

THIRTY-SECOND YEAR

The Editor & Publisher

and The Journalist

40 PAGES

Established 1884—The Oldest Publishers' and Advertisers' Journal in America—Established 1884.

40 PAGES

\$2.00 a Year

Vol. 48

NEW YORK, JANUARY 8, 1916

No. 31

10 Cents a Copy



This huge truck is one of the

battery of fourteen that supply The Chicago Daily News with paper every day. It takes over one hundred tons of paper every day to print The Daily News—much more than is required to print any other newspaper in Chicago.

This vast amount of paper is transformed into 400,000 newspapers, delivered into almost every English speaking home in the city of Chicago.

The Daily News sells over 400,000 papers daily, of which more than 92% are sold in Chicago and suburbs. As there are approximately 450,000 families in Chicago, it can easily be seen that The Daily News is read by very nearly every worthwhile family in Chicago in which English is read.

If you want to cover Chicago, let this one hundred tons of paper carry your message through the advertising columns of The Chicago Daily News.

THE NEW YORK SUNDAY AMERICAN demonstrated in 1915 a more marked supremacy over other New York Sunday newspapers than at any time during its fourteen years of CONSECUTIVE supremacy.

To be the leader for fourteen years, and then in the fourteenth year to be able to widen the gap between itself and the other New York Sunday newspapers is an achievement worth commenting on.

We bring it to your attention, business man, not so much to pat ourselves on the back because we are accustomed to being in the lead, but because we want you to better understand why the SUNDAY AMERICAN is an advertising medium that you cannot afford to overlook.

There might be some excuse for you to withhold advertising from the 4th, 5th, 6th and 7th mediums, but there can never be a good reason for omitting from your list the recognized SUPREME SUNDAY ADVERTISING MEDIUM IN THE UNITED STATES—which the NEW YORK SUNDAY AMERICAN is.

Why, every Sunday in 1915, the Sunday AMERICAN averaged over 241 columns of display advertising. The average the first six months was a great deal lower than the last six months, due to the fact that business did not strike its stride until October.

But when business began to find itself, the first medium to feel the thrill of returning prosperity was the NEW YORK SUNDAY AMERICAN. Naturally, business men first sought it to help in stimulating their business because they know its strength—they know its power to pull business for them through the advertising columns.

The last few months the SUNDAY AMERICAN printed an average of over 300 columns of display advertisements each issue.

Last Sunday, for instance, it printed 378 columns of display advertisements.

THE AUTOMOBILE MANUFACTURERS AND DEALERS WERE REPRESENTED TO THE EXTENT OF 128½ COLUMNS, paying for this space \$14,392.

LOCAL MERCHANTS WERE REPRESENTED TO THE EXTENT OF 213¼ COLUMNS, which showed the usual excess over what they give to the other New York Sunday newspapers.

THE THING THAT MAKES THE SUNDAY AMERICAN DOMINATE THE ADVERTISING FIELD IS PRIMARILY DUE TO THE FACT THAT, DURING 1915, IT WENT INTO AN AVERAGE OF 709,183 HOMES EVERY SUNDAY, WHICH MEANS THAT IT HAS A FOLLOWING OF AT LEAST 2¼ MILLION READERS.

Any line of business, from automobiles to pins, is certain of results if its advertising appeal to such a multitude is intelligent and honest.

The average of purchasing ability is just as high among the 2¼ million readers of the SUNDAY AMERICAN, as it is among any other 2¼ million people in New York or elsewhere.

Do not overlook this great constituency, business men—YOU CANNOT AFFORD TO DO SO.

Just think of being able to talk to 2¼ million people every Sunday at a cost of 53c. a line each time!

Two full columns (560 lines) every Sunday, costs only \$302.40 each week. That's less than 5-100th of one cent per each buyer of the paper—in other words, you reach 23 buyers of the paper, or 71 readers, for a penny!

New York American
(AN AMERICAN PAPER FOR THE AMERICAN PEOPLE)

DAILY and SUNDAY

Member Audit Bureau of Circulations

The Editor & Publisher

and The Journalist

The truth no matter whom it helps or hurts.

Vol. 48, No. 31.

NEW YORK, JANUARY 8, 1916.

10 Cents a Copy.

FORESEES RECORD YEAR OF MOTOR ADVERTISING

Great Volume of Business is Indicated by Campaign Now Under Way and by Others in Prospect—Accessory Trade Will Loom Large During the Coming Season and Will Use Much Newspaper Space.

BY JAMES T. SULLIVAN
(Automobile Editor of The Boston Globe)

The 1916 season in the motor industry is going to be a bigger one than its predecessors in the way of motor advertising. At least that is the way it looks now. New York proved it by the manner in which copy was placed during the show here. And Philadelphia and Cleveland will benefit next week, Chicago the week after, and Boston in March.

But the writer does not believe that the big pieces of advertising being handed out at present will last through the year. That will be due to the fact that many of the cars will be over-sold, and the dealers will have nothing to sell, while the factories will be cleaned up.

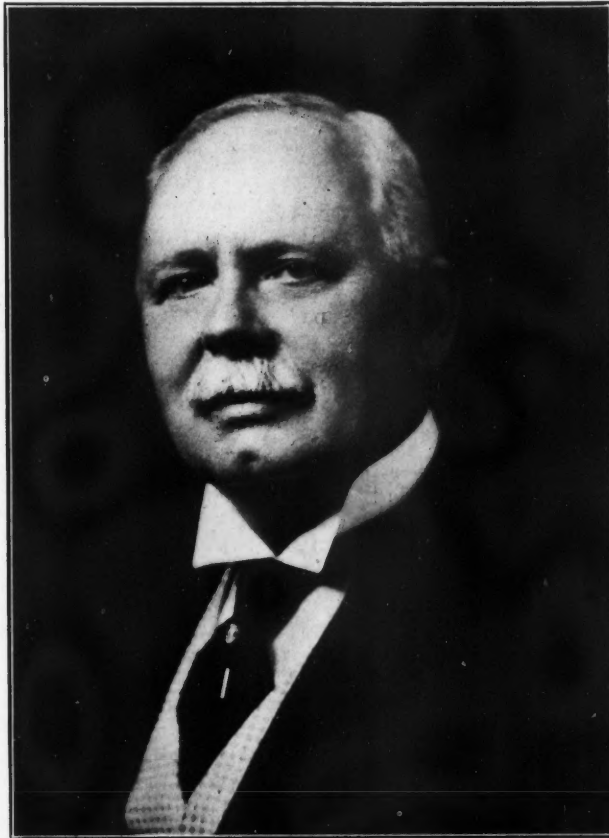
Just now there has been a very big demand for cars down in the South and Southwest, and through the Middle West to the Pacific Coast. In the East, particularly New England, the sales are slow in comparison. Some of the factories are going along the lines of least resistance, and selling where they can without bothering to work other territory. It is a mistake, for it will be harder to build up later.

The war orders are playing a part in the advertising campaign, but only those who know the conditions realize it. Some companies are not bothering to advertise much now because they are making big money in war sales. If the war ends abruptly the contracts some of them have will be abrogated, and the makers will not be able to collect. So when they start back into the passenger car field in this country they will find it hard to awaken public interest, for no one forgets motor makes quicker than the public. So it will mean heavier advertising expenses.

Another season more money will be spent this year will be due to the fast pace that some of the concerns will set, and others will have to try to keep in step with the competition. Take the Willys-Overland as an example. From a production of 45,000 cars in 1915 to 200,000 for 1916 means the name Overland and Willys Knight must be heralded throughout the country in village, town, hamlet, and city. The Studebaker has been a leader in the field, and its men do not propose to allow it to slip backward, so you will see that name blazoned everywhere, more frequently. And the Maxwell with its pay-as-you-ride policy is planning to make its name more popular than ever. The evidence is present now. Then the Hudson has begun a campaign that will continue it a leader and which calls for more than \$500,000. The Chalmers began early, and it has spent thousands already. The appropriation will be increased as conditions warrant.

Then take the Marmon, always a conservative company, advertising along small lines because its production was not large. It has a new car and it started to make a dent with

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CHARLES W. KNAPP
TREASURER OF THE NEW YORK TIMES, WHO DIED SUDDENLY AT HIS DESK ON THURSDAY.

SCRANTON PAPER SUSPENDED

Life of the Independent News Was Not a Very Long One.

SCRANTON, January 5.—With its issue today the Independent News, successor to the Scranton Daily News, suspended publication. The first page carries this announcement:

"This issue ends the publication of The Independent News under the present management. The Scrantonian Publishing Company has no desire to enter the daily field and merely acted in the capacity of job printer for Mr. Robert D. Towne, when he started his Daily News No. 2.

The Independent News was started last Fall. Richard Little, the owner of The Scrantonian, who took over from Robert D. Towne the second Scranton Daily News and endeavored to continue it under the title of The Independent News, were compelled to change the name as a result of an action brought by W. J. Pattison, general manager of the Scranton Republican, through the Secretary of the Commonwealth.

Made Good in America

CLEVELAND, O., January 5.—Voce del Popolo, Italian newspaper, is celebrating the acquisition of a new plant, which includes a \$65,000 building, this

week. The festivities are the outcome of more than thirty years' persistent effort on the part of an immigrant boy, O. G. Melaragno, who came to this country in 1881, and began life as water carrier to a railroad section gang of his fellow countrymen. He attended night school with his cousin, Fernando Melaragno. After several trips to Italy, the young men organized the Italian Publishing Co., and began publishing a newspaper in Cleveland. Fernando being editor and O. G. Melaragno business manager. They have steadily progressed to their present prosperity.

Possibility of Ingenious "Spying"

According to a London dispatch, astonishment is expressed in military circles in England that the government has not insisted on the suppression of the advertisements that appear daily in the personal columns of the English newspapers in which members of the fair sex offer the charm of their correspondence to "lonely" officers and soldiers. In most cases the advertisers are no doubt perfectly well-intentioned and harmless, but it is not difficult to see what facilities for espionage such a process might offer to women such as Scandinavians or German-Americans in German pay. The new British officers are in many cases very young and gulleless.

CHAS. W. KNAPP DIES IN TIMES OFFICE

Passed Away Sitting at His Desk, Pen in Hand—Had Become Treasurer of the Newspaper on January 1—His Notable Career as General Manager of the St. Louis Republic.

Charles W. Knapp, treasurer of the New York Times, died of apoplexy while seated at his desk in the Times office on Thursday afternoon. He was alone at the time. A few minutes before his death he had attended a conference of his associates on the Times and had participated in the discussion of several matters that had been brought up. At the time he appeared to be in the best of health. He had been back at his office only a few minutes when a stenographer with a number of letters which he had dictated to friends in acknowledgment of their congratulations upon his new connection with the Times, entered the room and found him dead in his chair.

Mr. Knapp's appointment as treasurer of the Times was announced by Adolph S. Ochs, the publisher, in the issue of December 24, and he took up the duties of his new position on January 1. He was delighted with his new connection and frequently expressed his gratification to his friends and associates. Although he had been engaged in the newspaper business fifty years, he was as active and efficient as a man half his age.

Mr. Knapp is survived by his wife, who is ill of the grippe at the home of Dr. Walter P. Anderson, a cousin of Mr. Knapp, and by one daughter, the wife of Dr. Guthrie McConnell, of Waterloo, Ia.

Mr. Knapp was the last newspaper man of the famous Knapp family which has been identified with American journalism since 1827. He was born in St. Louis on January 23, 1848, the son of John and Virginia (Wright) Knapp. He was graduated from St. Louis University when eighteen years old, and two years later received the A.M. degree from the same institution, and later his LL.B. from the University of Kentucky.

When in 1867 he entered the service of the Missouri Republican he began as a reporter, in spite of the fact that his father owned a controlling interest in the paper. A few years later he became editor of the Weekly Republican. Later he took charge of the Washington Bureau of the paper, which had then become the St. Louis Republic. In 1887, shortly before the death of his father, he became President of the company.

Under his administration, first as editor in chief and later as president and general manager, the Republic became one of the foremost newspapers of the Middle West.

Its fearlessness and devotion to duty in exposing fraud and rascality wherever found, made friends for the paper in all parts of the country.

Mr. Knapp was a member of the Board of Directors and of the Executive Committee of the Associated Press, of which he was one of the founders and incorporators. He was President of the Associated Press in 1900. He was also one of the founders and incorporators of the American Newspaper Publishers' Association, and was for a time its President.

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VON WIEGAND TELLS OF HIS EXPERIENCES AS WAR CORRESPONDENT IN GERMANY

Says that Military Censorship in that Country Has Been Liberal—Accuses the Marconi Company of Stealing His Dispatches and Selling Them to English Newspapers and Other Correspondents—Disadvantages Under Which News is Handled

No correspondent at the front has been so successful as Karl von Wiegand, of the New York World, formerly of the United Press Associations, in landing big stories. His achievements in this direction have been so important that they have made him famous throughout all civilized countries. It was von Wiegand who sent the first dispatch out of Germany after the cable had been cut on August 4, 1914. His interviews with the Crown Prince of Germany, the Pope, and Bernhardt amazed everybody. It was during an interview with Field-Marshal von der Goltz that the latter predicted the failure of the English at the Dardanelles. The first and only interview with Lieut. Hansen, commander of the German submarine U-16, after he had sunk five British and French vessels, was secured by von Wiegand, who is the only correspondent, German or foreign, who has been on the German fleet.

Mr. von Wiegand, who is American born, and not a German, as has been asserted, has been spending two weeks or so in this country for the purpose of regaining his health and strength after the exhausting experiences in Germany where he has been stationed. He has visited his relatives in the West, and has been entertained by many of his friends in New York and Washington. He expects to return to his post on a steamship leaving New York some day next week.

In talking with a representative of the Editor and Publisher, Mr. von Wiegand, in speaking about his work, said:

SOME OF THE HANDICAPS.

"Neither the public nor even the newspapers over here have any real conception of the handicap under which the American correspondents on the German side are working, or of the difficulties that they have in getting the news.

"To start with, what they write is subjected to a double censorship, and very often to a triple censorship. If they are in Austria, their stuff goes through the Austrian censor, and is re-censored in Berlin. It is again censored in London. The Germans pass such news as they are willing shall come out. The English have no great interest in the truth about Germany that is intended for the American public, and it cannot be expected that they should have.

"The German military censorship has been very liberal throughout the entire war, largely because of the fact that the news has been invariably favorable to their side. There are other difficulties to contend with, which the newspapers, much less the public, know nothing about; news that we have reason to believe will be killed by the censor in London, and which must be forwarded briefly by wireless. Seldom is a message of over 200 words accepted. These messages are usually filed in the afternoon because that is the best time for getting them through.

MESSAGES PICKED UP BY MARCONI CO.

"These dispatches are picked up by the Marconi Company, and are not only given to the English Government, which is probably their right and duty, but they are sold to the English papers, as well as to the correspondents and every American newspaper and agency over there. In other words—it is impossible for any American correspondent in Berlin to send an exclusive dispatch to his paper in New York. If the story is big enough it will soon be in the hands of every correspondent of an

American paper in London, who can forward it to this side in time for the morning edition of the New York papers.

"Aside from that, our wireless dispatches are not only printed by the English press, but they usually brand them with the German propaganda mark. Quite a number of European newspapers reprint these dispatches and say they are official, and circulated by the German Government. This is hardly true, especially if we file a dispatch in Holland or in London for New York, which is now in control of the Government and for which we pay a very stiff rate.

"In other words, Marconi takes our news dispatches intended for the American papers, and sells them to the English press and American correspondents. Not only are our news dispatches stolen by the Marconi Company, and sold and printed in England, but any private dispatches that we send to our managing editors or to the papers are also given out and have, at times, been printed.

NOT ON POPULAR SIDE.

"Another thing which is felt very keenly by the American correspondents in Germany is the realization that they are not on the popular side, and are writing for a somewhat hostile public in America, their dispatches being often regarded as propaganda, and they themselves, no matter how closely they may adhere to the truth, looked upon as pro-German. This, quite aside from the fact that we are all exposed to attacks and severe criticisms from the English, French, and Italian press, which reproduces a great many of our dispatches.

"In fact, the American correspondents in Germany are reporting the war on that side practically for the whole world. I know that my dispatches to the World are printed in Russia, Switzerland, Norway, Denmark, England, France, Roumania, and Turkey. The American correspondents on the German side have almost from the beginning of the war confined themselves to describing the events which have taken place. They seldom have gone beyond the present. There has been sufficient to write about from that standpoint. On the other hand, the correspondents with the Allies devote much space to futures—what is going to happen.

CENSORS FROWN ON PREDICTIONS.

"The German military censors so far have been inclined to frown upon predictions and anything that is going to happen, even if such predictions were in their favor. There have been exceptions to this, of course, but on the whole, I think the chief difference between the news from the two sides has been that one tells what has happened and the other what is going to happen.

"There has been much said by the correspondents with the Allies about plans for new offensives and new operations. For a time the correspondents with the Russian army were telling what a great man the Grand Duke Nicholas was. They said he was the greatest military genius in the war; that his power in Russia was so great that the Czar could do nothing without consulting him. Columns were written telling of what great things the Russians were going to do to the Germans and the new offensives they were planning which would sweep the Germans away. The Russians did sweep—but backwards.

WHY THE GRAND DUKE WAS FIRED.

"It is not necessary to recall the fact that a very brief announcement one day told the World the truth—that the Grand Duke had been removed because he was an utter failure. It is also well known in newspaper offices what the Russians did not do to the Germans, and what the Germans did to them.

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AGAINST HIGHER RATES ON NEWS PRINT PAPER

Counsel for the A. N. P. A. File Brief with Interstate Commerce Commission Opposing Railroads' Plea as Unreasonable and Unjustified—Reasons Why News Print is Entitled to Low Freight Rates.

The long-drawn-out case, still pending before the Interstate Commerce Commission, on the application of the railroads for an increase in freight rates on news print paper in the territory east of the Mississippi and north of the Ohio and Potomac Rivers, known as "official classification territory," approached one step nearer the decision that will come some day with the filing on January 4 of the brief on behalf of the American Newspaper Publishers' Association, one of the protestants against the higher rates requested by the railroads.

The present status of the case is this: Supplementary briefs may be filed by the railroads on or before January 14, and on that day a hearing will be held before the Interstate Commerce Commission in Washington.

In the brief just filed, Guthrie B. Plante, John H. Henderson, and Charles E. Mahony, of counsel for the American Newspaper Publishers' Association, point out that the Association's interest in the case is in "news print, of which the publishers of newspapers consume 98 per cent. of the entire amount consumed in the United States"; and that "the publishers contend that an increase in the present rate on news print is not justified, cannot be supported upon any alleged necessity for equalization, removal of discriminations, or additional revenue, and that the present rates are all that the traffic will bear."

That these contentions are fully borne out by the evidence taken in the case, that evidence is abstracted and summarized to show, under the following headings:

I. NEWS PRINT IS A DISTINCTIVE COMMODITY WHICH SHOULD NOT BE CLASSIFIED WITH OTHER PAPERS FOR RATE-MAKING PURPOSES.

News print was the one kind of paper that was conceded by all witnesses to be in a class by itself. No witness, even among those called by the carriers, could suggest any commodity that compared with news print. It is given a separate description by the railroads, and all witnesses, whether for the carriers or the protestants, in testifying as to paper generally excepted or distinguished news print.

The reasons for this distinction were made clear by the several witnesses. Its volume is distinctive and entitles it to a lower rate than other paper; the name describes it, the ingredients designate it, it is a distinct grade easily distinguishable, it is uniform in grade and price, and it moves not only in carloads but in truckloads. There is a well-defined line between news print and other papers, and it is the only exception to a uniform basis of rates for paper. It is in a class by itself, and in the comparison between the carriers and the manufacturers it was conceded by both sides that news print could not be treated with other papers.

II. NEWS PRINT IS ENTITLED TO A RELATIVELY LOW RATE.

Irrespective of the necessity for or the reasonableness or unreasonableness of the proposed rates under suspension, news print should have a lower rate than other grades of paper, and this is conceded by the proposed tariffs, which provide a lower rate for news print than for other paper. The distinctive features which earn this low rate clearly appear. News print is of low value, it moves in peculiarly large and regular volume, with ordinary equipment it loads an average of 47,000 pounds per car, requires and receives only ordinary service, damage claims thereon are negligible, and it produces large volume of compensating inbound freight.

It furthermore appears that news print is used almost exclusively for newspaper publishing, a business peculiar and unusual, the conditions of which have and must be given consideration. The carriers are thus given practically a guaranteed tonnage, under most favorable transportation conditions. To the carriers the business is attractive and remunerative, and they can afford under the conditions stated to haul it at a comparatively low rate.

III. THERE IS NO INEQUALITY REQUIRING ADJUSTMENT IN RESPECT OF RATES ON NEWS PRINT AS TO OTHER RATES OR AS BETWEEN EAST AND WEST BOUND RATES.

The adjustment is proposed to meet the complaint of New England Paper & Pulp Traffic Association of discriminations against west-bound paper other than news print.

The New England Association complaint does not relate to rates on news print, and furnishes no sufficient reason or excuse for increasing rates on news print. On news the existing discrimination, if it can be so called, is the other way, i. e., against east-bound traffic, which discrimination will be increased by the proposed adjustments. Equalization of news print rates east

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SAN FRANCISCO CHRONICLE CHRISTMAS BANQUET.
BANQUET IN PRESSROOM

San Francisco Chronicle Workers Hold Christmas Feast Under Sidewalk.

SAN FRANCISCO, December 31.—While most of San Francisco was asleep Christmas morning, some forty or fifty men who labor nightly in the Chronicle basement sat down to their turkey and "fixin's." It has been something of an annual affair on Christmas Eve for the pressmen of the Chronicle to have a little banquet among themselves by the side of one of the huge presses, but this last Christmas morning, between editions, the pressmen, stereotypers, and mailers combined in one grand feast.

In addition, members of other departments were invited to feast with them.

The dinner was a novel one from the fact that it was held below the sidewalk in the press room, between two huge Hoe presses, which were covered with white paper and the sides decorated with greens, and brilliantly lighted with colored electric lights.

True Christmas spirit was in evidence and there was also an indication of the spirit of cooperation between the various departments of the Chronicle. Speeches on efficiency and cooperation were made and three rousing cheers were given for the publisher and proprietor, M. H. de Young.



GROUP IN HOME OF W. R. HEARST FOR TRANSCONTINENTAL DEDICATION CEREMONIES OF LOS ANGELES EXAMINER BUILDING.

The group, from right to left, consists of United States Senator James A. O'Gorman, of New York; Supreme Court Justice Clarence J. Shearn, Henry Varian, secretary of the California Society in New York; John Hays Hammond, president of the society and noted mining engineer (seated in the foreground); Mr. Hearst (standing in the background), Mrs. Shearn, John O'Hara Cosgrave, former president of the California Society in New York, and Mrs. Phoebe A. Hearst.

LOS ANGELES EXAMINER'S NEW HOME DEDICATED

William Randolph Hearst's Dedicatory Speech Transmitted by Telephone from New York to Los Angeles and San Francisco—Says "A Great Newspaper is the Sword of the People."

With a speech that sped over 3,500 miles of telephone wire, William Randolph Hearst on Sunday morning, dedicated the magnificent new home of the Los Angeles Examiner.

Mr. Hearst and a small party of friends sat in a room in his home, the Clarendon, 86th Street and Riverside Drive. In front of him, on a table, stood an ordinary telephone transmitter.

Around the table sat his guests. They were Mrs. Phoebe A. Hearst, Justice and Mrs. Clarence J. Shearn, United States Senator James A. O'Gorman, John Hays Hammond, president of the California Society in New York; John O'Hara Cosgrave, formerly president of that society, and Henry Varian, secretary of the California Society. Each had a receiver clamped to his or her ear.

It was eighteen minutes after midnight. In the rotunda of the new Examiner Building, in Los Angeles, there had gathered representatives of the ablest citizenry of that city. Mayor Charles E. Sebastian, R. N. Bulla, president of the Los Angeles Chamber of Commerce; W. E. Bush, president of the Merchants' and Manufacturers' Association; W. W. Mines, president of the Los Angeles Realty Board; M. F. Ihmsen, general manager of the Los Angeles Examiner, and other notables were in that party.

There was a smart-looking crowd in the great rotunda. The new building in which they stood is the largest in

the world to be devoted exclusively to the production of a newspaper. And architecturally it is one of the Pacific Coast's show pieces.

Four hundred miles north of Los Angeles—in the San Francisco Examiner Building—there was an equally distinguished gathering. Mayor Rolph and an imposing number of San Francisco officials and foremost business men composed it.

The three groups in the three cities exchanged New Year's greetings by telephone, and the voices 3,500 miles away were heard as distinctly as if separated by only a few city blocks. In his dedicatory speech, after greetings and congratulations, Mr. Hearst said:

"A great newspaper is the sword of the people, to battle for their privileges; the shield of the people, to protect them from their enemies. It is the banner which leads the march, the lamp which lights the path of popular progress.

"It is the torch which Liberty lifts aloft for the enlightenment of the world.

"You have built your building. The construction of your newspaper is only barely begun.

"Build your newspaper carefully and conscientiously. Make it worthy of the great people who are giving it its opportunity.

"Rest it upon the firm foundations of truth, justice, and public service. Inclose it within the four strong walls of courage and character, enterprise and accuracy.

"Crown it with patriotic devotion to the welfare of our country and our people.

"Then when the stone and steel of your material building shall have crumbled and passed away the worthy work of your great newspaper will still endure."

GIVES HIS RIVAL A WATCH

Daniels Sends Remembrance to Publisher Who Befriended Him.

RALEIGH, N. C., January 5.—John A. Park, publisher of the Raleigh Times, who has been chosen president of the Raleigh Chamber of Commerce for the ensuing year, was the recipient on Christmas Day of a handsomely engraved gold watch from Secretary of the Navy Josephus Daniels and the "News and Observer family," as a token of their appreciation of Mr. Park and the Times as sharers with the Secretary and his paper of the daily newspaper field in Raleigh.

The News and Observer has been issued from the Times plant since the entire building and equipment of the morning paper were destroyed by fire on November 6. The Times will continue to take care of its contemporary's work for probably two months longer while a new building is being erected. This is the second occasion on which the Times has come to the rescue of the News and Observer. It was in April, 1913, that the morning paper had its first fire. Through the aid of the Times' plant and employees, the Raleigh morning paper has never missed an issue.

William C. Lyon, who has had charge for several months of the local bureau of the Associated Press, joined the staff of the Raleigh Times on January 1 as managing editor. Mr. Lyon was born and bred in North Carolina, and has held positions on several papers in this State, as well as with the Pittsburgh Post, and in the New York office of the Associated Press.

JESSE L. SUTER, Woods Newspaper Syndicate, Washington, D. C.—"The action of THE EDITOR AND PUBLISHER'S

War May Cripple Papers

TORONTO, January 4.—The announcement made on New Year's Day by Sir Robert Borden, Premier of Canada, that the Government had authorized the raising and equipping of 500,000 troops, including, of course, those already in service, has set some newspaper publishers in this country thinking seriously. Five hundred thousand men out of a population of very little over seven millions means, if the whole number authorized are raised, that the work of the country will have to be curtailed for lack of the necessary labor. Already a good many newspaper offices are beginning to feel the strain. If many more men are taken, especially from the mechanical departments, it may be necessary to take steps to reduce the size of the papers. This contingency is still some way off, but it is a possibility and publishers are giving it some thought.

"It cannot be doubted that the effect of the profit sharing coupons on the newspaper publisher is far-reaching. But leaving this matter of self-interest entirely out of the question, conscientious publishers would still be under the necessity of fighting the profit sharing coupons as guardians of the public welfare."

R. E. Burnas, Manager, The Joplin (Mo.) Globe.

Bridgeport Post Wins

In a decision just handed down in Bridgeport, Ct., Judge Case decided against Frank L. Wilder, deputy judge of the City Court, in the libel suit which Judge Wilder brought against the Post Publishing Company because of the Post's criticism of Judge Wilder's conduct in the Slemmon case. The ruling is in favor of the Post with costs to the plaintiff. Judge Wilder sued to recover \$10,000 damages.

THE TRUE TALE OF THE WAR ON THE GOOD PEACE SHIP OSCAR II, TOLD BY A NEUTRAL

Pacifists Piteously Pleaded With Newspaper Men to Keep From the Public the Story of Strife—Correspondents Summoned Delegates to Press Room and Put Leading Questions.

By CHARLES P. STEWART, (United Press Staff Correspondent.)

On Board Ford Peace Ship Oscar II, New York to Christiania, December 13 (nearing Kirkwall).—War broke out on the peace ship Oscar II, on the night of Friday, December 10.

There has been mutterings for several days. Up to Tuesday night harmony had reigned. That night, however, S. S. McClure read the President's message from an advance copy he brought with him.

Naturally, the preparedness clause, though expected, stirred up considerable feeling on the peace ship.

To get the party on record, as he afterward explained, H. C. Evans, of Des Moines, little realizing what he was starting, offered a resolution in which he steered clear of the preparedness issue, to be sure, but nevertheless expressed the peace cruisers' belief in pacifism with an emphasis which was rather significant, considering that the Presidential message had just preceded it.

Ellis O. Jones, of Forest Hills, L. I., followed with a speech in which he referred to the Wilson communication as reactionary and said he didn't see how such an assemblage could help going on record against it.

Henry Ford, however, appeared not to see it that way. Through Joseph Jefferson O'Neill, of the New York World, he suggested a reference of the resolution to a committee, and everybody supposed it was going to be smothered there.

On the committee were named the Rev. Drs. Charles F. Aked of San Francisco and Jenkin Lloyd Jones of Chicago and Secretary Arthur L. Weatherly of the Nebraskan Peace Society, Lincoln, Neb.

The next day Ford suggested in a casual conversation that a message be sent by wireless to the President commenting in a constructive way on the transportation clause in his communication to congress, but ignoring preparedness.

"Transportation is our most important problem," he remarked. "It is also constructive. Construction will win out over destruction every time. If we can get the United States interested in the former, preparedness will simply be automatically forgotten."

That was the last anybody heard about preparedness until Friday night. Peace Secretary Louis P. Lochner was scheduled to make an address in the smoking room that evening on a Universal Peace Federation.

