for twenty-six years.

Jeff R. Palmer, until recently in charge of the foreign advertising of the Atlanta Georgian, has joined the special feature forces of Will N. Hudiburg, who is now conducting a campaign for the Richmond, Va., Journal.

George J. Auer, formerly business manager of the Albany, N. Y., Knickerbocker Press, and until recently advertising manager of the Atlanta Georgian, has just returned from a trip to

the Pacific Coast, where he attended the Panama-Pacific Exposition and was in conference with William Randolph Hearst. After a short vacation Mr. Auer will join the Hearst N. Y. forces.

R. B. Mead, long time business manager of the Dayton Daily News, has been promoted to the vice presidency of The News League, having authority over the Dayton Daily News and Springfield, O., Daily News. Orville Harrison, for sometime in charge of the foreign advertising of ex-Governor Cox's papers, The Dayton, Ohio, News and the Springfield News, has been advanced to the business management.

D. E. Spahr, D. B. Oakley and Miss Ella Duncan are recent additions to the display advertising department of The Chicago Morning and Sunday Examiner; Miss Duncan as artist and Messrs. Oakley and Spahr, solicitors.

IN NEW YORK TOWN.

W. A. Thayer, night city editor of the World, is chairman of the committee of arrangements for the annual dinner of the World's editorial staff, to be held the last of this month.

"Fred" Shipman, of the World's editorial staff, is spending a month in Florida.

John L. Balderston, New York correspondent of the Philadelphia Record, has sailed for the war zone, where he will represent the Record and other papers.

Ewan Justice, for many years Washington correspondent of the New York World, and for the past eight years advertising manager of the North German Lloyd Steamship Company, is again connected with the Washington Bureau of the World.

M. Lincoln Petry has been appointed city editor of the Evening Bronx, New York City. Mr. Petry, who is only 20 years old, is probably the youngest city editor in the country.

A bouncing baby girl was born to Mr. and Mrs. Roy D. Moore at Columbus, Ohio, this week. Mr. Moore is manager of the Columbus bureau of the International News Service.

Howard E. Sands, assistant manager of the Brooklyn (N. Y.) City News, is ill at his home, of typhoid fever.

WEDDING BELLS.

J. F. Tebeau, of the New York Times, and Mrs. Sybil Carew Pinner were married recently in New York City.

Louis N. Hammerling, president of the Foreign Newspaper Service, of New York, and the Countess Sophie Von Brzenicka were married February 25 in New York City.

Theodore H. Peterson, one of the owners of the Eveleth (Minn.) News, and Miss Wilhelmina G. Stevens, of Little Falls, Minn., were married at Little Falls February 18.

F. N. Strehlan, city editor of the Baltimore (Md.) Herald, and Miss Nellie Sauner were married February 17.

J. L. Stack, president of the Stack Advertising Agency, of Chicago, and Miss Elizabeth Woods, of Los Angeles, Cal., are reported engaged, although the wedding day has not been announced.

AMONG BOSTON'S HIGHBROWS.

(Special Correspondence.)

Boston, March 5.—"Butch" McDevitt, the "Millionaire for a Day" man, was easily the man of the hour in this burg during the week. He is stopping at the Hotel Lenox and up to the present writing has had proposals of marriage from about 150 girls. He has already announced his candidacy for President. He is a character. All the newspaper men of the town, together with moving picture men and newspaper photographers, were on hand to greet and interview him.

"Jack" Connolly, city editor of the Traveler, is not going to Washington. Consequently there seems to be no opposition to his re-election to the presidency of the Press Club. The canceling of the extra session of Congress has proven a boon to his paper and the club, since he will not have to assume his duties at Washington as secretary to

HELP WANTED

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

CITY EDITOR WANTED.—Copy reader; morning daily close to New York; population 100,000; must be live wire on development of local news; must have experience. Absolutely sober; start \$25; can get more. Address "H. I." care The Editor and Publisher, New York.

City or telegraph editor open for change. A first class worker, now on a salary of \$35 a week. Capable of taking charge of editorial department. D 1428, care Editor and Publisher.

Advertising Man—Modern business methods, broad experience and good salesman; can write and lay out copy, handle foreign advertising. Address AEV, care The Editor and Publisher.

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

BUSINESS OPPORTUNITIES

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

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

WANTED NEWSPAPER

Best Trade Paper that \$5,000 to \$10,000 will buy that can be published in Central West by a house now running a single one successful one. Write fully to ensure prompt action. Stuart, care The Editor and Publisher.

Have \$5,000 to \$8,000 with services. Trained in both business and editorial end of daily field. Wish equal or controlling interest in Illinois or adjacent states. All replies treated confidentially. Alfred, care The Editor and Publisher.

Congressman-elect Carter until next December.

Harry W. Bird, of the Record, is now that paper's representative at City Hall. Harry Kerrigan has been transferred to the State House.

Frederick W. Goodrich, dean of the editorial staff of the Post, is on a trip to the South. He is accompanied by Mrs. Goodrich.

Douglas Molloch, of the American Lumberman, is visiting Boston. He is stopping at the American House. Recently he was tendered a banquet by Kenneth Roberts, Newton Newkirk, Fred Thompson, all of the Post staff, and many others. He wore Ken. Roberts' cap all through the banquet. This was made necessary from a bad cold which he contracted during a trip to Europe since the war started.

Fred T. Huntington, chief of the Post photographers, made a record run in an automobile from Concord, N. H., to Boston, a distance of 78 miles. He accomplished the journey in three hours, arriving in the office of the Post at 2 a. m., and developed a flashlight of the recent train wreck at Claremont, N. H., in time for the morning paper. "Hunty" is some boy.

A. J. Philpott, of the Globe, recently addressed the students of the school of journalism attached to Boston University. He was given a great reception.

"Jimmy" White, of the Herald, is taking up dancing at tea parties. "Jim" has a shirt with 174 plaits in it. Some shirt.

Miss Margaret Shurtleff, recently of the American, is now with the Herald. "Tad" Clark, who recently returned from Europe, is now the Cambridge correspondent of the Herald, taking the place of William M. Tobin.

Fred Donnell, of the Sunday Post, recently ran a minstrel show for the Knights of Pythias. Fred is a colonel in the K. of P.

Anna Flaherty, stenographer for the Sunday Post, has just returned from a trip to Portland, where she was the guest of Thomas A. McLaughlin, business manager of the Portland Press, and Mrs. McLaughlin. Anna sings at private parties. She says Portland is a "hick" town.

Harold A. Gould is the press agent for George Fitch, author of "Homeburg Memories," R. A.

\$15,000 CASH

Balance deferred, purchases prosperous middle west daily. Circulation over 5,000. Annual volume of business over \$40,000. Two linotypes and Duplex press. Returns owner \$4,000 to \$5,000 annually.

Proposition L. J.

C. M. PALMER

Newspaper Properties

225 Fifth Ave., New York

\$20,000 CASH

Balance deferred, will buy Evening Daily earning net annually nearly Twelve Thousand Dollars, located in a large and rapidly growing city in the New York Metropolitan District. These net earnings can be largely increased by able management.

HARWELL, CANNON & McCARTHY

Newspaper and Magazine Properties

Times Bldg., New York City

ADVERTISING MEDIA

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

THE BLACK DIAMOND Chicago—New York—Philadelphia, for 20 years the coal trader's leading journal. Write for rates.

WHERE THE GOLD COMES FROM!

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

MISCELLANEOUS

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

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

PACIFIC COAST NEWS CORRESPONDENT

For

Eastern Trade Journals

CLARENCE P. KANE

268 Market Street, San Francisco

FOR SALE

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

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

For sale—Newspaper publishing equipment. One No. 2 and three No. 1 Mergenthaler linotype machines, one Cox duplex printing press, complete stereotyping outfit, and full equipment for publishing daily newspaper; in good condition and will be sold cheap. Address W. G. Newman, Box 663, Zanesville, O.

No Questionable Real Estate Advertising



to seventy-
which shall pro-
over such tracks, or
installing necessary con-
wires, apparatus and equipment
for operating trains by electricity.
Board of Estimate may approve plans
as approved by the Public Service
Commission or amend and approve
them as amended. To Railroad Com.
Pr. No. 1,061. Introduced in Senate
by Mr. Dunnigan.

By Mr. Donohue—Settlements of un-
paid assessments for local improve-
ments by Comptroller in certain cases.
To Cities Com. Pr. No. 1056. Intro-
duced in Senate by Mr. Simpson.

By Mr. Ellenbogen—Changes regula-
tion for printing annual record of
valuations. To Cities Com. Pr. No.
1038.

By Mr. Fuess—Upon apportionment
by sewer commissioners of sewer
building cost notice of hearing to re-
view appropriation must be served
personally on land owners affected by
mailing to their last known addresses
or publishing notice once each week
for two weeks in newspaper in dis-
trict. To Internal Affairs Com. Pr.
No. 1053. Introduced in Senate by
Mr. Wicks.

By Mr. Gilien—Expense of widening
Flatbush avenue, Brooklyn, to be
borne by Brooklyn. To Cities Com.
Pr. No. 1108.

By Mr. Kiernan—Maximum fare on
steam and elevated railroads between
terminuses of lines at Coney Island
and Manhattan to be 5c. To Railroads
Com. Pr. No. 1005.

By Mr. Knight—Validity, construc-
tion or effect of will concerning
realty. To Codes Com. Pr. No. 978.

Foreclosure of realty of decedent
by advertisement. To Codes Com. Pr.
980.

Effect of proceeding to sell de-
cedent's realty on action brought
against heirs and devisees. To Codes
Com. Pr. No. 991.

Disposition of surplus arising on
sale of realty to satisfy lien, and
duties of officer making sale. To
Codes Com. Pr. No. 988.

By Mr. Phelan—No contract for any
Brooklyn improvement interfering
with street surface railroad traffic to
let until all owners of property
abutting on street shall have had at
least thirty days' notice of intention
to let contract, or until they have had
opportunity to be heard. To Cities
Com. Pr. No. 927.

Pisano, Reeds Mill line, owner: M. Del
Gandis, 401 Tremont ave. architect.

Building Loan Contracts—Bronx.
167TH ST. s w cor Clay ave, 108.9x110.4; City
Mortgage Co loans A J Schwarzer Co. to
erect 5-story apartments (10 payments). \$70,000

CROTONA PARK, NORTH, n s, 317 ft e of
Prospect ave, 50x86.9; Rockland Realty Co
loans V R Buildings Corporation, to erect
one 5-story apartment (14 payments). \$35,000

176TH ST, n s cor Crotona Parkway, 44.4x
163.6; City Mortgage Co loans S B Building
Corporation, to erect one 5-story apartment
with stores (10 payments). \$50,000

Manhattan.
Charles agt Gustav
st; Emil Nikolai
.....\$100
n of 183d st;
St Construction
.....\$59
Robert agt Levy
.....\$58.32

Manhattan.
new buildings
Manhattan Bureau

Bronx.
50 ft s of 184th
pts, 50x88; Tra-
er, 1879 Southern
John P Bayland,
er ave, architect;
.....\$80,000
of Burnside ave;
Henry Meyer, on
S. Clark, 441 Tre-
.....\$7,000
24 ft n of Lyman
ad dwellings, 65.4x
olding Co, Robt M
st. pres: P Steig
n, architect; cost
\$10,000

Bronx.
123rd Hollins ave,
12 B31; Guiseppe

The Sup.
Roscoe Co. vs. ...
building contractor gave creditor or-
der on owner, which owner accepted,
payable when house was finished, and
house was not built, there was no
fund upon which order could operate,
and debt was not discharged.

ALDERMEN GET TAX BOOKS

To-morrow the tax books and as-
sessment rolls will be sent to the
Aldermen and unpaid 1914 taxes be-
come payable to Collector of Assess-
ments and Arrears Daniel Moynahan.
On Wednesday the Aldermen fix the
coming year's tax rates for the five
boroughs.

is cor-
duced by
make payment
compulsory and does
payments to private
corporations."

RESOLVE ON 3-FAMILY HOUSE

The Franklin Board of Trade re-
solved that the interests of the small
property-owner would be conserved
best by removing the three-family
house from the Tenement House De-
partment jurisdiction.

REAL ESTATE SWINDLER GOES TO JAIL FOR 3 YEARS

Government Officials Succeed Where State and County Officers Fear to Tread.

Sentencing James Bottenus, president of the James Realty Company to three years in the United States penitentiary at Atlanta, should be a warning to other realty swindlers and to the public. More than that—the officials of this State and city, with ample power to prevent continual duping of realty investors, did nothing. It remained for the ever-alert and energetic Post Office inspectors and the United States Attorney's Office to indict and convict this notorious swindler.