The correspondents had work to do. They deemed it better to attend to it than to listen to the speech. Leaving Edward M. Riis of the Brooklyn Eagle on guard in the smoker, they repaired in a body, accordingly, to the press room, one flight up.

Upon them burst, three-quarters of an hour later, said Riis, with the tidings that "a hell of a row was forward in the smoker."

Before he had time to particularize there rushed also into the press room a delegate, swearing that "that damned fool Blank, another delegate, had started all the trouble."

Whereupon it transpired that Aked, Jones, and Weatherly had offered, as a substitute for the Evans resolution, what they termed a "declaration or platform" containing this significant plank:

"We declare our opposition to any increase by the United States of her military and naval forces.

"We are convinced that no good reason can be alleged for the expenditure by us of great sums of money in preparation for war.

"We therefore call upon our fellow-citizens in every state of the union to unite in opposition to a policy dangerous to our country and to the world and to join with all earnest men and women in every land in active preparation for the day of international brotherhood."

Ford and 21 of the peace delegates had signed this manifesto.

Senator Helen Ring Robinson of Denver, John D. Barry of San Francisco, Judge Ben Lindsey and wife of Denver, H. N. Wheeler of the Quincy Journal, Lars P. Nelson of Denver, S. S. McClure and Herman Bernstein of the New York Day refused to sign.

Gov. L. B. Hanna, of North Dakota, was seasick in his stateroom, but sent word that he wouldn't sign either.

The smoking room was crowded. It was an inconvenient place to examine witnesses. Subpoenas were accordingly dispatched for the principal figures in the affair to repair to the press room and explain themselves to the correspondents. They came. Publicity being the life and soul of the peace cruise, they couldn't afford to do otherwise.

Dr. Jenkin Lloyd Jones delayed a little.

In explanation, the messenger sent to summon him reported that he had "tangled his feet in his whiskers, fallen and hurt himself."

This was the ribald sort of conversation the peace ship had to listen to.

Just then John D. Barry hurried in. Though he had refused to sign the platform, he was for conciliation, that the peace cruise might be saved from ridicule.

"Boys! boys!" he exclaimed, "surely you're not going to send this out!"

"Well, rather," chorused the correspondents.

"But for God's sake!" cried Barry.

"You'll ruin the peace cruise."

"Can't help it," said the correspondents. "Business is business."

(Unknown to them at the time, the wireless was working so badly that it was many hours before the story finally was sent, but the correspondents' intentions were good.)

"Oh, boys!" implored Barry, almost wringing his hands. "Give me a little time—only half an hour. Maybe we can fix things."

The investigation was bound to take at least half an hour, so this concession was gracefully extended.

In the meantime a fairly complete general outline of the story had been furnished by McClure. It remained only to hear the individual accounts of the various participants in the incident.

After McClure, Dr. Aked was put on the stand.

Because of his raucous voice and lordly manner, Maxwell Swain of the New York Sunday Herald was chosen chief examiner.

"Weird" comes as close as any word to describing the scene. It is far too weak, however.

It was near midnight. The press room was dimly lighted. The floor heaved and the walls tilted with the waves. The ocean swished past outside. For'ard the ship's bell could be heard occasionally.

Around the room sat 25 or 30 newspaper men, their pencils in hand and pads in front of them. At the center of the group was Swain. He was without coat or vest, with his sleeves rolled to his elbows. He occupied a camp stool. In front of him, on a level with his face, his legs were crossed on a table, his felt-slipped feet pointing at the witness—Dr. Aked.

Swain's features are naturally austere and forbidding. His voice is loud and imperious.

The doctor occupied a chair in the middle of the room in a really apologetic attitude.

"Doctor," said Swain sternly, "it is charged that you steam rolled through this resolution. What have you to say for yourself?"

"I don't understand your use of the

(Continued on Page 878.)

NO. AMERICAN ATTACKS JUDGE Scores Him for Setting Aside Verdict of \$14,675 for Correspondent's Widow.

PHILADELPHIA, January 6.—The widow of Fred Simons, one of the Berks County correspondents of the Philadelphia North American, who was awarded \$14,675 damages against the Philadelphia & Reading Railroad for the death of her husband and in a crossing accident has a further legal struggle on her hands by the action of Judge John Faber Miller, of Norristown, who has set aside the verdict of the jury, and at the same time relieved the railroad of the trouble and expense of an appeal.

The North American, which is a good friend, and a mighty unpleasant enemy, carried the story at length on the first page and in scathing words attacks the judicial opinion, saying among other things, that the judge ignores the fact that the railroad did not produce a single disinterested witness from among the passengers on the train, but does take cognizance of the fact that the six persons "who lay dying or badly injured and unconscious on the tracks, failed to get witnesses to corroborate them." Simons was accompanying a campaign party last October. The automobile was struck while proceeding at a low rate of speed, and it was testified that the car was stopped entirely before the crossing was made, while every one listened for the danger signal and whistles. He left three minor children. The case will be carried to the Supreme Court.

PRINT A MARSE HENRY EDITION Courier-Journal Compos Celebrate Col. Watterson's Golden Wedding.

To celebrate the golden wedding of Col. Henry Watterson, on December 20, the employees of the Louisville Courier-Journal and Times composing room composed, edited, and printed "A Marse Henry Edition of the Courier-Journal"—a neat and attractive sheet of four pages, printed in two colors on calendar paper, and containing prose and verse, reminiscence and bantering, and a striking cartoon, "drawn by the printers' devil," representing Marse Henry in action, holding in each fist a big harpoon of a pen—the one thrust through the Kaiser's vitals and the other transfixing old Francis Joseph of Austria.

Another interesting illustration is a reproduction of a page of Marse Henry's manuscript, which is labelled "Hen's Scratchin'", and accompanied with the following playful protest:

"Do you blame any printer for mistakes in handling copy written in Chinese hieroglyphics, such as the above reproduction? Shame on you, Marse Henry! As an instance, along in the '80s an editorial written by the same genius descriptive of a disastrous fire that had swept one of the Western States, the expression 'forty miles of conflagration' was set up by the 'intelligent' compositor as 'forty mules from California.'"

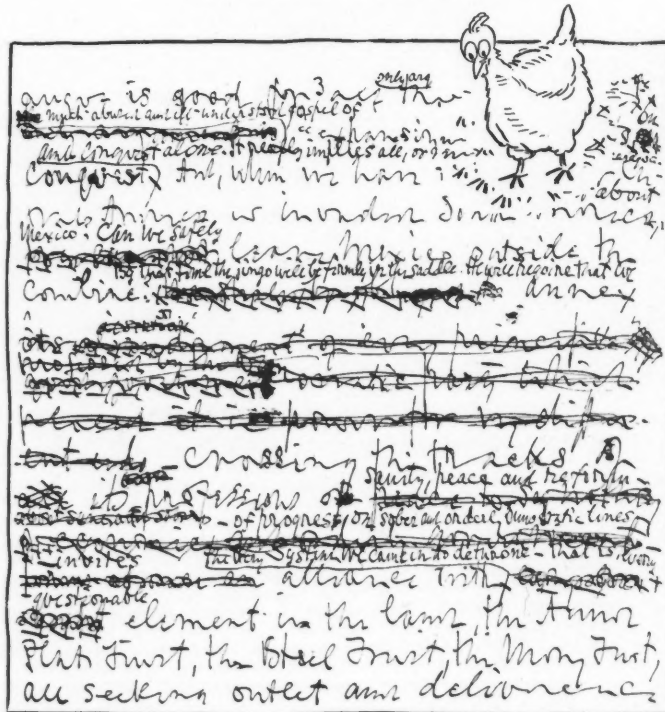
Despite its raillery, and indeed by the very reason of its fun and frolic, the little sheet is a tribute from his "boys," of which Col. Watterson may well be proud—as undoubtedly he is.

Dined His Newspaper Friends

BOSTON, January 4.—What has come to be known as "the biggest feed in Boston" is the annual dinner that is given by Charles E. Sleeper, manager of the Castle Square Hotel, to his newspaper friends either on New Year's Day or shortly after. This year's festivities at the Castle Square were no exception to the rule. Many well known Boston newspaper men, mostly from the advertising departments, were present.

"It cannot be doubted that the effect of the profit sharing coupons on the newspaper publisher is far-reaching. But leaving this matter of self-interest entirely out of the question, conscientious publishers would still be under the necessity of fighting the profit sharing coupons as guardians of the public welfare." R. E. Burns, Manager, The Joplin (Mo.) Globe.

Hen's Scratchin'



A PAGE OF COL. WATTERSON'S MANUSCRIPT, AS PRINTED IN THE SPECIAL "MARSE HENRY" EDITION OF THE COURIER-JOURNAL.



Doing Business On A Business Basis

"I believe that the best service the individual newspaper can render the national advertiser lies in the compilation of facts about local market conditions."

—a point which is well taken! Such co-operation helps take the guesswork out of merchandising and advertising campaigns. It enables an advertiser to back up his plans with *facts*—it means doing business on a business basis.

Such information covering Metropolitan Boston, with its 39 cities and towns, will help you with your plans. It will show you why your Boston plans should be different from your Chicago or St. Louis plans.

We will be glad to help you analyze this territory. If you wish we will supply data covering each of these communities—give you a good idea of the buying power of Bostonians.

And we will help you solve the dealer problem. We will supply such information before you spend a penny for advertising. Isn't that fair?

We will be glad to tell you more about our plan of co-operating with advertisers. A simple request will bring complete information.

BOSTON EVENING AMERICAN
THE NEW ENGLAND QUALITY PAPER THE THIRTY-NINE CITIES PAPER

80-82 Summer Street, Boston, Mass.

Member Audit Bureau Circulations

New York Office
 1789 Broadway

Chicago Office
 504 Hearst Building

You Cannot Cover New England Without The Boston American

"A vitally important part of the newspaper story is bound up in things that the newspaper can do because of its thorough localness. The circulation question is gradually becoming standardized, and solicitation upon that score has become less interesting to the advertiser. Figures fairly compiled to show the amount of business carried and the rates paid will always command a certain portion of the advertiser's attention, but I believe that the best service the individual newspaper can render the national advertiser lies in the compilation of facts about local market conditions. What is the average cost of homes in your locality? What is the average rent paid—the average wage earned? Are dealers readers of your newspaper, and how many nationally advertised products are advertised in your city? . . . How many homes in your community are wired for electric lighting? What is the chemical character of your water supply? What is the opinion of your leading local merchants on the relative merits of different kinds of advertising? Is there a marked demand for some lines of products in your community?"

attitude of the dealer toward his positions and what the dealer will do and will not do, together with an analysis of the situation governing the sale of products similar to the one he is manufactur-

many dealers there are in a district and locating the so called trading centers of each district. This paper has compiled figures showing the population by sections, nationalities, amount capital employed and wages paid by manufacturers, etc.

The Boston Evening American has a greater net paid circulation than all the other Boston evening papers combined. The Boston Sunday American has the largest net paid Sunday circulation in New England.

“GOING TO BE THE GOLDEN YEAR OF MOTOR-CAR ADVERTISING”

That's the Phrase Heard on Every Hand at the Big New York Automobile Show This Week—Arrangements Made to Provide for Tremendous Outputs and Enormous Advertising—The Situation Brought Strictly Up to Date

By E. G. WESTLAKE,
(Automobile Editor Chicago Evc. Post.)

There are messages radiating from the sixteenth annual national automobile show in Grand Central Palace that permit of as many readings by the receiver as there are types of minds in the motor-car industry, but the keynote of all is “optimism.” It is recalled by many manufacturers that within two years there were doubting Thomases who insisted that the need of the national show had passed—that the industry had outgrown its annual display at New York and Chicago, and that even the so-called dealer shows in other portions of the country were unnecessary.

Where are the letter-writers of yesterday among the automobile-makers who considered the big show a millstone effect on the neck of the motor-car industry? They are silent on that feature—all are more enthusiastic than ever on the national show. And this in view of the fact that astonishing scalings down of motor-car prices have followed in remarkable sequence in the last four or five years. Apparently the maker of automobiles is now at the “irreducible minimum of price lists” and yet he is the happiest the writer has known him since the first automobile was produced in this country. He is carried along on a wave of optimism, and there is no serious undertow imminent.

Material, raw and finished, has increased in price from 15 to 85 per cent., and still the manufacturer of automobiles is unswerving in his purpose to increase his output. Slowly but surely the maker with a big plant is completing his declaration of independence from the maker of parts by installing his own paraphernalia for making up to 55 per cent. of everything that goes into his finished product.

When, about a year ago, the parts makers and others who had complete machine-shop plants, forges, etc., began to pay attention to the chink of gold in the hands of the war-material and munitions contractors, the motor-car industry faced a serious shortage of parts. But the motor companies had planned increased output figures, and not one went back on the 1916 program. Optimism was more than the keynote. It was the whole range of notes on the scale. It is doubtful if a hearing would be given to any manufacturer in the councils of the Chamber of Commerce of Motordom if he argued against shows or any extraordinary method of inflating production or even stimulating it by dealers' shows.

In the last two months some of the most representative makers of automobiles in the country have told the writer that there would be a shortage of cars in 1916. They are as certain of this as they are that they are pleased with the manufacturing outlook. This sounds peculiar in the cases of the biggest companies that were blessed with good forethought as well as efficient purchasing departments that laid in supplies and materials for almost the entire annual output of cars. One could easily accept the situation as applied to the careless maker whose purchasing department was asleep at the switch.

Nevertheless and notwithstanding there will be a pronounced shortage of cars in the early months of 1916, and the more progressive dealers throughout the country are taking measures to have cars stored and on hand for quick action when the annual cry for cars “in a hurry” is heard.

The second chapter of what will prove to be the most interesting ro-

manance of business the country ever knew will be unfolded, as it were, when the full import of the Chicago national show is interpreted. New York's national show has been better attended than ever before; its \$3,000,000 display of motor cars and accessories has attracted more attention than ever; and some of the exhibitors have reported more sensational trades with large dealers than in previous years. But the fact remains—and this is said with regard only for the location of the Chicago show in the heart of the greatest territory for absorbing dealers in the whole country—that the trend of the industry, its success and its few failures, will become pronounced as the Chicago show comes to a close and the manufacturers have taken their final inventory of prospects for the year. There was a pleasing revival of interest among the big makers in advertising at the New York show; there is every indication that the industry will have a greater volume of paid publicity in 1916 than in several seasons, and there is incontrovertible evidence that the big makers are “going out after everything in sight” by exploiting their wares, even if the time-honored “fifty-fifty” basis has to be abandoned and the factory stands 100 per cent. of the advertising cost.

Only recently there were 300 dealers for a company that planned an output of 75,000 cars for 1916, in a convention at which the factory executives told them plainly that material had increased so much in cost that unless the dealers made big orders in winter, to take care of their spring orders, the company would have to increase the price of the car. The factory men told

them of many ways of increasing their spring business from 10 to 300 per cent. on tried and successful plans. The result is this company has not scaled down its output figures and the price of the car remains for 1916 as scheduled.

Tables of substantial scaling down of motor-car prices by the prominent makers during the last five years are sent broadcast, and they tell a big story at a glance. But the crux of this situation is that makers have listened to the voice of the consumer; they have bought closer and better; they have designed for a more practical and much better car, eliminating useless expense and have paid heed to the general cry for lighter cars, stronger cars and high speed motors. Even with aluminum rising by leaps and bounds on account of Europe's tremendous demand for it for war purposes, some manufacturers and engineers in the United States have decreed for the “aluminum car.” Notable among the latter is the Nordyke & Marmon Co. of Indianapolis that has reduced the weight of its standard Marmon car by more than 1,100 pounds by the use of the Brush type of frame and aluminum for the motor.

The maker has become obsessed with several things that act as a rule and guide for his investments of capital in improved plants, enlarged factories and bigger outputs. He has an abiding faith in the factor of increase of families that will “need” the motor car this year. The car is becoming a necessity to an ever-increasing list of persons, rather than a luxury. The market for a necessity is unlimited. That there will be 1,000,000 cars produced by the makers of the United States in 1916 is not doubted. The farseeing and resourceful makers are being better protected in the matter of materials every week. They are getting past the stage of worry over the untoward conditions arising by reason of the war demands for munitions and calls upon machine shops. Each is in the field

(Continued on Page 860.)

(Continued from page 851.)

THE EDITOR AND PUBLISHER received on Friday this tribute to his memory from Mr. McAuliffe, managing editor of the St. Louis Globe-Democrat:

“The sudden death of Charles W. Knapp, until a few days ago president of the corporation publishing the St. Louis Republic, comes as a shock to his multitude of friends. Mr. Knapp's interests were centered in newspaper work. He had no personal political ambitions. He did not try to control politics and he did not care for political honors, which might have been easily his. In the profession Mr. Knapp stood very high, locally and nationally, and his unexpected taking off, in his sixty-eighth year, brings great sorrow. There is consolation in the reflection that he died with the expressions of friendship and esteem from his old associates provoked by his departure from St. Louis still fresh in his memory.”

Melville E. Stone, general manager of the Associated Press, who had been a life-long friend of Mr. Knapp, said:

“My acquaintance with Mr. Knapp began in 1874, when both he and I were Washington correspondents, reporting the Forty-third Congress. A warm friendship sprang up at once, and lasted and grew throughout his life. We served together as Directors of the Western Associated Press, and later it was he who, as a member of the Committee of the Associated Press of Illinois, was commissioned to invite me to take the office of General Manager of that organization.”

“His service in the work of establishing a cooperative, not profit-making, newsgathering association, as opposed to a proprietary and irresponsible institution, was invaluable. He was earnest, honest, with a keen sense of justice and was ever relied upon by all of those charged with the obligations attaching to the service as a counselor of rare ability. His loss will be greatly felt as well in the corporation as in the general fields of journalism, where he was a recognized leader.”

Just before Mr. Knapp left St. Louis to take up his new duties on the Times, the employees of the Republic presented him a miniature leather-bound silk-faced facsimile of the issue of December 24, containing the editorial comment of his resignation from that newspaper. The St. Louis Club gave a dinner in Mr. Knapp's honor December 30, at which he was presented with a silver loving cup as a token of the high esteem of its members. These and other incidents give evidence of the warmth of the feeling entertained by the employees of the Republic for their chief and the appreciation of his qualities as a man and as an editor by the business men of St. Louis.

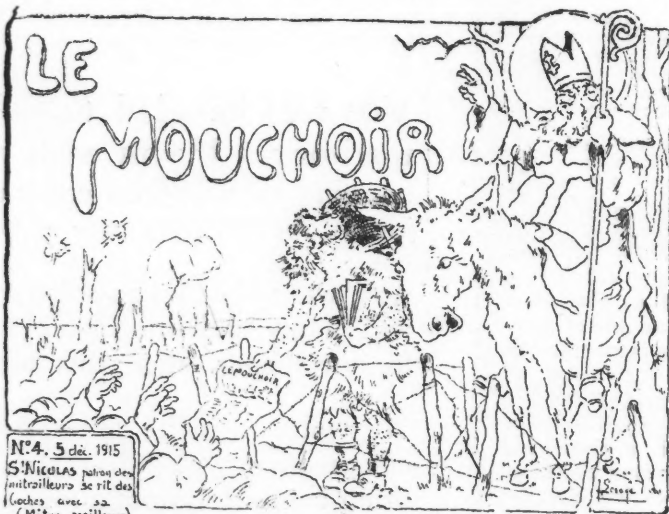
Daniel M. Houser Left \$1,086,913

ST. LOUIS, January 4.—The inventory, just filed in Probate Court, of the estate of Daniel M. Houser, late president of the Globe Printing Co., publisher of the St. Louis Globe-Democrat, shows that he possessed property valued at \$1,086,913.28. His personal property was valued at \$686,913.28, and the real estate is appraised at about \$400,000. The chief items of his personal property are stocks, \$366,550; bonds, \$142,000, and cash, \$168,556.03. The real estate includes the Houser Building, one of St. Louis's large office buildings. Stocks to the par value of \$123,006.67, are listed in the inventory as probably worthless.

New Polish Daily.

A new Polish Catholic daily newspaper was provided for at the closing session of the biennial convention of the Polish Catholic Union of America recently. It will be published in Chicago.

John B. Worcester, a reporter on the Boston Globe, was married, December 30, to Miss Eda L. Sawyer, of Brookline, Mass. The bride's father, now deceased, was Walter Leon Sawyer, who was of the Boston Transcript staff.



LE MOUCHOIR
N. 4. 5 déc. 1915
S. Nicolas patron des mitrailleurs se rit des
(boches avec sa Mitre rouilleuse)

ORGANE DU PERIL ? (AH! RIIONS!) ET DES POILUS DE LA DIVISION EN PREMIÈRES LIGNES..!

Eh oui, S. Nicolas en premières lignes!!!
Quel est celui d'entre les braves poilus bretons qui ne se souvient aujourd'hui avec émotion des douces réminiscences de son enfance? Rit babin, chaque petit breton, le 5 décembre, veille de la S. Nicolas, patron de son pays, place dans l'âtre de la cheminée ses sabots ou ses pantoufles. La nuit, S. Nicolas, monté sur sa bouillotte, et flanqué de bidons, mais gnompatique Père Fouettard, visite avec les foyers et y répand à profusion ses largesses tout comme le s'écrit Noël.

Cette année, le pauvre saint fut bien embarrassé. Les petits bretons ne voulaient rien savoir, et prièrent leur grand bienfaiteur de porter ses dons dans les tranchées. Rien d'impossible pour un tel saint; voyez, plus tôt l'instantané que nous avons pris dans le secteur et que nous avons reproduit.

Malgré les fils de fer barbouillés, S. Nicolas arriva et nant ded'innomé, jusque devant nos premières lignes, mais non sans que sa pauvre mitre saillasse des boches, ne prenne une steamroller par derrière.

Mais à la guerre comme à la guerre. Vous pensez s'il fut bien reçu, car il apparut, avec ses douzains, l'inventaire Marché

The Baltimore Sun in 1915

(All Issues—Daily and Sunday)

4-YEAR INCREASE IN
NET PAID CIRCULATION

Daily

Dec.	
1911	112,622
1912	121,037
1913	128,870
1914	135,294
1915	153,053

4-YEAR INCREASE IN
NET PAID CIRCULATION

Sunday

Dec.	
1911	68,425
1912	74,850
1913	81,289
1914	83,128
1915	91,386

Gained 1,517,512 Lines of Advertising

*Only Baltimore Paper (All Issues) Showing
Gain Over Both 1914 and 1913*

The Sun (Daily and Sunday) Carries a Greater
Volume of Advertising Than the Combined
Issues of Any Other Baltimore Paper

Total Lineage, (D. & S.) 1915, 12,008,276

The Sun's Gain Over 1913, 1,758,209 Lines

The Sun's Gain Over 1914, 1,517,512 Lines

*The Only Baltimore Paper That
Continues to Publish Daily Its
Comparative Net Paid Circulation
Figures. : : : : :*

Eastern Representatives

NEW YORK, Times Building

John B. Woodward

W. S. Bird

E. N. Bayne

H. M. Kyle

Western Representatives

CHICAGO, Guy S. Osborn, Tribune Bldg.

DETROIT, H. K. Clark, Ford Bldg.

ST. LOUIS, C. A. Cour, Globe-Democrat Bldg.

EXTRAS NOT INCLUDED IN CIRCULATION

CHICAGO DAILY NEWS IS FORTY YEARS OLD

From Small and Discouraging Beginnings a Great One-Cent Paper Has Developed to its Present Circulation of 415,000 Copies - At Start Had to Import "Pennies"—Now a Big Money Maker.

CHICAGO, January 5.—On New Year's Day the Chicago Daily News completed its fortieth year. The first issue was printed on December 23, 1875, not for circulation, but as a sort of sample copy, to show what the newspaper's founders intended to do.

The founders of the Daily News were Melville E. Stone, Percy C. Meggy, and William E. Dougherty. They believed the day of the penny paper had dawned. Subsequent events proved the correctness of their theory, but, as the Daily News admits in a history of itself printed last Saturday, insufficient capital and the resulting lack of facilities put their faith to a hard test. The Journal, Post, and Mail already occupied the evening field, and with large staffs and Associated Press dispatches frequently scored news beats on their young rival, so for months the infant Daily News hovered between life and death.

The first editorial office of the Daily News consisted of a long pine table in one corner of the composing room. All copy was written and edited on that table. The business office was six and a half feet square, taking in the window of the building at 15 North Fifth Avenue.

The composing and editorial room was on the fourth floor, rear, of the same building. The equipment consisted of two small imposing stones, four wrought iron chases, 13 by 19 inches, about 500 pounds of body type, and ten fonts of display type—probably greatly inferior to the facilities of Mr. Jackson's Skinnerville Signal. The new paper had no press. It was printed by another publication. Later, however, it bought a second-hand Hoe press, capacity 3,000 an hour.

The staff comprised Mr. Stone, editor, business, and advertising manager; Dougherty, city editor; Meggy, assistant editor. The reportorial staff consisted of one, Andrews. Meggy also took the street in cases of emergency. Six compositors and one "devil" were the mechanical force.

In six months the paper was living a hand-to-mouth existence. Few people bought it, and fewer advertised in it. Meggy and Dougherty became disheartened and quit the enterprise. In July, 1876, Victor F. Lawson, the present owner, bought the entire establishment from Mr. Stone. Mr. Lawson became business manager, and Mr. Stone editor. The paper took on new life and the circulation started to climb.

The first obstacle the new penny paper encountered was the scarcity of one-cent coins, the five-cent piece being the smallest in general circulation in those days. The problem was solved by importing one-cent coins in 100,000 lots from the Philadelphia mint, and introducing them into local circulation. Thus, having produced an article which would sell, Mr. Lawson found the money with which it could be purchased.

The Daily News made its first mark in Chicago journalism during the great railroad strike of 1877. Reporters were provided with every facility for covering the field quickly, and the Daily News scoops soon became the talk of Chicago. In one day 90,000 papers were sold—in fact the demand for copies was so great that the little plant could not turn out papers fast enough and thousands of copies were sent to the street printed only on one side.

The average daily circulation of the Daily News now is 415,000.

Oklahoma Paper's Interesting Plan

TULSA, Okla., January 1.—What is thought to be the first profit-sharing plan of the kind ever put into effect in the newspaper business was announced at a banquet tendered to the 200 employees of the Tulsa Daily World by the publishers, Eugene Norton and Charles E. Dent. Under this system, which became effective to-day, the employees can purchase from the World trade coupons at a discount of 10 per cent. The coupons will be honored by any merchant in the city at their face value. The coupons will not be given in lieu of salary, and the purchase of them is not obligatory. It will mean a saving to World employees during the coming year of approximately \$10,000, and in effect will increase each man's salary 10 per cent. At the banquet every employee was presented with one of the \$5 coupons.

Daily Paper Forced to the Wall

The Grundy County Daily Gazette, an independent newspaper published for the last twenty-five years in Morris Ill., has been forced to the wall. The plant will be sold at public auction unless the creditors can agree on terms for a private sale.

Changes in and Near Duluth

VIRGINIA, Minn., January 3.—Mr. and Mrs. Joseph Fitzgerald and little son left a few days ago for Boston. Mr. Fitzgerald is the Range representative of the Duluth News-Tribune. Mrs. Fitzgerald will spend the winter in Boston and study music. Mr. Fitzgerald expects to return here within a week. During his absence the Range correspondence is being looked after by J. C. Hammond, for the past two years managing editor of the Daily Virginian. Mr. Hammond has resigned from the Virginian, and after the return of Mr. Fitzgerald from the East will take a position on the reportorial staff of the News-Tribune in Duluth.

Newark Star and Eagle to be Sold

The Newark (N. J.) Evening Star and the Morning Eagle will be sold at auction a week from Monday next, by the Fidelity Trust Company as receiver for the Newark Daily Advertiser Publishing Company.

The newspapers were formerly controlled by former United States Senator James Smith, Jr. The sale will be subject to confirmation by the Chancery Court. The papers have been appraised at \$255,000 and have an annual gross income of \$500,000.

WIDE PURE FOOD CAMPAIGN

Nationalization of New York Globe's Long Fight Has Been Begun.

The nationalization of Alfred W. McCann's Pure Food Campaign which has been carried on for over three years by the New York Globe with remarkable results both in circulation and advertising started off with a bang last Monday in over thirty daily newspapers.

"Yes, this is going to be a howling success," said Jason Rogers, publisher of the Globe to a representative of THE EDITOR AND PUBLISHER yesterday, "we have over thirty daily newspapers pledged to co-operate with us and as many more have signified their desire of joining."

"Mr. McCann's new articles being used in the service will cover the whole subject of food and are written to appeal to women who are primarily interested in the well being of their children and families."

"The articles are really of immense general interest and being published simultaneously from one end of the country to another are destined in my opinion at least to be the biggest newspaper development of the year."

"Only to-day I received four inquiries from advertisers and two from agents asking for a list of the newspapers publishing the articles, which indicates that the heavy food advertising carried by the Globe will follow the McCann articles into other newspapers."

"The Globe has added about 60,000 in daily circulation since it started its food campaign and more than 100,000 of 180,000 daily purchasers are vitally interested in food and respond to the announcements of reliable food manufacturers admitted to its columns."

"To-day the Globe is carrying more than twice as much food advertising as any other New York newspaper, and can almost say the same thing regarding any Chicago newspaper. The growth has been simply phenomenal and strictly as justified by results to advertisers."

"The service is offered to newspapers at prices in accordance with circulations, starting at \$1.00 per week for papers up to 15,000 circulation ranging up to \$50 per week for newspapers exceeding 150,000 circulation."

"Within a month I expect to have at least 100 newspapers co-operating, when we will be able to so largely simplify the matter of getting an almost national distribution and sale for legitimate food products as to almost revolutionize the food business."

Building Lot Given; Back Dues Paid

A letter from John Gillie notifying them that the A. C. M. Company has completed details in regard to the donation of a building lot for the Newsboys' Home in Butte, Mont., and an offer from Jack, the little son of John MacGinniss, local banker, to pay all back dues for delinquent members were crowning features of the fourteenth annual banquet of the Butte Newsboys' Club on December 30. W. A. Clark, Jr., was the host. Three hundred and eleven members were there.