New York State has laws which, if enforced, will save millions of dol-
lars every year to the well-meaning "investors" in real estate.
In Section 421 of the Penal Code is the following:

Any person, firm, corporation or association or any employe thereof, who, in a newspaper, circular or form letter or other publication published or circulated in any language in this State, knowingly makes or disseminates any statement or assertion of fact knowing the same to be false, concerning the extent, location, ownership, title or other characteristic, quality or attribute of any real estate located in this State or elsewhere, or the motive or purpose of a sale of such real estate, or concerning the offer of prizes, rewards, distinctions, premiums, discounts or reductions conferred on account of the solving of any puzzle or the signing of any coupon or ticket or by any other method, intended to give the appearance of an offer advantageous to the purchaser, which is untrue and calculated to mislead, is guilty of a misdemeanor.

In open defiance of such a clear-cut law many real estate companies are doing business.

The New York American does not publish advertisements of questionable real estate propositions, nor from unreliable individuals or companies, and has followed this policy long before the law quoted was enacted.

Bottenus goes to jail for three years. If he has been fortunate, and the indictment leads to that belief, he has salted away perhaps a goodly sum. If true, his term up he can retire to some spot where he is unknown and live comfortably during the rest of the number of his days. The poor victims of his schemes get nothing for their investments of their hard-earned, hard-saved money but land of doubtful worth and experience. Experience is a severe teacher. Truly, real estate is often costly.

The conviction of Bottenus was obtained by Assistant United States Attorney Raymond Sarfatty, assisted by Post Office Inspector Henry A. Barber.

[From New York Sunday American, February 28, 1915

Largest Sunday Circulation in A



No Doubtful Financial Advertising

"BISHOP'S SERVICE" has for many years been retained by banking interests of New York to investigate doubtful financial schemes and expose fraudulent advertisers. The following unsolicited letter is significant:

BISHOP'S SERVICE
68 BROAD STREET
NEW YORK CITY
TELEPHONES 1349 BROAD
973

March 4th., 1915.

New York American,
Broadway & Park Place,
New York City,

Gentlemen:---

We desire to congratulate you upon your success in keeping out of your advertising columns all concerns that have been the subject of criticism; all stock offerings by companies of doubtful standing; and advertisements of individuals not worthy of business consideration.

It is our purpose to keep the public from having stock in fraudulent concerns offered to them through the medium of first class newspapers.

Yours respectfully,

BISHOP'S SERVICE

A handwritten signature in dark ink, appearing to read "W. C. Bishop". The signature is written in a cursive style and is positioned over the typed name "BISHOP'S SERVICE".

America—Brings Best Results

CAPT. HENRY KING ILL.**Venerable Managing Editor of St. Louis Globe-Democrat Resigns.**

Captain Henry King, who until last Friday was managing editor of the St. Louis Globe-Democrat, and dean of the journalists in that city, is seriously ill at the home of his son-in-law, Dr. Nelson J. Hawley, 3864 Cleveland avenue, St. Louis. As Captain King is well along in years his recovery is doubtful.

Captain King has been regarded as one of the best newspaper men in the West. He has had a long and distinguished career. As a reporter, he covered the famous Lincoln-Douglas debate, and after the formation of the Republican Party at the Chicago convention, and the subsequent bitter political fight, that ended in the Civil War, he was in the midst of stirring events. He served throughout the war as a Union soldier, and emerged with the title of captain.

He went to the Globe-Democrat in 1883, and served as an editorial writer under Joseph B. McCullough, whose death occurred in 1896. In May of last year he delivered an address at the conference of Kansas journalists, held at the University in Lawrence, in which he recounted some of the experiences of his early days. He made a deep impression upon his audience, and at times moved them almost to tears by his pathetic references to the men who had been associated with him in his career, but who had passed over the "great divide."

It is not amiss to say that Captain King has had much to do with shaping the nation's course on many public questions. He was, and is, the type of Republican that built the party of Lincoln. He was always earnest and sincere in his advocacy of any question that he chose to discuss in the editorial columns of the Globe-Democrat. He is perhaps one of the few surviving individual editors, who, in the troublous times following the close of the Civil War, rendered efficient service in es-

tablishing peace between the North and the South, and in securing the enactment of measures, both in Congress and the State Legislature, that were of material aid in re-establishing the business interests of the country on a firm foundation.

FREE ADVERTISING FOR NEWS.**Unique Experiment Tried by the Iliion (N. Y.) Citizen Satisfactory to Editor.**

Addressing the thirteenth annual convention of the New York State Hardware Association at Syracuse a few days ago, R. E. King, editor of the Iliion (N. Y.) Citizen, detailed the results of an experiment in trade and advertising building he had conducted through the medium of his paper.

The experiment consisted of granting free advertising to business men of Iliion, who co-operated with him by sending to the Citizen office items of news furnished by developments in their businesses. The plan drew results. One business man announced through this economical medium that he was allowing a 10 per cent. discount on all cash purchases during a given period.

The editor did not balk at this. He considered it news, since it interested hundreds of his readers. Another sent in an item telling that his plant was engaged in making a receptacle for the \$4,000,000 pearl collection of J. Pierpont Morgan and afforded the editor a chance to "scoop" all the Syracuse and Utica papers," according to his speech. He considers the experiment a success, although he still labels it an experiment. He now allows only advertisers to use the new advertising column of his paper.

The Philadelphia Sporting Writers' Association gave a banquet in Philadelphia February 17 which was attended by over 400 baseball fans, lovers of athletic sports and others.

CHARLES SEESTED**DIRECT REPRESENTATIVE**

41 Park Row

New York

Telephone 569 Cortlandt.

IT HAS TAKEN ME SIXTEEN YEARS in this field to acquire the acquaintanceship and standing I am offering to the right kind of newspapers.

In adding to my list I am using great care, so that no paper need feel the least hesitation in joining with me on account of association.

In going on my list you go with other good papers, you get the benefit of my experience, my friendship and my knowledge of where the business is and how to get it.

Perhaps a letter from you would prove mutually profitable. Write to me today and see.

An Advertisement About Myself Written by Myself, Wm. C. Freeman

I have been selling advertising for newspapers as a whole for many years, although I have received compensation only from the publication that employed me.

The advertising accounts developed by me have stuck to newspapers because I made it clear to advertisers at the start that the use of several newspapers in a community as large as New York was necessary to keep them alive and make them successful. The use of only one, or even two newspapers in a large community almost invariably results in digging a commercial grave for advertisers.

If New York newspapers as a body paid me the commission on which they base the salary of their representatives, on business they are now carrying which was developed as a result of my efforts, I would be in receipt of a larger income than I ever received from any newspaper for which I worked.

Obviously, I could not receive compensation from several newspapers while identified with one.

Neither could I receive compensation from advertisers for planning their campaigns and writing advertisements for them, which I frequently did.

Neither could I receive compensation from advertising agencies which secured accounts through my efforts.

Neither could I receive compensation from organizations of business men for the many business addresses I have made at their request.

Neither could I receive compensation for sitting in council with business interests and giving freely of the information which it has taken me many years to acquire.

Neither could I receive compensation for the many articles on the subject of advertising which I have written for many publications.

I have felt for a long time that working for one newspaper restricted my field and limited my earning capacity, but I stuck to it because the newspaper habit, once acquired, gets into a man's system and becomes a part of his life, and it is hard to break away from it.

But I have taken the plunge at last. I retired from the Evening Mail recently because I felt I owed it to myself to engage in independent work, thereby placing myself in a position to receive compensation from a variety of sources. Besides, I feel I can be of greater service to more people.

Yet, frankly, I am not inspired to go into business for myself so much with the hope of making more money as I am with the hope that I will be able to accomplish more for the good of advertising.

I have some very definite advertising ideals which I wish to put into practice that mean more to me than making money. Yet if I succeed in putting them into practice I know that more money will naturally follow.

I want to establish a name in a business of my own that will live after me. I want the kind of work I stand for continued by associates who believe in me and in my ideals. When a man's work with one newspaper ceases, that is the end of it all. When his own name represents an established business with definite principles, his name and work will go on.

I will serve those who retain me to the best of my ability. I should be able to serve several interests well based on my experience.

I am about to incorporate the William C. Freeman Co., the business of which will be Advertising in its various ramifications.

My office is Room 1501, No. 2 West 45th Street, just off of Fifth Ave.

ON NEWSPAPER MAKING

THE modern successful newspaper has taken on too many of the earmarks of an institution for the service and well being of the community for it to be conducted primarily from the editorial viewpoint to the exclusion of sane consideration of commercial views and suggestions from the business management.

Happy is the office in which the editorial and business departments work in harmony and close sympathy. Many a newspaper has never been driven through to success largely because of internal condition and the working at cross purposes of the two departments.

Viewed in the large few individuals are so constituted that they can be able editors and able business men at the same time. The necessarily well educated editor filled with high purposes can seldom get geared down low enough to appreciate the necessities of the business office.

On the other hand few trained business men ever have found the time to become thoroughly grounded in the requirements that make a great editor. One job requires a man of acute mental poise and ability to judge things and conditions after consideration from all angles, while the other a man of creative ability, full of forceful personality and interested in dollars and cents.

Wherever we find two men, one of the best editorial type and one of the commercial type, working in close harmony, consulting on all vital matters, both primarily interested in the production of the best paper possible and its successful development or conduct, we see things as they should be.

As I write these lines I plainly see before me numerous cases of both kinds. Cases where a grasping business man is ruining the chances of property, and cases where editors are throttling the best efforts of able business departments. I also see the close co-operative basis working successfully almost wherever it prevails.

Of course there are notable exceptions when one man control has worked out tremendously well, but a close study of nearly every such case reveals, a dependence upon able subordinates who are carrying on the newspaper through very close and intimate co operation of effort.

We all of us hear the speeches made by so-called great editors ranting about the all-fired dignity of the editorial page and a lot of nonsense consisting of high sounding nothings to mystify the cubs and laymen, but in nine cases out of ten we will find the same editor's salary being produced about the same way in all offices.

We likewise hear the silly nonsense talked by newspaper publishers about the high degree of their calling and the questionable policy of telling the advertiser frankly what he is getting in the way of circulation for his dollars spent for advertising, while as a matter of fact newspaper makers are mere manufacturers of space as a commodity, just the same as if they were making shoes, soap or what not.

Where the two ends, editor and business manager, work in concert, the editor's vision is made wider and he made more human, while the business manager is elevated from a mere money changer to a man who views things from a different angle. Two heads are better than one nearly every time, where frankness and the proper degree of confidence prevail.

In relations with the large local advertisers, public service corporations, important reform movements, close intimacy between the two vital departments of a newspaper produces greater efficiency than when the left hand doesn't know what the right hand is doing.

Many a serious slip in editorial policy that may cost the paper thousands of dollars would be avoided by closer sympathy between the departments. A con-

scientious and genuine business manager will be found just as courageous for a principle as any editor if he be brought into and made part of every undertaking. NORTHCOLE.

LADIES' DAY AT PRESS CLUB.

Miss Phadrig Ago'n and Lieut. Percy Richards Render Vocal Solos.

The New York Press Club gave the third of its "Ladies' Day" series of the winter on Sunday, February 21. The assembly room and both dining rooms were crowded.

The afternoon musicale developed two surprises—both stars lately arrived from Europe.

Miss Phadrig Ago'n, dramatic soprano, was under contract with the Royal Berlin Opera Company when the war began. It seems that shortly after, opera singers' contracts were put in the moratorium class. Besides, the opera was closed. Miss Ago'n had 30,000 marks of her agreement unfulfilled. She waited in Berlin, believing, like most of the Berliners, that the war would be over in a few weeks. Inevitably, after five months' waiting she came to America—for she is a Kentucky girl (her home name is Mrs. Grant and her husband was with her).

At the Press Club she sang the "Habenera" aria from Carmen, the "Ocean Aria" from Oberon and the "Aida Aria" all with splendid power and tone, in truth, her voice is fitted for great auditoriums. Also she sang a half a dozen lyrics in German and Italian.

Lieut. Percy Richards, formerly of the Swedish army, and lately singing basso parts in Italy, also arrived in New York two weeks ago, because of the war. Of course he is neutral.

He sang Tosti's "Ideale" and Schuman's "Die Beiden Grenadier." Most American's know the latter as "The Two Grenadiers," a romantic French song episode of the Napoleonic wars. It includes partly the Marseillaise. Lieutenant Richard's singing of this song in German was singularly inspiring. It thrilled everybody and he had to repeat it, and some more. His voice is deep baritone, strikingly melodious in quality.

Philip R. Dillon, of the American Penman, chairman of the entertainment committee, was in charge of the program.

Miss Ago'n and her husband (Mr. Grant) were the guests at dinner of C. R. Weed, editorial page cartoonist of the Tribune.

G. Herbert Daly, sporting editor of the Tribune, and vice-president of the club, was director of house arrangements, assisted by E. Selmar Fougner, of the Sun.

Dinner was served at 6 o'clock, and there was dancing until midnight.

HOME NEWS FOR SOLDIERS.

Khaki, a Magazine for Free Distribution for Canucks in the Trenches.

The first issue of the Khaki, an illustrated monthly magazine containing late cabled news from all parts of the Empire has just been published in London.

The magazine is designed especially for Canadian and Imperial troops, and enough copies of them will be sent to ensure to every overseas soldier at the front or in training this monthly budget of home news and pictures.

To the Colonial soldier the magazine will be delivered free of cost.

The soldiers' need of the magazine, the publishers declare, is due to the interrupted mail service, and the fact that the majority of the newspapers reaching them are full of war and very little space is devoted to "home news." Special news items of interest to Canadian soldiers will be published in the magazine, which will appeal to Canadians.

The Des Moines (Ia.) Register and Leader and Tribune were issued from the plant of the Capital after their fire and until they established temporary quarters.

OBITUARY NOTES.

HENRY J. HAUSCHLDT, pioneer merchant and journalist, and former editor of the Oakland Journal, the official organ of the East Bay (Cal.) German colony, died recently at his home in Redwood Canyon. The pioneer publisher had for the past year, on retirement from active business life, made his home on his ranch, lived in Oakland for 51 years and was 70 years old.

CHESTER FIRKINS, writer and reporter, died in New York City on March 1, of heart disease, aged 33 years. He began his newspaper career on the Minneapolis Times. Later he joined the staff of the Ohio State Journal, at Columbus, and later was employed by the Cincinnati Commercial Tribune and a newspaper in Chicago. About six years ago he came to New York and for six months was on the staff of the Herald. He is survived by his wife, who was Miss Ruth Larsen.

HENRY G. KIMMICH, of Pittsburgh, Pa., died of apoplexy on February 27 in Altoona, Pa., where he was part owner of a German newspaper. He was 58 years old, wrote for many German papers, and was widely known.

CHARLES WILLIAM CLOSE, author, publisher and scientist, is dead at Bangor, Me., Aged 55.

JAMES J. RAFTER, telegraph Superintendent of the United Press, died March 2 in Brooklyn, N. Y. He was one of the best known press operators in the country and one of the fastest senders. Because of his superior ability at the key he was sent all over the country in his earlier days to handle big conventions, prize fights and big stories that required quick action. He had to give up the hard grind about four years ago because of rheumatism. He had a record of beats he had handled of which he was very proud. He was 42 years old. The body was taken to Kingston, N. Y., for burial.

THOMAS MOREHOUSE, former owner of the Cornwall (N. Y.) Courier and manager of the Hobart (N. Y.) Independent and the Ridgway (Pa.) Elk Democrat, died at Wilkesbarre, Pa., February 14, aged 68 years.

WELLINGTON J. RATTIGAN, one of the owners of the Butler (Pa.) Herald, died February 18 from hardening of the liver, aged 39 years.

WILLIAM P. COTHMAN, former publisher of the Mobile (Ala.) Item and later publisher of the Evening Post, died suddenly at Gulfport, Miss., February 21, from heart failure, aged 41 years.

ELWOOD J. WANNER, business manager of the Morristown (Pa.) Herald, died February 17 from congestion of the lungs, aged 58 years.

JOHN WILCOX, editor and publisher of the Okego Tidings of Mulford, N. Y., died February 22 of pneumonia, aged 49 years.

W. M. KAVANAUGH, former business manager of the Little Rock (Ark.) Gazette, died February 21 of apoplexy, aged 49 years.

HERVEY S. TANER, editor of the Rochester (N. Y.) Union and Advertiser, died February 21 of apoplexy, aged 62 years.

GEORGE J. RAYMOND, an advertising man, of Boston, died at Hot Springs, Ark., where he went in search of health, aged 46 years.

JAMES S. MADDEN, owner and manager of the Manistee (Mich.) News Advocate, died February 26 of heart failure, aged 58 years.

CHARLES PETTY, associate editor of the Spartanburg (S. C.) Journal, and who, for thirty years, was editor of the Carolina Spartan, died February 23, aged 81 years.

J. M. MILLER, former owner and editor of the Ashland (Ky.) Daily News and later editor and publisher of the London (O.) Republican and the Cedarville (O.) Leader, died at Springfield, O., of a complication of diseases, aged 66 years.

J. B. SCOTT, former manager of the Canadaigua (N. Y.) Repository Messenger, and for forty years on the Bath (N. Y.) Advocate, died February 12, aged 63 years.

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

Buffalo News
EDWARD H. BUTLER
Editor and Publisher
"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."
Foreign Advertising Representatives
KELLY-SMITH COMPANY
220 Fifth Avenue NEW YORK Lytton Building CHICAGO

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.

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

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

FOR reasons of his own, the circulation man who sends us the appended letter denies us the privilege of crediting him with the effort by the publication of his own and his paper's name. We regard it as a model letter for the guidance of a new road man, telling him in exact terms what is expected from him and what he may expect from the office—limited, of course, to routine of agents' appointments, daily reports, expense accounts, etc.:

"DEAR SIR: Enclosed find assignments covering ten days' work.

"In towns where you find that it is difficult to secure a boy agent, try this plan: Appoint a merchant; canvass the town for subscribers, to receive their papers through the mail and pay the merchant agent our regular rate, either weekly or monthly, as agreed upon.

"We require that contracts be signed by the agent and two financially responsible persons (preferably business men with Dun or Bradstreet ratings) and be verified by either the cashier of local bank or the postmaster.

"We will not honor drafts or send money by telegraph. Therefore, watch your expenditures closely and avoid a shortage of your personal funds. Our check will be sent you every Tuesday covering salary and expenses, including the previous Saturday. Mail your weekly expense vouchers early enough to insure their delivery to us every Monday.

"Canvass every town and secure for us all the business we are entitled to. In towns where we are not now represented appoint agents who will look after the agencies satisfactorily and pay their bills promptly.

"Never leave a new agent to his own resources without making a thorough canvass and explaining to him clearly just how the agency is to be conducted. Old accounts included in your assignments must be collected or the reason reported, fully, for failure to collect, in every case.

"Don't fail to send us a daily report of your work, independent of the information required by your assignment blank. Let this daily report include, also, any information affecting the newspaper situation in the town covered—activities of local papers, and their prices; whether the town has factories, college, retired-farmer population, etc.

"Mail a postal card every day advising us where you may be reached by wire or mail on the following two days.

"Make daily remittance of all money collected. When the amount collected does not correspond with the amount of the statement rendered, explain the difference on a separate sheet of paper, detailing allowances, adjustments, etc., and the reasons for making them.

"Yours very truly
_____"

The assignment blank referred to is a printed form, providing spaces for information regarding the town's location—county, state, etc.; railroad connections; shipping instructions; names of agents, dealers, etc.; bond sureties; amount of bond; comparison of arrival time and drawing of competitive papers; report of road man's work, including his arrival time and time of departure; and the names of two prospective agents for the information of the office should occasion arise at any time to transfer the agency by mail.

The use of this letter and printed assignment blank get a road man started right. Even though he may have had previous experience, the requirements of various offices differ. It is well to have every new man sit in with "all of the cards in sight."

* * *

THE Salt Lake City, Utah, Sunday Tribune, announces a unique travel game contest, open to residents of Utah, Idaho, Nevada and Wyoming. The maximum prize is a round trip to the Panama-Pacific International Expositions, and \$120 in gold. Twenty trips to the California Expositions are offered and in each case the cash prizes differ. For instance, the second prize offers a trip plus five times the amount paid for subscribers. The third prize is the trip plus three times the amount paid for subscribers. The statement is made that the first seven prizes are dividend prizes.

"The travel game is a game of skill, comprising a study of addition and geography. It is a game which will interest young and old—men and women and boys and girls—a game which will require skill and study and one in which there is no element of chance.

* * *

THE Louisville, Ky., Herald, on February 28th, closed a successful "Bargain Day" campaign. The six day edition, without the Sunday, was offered to country mail subscribers only for \$2.25 a year. The offer gave the subscriber the option of four premiums. "No. 1—Awl and Tool Set (10 complete tools in one). Retail price, \$1.00." "No. 2—Polished nickel fence pliers." "No. 3—Dandy Needle Book—something new for the ladies, being, in fact, a portfolio of needles of all sizes—142 useful sewing articles." "No. 4—Woman's World, The Vegetable Grower and The Inland Farmer." The Herald is cultivating its field intensively and it is said that it has now the largest paid circulation in the State of Kentucky.

ON the first page of "The Herald Hustler," the house organ of the circulation department of the Duluth (Minn.) Herald, for January, appears a cartoon in which the artist pictures a Herald carrier driving a Herald automobile and alongside of him is seated Mr. Bank Book, a great big fat jolly individual, who is leaning over to Mr. Carrier asking a question. To the five Herald Hustlers, who give the correct answer to the question, "What does Mr. Bank Book say," will be awarded costly prizes.

The Hustler is edited by the circulation manager, Edward Armstrong, a member of the International Circulation Managers' Association.

Among other good things in the January number is a list of the carrier boys who settled their accounts on the 1st inst., the 2d inst. and the 4th inst.

The list of December complaints shows that fifty-eight carriers had no complaints, twenty had one complaint, four had two complaints and two had three apiece.

The little Hustler is designed to put "pep" and "punch" and "steam" into the carriers and judging from the results shown for December, it is accomplishing the purpose for which it is intended.

* * *

HERE is an idea from Hugo A. Vellguth, the circulation man, who is at present working the circulation for the Vancouver (B. C.) Evening Journal, the first issue of which appeared March 1.

"Every time that I have found it necessary to put on a quick campaign for circulation the first obstacle was competent solicitors. I have found that the old trouble of fake orders always turns up during such a campaign and that men solicitors were the chief offenders.

"On my last two campaigns I have used girls exclusively and the results have been most gratifying, one on the salary basis and the other on commission. The commission system brought forth more effort, and increased the average per girl.

"I used a classified advertisement three days asking for 100 girls and had forty applications, putting every one out for a trial and gave them three days to produce an average of eight orders a day, paying five cents a name drawing account and twenty cents upon verification. Each order was taken for one month or thereafter until ordered discontinued. All orders are to be verified by the carriers so that eliminates the expense of verifiers.

"The result is that with over 9,000 new subs I did not find a single fake order and more than 85 per cent. of them were held for at least three months although they were only signed for one month. After three weeks, during which time I tried out about sixty girls I have fourteen that are a great deal better than the average men solicitors. With possibly one or two exceptions none had had any experience and four of them have maintained an average of thirty subs per day or better.

"I will carry my experiment still further and take the four or six best girls that have developed and put them on the road for country business."

* * *

SIDNEY D. LONG, business manager and circulation manager of The Wichita, Kansas, Eagle, a director of the International Circulation Managers' Association and editor of the I. C. M. A. Bulletin, has devised a novel plan to indicate the Eagle's supremacy in circulation. Carriers' reports were charted on a big, full page, map of Wichita. The issue for Sunday morning, February 28th, contains a map of the city of Wichita which is of great interest to advertisers and merchants. It shows the wonderful solidity of the Eagle's circulation. It points out that there are 11,500 homes in Wichita and that The Eagle has subscribers in 9,641. The map contains 9,640 dots. It took an expert four days to count them. Every dot represents an Eagle subscriber.

THE various movements throughout the country looking to the betterment of working conditions of newsboys should not be regarded as a philanthropic idea, but rather an investment which is sure to pay big dividends later on.

It is nothing unusual to find former newsies occupying places of great prominence and, by the proper help, many boys who either are forced to sell papers to help out at home, or who, through a feeling of independence, become at least partially self-supporting are given practical training in business methods, in right living, courtesy and many other things that will equip them for better things later on.

Most newsboys reached by organizations are at an age when they are easily influenced, either for good or evil, and the more attractive the good influences are to the youthful mind the greater chance they have to accomplish something really worth while.

Circulation managers and publishers should regard any such movement as a distinct advantage, not only to the boys, but to newspaper men in general for, after all is said and done, the "newsie" is the salesman and the connecting link between the publisher and the reading public—the publisher's customers.

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

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

PROMOTION DEPT. SHAFFER GROUP

12 S. Market Street, Chicago

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

BUSY PASTOR RUSSELL.

CHICAGO TRIBUNE REFUSES TO PRINT ANY MORE OF HIS SERMONS.