Will Mr. Black Now Be Governor?

The resignation of Norman B. Black, general manager of the Herald, of Grand Forks, N. D., has been handed to the Board of Directors to be acted upon at their annual meeting this month. Mr. Black has asked to be relieved by February 1, having made other arrangements. For several years the citizens of North Dakota have endeavored to have Mr. Black run for Governor of the State, and since his resignation has become known there is a more determined effort than ever that he permit himself to be the nominee on the Republican ticket, as it is expected that Gov. L. B. Hanna will be the next United States Senator from North Dakota. The growth and development of the Herald under the management of Mr. Black, have been great.



NEW HOME OF ST. LOUIS POST-DISPATCH.

POST-DISPATCH NEW HOME

St. Louis Paper Breaks Ground for Hand-some Eight-Story Structure.

On the first day of the new year the St. Louis Post-Dispatch came into possession of the property at the northeast corner of Olive and Twelfth Streets, the site on which it will erect the more spacious quarters demanded by its growth in circulation and advertising. The new Post-Dispatch Building will have a frontage on Olive Street of 100 feet and on Twelfth Street of 127 feet. Its eight stories with cornice and balustrade will have a height of 140 feet, the equivalent of most ten-

story buildings. In addition to this 17-foot sub-basement for the power plant. The construction will be of steel and concrete with cuter walls of stone.

Besides its offices on the ground floor the Post-Dispatch will occupy four of the eight stories, and the entire basement and sub-basement. In this building will be housed the most complete and up-to-the-minute mechanical plant which inventive genius can devise, and every facility for the quickest gathering, printing, and distribution of a newspaper—in brief, the effect will be to make it the world's model editorial and publishing establishment. The estimated cost of the new building and new equipment is \$1,000,000.

THE daily financial article supplied by The New York Evening Post for the late afternoon editions of the

Six Great Dailies in Six Leading Cities

is more widely read than any other comment on Wall Street and finance. The New York Tribune describes the Financial Editor of The Evening Post, Mr. Alexander D. Noyes, as "concededly the ablest of American commentators on financial questions, both domestic and foreign." This news-editorial letter is written at the close of the market, in the most conservative newspaper office in America, and printed daily in a newspaper widely famed for accuracy and reliability. It is sent by direct wire from the editorial rooms of The New York Evening Post to the six great newspapers named below.

THE DAILY CIRCULATION OF THIS IMPORTANT FINANCIAL ARTICLE IS OVER A MILLION AND A QUARTER A DAY, for in addition to publication in The New York Evening Post it is wired as a special news feature to

The Chicago Daily News
The Philadelphia Evening Bulletin
The St. Louis Post Dispatch
The Pittsburgh Press
The Cleveland Press
The Cincinnati Post

During a time when sane, clear-eyed, far-seeing financial news is more sought than ever, these newspapers print exclusively in their territory The New York Evening Post Daily Financial Article, edited by Mr. Alexander D. Noyes.

For Information, telegraph or write

R. B. McCLEAN, Syndicate Dept., The New York Evening Post

TO CASH IN ON EXPOSITION

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He is Louis W. Strayer, Correspondent of the Pittsburgh Dispatch.

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New President of the Gridiron Club,
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ington correspondent of the Pittsburgh Dispatch, when he was elected president of the famous Gridiron Club, which is composed mainly of newspaper men.

Although born in Illinois, Mr. Strayer obtained his newspaper training in Ohio. He was educated in Akron, where he made his start in newspaper work on the Daily Beacon. For two years he edited newspapers in Canton and Alliance.

He went to Pittsburgh in 1891, where he made a record for enterprise as a reporter that soon led to promotion. He was city editor of the Commercial Gazette, of the Chronicle Telegraph and of the Gazette, before the last named paper absorbed the Times. He served the Gazette and the Gazette-Times as Washington correspondent from 1902 to 1908. At the National Capital he has long been active in the social as well as the business life of the Washington newspaper colony. He has served as treasurer and vice-president of the Gridiron Club and as a member of the board of governors of the National Press Club.

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This Story is a Bird

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"GOLDEN YEAR OF MOTOR ADVERTISING"

(Continued from Page 856.)

that he thinks he is best adapted for; and the many-cylinder idea adopted by the Packard, National, Pathfinder, and others with their twelves, as well as the increased emphasis placed upon the eights by the Cadillac, Peerless, Cole, etc. have established the thought that the six has its own field intact as a safe manufacturing basis, and that the maker of the four also has a conservative and profitable manufacturing basis.

You get better cars in the shows than ever before—cars of superior construction and by the same token better performers. Twelves are featured this year as were the eights last year. There are about 12 per cent. of the cars in the eight-cylinder class now, and only about three per cent. in the twelves. In all, twenty-three makers have put out eights.

The body-building feature of the latest motor cars is the wonder-romance of the industry. Wonderful effects have been produced by the double cowl, notably in the "super-six" of the Hudson, which also has the slanting windshield effect. These, together with the remarkable finish of the car and its revolutionary basis patent on the carburetion which has brought the motor power from 42-horsepower to 76-horsepower without increasing the cubic capacity of the engine, have given the Hudson a dominating position in its class that means the factory will produce \$42,000,000 worth of Hudson cars for 1916.

While touring bodies are immeasurably better, "niftier," more comfortable, and roomier than before, the era of "nifty" and wonderful roadster lines is on in full force. The greater use of the demountable winter top and the refinements approaching the de luxe of coach design appear to be dominating. The three-passenger roadster with clover leaf and chummy designs for seats is "au fait." Even the four-passenger roadster is a thing of beauty.

Engineers have made wonderful progress in the high-speed motors. Vibration is cast into the sea, as it were, by making lighter and better motors and reciprocating parts. The crankshafts are bigger and stronger, bearings are bigger, and the engineers have banished vibration troubles where they found them inimical. Medium-priced cars have motors of 2,500 to 2,700 revolutions per minute maximum, corresponding to a car-speed of about seventy miles per hour, and these cars show a degree of flexibility hitherto thought to be only within the grasp of the owner of higher-priced cars. Motor bores have shown a little reduction, the average now being about 3.3 inch stroke of 4.7. The long-stroke motor gradually has been coming into its own.

A little more than 12 per cent. of the cars made now utilize the valve in the head type of motor, but the L-head type has its big following. More than 70 per cent. of the makers utilizing this type proves this. The vacuum feed and the improved carburetors have worked wonders. Back of the motors there are fewer changes than one would think, the Hotchkiss type of drive now being apparent in about 40 per cent. of the makes.

Buick production will be among the marvels of the season; Studebaker is going to make and market 75,000 sixes and fours; Kissel with his all-weather car with the demountable winter top has obtained a great vogue; Mitchell is working day and night at its Racine plant, and only recently placed its second "million dollar order" in the New York market; Overland is increasing its output and decreasing prices with sensational regularity; Reo is striving to fill orders; Dodge Brothers will startle the country by their output in this, their second year, having made and marketed \$35,000,000 worth of cars in 1915. So the golden story of pro-

duction and prosperity goes on ad infinitum.

Inquiry among the advertising managers develops the fact that the biggest appropriations ever considered have been provided for in the advertising plans for 1916. A golden stream, estimated at several million dollars, will be diverted into the publications this year. While no one was prepared to give exact figures on schedule costs, it was generally admitted that the bulk of the advertising appropriations, except in cases of "left overs" from 1915, will go to daily newspapers. Not only will there be an increase in white space purchasing for the Chicago national show, in the opinion of the veterans of the more prominent companies, of from 20 to 35 per cent., but the bigger automobile makers are committed to a policy of renewed activity for 1916 on early spring and summer schedules.

John N. Willys, one of the largest motor-car advertisers the industry ever knew, smiled in his inimitable way when the matter of advertising for 1916 was put up to him, and then added that his company would open the eyes of the motor world by its 1916 expenditures. "And on quantity-production bases," said Mr. Willys, "these are not expenditures—simply investments. The industry is reaching the pinnacle of its successful era, and everybody in it is aching to help along the good times. We shall spend—oh, well, it will be around the million mark."

The Studebaker Corporation, with its most successful year in view—a larger volume of business even than was recorded in 1915 being arranged—is going into the big appropriation field. While George L. Willman, the advertising manager, did not care to give specific figures he had no hesitancy in adding that Studebaker would be found co-operating with its thousands of dealers of the biggest kind of a campaign.

The Hudson Motor Car Company, with its new "super-six" to market—plans having been made to manufacture \$42,000,000 worth of the new model—contemplates an appropriation of close to \$1,000,000, the bulk of which will go into newspapers, although space has been widely purchased in farm mediums. The Nordyke & Marmon Company making 2,000 Marmon 34s under the 1916 plan—a remarkable increase in factory output—has prepared its largest advertising appropriation, most of which will go into newspaper channels. The Maxwell, Chalmers—the latter concern withheld its advertising from the show periods in anticipation of a big spring schedule—the Oakland, Buick, Saxon, and several other concerns with big output plans have all made increases in newspaper advertising appropriations. The big tire companies are not going to allow the motor-car makers to put them in the background, concrete evidence having been furnished on the part of two or three of them quite recently that they are not afraid of full-page copy. The Goodrich and Goodyear companies are going to spend fortunes with the daily newspapers, schedules having been made with elastic addenda providing for special page-copy insertions.

It may be said in recapitulation that as a group of the leading motor-car makers of the country told the writer at the annual National Chamber of Commerce banquet, the era of great prosperity has come upon the motor-car industry, which means that increased business, increased outputs and added enthusiasm are bound to create more advertising. The Mitchell-Lewis Motor Company, of Racine, Wis., gave the clearest evidence on this point when it "spread" large copy at the New York show—due primarily to its eastern dealer-connections having renewed efforts to purchase, for a sum running well into the millions, the entire output of the Racine factory. The officials of the company, after due deliberation, turned down the proposition to sell their entire output to the eastern combination

(Continued on Page 861)

IDEAL RATE CARD FOR NEWSPAPER

Mr. Gibson Presents Sound Arguments in Behalf of the Flat Rate—Says It Saves Time, Work, Profanity and Hard Feelings—Does Not Believe in Different Charges for Classifications.

BY FREDERIC JAMES GIBSON.

[Mr. Gibson, who was one of the founders of the Sphinx Club, has long been identified with newspaper advertising in New York. He was at one time on the staff of the New York Times and later was associated with the O'Flaherty New York Suburban List. At present he is editor of the Yorkville Home News.—Ed.]

Why should we not have ideal rate cards as well as ideal newspapers and magazines? Of course there is no general agreement as to what is really an ideal newspaper or an ideal magazine. The same may be said of rate cards.

I am not sure that any publisher thinks that his rate card is ideal. I know that the rate cards on which I solicit business are not ideal. If I were asked to draw the right kind of a rate card, it would read something like this, in its essential features: The advertising rate of this newspaper is — cents a line flat; no position guaranteed.

Nearly all publishers, the great bulk of the advertising agents, and the majority of advertisers are in favor of the flat rate, because of the time and work saved. The flat rate also saves profanity, hard feeling and sometimes law suits over short time charges. It is based on the assumption that space in the publication is worth a certain price per line, which means it is not worth less because one advertiser uses more than another. As a matter of fact the last 1,000 lines of a 10,000-line contract are, as a rule, worth more than the first thousand lines. An advertiser who continuously uses a newspaper, say, for one year, finds his space worth more to him during the last of the twelve months than during the first month. It is worth more to him the second year, still more the third year, and so on.

PUTS ADVERTISERS ON EVEN KEEL.

Another argument for a flat rate is that it puts all advertisers on an even keel, so far as rates are concerned, and gives the small man a chance to grow big.

Why should not newspaper advertising rates be uniform, as well as flat? The uniform rate is also based on the theory that advertising space is worth so much a line. Why should there be lower rates for real estate, school, time table, sporting and book advertising than for financial, dry goods and amusement advertisements? If it be argued that "time table" advertising is entitled to a lower rate because it is news, the same thing may be said of retail store and amusement advertising, because these kinds of advertising are also news, quite as interesting as anything found in a time table.

I can understand an argument in favor of charity rates. Mr. Bennett charges a rate of 5 cents a line for situation wanted advertising in the New York Herald. The loss to him for this advertising comes to a large sum of money every year. I understand that the owner of the Herald looks upon this as one of his contributions to New York charities. The uniform advertising rates would do away with disputes as to which classification advertisements ought to come under. The uniform advertising rates, like flat rates, would help to make advertising values more stable than they are now.

FALLACIES ABOUT POSITION.

I now come to the subject of Position. I spell the word with a capital, because some advertisers almost worship what it represents. The Encyclopedia Britannica in its edition ten or twelve years ago had an excellent article on advertising. The closing sentence was a eulogy of Position. The late Geo. P. Rowell was during his later years usually looked upon as the leading American authority on advertising. Mr. Rowell stated over and over again in Printer's Ink, and at the Sphinx

Club, that one position was as good as another for an advertisement. During the time I was running his Ripans Tabules advertising, I never had a request from him for any particular position, and he made a fortune in a few years out of Ripans.

Probably every man who has handled a large amount of advertising knows of instances where advertisements with bad positions, so to speak, produced wonderfully good results. The publisher or his advertising manager who daily listens to request for all sorts of positions becomes convinced in a short while that the cry for position is mostly based on superstition. One advertiser will take nothing but top of column next to reading, while another insists on having bottom of column next to reading. Another won't be happy with anything but a right-hand page, while another advertiser who looks just as intelligent as he, wants a left-hand page.

I am informed that the Chicago Daily News never has guaranteed position. I once talked to a Chicago man who severely criticised Mr. Lawson's paper, because he could not get the position he wanted. He added that he always advertised in the News because he got splendid results. I felt like asking him what he was kicking about. I once handled the advertising of a man who insisted on having top of column next to reading. I asked him why he wanted this position. He gave me several reasons why, but the only one I recall is that he wanted it because it was hard to get and an extra price was charged for it. He always refused to pay extra, and placing his advertisement was a continual fight. I think that the principle on which small classified advertisements are placed is the correct one.

SHOULDN'T DECEIVE THE READER.

The attempt to hit a man in the eye with an advertisement while he is intent on reading the news of the day, is, I think, all wrong, viewed from a common sense standpoint. When he wants to read about the war in Europe, he shouldn't be bothered with the Baking Powder War. When he is reading about Henry Ford, Peace-Maker, he does not want Henry Ford, Motor-Car-Maker, thrust upon him.

The ideal makeup for a newspaper, in my opinion, is to place the display advertisements together, and arranged according to their subjects, in exactly the same way as classified advertisements are handled. Remember also that everybody wants to buy something nearly all the time, quite as much as they want to read the news of the day. In other words, constant huying is a necessity.

I don't expect to live to see many ideal advertising rate cards. A great many of us try to fool ourselves into thinking that we believe in idealism, but most of us down in our hearts are quite willing to let the other fellow be idealistic, while we rake in the persimmons. I sometimes find it difficult to believe that idealism pays, though I have often witnessed the proof that it does pay handsomely. I am, however, of the opinion that if there was more idealism in the publishing business, it would be better, for advertising would be placed on a much higher plane.

(Continued from page 860)

and immediately declared that, if one million dollars' worth of motor cars could be bought—the deal was closed recently, whereby the Carl M. Page Company of New York took nearly 1,000 cars for 1916—by one concern in the East, the rest of the country would take every machine that the Mitchell Company could turn out. As soon as this was announced, John W. Bates, vice-president and engineer of the Mitchell Company, announced that he had received enough raw material, steel, etc., at his plant to assure his company of its large output without any grief in the way of waiting for material.

"It's going to be the golden year of motor-car advertising," is the phrase heard on every hand.

LOOKING back over the old year, it is gratifying to The Kansas City Star to record these advances:

An average gain in daily circulation over 1914 of
10,000 SUBSCRIBERS
A gain in the year's advertising over 1914 of over
600,000 LINES

CIRCULATION

	1915	1914	Gain
<i>Evening and Sunday</i>			
City	102,332	98,695	3,637
Country	104,098	97,387	6,711
Total	206,430	196,082	10,348
<i>Morning</i>			
City	98,256	95,137	3,119
Country	104,137	97,419	6,718
Total	202,393	192,556	9,837
<i>Weekly</i>	336,842	327,251	9,591

ADVERTISING

Lines 14,955,572 14,317,231 638,341

The average paid circulation of The Star, evening and Sunday, for last month was 208,200; for the morning edition, 205,018

PROVEN FIRST IN NEW JERSEY!

'First' is the Verdict of Many National Advertisers, But

THE EXPERIENCE OF

Armour & Co. and the Westfield Campaign

LEADS THEM TO RETAIN ONLY THE

Trenton Times

Last year each of these two big advertisers used a number of New Jersey papers.

This year they each use but one paper in the State—The Trenton Times.

The fact that these two food accounts aggregate nearly 200,000 lines of business in the Times in two years is the highest endorsement of the territory, and the responsive attitude of our 100,000 readers; results obtained from our Food Propaganda, and Three Food Pages every Thursday.

Send for file of Thursday papers and "Survey of Trenton Zone."

Member A. B. C.

KELLY-SMITH

220 Fifth Avenue, New York Lytton Building, Chicago

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(Continued from Page 856.)

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Inquiry among the advertising managers develops the fact that the biggest appropriations ever considered have been provided for in the advertising plans for 1916. A golden stream, estimated at several million dollars, will be diverted into the publications this year. While no one was prepared to give exact figures on schedule costs, it was generally admitted that the bulk of the advertising appropriations, except in cases of "left overs" from 1915, will go to daily newspapers. Not only will there be an increase in white space purchasing for the Chicago national show, in the opinion of the veterans of the more prominent companies, of from 20 to 35 per cent., but the bigger automobile makers are committed to a policy of renewed activity for 1916 on early spring and summer schedules.

John N. Willys, one of the largest motor-car advertisers the industry ever knew, smiled in his inimitable way when the matter of advertising for 1916 was put up to him, and then added that his company would open the eyes of the motor world by its 1916 expenditures. "And on quantity-production bases," said Mr. Willys, "these are not expenditures—simply investments. The industry is reaching the pinnacle of its successful era, and everybody in it is aching to help along the good times. We shall spend—oh, well, it will be around the million mark."

The Studebaker Corporation, with its most successful year in view—a larger volume of business even than was recorded in 1915 being arranged—is going into the big appropriation field. While George L. Willman, the advertising manager, did not care to give specific figures he had no hesitancy in adding that Studebaker would be found co-operating with its thousands of dealers of the biggest kind of a campaign.

The Hudson Motor Car Company, with its new "super-six" to market—plans having been made to manufacture \$42,000,000 worth of the new model—contemplates an appropriation of close to \$1,000,000, the bulk of which will go into newspapers, although space has been widely purchased in farm mediums. The Nordyke & Marmon Company making 2,000 Marmon 34s under the 1916 plan—a remarkable increase in factory output—has prepared its largest advertising appropriation, most of which will go into newspaper channels. The Maxwell, Chalmers—the latter concern withheld its advertising from the show periods in anticipation of a big spring schedule—the Oakland, Buick, Saxon, and several other concerns with big output plans have all made increases in newspaper advertising appropriations. The big tire companies are not going to allow the motor-car makers to put them in the background, concrete evidence having been furnished on the part of two or three of them quite recently that they are not afraid of full-page copy. The Goodrich and Goodyear companies are going to spend fortunes with the daily newspapers, schedules having been made with elastic addenda providing for special page-copy insertions.

It may be said in recapitulation that, as a group of the leading motor-car makers of the country told the writer at the annual National Chamber of Commerce banquet, the era of great prosperity has come upon the motor-car industry, which means that increased business, increased outputs and added enthusiasm are bound to create more advertising. The Mitchell-Lewis Motor Company, of Racine, Wis., gave the clearest evidence on this point when it "spread" large copy at the New York show—due primarily to its eastern dealer-connections having renewed efforts to purchase, for a sum running well into the millions, the entire output of the Racine factory. The officials of the company, after due deliberation, turned down the proposition to sell their entire output to the eastern combination

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**IDEAL RATE CARD
FOR NEWSPAPER**

Mr. Gibson Presents Sound Arguments in Behalf of the Flat Rate—Says It Saves Time, Work, Profanity and Hard Feelings—Does Not Believe in Different Charges for Classifications.

BY FREDERIC JAMES GIBSON.

[Mr. Gibson, who was one of the founders of the Sphinx Club, has long been identified with newspaper advertising in New York. He was at one time on the staff of the New York Times and later was associated with the O'Flaherty New York Suburban List. At present he is editor of the Yorkville Home News.—Ed.]

Why should we not have ideal rate cards as well as ideal newspapers and magazines? Of course there is no general agreement as to what is really an ideal newspaper or an ideal magazine. The same may be said of rate cards.

I am not sure that any publisher thinks that his rate card is ideal. I know that the rate cards on which I solicit business are not ideal. If I were asked to draw the right kind of a rate card, it would read something like this, in its essential features: The advertising rate of this newspaper is — cents a line flat; no position guaranteed.

Nearly all publishers, the great bulk of the advertising agents, and the majority of advertisers are in favor of the flat rate, because of the time and work saved. The flat rate also saves profanity, hard feeling and sometimes law suits over short time charges. It is based on the assumption that space in the publication is worth a certain price per line, which means it is not worth less because one advertiser uses more than another. As a matter of fact the last 1,000 lines of a 10,000-line contract are, as a rule, worth more than the first thousand lines. An advertiser who continuously uses a newspaper, say, for one year, finds his space worth more to him during the last of the twelve months than during the first month. It is worth more to him the second year, still more the third year, and so on.

PUTS ADVERTISERS ON EVEN KEEL.

Another argument for a flat rate is that it puts all advertisers on an even keel, so far as rates are concerned, and gives the small man a chance to grow big.

Why should not newspaper advertising rates be uniform, as well as flat? The uniform rate is also based on the theory that advertising space is worth so much a line. Why should there be lower rates for real estate, school, time table, sporting and book advertising than for financial, dry goods and amusement advertisements? If it be argued that "time table" advertising is entitled to a lower rate because it is news, the same thing may be said of retail store and amusement advertising, because these kinds of advertising are also news, quite as interesting as anything found in a time table.

I can understand an argument in favor of charity rates. Mr. Bennett charges a rate of 5 cents a line for situation wanted advertising in the New York Herald. The loss to him for this advertising comes to a large sum of money every year. I understand that the owner of the Herald looks upon this as one of his contributions to New York charities. The uniform advertising rates would do away with disputes as to which classification advertisements ought to come under. The uniform advertising rates, like flat rates, would help to make advertising values more stable than they are now.

FALLACIES ABOUT POSITION.

I now come to the subject of Position. I spell the word with a capital, because some advertisers almost worship what it represents. The Encyclopedia Britannica in its edition ten or twelve years ago had an excellent article on advertising. The closing sentence was a eulogy of Position. The late Geo. P. Rowell was during his later years usually looked upon as the leading American authority on advertising. Mr. Rowell stated over and over again in Printer's Ink, and at the Sphinx

Club, that one position was as good as another for an advertisement. During the time I was running his Ripans Tabules advertising, I never had a request from him for any particular position, and he made a fortune in a few years out of Ripans.

Probably every man who has handled a large amount of advertising knows of instances where advertisements with bad positions, so to speak, produced wonderfully good results. The publisher or his advertising manager who daily listens to request for all sorts of positions becomes convinced in a short while that the cry for position is mostly based on superstition. One advertiser will take nothing but top of column next to reading, while another insists on having bottom of column next to reading. Another won't be happy with anything but a right-hand page, while another advertiser who looks just as intelligent as he, wants a left-hand page.

I am informed that the Chicago Daily News never has guaranteed position. I once talked to a Chicago man who severely criticised Mr. Lawson's paper, because he could not get the position he wanted. He added that he always advertised in the News because he got splendid results. I felt like asking him what he was kicking about. I once handled the advertising of a man who insisted on having top of column next to reading. I asked him why he wanted this position. He gave me several reasons why, but the only one I recall is that he wanted it because it was hard to get and an extra price was charged for it. He always refused to pay extra, and placing his advertisement was a continual fight. I think that the principle on which small classified advertisements are placed is the correct one.

SHOULDN'T DECEIVE THE READER.

The attempt to hit a man in the eye with an advertisement while he is intent on reading the news of the day, is, I think, all wrong, viewed from a common sense standpoint. When he wants to read about the war in Europe, he shouldn't be bothered with the Baking Powder War. When he is reading about Henry Ford, Peace-Maker, he does not want Henry Ford, Motor-Car-Maker, thrust upon him.

The ideal makeup for a newspaper, in my opinion, is to place the display advertisements together, and arranged according to their subjects, in exactly the same way as classified advertisements are handled. Remember also that everybody wants to buy something nearly all the time, quite as much as they want to read the news of the day. In other words, constant buying is a necessity.

I don't expect to live to see many ideal advertising rate cards. A great many of us try to fool ourselves into thinking that we believe in idealism, but most of us down in our hearts are quite willing to let the other fellow be idealistic, while we rake in the persimmons. I sometimes find it difficult to believe that idealism pays, though I have often witnessed the proof that it does pay handsomely. I am, however, of the opinion that if there was more idealism in the publishing business, it would be better, for advertising would be placed on a much higher plane.

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and immediately declared that, if one million dollars' worth of motor cars could be bought—the deal was closed recently, whereby the Carl M. Page Company of New York took nearly 1,000 cars for 1916—by one concern in the East, the rest of the country would take every machine that the Mitchell Company could turn out. As soon as this was announced, John W. Bates, vice-president and engineer of the Mitchell Company, announced that he had received enough raw material, steel, etc., at his plant to assure his company of its large output without any grief in the way of waiting for material.

"It's going to be the golden year of motor-car advertising," is the phrase heard on every hand.

**LOOKING back over the
old year, it is gratifying to The
Kansas City Star to record these advances:**

An average gain in daily circulation over 1914 of
10,000 SUBSCRIBERS

A gain in the year's advertising over 1914 of over
600,000 LINES

CIRCULATION

	1915	1914	Gain
<i>Evening and Sunday</i>			
City	102,332	98,695	3,637
Country	104,098	97,387	6,711
Total	<u>206,430</u>	<u>196,082</u>	<u>10,348</u>
<i>Morning</i>			
City	98,256	95,137	3,119
Country	104,137	97,419	6,718
Total	<u>202,393</u>	<u>192,556</u>	<u>9,837</u>
<i>Weekly</i>	336,842	327,251	9,591

ADVERTISING

Lines	14,955,572	14,317,231	638,341
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The average paid circulation of The Star, evening and Sunday, for last month was 208,200; for the morning edition, 205,018

PROVEN FIRST IN NEW JERSEY!

'First' is the Verdict of Many National Advertisers, But

THE EXPERIENCE OF

Armour & Co. and the Westfield Campaign

LEADS THEM TO RETAIN ONLY THE

Trenton Times

Last year each of these two big advertisers used a number of New Jersey papers.

This year they each use but one paper in the State—The Trenton Times.

The fact that these two food accounts aggregate nearly 200,000 lines of business in the Times in two years is the highest endorsement of the territory, and the responsive attitude of our 100,000 readers; results obtained from our Food Propaganda, and Three Food Pages every Thursday.

Send for file of Thursday papers and "Survey of Trenton Zone."

Member A. B. C.

KELLY-SMITH

220 Fifth Avenue, New York Lytton Building, Chicago

YEAR AFTER YEAR—

The Same Story

First In Circulation!

First In Advertising!

THE NEW YORK

In ADVERTISING

OFFICIAL ADVERTISING FIGURES

Lines of Advertising Printed in New York Morning Papers During 1915

(Compiled by the Statistical Department of The New York Evening Post)

New York WORLD	10,506,927 lines	<u>WORLD'S LEAD</u>
New York Times	9,682,562 lines	824,365 lines
New York American	8,679,812 lines	1,827,115 lines
New York Herald	7,843,026 lines	2,663,901 lines
New York Sun	3,797,596 lines	6,709,331 lines
New York Tribune	3,320,453 lines	7,186,474 lines
New York Press	2,008,620 lines	8,498,307 lines

THE WORLD IS NEW YORK'S

1,318,945 Separate Advertisements were printed during 1915 in the WORLD. This was 698,729 more than were published in the Herald, and 132,563 more than the five other New York morning and Sunday newspapers combined, and 43,155 more than the WORLD printed during the preceding year.

YEAR AFTER YEAR—

The Same Story

*First In Circulation!**First In Advertising!*

WORLD LEADS!

In CIRCULATION

The net average daily circulation of The World (Evening and Sunday editions excluded) for the year 1915 was 373,737

TWENTIETH CENTURY GROWTH OF THE NEW YORK WORLD

1900Net average per day.....	241,462
	(Evening and Sunday Editions Excluded)	
1905Net average per day.....	290,485
	(Evening and Sunday Editions Excluded)	
1910Net average per day.....	358,274
	(Evening and Sunday Editions Excluded)	
1915Net average per day.....	373,737
	(Evening and Sunday Editions Excluded)	

HOME CIRCULATION

City News Companies' official figures, not including country, averaged from four weekly reports of December, shows:

The World	1914 300,331		
	1915 315,386	Gain	15,055
The Times	1914 201,982		
	1915 211,600	Gain	9,618
The American	1914 195,514		
	1915 194,200	Loss	1,314

FAVORITE FAMILY NEWSPAPER

Throughout the Year the WORLD sold an average of over 100,000 copies more in New York City Every Week-day Morning than any other Newspaper. These papers reach the progressive and prosperous city families that are the backbone of successful advertising.

LUMBERMEN'S NATIONAL ASSOCIATION ADOPTS NEW ADVERTISING PLANS

General Campaign, Formerly Favored, Now Abandoned in Favor of Local Publicity in the Newspapers—Newly Formed Trade Extension Bureau Will Help the Local Lumber Dealer to Advertise His Business Effectively—Manufacturers' Associations Ready to Cooperate in Educational and Publicity Work.

By G. D. CRAIN, JR.

For several years the lumber manufacturers of the country have been talking of starting a national advertising campaign for the purpose of popularizing their product, and bolstering its position, which has been weakened by the aggressive attacks of substitute materials. The announced plan of campaign was to levy a tax of one or two cents a thousand on all the lumber cut, for the purpose of creating an advertising fund to be spent in general mediums. The plan was probably the result of the more or less successful advertising campaigns for cypress, particularly, and gum and yellow pine to a lesser degree.

This plan, while pushed vigorously by the National Lumber Manufacturers' Association, with headquarters in Chicago, did not pan out. It failed to get the proper support from the lumbermen, many of whom were carrying on campaigns in behalf of certain woods, and the result was that the promised general publicity failed to develop.

The association has continued its work, however, and through a Trade Extension Bureau, which has recently been organized, it has announced a new plan which seems certain to produce business for the newspapers, if it is properly followed up by them. That is, the local lumber dealer, who has never been much of an advertiser, is to be taken in hand, and helped to advertise his business effectively.

The newspaper publisher who shakes his head at this proposition, taking the ground that if he has to go out and create the business, instead of having it handed to him on a silver platter by some foreign advertising agency, it will not be especially desirable, should remember that great oaks from little acorns grow, and that a little local business is better than no foreign orders. And inasmuch as the lumber campaign was never intended for the newspapers, as far as the writer has been able to determine, the change of base ought to be of considerable advantage to the latter.

E. A. Sterling, who is in charge of the trade extension bureau, is now working with the dealers and bringing pressure to bear for the purpose of developing local publicity on their part. Some of his ideas have been outlined as follows:

"Under the pressure of competition of other materials, lumber must be advertised and talked about in order to keep the consumer interested and make him a buyer.

"Lumber advertising should be carried in the local papers, and the national association, as well as several of the retail associations, will give assistance and service in preparing advertising copy and directing local advertising campaigns.

"The question of the industrial importance of the lumber trade, the availability of good structural timbers, low cost of lumber as compared with other building materials, and the community development idea should all be vigorously prosecuted in 'the home town.'

"City groups of lumber dealers should organize for the specific purpose of promoting the use of lumber, such organizations to handle all matters of publicity, advertising, etc., which are of mutual interest."

Other points in the program have to do with furnishing speakers, etc., for organization purposes. If the plans for getting the local dealers together are carried out, the development of the advertising is assured. This is one of the ways in which newspaper men can as-

sist—by helping to organize the local associations.

Some co-operative campaigns, perhaps most of those which run in the newspapers, ultimately peter out. A few good many towns to advertise brick years ago brick clubs were formed in a

through the newspapers, but in most instances these lasted only a short time, and the revenue derived did not pay the cost of the work put in on the solicitation, in many cases. The worst of it was that all too frequently the advertising was run on the basis that a lot of free publicity also be given, and considering the limited development of the campaigns, the newspapers got little out of the campaigns to boast of.

The lumber proposition is somewhat different, in that individual as well as co-operative advertising is planned. The average lumber dealer now takes a couple of inches of space at a time, and thinks that he is in the department-store class, at that. If the national association shows him how to advertise effectively, by means of a reasonable amount of space filled with good copy, this alone will make the movement of value to the newspapers, and they should be more than willing to see it take form.

The individual lumber associations, all of which are members of the National Lumber Manufacturers' Association, are working on the dealer proposition at present. In fact, it seems that the manufacturers have just begun to realize that the lumber dealer needs education, the chief aid to this development being that many a lumberman has degenerated, from the lumber standpoint, into a general building material man, who would just as soon sell patent roofing as shingles, and composition board as lath. The thing the associations are planning is to make the lumberman

conscious of his trade identity; to make him proud of being a lumberman, and anxious to sell lumber, rather than substitutes.

In this work the Southern Cypress Manufacturers' Association and the Southern Pine Association, both of New Orleans, have taken up co-operative work with the dealers, which involves planning local campaigns, furnishing newspaper electros and other advertising matter, and, in general, stimulating the dealers to a better appreciation of what local newspaper advertising can do for them personally, as well as for the trade in general. These are all developments which can be counted on to make business, if the newspapers in the various communities take advantage of the situation.

The lumber trade papers are heartily endorsing the plan to have the retailers advertise, whereas some of them, at any rate, were only lukewarm regarding the



JOHN C. COOK.

THE NEW SECRETARY, TREASURER, AND GENERAL MANAGER OF ADVERTISING AND SELLING.

COOK BUYS HALF INTEREST

Former Business Manager of Mail Now With Advertising and Selling

John C. Cook, for thirteen years treasurer and business manager of the New York Evening Mail, and who resigned from that newspaper last spring, has purchased a half-interest in Advertising and Selling Magazine, published at 381 Fourth Avenue, New York, and is now its secretary, treasurer, and general manager.

Mr. Cook is one of the most popular newspaper and advertising men in the city. He has been identified with the newspaper business for many years. His first important position was on the Philadelphia Press, where his ability brought him to the notice of publishers in other cities. He came to New York in the early 'nineties, and was for a time advertising manager for John Wanamaker. Later he was advertising manager of the Evening Post when Edward Payson Call was business manager. After several years on this newspaper he was engaged as business manager of the Evening Mail.

R. C. Gilmore, publisher of Advertising & Selling, and owner of one-half the stock of the magazine, in making the announcement of Mr. Cook's new connection, said:

"My associate's long experience in the publishing business, combined with his well known interest in all that makes for the betterment of advertising, peculiarly fit him for the work he has undertaken in aiding in the further development of Advertising & Selling Magazine."

CHINESE EDITOR DENOUNCES YUAN

Head of Revolutionary Junta in San Francisco Would Depose New Emperor

SAN FRANCISCO, December 31.—Charges that the new Imperial Government of China was attempting to cut off communication between Republican patriots in China and their sympathizers in America were made by Tong King Chong, editor of the Chinese Republic Journal, at a recent meeting of the Chinese Free Masons in this city. Tong King Chong said:

"Until to-day we hoped that there would be favorable news from our friends at home. We believed that they had escaped the persecutions of Yuan Shi Kai, the usurper. But we have waited in vain. The time is at hand when the loyal supporters of the ill-fated Republic of China must rally and depose the tyrant who wishes to control with his own single hand the destiny of the most populous nation in the world. Perhaps, if we are wise, this may be accomplished without bloodshed. But we are determined at all costs that the republic shall not die by the hand of a tyrant. With my own ears I heard him swear to preserve the republic against every foe, whether from within or from without, that it should never revert to a monarchical form of government. This was in Peking at the time of his inauguration. You see how he has kept his promise."

Gets 'Em Coming and Going

In addition to the elaborate censorship of all outgoing mail, England has now instituted a complete censorship of all incoming mail, including newspapers. This means that all correspondence between Great Britain and America will be censored.

Worried About Miss Wisinger

CLEVELAND, January 5.—Miss Marie Wisinger, the Cleveland girl who was appointed for secretarial duties on the Ford Peace Cruise, by Rexford Holmes, Washington newspaper man and general secretary of the expedition, has not been heard from since December 8, according to her mother, Mrs. Lucy Wisinger, to whom she sent a wireless message. Mrs. Wisinger is worried about her daughter's absence, now that the peace party is reported scattered, and she has written to Mr. Ford to see whether he can help locate the girl.

San Francisco Trade Paper Renamed

SAN FRANCISCO, December 31.—W. P. C. Menzies, who has published The Grocer & Country Merchant in San Francisco for several years, has changed the name of his weekly trade journal to The Grocer. Several new departments have been established. R. M. Nelly, who was formerly connected with one of the Oakland dailies, has become managing editor.

New York Dailies Banned from Canada

The New Yorker Herald and the New Yorker Review have been banned from the Canadian mails, according to an announcement made from Ottawa, on December 31. The reason assigned is that they are too pro-German in character to be circulated safely in the Dominion.

The Seattle Times For 1915—

Used no premiums.

Joined and was audited by the A. B. C.

Raised its subscription rates on its country circulation.

Maintained its advertising rates and its effective credit department.

Delivered more net cash paid circulation to its advertisers than was guaranteed in its contracts.

Carried more paid advertising than the other two newspapers of Seattle combined.

Commenced construction on its new home—
a Class A, fireproof, six-story building on
Times square.

Times Printing Company of Seattle

Home Office—
The Times Building
Seattle,
Washington,
Cor. Second Ave. and Union Sts.

Eastern Representative
The S. C. Beckwith Special Agency
Tribune Building, New York.
Tribune Building, Chicago.
Third Nat'l Bank Bldg., St. Louis.

ALL CLEVELAND PAPERS REPORT LARGE GAINS

Circulation and Advertising Figures Showed Substantial Increase in 1915, Despite Adverse Conditions Which Prevailed During Early Months of the Year—Outlook is Bright.

CLEVELAND, O., January 5.—Circulation and advertising gains during 1915 on all newspapers in Cleveland have been remarkable in the face of the business conditions that ruled until the war orders came to town and the money was distributed into all natural channels. It is for this reason, if no other, the business managers of newspapers have been particularly joyous in placing the data before the advertising public.

One of the distinctive features in this connection has been brought out by G. M. Rogers, assistant general manager, and J. S. McCarrens, business manager, of the Plain Dealer, in a map and chart, giving every possible information to those who wish to distribute money for advertising purposes wisely. The principal items on this chart show gains of 600,000 lines of advertising during 1915, over the preceding twelve months, with a total running of 10,000,000 lines, which, according to Mr. Rogers, is the largest advertising showing in one year for any newspaper in Cleveland. This chart and map, besides showing how circulation of the Plain Dealer is distributed over a radius of 100 miles from Cleveland, also contained pertinent facts about the city, such as population, the kinds of business transacted, the approximate amount of business done, and the like.

In announcing its efforts for the year just past, the Press confines itself to a half page announcement of the developments during the period. Figures compiled by Business Manager Charles H. Frenness and Advertising Manager William G. Chandler show circulation gains of close to 5,000 copies; 46,900 inches of advertising gain; improvement in the editions of the paper. Mr. Chandler points with emphasis to the fact that virtually every family in Cleveland takes the Press, basing families on the number of five to each, and a circulation of 179,849 copies. "The development of the Press during the past year has been due to complete organization which has been capable of taking advantage of the unexampled prosperity of this city," says Mr. Chandler.

Speaking of advertising, the Press will come out on Saturday, the day preceding the Automobile Show here, with an automobile section exactly twice the size of the special number brought out last year. This has been the work of Mr. Chandler and J. F. Pollock, manager of the automobile department. This is said to be the first color section for automobile display advertising and editorial matter to be produced in this city. The art work, according to Mr. Pollock, will exceed anything of its kind every attempted. "There will be double the advertising we carried last year," says Mr. Pollock, "and from present indications we should have 95 per cent. of the 75 cars represented in Cleveland on these pages. Lateness of copy alone has prevented the section from being even greater.

"This performance means much for the Press, for this paper, up to a year or so ago, did not recognize the automobile editorially as much as have other newspapers." Mr. Pollock not only landed virtually all of the business for the automobile section, but handled every piece of editorial matter and cuts that accompanied it, which filled something like thirty-six columns, writing all heads and captions. Ten times as much data was received as could get into the paper, and this stupendous task was accomplished in less than three weeks.

CITY EDITORS TO FORM NAT. ASS'N RESPECT AND AFFECTION OF ALL

Meeting of Delegates to be Held at Indianapolis Jan. 15 and 16.

INDIANAPOLIS, January 4.—City editors of Indiana and of a number of neighboring States are looking forward with interest to the meeting which will be held in the Claypool Hotel, Indianapolis, Saturday evening and Sunday, January 15 and 16. In addition to being the time for the annual election of the Indiana Association, it is the date for the proposed organization of a national association of city editors. Delegates will be present from Wisconsin, Illinois, Michigan, Ohio, and Missouri.

Gov. Samuel Kalston has been asked to speak at the opening banquet. Other speakers will be: President Hassal T. Sullivan, Richmond Palladium; Paul F. Hunter, Sheboygan Press; C. D. Graves, Danville Commercial-News; E. M. Lucas, managing editor, Herald, Grand Rapids, Mich.

The Sunday morning program calls for the following papers: "Accuracy," A. A. Butler, Indianapolis News; "Tips from an Old Reporter," Atty. Fred Bates Johnson, Indianapolis; "Why is a City Editor," Richard D. Hebb, Chicago Daily News. These will be followed by a round-table discussion on "Organization of National Association," and election of officers.

Scudder Resigns From Committee

Wallace M. Scudder, publisher of the Newark (N. J.), Evening News, has sent his resignation as a member of the Committee of One Hundred which is arranging for the celebration in May of the anniversary of the founding of the city. In his letter he says that he readily accedes to the publicly expressed request of two members of the committee that he take this step. The resignation is the result of recent criticism in Mr. Scudder's newspaper of one time Governor Franklin Murphy, chairman of the Civic Committee, in which it was charged that Mr. Murphy was using his work on the committee to further political ambitions which he was said to have. Mr. Murphy tendered his resignation, but at the request of the Mayor, the entire membership of the committee and of other representative citizens he withdrew it and will continue as the head of the big undertaking. Now Mr. Scudder resigns, and says that he prefers to be in a position to comment freely when occasion demands it upon the work of the committee and its members.

Editor Graff Entertains

Editor George E. Graff, of the Williamsport (Pa.) Sun, entertained eighty workers and friends of the Sun at the Williamsport Country Club one evening last week. The affair was in the form of an informal banquet and everybody had a "corking" time. The editor forgot his dignity, the printer's devil gave up all thoughts of hustling copy, the editorial and reportorial bunch didn't think of scoops, and the business force forgot about ads, bills, or receipts. There was some speaking—and music, vocal selections, and a bit of vaudeville were thrown in for good measure.

Prisoners Issue a Paper

The Blackwell's Island "boarders" have brought out the first number of the Prison Observer. It is issued officially "by the League for Social and Moral Advancement at the New York County Penitentiary." Its slogan is a model worthy of reproduction. Here it is: "To promote industry, truthfulness, honesty, continence, ambition, and righteousness. To oppose injustice, to protect the innocent, aid the sick and the suffering, and inspire with hope the unfortunate ones of the earth." It has an editor-in-chief, a manager, editor, and a city editor. The first issue contains a lot of creditable matter.

That's the Tribute to Mr. Wood, of the Brooklyn Eagle.

George Arthur Wood's forty-five years of service on the Brooklyn (N. Y.) Eagle, were fittingly remembered on the occasion of his leaving the staff of the paper, a few days ago. He gave up newspaper work to manage the estates of his three daughters, who have just been the recipients of bequests of \$100,000 each. To mark his departure from the paper, his fellow employes arranged a book, containing some words of praise for his work in the past and hope for his success in the future. It was signed by practically every employe on the paper, officers and heads of departments, as well as by Colonel William Hester, president of the Eagle.

The book was presented by Herbert F. Gunnison, who spoke of the fine work that had been done by Mr. Wood. In the book were the following sentiments:

"Born just sixteen days after old Zachary Taylor became President of the United States, and hence a contemporary of Henry Clay and Daniel Webster, George Arthur Wood escaped the seduction of politics in Cold Spring Harbor, Glen Cove, and Northport. He was equally successful in dodging such complications in the Thirtieth Ward, Brooklyn, bailiwick, where temptations must have come from William H. Learycraft or from P. Jerome Gleason and Patrick Hayes. Perhaps the Eagle protected Wood. At any rate, almost forty-five years ago he began sticking close to the Eagle, serving for many years as manager of the Eastern District Branch, at 44 Broadway, and then coming in 1904 to the main office in Washington Street. "Retiring at the age of 66, George Arthur Wood bears with him the respect and affection of all who worked with him on the Eagle. They wish for him many years of restful, cheerful, healthy, philosophic maturity of thought and vision and experience. It is in recognition of his faithfulness, his kindness, and his efficiency that this little volume has been conceived by his old comrades."

MARINE REPORTER 34 YEARS

Record of Edward Duffy in the Service of the Baltimore News.

On New Year's day of 1916 "Admiral" Edward Duffy began his thirty-fifth year in the service of the Baltimore Sun in the capacity of marine reporter. He is the man who first began marine reporting on a systematic and consistent scale in Baltimore, and established the first marine department in any Baltimore newspaper.

In the days when the "Admiral" began newspaper work, none of the papers paid much attention to the news of shipping, but he had been in the United States navy for several years and knew the ships would yield many interesting stories. His success along this line was so marked that the publishers of the Sun kept him in this department which he had created for himself, and he has been there ever since.

His intimate knowledge of maritime matters enabled him to make friends with the masters of the vessels from all parts of the world when they came to Baltimore, when he first began reporting, and friendships made many years ago are still maintained by the "Admiral." He now probably is better known among sea-faring men than any other marine reporter in this country.

Stenographers Elect Officers

Peter J. Loughlin, dean of the shorthand reporters of the Supreme Court, was last week elected president of the New York State Shorthand Reporters' Association at the annual meeting of the New York State Stenographers' Association, which changed the name by which it had been known for thirty-nine years. This was the fortieth annual meeting of the Association, and seventy-five members attended. C. F. H. Pagan, of the Supreme Court, Brooklyn, was elected vice-president; Harry M. Kidder, Supreme Court, Manhattan, secretary-treasurer; David H. O'Keefe, Brooklyn, librarian; Spencer C. Rodgers, Supreme Court, Albany, historian, and Samuel Bruckheimer, Supreme Court, Albany, chairman of the executive committee.

EDITOR BOYD TO GO FREE

To Be Released from Prison in New Jersey on Payment of \$1000.

TRENTON, N. J., January 3.—Upon payment of a fine of \$1,000, which accompanied his sentence of from one to seven years' imprisonment for sabotage, Frederick S. Boyd, formerly an editor of Paterson, will be released from State prison when he completes his minimum sentence, March 22.

Boyd's case attracted widespread attention because of his prominence in the Paterson silk strike and also because of the novel contentions raised in his behalf before the Court of Errors and Appeals. An effort was made to have him pardoned about a year ago, when Lincoln Steffens presented a petition to Governor Flelder, signed by Theodore Roosevelt, and about twenty other men of prominence in various lines. The Court of Pardons considered the petition, but refused to make any exception in the case of Boyd.

Accompanying the petition was a statement from Boyd setting forth that he had renounced his previous doctrines, having been convinced, upon reflection, they were not for the best interests of the community. During his term in prison, which began last March, Boyd has been employed in a clerical capacity in the prison library.

Editor's Golden Wedding

ARDMORE, Okla., December 3.—J. W. Golledge, pioneer Texas newspaper publisher, and Mrs. Golledge celebrated their golden wedding anniversary here last week. Mr. Golledge has been a member of the International Typographical Union since 1858. He worked for the Galveston (Texas) News in the latter '50s, while Willard Richardson was editor, and again worked for The News just after the Civil War. In 1868 he was associated with W. R. Chase as proprietor of the Waco (Texas) Register, and in 1871 he founded the Waco Advance. In 1880 he founded the Hillsboro (Texas) Mirror. He moved to Houston in 1888 and until 1893 was connected with the Houston Post. In 1893 he moved to Ardmore and published the Alliance-Courier, the plant of which was destroyed by fire, and for ten years has been foreman on the Ardmore.

Tom Gerber Moves Up

Tom W. Gerber, formerly of the Portland, Ore.) Oregonian staff, has been appointed manager of the Portland bureau of the United Press, succeeding J. Walter Branin, who met a tragic death under the wheels of a streetcar a few weeks ago. Gerber was a member of the Oregonian staff nearly two years, being assigned to the courthouse. Prior to that he was employed by the Anaconda (Mont.) Standard, the Oregon Journal, the Associated Press and the United Press in the capacities of reporter and telegraph operator. Gerber has relieved L. C. Earnist, western business representative of the United Press, who hurried to Portland upon Mr. Branin's death.

Editor Hanley Wants to be Governor Again

INDIANAPOLIS, January 4.—The Progressive Party of Indiana has been thrown into a furor by the candidacy on the Progressive ticket of J. Frank Hanly, former Governor, and editor of the National Enquirer. Mr. Hanley has expressed a willingness to be the candidate for Governor, provided the Progressive platform is made to include State-wide and national prohibition. Some say yes to the proposal, and some say no. Hanley's strength as a candidate is unquestioned. He was the principal orator in the Flying Squadron, and a man with a reputation for unbending convictions. The Enquirer is a national weekly promoting prohibition.

"TEN THOUSAND DOLLARS' WORTH OF HERBERT KAUFMAN"

THE advertisement reprinted on the two succeeding pages, costs, for one issue, ten thousand dollars.

It represents the largest expenditure ever made in America for a single announcement of a newspaper feature. In the same degree it expresses our faith in the value and importance of that feature. We believe that this advertisement without a parallel describes a feature without a parallel.

The choice, for this announcement, of a medium assuring a general audience of ten millions, was made with a view to reaching the largest possible group of readers, first, in the interest of the chain of newspapers securing the Herbert Kaufman Weekly Page, and second, in the interest of the publicity merited by the high significance of the event.

We invite the attention of every newspaper, and every newspaperman, to the statement on Page 4 of this presentation.

KING FEATURES SYNDICATE

Here are some of the first newspapers to conclude contracts for the Herbert Kaufman Weekly Page:

Albany, N. Y., Telegram
Atlanta, Ga., American
Boston, Mass., Herald
Baltimore, Md., Sun
Chicago, Ill., Examiner
Chattanooga, Tenn., Times
Cincinnati, O., Commercial-Tribune
Cleveland, O., Plain Dealer
Detroit, Mich., Free Press
Denver, Colo., News
Duluth, Minn., Herald
Fort Smith, Ark., Times-Record
Fargo, N. Dak., Courier-News
Fort Worth, Tex., Record
Galveston, Tex., Labor Dispatch
Grand Rapids, Mich., Herald

Indianapolis, Ind., Star
Kansas City, Mo., Post
Los Angeles, Cal., Examiner
Louisville, Ky., Herald
Mobile, Ala., Register
Nashville, Tenn., Banner
New Orleans, La., Times-Picayune
New York, N. Y., American
Norfolk, Va., Ledger-Dispatch
Philadelphia, Pa., Public Ledger
Pittsburgh, Pa., Gazette-Times
Pittsfield, Mass., Journal
Reading, Pa., Eagle
Richmond, Va., News-Leader
St. Louis, Mo., Star
Salt Lake City, Utah, Telegram

San Antonio, Tex., Express
San Francisco, Cal., Examiner
Shreveport, La., Times
Springfield, Ill., State-Journal
Syracuse, N. Y., Journal
Springfield, Mass., Union
Toledo, Ohio, Times
Washington, D. C., Star
Youngstown, O., Vindicator

CANADA

Toronto, Ont., World
Halifax, Nova Scotia, Herald
Edmonton, Alberta, Journal
Calgary, Alberta, Herald
Montreal, Quebec, Herald

"Today the name of Herbert Kaufman is better known than that of any living writer of editorials"—*Chicago Tribune*

HERBERT

His Greatest Newspaper Series Will Start Next Week

THE authority behind the body of comment quoted on this page makes it probably the most extraordinary tribute ever paid an American writer.

It establishes beyond doubt the fact that Herbert Kaufman is the greatest genius regularly contributing to the newspapers of America.

"Kaufman's name," says James M. Thomson editorially in the *New Orleans Item*, "is as widely known as that of any man of his time. He is a man of marvellous versatility, for he is probably as well acquainted with modern engineering and the latest labor-saving devices, as with the early English poets.

"His editorials reach millions of subscribers to the newspapers, weekly and monthly magazines and periodicals to which he is a contributor.

"Kaufman won his way to recognition in the advertising world—and his brief, pointed style was developed in a school where every surplus word means waste of money, dissipation of effort, and confusion of thought. For many years he has been the associate and the advisor of the men who captain American industry and lead, reflect, or respond to public thought.

"His connection with a number of leading American and English publications, as well as his wide acquaintance among men of thought and accomplishment in the new and old worlds, give him a first hand knowledge and a grasp of many problems that the ordinary man has not the opportunity to master."

C. Arthur Pearson declares:

"Herbert Kaufman is one of the great thought molders of our days, indeed, I think he must be the greatest."

Cosmo Hamilton, writing in the *London Academy*, says:

"Every one who knows anything in America knows how potent an influence Herbert Kaufman wields. He sends forth from the ends of his golden pen loud trumpet calls that bring his countrymen all upstanding. He is for honesty, duty, fearlessness, love of humanity, courage, and above all, optimism. He stands sensitive to every cry from a great, unwieldy, melting pot of a nation. As a figure, a personality, a force, he has no living rival."

Kaufman has many publics. One knows him as a practical business man—a student of organization and industrial management—another through

his advertising work—but to the many he exists solely as an editor, a writer of editorials, short stories, verses, and books.

It is his unique power to reduce unusual and technical aspects of life and affairs to the words of multitudes. He possesses the greatest art of writing—the art of being simple.

His big type half page editorials, first published in the *Chicago Tribune*, are known throughout the world.

Kaufman is not a theorist—he practices what he prints.

His knowledge of business is basic and has brought him in contact with all types of workers.

Fundamentally, the man is an analyst. He *must* be sound and practical to be retained by the great interests which he serves and advises.

The International Harvester Company, the Rock Island-Frisco railroad group, the United Cigar Manufacturers, the National Cash Register Company, are among the industries that have employed his services.

As editorial director of "Woman's World", with 2,000,000 subscribers among the farms and small towns, he was for years kept in intimate touch with agricultural and village life.

He has spent much of his time abroad studying European trade and political conditions.

Stead was among the first to recognize his promise. He was struck by the young American's comprehension of world forces, his wide range of information, and made him his personal representative in the United States.

C. Arthur Pearson, when owner of the *London Standard*, the *Express*, the *Evening Standard*, and a group of weekly and monthly magazines, retained him as American Advisor.

He is the author of ten books, five of which have been printed abroad.

"No man will ever learn," writes Edgar Beecher Bronson, "how Herbert Kaufman in his short life has found time to burgle the human heart and possess himself of its treasures and foibles; to

SAN FRANCISCO CALL

"Kaufman's editorials have made him famous wherever men of our speech hire or are hired. They seem to me of the finest, strongest, most helpful deliverances that have been penned 'since spoken word man's spirit stirred beyond his belly's need.'"

"Every young man should be induced, nay, compelled to study Herbert Kaufman's philosophy of human efficiency."—*Western Mail, England.*

LONDON STANDARD

"A master of epigram, a cunning weaver of words, playing with their color and rhythm, glowing, militant, courageous, energetic and red-blooded by turns, this hater of humbug, cant, idlers and cowards has leapt to the forefront in a very few years."

"A new King Solomon, with a dash of Robert Louis Stevenson in his makeup."—*Portland Oregonian.*

JOHN O'HARA COSGRAVE

"Human efficiency, the new watchword, is his text. The picturesque vigor, brilliancy and directness of his style may be appreciated by those suffering from the obsession that literature is the product of a dead writer."

"Every sentence is an epigram. Every paragraph contains the material for a full-sized sermon."

—*Elgin Courier, New South Wales.*

OTTAWA CITIZEN, CANADA

"His dynamic word has revealed the greatness of human power. * * * He has seen the sins and injustice of life and has realized the power inherent in man to conquer environment, both individually now and socially ultimately."

"The spirit of America is in his pages. His books, in the revelation of a nation's mind, are interesting and a little terrifying."—*London Daily Express.*

GEORGE W. PERKINS

"If there is a man in this whole world who knows the value of efficiency and twentieth-century methods as applied to business, it is this man."

"Herbert Kaufman's books ought to be in every school, library and home."—*Sheffield Daily Telegraph.*

HARTFORD COURANT

"Herbert Kaufman is one of the best preachers of the age—yet he is a preacher without church, without creed, save the creed of efficiency and understanding."

"No reader can fail to be stirred by his vigorous call to arms."—*Educational Times, London.*

YORKSHIRE POST

"The pith of the whole gospel of work and success is condensed in the short, staccato sentences."

"He is a torpedo, shot from the torpedo tube of the twentieth century, aimed at the obstacles that stand in the way of the twenty-first century."—*Houston Chronicle.*

CATHOLIC HERALD, LONDON

His message is very much to the point, straight from the shoulder, epigrammatic and brilliant * * * "Great virility and power."—*Review of Reviews.*

WASHINGTON STAR

"A heart that appears to be about as big as the world is behind these pictures. And, in the making of them, there is a gift for getting this bigness out in terms of human sympathy and good cheer, a power that seizes one and either convinces him or convicts him."

"Mr. Kaufman has given us a book worthy of the great hour that has brought it forth."—*London Daily Mail.*

AUSTRALASIAN NATION

"He will be the pathfinder for an army of conquerors."

"Will be read and cherished as a kind of text-book."—*Asian, Calcutta, India.*

BOSTON TRANSCRIPT

"Sympathy with mankind in all its lowest and highest manifestations is the keynote of Mr. Kaufman's writings. He sees into the heart of the man to whom he writes. He is keen and clear eyed, and the common humanity that is in all men and that if uncovered would bind all men together, is his theme."

KING FEATURES SYNDICATE, Inc.

"I would rather own Kaufman's God-driven pen than Rockefeller's and Morgan's combined fortunes."—*Thomas W. Lawson*

KAUFMAN

Find Out Which Newspaper in Your Town is Going to Print It

master so much of world history; to tread as safely the field of mythology as the mazes of science and the paths of modern social, commercial and political life; to

develop a style that for lucidity, trip-hammer vigor, fertility and virility of epigram has no equal among the writers of English of his time."

HERBERT KAUFMAN'S big work, his real work, his best work, is still to come. It starts next week. King Features Syndicate, Inc., announces the immediate publication of

'Herbert Kaufman's Weekly Page'

Simultaneously printed by a continent-wide chain of newspapers, we predict that this feature will prove the greatest constructive force in the history of journalism.

The millions of readers who have followed Herbert Kaufman during the past decade, subscribing to magazines and weeklies for his poems, his essays, his stories and his international editorials—searching through the great Sunday newspapers of the country for his messages of inspiration and encouragement—will now, and for the first time, find concentrated in their local newspapers, the full range of his unique genius.

The present moment is the most important period in human experience. Tremendous and unexpected forces are disrupting society and reshaping the ideas and ideals of all mankind.


Civilization is passing through an epoch of universal readjustments.