Prints a Series of Articles Upon His Activities—No Collections Taken at His Services—Spends Large Sums to Have Addresses Published as Advertisements—Many Persons Give Him All Their Property.

Daily newspapers in many cities throughout the United States have carried for several years and are still carrying every Saturday or Monday two column reports of sermons delivered by "Pastor" Russell in the Brooklyn Tabernacle, or elsewhere, which are paid for at regular advertising rates. Each of these reports carries a picture of the pastor, a benevolent looking, elderly man, whose face inspires confidence.

Early in February, of this year, the Chicago Tribune, after apologizing to its readers for having printed the Pastor's sermons, began the publication of a series of articles upon Russell's activities which were of a highly interesting character. From these it appeared that from coast to coast and from lakes to gulf the "pastor" has gained renown in the last few years. It is not only in Chicago that his saintly smile illumines the path of the passerby. In Xenia, Ohio, he is as well known as the most renowned "cleaner." In Rochester, Minn., he out-rites the most popular tea in popular appeal. In New York City his merits have as full publicity as those of the best soap. In Albuquerque, N. M., not even the famous animal advertising a smoking tobacco is a more familiar figure!

Pastor Russell at first called his church the Church of the Millennial Dawn; later it was changed to the International Bible Students' Association, by which it is still known. As no collections are taken at the services, and as the association is under heavy expense for rents, advertising and other expenses, the question naturally arises as to where the money comes from.

When a Tribune reporter visited the Chicago temple he was told that the expenses were met by voluntary contributions. Although boxes were placed along the wall for such contributions none were deposited during the two hours they were watched by the reporter.

When the fact was mentioned to one of the convert special policemen, he said:

"The Lord sees we're provided for. When we've got to a point where we must have money, then somebody gives it. A miracle, yes. But not like they used to have in the old days. The Lord doesn't send down angels any more."

Seemingly such "miracles" are not infrequent, for a day or two later the reporter was told that a cashier's check for \$1,000 had been received by "Dr." Jones, the "pastor's" first local lieutenant, from an anonymous friend of the cause.

It appears that besides conducting the International Bible Students' Association, Pastor Russell is in financial control of the United States Investment Company, and the Watch Tower Bible and Tract Society, which appear to have been highly prosperous and have yielded him a handsome income.

Contributing to the dimensions of his nest egg when the assets of the tract society and the investment company were up for inspection a couple of years ago were twenty-eight houses and lots in Binghamton, N. Y., several lots in Tacoma, Wash., a farm near Rochester, a house and lot in Buffalo, a farm in Oklahoma, a house and lot near Pittsburgh, and 5,500 acres of Kentucky land.

Nearly every one of these properties, representing as they do the free will gifts of the faithful to whom the "pastor" has given warning of the nearing millennium, strikes some golden treasure of memory as he runs down the list.

Pastor Russell has 600 converts in Chicago, 1,500 or more in Brooklyn, and many in other cities. He preaches in a

vivid style and warns his church members that the wrath of God will be visited upon them if they do not repent at once. It is said that he so works upon the emotions of some of his people that they turn over to him money, stocks, bonds, real estate—in fact everything. Some of these converts devote all their time, without pay, to the service of the "pastor" who maintains a home for them near his several tabernacles.

The Watch Tower Bible and Tract Society sells bibles, and a number of religious books and hundreds of tracts written by Russell. It was started in Chicago but the headquarters were moved to Brooklyn in 1907. Two years later the miracle wheat scheme was sprung. An advertisement was printed announcing that Brother Bohnet had gradually accumulated a crop of miracle wheat from a few grains he had obtained at the start. He was willing to sell the supply to Watch Tower readers at \$1 a pound and turn the money over to the society.

The wheat was to be sowed in the fall one-fourth as thickly as common wheat. Ordinarily it would produce ten to fifteen times as much proportionately to the amount sown. Some of the wheat was sold at the Brooklyn Tabernacle. Several thousand dollars' worth of miracle wheat had been sold when the newspapers published a story about it calling attention to the fact that a report from the government made it apparent that the wheat was no better than the less famous varieties selling at a fraction of the price charged for miracle wheat.

It was at about this time that the Brooklyn Eagle printed a cartoon in which Pastor Russell was being sought by the directors of a wrecked bank to lend his genius to their operations. Russell promptly brought suit for damages against the paper, but when the case was tried the verdict was in favor of the Eagle.

During the trial William E. Van Amberg, treasurer of the tract society, testified that the total donations to that body in 1912 had been about \$202,000. He said there was no stock in the society in the usual sense of the term, although every contributor of \$10 was entitled to a share. So few contributors cared to interfere with the divine plan on which the "pastor" operated the society, however, that out of 50,000 shares that had been issued "Pastor" Russell held 47,000. At the last election the "pastor" had not been called upon to surrender the presidency of the society.

Van Amberg said that \$20,000 had been spent on the "pastor's" London Tabernacle, and that the branches of the movement in Germany, Switzerland, Norway, Sweden, Denmark, and Australia—the branches that make the International Bible Students' Association "international"—brought in no revenue, but were drags.

Another interesting point brought to light was that when the tract society turned money over to the United States Investment Company, which it did frequently, the second corporation gave no acknowledgment.

WILL SHOW COUNTRY SHOPS.

Unique Exhibition by Students of Wisconsin School of Journalism.

MADISON, Wis., March 5.—A fine tribute will be paid to the country newspapers of Wisconsin in the exhibit of the Department of Agricultural Journalism in the University of Wisconsin Exposition on March 19 and 20.

A typical country newspaper office will be made out of the booth. The editor's desk, the press, the proof machine, the type cases, and other objects placed about the booth will give the visitors an idea of how Wisconsin newspapers are doing their work.

On the back wall of the booth is to be placed an encomium in praise of the splendid advance made in the quality of Wisconsin newspapers, which claim to be far ahead of others in printing the latest agricultural discoveries. This interest has boosted Wisconsin farms to their present high efficiency. Several

other qualities of Wisconsin papers will be set forth upon this bulletin.

A small news sheet called the "Exposition Echo," filled with happenings at the big show, will be turned out daily on a press in the booth. This exhibit will give the students who are managing it an excellent chance to show what they have learned about agricultural Journalism and what are their ideals of that profession.

TIM THRIFT'S ADVICE.

How to Get the Money Through Advertising Placed Advantageously in the Newspapers.

Tim Thrift, advertising manager of the American Multigraph Sales Company, of Cleveland, Ohio, and one of the thriftiest advertising managers anywhere, told the Executive's Club of Chicago, some burning truths about advertising when he addressed them February 19. He said in part:

"Prosperity in the United States is like the leopard—spotted.

"I mean to say that here it is and there it isn't.

"The way to make the prosperity spots grow into big patches, is to use newspaper advertising judiciously. The man who believes that millions of advertising dollars are wasted for lack of correct apportionment of appropriation put in this way:

"The country is not uniformly prosperous, but it is prosperous in spots. There are parts of it on which it is not worth while to spend a sou for advertising. Others are well worth intensive cultivation. Yet when you buy magazine or any other form of general advertising you pay the rates that obtained before the war and get the same or lessened circulation, with a much lowered buying power.

"The remedy is to localize your advertising through the newspapers on the spots that show prosperity. The spot to be chosen depends largely on what you have to sell. Get the government report showing what industries have been benefited or depressed by the war and figure out the locations for yourself. Don't waste money trying to cover the whole country, when you know in advance that big areas of it are as dry of dollars as the Sahara is of water."

MUST BE PREPARED TO SELL.

Mr. Thrift believes too many advertisers try to make a splurge in the magazines without adequate provision for selling the goods when a demand has been created.

"It is safe to bet that for every dollar spent in general advertising two should be spent in following up inquiries and nailing down sales," he said.

"The brute force of general publicity doesn't get you across. Many a firm has gone to the advertising graveyard because it didn't aim its dollars right. One of the remarkable features of the last two years has been the turning of advertisers toward newspaper advertising as against the former campaigns of whooping up general publicity through the magazines."

Learning What People Want.

A large advertiser in planning his campaign for the next season sent a combination return postcard to a mailing list in certain cities, reading: "We are anxious to know what newspapers you receive in your home and your opinion of them. We enclose a postcard for your reply and if you will take the small amount of time necessary to answer the following questions we will consider it a great favor: What daily newspaper do you read? What Sunday newspaper do you read? Do you read advertising? What kind appeals to you? What special features do the newspapers you named contain that make them popular with you?"

The Freeman Advertising Agency, 7th floor, Mutual Building, Richmond, Va., are placing half page and page ads with a few of the woman's magazines for Sauer's Flavoring Extracts.

ILLUSTRATIONS DISCUSSED.

Hy Mayer and Charles Dana Gibson at Institute of Graphic Arts.

Hy Mayer, contributing editor of Puck, and Charles Dana Gibson, America's foremost illustrator, led a discussion on "Illustrations" at the monthly meeting of the American Institute of Graphic Arts, at the National Arts Club, New York, February 19.

Mr. Mayer, during his twenty-eight years as an illustrator, has developed a belief that the "man behind the line" is of real importance and not the line behind the man; in other words, the illustrator should express himself and not attempt merely to develop skill. If an artist becomes too skillful there is mostly skill and little art. Illustrations should retain a certain amateurishness. The artist should not draw as the public wants him to draw but in his own way.

Mr. Gibson suggested that illustrators should not live in the picture galleries but should draw inspiration from natural surroundings and live in the life about them. He compared an artist who depended for inspiration entirely upon the works of others to a hen eating omelets. The dominant note in Mr. Gibson's talk was that illustrators in their work should be natural.

Orson Lowell, whose illustrations in Life and other publications are widely known, in opening his talk referred to the early days when he and Hy Mayer sold drawings for 50 cents apiece. He pointed out a fact he had learned in his experience which indicates a distinct difference between the illustration of stories in the magazines and cartooning. The illustrations of a story should arouse the interest of the reader and lead him along but should not tell the story itself. The cartoon, however, must tell the whole story.

Henry Lewis Johnson, deprecating the use of so much coloring in present day illustration and printing, told of a Boston printer's business card which contained the phrase, "We also print in red." He ventured the assertion that there are no generally accepted standards in printing that can be used as a guide by the learner and hoped that the Institute would develop needed authoritative standards.

As is customary at the Institute's monthly meetings, there was an appropriate exhibit arranged around the walls of the dining room. Included in the original drawings shown was the work of Coll, Berger, Keller, Foster, Pegram, and Jessie Wilcox Smith.

In connection with the dinner of the Institute March 26 at the National Arts Club, there will be an exhibit of posters.

Six Point Luncheon.

The Six Point League luncheon will be held at the Hotel Martiniue, Friday, March 12. George Frank Lord, advertising manager Dupont Powder Company, Wilmington, Delaware, will be the principal speaker.

The Value of Newspapers.

The report of the American Radiator Company for the year ending January 31, 1915, shows that the balance for dividends was \$2,079,075, which was equal to 25.39 per cent. earned on the \$8,185,600 common stock, as compared with 25.19 per cent. earned on \$7,441,500 the year before. The net profits amounted to \$2,289,075 against \$2,081,267, the surplus after the payment of dividends was \$423,395 against \$477,677, bringing the total surplus of the Company up to \$7,127,586.

In discussing the annual report, the president, Clarence M. Woolley, said: "Greater effort was made through promotional and advertising efforts, in conjunction with the more intensive personal canvass by the sales organization to effect employment in modern heating systems in a larger percentage of new buildings. The business in foreign countries has shown a general increase up to August 1st, but thereafter, due to the European war, the volume of business and net profits materially decreased."

BASE BALL POSTERS

in three colors, size 13x21", printed on heavy calendered stock. **Best kind of feature to advertise your SPORT PAGE.** It's so attractive you will experience no difficulty in owning privilege to hang Poster up in such places as restaurants, cigar stores, drug stores, barber shops, and other public places.

Want Samples?

WORLD COLOR PRINTING COMPANY
St. Louis, Mo.

Established 1900 R. S. Grable, Mgr.

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
L. 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
236 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.

CONVICTION AFFIRMED.

United States Supreme Court Holds That Editor Jay Fox Encouraged Disrespect for Law of the State of Washington—Decision is Far-Reaching.

(Special Correspondence.)