Never before has America felt greater need for an optimistic interpretative pen—for the expression of a mind trained in the workings of the world machine and able to explain simply and vividly how these bewildering changes affect our welfare and our works.

Recognized as "perhaps the greatest living force in shaping the world thought currents of today"—as "one of the great influences of the world" and as "the greatest thought moulder of our times," Herbert Kaufman, by the breadth of his experience, and by virtue of his "God-driven pen," has established his authority and his ability to speak to and for his country.

"Herbert Kaufman's Weekly Page" will be devoted to facts that every family must face, to problems every thinker and worker must deal with. In it you will find the vital, urging conditions of American life and industry, translated in branding iron phrases, to the understanding of every reader—colored with a keen sympathy and comprehension of the average man and woman's needs and handicaps.

We believe that the grouping of Herbert Kaufman's editorials, essays, poems, verses and contemporary portraits, advertising and business analyses will prove the most notable, the most influential, the most popular and the most *productive* serial feature published by the newspapers of the United States.

SEND THIS COUPON TODAY and get a Kaufman Book for a Postage Stamp. 

35 W. 39th ST., NEW YORK CITY

NEW ORLEANS PICAYUNE

"As an editorial writer of international influence, Herbert Kaufman is perhaps the greatest individual force in shaping the world thought currents of today."

"Sledge-hammer blows at pessimism, cowardice and lack of confidence."—The Globe, Toronto.

BOOKMAN, LONDON

"He preaches a gospel of energy, common sense, and resolute self-confidence. Strong, healthful thoughts, that blow through a reader's mind like the bracing morning air on a mountain."

"He writes with a sword."—Duluth Herald.

R. H. DAVIS, EDITOR "MUNSEY'S"

"Like notes from a silver bell hit with a steel hammer, they will reverberate around the world."

"His clear thinking and sound grasp of vital truths have placed him high among the practical philosophers."—The Gentlewoman, London.

ASSOCIATED ADVERTISING

"He admirably performs a definite mission. He carries to many thousands of business men, a new gospel of self-development, constructive philosophy and purposeful ambition."

"The good Herbert Kaufman is doing cannot be estimated. Like the brook, it will roll on forever."—John H. Patterson, National Cash Register.

DUBLIN DAILY EXPRESS

"He writes in a spirit of splendid Optimism, very stimulating to the reader nauseated by the wretched pessimism of many of our modern philosophers."

"There is the love of mankind in all of them—that is why Mr. Kaufman writes, and that is what makes his writings popular; also, it is that which makes him one of the great influences in the world."—Binghamton Press.

RELIGIOUS TELESCOPE

"No man can read his law and logic, whether written in prose or poetry, and not feel the thrill of new energy. When it comes to verse, no man speaks with more passion, or with a keener sense of beauty, or with a truer trend of thought and feeling."

"We do not remember having read a more vigorous series of brief, emphatic and inspiring essays. Admirable literary style."—Age, London.

COLUMBUS JOURNAL

"In such close sympathy with the spirit of the age, its beauties, its quality of the picturesque and its evils, that he is recognized at once as distinctly of our own. He is as sympathetic with modern life as was Robert Burns with his peasant life."

"His books blaze with genius and common sense."—Young Men, London.

METHODIST TIMES, LONDON

"Books which exhilarate by their sheer common sense. Directness, force and humor are in every chapter, and we pity the man who is not stirred as he reads these pages."

"A remarkable book."
—Rand Daily Mail, South Africa.

With This Coupon Get Without Charge—

A Little Book of Big Things by Kaufman.

Containing "The Dreamers", "Maggie", "Do It", "The Clock That Had No Hands", "Why Are You Weeping, Sister?", "The Little Brothers of Destruction" and other masterpieces by Herbert Kaufman.

Fill out this coupon NOW and mail with 2c stamp for postage to

KING FEATURES SYNDICATE, Inc.
35 WEST 39th STREET, NEW YORK

Name _____
Address _____
Post Office _____ State _____

HERBERT KAUFMAN AND YOU

THE paramount purpose of the successful publisher is to secure for newspaper-making a constructive element *in the use of which he will be free from competition.* Thus far such an element has been, for the most part, merely a theory. Every feature has had its counterpart which served the competing newspaper as a substitute, or at least as an offset.

Even the splendid pictorial sections recently introduced at enormous expense can be duplicated. Printing *processes* in their *results* can be imitated.

Only personality can be unique.

As to newspaper writers—there have been only two kinds: men who knew writing but didn't know business, and men who knew business but didn't know writing. Either could be imitated or duplicated.

A man who knew both writing and business, and both in an eminent degree, would have to be regarded as unique.

Such, in fact, is Herbert Kaufman.

No other contributor to the American press has his equipment of experience, of inspiration—of sheer genius. He is the only writer who has penned classic poems and directed national selling campaigns with equal facility and equal success. He is the only writer whose fame in literature is fully matched by his fame in business advertising. The same pen that wrote "The Dreamers," "Why Are You Weeping, Sister" and "The Dirge of Doubt," analyzed and planned the world-wide selling campaigns embraced in the advertising of the National Cash Register, the International Harvester Company and similar organizations.

There is no other Kaufman. There can be no other Kaufman feature—no other feature *like* Kaufman.

We offer you in

HERBERT KAUFMAN'S WEEKLY PAGE

—a circulation-building, a man-building, a community-building force.

—a great national yeast cake filled with a ferment of new ideas and incentives to action.

—a page which your advertisers will read because they will find in it a message to them and their problems.

—a page which *you* will read because you know the authority of basic information and the first-hand knowledge of world conditions which the writer possesses.

—a page which employees will read because it will outline for them the principles on which every fight for advancement must be made.

—a page which every hard-thinking, hard-working, ambitious man and woman in the country will read because it brings weekly inspiration from a pen dipped in a broader, practical experience with the forces that make for power than that of any other writer of our day.

—a page that will arouse more incentive, will bring more modern ideas, will put the germ of aspiration in more young men and women, will incite more effort and awaken more people to the possibilities of human endeavor, and will educate more readers in more practical ways than could any dozen men you are able to call to your columns.

—a page that will induce people to buy your paper and then encourage them to buy the things your advertisers offer—intensifying and multiplying the response to every advertisement in your columns.

—a feature equal in constructive, productive and "pulling" power to any *four* other pages you could buy, and therefore a seventy-five per cent. saving in white paper, composition and handling.

The newspaper which can build up the greatest following of ambitious citizens, which can awaken the most men to the biggest ideas and ideals, which expresses the highest power for personal, civic and commercial betterment, reaps the advantage of being the strongest constructive influence in its field.

Add a \$50,000 a year writer to your staff.

Print

HERBERT KAUFMAN'S WEEKLY PAGE

and watch your community grow, your circulation grow and your advertising grow.

KING FEATURES SYNDICATE, INC.

PLANS FOR CENSORSHIP

Maj.-Gen. Scott, Chief-of-Staff, Proffers a Plausible Scheme for this Kind of Preparedness in Time of War.

WASHINGTON, January 5.—Plans for censorship in time of war worked out by the army General Staff are revealed in the annual report of Major-Gen. Hugh L. Scott, Chief-of-Staff, just made public. The report says it is of vital importance that definite preparation along this line be made before war is at hand, or "we may anticipate greater confusion and dissatisfaction than Great Britain experienced if no plans be prepared and no personnel be selected for execution thereof until the time arrives when censorship and control of the press become as necessary as in Europe in 1914."

The following is quoted from the staff plan:

"That an officer of the army designated by the Secretary of War, and an officer of the navy designated by the Secretary of the Navy be directed to consult with representatives of the press associations and managers of leading newspapers of the country in drafting legislation authorizing the President to issue regulations for control of publication and censorship of telegraph, cable, wireless and mail communications wherever such course may seem to him necessary for the defence of the country.

"That such draft, after approval by the judge-advocate-general of the army, be either submitted to Congress at once or held ready to submit when conditions seem to warrant favorable action, as the President may deem proper.

"That whether or not such a draft be now submitted, regulations to render an effective censorship be drawn up and careful plans prepared for execution of the censorship under such regulations. These should include record of each cable, telegraph, and wireless station which would require supervision by a censor; lists of all newspapers, periodicals, and correspondents, selection of army and navy officers, preferably retired, and of experienced newspaper men as personnel of the censorate.

"Following the British plan, the Assistant Secretary of War could well be assigned as director of the censorate.

"In time of national peril and absence of legislation, the President should at once direct a censorship of all communication by mail, cable, wire, or wireless; if necessary, declaring martial law to the extent necessary to effect arbitrary suppression of the communication of matter that might prove detrimental to national defence or useful to a possibly enemy."

The plan is now under discussion, it is understood, by officials of the War, Navy, and State Departments.

E. A. H.

Editors Thanked Officially

Commissioner of Agriculture H. E. Blakeslee, of Mississippi, who was in charge of the "Grown in Mississippi" special train last summer when it carried more than a hundred people, including eighty young ladies acting as county sponsors, to San Francisco, to visit the Panama-Pacific Exposition, sent out New Year greetings to editors of all of the newspapers in the state, thanking them "for the splendid service rendered during the past year for the upbuilding of our home state."

Lydia Lopokova to Wed

The engagement of Lydia Lopokova, the Russian dancer, to Heywood Brown, dramatic critic of the New York Tribune, is announced. Miss Lopokova is now with the Washington Square Players at the Bandbox Theatre, and may dance with the Serge de Diaghileff Russian ballet. She was born in Petrograd about twenty-four years ago, and since coming to this country has danced with Mordkin, at the Winter Garden and in other productions.

FITTING UP ITS CLUB HOUSE

Pen and Pencil Club to Have "Housewarming" Soon—Brief Notes.

PROVIDENCE, R. I., January 6.—The Pen and Pencil Club, of Rhode Island, is fitting up its fine three-story brownstone clubhouse, adjoining the University Club, in Benefit Street, and will probably have its "housewarming" about the middle of February. S. Ashley Gibson, chairman of the house committee, is in charge. Milton Halladay, the famous cartoonist of the Journal, is planning some attractive features for the decorations. The first application for associate membership was received from Gov. R. Livingston Beekman. All the active newspaper men employed on the daily newspapers of Providence, Pawtucket, Woonsocket, and other cities are joining. The active membership is restricted to writers, editors, and executives of the daily newspapers, and there is a clause in the bylaws under which a member is transferred to the associate membership when his connection with a daily newspaper ends.

Fred H. Young, dramatic critic of the Providence Journal for many years, has asked to be relieved from reviewing plays in order to devote his time to increasing duties on the editorial page. The office of dramatic critic will be filled hereafter by James C. Garrison, of the Journal and Bulletin editorial force, who was for several years dramatic editor and critic of the New York Press.

T. S. Trebell, one of the live young reporters of the Providence Journal, who did first-rate work on the Knowles murder case, and had a share in the German exposures, leaves town this week with many regrets on the part of his associates. He takes a position on the staff of the Boston American.

To Nominate A. P. Directors

Notices have been sent out by the Associated Press that the nominating committee will meet at Hotel La Salle, Chicago, Monday, January 24, at 9:30 A. M., for the purpose of making nominations to fill vacancies in the board of directors. The directors of the Associated Press whose terms will expire by limitation are: Charles Hopkins Clark, Hartford (Conn.) Courant; Clark Howell, Atlanta (Ga.) Constitution; Charles A. Rooke, Pittsburgh (Pa.) Dispatch; V. S. McClatchy, Sacramento (Cal.) Bee and Charles W. Knapp, St. Louis (Mo.) Republic. There is also a vacancy in the board caused by the death of Herman Ridder, New York Staats Zeitung. Members of the nominating committee are: Eastern Division—Frank Knox, Manchester (N. H.) Union. Southern Division—W. J. Crawford, Memphis (Tenn.) Commercial Appeal and George B. Dealey, Dallas (Texas) Morning News. Central Division—Thomas Rees, Springfield (Ill.) State Register and James Keeley, Chicago (Ill.) Herald. Western Division—Scott C. Bone, Seattle (Wash.) Post Intelligencer.

Anglo-American Press Association

The Anglo-American Press Association of Paris has elected the following officers for the coming year. President, William Phillip Simms, of the United Press; vice-president, George J. Adam, London Times; secretary, Andre Glarner, Exchange Telegraph; treasurer, Wythe Williams, New York Times; board of directors, Elemer Roberts, Associated Press; Paul Scott Mowrer, Chicago Daily News; L. Jerold, London Telegraph. As honorary members were elected C. Inman Barnard, formerly correspondent of the New York Tribune, and A. Somerville Story, former editor Continental Edition London Daily Mail.

There is so much good advertising copy—plain, simple, straight to the mark—that it looks easy to write until you try it. That is what makes the uninitiated believe he can do it.

PRESS CLUBS AND ASSOCIATIONS

The advent of the New Year was celebrated by the Baltimore Press Club at its rooms, 211 East Fayette Street, Baltimore, by holding open house. The audience room was filled with tables for the accommodation of guests and members, and an exceedingly tasty luncheon was served all day and evening to every comer. Several hundred dropped in during the day and evening, and enjoyed the good cheer provided. Everything was free. Among the visitors, besides the newspaper men, were judges, capitalists, attorneys, physicians, men prominent in political and business circles, all representing nearly all the professions in Baltimore. G. Franklin Wisner, President of the Club, and Edward Pfund, manager, with a staff of assistant newspaper workers, relieving one another during the day as their duties permitted, did the honors. The rooms were handsomely festooned and otherwise decorated. The Club will give its first big function in the form of a dinner and entertainment for 1916 at Lehman's Hall on Thursday, January 27.

The Republican Press Association of Oklahoma will give a Lincoln Day banquet, in Oklahoma City, on February 12. A very large attendance of editors of Republican papers is expected, as the banquet will be on the same date as the Republican State Convention. An effort will be made to secure Herbert S. Hadley, of Missouri, Lawrence Y. Sherman, of Illinois or Charles W. Fairbanks, of Indiana, as speaker for the banquet. The dinner committee is composed of Judson Ingram, of Kingfisher, and J. W. Kayser, of Chickasha.

HURON, S. D., January 3.—An interesting program has been prepared for the winter meeting of the South Dakota Press Association, to be held here on Thursday and Friday of next week. Papers will be read by A. L. Davenport, Vermillion Plain Talk; F. W. Wright, DeSmet Independent; John Widlon, Viborg Enterprise; D. C. Trippler, Canova Herald; P. F. Nolan, Plankinton Herald; A. T. Horton, Volga Tribune; L. J. Bates, Lake Preston Times; and C. F. Hackett, Parker New Era. A. N. Brace, professor of journalism at the University of South Dakota, will relate some of his experiences while abroad in the service of the Associated Press. G. L. Caswell, editor of the Denison (Ia.) Bulletin, and secretary of the Iowa Press Association, will speak on "Newspaper Organization." The city of Huron is preparing to entertain the visiting editors royally.

Many boxes for the benefit performance on January 22 of "The Meistersinger," which will be given at the Metropolitan Opera House for the German Press Club, of New York, have been taken by prominent people. Reservations have already been made by William Randolph Hearst, George Ehret, Jacob Ruppert, C. B. Wolffraus, Dr. Herman F. Albert, Felix Warburg, Ladenburg, Thalmann & Co., William Knauth, and the Plattdeutscher Volkfest Verein. Tickets are on sale at the clubhouse, 1 City Hall Place.

Coming Exhibit in Peoria

The officers of the Advertising Club of Peoria, Ill., have arranged for an exhibit of art work and advertising literature. The definite date of the exhibit has not been announced, but it will be early in the year. The majority of the largest advertisers in the country have contributed to this exhibit and it will be in Peoria for about ten days, coming from Chicago and being shipped thence to St. Louis.

Let no man say he does not believe in advertising or that he himself does not advertise in one form or another; rather let us acknowledge that we must have this potent force in our lives.

WON'T USE TRADING STAMPS

Joliet Merchants as a Body Are Opposed to Them.

H. E. Baldwin, chairman of the Educational Committee of the Advertising Club of Joliet, Ill., writes THE EDITOR AND PUBLISHER, as follows: "The organized merchants of this city have refused to permit the trading stamp to be in their establishments. This position was taken more than twenty-five years ago, and it has been a royal battle, at times, to keep them out. There are two department stores using their own house coupons, and one has the S. & H., and a few small stores follow."

"The late Joliet Daily News originated, in 1899, the fight against trading stamps by refusing to advertise the companies handling them, and also adopted a rule against merchants using them in their advertisements. The other dailies did the same, and the Joliet Herald-News still maintains a strict prohibition on all these schemes.

"The Advertising Club of Joliet composed of over 100 members, will discuss the subject of trading stamps at its next meeting, Tuesday evening, January 18, 1916. Your analysis of the trade device of December 25 is well sustained, and covers the ground thoroughly. It is a near-lottery which should be absolutely ruled out of all mercantile life."

Oklahoma Times Sold

OKLAHOMA City January 4.—The Oklahoma City Times, an afternoon paper and Republican political organ, was sold on December 31 by the trustee, to satisfy claims of bondholders against the corporation. The paper was bought in by the Daily Oklahoman, the morning paper in Oklahoma City, for \$35,000. The owners of the Oklahoman were owners of the majority of the outstanding bonds against the Times, and they had been expected to purchase the Times. It is announced that the Times will be continued by the Oklahoman Publishing Company as an afternoon paper, while the Oklahoman will be published as a morning paper. It has not been announced what changes in the editorial staff would be made.

Republished the Reply to Kirby

The Lynn (Mass.) Evening News in its issue of December 29 reproduced in display type the article recently printed in THE EDITOR AND PUBLISHER in reply to the speech of John T. Kirby, field manager of the National Retail Dry Goods Association, in which he said that the use of large space in the newspapers was sheer nonsense. Mr. Kirby had a few weeks before addressed the retail bureau of the Lynn Chamber of Commerce.

Libel Complaint Dismissed

FORT SMITH, Ark., December 3.—The Fort Smith Times-Record in the district court here won in a libel suit brought by Frank Fenelle, who asked damages of \$4,000, alleging in his petition that the Times-Record had published a story which said he had been fined for violating the city traffic ordinance regulating the driving of automobiles on the streets, when as a matter of fact he was not so fined. The defense entered a demurrer, which was sustained by the court and the case dismissed.

CHARLES G. STEWART, seventy-nine, former newspaper man and son of William Stewart, founder of the present Bobbs-Merrill Publishing Company, died at his home in Indianapolis, Ind., December 29, from pneumonia.

JOHN WALTER FURLow, fifty-eight, for more than thirty years city editor of the Americus (Ga.) Times-Recorder, died January 1 of pneumonia after a short illness. He had been active at his desk until Tuesday night previous.

"I CAN TELL YOU JUST HOW IT WAS"

An Old Timer Sits Back In His Chair and Gossips Pleasantly of Rowell, Pettingill, Bates, Sharpe, Dauchy, Erickson, Elliott and a Host of Others Known to Fame.

BY HENRY S. BOWEN.

[Mr. Bowen wrote for THE EDITOR AND PUBLISHER, last summer, a series of "Confessions" that attracted general attention. A second series was prepared, one article of which has already appeared. Below is the second.]

The men first active in the advertising field, as I remember them, were George P. Rowell, "Sam" Pettingill, Bates, Sharpe, Dauchy, William B. Shattuck, E. N. Erickson, Herman L. Burr, Joseph H. Richards, W. H. Hicks, Tobias, Peter K. Deyo and A. R. Elliott. Then came J. Walter Thompson, with "Garry" Haulenbeck as his assistant, in a small room in the Times Building. A visitor today at his present immense offices on 23d Street, with their hundred clerks, would wonder how it all happened; and today in his private office this well-known veteran is conducting the most successful advertising business in the history of the world. Associated with him are "the boys," grown to manhood under his supervision and help, who make his firm the great success and power it is today.

The old advertising man who had chiefly acted as messenger between store and newspaper began to dwindle, and a new set of men were appearing. Foremost was Frank Presbrey, a graduate from Frank Seaman's. It was a great sensation in New York the day when it became known that Presbrey and Bliss had resigned and had opened offices in the Downing Building on Fulton street. I remember my first call. There was nothing to shut out the visitor, and he was most welcome. No functionary nor door stopped easy access to the desk where Mr. Presbrey sat. Instead of following the old school style of doing business soon artists, ad writers and outside solicitors were engaged. The large increase in the pay roll did not frighten Mr. Presbrey, and his business soon increased by leaps and bounds. No one today would recognize his old Fulton street shop with a woman bookkeeper and one boy. Mr. Presbrey in those early days felt quite put out that the Herald took some months' consideration before they granted him recognition. At that time his daring to upset all old-fashioned ways made some of the newspapers feel that he would end in the bankrupt court! There were no golf links in those days, and the only exercise an advertising man had was either in the office at his desk or out soliciting.

Another new firm name appeared, Lyman D. Morse Co., succeeding Bates and Pettingill. Mr. Morse had represented Joseph Burnett, of Boston, was a connection of the Jeremiah Curtis family and had a wide acquaintance with advertisers. His firm represented Pears' Soap, Beechman's Pills, Cuticura, Brown's Troches and other prominent clients. After Mr. Morse died Mr. Douglas, of Boston, assisted by Wells, Harman, Dewey and Miss Patterson, continued the business and made a rapid rise to prosperity and success.

During the many years Mr. Morse was alive and in business he was the busiest man in town. I remember one day when I called about lunch time he invited me to go out with him. This I did, and sat by his side while he ate and talked. Dish after dish was consumed without a thought of me. I sat hungry, but too proud to let him see I felt badly in not sharing his feast. After he had smoked a cigar we returned to his office, and he soon confided to his clerks that he was suffering from a severe attack of indigestion and started for home, while I hurried away for my luncheon. I found no fault, for that was the way he had

of doing business when he had a good listener.

George Batten, Johns and Lawrence were a great team and made their mark long ago on Park Row. I consider Mr. Batten's success was in a large measure due to his readiness to meet the newspaper and magazine solicitor and hear his story with patience. Today, with all the immense business entrusted to their care I can see good reason why it is impossible to do business now if most of their time is taken up with solicitors whose paper or magazine is not on their list.

Down in Wall Street is another old advertising firm of by-gone days that still holds about all the good will of Wall Street since the war times. Few remember the old firm of Frank and Kiernan. The advertising solicitor of those days still holds in high honor their chief client "Johns" as he was then and now is called by all the boys. Johns never let a fellow go out of the shop without carrying away the feeling that he was a friend at least even if he didn't carry along a copy and an order. After Frank and Kiernan dissolved Albert Frank continued the business, and until he died was remarkable in many ways. He was always in a hurry, smoked black cigars and dashed his orders off in a way to terrify the anxious solicitor. He commanded the respect of all business men in Wall Street, however, especially J. Pierpont Morgan. If there is any solicitor living who did business with J. P., personally I never met him. He and Frank were the limit!

Frank Seaman, before 1895, was a power in the advertising field, representing almost all the leading railroad and transportation companies. In those days he was most getatable, and I always believed he missed his old boys, Presbrey and Bliss. In recent years he has had a most valuable assistant in Mr. Hine. Their business has increased each year, and today his agency is one of the largest in the city and country.

W. H. H. Hull for many years handled all the advertising of Lord & Taylor. He had been a valued employee of that firm in its palmy days while under the control of Mr. Hatch. Mr. Hull never missed a day from his office, even on Sundays and holidays. He worked from early morning to the midnight hours. His clients were numerous and his profits large. One of the best accounts his firm handled was that of James Coward, of Coward shoe fame. For some reason the Herald had never been listed, and I was sent to try my hand. After repeated calls without success one day Mr. Coward sent out word that at the moment he was busy and would see me later. I sat in the store for over an hour before sending my name up for the second time. I was asked to go at once to the private office and had a nice talk with Mr. Coward. After a strong argument why the Herald should be on his list he said that his spring advertising campaign would begin the following Monday, but he saw no reason why he should include the Herald. Here I was prompted to say, "Then advertise this Saturday before your campaign opens and your salesmen on that day will surely convince you that the Herald is a most desirable medium to use." When Saturday's paper came out the Coward shoe ad appeared in a splendid and striking position, and I am glad to say that for fifteen years or more this advertising has regularly appeared in the Herald with all the other papers.

The Hicks Advertising Agency, now in charge of Mr. Russell, has reached a most respectable age, and its chief line has in a great measure been confined to advertising summer hotels. This firm years ago succeeded to the business of Herman L. Burr, another old veteran whose wise investments left his family so well off that on his death his two sons closed out the business. One of the principal accounts transferred was that of the Home Fire Insurance Company. At that time the Herald charged a double rate for a two column ad if the middle column rule was taken out. It

NEW COURSE IN BOSTON SCHOOL

Newspaper Practice, Using Laboratory Method, is Announced.

A new course is offered by the Department of Journalism of the College of Business Administration of Boston University for the second semester, beginning February 7. This will be a course in "newspaper practice," and will take up the study of rewriting, copy editing, headline writing, and proofreading. The "laboratory" method will be used, and actual news copy so far as possible will be made the basis of the practice work. In headbuilding the styles of all leading Boston and New York papers will be studied in detail, and practice given in writing heads of the widest possible variety.

Like the other journalism courses in the College of Business Administration the course in newspaper practice will be under the direction of Harry B. Center, of the Boston Post staff.

A course in "Advanced News Writing," also new this year, ends its fifteen-week session the last of January, and in lieu of examination the instructor requires each student to write a timely and marketable feature story on a news subject of his own choice, and either to suggest or furnish illustrations. In this course an intensive study has been made of feature and "human interest" stories. Paragraph and sentence structure has been studied with especial reference to the demands of newspaper style.

The class in "News Reporting and Writing"—the elementary course in journalism—which occupies the entire college year, has had a large attendance. During the second semester the class will be addressed by a number of prominent Boston newspaper workers.

VIGILANCE COMMITTEE TO MEET

Retail Merchants' Association Plans to Censor Ads in District of Columbia.

WASHINGTON, January 5.—The chairman of the advertising vigilance committee of the Retail Merchants' Association has called a meeting of the committee for January 14.

This committee, when completed, will be composed of seven members of the Retail Merchants' Association and one representative from each of forty-two citizens' associations. More than 50 per cent. of the citizens' associations have already selected their representatives, and before the meeting takes place all of the remaining number will have met and had an opportunity of selecting representatives.

The purpose of the committee is to censor advertising made use of in the District of Columbia, and to stamp out all false or misleading statements. Assurances of cooperation have been received by the Association from the secretary of the national vigilance committee of the Associated Advertising Clubs of the world.

was not until I was assigned this account by Mr. Fox that I learned the reason why the Herald failed to secure this "choice bit" of advertising. I was well acquainted with Mr. Head, the president, and to get his order I drew a line in the center of his two-column copy except 20 lines top and bottom. In the first column were the names of their investments of bonds and stocks, and in the second column their cost and valuations on the Stock Exchange. This reduced the cost of a \$400 ad to about \$232, and I, of course, got the order, and it has always appeared each year for the past eighteen years.

(Continued next week.)

FORESEES RECORD YEAR OF MOTOR ADVERTISING

(Continued from page 851)

page ads in New York. This will be followed up at Chicago. The production is to be doubled and the price is lower, two features that call for cooperation between factory and dealer. The General Motors has made some changes such as the Buick cutting off fours; the Oakland going into the low-priced field; the Cadillac's wonderful success with the Eight, etc. The public must learn of these through advertising. The advent of more eight and twelve-cylinder cars has started every one to watching the motor chessboard. The makers of sixes must not let the public get too familiar with the eights and twelves, and so the big fellows with sixes will follow eight and twelve-cylinder advertising with their own announcements—if they are sensible. And the eight and twelve-makers have to educate the public to the features they are claiming as the better.

According to general conditions this will be done during the show season. And it will continue through until the summer. But there should be a let-up after that. Some of the newspaper men foresee this and they are going after every line of copy possible.

Another field that is going to loom up big is the accessory trade. There will be many big ads scattered through the country this season. Gridley Adams was in New York a few days ago planning a campaign to go into twenty-seven cities with Stewart Warner copy. It may be exclusive one-paper copy. Berry Roekwell has some more of the vapor plug copy about ready to spring. The last ad was so successful in New England that they got more orders than the company could handle through a dealer right away. The Osgood reflector, realizing that a new light law was going into effect January 1 in Massachusetts, placed an ad in Boston and in two days the dealer was sold out. Other makers of lamp devices followed suit and on January 1 the motorists were obliged to ask the police to suspend arrests until the lamp-makers could catch up with the demand for their goods. And the advertising was confined practically to one paper, the Globe, because the writer was one of the chief figures in bringing about the change for the better through a committee and the Highway Commission.

The above are merely a few samples to show that the tendency to go more and more into the newspaper field with accessories, is growing. And another field that is opening up is what is called classified advertising, which a few years ago was confined to second-hand cars. The term "used car" was then brought out, and this made a good impression. And soon in a few cities used cars were advertised on the display pages with new cars, paying the same rate. Now the classified field has grown wonderfully in some places. It is the dealer's section and is like a weekly trade paper. In it are advertised all kinds of accessories also. In Boston some of the dealers have gone so far as to advertise their new cars—that is, the wholesale distributors—in the classified section of the Globe to get distributors instead of in the regular automobile section. And the results have been surprising.

Therefore, when it is summed up, the display copy of new cars; the accessories and the classified, it makes a tremendous combination. Without wishing to be personal the writer gives as an illustration that the Globe gained 134,000 lines in automobile advertising last year, running a total above 800,000 lines, and a good percentage was classified and accessories, for which the paper received the same rate as it did for its display.

Liquor advertisements in newspapers and magazines published in Colorado are prohibited, and magazines containing such advertisements published outside the State must not be sold there.

The
**American Newspaper
Annual and Directory**
for
1916

Is Ready for Delivery

The importance of securing your 1916 copy promptly will be realized when we say that the new edition contains

Over 50,000 Changes

These changes are in descriptions of newspapers and towns, and in the lists, besides the thousands of changes in circulation figures. In newspaper lists alone, 1412 new papers are added, while 1547 dead ones are cut out. Such information is vital to all advertisers.