WASHINGTON, D. C., March 5.—Newspaper men generally will be interested in the important decision of the Supreme Court just rendered affecting newspapers throughout the country. The case was that of Jay Fox, an editor in the State of Washington, who printed his newspaper matter tending to encourage disrespect for law. The opinion of the court was delivered by Mr. Justice Holmes, and read as follows:

"This is an information for editing printed matter tending to encourage and advocate disrespect for law contrary to a statute of Washington. The statute is as follows: 'Every person who shall willfully print, publish, edit, issue, or knowingly circulate, sell, distribute or display any book, paper, document, or written or printed matter, in any form, advocating, encouraging or inciting, or having a tendency to encourage or incite the commission of any crime, breach of the peace, or act of violence, or which shall tend to encourage or advocate disrespect for law, or for any court or courts of justice, shall be guilty of a gross misdemeanor'; Rem. & Bal. Code, section 2564. The defendant demurred on the ground that the act was unconstitutional. The demurrer was overruled and the defendant was tried and convicted. 71 Wash. 185. With regard to the jurisdiction of this court it should be observed that the Supreme Court of the State while affirming that the Constitution of the United States guarantees freedom of speech, held not only that the act was valid in that respect but also that it was not bad for uncertainty, citing Waters-Pierce Oil Co. vs. Texas, 212 U. S. 86, so that we gather that the Constitution of the United States and especially the Fourteenth Amendment was relied upon, apart from the certificate of the Chief Justice to that effect.

LIBELOUS MATTER QUOTED.

"The printed matter in question is an article entitled 'The Nude and the Prudes' reciting in its earlier part that 'Home is a community of free spirits, who came out into the woods to escape the polluted atmosphere of priest-ridden, conventional society'; that 'one of the liberties enjoyed by the Homeites was the privilege to bathe in evening dress, or with merely the clothes nature gave them, just as they chose'; but that 'eventually a few prudes got into the community and proceeded in the brutal, unneighborly way of the outside world to suppress the people's freedom, and that they had four persons arrested on the charge of indecent exposure, followed in two cases, it seems, by sentences to imprisonment. 'And the perpetrators of this vile action wonder why they are being boycotted.' It goes on 'The well merited indignation of the people has been aroused. Their liberty has been attacked. The first step in the way of subjecting the community to all the persecution of the outside has been taken. If this was let go without resistance the progress of the prudes would be easy.' It then predicts and encourages the boycott of those who thus interfere with the freedom of Home, concluding: 'The boycott will be pushed until these invaders will come to see the brutal mistake of their action and so inform the people.' Thus by indirection but unmistakably the article encourages and incites a persistence in what we must assume would be a breach of the State laws against indecent exposure; and the jury so found.

ENCOURAGED BREACH OF LAW.

"So far as statutes fairly may be construed in such a way as to avoid doubtful constitutional questions they should be so construed; United States vs. Delaware & Hudson Co., 213 U. S. 366, 407, 408; and it is to be presumed that State laws will be construed in that way by the State Courts. We understand the State Court by implication at least to have read the statute as confined to encour-

aging an actual breach of law. Therefore the argument that this act is both an unjustifiable restriction of liberty and too vague for a criminal law must fail. It does not appear and is not likely that the statute will be construed to prevent publications merely because they tend to produce unfavorable opinions of a particular statute or of law in general. In this present case the disrespect for law that was encouraged was disregard of it—an overt breach and technically criminal act. It would be in accord with the usages of English to interpret disrespect as manifested disrespect, as active disregard going beyond the line drawn by the law. That is all that has happened as yet, and we see no reason to believe that the statute will be stretched beyond that point.

THE STATUTE IS CLEAR.

"If the statute should be construed as going no farther than it is necessary to go in order to bring the defendant within it, there is no trouble with it for want of definiteness. See Nash vs. United States, 229 U. S. 373. International Harvester Co. vs. Kentucky, 234 U. S. 216. It lays hold of encouragements that, apart from statute, if directed to a particular person's conduct, generally would make him who uttered them guilty of a misdemeanor if not an accomplice or a principal in the crime encouraged, and deals with the publication of them to a wider and less selected audience. Laws of this description are not unfamiliar. Of course we have nothing to do with the wisdom of the defendant, the prosecution, or the act. All that concerns us is that it cannot be said to infringe the Constitution of the United States."

CHANGES IN INTEREST.

ENID, OKLA.—R. M. Elam and E. C. Dunlap, formerly of the Wichita (Kan.) Beacon's advertising staff, have purchased the Enid Morning News of W. A. Campbell of Lima, Ohio. The News is one of the strongest morning dailies in Northwestern Oklahoma. Mr. Dunlap has been a department manager in the Beacon's advertising service for three years. Mr. Elam has been with the Beacon a year.

LANCASTER, PA.—H. E. Kennedy, receiver for the Morning News, held a public sale of that property March 3 at the office of publication. The full report of this sale has not been made public as yet but will be noted next week.

NEW PUBLICATIONS.

LANSDOWN, PA.—Attorney Rice, of Philadelphia, has purchased the Record, the oldest weekly in Carbon County, and is making arrangements to install new machinery and turn it into a daily in the near future.

SALT LAKE CITY, UTAH.—The Progressive, a weekly paper which has been published in the interest of the Progressive Party, is to be changed into a daily in the near future.

CHARLESTON, W. VA.—Floyd Chapman, of Huntington, has acquired an interest in a local plant, together with other people, and will launch a new morning paper here. The first issue is scheduled to appear about March 1.

One Auto Advertising Scheme.

The Grand Rapids (Mich.) News recently conducted a novel automobile publicity scheme for the benefit of automobile advertisers. An Automobile Dealers' Coupon was printed with thirty spaces, and each space contained a dealer's name. The object was to get people to read the advertisements in the paper, then to fill in below the dealer's name the name of the concern or manufacturer he represented. To the first 25 persons sending in the neatest, correct coupon the News gave two free tickets to the Automobile Show which was being held in Grand Rapids at that time. The winners' names were announced on the Automobile Page of the News.

The Stockton (Cal.) Evening Mail plant recently suffered a \$20,000 loss by fire.

For Foreign Language Publications throughout United States and Canada consult

MODELL
ADVERTISING AGENCY

150 Nassau Street
New York City
Telephone Beekman 1142

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

6-62 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.
634 Nassau Street Tel. 4900-4 Beekman

THE PROVIDENCE JOURNAL

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

Let Us Figure It Out for You.

Walter Scott & Co.
Plainfield, N. J.

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

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

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

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

MERGENTHALER LINOTYPE COMPANY

Tribune Building, New York

SOME GILLILAN FUN.

Baltimore's Celebrated Wit Ticks the Risibilities of Cleveland Ad Men.

Strickland Gillilan, of Baltimore, delivered an address on "Bone Pulling in Business and Elsewhere" before the Advertising Club of Cleveland at its luncheon on February 24. The previous week Miss Ida Tarbell had been the speaker. Mr. Gillilan, who is a humorist of high degree, one of the very few now before the American public, said in part:

"Me and Ida Tarbell have a great time promulgating our theories to Ad Clubs and other cerebral clots. It is seldom that a mere man gets the last word. Here's where I score one on the brilliant lady who talked to you last week.

"Not that this is a competitive speech. In a talking competition with the lady mentioned, or any other woman, I would stand no more show than a bow-legged girl in the town where she wore short dresses. I am but 'a plain blunt man that know my friend' too well to try to borrow money of him, as Mr. Bacon said under his better known assumed name of Shakespeare.

HE LOVES AD MEN.

"I have a sincere admiration and deep fellow-feeling for ad club members. I belong to such a club myself and am a member of the staff of a prominent house-organ. I used to work diligently on a cottage organ in my more or less innocent childhood, and could play the Maiden's justly celebrated Prayer in a way that would have wrung tears from anyone, especially from the author of the selection. But now it is a house instead of a cottage organ from which I belabor the golden notes. Some of the notes I now produce may be tainted, but they are not sour anyway as were many of my cottage organ ones.

"Miss Tarbell speaks about the Golden Rule in business. I speak of the Solid Ivory Rule. To the baseballically wise I need not say that ball players call stupid plays bones—a deplorable corruption of that ancient Sanskrit word "bonehead"—and the process of making such play 'pulling a bone.' I tell you this is not to enlighten you as to the meaning of my subject but to show you with ill-concealed pride that I myself know what my subject means.

STUPIDITY GOING TO WASTE.

"A great deal of perfectly good stupidity of the highest value in ludicrousness is wasted in business when it might be used profitably on the humor-impooverished American stage. Not that 'ny branch of human endeavor is short on this commodity! Not a chance! General Stupidity is one soldier for the common evil who will never go on the tired list. He is never among the ranks of the unemployed. He is always busy. Although he never gets a recommendation from his last previous employer, he always catches on to a good fat job with a large firm right away. He never has to advertise for work. Often he draws down to his pay-roll a larger per cent. of the firm's income than many a more useful member of the staff.

"Sometimes—a little slow music Professor—he shows himself in advertising. Two of his favorite stunts are the use of the wrong word or of superfluous words. You and I have often seen this: 'See our goods before buying elsewhere.' This makes it absolutely incumbent upon the reader of the ad not only to see the advertised goods but also to buy elsewhere. And when I saw that ad I always did.

"A mistake in business is just as wrong as an intentional deviation from the ethics of intelligence. The fundamental—accent on the mental—ignorance responsible for the bone is the original sin of the business man or his advertising manager. Somebody once sagely said: 'It is worse than a crime—it is a mistake.' Had that been said by any modern sage he would have made it more really understandable to

our slang-hardened auricles by saying, 'It is worse than a felony—it is a bone-felony.' With literal truthfulness the business man says to his advertising adviser, 'I have a bone to pick with you.' And few are the deals anyone has had of which he can truthfully say he 'made no bones of it.' No other man in the world needs a greater store of diversified information than is needed by the advertising man to supplement and complement and safeguard his business acumen and technical training. A man may know a volume of stuff he never needs to use in his ad writing for marked-down gingham and shelf-soiled scrim. But every bit of lore he possesses stands a chance of keeping him from making ridiculous blunders.

SOMEWHAT MIXED

"The lady who said that the most inspiring thing she saw in Europe was a bunch of French pheasants singing the mayonnaise was some verbal osteopath all right. She needed supplementary information. The village oracle of Mechanicsburg, Ohio, whom I saw push back the hand of an older companion who was about to eat a home-made cookie from the white glass cake-stand before supper and said sternly, 'Them ain't to be et till des-ert' was in the same class. The Ohio publisher whose hired men had succeeded, after hard work, in landing a fine big several-thousand-a-year contract, and who queered it by charging the customer for a special-delivery stamp used in transmitting proofs—his was just as crass a brand of ignorance. The man I met lately in Nebraska who had taken twenty one grains of calomel with a large grape-fruit as a chaser, and afterwards spent five weeks in bed humming liquidly through his loosened teeth, 'I'm glad salvation's free'—he really belongs in the boneyard. In fact, in life's great minstrel show the tambo men are in the vast minority. One is sometimes fain to believe that the original dust from which humanity was created was bone-dust. Even actors—except contortionists—cannot be listed as boneless humans.

"Another bit of boning that has already had its 'come-uppances' in the press is the marked-down sale at holiday times. 'Shop early,' says the merchant. 'Shop early,' cry the philanthropists and newspapers. 'Shop early,' cry all the gallant friends of the perfect thirty-sixes behind counters. The public rallies. Many of it shop early. Then the early-shoppers begin to pull away saying, 'We see the joker. You meant that by shopping early we could pay thirty dollars for something you afterward admit you could have sold us at \$19.78. You sell stuff to us for a larger price than to the ones who isobey you and shop at the holiday rush or just afterward. Rewards to the disobedient; lemons for the obedient.' Who can describe the surging joy just back of the wishbone of a patron who sees 'Take me home for \$7.50' pinned to an article he had just paid \$11 for! Quite osseous! Quite osseous!

"Hotel men are bonists de luxe. That is, they were. They are improving. At O'Neill, Neb., where there is now a good hotel, was once a perfect horror. No heat except the office stove. A traveling man, one wind-swept, twenty below night, lay shivering on his thin mattress and coffee-pot springs, under oldy covers, until three-thirty G. M.; then, sleepless and unable to stand it longer, he did an Eliza-crossing-the-ice to his clothes on a nearby chair, ran to the office and dressed. Then he began poking the sullen stove. The landlord heard the noise and arose protestingly. The quarrel that followed was as natural as a baby's cry. While they quarreled, an ancient doctor in the town, coming in from a late night call, saw the light and shuddered in to thaw. The quarrelers did not notice him as he entered. Shortly they saw him, standing by the stove, his whiskers hanging half way down to the floor were covered with a sheet of thick ice and his eyebrows a cornice of icicles. And the traveling man exclaimed in awe: 'My God! Which room did you have?'

PRESS ASSOCIATIONS.

The New Hampshire Press Association held the largest gathering in its history Saturday, February 20, when fifty-two men from all the leading newspapers in the State gathered in annual business session. The meeting took place at the State house and 34 new members were voted into the club.

President C. O. Barney of Canada, Vice-Presidents Willis C. Patten of Manchester and Edward J. Gallagher, Concord, Secretary-Treasurer Ernest A. Bournival of Manchester and Auditor Hobart Pillsbury of Manchester were re-elected as the officers of the club for another year. The executive committee will include Judge Omar A. Towne of Franklin, Edward L. Welch of Franklin and Col. John W. Condon of Londonderry.

It was voted to hold an outing this summer at a date and place to be agreed upon by the executive committee. It will probably be at Winnepesaukee Lake in July.

Following the meeting there was a banquet at Capitol hall at which 87 were present, including a number of distinguished guests. A course dinner was served with music and then President Barney presided over some post-prandial speaking.

The new members voted in are Burton E. Evan of Enfield, Emile E. Marquis of Nashua, Rev. J. H. Robbins of Concord, former Senator Samuel H. Edes of Newport, T. F. Houlihan of Berlin, Lyn F. Rice of Groveton, William H. Benson of Derry, Joseph O. W. Phaneuf of Concord, Waldo S. Roundy of Concord, George B. Lyna of Concord, Alphonse Lucier of Concord, Joseph M. Lucier of Concord, Representative Ira L. Evans of Concord, Thomas J. Dyer of Concord, Fred L. Bowden of Manchester, Charles W. Arnold of Concord, Albert J. Boisclair of Manchester, John A. Bradley of Manchester, Edgar A. Vernal of Concord, H. Irving Jenks of Manchester, Alfred R. Newall of Concord, Emile P. Richer of Manchester, William E. Gilmore of Manchester, A. E. Rogers of Concord, A. B. Mackinnon of Manchester, Jesse W. Hill of Manchester, Albert Beauvier of Manchester, Andrew E. Richer of Manchester, Francis M. Flaherty of Manchester, Hjalmer O. Peterson of Manchester, John Rhodes of Manchester, Eugene A. Richardson of Manchester, Ernest Gagnon of Manchester and Edward F. Blanche of Manchester.

Newspaper men of Newcastle, Pa., have organized a Press Club and will take up the charter of a similar organization started in 1902, but allowed to languish. Officers chosen are: James P. Caldwell, president; George W. Dawson, vice-president; Edgar Speer, secretary; Andrew Fleckenstein, treasurer.

The thirty-first annual banquet of the Lawrence (Mass.) Press Club was held February 22 at the Franklin house and was marked with simplicity, but the usual enjoyment. The customary formal dress and large number of guests which usually included State and county officials were conspicuous by their absence and the affair was narrowed down to men now or recently engaged in local newspaper work.

A message from the British War Office to the Canadian Government indicates that the war correspondent soon is to have a limited opportunity of seeing fighting. The dispatch read: "It has been decided to permit small batches of war correspondents to proceed to the front in a series of tours of about six days each beginning March 1."

President William E. Krebs of the Louisiana Press Association has accepted the invitation of the Monroe Chamber of Commerce and fixed Monroe as the next meeting place. The annual meeting will be held on June 8, 9 and 10. An executive committee, consisting of J. W. Smith of the Monroe News-Star, Savery Lewis of the Ruston Leader, L. H. Barnes of the Farmerville Ga-

zette, J. N. Turner of the Lake Providence Banner-Democrat and Horace Mangham of the Rayville Beacon News, has been named, and an effort will be made to provide a program of practical benefit to active newspaper workers.

Although a period of four months will elapse before Denver is given a chance to entertain the editors of the country, plans are already being made by George E. Hosmar, president of the National Editorial Association, to "show them the time of their lives" when they reach there. The stay of the writers and newspaper owners is to be short, but filled with action.

J. C. Morrison, editor and publisher of the Morris (Minn.) Times, will guide the destinies of the Minnesota Editorial Association for the next year. Mr. Morrison was named president of the association at its meeting held in St. Paul February 20. The summer meeting of the association, which has been abandoned the last two years because of a lack of interest, will be resumed this summer and the gathering will be held at Duluth.

PRINTED PUBLICITY DISCUSSED.

E. A. Kendrick Calls Advertising the "Twin Brother of Printing."

A meeting of the American Institute of Graphic Arts, preceded by a dinner, was held at the National Arts Club the evening recently. The subject for discussion was "Printed Publicity" and the speakers were Ernest Elmo Calkins, of Calkins & Holden; E. A. Kendrick, of the Kendrick-Odell Press, and Ingalls Kimball, of the Cheltenham Advertising Service.

Mr. Calkins argued for the utility of the printed message. He said it would be his policy to send out the worst of typographic botches that could be devised if it would accomplish the purpose intended in the way of selling goods. Happily, however, no such result can be expected. It is the lucid, artistically designed and attractively printed circular or booklet which makes a convincing appeal not only to cultivated persons, but to people of all classes, and consequently the use of only that kind of printed matter is to be advocated.

Mr. Kendrick spoke of advertising, although much younger in years than printing, as being its twin brother, and pointed out that it is only by a recognition of the fact and a close co-operation on the part of those who follow both professions that the best results for printed publicity can be obtained.

Mr. Kimball took a somewhat opposite view. The business of the printer in his estimation is to attend to mechanical details. The thinking parts should be played by the agent who is the intermediary between the printer and the customer. In his opinion, "art departments" and "copy departments" should have no part in the equipment of a printing establishment.

A feature of the meeting was an exhibit of a collection of printed publicity from many representative houses.

The officers of the institute for 1915 are as follows:

Honorary president, Alexander W. Drake, of the Century Company; president, John Clyde Oswald, of the American Printer; vice-president, J. H. Chapin, of Chas. Scribner's Sons; secretary, Karl V. S. Howland, of the Independent; treasurer, J. Thomson Willing, of the American Lithographic Company.

Dollar Day in Schenectady.

The Schenectady Union Star worked up a Dollar Day among the merchants of that city which was observed February 25. Although the rain fell in torrents some of the stores had to close their doors at 9 o'clock, because they could take care of no more people. Naturally the Union-Star was pleased with the success of the day as it was the originator of the idea a year ago.

INDIANA CONFERENCE.

J. W. Piercy, Director of State University School of Journalism, Invites Press Associations to Meet at Bloomington in April—Character and Scope of the Newspaper Work Carried on at the University.

(Special Correspondence.)

BLOOMINGTON, IND., Mar. 5.—Through its school of journalism, the state university of Indiana has taken a long step forward in bringing together the editors of the state newspapers in a non-politic body. For a long time the Democratic and Republican State Editorial Associations have flourished, but there has never been any joint action by the two organizations or any attempt to affiliate.

Director J. W. Piercy, of the school of journalism, at the recent session of the Democratic Editorial Association, invited the editors to attend a state meeting of owners and editors of Indiana newspapers to be held at Bloomington April 29 and 30 in which some of the most prominent newspaper men in the country will take part in the program. Action had already been taken by the Republican Editorial Association in its meeting some time previous, in appointing a committee to confer with a similar committee from the Democratic Association.

SUBJECTS TO BE TAKEN UP.

Mr. Piercy, in his talk before the members of the Democratic Association, said that the conference is to deal with newspaper questions such as the cost system, rates, circulation, advertising questions that concern individual editors.

U. H. Smith, of the Department of Economics of the university, will be one of the speakers. His subject will be on the cost system for the country press. The work done at the conference will not only include the consideration of problems of the metropolitan dailies but will also take up matters of interest to the owners and publishers of small town newspapers. The whole plant and facili-

ties of the school of journalism will be placed at the disposal of the convention and the men attending.

It is the hope of Mr. Piercy to perfect a state editorial association at this time which will represent all political factions equally and also do away with sectional organizations now existing. The three editorial associations which have been invited have already responded with favor on the proposition. These are the Republican and Democratic Editorial Associations, and the Northern Editorial Associations. It is probable at this time that a State organ will be issued which will reflect the ideas of the different editors of the state on non-political questions.

DON SEITZ TO SPEAK.

Among the speakers will be Don Seitz, business manager of the New York World and Richard Waldo of the New York Tribune.

In speaking editorially of the proposed conference, the Indianapolis News sets forth clearly the purposes of the proposed non-partisan organization of Indiana newspapers, to be formed at Indiana University, says:

"The advantages of a non-partisan organization for the study of newspaper problems which come home to each individual member are many. There are questions of circulation, advertising, costs, foreign advertising, and many other related problems to be considered, and the exchange of experiences in regular stated meetings, could not fail to be of great good.

"Indiana University, through its Director of Journalism, J. W. Piercy, offers the time and opportunity for the foundation of such an organization in extending to the editors of the state an invitation to attend a newspaper conference to be held at Bloomington, April 29 and 30.

"The Department of Journalism further proposes to put itself at the service of Indiana newspaper men by advancing the interests of a State Association in any way that it can. Among its suggestions is that of a yearly institute to be held at the University. It would seem

that the editors of the state would be serving their own individual interests well in forming and supporting such an organization as is proposed."

WHAT THE STATE IS DOING.

Indiana claims to be one of the foremost schools in the development of college journalism and is one of the pioneers in journalistic instruction. Last year the facilities of the school were increased by the appropriation of the trustees of the University of \$17,000 for the establishment of the school's own printing plant. The new plant which publishes the college daily, university, and student publications, is now boasted of being one of the best owned by any school in the country.

Besides the linotype regularly used for setting up the regular copy that comes in for the Daily Student, another linotype which is used only to instruct and teach the use of the machine to those who desire to learn, was purchased. A course is offered in types and in other features connected with the mechanical end of a newspaper which the students who care to, can take advantage of.

The students of journalism put out the Indiana Daily Student which is regarded as one of the best college dailies in the country. The paper is organized and put out entirely after the manner of city newspapers.

In the theoretical part of the school, the students are taught all of the fundamentals of reporting to begin with, and are gradually taken through a course which gives them an insight into the real workings of every department of a newspaper. A special study is made of different newspapers, and the leading press associations. Courses in advertising and the cost system, the business end of a newspaper are also offered.

According to the present system no student can make journalism his major subject or take a degree in that subject, but he must carry the journalistic work in conjunction with his other college courses. This is advantageous in that a student can get all of the other courses of study he desires, which are essential

to the requirements for a newspaper man to have such an extensive knowledge on general subjects.

PRACTICAL WORK.

Under this system it is believed that the argument that a young man could learn more journalism by working four years than in taking a college course is disproved. This would be undoubtedly true if the student in college spent all his time studying journalism, and the young man working on a newspaper was given opportunity to do all kinds of work. However, in the schools of journalism now, the student is given plenty of practical work and also ample instruction in the theoretical side of the business. With this basis the student who has studied journalism is able to make rapid strides after leaving school. Going on the presumption that the best equipped newspaper man is something of an economist, historian, or psychologist, a college journalist is undoubtedly ahead of his rival who works up from the ranks.

Director Piercy has the double purpose in view of training his embryo journalists in a style that will fit them for country newspapers and also metropolitan dailies. The fact that a type of rural journalism is recognized more and more by leading men of the profession has led to establishing college work along this line.

Many graduates of the local journalistic school are making good on some of the biggest papers in the country and for the various news service organizations. This fact in itself is proving the value of collegiate training in newspaper work.

W. F. MELLETT.

Twelve Page Hotel Ad.

A recent number of the Detroit Saturday Night contained a twelve page advertisement of the Hotel Statler, probably the largest hotel ad ever printed in a newspaper. The publicity of this edition was handled by Fuller & Smith Advertising Agency, of Cleveland, under the direction of C. L. Madden.

San Francisco Examiner
AN AMERICAN PAPER FOR THE AMERICAN PEOPLE
 Monarch of the Dailies

A. B. C. AUDITOR'S REPORT

On San Francisco newspapers has been completed. **WATCH FOR IT!** It contains startling and valuable information, and lifts the circulation fog completely.

Saturday, February 20th—The Examiner sold out early in the day its edition of 200,000.

Sunday, February 21st—The Examiner sold more than 250,000 copies.

This breaks circulation records on the Pacific Coast, exceeding that of any two other newspapers.

Attendance at the P. P. I. Exposition the first three days shattered the records of the Chicago and St. Louis expositions.

SAN FRANCISCO IN 1915

Affords an unequalled LOCAL and NATIONAL MARKET to advertisers

SAN FRANCISCO EXAMINER

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

W. H. WILSON
 Western Representative
 Hearst Bldg., Chicago

THE PITTSBURGH PRESS

Has the Largest

Daily and Sunday

CIRCULATION IN PITTSBURGH

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

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

The Post and The Sun WHY?