*Sent anywhere in the United States
on receipt of \$5.00 (express charges
COLLECT) by the publishers.*

**N. W. AYER & SON
P H I L A D E L P H I A**

LUKE M'GLOOK*The Brainy Beam Boy*

Furnished in 7 column strip. LUKE pulls off some "bone head" stuff that's really interesting; not exclusively New York Stuff. :: :: Do you want proofs?

World Color Printing Co.

R. S. Grable, Mgr.

Established 1900. St. Louis, Mo.

THE SEATTLE TIMES

"The Best That Money Can Buy"
A. B. C. Audit for period ending March 31, 1915

Daily, net paid, 68,678
Sunday, net paid, 77,988
Over 55,000 in Seattle

A copy to every family each week day.
Largest circulation by many thousands of any daily or Sunday paper on the North Pacific Coast.

Largest Quantity Best Quality Circulation
The S. C. Beckwith Special Agency
Sole Foreign Representatives
New York Chicago St. Louis

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 to-day 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

The Evening Star

covers Washington, D.C., more thoroughly with one edition than any other paper in the United States covers the city in which it is published.

Member of the A. B. C.

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."

MEMBER A. B. C.

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

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

G. LOGAN PAYNE CO.
New York Chicago Boston Detroit

PRINTING EXHIBIT COMING

New York Typothetae to Co-operate with the Advertising Club.

An exhibition of letter-press printing is now being prepared, under the auspices of the New York Typothetae, to be placed in the library of the New York Advertising Club.

The special committee appointed by the Typothetae to handle the details of the work is comprised almost entirely of men who are also members of the Advertising Club, under the chairmanship of Gustav Zeese, of the Zeese-Wilkinson Company. The other members of the committee are: G. Frederick Kalkhoff, Charles Francis, John Clyde Oswald, W. E. Rudge, Hal. Marchbanks, M. L. Griswold, Arthur Allen, H. H. Cooke, Charles Paulus, secretary of the Typothetae and acting secretary of the committee.

While the exhibit is being prepared and arranged at the expense of the New York Typothetae, the display of printing is not confined to the members of that organization. All New York printers have been invited to participate by submitting examples of their best work, the committee making a selection for this display.

It is not intended that the display of printed matter shall be confined to fine-art printing, but that it may also show effective advertising literature — more particularly direct-by-mail advertising material which has had sufficient punch to get a result.

About one hundred members of the New York Advertising Club belong to the printing and allied crafts.

AGAINST HIGHER RATES ON NEWS PRINT PAPER*(Continued from Page 852.)*

and west has not, however, been attempted, the carriers testifying that there is no relation between east and west-bound rates, and that there is no reason or necessity for making east-bound rates the same as west-bound rates.

IV. THERE IS NO EVIDENCE THAT THE PRESENT RATE ON NEWS PRINT IS UNREASONABLE.

The carriers conceded that they do not know the cost of transportation or the proportion of the burden which news print should bear, and they do not justify their rates on the basis of car-mile earnings or ton-mile earnings; they also conceded that a low rate does not mean less revenue, and that a low rate on one article may bring more revenue than a higher rate on another. . . . It is conceded that no commodity moves more regularly than paper . . . that news print is very desirable traffic, and that the carriers have solicited the business and meet the competition of the Canadian lines in order to keep the business.

V. ANY INCREASE IN NEWS PRINT RATES WILL HAVE TO BE PAID BY THE PUBLISHERS.

The evidence shows that the manufacturers are primarily interested only relatively to each other, and chiefly because the freight on news print in all cases is either directly or indirectly through being added to the purchase price, paid by the publishers, who are the ultimate consumers.

The publishers were not consulted in the matter by either the carriers or the Paper Manufacturers' Traffic Committee, and yet that committee proposes to make news print more than pay all reductions on their proposed adjustment. The publishers, however, have made it clear that they oppose not only the proposed rates of the carriers, but also the suggested compromised schedule of rates offered by the Traffic Committee.

VI. THE PRESENT RATE IS ALL THAT THE NEWSPAPER TRAFFIC WILL BEAR.

It was necessarily conceded by the witnesses for the carriers that one of the factors of rate making is "what the traffic will bear." On this subject the protestant on behalf of the publishers offered testimony showing that the newspaper publishers cannot stand an increase in freight rates on news print, with the consequent increase in the price of news print; that the business of the publishers is at a low ebb; that their volume of business and advertising receipts have very materially decreased in the past two years and are far below normal; that their costs of production in all branches, and particularly in labor, have steadily and very materially increased for the past fifteen years, during which time the present news print rates have been in effect; that it is impossible under existing conditions in the publishing business to increase advertising rates to offset in whole or in part any such increase in the cost of news print as would result from the proposed increases in freight rates; and that any general increase in the cost of news print as would result from the proposed increase in freight rates; and that any general increase in advertising rates attempted at this time would seriously injure the business of the great body of the publishers, comprised of the publishers of papers in the smaller cities and towns throughout the country.

VII. THE CARRIERS HAVE FAILED TO SHOW ANY NEED OF INCREASED REVENUE.

No attempt was made by the carriers before the Commissioner to introduce any evidence tending to show their need for increased revenue. Their witnesses conceded that one of the pur-

poses of the proposed tariffs was the obtaining of increased revenue, but no facts were shown, or attempted to be shown, from which it could even be inferred that the need therefor existed.

Following the foregoing abstract of the evidence, the argument of counsel is that "The proposed increases on news print cannot be justified by any need of equalization or adjustment of rates on other grades of paper"; that "The proposed increases on news print are unreasonable and unjustified. Support therefore, cannot be predicated upon the suggestion of the omission of the Five Per Cent. Case"; and finally, that "The carriers' need for revenue is not now a pressing one, no crisis is at hand that requires relief at any cost, and it is respectfully submitted that an increase at this time of the character and amount sought should not be granted without a clear and substantial showing of propriety, reasonableness, and need. No such showing is here made and the proposed tariffs should not be allowed."

VON WIEGAND'S EXPERIENCES AS WAR CORRESPONDENT*(Continued from Page 852.)*

"Prior to the last big French and English offensive in the west in September and October, correspondents of the French and English army were cabling that they were convinced at this time that the French and English would be successful, but—were they? Two other American correspondents and myself were in the Champagne and near Loos the third and fourth days of the offensive. Of four long dispatches that I filed two-thirds of one got by London. One of the other correspondents got nothing through, and the third about 40 per cent. of what he filed. Even the remnant which landed in the World office from me resulted in a sharp criticism of the London censorship by the Washington correspondent of the London Times for letting it through on the ground that I had minimized the English successes, and that such news would endanger Anglo-French sentiment in America. It is now well known that the English themselves admitted that they had no success of any great practical value. I had been there in the June and May offensive and had confined my dispatches to telling just how far the English got and why they did not get any further, but comparatively little of that got through to America.

WORDS SLAUGHTERED IN LONDON.

"At the beginning of the Servian campaign 18,000 words of dispatches for America from Servia and Bulgaria were killed in London which were intended for one of the news agencies. This is but an illustration of what we are up against in Germany.

"Aside from that we are writing for a public that appears to be more or less hostile to the Central Powers, and is inclined to discredit or discount our news. It appears to prefer to believe what comes from the Allies. We are writing for a hostile public, and in an atmosphere over there, that, while not being exactly hostile, is certainly not very friendly. Reports that the German Government have placed a muzzle upon correspondents in Germany are exaggerated, to say the least. What we are suffering under is the English muzzle, not the German.

"The German General Staff some two months ago adopted new regulations for foreign correspondents partly based upon precedents set by the American army during the Civil War, in its rules for war correspondents. These regulations provide that correspondents must stay on one side or the other, must obligate themselves to remain during the war, and must not leave the country without the express permission of the chairman of the General Staff. Should they leave without such permission, it is possible that they might not be allowed to return. The fact that correspondents have been running from one side to the other has brought them more or less into disrepute through the irresponsible actions of irresponsible correspondents. The new rule and prin-

ciple is a good one, and is hailed with satisfaction by every American correspondent with the Central Powers. It does not apply to newspaper men who merely want to go to Germany or Austria to study economical and industrial conditions, but to the correspondents who expect to get to the front.

UNFAIR CRITICISMS.

"Practically every American correspondent on the German side has, at one time or another, been accused of either being in the pay of the German Government or standing in with German officials. The fact seems to be lost sight of that our papers or news agencies have assigned us to that side for the purpose of reflecting the viewpoint of the Germans, Austrians, and Hungarians, and not that of the French or English or Russians, for which purpose they have other correspondents. If some of us have secured journalistic beats or big stories it has been simply because we have worked hard.

"Of my stories that have been much commented upon here and elsewhere, at least two of them—the Crown Prince interview and the interview with Admiral von Tirpitz—were smuggled out of Germany by me and never were passed by the German censorship.

"The feeling in Germany is that America is against them, and no matter what facilities we offer through the American correspondents it will not change the American attitude toward making America more fair. Yet, there appears to be a greater appreciation of getting German news before the world than is shown in either London or Paris in getting news of the Allies before the world.

INFLUENCE OF DECORATIONS.

"It is strange that none of the correspondents with the Allies have ever been accused of being pro-Ally, or suspected of being in league with that side. I can only assume that this is so because sympathy here at home leans largely that way. The Russians have conferred high decorations upon several American correspondents. Had that been done by the Germans it would have been charged that they were trying to influence us.

"Among the correspondents on the German side are:

"S. F. Conger, chief of the Associated Press Staff, who has four or five men, including Philip Powers, of Egston; S. N. Bouton, formerly of Buffalo, and William Dreher, who has been many years with the Associated Press and formerly was in the Consular service. Dreher is a noted financial authority.

"Carl Ackerman, chief of the United Press Bureau in Berlin and well known in Washington.

"Cyril Brown, correspondent of the New York Times; Dr. O. Jacobs, of the New York Sun; Oswald F. Shuette, formerly President of the National Press Club in Washington, and Raymond E. Swing, both of whom represent the Chicago Daily News.

"Mr. Abrecht, representative of New York Staats-Zeitung; Regent E. Garrett, of the editorial staff of the New York Times, and James O'Donnell Bennett, Chicago Tribune.

"The Hearst organization has made numerous changes and I do not know who is in charge of their work now.

CORRESPONDENTS FAIRLY TREATED.

"Considering the intensity of feeling against America during the Lusitanian crisis, and in comparison with what I am told here is the severity with which the English are inclined toward the American correspondents in London, the German Government and military authorities have certainly been decidedly fair and courteous to those of us who are assigned to the Central Powers.

"The personality and manners of the correspondents have much to do with their chance of success. Indiscretion and violation of confidence are things which are a sure bar to success, and that is something that a great many correspondents do not appear to realize."

1915 A Great Year for the Boston Globe

Net paid daily circulation grew to almost 250,000 copies — Sunday circulation to nearly 300,000 copies per issue—Carried 8,433,054 lines of advertising, a gain of 70,533 lines over 1914, and 971,412 lines more than second paper—Printed 548,712 want and classified advts, 289,803 more than second paper, and a gain of 60,381 advts over 1914—Printed 812,105 lines of automobile advertising, a gain of 134,442 lines over 1914.

Boston Globe's Circulation of Great Value to Advertisers

Daily
250,000
Sunday
300,000

The November Net Circulation of the Boston Globe was almost 250,000 Daily and practically 300,000 Sunday.

NOVEMBER CIRCULATION BOSTON GLOBE

Daily	Paid	Sunday
243,646		297,230
	*Unpaid	
<u>4,013</u>		<u>2,677</u>
247,659	Total Net	299,907

*Papers distributed to advertisers, employes, etc.

In considering the Boston field, weigh carefully the tremendous purchasing power of the Boston Daily and Sunday Globe. Mark the Globe No. 1 on your Boston list.

GLOBE LED THEM ALL

Advertising Totals for 1915

The total lines of advertising in the Boston newspapers (having Daily and Sunday editions), for the year 1915, were:

1. GLOBE . . . 8,433,054
(A gain of 70,533 lines over 1914)
2. Post . . . 7,461,642
3. American . 5,947,270
4. Herald . . 4,472,775

(The above totals include all of the advertising, wants, classified and display, printed in the various papers during 1915)

The Boston Globe offers advertisers the best advertising medium in New England. Its circulation is in the homes of the best people in all walks of life in the territory in which it circulates.

GLOBE BREAKS RECORD Wants and Classified

During 1915 the Globe printed

548,712

Want and Classified advts. This was the largest number ever printed by a Boston paper in any one year.

Total Want and Classified advts. printed in 1915:

- GLOBE - - 548,712
- 2nd Paper 258,909
- 3rd Paper 106,311
- 4th Paper 97,507

Total Lines of Automobile Advertising Printed in 1915:

- GLOBE - - 812,105
(A gain of 134,442 lines over 1914)
- Post - - - 426,494
- American - 342,401
- Herald - - 223,869

(The above totals include all of the automobile advertising printed in the various papers)
The real judges of the value of advertising space, the Want and Classified advertisers, use the Globe in Boston.

The Editor & Publisher and the Journalist

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

Entered as second class matter in the
New York Post Office

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



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

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

New York, Saturday, January 8, 1916

"The problem of democracy is to conserve the efficiencies of industry to the highest degree that is compatible with the fundamental conception of liberty and freedom in industry. The problem of government is not only not to thwart efficiencies, but to stimulate them, to aid them, to develop them to the highest degree that is compatible with the general welfare. That is the problem for democracy. That is the great challenge that comes in the history of civilization to this great Republic, with renewed insistence, out of this epochal war."—Joseph E. Davies.

CHARLES W. KNAPP

From whatever viewpoint may be regarded the character and career of Charles W. Knapp, who died suddenly on Thursday in the office of the New York Times, there can be but one conclusion drawn, and that is that in his death American journalism has sustained a severe loss.

He was the type of man who has contributed most to the upbuilding of the generation in which we live. He possessed a sound, well-rounded character, an ambition to accomplish something worth while, and the ability to influence others in the right way. His work on the St. Louis Republic was constructive. His instructions to his staff were these:

"I want no man to express any views in his writing here with which he is not himself in cordial sympathy.

"Make no assertions against any person's conduct or character unless you are ready to support them with complete legal evidence. Do not draw conclusions. Never leave the plain facts. Let the facts tell the story. Never on hearsay connect any woman with a detrimental action."

Mr. Knapp's personality was of an engaging character. He radiated optimism. To shake hands with him and look into his clear, calm eyes was a comfort. He radiated hope, cheerfulness, and confidence. He was always approachable, always considerate of the rights and feelings of others.

Among the journalists of his day few have been more warmly admired and loved than Mr. Knapp. He possessed good judgment, understood the newspaper business in all its different aspects, and never advocated a policy or backed a project from selfish motives.

The world can ill spare such men as Charles W. Knapp.

The biggest automobile exhibition ever held anywhere, which took place in New York this week served to centre public opinion upon this industry. According to figures compiled by Alfred Reeves, the total retail value of cars and trucks sold in 1915 reached the enormous sum of \$691,778,950, of which \$565,856,450 was for passenger cars. When one considers that in 1899 the value of cars sold was only \$4,750,000 some idea can be had of the almost unbelievable growth of the business during the past sixteen years.

THE EDITOR AND PUBLISHER regrets that it cannot give further space to the Christmas activities of the newspapers. Last week such matter would have been timely. The festival, and all that pertains to it, is now two weeks old. Even newspaper men do not care to read stale news.

THE COUPON MENACE

It is a old saying that if you want to defeat a man in an argument "first get him mad." That is exactly what has happened in the campaign of THE EDITOR AND PUBLISHER to show up the evils and misrepresentations that have grafted the coupon and trading stamp on to retail business all over the country to the detriment of general prosperity and the business success of the victims.

Newspapers everywhere are becoming interested in the subject and investigating its local effect. The abuse being hurled at THE EDITOR AND PUBLISHER by certain misguided coupon concerns is only tending to help tighten the rope about their own necks. Letters from newspaper publishers from Maine to California and from merchants who would like to be freed from long term contracts which they have made with coupon companies are coming to us.

It is needless to repeat the arguments against the coupon menace which have been printed in THE EDITOR AND PUBLISHER since last April. That the end of the chapter is now within reasonable prospect seems assured. The time to act is now at hand. This alleged form of pretended advertising must and will be stamped out.

For the purpose of bringing the facts home to the mass of the people, THE EDITOR AND PUBLISHER is now preparing a series of short articles which will be furnished without charge to all newspapers wishing to publish them. These articles plainly point out the fallacies and absurdity that coupons represent an economy or a profit sharing value.

THE EDITOR AND PUBLISHER firmly believes that, with the newspapers generally printing these short articles by expert merchandise men, in three months customers at the various stores will refuse to take coupons and the storekeepers generally will gradually be relieved of the expense of piling up millions of profits by those carrying on the traffic.

In some places it may be necessary for the newspapers to suggest to shopkeepers at present tied to the various coupon concerns that they plainly state that goods sold without coupons will be at prices representing the saving represented by the elimination of the cost of the coupons. This object lesson, though perhaps a bit expensive temporarily, would prove an object lesson that would not pass unnoticed.

NEWSPAPERS AND THE LIQUOR QUESTION

We have received a letter from the New York State Wholesale Liquor Dealers' Association protesting against the great volume of publicity given by the newspapers to matter sent out by the Anti-Saloon League, which, it charges, is not news, but special pleas for prohibition propaganda and misleading statements. Continuing, A. L. Strasser, the secretary of the former organization, says:

Since the League is a political organization, working for certain definite aims to be accomplished through political action, there would seem to be no good reason why it should be so highly favored by the press of the country. Millions of dollars are now being spent annually in advertising beer and liquors. With the extension of prohibition territory, this advertising will necessarily be reduced, to the great financial loss of the newspapers. Is it not about time for the publishers of the country to consider whether they are acting wisely in giving so much free space to the prohibition agitators?

Mr. Strasser's complaint is doubtless based upon a good foundation. A perusal of newspapers all over the country shows that a majority of them are opposed to the liquor business, and will not accept advertising relating to it. This being true, it does not stand to reason that they will print matter furnished by the Wholesale Liquor Dealers' Association rather than that furnished by the Anti-Saloon League. As the newspapers reflect the sentiment of the communities in which they are issued they cannot be expected to print articles of a propaganda that advocates a cause to which the majority of the people are opposed.

There are, however, cities in which prohibition has few advocates. The newspapers of these cities, mostly metropolitan in size, favor the restricted sale of beer, wine, and liquor. They believe that the cause of temperance can be best promoted not by the prohibition of the use of these beverages but by their sale under such reasonable conditions as will prevent their abuse. Such newspapers, possibly because they have this broader view of the subject, welcome arguments both for or against the saloon.

It is a significant fact, however, that in ninety-nine cases out of a hundred, the newspapers do not allow liquor advertising to influence in any way their attitude upon the saloon question.

Of all the newspaper promotion printed matter that comes pouring upon our desk none surpasses in typographical excellence or in character of contents, "The Voice of the City," a beautiful publication in magazine form put forth by Samuel Hecht, advertising manager, in behalf of the New York American. The December issue contains, among other attractive features, a letter from William R. Hearst to the general manager of his publications; "The Lure of Newspaper Comics," by Rudolph Block; and "A Modern St. George," by John Temple Graves.

INCREASE YOUR RATES

Now is the time for the small city dailies to establish advertising rates that will enable them to improve their newspapers and make fair profit in their efforts in serving their communities.

Every small town publisher should ascertain his gross operating expenses for the year 1915 and from the total, including all items such as interest, depreciation and fair compensation for himself, deduct the gross revenue from circulation, subscriptions and the sale of newspapers.

By dividing the remainder by the number of inches of space sold he will find out what it has cost him to produce the space. Then let him add say ten per cent. of the gross expense for a manufacturer's profit divided by the inches of space and he will ascertain commercial cost.

Now let him divide the total amount of the net revenue from advertising for the same period by the number of inches printed and he will learn the net average rate he has earned for his space. If it is less than the above cost before, he has been selling his space too cheaply. If it is higher, he is on a safe margin.

Next let him make a careful estimate of what it would cost him to secure memberships in the A. N. P. A., the A. B. C., perhaps a State organization, to employ a good special representative, if he has not now got one, make an allowance for trade paper advertising and to care for various services demanded by advertisers, and divide the sum by the number of inches printed, and add the amount to the cost as above, before deciding on what rate he must have to live.

EXAMPLE.

Gross expense	\$200,000
Less circulation income	70,000
	<hr/>
Plus estimated expense of necessary added service	10,000
	<hr/>
Plus a manufacturer's profit of 10 per cent. on traffic	200,000
	<hr/>
Divided by 200,000 (Inches).....	160,000
Makes cost equal 80 cents per inch.	
Total advertising earnings.....	\$150,000
	<hr/>
Divided by 200,000 (inches)	
Makes average net rate earned 75 cents per inch.	

The whole matter is simply one of arithmetic as obvious as the nose on one's face. The publisher must get costs plus a reasonable profit if he is to live, and the advertiser must pay for the service rendered in order to secure the sort of results he seeks.

The day of merely changing a certain rate because so and so does so has gone by in modern newspaper efficiency. The trifling added cost per newspaper to secure a fair readjustment of rates will still keep the cost of newspaper advertising much lower than can be secured in proportion to results from any other medium.

ABOUT OURSELVES

In the amount of business carried and in the number of its readers 1915 was the best year in the history of THE EDITOR AND PUBLISHER. The growth in advertising was most satisfactory. The record shows that in October the gain over the corresponding month in 1914 was 80 per cent.; in November the increase was 100 per cent., and in December, 66 per cent. The percentage gains in 1914 as compared with the same months in 1913 were, October 27 per cent., November 14½ per cent., and December 72 per cent.

As a general rule a newspaper's success is gauged by the amount of paid advertising it carries at regular rates. In other words, the public bestows or withholds its advertising patronage in accordance with its estimate of the value of the medium. Applying this rule to the record made by THE EDITOR AND PUBLISHER last year, and to the other periodicals in its fields, it will be seen that THE EDITOR AND PUBLISHER leads them all, and is therefore entitled to be regarded as the foremost representative of the newspaper industry of the United States.

One reason for its success may be found in the sane, consistent and progressive policy adopted by its present management when it took over the property four years ago. We believed then, as we do now that the newspaper publishers will give their hearty support to a periodical that will faithfully represent their interests; that will intelligently discuss the problems they meet in their business; that will call attention to evils that may exist and propose ways and means for their elimination; that will not be afraid to tell the truth even if it sometimes hurts; that will fight their battles unselfishly and persistently, and that will do all in its power to maintain the highest ideals of the profession.

THE EDITOR AND PUBLISHER plays no favorites. It is impartial, independent, aggressive. It does not accept pay for anything it prints outside of its advertising columns. Its sole aim is to give the readers the best kind of a paper it knows how to make.

We believe the new year will bring a greater meed of success than the old. That we may continue to enjoy the confidence and respect of our many advertisers and readers is our most earnest wish.

PERSONALS

Albert Fox, for years business manager of the New York Herald and New York Telegram, is now established in Pasadena, Cal., with his son. They deal in pianos and various musical goods.

Dr. A. D. Jacobson, of the Munsey Building, Washington, who writes entertaining and chatty news letters under the title of "Flaneur," is one of the striking figures of the National Capital. He has a wide acquaintance among government officials and members of Congress and is an encyclopedia of information on all sorts of topics.

William Jennings Bryan, editor of the Commoner, was in town this week, to appear at the trial of the suit for \$100,000 damages brought against the Greek newspaper Atlantis, by Petros P. Toatanis, an importer, because of an article blaming him for stirring up trouble between Mr. Bryan and Agamemnon Schlumann, the Greek Minister at Washington.

Lincoln B. Palmer, manager of the American Newspaper Publishers' Association, left New York on Thursday for a vacation in the South.

John B. Faulkner, the Michigan City (Ind.), editor, is said to be an active candidate for the place as warden of the Indiana State Prison when Warden Fogarty resigns to embark in private business, which he is expected to do within a short time.

Ryan Walker, the cartoonist, whose work is occasionally seen in the columns of THE EDITOR & PUBLISHER, will deliver one of his "Henry Dubb" lectures in St. Louis January 16. From there he will go to the Pacific Coast, where his engagements will keep him busy until June.

Capt. George Schreiner, of the war correspondents' staff of the Associated Press, spent the last six months in Gallipoli, and saw more of the fighting than any other of the correspondents at the front.

James T. Sullivan, automobile editor and advertising solicitor of the Boston Globe, also a charter member of the American Press Humorists, has taken a fling at song writing. The first song was issued recently called "Firelight," and it has made a hit in Boston. Louis Nelson Taylor wrote the music and they are doing their own publishing.

James A. Seavey, who was graduated at Hamilton College in 1890 and since that time has been connected with the New York Sun, begins the New Year as associate editor of the Minneapolis (Minn.) Journal.

Frank D. Schroth, a Trenton (N. J.) newspaper man and a Democrat, has been elected by the New Jersey State Board of Taxes and Assessment as its secretary. The salary will be \$2500.

Thomas E. Warner, a retired newspaper publisher, is a candidate for appointment as city clerk of North Tonawanda, N. Y., to succeed Norman N. Oille.

Walter Green, formerly a newspaper man in Syracuse, N. Y., but for several years employed on papers in Rochester, has been appointed secretary to State Commissioner of Agriculture Charles S. Wilson.

Edward T. Ransom, a Jersey City (N. J.) newspaper man, has resigned as secretary and principal executive officer of the New Jersey Harbor Commission. He was reinstated not long ago, though he had been ousted by Chief Engineer Benjamin F. Cresson, of Commerce and Navigation.

Leonard D. Fackler, of the editorial department of the Cedar Rapids (Ia.) Republican, has become secretary of the National Prohibition Committee, with headquarters in Chicago.

"Ole" Metcalfe, of Omaha, Neb., well known in Iowa and Nebraska newspaper circles, will leave in a few days for Mexico to represent some American interests in that country. Mr. Metcalfe is a son of Richard L. Metcalfe, publisher of the Omaha Nebraskan. For a time he was Washington correspondent for the Baltimore Sun.

Asa Biggs, who has for some months been at the helm of the Greenville (N. C.) Reflector, has just resigned that position to accept another with the Fayetteville News. Samuel B. Bledsoe of Newbern, formerly city editor of the Newbern Journal, will fill the vacancy caused by the resignation of Mr. Biggs.

Frank S. Jeffries, political reporter for the Des Moines (Ia.) Daily News, has been made secretary to the Mayor. Mr. Jeffries has been connected with Des Moines newspapers for the past six years. He is twenty-six years old.

W. C. DeRosset, who was assistant to Thos. D. Taylor, formerly advertising manager of the New York Times, and now publisher of the Philadelphia Telegraph, has gone to the latter paper in a similar capacity. William Crozier Walsh, who had charge of the promotion department, and Robert H. Elmdorf, an assistant; Harry Slingerland, head of the art department, and H. G. Anderson, head of the school department of the Times have also gone to Philadelphia to work on the Telegraph.

F. A. Clarke, of the advertising department of the United Sunday Magazines, World Building, New York, returned home last Monday, after spending the holidays with his brother-in-law, Harry C. Milholland, of the Pittsburgh Press.

Fred Lassen, who had charge of the New York Times' publication department for the past two years is now occupying the same position with the New York Tribune.

Cyrus H. K. Curtis has been unanimously elected a vice-president of the Poor Richard Club, of Philadelphia, to fill the vacancy left by the death of W. Atlee Burpee.

John J. Fitzgerald, a reporter on the Philadelphia Evening Bulletin, proved himself a fit candidate for a Carnegie medal at a serious apartment house fire a few days ago. He was off duty and happened to be passing the house when the flames broke out. He rushed into the building and assisted two women to escape. In trying to rescue one of them from a third floor window, both Fitzgerald and the woman fell to the ground and were badly bruised.

Fredrick H. Howland, an associate editor of the Philadelphia Press, has been appointed editor of the Philadelphia Chamber of Commerce Journal.

Sidney Ormond, for years dramatic critic and city editor of the Atlanta Constitution, is seriously sick at Grady Hospital, Atlanta. Mr. Ormond recently retired from newspaper work to accept the position of secretary to Mayor James G. Woodward. His friends are apprehensive regarding his condition.

W. M. Bricken has retired from newspaper work to accept an important position with the Southern Belting and Supply Company, of Atlanta. For several years Mr. Bricken was connected with the Hearst publications in Atlanta in a business capacity. Then he went to Asheville, N. C., where he purchased an interest in the Gazette-News, and became business manager of that paper. He later disposed of his interest in the Asheville paper and went to Montgomery, where he did special work on feature editions.

VISITORS IN NEW YORK

Phil. S. Henriquez, of the Chicago office of the S. C. Beckwith Special Agency.

"SI" Grogan, automobile editor of the Washington Herald.

John Glass, special representative; C. G. Krogness, and T. Lorenzen, of Cone, Lorenzen and Woodman, all of Chicago.

Harry C. Milholland, business manager of the Pittsburgh Press.

Charles P. Knill, of Knill-Chamberlain, Inc., publishers' representatives, Chicago.

Strickland W. Gillilan, of Baltimore.

CHICAGO PERSONALS

Joseph Salkeld, who attends to things political for the Journal, has been off watch with the grip. Parke Browne, City Hall man for the Tribune, also has been sick.

Mark S. Watson, who has been reporting conditions in Mexico for the Tribune and the New York Sun, is back on the Tribune rewrite desk.

Harry Coutts, an office boy for the Tribune, has developed such unusual artistic talent that the members of the Sunday staff have given him, as a New Year's present, a term's tuition at the Art Institute.

John M. Hastie, city manager of the Western Newspaper Union, has recovered from his recent illness and is able to be at his desk for a few hours each day.

Henri Armand de Masi has left the Journal copy desk and gone to Minneapolis, where he joined the Tribune staff. Robert Casey is sitting in on the Journal desk temporarily.

Percy Hammond, dramatic critic of the Tribune, has returned from a trip to New York.

Charles Foster, of Louisville, visited W. K. McKay, managing editor of the Evening Post, last week. Mr. Foster recently retired from newspaper work to become country jailer at Louisville.

Walter Eckersall, the football expert of the Tribune, refereed a gridiron game in Pasadena, Cal., on New Year's day.

Thomas T. Hoyne, a Chicago newspaper man, has written a newspaper play called "In Cold Type," which is now in rehearsal in New York. It will be produced the latter part of this month.

Walter Hurt has returned from Aurora, Mo., where he went last fall to do special work for the Menace. "I couldn't get anything to eat in that town," is his explanation for the change.

Robert W. (Tiny) Maxwell, sporting editor of the Philadelphia Evening Ledger, spent the Christmas holidays with his parents here, and also visited the various local offices and shook hands with his confederates on the old Inter Ocean.

BOSTON PERSONALS

W. D. Nugent is still with the Boston Journal, although it was reported that he had resigned to go with the Christian Science Monitor.

O. G. Draper is now night city editor of the Boston Journal.

James Kennedy, of the Journal staff, is now on the copy desk of that paper. James Callahan, formerly of the American Magazine, is now a member of the photographic staff of the Journal.

James Hurley, recently with the Post, left for his new position in Waterbury Conn., on the Waterbury Republican, last Saturday. Before he departed he was given a send off dinner by some of his friends. Mr. Hurley will have charge of the sports of The Herald, a position for which he is well qualified.

Carl Wilmore, of the Post, has returned from a business trip to New York.

Joseph R. Hurley and Joseph Brooks, of the Post staff, are in Portland, Maine, calling on Thomas McLaughlin, formerly business manager of the Portland Press, but now manager of a moving picture theatre.

Marvin S. ("Charles") Bowman, who has been with the Associated Press, has joined the staff of the Boston Post. Leighton Blood is now the military editor of the Boston American.

Charles Parker, a feature writer on the American, is writing a "hotel column" for his paper. The American is the second paper in town to assign a man as hotel representative. Several years ago the Post assigned Roy Atkinson to cover this run regularly.

Miss Antonette Gurney, of the Post, recently covered the "horse meat" dinner at the Hotel Lenox that was given to George W. Coleman, member of the city council and former president of the

Associated Advertising Clubs of the World, and other well known people.

H. F. Brock, city editor of the Post, has packed his car away for the winter.

Edward E. Neal, editor of the Noblesville (Ind.) Daily Ledger, has announced his candidacy for the Republican nomination for representative from the Ninth District. In 1910 Neal was the Republican nominee from the same district, but was defeated.

WASHINGTON PERSONALS

Theodore H. Tiller, of the Washington Times, was installed as president of the National Press Club at the annual meeting of the Club last Wednesday.

Jay G. Hayden has arrived in Washington as the assistant of George E. Miller, chief of the Detroit News Bureau. Mr. Hayden has been connected with the News for nine years.

Frank R. Lambe, of the Washington Times, has joined the Hearst Newspaper Bureau.

Leo R. Sack is the new correspondent of the San Antonio (Texas) Light.

Edward B. Clark, correspondent of the Chicago Evening Post, has returned to Washington from Oyster Bay, where he had a long conference with former President Roosevelt Christmas Eve.

James D. Preston, the popular superintendent of the Senate Press Gallery, received two large baskets of Albemarle Pippins on Tuesday, from Senator Thomas S. Martin, of Virginia. Mr. Preston promptly placed the apples at the disposal of the newspaper men who visited the Senate Press Gallery.

Robert Bastien Bermann, of the Washington Times, who was a member of the Ford Peace Party, and who had the high-sounding title of "English critic," has returned to Washington, and wrote his experiences on the voyage for his paper last Sunday. He says "the peace trip was a war from start to finish."

Mrs. McSween, the wife of Angus McSween, correspondent of the Philadelphia North American, died in this city recently.

CLEVELAND PERSONALS

Mrs. Estelle Lawton Lindsey, of Los Angeles, is writing a series of articles on her experiences as a councilwoman, for the newspapers of the Newspaper Enterprise Association.

Herbert Rosenthal, financial editor of the Plain Dealer, scored a hit with his story on the review of the year's business, in which he showed how Cleveland forged ahead of other large cities in many industries, notably beating Cincinnati and Detroit.

E. N. Bayne, Harold M. Kyles and W. S. Bird, of the eastern offices of the Plain Dealer, were visitors in Cleveland last week, to confer with Elbert H. Baker, president, and G. M. Rogers, general manager, of the Plain Dealer. The visitors left for Chicago after their conference here.

H. S. French is in charge of the new bureau of the Leader of Akron. He features a column of Akron news daily.

Victor Slayton, associate editorial writer of the Leader-News, and winner of the cup for best rookie at the Cleveland Grays' military training camp last fall, was the principal speaker at the annual banquet of the regiment Monday evening. He spoke on "Preparedness from a Rookie's Point of View."

S. A. Dangel, editor and publisher of the Narodowicz, Polish newspaper, is one of the prominent Cleveland Polish persons selected to attend the second annual convention of the Polish National Defense Committee (K. O. N.) at Detroit, January 30 and 31.

Mrs. Idah McGlone Gibson, who covered the Wilson honeymoon for the Newspaper Enterprise Association, is in Cleveland for a few weeks, visiting relatives here and in Canton, Ohio.

B. H. Canfield, president of the Newspaper Enterprise Association, is making a tour of the newspapers served by his organization on the Pacific Coast.

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

Gazette Times
Morning and Sunday
"Pittsburgh's One Big Newspaper."

Chronicle Telegraph
Evening Except Sunday
"The Paper That Goes Home."
Are the two biggest and best buys in Pittsburgh because they reach the people who read advertisements. They can be bought at a

FLAT COMBINATION RATE
Of 2 1/2c. Per Agate Line
And give you the largest net circulation.
For further information and co-operation, write

URBAN E. DICE
Foreign Advertising Manager
Pittsburgh, Pennsylvania.
J. C. Wüberding, 225 Fifth Ave., N.Y. City
The John M. Branham Company
Mallers Bld., Chicago Chemical Bld., St. Louis

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

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

**PROMOTION DEPT.
SHAFFER GROUP**

12 S. Market Street, Chicago

Editors Who Know



The George Grantham Bain Service occupies the same relation to newspapers, in an illustrated way, that the Associated Press does in a news sense. I regard the service as invaluable.

JOSEPH GARRETSON
Cincinnati Times Star

Bain Service Motto is "Illustrate To-day's News To-day." Try it.

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

Wm. A. Woodbury's Book



Attracts Women and Girl Readers. The Subject and the Author Combine to make it a Happy Premium.

ELIOT LORD,
110 W. 34
New York:

ON NEWSPAPER MAKING

AN INTERESTING point in newspaper making was brought to my attention last week by a small-town newspaper man who asked at what point in the development of a small newspaper would the change from flat-bed to a rotary and stereotyping press be economical and effective.

This, of course, was a new one on me, for all my experience has been in towns where the use of stereotyping has been obligatory in order to meet competition, regardless of economies or possibilities. It was either get the papers out as quickly as possible or quit.

It seems to me a matter of much interest to many publishers of small-town dailies to know when they should emerge from the use of flat-bed presses and begin to use stereotyping machines.

An Ohio publisher says that he estimates the increased cost is \$900 a year over what it was costing him to run the flat-bed press, after making due allowances in the saving of type. This latter item he reckoned at \$25 a month. He figured \$1 a day for mats in the case of the rotary, and gas \$1 a day with natural gas at 30 cents a thousand feet.

A Pennsylvania publisher says the change has increased his expense \$50 a week, due to more help required, gas on steam tables and melting pot, mats, paste, electric power bill doubled, and bills for rollers greatly increased. He has one man at stereotyping and one in the press room with a boy assistant.

There is quite a variance between these estimates—\$900 and \$2,600 a year. The saving in white paper ought to be figured accurately.

Some months ago I stopped over a train at Ogden and called upon the editor and owner of a live little daily of about 3,000 circulation which was being printed on a single-width Duplex machine, operated by a man and a boy who also did the stereotyping.

The owner said that he used the press to get out printing for different concerns desiring quick jobs in quantities which made it possible for him to do the work at much lower rates than if it had been run off on slow moving, flat-bed presses.

I was greatly impressed with the wonderful efficiency of this modern little plant which, it struck me, was being operated for less money than would have been required to get out the product by the slower process.

I shall write the man running the small plant and give our readers the benefit of his experience, and shall also be pleased to hear from others having had practical experience along the same lines.

NORTHCOTE.

"NEWSPAPERS A NECESSITY"

So Says Lee Anderson to the Members of the Six-Point League.

Seventy-five men attended the luncheon of the Six-Point League, of New York on Tuesday, and listened while Lee Anderson, commercial manager in charge of sales of the Hupp Motor Car Co. talked on "Newspapers As a Medium for Automobile Advertising." He said in part:

"We find the newspaper a necessity in our homes and in our business life. We praise it for the great expense to which it has gone and for the great diligence which it has shown in the securing and presenting of current news of the day. We admire its fearless attitude in the persecution of all things—or nearly all things—which are not good in our civic, business, and social life. We read its advertising and we believe that advertising is real stuff. We read its fiction, which we read in the magazines three years ago, and we turn away more or less in disgust. We read its comic sections, its sport pages, and its social columns, and we shudder at its misuse of English; we read its 'Hints on Beauty' and its 'Advice to the Love-

lorn,' and we grieve that there are among us fools who must be catered to with this sort of stuff; we read its crusades of pure food and better health and we are grateful that there is an all-powerful messenger going into the homes of those who do not know the value of these things, teaching them to live in the right way, and seeing these things, we realize that if we would sell our goods we must take the newspapers for that they do—not always for what they are. Our verdict, therefore, is that while we find the newspapers guilty of a great many indiscretions, we find it equally guilty of taking to the people who need merchandise the merchandise which they need when they need it."

Advertising Bread Doubled Sales

DENVER, Col., January 3.—An advertising campaign planned and written by the service department of the News and the Times for Pritts' New England Bakery, and published in these papers exclusively, has, in less than two months, doubled the volume of sales, secured new distributors for the product and introduced it to people who never had thought of eating bran bread of any kind. The service department of the News and the Times was asked to submit a plan to advertise. A campaign was outlined. Starting with a three-column ad and dropping to single column, the bread has been steadily advertised twice a week in both the News and the Times with good results, and continued increase in the sales.

THE WAR ON THE GOOD SHIP OSCAR II

(Continued from Page 85)

term steam-rollered," answered the doctor.

S. "You have been in America quite long enough to understand what steam rolling means and I believe you do. Answer the question."

A. "It is not a resolution. It is a declaration—a platform."

S. "It is charged that no vote was taken on it—that the declaration, as you call it, was submitted suddenly at the close of Mr. Lochner's speech and that the peace delegates were required to sign it, without opportunity for discussion."

A. "We considered this the best method. It was evident that there could not be a complete agreement. We acted as we did to avoid futile debate."

S. "Is it true that you said the delegates who refused to sign would be left behind at the first opportunity?"

A. "No, I didn't say it that way."

"I think," said Dr. Jones, seeing his turn coming, and rising with dignity, from somewhere in the background, "that this line of questioning is useless. I suggest that we withdraw, to let the correspondents settle the matter as best pleases them."

"Dr. Jones," said Swain, turning a fishlike eye on the Chicago clergyman, "is it true that you said also that delegates who refused to sign could not accompany the party farther?"

"What I said was," answered Jones, "that the delegates who sign by Monday would then be in a position to proceed with organization work for our future campaign."

S. "Meaning that the others couldn't?"

J. "Yes, I suppose so."

"Moreover," broke in Dr. Aked, "the delegates who won't sign this declaration certainly wouldn't have come if they had taken the trouble to read their invitations. Here's one."

"Read it," commanded Swain.

"It says," said Aked, "that the international peace conference will be further dedicated to the prevention of future wars through the abolition of competitive armaments."

"Not the same thing at all," said Swain. "Mr. Ford," turning to the expedition's leader with an entire change of manner, for the correspondents honestly love Henry Ford and have entire

faith in his sincerity, "you signed this statement. Will you explain the matter to us?"

"It was known before we left the United States," said Ford, "that I opposed preparedness. I was entirely consistent in signing the declaration."

"It is charged," said Swain, "that the declaration was railroaded through without your knowledge."

"No, I saw it just before the meeting tonight."

"How long before?"

"A few minutes."

"And those who refuse to sign will be entitled to no further part in the mission's work?"

"I am afraid not, but they will still be my welcome guests."

"Mr. Lochner," said Swain, suddenly addressing himself to the peace secretary, who had just entered. "Is it true that you said those who refused to sign this declaration only came on this voyage for a free ride?"

"Only in joke," said Lochner.

"Very rough stuff," commented Swain.

At this point a correspondent entered with a whispered announcement.

"Gentlemen," proclaimed Swain, in loud tones, "here is a piece of news in which I know you will all be interested. The wireless room is locked."

Ford bounced in his seat.

"This won't do at all," he exclaimed, "I'll order it opened immediately."

And he did. A few minutes later there was a fresh commotion. The wireless operator was piled up with routine peace mission messages which it would take many hours to send. The story of the peace ship fight must wait until they were disposed of.

"A censorship! a censorship!" yelled all the correspondents.

"No! no!" cried Ford. "Our official business shall wait until the news messages have been sent."

He gave this order also.

Thirty minutes later a correspondent peered into the wireless room. The operator was tolling with the Ford messages. The news dispatches were piled at one side. Secretary Lochner had countermanded Ford's order.

In a body the correspondents rushed to the automobile manufacturer's stateroom. Explanations followed. Lochner didn't know of the Ford order. Not he!

Judge Lindsey, in view of his record, received especial consideration.

"Boys," said one correspondent, "we must be good to the judge. He's always been a friend of the newspaper men. He'll do anything they want. If we decided this ship ought to be scuttled, I'll bet you he'd take a brace and bit and go right forward now and begin to bore."

The Ancient and Honorable Order of the Sons and Sisters of St. Vitus held a lodge meeting in the Oscar II's smoking room last night.

This meeting, except that there was no fighting or backbiting in it, was the most truly typical thing yet seen on board of the mission's spirit. This, honestly, is no joke.

The Sons and Sisters of St. Vitus included the correspondents and their wives with the party. The Order was formed on a couple of hours' notice and its first business was to find a candidate to initiate. The Rev. Theophilus E. Montgomery of New York was chosen.

Lest anybody get the impression that this was an ordinarily irresponsible crowd, here's a list of the Sons and Sisters' officers.

Egregious Eminent Epileptor—Elmer Davis, New York Times.

Keeper of the Straitjacket—Maxwell Swain, New York Sunday Herald.

Grand Guardian of the Padded Cell—A. E. Hartzell, New York Sun.

Protonotary of Prescriptions—James R. W. Stanton, Hohoken Observer.

Palsied Pastor—Dean S. S. Marquis, Detroit.

Officious Obstetrician (Birth of Nation)—S. S. McClure, New York Mail.

Palpating Keeper of the Epileptic Chair—Theodore N. Pockman.

WAR SCARES

Receipt of the Austrian note, replying to the demands of the United States with reference to the activities of submarines, made evident another big "beat" for the United Press, the news organization which serves the Star-Journal and most of the leading afternoon papers of the country.

On Tuesday, December 28, the United Press received from Carl W. Ackerman, its correspondent in Berlin, a dispatch stating that Austria would send a reply satisfactory to the United States—that the reply would be favorable.

On the same day the Associated Press sent out from Washington an alarmist story to the effect that the situation between the United States and Austria was becoming very acute and that a severing of diplomatic relations seemed probable. The A. P. papers made much use of this dispatch. Even the morning papers featured it the next day. The Cleveland Leader, an Associated Press client, commented upon the news, declaring that the mere fact that it was sent out by the A. P. was sufficient to indicate its seriousness, and asserting that the Associated Press was really the mouthpiece of the Washington government. The Leader advised that the country prepare to face a very serious situation.

Then came the Austrian note, practically conceding the American demands. The commander of the submarine who fired upon the Ancona after she had stopped, and before all the passengers had left, has been punished, and so the Austro-Hungarian government disavows his act.

So Mr. Ackerman was right. The Associated Press was unduly alarmed and gave the country an unnecessary scare.

*The Sandusky (Ohio) Star-Journal,
January 3, 1916*

NEWS OF THE SCHOOLS OF JOURNALISM

NEWSPAPER INSTITUTE

NEW HOE DIRECTORS

9,682,562

In 1915 The New York Times printed 9,682,562 agate lines of advertising—a greater volume (help and situation advertisements alone excepted) than any other New York newspaper.

A gain of more than half a million agate lines over 1914

The New York Times
"All the News That's Fit to Print."

The Pittsburgh Dispatch

Possesses a clientele all its own, representing incomes above the average. It reaches the actual buying power, therefore best for advertisers.

WALLACE G. BROOKE
Brunswick Building, New York
THE FORD-PARSONS CO.,
Peoples Gas Building, Chicago
H. C. ROOK,
Real Estate Trust Building, Philadelphia

PITTSBURG THE HOME OF THE LEADER

Also the city of happyized homes and substantial workmen

Write to W. E. Moffett, Advertising Manager, Pittsburgh, or to Verree & Conklin, Brunswick Building, N. Y., Steger Building, Chicago, for any information desired.

The Detroit Free Press

"Michigan's Greatest Newspaper"

Member A. B. C.

The Largest
2-Cent Morning Circulation
In America

Rates and information
direct, or from

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

IL PROGRESSO ITALO-AMERICANO

Established 1880

(Member Audit Bureau of Circulations)
Daily average net circulation last postoffice statement, 134,286 copies.

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

IL PROGRESSO ITALO-AMERICANO

CHAV. CARLO BARSOTTI,
Ed. and Pub.
42 Elm St., New York City

The New York Evening Mail

enjoys the confidence of its readers.

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

Its average net paid circulation for August was in excess of

158,000

A desirable advertising medium

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

University of Washington

Louis H. Seagrave, former editor of the University of Washington Daily, and at present university correspondent for the Seattle Daily and Sunday Times, has been elected captain of the University of Washington football team. Seagrave has played guard on the team for the last three years, and was this fall named guard on the all-northwest star team.

Andrew Eldred, a graduate of the department of journalism and former editor of the University of Washington Daily and of the Alumnus, the official graduate publication, has joined the staff of correspondents of the United Press Associations, and is located at Washington, D. C. He has been covering the President's honeymoon trip for the U. P..

DePauw University

Prof. N. W. Barnes, head of the department of journalism and business correspondence at DePauw University, has been called to the University of Chicago for two lectures a week on "Advertising Technique" and "Business Correspondence." He will go to Chicago every Saturday to meet his classes. Both courses comprise ten lectures each, those on advertising to be given in the School of Commerce and those on correspondence in the extension department of the university.

Professor Barnes has been recognized as one of its "lecturers" by the University of Chicago for three years. Two years ago, he conducted classes at Chicago on the same plan as pursued this year. Last year, while on a leave of absence from DePauw University, he was a residence professor in the School of Commerce.

Besides his work in advertising and business writing, which is attracting widespread attention in the Middle West, Professor Barnes, in cooperation with Prof. Rollo W. Brown, of Wabash College, is the author of "The Art of Writing English." This book is now used as a text in freshman composition classes in twenty or more of the middle and western universities. Professor Barnes graduated from Columbia University in 1903 and received his A. M. from the same college in 1905.

Announcement of advanced courses in newspaper writing and advertising for the second semester, which begins February 1, has been made. Two new courses will be offered. For those who have had the elementary work in business correspondence, there will be a two-hour course in direct advertising. Form letters, inserts, and house organs will be studied and written.

The course in business writing will be continued, the second semester's work dealing with space advertising during the last two months of the term. In addition to the elementary work in advertising, a seminar course of two hours in retail advertising problems, for advanced students, in the department, is to be offered under Professor Barnes.

A one-hour journal course will be given. Students will read and discuss trade journals, THE EDITOR AND PUBLISHER, System, Printer's Ink, Advertising and Selling, and other newspaper men's publications.

"It cannot be doubted that the effect of the profit sharing coupons on the newspaper publisher is far-reaching. But leaving this matter of self-interest entirely out of the question, conscientious publishers would still be under the necessity of fighting the profit sharing coupons as guardians of the public welfare."
R. E. Burns, Manager.

Program for the Sessions Which Will Be Held Next Week in Washington.

The Fourth Annual Newspaper Institute, the short course for the newspaper men of the state of Washington, will open on the university campus Wednesday, January 12, and for three days following the mornings and afternoons will be given over to discussion of various phases of newspaper work and the evenings will be filled with social events in honor of the congregated editors. A smoker in honor of the visitors will open the session and the undergraduate talent are arranging a vaudeville show for that night to liven up the opening evening. The program will be officially opened with an address of welcome by President Henry Suzzallo on the morning of Thursday, January 13.

The first day's program includes addresses by A. R. Fenwick, editor, Everett Tribune; C. H. O'Neill, editor, the Walla Walla Valley Spectator; Edwin Selvin, financial editor, the Seattle Post-Intelligencer, and Cyril Arthur Player, of the Seattle Post-Intelligencer, who, during the earlier part of the war, acted as censor for the British government. Miss Mary E. Rausch, director of the university's extension division work in home economics, will explain the plan being carried out by the university to teach correct housekeeping methods to the women of the state by means of three-day conferences in the larger towns and cities of Washington.

The second day will be given over to a discussion of advertising methods, and the discussion will be opened by a talk by Sol Lewis, editor, the Lynden Tribune, a graduate of the university department of journalism, and the first graduate to receive an invitation to address the Newspaper Institute. He will present a plan of guaranteeing advertising. Hugh E. Agnew, instructor in advertising at the university, will speak on "A Plan for Foreign Advertising." Miller Freeman, editor, the Pacific Fishermen, will discuss "The Home Town Trade," and C. S. Jackson, editor, the Oregon Journal, has for his subject "The Strength of a Newspaper."

Two Newspapers For Sale to the Highest Bidder

Appraised at \$355,000, the Newark Eagle and the Newark Evening Star, published daily except Sundays at one plant in Newark, N. J., and having an annual gross income of more than \$500,000, will be sold unencumbered and for cash to the highest bidder by the Fidelity Trust Company as Receiver for the Newark Daily Advertiser Publishing Company

At Public Auction

in the room of the Board of Directors of the Fidelity Trust Company, 763 Broad Street, Newark, N. J., at 12 o'clock noon, on Monday, January 17, 1916. The sale is to be made pursuant to an order of the Court of Chancery of New Jersey and is subject to confirmation by it. All the newspapers' assets, including accounts receivable, will be offered for sale. For further particulars address

Trust Department

Fidelity Trust Company

Newark, N. J.

Still Further Changes in the Organization of the Big Printing Press Works.

Last week's EDITOR AND PUBLISHER noted certain changes in the corporation so widely known to publishers everywhere as R. Hoe & Co., manufacturers of printing presses, etc., in New York City.

At a meeting yesterday afternoon a board of directors was elected as follows—the three first named being old members while the other four are new: F. W. H. Crane, Robert D. Sterling, Dr. S. M. Evans, Mrs. Laura Carter, Mrs. Olivia Hoe Slade, Arthur I. Hoe, Montague Flagg, 2d.

Mr. Crane having already been advanced from vice-president to president—as noted in these columns last week—he now becomes general manager, under the bylaws of the corporation. No one has yet been elected to the vice-presidency. Richard Kelly continues; as secretary and Charles MacInnes as treasurer.

As stated in THE EDITOR AND PUBLISHER a week ago, the Hoe Company is now wholly in the hands of heirs of the late Robert Hoe.

Good Work in Elgin

The Elgin (Ill.) Daily News did an advertising stunt in its issue of December 31 that might be duplicated in every other city in the country, except the very largest—to the decided benefit of the counting-room till. Two of its pages bore 20 "Happy New Year" ads each; another had 16; another 12, and so on. These ads were of uniform size and design, and the reading matter was in the nature of greetings from local grocers, marketmen, clothiers, etc., etc. It was a decidedly worthwhile idea, effectively carried out.

Will Discuss Publishers Problem

The Technical Publicity Association will hold its January meeting and dinner at the New York Advertising Club, 47 East 25th Street, Thursday evening, January 13. The discussion will be devoted to the discussion of publishers' problems.

Let The Detroit Journal act as your Spokesman in introducing your goods to the most prosperous community in the United States.

DETROIT THE MARKET

THE DETROIT JOURNAL THE MEDIUM

COMPARATIVE CIRCULATION STATEMENT

1914 Net Paid Daily Average	1915 Net Paid Daily Average	Net Paid Daily Average Increase
86,187	100,732	14,545

Comparative Statement on Display Advertising

1914 Local Display (Agate Lines)	1915 Local Display (Agate Lines)	Increase (Agate Lines)
4,918,340	5,526,794	608,454
Foreign Display (Agate Lines)	Foreign Display (Agate Lines)	Increase (Agate Lines)
1,052,562	1,176,364	123,802

Total Increase Display Advertising..... 732,256

AUTOMOBILE AND ACCESSORY ADVERTISING

The **Detroit Journal** carried **41,006** agate lines more automobile and accessory advertising than was carried by its two nearest rivals between Sundays combined. The **Detroit Journal** is a daily, evening newspaper.

The **Detroit Journal** showed a gain in 1915 over 1914 of **68,040** agate lines. This gain was 756 lines greater than the combined gains of its two nearest rivals.

Here are the Figures on Automobile and Accessory Advertising

	1914 (Agate Lines)	1915 (Agate Lines)	Increase
JOURNAL	228,662	296,702	68,040
Second NEWSPAPER	90,622	147,756	57,134
Third NEWSPAPER	97,790	107,940	10,150

OBSERVE the GROWTH of DETROIT, the DYNAMIC

Population doubled in ten years.

Capital more than tripled.

Output quadrupled.

To be more specific, the population of Greater Detroit exhibited this expansion:

1905 371,231	1915 746,103
-----------------	-----------------

The recent federal industrial census yields these figures, which do not include the wonderful suburban industrial activities:

	1914	1904
Capital employed	\$295,171,000	\$ 91,228,000
Pay roll	94,158,000	22,786,000
Emploees	119,438	48,879
Cost of materials	223,527,000	66,794,000
Valuation of production	402,864,000	128,761,000

Banking deposits have increased thus:

1905 \$86,000,000	1915 \$206,000,000
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Building returns made this leap:

1904 \$6,137,000	1914 \$28,427,000
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The assessed valuation increased from \$300,000,000 in 1914 to \$600,000,000 in 1915, with the promise of a billion dollar assessment next year.

The **Detroit Journal** has kept pace with this growth and offers advertisers an excellent opportunity to tap this unusual market.

Do you wonder that we invite you to share in this prosperity through the medium of the Detroit Journal advertising columns?

"Keeping a Dollar at Work"
 written by TRUMAN A. DE WEESE, the well known Advertising Director. A collection of fifty "Talks" showing the importance of the newspaper as a factor in modern merchandising. It is published by *The New York Evening Post*, printed by The Nation Press, and will be sent to any address on receipt of the price, One Dollar.

The New York Evening Post
More than a Newspaper—a National Institution
 Member A. B. C.
 Publication Office, 20 Vesey St., New York
 Eastern Foreign Office, 1103 World Bldg., New York
 Western Office, McCormick Bldg., Chicago

The Always Set Stationary Guides
Mitering Machine

(Patent Applied For)
 Sent by Parcel Post on Receipt of Price **\$11.50**
 Approved and adopted by many leading Printers of New York.
 Send for Descriptive Circular.
 Made and for Sale only by
FRANCIS J. HONN
 362 Pearl St., New York City
 TELEPHONE 4103 BEEKMAN.

USE
UNITED PRESS
 FOR
Afternoon Papers

General Offices, World Bldg., New York

SPECIFY
CLINE-WESTINGHOUSE
Motor and Control Equipments
 FOR WEB PRESSES
 SPECIAL MOTOR DRIVES for STEREOTYPE MACHINES
 LINOTYPE MOTOR DRIVES
CLINE ELECTRIC MFG. CO.
 Fisher Bldg., Chicago

Good News Service
 is that which reaches you **FIRST**
 is **WELL WRITTEN,**
 is **ACCURATE**
This is the Specialty of
International News Service
 238 William Street New York City

Ten Million a Week Says Government Report
 A special service syndicated gratuitously to papers who desire live movie topics.
The Vitagraph Company of America
 East 15th St. & Locust Ave., Bklyn., N. Y.
 NEW YORK LONDON CHICAGO PARIS

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

HELD ON FRAUD CHARGE ! TO RAISE \$500,000 FOR BOYS' CLUB

Two Arkansas Subscription Promoters In Trouble About "Viola Wayne."

LITTLE ROCK, Ark., December 29. — Henry J. Miller, editor and publisher of the Argenta News; C. W. Ross and A. X. Morton, who have been conducting a subscription contest for the paper for several weeks, were arrested day before yesterday on charges of obtaining money under false pretenses. The arrests followed the failure of contestants and an attorney to locate Miss Viola Wayne, winner of the capital prize, a \$695 Maxwell automobile.

A summons for Miss Wayne was issued, but efforts to locate her by the prosecuting officials at first were fruitless. It was alleged that Miss Wayne was not a contestant, and that all the subscriptions alleged to have been turned in by her were fraudulent.

Small posters bearing the words, "Where, Oh, Where, Is Viola Wayne?" were distributed over the city.

Yesterday, however, when the hearing of the arrested men took place, the long-sought Viola Wayne appeared. She wore a stunning white beaver hat, a fur-trimmed bronze-colored suit, and bronze boots to match. She is a middle-aged woman, rather attractive.

Despite her appearance, however, Miller and Morton were held to the grand jury on charges of obtaining money under false pretenses. They were released on \$300 bonds each.

Before the examination began, the spectators, who represented a large portion of Argenta and who crowded the courtroom, sang over and over this ditty concerning Viola and the auto:

Oh, where, oh, where, is Viola Wayne,
 Oh, where, oh, where is she?
 She won't ride far in her Maxwell car.
 Oh, where, oh, where, is she?

Notable among those present was City Attorney McDonald, whose fine bass voice rose high above the chorus as he warbled: "Oh, where, oh, where is she?" Even after the examination began, the spectators could not quite restrain their exuberance. No less than two dozen times did the judge rap for order. So hilarious was Mr. McDonald that Judge Woodruff fined him \$5 for contempt of court and ordered him removed from the courtroom. However, Mr. McDonald returned later and occupied a seat with the defendants.

Miss Wayne also sat beside the accused trio throughout the examination, but she did not testify.