Because The Pittsburgh Post and The Pittsburgh Sun are today the best newspapers in Pittsburgh. The most wide-awake, up-to-date daily papers ever published in that city, and the great public is realizing the fact more and more every day.

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

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. ROOE,
Real Estate Trust Building, Philadelphia

In 1914

New Jersey's leading Food Medium

THE TRENTON TIMES

carried 6,681,626 lines of advertising
Evening and Sunday

502,064 Lines Food Advertisements

30 Grocery Stores on Thursdays
A TWO CENT PAPER

23,000 net 5c. flat rate
150,000 pop. 75 Suburban Towns

KELLY-SMITH COMPANY
220 5th Ave., N. Y. Lytton Bldg., Chicago

THE

PEORIA JOURNAL

Only evening paper in Peoria having Associated Press franchise. Largest net paid circulation in Peoria. Member of A. B. C. Carries more advertising than any other Peoria newspaper.

CHAS. H. EDDY CO., Representatives
Fifth Ave. Building, NEW YORK
Old South Building, BOSTON
Peoples Gas Building, CHICAGO

A' TOP O' THE WORLD

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

THERE ARE MANY NEWSPAPER MEN WORKING ON SMALL PAPERS in the smaller cities, who are merely marking time, waiting for the big opportunity to come along—an opportunity that will give them a chance to do something really worth while and possibly make their reputations.

While they are waiting they continue doing hack work in the usual way, counting it so much drudgery and because of having a limited circulation, refraining from exerting themselves.

Such men are going to finish just where they started. There are opportunities on every paper, every day, for a man to do something really worth while and put his work where it will mean something.

The small town paper, in most cases is willing and eager to get unusual stuff and the man who can produce it and who puts his best into every story he handles will not long fail of recognition provided his best is worthy of attention. Don't get sloppy simply because your paper is not the greatest daily in the world.

LAST WEEK THE PAPERS CARRIED A THRILLING REPORT of how the Prince of Wales had gone almost to the firing line to observe how it was being done. There have been several similar reports of the bravery of titled personages, Princes, Dukes, Grand Dukes, Earls and other dignitaries who have approached in bravery the million of common, ordinary humans who form the firing line.

Being unacquainted with royalty, and having been raised in a country where one man is just as good as another and generally thinks he is a darned sight better, we cannot understand wherein these titled persons differ from the rest of humanity, but perhaps common bravery which, in the eyes of the rest of us is so ordinary, is an uncommon and rare trait among the title bearers, and it is worthy of note when one of them does the same thing that ordinary men do.

The original titles now being worn were mostly won by men who were leaders and who won their titles by leading men into danger—but things are different now.

AS A RULE WE TRY TO SUBMIT GRACEFULLY to the rulings of the Post Office Department as to what may or may not be published, but there is a fervent wish in this office that the lid might be lifted, just once so that we might be permitted to chronicle, in a free-hearted, untrammelled way, our really and truly opinion of the unknown and unpunished fat-head, who, perhaps in a spirit of idiotic near humor, placed a fake want ad in New York papers last week, causing some seven hundred little boys to go to the American Sugar Refineries office in Brooklyn, looking for an office boy's job that didn't exist.

However, on sober second thought, perhaps the postal ruling is our salvation, for it is doubtful even if given the sky for the limit, we could find words to adequately express the contempt we feel for anyone who would do a trick like this.

ONE OF THE MARVELS OF MERCHANDISING, as mirrored in the New York papers, is "McCreery's Silks, Famous for Fifty Years." The inference is that McCreery's Silks are exclusive; that they are manufactured by or for McCreery; that they are not found elsewhere and that they are, at least in the estimation of the management of McCreery's superior to the general run of silks.

And still, after fifty years of standardization; after fifty years of building prestige, name, reputation and friendship, it is about a bi-monthly proposition to see these goods advertised at greatly reduced prices—reductions almost beyond belief.

Who buys them at their "regular" prices and why!

SAMUEL HOPKINS ADAMS' intimate and more or less illuminating articles regarding the over-enthusiasm of certain advertisers, which are being published intermittently in the New York Tribune, furnish pretty interesting reading, to say the least.

They are being discussed not alone in newspapers and merchandising circles, but also by the great buying public.

Some there are who commend the Tribune for running them, while others seem to think that it is the wrong thing to do.

The way Mr. Adams handles the subjects taken up reminds us of a story we once heard.

A certain well-known actress was frankly averse to the use of profanity and the members of her company, respecting this whim of hers, refrained from saying naughty words where she could hear them.

One time her leading man, thinking she was on the stage, was speaking a few kind words to a scene shifter and failed to notice the star's entrance to the wings.

She overheard what he said, and he knew it. So he apologized to her, something after this fashion: "I am very sorry you heard what I said to that man. Sometimes, when I lose my temper, I am very plain spoken and call a spade a spade."

"Well," replied the actress, "from the way you were talking to that man I would think that you would call a spade a damned old shovel."

That is just what Samuel Hopkins Adams is doing. He is, perhaps, a wee bit blunt; he employs very few veiled allusions, nor does it take a master mind to discover who he is writing about. He calls a spade a damned old shovel.

Since the inauguration of his campaign, however, many of the stores have practically stopped advertising "bargains" and are preaching "values" instead, using their space to emphasize something beside "cut" prices.

BUSINESS MEN IN ALL LINES are predicting a splendid revival of things for spring. Wholesale and manufacturing lines have had a splendid line of orders already and retailers are feeling much better than they have for several seasons.

This is particularly so in women's wear, the new styles, which are such a distinct departure, practically compelling all women to supply new outfits throughout.

Retail advertising should have a tremendous boom this spring.

IN WESTERN PENNSYLVANIA

You will make no mistake by using

The Johnstown Leader

Member A. B. C.

The management of this newspaper believes in co-operating with national advertisers.

S. G. LINDENSTEIN, INC.
Special Representative

18 East 28th Street New York City

The New York Times

Daily and Sunday

300,000

The Jewish Morning Journal

NEW YORK CITY

(The Only Jewish Morning Paper)

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

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

The Jewish Morning Journal prints more HELP WANTED ADS.

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

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

"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 January 31, 1915.....178,557
Net paid circulation for January, 1915178,954

The Globe

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

THE EVENING MAIL

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

THE EVENING MAIL
203 Broadway, New York

THE NEW ORLEANS ITEM

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

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

TIPS FOR THE AD MANAGER.

Sales Service Company, People's Gas Building, Chicago, Ill., is placing orders with some Iowa newspapers for the Federal State Silverware Company of Chicago, Ill.

Van Cleve Co., Inc., 1790 Broadway, New York City, is placing 1,400 lines three time orders with a large list of newspapers for the Maxwell Co. This agency is also forwarding 1,500 line three time orders with a few papers for T. G. Plant "Queen Quality Shoe."

Ewing & Miles, Flatiron Building, New York City, are now handling the advertising of F. W. Willard through their Chicago office.

Taylor-Critchfield Co., Brooks Building, Chicago, Ill., is making 5,000 line one year contracts for the Firestone Tire and Rubber Company, Akron, Ohio.

E. E. Vreeland, Inc., 350 West 38th street, New York City, is sending out 10 inch six time orders with eastern papers for the Crown Corset Company.

George Batten Co., Fourth Avenue Building, New York City, will hereafter place the advertising for the Pompeian Cream Company.

J. T. Wetherald, 221 Columbus avenue, Boston, Mass., is putting out extra space of 50 inches, 10 times for Pinkham's Vegetable Compound.

Tracy-Parry Company, Lafayette Building, Philadelphia, Pa., is handling the newspaper account of the Dupont Powder Company, Wilmington, Del.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., it is reported will shortly place 1,400 line orders with some large city newspapers for James Dixon Crucible Company, "Dixon Lubricant," Monmouth street, Jersey City, N. J. This agency is also reported to be placing orders with a selected list of newspapers for Rosenthal Bros., "R. B." Cigars, 353 East 73d street, New York City.

Taylor-Critchfield Company, Brooks Building, Chicago, Ill., will issue orders to newspapers in selected sections for the Tropical Fruit Juice Company, "Grape Smash," Chicago, Ill.

Bloomingdale - Weiler Advertising Agency, 1420 Chestnut street, Philadelphia, Pa., is sending out orders to Pennsylvania newspapers for the Roman Auto Company, 249 No. Broad street, Philadelphia, Pa.

It is reported that Sherman & Bryan, 79 Fifth avenue, New York City, will place orders for the Regal Shoe Company, of Boston, Mass., about March 15th.

Witt K. Cochrane Advertising Agency, Boyce Building, Chicago, Ill., is forwarding 1,050 line 2 time orders to some Western newspapers for the Kewanee Boiler Company, Kewanee, Ill.

A. M. Sweyd Company, Inc., 16 West 33d street, New York City, is handling

the advertising with large city newspapers for the Carbona Products Company, 302 West 26th street, New York City.

Richard A. Foley Advertising Agency, Bulletin Building, Philadelphia, Pa., it is reported will shortly place 21,800 line orders with some Southern newspapers for Liggett & Myers Tobacco Company, "Star Chewing Tobacco," St. Louis, Mo., and New York City.

It is rumored that Sherman & Bryan, 79 Fifth avenue, New York City, will place newspaper orders in about six weeks for Erlanger Brothers, "B. V. D." Underwear, 65 Worth street, New York City.

W. H. H. Hull & Co., Tribune Building, New York City, are sending out orders to New York City and Philadelphia newspapers for Dunlap & Co., "Dunlap Hats," Park and Nostrand avenues, Brooklyn, N. Y.

H. K. McCann Company, 11 Broadway, New York City, is placing orders with New York City newspapers for the present for the Knox Hat Mfg. Company, Grand ave., Brooklyn, N. Y. This agency is also reported to be placing orders for the Spring campaign of the Standard Oil Company, 26 Broadway, New York City.

Charles H. Fuller Company, 623 So. Wabash avenue, Chicago, Ill., is issuing 210 line 1 time orders to a few Western newspapers for the D. L. & W. Railroad Company, 90 West street, New York City.

Gundlach Advertising Company, People's Gas Building, Chicago, Ill., is forwarding orders to New York City newspapers for Burke & James, Inc., "Rexco Developing Paper," 240 East Ontario street, Chicago, Ill.

H. W. Kaster & Sons Advertising Company, Lytton Building, Chicago, Ill., is placing 100 line 5 time orders with some Western newspapers for L. C. McLain Sanitarium, 915 Aubet avenue, St. Louis, Mo.

Bayer-Stroud Corporation, 200 Fifth avenue, New York City, is putting out new copy with newspapers on contracts for B. Fischer & Co., "Hotel Astor Coffee, Tea and Rice," Franklin and Greenwich streets, New York City.

H. H. Levey, Marbridge Building, New York City, is issuing 4 line orders to Texas papers for the Humania Hair Company, 120 West 29th street, New York City.

Lord & Thomas, Mellers Building, Chicago, Ill., are sending out 150 line 4 time orders to some Western newspapers for J. I. Case Threshing Machine Company, "Case Automobile," Racine, Wis.

TO BOOM BALTIMORE.

Small Ads and Editorial Space Used to Further Interests of City.

There recently appeared in the Baltimore News a page of small ads under the heading "Made-in-Baltimore Products." At the top were these two phrases:

"Baltimore consumers should help local industries by purchasing Made-in-Baltimore products.

"Baltimore merchants should put them in front and push them."

In the center of the space appeared an editorial entitled "Loyalty to Baltimore and Made-in-Baltimore Products." This editorial, full of rouches, urged that an "I Can and I Will Crowd" get together and fight first, last and all the time for Baltimore and its interests. The keynote of the appeal is: "This community must produce, must expand in a manufacturing way, must consume, must

"ABOVE BOARD CIRCULATIONS"

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

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

ROLL OF HONOR

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

Table listing publishers in various states: ILLINOIS (Chicago), INDIANA (Notre Dame), NEBRASKA (Lincoln), NEW YORK (Buffalo, New York, Chester, York, Montreal), PENNSYLVANIA (Chester, York), QUEBEC (Montreal).

stand behind its products and must not only apply the most scientific, economic and efficiency methods in manufacturing, but must also utilize the broadest, best result-getting mediums for publicity."

This advertising campaign is to prepare the public for the Second Annual Made-in-Baltimore Exposition which will be held in Baltimore September 6 to 29, 1915.

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

AMONGST THE AGENCIES.

Stanley Clague, who has for several years been the head of the Clague Agency, of Chicago, has joined the Taylor-Critchfield Co. and will become its vice-president, and the name of that firm has been changed to the Taylor-Critchfield-Clague Agency.

Harry W. Sehl, of the Clague Agency, of Chicago, has opened a new agency of his own, and starts with a number of good accounts, including Pabst Brewing Company, Calumet Baking Powder Company, Stromberg Motor Devices and the Marinello Co.

Harry M. Graves has been appointed director of the merchandising service of the Atlas Advertising Agency, of New York.

The Chambers Agency of New Orleans, La., has been purchased by E. E. Edwards, of New Orleans, and S. O. Landry, of New York. Mr. Edwards was formerly in charge of the Street Railways Advertising Company in New Orleans and Mr. Landry was formerly with Street & Finney and the Hoyt Agencies.

The Cheltenham Agency has the Packard automobile account, which is being handled by Ralph Estep of that organization, who was formerly advertising manager of that firm.

The Ankrum Advertising Agency of Chicago has opened a New York office in the Tribune Building in charge of Jordan.

The Tuthill Advertising Agency, of New York, has added Robert Hease, formerly of the Corona Typewriter Company, to its staff.

The Doolittle Advertising Company, of Detroit, Mich., has closed up, its accounts having been taken over by the Louis A. Pratt Advertising Company, and A. H. Doolittle has been made advertising manager of the Zenith Carbu-ter Company.

S. P. Frod and Morris L. Bull have recently joined the service department of the H. E. Lesan Advertising Agency, New York.

The Alcoate Advertising Agency, of San Diego, Cal., has been purchased outright by Douglass H. Ferry. The former owner, John W. Alcoate, has definitely retired from the advertising business in San Diego. Ferry has made San Diego his principal headquarters.

PUBLISHER'S NOTICE.

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

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

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

The columns are 13 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—Post Office News Co., Monroe street.

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

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

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

for nearly thirty years, and has now decided to enter into business here permanently. The Hale Publicity Company has been combined with the former Ali-coate Agency, the new firm name being the Ferry-Hale Publicity Service.

W. H. Arends, for some time treasurer of the Benjamin & Kentnor Co., New York, has resigned.

AD FIELD PERSONALS.

Sam E. Leith, special representative of the Holland publications, has succeeded F. L. E. Gauss as chairman of the Entertainment Committee of the Advertising Men's League of New York.

Hodge Jones, who has been the acting editor of the Shenandoah (Iowa) World a number of years, has resigned his position and accepted one as advertising man for the Ratekin seed house of Shenandoah.

Frank S. Sims, formerly associate editor of Timken Magazine, is now its editor, and ad manager of the Timken Companies.

LAST YEAR'S LOSS OF ADS.**Mail Order Journal Gives Interesting Figures and Predicts Prosperity Soon.**

Basing its opinion upon an exhaustive study of the 1914 records of daily newspaper advertising the Mail Order Journal of Chicago expresses the opinion that 1915 will, barring unforeseen events of adverse character, be a banner year for newspaper advertising. The Journal prints nearly five pages of detailed reports of six and seven-day papers in agate lines showing the increase or decrease in 1914 as compared with 1913.

The Journal reaches the conclusion that "the comparative statistics of advertising as carried by prominent newspapers must be considered highly satisfactory and very encouraging for the future. Some papers show even substantial gains over 1913. A good number of those papers which report declines could have shown quite substantial gains had they not cared more than ever before about the cleanness of their advertising pages."

The tables printed in the Journal show that the leading seven-day newspapers of New York City without exception lost advertising, but that three of the six-day papers of the metropolis gained. There were notable losses in Chicago, Los Angeles, San Diego, Baltimore, St. Paul, Cleveland, Memphis, Houston and other cities, and less notable gains in New Orleans, Philadelphia, Milwaukee, Minneapolis, Boston, Washington, D. C., and elsewhere by seven-day papers.

In the list of six-day papers those of New York, Newark, N. J., San Diego, Los Angeles and Cincinnati were hardest hit, but the number compared with those that gained throughout the country was relatively small.

Classified advertising everywhere seems to have suffered most and foreign advertising next. Local advertising, dis-

played, made a good showing in most cities.

Roughly estimated the net loss of advertising in agate lines in the total of seven-day newspapers was 10 per cent. of the business of 1913, based on the reports as to 388,000,000 lines. A similar estimate for the six-day papers, based on a showing of 155,000,000 lines, was about 8 per cent.

Sphinx Club March Dinner.

The March dinner of the Sphinx Club will be held next Tuesday. The speakers will be Hon. Dudley Field Malone, Collector of the Port of New York; Dr. Edgar Fahs Smith, provost of the University of Pennsylvania, and Senator Oscar W. Underwood, of Alabama. With three such noted speakers it is expected there will be a very large attendance, as each one of them is said to have an important and timely message to deliver.

STRIKING NEWSPAPER ADS.

Thomas Bros., Delphi, Carroll County, Ind., are using large space in Indianapolis newspapers to announce that their sausage will either be trademarked with special tags or put up in cartons bearing their name. This move to trademark and advertise their product was brought about by unscrupulous packers imitating their product by using the same kind of casings and duplicating in appearance Thomas' smoked sausage. This shows that advertising is the only way to protect a good product.

A new appeal is being made in the latest newspaper copy on Lea & Perrins Sauce in the form of different kinds of recipes. One piece of copy describes an appetizing way of making "Chicken a la King." Each piece of copy gives a different recipe.

Johnson & Johnson, New Brunswick, are using large space in newspapers to describe fully their various Red Cross Products, such as "Liquid Synol, Johnson's Shaving Cream and Johnson's Baby Powder." The copy is of an educational character, showing that it is now necessary to go into details about preparations for the skin.

The new newspaper campaign on Pioneer Mince Sea Clams was so successful in Chicago that the same copy is now being used in Philadelphia. The Sea Beach Packing Works of Aberdeen, Wash., have found concentrated advertising through newspapers the best means to strengthen their distribution.

The Sent-A-Nel Remedies Co., Inc., Covington, Ky., is using large space in the newspapers to introduce Senta-a-Nel Laxative Tablets. The copy is illustrated with a large hand holding out a package on which is lettered in bold type "Made in America."

A great deal of attention is being attracted by the strong newspaper copy that is being used to sell Kaffee Hag, the Caffeine free coffee that is being introduced by the Kaffee Hag Corporation of New York.

Publisher's Representative

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

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

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

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

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

CONE, LORENZEN & WOOD-MAN
Brunswick Bldg., N. Y.; Advtg. Bldg., Chic.; Gumbel Bldg., Kansas City.

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

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

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

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

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

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

Advertising Agents

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

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

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

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

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

GUENTHER-BRADFORD & CO.
Chicago, Ill.

THE 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.

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

Established 1892

DUHAN BROTHERS

WHOLESALE DEALERS IN

NEWSPAPERS AND PERIODICALSTRIBUNE BUILDING
NEW YORK CITY

Telephone 3584 Beekman

Distributing
Specialists
Daily
Weekly
Monthly
Newspapers
PeriodicalsCirculation
Builders
Bill
Posting
Advertising
Display
Periodical
Promotion

NEW YORK
WORLD BUILDING

CABLE ADDRESS:
"DUPLEX, BATTLE CREEK"

CODES: { LIEBER'S
A. B. C. 5th EDITION
WESTERN UNION

Duplex Printing Press Co.
MANUFACTURERS OF THE
**DUPLEX WEB PERFECTING FLAT
BED AND ROTARY PRESSES**

Battle Creek, Michigan, U. S. A.

I. L. STONE, Chairman of the Board

ROBERT HOE, President
ARTHUR PACK, Vice-President
I. K. STONE, Secretary
C. G. MECHEM, Treasurer

New York, March 6, 1915.

Dear Mr. _____

Seeing is believing, and the proof of a printing press is not what someone tells you about it, good or bad, but the papers it produces.

The DETROIT TIMES is equipped throughout with the Duplex Company machinery. It was not chosen by guess, or because of what our competitors had to say about us, although this may have helped. It was chosen by Mr. Schermerhorn, Publisher of the TIMES, after a personal investigation and a study, first hand, of our factory. Not satisfied to rely entirely upon his own judgment, he had his mechanical experts make an independent investigation. They examined the press piece by piece. They examined and tested each machine, with the result:

The DUPLEX TUBULAR One-plate-to-the-page press is now printing THE DETROIT TIMES.

Metal pot, casting boxes, matrix roller, mechanical compressor steam tables--all came from the DUPLEX factory.

Do not purchase from the DUPLEX because Mr. Schermerhorn had the strength of his convictions. See for yourself. Mr. Schermerhorn has asked me, on his behalf, to extend to you a cordial invitation to visit THE TIMES.

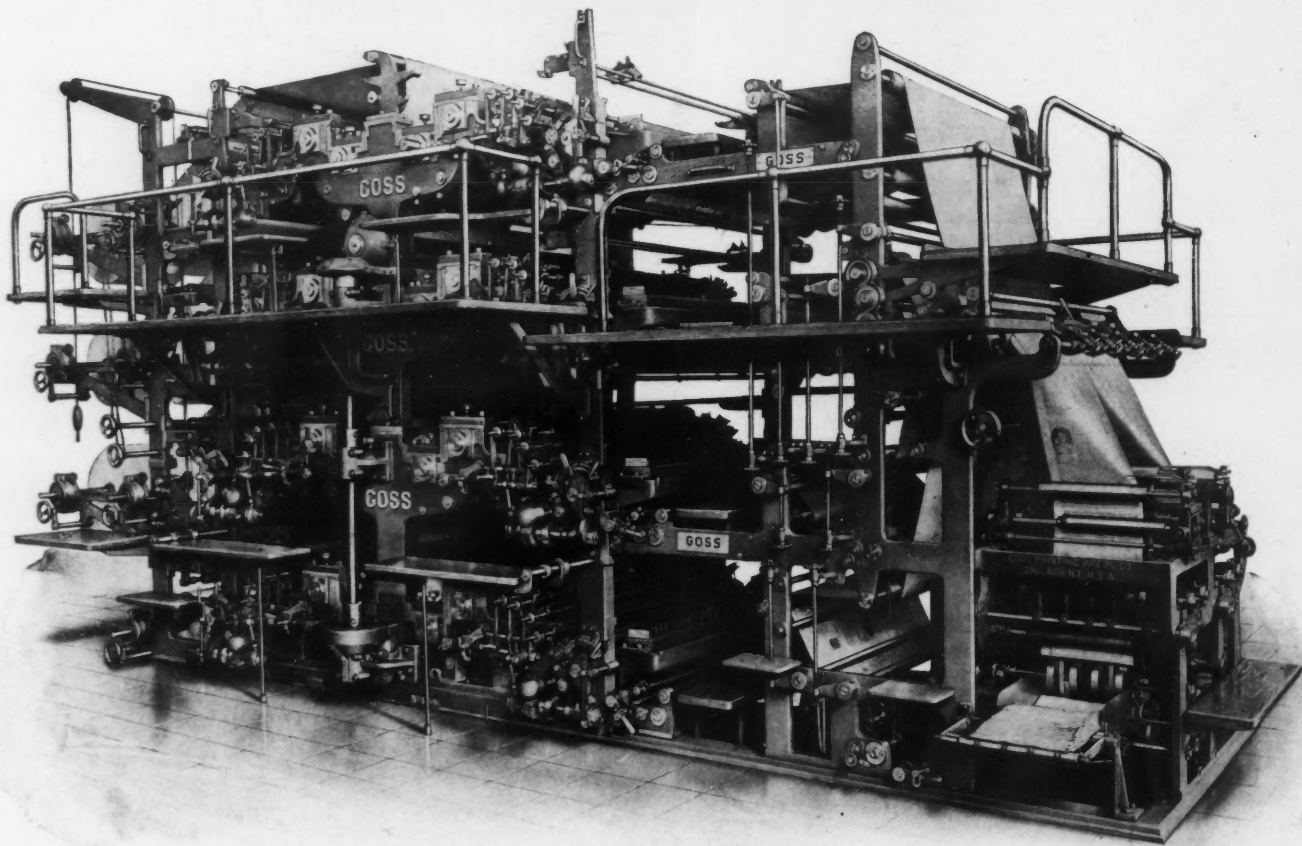
Very sincerely,

ROBERT HOE,

President.

P. S. The reason no other press builders manufacture TUBULAR One-Plate-to-one-page Presses and Mechanical Compressor Steam Tables is because we have them absolutely protected by strong patents.

GOSS



THE GOSS "HIGH SPEED STRAIGHTLINE" OCTUPLE PRESS

Some Press. — Believe Me

LET US SEND YOU A COPY OF OUR BOOKLET
"USERS OF GOSS PRESSES"

THE GOSS PRINTING PRESS CO.

MAIN OFFICE and WORKS
16th Street and Ashland Ave., CHICAGO, ILL.

NEW YORK OFFICE
Metropolitan Building, No. 1 Madison Ave.