L. B. King, manager of the Bell Motor Car Company, testified that the car which was alleged to have been won by Miss Wayne still is in his possession. He said a small payment was made on the car when it was ordered, and the balance was to have been paid on December 23, the day before the contest closed. It has not been paid, he testified.

Burl C. Rotenberry, head of the identification bureau of the Little Rock Police Department, said that Miss Wayne has a police record, having been arrested on a minor offense some time ago under another name. Deputy Prosecutor Boyd said that her name is Mrs. Jones, that she has a husband, and for some time has been making her home at England, Lonoke County.

REV. DR. JACOB HARTZLER, former pastor-editor of Cleveland, died at his home in York, Pa., last Saturday. He formerly was editor of the Evangelical Messenger of Cleveland. Later he was interested in Evangelical Publication work in Tokio.

Opening of the Campaign Enlists the Interest of Newspaper World.

Beginning Friday, January 7, a ten-day campaign to raise \$500,000 for the extension and endowment of the Boys' Club Association of New York, was launched. All newspaper men who have the interests of newsboys at heart are taking an active part in this campaign.

Among the members of the committee are Paul Block, Robert J. and Mrs. Collier, Philip T. Dodge, William R. and Mrs. Hearst, William E. Lewis, Mr. and Mrs. Ogden L. Mills, Frank A. Munsey, Mrs. Joseph Pulitzer, William C. Reick, Mrs. Whitelaw Reid, Mrs. Henry Villard, and Frank D. Caruthers.

Pledges of various amounts have already been received from the following: Ralph Pulitzer, \$5,000; Ogden Mills Reid, \$1,000. The total amount secured by the initial subscription committee, up to December 31, was \$48,325.

Contributions may be sent to Emil Scholz, secretary of the Campaign Committee, care of the Evening Post.

SCHOLARSHIPS FOR NEWSBOYS

Boston Herald Wants Their Street Education Turned to Good Account.

Boston, January 6.—The Boston Herald comes out with a strong editorial in favor of scholarships for newsboys. Here is what the Herald says in part:

"By all means let us have scholarships for newsboys. Boston abounds in educational institutions of every sort, and their facilities should be made available for the lively lads who hike extras about the streets. For there are newsboys—and newsboys, and the numbers of the class which brought the members of the trade into a certain degree of disrepute, not altogether deserved, is growing constantly smaller. No class of boys manifests a higher degree of keenness and alertness than they do. The street educates them in several of the qualities which contribute mightily to the rise of the successful men of affairs. The boys know what intense competition means, many of them bear a considerable weight of responsibility, and all are accustomed to the handling of money. When firmly grounded these traits are valuable, and they often mean increased capacity for serving an employer."

Mayor Talked to Newsboys

CLEVELAND, O., January 5.—Cleveland newsboys to the number of about 200 were among the first to hear the new Mayor, Harry L. Davis, speak. The festivities were held on New Year's Day, just three hours after Davis had been inaugurated, at the Newsboys' Protective Union at the old court house. The Mayor's hint that the lid might be tilted just a little during his administration was taken literally, for there was a friendly boxing match to precede the banquet. In his speech to the boys, Davis told them they could call him Mayor Harry. He invited the lads to call and see him at the City Hall. Mayor Davis was presented with a fountain pen by Attorney Ben Feniger, former newsboy.

Salt Lake Tribune Lowers Price

On Saturday last the subscription price of the Salt Lake (Utah) Tribune was reduced to 75 cents a month. Premiums are to be discontinued, it is announced.

Big Pictures of a Big Plant

A feature of the Chicago Herald's December 25 issue was an artograph section, giving numerous large and finely executed views of the Herald's new \$500,000 plant.

The PITTSBURG PRESS
 Has the **LARGEST**
 Daily and Sunday
CIRCULATION
IN PITTSBURG

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

You MUST Use the
LOS ANGELES EXAMINER
 to cover the GREAT SOUTHWEST
 Sunday Circulation **MORE THAN.....150,000**

What Do You Know About This?

The Times-Leader is the only one of the three New Haven, Conn., evening newspapers which opened its books to the recent audit of the Audit Bureau of Circulations.
The S. C. BECKWITH SPECIAL AGENCY
 New York Chicago St. Louis

There are 9,976 Savings Accounts in Colorado Springs banks
THE TELEGRAPH

Member A. B. C.
 J. P. MCKINNEY & SON
 New York Chicago

THE NEW ORLEANS ITEM

Member A. B. C.
 Accepts advertising on the absolute guarantee of the largest net paid daily circulation of any New Orleans newspaper or no pay.
THE JOHN BUDD COMPANY
 Advertising Representatives
 New York Chicago St. Louis

R. J. BIDWELL CO.

Pacific Coast Representative of
LOS ANGELES TIMES
PORTLAND OREGONIAN
Seattle POST-INTELLIGENCER
Spokane SPOKESMAN-REVIEW
The EDITOR AND PUBLISHER
PORTLAND TELEGRAM
CHICAGO TRIBUNE
St. Louis GLOBE-DEMOCRAT
KANSAS CITY STAR
OMAHA BEE
DENVER NEWS
SALT LAKE HERALD REPUBLICAN
NEW YORK TIMES
742 Market Street
SAN FRANCISCO

MAY EXTEND CITY NEWS SERVICE Important Portraits for Rochester Newsboys

Association Authorizes Manager Hardenbergh to Make Estimate of Cost.

It is reported that united opposition by the German-American newspapers and the Brooklyn Eagle defeated a resolution introduced a fortnight ago in the New York City News Association to make a preliminary inquiry into the cost of extending the Association's service over the suburban territory, but the advocates of the plan mustered enough votes to authorize the inquiry at a special meeting last Wednesday, December 29.

The only absentees when the resolution was adopted were representatives of the Herald and the Evening Telegram. All the votes were affirmative except those of the German editors, the Eagle, and the Associated Press.

At present the New York City News Association covers only the boroughs of Manhattan and the Bronx. The preliminary inquiry will include cost and methods of covering Brooklyn, Queens, the outlying districts of Long Island, Staten Island, that part of New Jersey north of and including Trenton, Rockland County, Westchester County, and that part of Connecticut west of the Connecticut River.

The association's manager, J. E. Hardenbergh, will make his report by counties or districts, so that when the question comes up for the final vote the plan may be adopted or rejected either in whole or with certain areas excepted.

Hard Days for Circulators

BOSTON, January 6.—Deep snow and slish have made the work of the Hotel and Railroad News Company doubly difficult. This company, the only one of its kind in the city, is obliged to keep its many teams and automobiles moving, no matter what weather conditions may be. When conditions are considered the speed of delivery has been wonderful. The Boston American maintains its own delivery system, and has pushed through horrible street conditions at the utmost speed in order to fulfill its duty to its many patrons.

Buffalo Newsboys Elect Officers

The Cold Spring branch of the Buffalo (N. Y.) Newsboys' Association has elected these officers for the year 1916: President, Patrick Ryan; vice-president John McHugh; secretary, Louis Maurer; treasurer, Albert Pressing. These boys have all held the offices to which they have been elected since the formation of this branch three months ago, and in recognition of their efficiency were honored by reelection. Installation of these officers will be Sunday, January 16, at 2:30 o'clock in the afternoon at the newsboys' headquarters.

AMONG THE NEWSBOYS' CLUBS.

The St. Paul Pioneer Press and Dispatch Carriers' Club mustered eighty members at a chicken-pie dinner given them by those newspapers, December 24. C. K. Beaudin, business manager, and J. M. Riegel, the circulation manager, delivered talks to the boys.

The Schenectady Newsboys' Association celebrated the opening of its new quarters in the Y. M. C. A. Building by a dinner and entertainment. The rooms were furnished and decorated by lumber merchants, carpenters, and painters' unions.

Newspaper Men Get Appointments

New York's new District Attorney, Edward Swann, has appointed John W. Keller chief clerk. Mr. Keller was formerly Commissioner of Charities, president of the National Democratic Club, and president of the Press Club. He was a newspaper man for more than twenty-five years. To the position of secretary, Judge Swann appointed Horace W. Foster, formerly of the staff of the New York Sun.

Solly Schwartz, president of the Rochester (N. Y.) Newsboys' Association, has received an offer to lend to the club original portraits of Ulysses S. Grant and Abraham Lincoln that the Rochester Historical Society has long desired to possess. The portraits were made at the White House in 1862. All offers for them have been declined by the owner. He is shortly to leave for the Pacific Coast, and, instead of storing them, he has expressed a willingness to leave them in the care of the Newsboys' Association. The offer will be accepted. The pictures will be hung beside other treasures that patrons of the Association have sent to it in the last year. These include a picture of Lincoln and an American flag given to the club by Clara Barton Tent. All will form part of the decorations for the newsboys' seventh annual ball, which is to be given on January 18.

Raising Money for Newsboys' Home

In a letter sent to the committee in charge of the erection of the newsboys' new home, in Rochester, N. Y., Simon Stein sent a check for \$100 and announced that the committee could send him 400 tickets for the annual ball. Several other prominent men have given the boys assurance that they will be aided in building their home. The seventh annual dance of the Association will be held January 18; and with \$2,000, which the boys hope to raise by this event, work will be started on the new home.

Rock Island Boys Entertained

One evening last week the Rock Island (Ill.) Rotary Club had a meeting that was voted "the best ever"—very likely, because the sixty-one members had sixty-five boys along as their guests. Most of the latter were from the Rock Island Daily Union, Circulation Manager Eastland having resolved himself into a "steering committee" for the occasion. The programme included music, "eats," gift presentations, feats of legerdemain, and indoor baseball and hockey. A lot of good singing filled in the chinks. The idea, however, was not merely to entertain the boys, but to stimulate the best in them.

Buffalo Newsboys to Dance

The newsboys' annual hall in Buffalo, N. Y., is to be one of the season's leading social events, according to the plans of the committee from the Newsboys' Benevolent and Athletic Association in charge of arrangements for the event. The hall will be held in Elmwood Music Hall next Friday evening. The executive committee for the ball consists of a number of well known business men.

\$50 for Boosting Jacksonville

Charles L. Wing, editor of the Seminole Call, Sanford, Fla., won the first prize of \$50 offered by the publishers and printers of Jacksonville for a story upon the subject, "The Future Greater Jacksonville." The local publications were harried from competition. This committee of Jacksonville editors was named to judge the stories that appeared in the state papers: J. W. White, Fraternal Record, chairman; G. A. McClellan, the Metropolis; C. E. Jones, Dixie, and A. K. Taylor, the State.

"In the Land of the Dakotas"

A. F. Welles has resigned as city editor of the Rapid City (S. D.) Journal and gone to Duluth, Minn., and has been succeeded by Amos B. Kellogg, formerly managing editor of the Aberdeen American, but for the past year secretary of the Aberdeen Retail Merchants' Association. Robert R. Potter, telegraph editor on the Aberdeen American, has entered Dakota Wesleyan University at Mitchell, and has been succeeded by David Neill, nephew of E. P. Neill, business manager of the American.

VAN LAEYS TO HOUSTON

Leaves St. Louis Star for Responsible Place with Post, of Former City.

Leon J. Van Laeys is about to sever his connection with the St. Louis Star. One week from next Monday he will begin his new duties as assistant to G. J. Palmer, general manager of the



LEON J. VAN LAEYS.

Houston (Tex.) Post. He will have special charge of promotion and coöperative work in connection with foreign advertising.

Mr. Van Laeys was formerly circulation manager of the Capper publications at Topeka, Kan., and later was business manager of the Houston (Tex.) Chronicle. Then he went to the St. Louis Star as general manager. While with the latter paper he has built up an independent carrier service, and has greatly improved its mechanical equipment. At the same time there has been a marked increase in circulation and in advertising patronage.

Crook Literally "Pinches" Diamond

It is believed that Mrs. Albert J. Hall, wife of a New York advertising man, was the victim of a clever thief at a dance on New Year's Eve. After the dance Mrs. Hall noted that a \$400 solitaire diamond was missing from her platinum ring. She at first thought the stone had become loose, but closer examination showed that the claws which held the gem were also gone, and an expert said that he believed a crook had snipped claws and diamond off with a pair of sharp pincers.

Some Horseshoe Throwing

CLEVELAND, O., January 5.—The Press-Post-Citizen-News-Bee horseshoe pitching tournament for the championship of Ohio, one of the biggest state sporting events ever attempted, came off on schedule at the State capital, the united Scripps-McRea Newspaper being represented by Clyde Tuttle, sporting editor of the Columbus Citizen. A Columbus lad, Charles Roy Cox, who has only one leg, won the championship, defeating Bert Grow, winner of the Cleveland Press local championship contest. Governor Willis and Mayor Carb, of Columbus, were induced to bowl the first match in the finals as a curtain raiser. The Mayor defeated the Governor 21 to 7. The sporting editors of the Scripps-McRea League now are turning their attention to the head pin tourney, which will be conducted along the same lines as the horseshoe tournament.

Bernard H. Ridder, a son of the late Herman Ridder, editor of the New York Staats-Zeitung, was married to Miss Nelle J. Hickey, of New York City, in Baltimore, last week.

1916

In planning for the new year you will make no mistake in favoring with at least a share of your patronage the concern which for sixteen years has catered to the very best publications of the country.

The INTERNATIONAL SYNDICATE

Features for Newspapers
Established 1899 BALTIMORE, MD.

Strong Feature That All Newspapers Want

From Charles W. Danziger, Editor Pittsburgh Chronicle Telegraph:

"It pleased me very much to hear of the great success that attended your tour West and East. Believe me, it is gratifying to see a feature that I appreciate so very much personally receive such excellent endorsement at the hands of the other editors. May Flaneur's shadow never grow less both in the flesh and in the newspapers."

For Price and Territory write:

THE DAILY "FLANEUR" LETTER OFFICE
Munsey Building Washington, D. C.

The Automatic Press Blanket

Is everything the name implies. Eliminates all tyman cloth. Saves paper, time and increases press efficiency.

Write for sample and descriptive matter. We are the sole manufacturers.

"Quality Goods Only"

New England Newspaper Supply Co.,
Worcester, Mass.

NEWSPAPER

prosperity is based on circulation.

FEATURE

elements of the right kind make and hold circulation.

SERVICE

by experts means material and methods that have been PROVED.

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

Newspaper Feature Service

M. KOENIGSBERG, Manager
41 PARK ROW NEW YORK

Hollister's Contests Produce Results

Below are shown our records on six campaigns in different parts of the U. S.:

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

The above papers are members of the A. B. C. 50,000 new subscribers were secured for the above papers. If you want more circulation call upon our old established, dependable organization.

North Eastern Circulating Co.
C. B. HOLLISTER, Gen. Mgr.
DAVENPORT, IOWA

You can now lease

for small monthly rental

National Electric Bulletins

Publishers everywhere should investigate. Write or wire for particulars.

National Electric Bulletin Corp.
New York City

For Sale

TEN-PAGE DUPLEX PRESS

That will print 4-6-8 or 10-page papers at speeds up to 5,000 per hour, in good condition, can be shipped promptly. For particulars, address

Walter Scott & Co.
Plairfield, N. J.

Successful

Men in every walk of life are all familiar with

Romeike's Press Clippings

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

Romeike Clippings

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

HENRY ROMEIKE, INC.
106-110 Seventh Ave. New York City

ATLAS

PRESS CLIPPING

Agency

42d 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 clippings—special rates and discounts to Trade and Newspapers.

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-builders for you.

BURRELLE

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

OBITUARY NOTES

ORLANDO C. LEWIS, probably the best-known financial advertising solicitor in New York, and personally acquainted with hundreds of the big men in the Wall Street section, is dead at his home, Madison, N. J. Death was caused by blood poisoning. Mr. Lewis had been associated with the publishing of financial organs for thirty-seven years. At the time of his death he was financial solicitor for Poor's Manual Co. He was one of the founders of the Moody Manual Company and published the Financial Rate Book of America, which contained the names of every person in the United States worth over \$100,000.

Mrs. MOLLE CLAIBORNE STAHLMAN, wife of Maj. E. B. Stahlman, owner and publisher of the Nashville (Tenn.) Banner, died last week after a prolonged illness, leaving a husband, a son, and five grandchildren. She was the daughter of John Tanner Claiborne, of Buckingham County, Va. Her mother was a member of the Bransford family of Virginia, which numbers many distinguished names on its rolls.

E. J. SALT, 59 years old, veteran advertising agent, and widely known in the retail business world of Columbus, O., is dead at that city of heart disease.

Mrs. EMILY CRAWFORD, whose death at Clifton, England, has just been announced, was the Paris correspondent of the London Daily News from 1885 to 1907, succeeding her husband, George M. Crawford, who had held that post from 1851. Subsequently Mrs. Crawford had represented the London Truth and the New York Tribune until 1914, when the war and ill-health caused her to return to England.

GEORGE M. TUTTON, formerly circulation manager of the Utica (N. Y.) Morning Herald, and later connected with the Utica Observer, is dead at his home in Los Angeles, Cal. Mr. Tutton left Utica about 25 years ago and after locating on the Pacific Coast retired from active labors, holding large interests in orange groves.

EDWARD NIEMAN, one of the best-known of the older newsboys of Buffalo, N. Y., who has just died, had done much to build up the flourishing Newsboys' Benevolent and Athletic Association in that city. He had been ill for three months. Mr. Nieman, who was 31 years old, is survived by his wife and his parents and several brothers and sisters. He was a familiar figure in the downtown business section. He had been a newsboy for many years.

LEVIN C. TEES, a Philadelphia newspaper man, who made himself locally famous back in the days of the old Taggart's Times by his humorous writings under the name of "Jonathan Jinks," died suddenly Christmas afternoon while delivering a Christmas gift to one of his daughters, Mrs. Frank R. Ruggles. Since 1899, when Taggart's Times printed its own obituary, Mr. Tees had been identified with the Sunday Dispatch. Hundreds of Philadelphians remember "Jonathan Jinks" and the stories of his they used to relish in the old Taggart's Times. It was his delight to pick out prominent men, particularly city officials, and make them subjects of his yarns. Besides his newspaper stories, Mr. Tees wrote several plays. One of them became a big success. It was called "The Senator," and was produced with William H. Crane playing the leading role.

THOMAS A. KENNY, a newspaper man for twenty years in New York City, and with the Evening Telegram at the time of his death, died on Wednesday night of last week in the German Hospital from heart disease, in his thirty-seventh year. He began his newspaper career on the Evening Sun, later joining the staff of the Evening World. His most recent work was writing politics and as a legislative correspondent. Mr. Kenny is survived by his wife and four children.

Mrs. MARY JANE GALT, a retired author and newspaper woman, is dead at her

home in Yonkers, N. Y., in her seventy-sixth year. She was born in Charleston, S. C., and moved to Washington, D. C. She was a distant relative of President Wilson's wife. She had been blind for some time.

FRANCIS J. TOBIAS, the founder of the firm of Tobias Brothers, advertising agents, of New York City, died on Monday, at his home, after a sudden attack of pneumonia. He was sixty-two years old. Mr. Tobias organized the advertising firm in 1860 and through it became one of the pioneers of modern advertising.

WILLIAM W. WATT, former editor of the Jamesville (Wis.) Daily Recorder, is dead at Oakland, Cal., aged forty-two years.

WILLIAM MURPHY, 26 years old, of Decker's Lane, near Covington, Ky., who left Covington a few weeks ago for Denver, died in that city. Mr. Murphy was well-known in Covington newspaper circles, being one of the charter members of the Northern Kentucky Press Club. He was formerly employed on a Covington afternoon paper, and recently has been working on a Cincinnati morning daily.

W. H. CARTER, of Bowie, Texas, father of A. G. Carter, vice-president and general manager of the Fort Worth Star-Telegram, is dead. He is survived by his wife and five children, including the son in Fort Worth.

JOHN N. BOGART, newspaper man and former Commissioner of Licenses of New York, died on December 30 in Saugerties of pneumonia. Mr. Bogart was born in Johnstown, N. Y., and after learning the printer's trade took up newspaper work in 1884. He contributed labor news to John Swinton's paper. He was twice president of the Labor Press Association and had been a member of Big Six Typographical Union since 1886. He was labor editor of the Evening Journal from 1898 to 1905, when he was appointed Commissioner of Licenses.

EWAN MACPHERSON, journalist and magazine writer, died after a short illness at his home in New York City on Tuesday night. He was 61 years old and was born in Kingston, Jamaica. Mr. Macpherson was educated at Stoneyhurst, in England, and came to this country 50 years ago. After passing a few years in Canada he joined the staff of the Louisville Courier-Journal. He came to New York later. Mr. Macpherson translated the works of Cardinal Mercier and the New Missal into English. His wife and one son survive.

COL. WILLIAM T. DOWDALL, former postmaster of Peoria, Ill., and 30 years ago the best-known newspaper man in Central Illinois, and one of the most picturesque figures the Democracy of Illinois has ever produced, is dead at St. Joseph's Hospital in Memphis, Tenn. He was born March 8, 1835, in Carrollton, Ill., and in 1858 established the Alton (Ill.) Daily Democrat. Ten years later he went to Peoria, where he acquired the Evening Review and also published the National Democrat—the latter being, in its day, the leading Democratic paper in Illinois, excepting only William F. Story's Chicago Times.

EMIL KARPOWSKY, telegraph editor of the Cleveland Waechter und Anzeiger, one of the prominent German editors and orators in this country, died after three weeks' illness with the grip last Sunday. Mr. Karpowsky was sixty-one years old on December 15 last. He went to Cleveland in 1881, and remained there until 1883. He then went to Chicago where he was in turn connected with the Freie Presse, Illinois Staats-Zeitung and the National Zeitung. From 1900 to 1903 he was on the editorial staff of the St. Louis Westliche Post. He then returned to Cleveland and became identified with the Waechter und Anzeiger. He was born in Raddan, in East Prussia, and studied theology at the University of Koenigsburg. Funeral services were held Wednesday, at which Theodore Janssen, of the Waechter und Anzeiger spoke.

CANADIAN PERSONALS

In the list of prominent Canadians honored with knighthood on New Year's Day appears the name of the Hon. W. T. White, Minister of Finance in the Dominion Government. Sir Thomas White's friends are recalling that he got his start as a reporter on the Toronto Telegram, not so very many years ago. He did the City Hall for that paper, which may account for his subsequent entrance into politics.

Percy ("Tim") Little, who succeeded the late Gordon S. Andrews as cable editor of the Toronto Mail and Empire, a short time ago, has obtained a commission in a battery now in training in Kingston, and has left the Mail office.

Chancellor Boylen, an old Toronto Telegram man, who has lately been private Secretary to the Hon. James Duff, Minister of Agriculture for Ontario, has been appointed paymaster of one of the new battalions now being raised in Ontario. He has been made an honorary captain.

Lieut. C. J. McGillivray is now the officer in charge of recruiting for the Killarney District of Manitoba. He was formerly a member of the editorial staff of the Winnipeg Telegram.

R. L. Richardson, editor of the Winnipeg Tribune, is at present visiting Eastern Canada.

J. B. Deaver, of the staff of the Evening Times, St. John, N. B., has resigned in order to take an officer's course at Halifax.

Brook Batten, second son of A. C. Batten, manager of the British & Colonial Press Service, Toronto, has reached England, where he is now in training with a battery of artillery.

J. P. McConnell, formerly editor of the Vancouver, B. C., Sun, has taken over from H. H. Stevens, M. P., the Western Call, a weekly social and political paper, published in Mount Pleasant, B. C. Incidentally, Mr. Stevens has just been sued by F. C. Wade, K. C., publisher of the Vancouver Sun, for damages for alleged libel. Two articles appearing in the Call of December 17th are complained of, in both of which Mr. Wade claims that false statements about himself were made.

SAN FRANCISCO PERSONALS

W. D. Van Blarcom recently left the staff of the San Francisco Chronicle for an editorial position on a newspaper in the Lovelock mining district, in Nevada.

W. H. Jordan, assistant city editor of the Chronicle, was suddenly stricken with appendicitis on Wednesday morning, and had to be hurried to a hospital.

Thomas Sammons, American Consul-General at Shanghai, will be the guest of honor at a luncheon given on Tuesday by the San Francisco Commercial Club and the Chamber of Commerce. Mr. Sammons was formerly a Pacific Coast newspaper man.

Among the visiting newspaper people now in the city are the following: J. H. B. Kruger, of Chicago; A. P. Moore, of Pittsburgh, accompanied by his wife, who is known on the stage as Lillian Russell, and Miss Cecil M. Wright, newspaper and magazine writer, who has been making a transpacific tour.

JAMES WARREN HAGAR, a writer of advertising, in Cleveland, where he conducted an office for twelve years, is dead. He was born in Binghamton, N. Y., and was successively a printer, reporter and advertising expert. He is survived by his wife and one son.

CHARLES G. STEWART, who was on the editorial staff of the Indianapolis Sentinel for many years, and who was correspondent for several New York and other papers, died last week in his seventy-ninth year. During the last years of his life he was engaged in the book business.

J. R. DETWILLER, veteran newspaper man of Enid, Oklahoma, and candidate for Mayor in 1914, died suddenly of heart failure at Enid, on December 26, aged sixty-six years.

SITUATIONS WANTED

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

FOREMAN or superintendent of newspaper composing room. Experience covering six years as foreman of large dailies. Best of references. Address G 1616, c/o The Editor and Publisher.

REPORTER-EDITOR several years experience on city dailies, both street and desk work, desires position on daily in city between 10,000 and 50,000; afternoon paper preferred; salary \$18 to start if chances to advance are good. Address G 1618, c/o The Editor and Publisher.

ADVERTISING SOLICITOR—Thoroughly experienced on daily, agricultural and mail-order publications. Four years with leading Special Representatives. Well and favorably known, make good appearance. Desires position with publication of special agency. Hard and persistent worker. Opportunity first consideration. J. Z., Room 817, 225 Fifth Avenue, N. Y. C.

NEWSPAPER MAN—Young married man, 10 years' experience metropolitan and small-city dailies wishes position. Thorough ad writer and business getter. Have served as reporter, copy reader, department store advertisement writer, and business manager. Excellent references. Moderate salary. Raymond S. Duncan, Dayton, Wash.

CARTOONIST (Australian), all round experience, whose work has appeared in Western and Eastern papers, desires engagement. Brief list of ideas. Distinctly individual style. Particulars, Address G 1612, c/o The Editor and Publisher.

HELP WANTED

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

YOUNG MAN of good education and knowledge of printing business with experience in advertising and circulation and looking for experience in New York City has an exceptional opportunity open to him if he has health, ambition and hunger for all kinds of work in a newspaper office. Conditions are exciting and hours at times may not be short. The handling of detail with an insight into big propositions and a splendid chance to become acquainted with methods and men. If after this frank statement \$20 a week interests you write at once with the story of your life, as briefly as you can, to M. I. R., care of Editor and Publisher.

DR. WILLIAMS STIRS UP DISCUSSION

Judicial Settlement Society Opposes His Views on Preparedness.

WASHINGTON, January 5.—Dr. Talcott Williams, director of the Pulitzer School of Journalism of Columbia University, in addressing the American Society for Judicial Settlement of International Disputes in this city last week, made certain statements which caused a lively discussion by the Society.

"Peace," declared Dr. Williams, "can only be secured by force. If the United States continues to sit in the world's council unarmed, it cannot also sit there without fear."

The sentiment evidently did not meet the approval of many of those present, as it was not regarded as the proper ideal of an organization dedicated to the protection of world peace by judicial settlement. In answer to Dr. Williams, several speakers declared that the guiding stars of the world-wide movement for international arbitration had been and must continue to be, anti-militarism and disarmament, rather than preparedness.

"It Pays to Advertise"

Shareholders of the American Theros Bottle Company, of New York, received on New Year's Day checks to cover dividend No. 9 of \$3.50 per share on the \$1,000,000 capital stock. The company started a few years ago with a cash working capital of \$20,000, of which \$15,000 was necessary to equip its first small plant. The remaining \$5,000 was invested in five full-page advertisements in five leading New York dailies. The company, through accumulated profits, has expended close to \$1,000,000 in publicity. Last year the company built and equipped at Norwich, Conn., at a cost of \$250,000, the largest plant of its kind in the world. With a good article, it certainly "pays to advertise."

SITUATIONS WANTED

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

ADVERTISING MAN, who has made good, wishes to make a change. Has been in the advertising business for the past 14 years, connected with two Metropolitan dailies, four years on one paper, and ten years on another. Understands every branch of advertising in a daily newspaper. Especially adapted for the Display end. Can show the highest references. Would like to hear from Metropolitan Dailies, and would entertain an out-of-town proposition. G 1605, c/o Editor and Publisher.

CIRCULATION MANAGER.—Twenty-five years' experience, wants to connect with some daily or weekly that needs a real hustler. Best of references. G 1606, c/o The Editor and Publisher.

BUSINESS OR ADVERTISING MANAGER.—A man with ability, energy and experience wants to connect with a newspaper, preferably in south, as business or advertising manager. No question as to character and references. Address "Newson," E 1594, c/o Editor and Publisher.

CIRCULATION MANAGERSHIP desired by young man of ability and experience with good five daily papers. Can show excellent results. A No. 1 reference. Immediate engagement desired. Address E 1595, care Editor and Publisher.

COMIC ARTIST AND CARTOONIST who has drawn one of the leading Sunday comic features and other successful comic matter for leading New York dailies, is open to any good proposition from a newspaper or syndicate. Particulars, c/o Curran, 1160 Bryant Ave., Bronx, N. Y. C.

EDITOR of 12 years' experience in news, trade paper and magazine works desires position, preferably (but not essentially) outside of New York City. Have a complete knowledge of every branch of the business; a keen nose for news; and a fluent writer and an able executive. J. A. Hall, 322 East 32nd St., Brooklyn, N. Y.

CIRCULATION MANAGER—Young man with over ten years' experience in advertising. Business and circulation departments, now in position as Circulation Manager, desires to make change. Address Box E 1589, c/o Editor and Publisher.

DEPARTMENT MANAGERS—I want a job in either circulation, editorial or art dept., preferably the latter. Am anxious to get in. Young, willing, easy to please in both hours and salary. All I ask is a job. References. Z. X., "210."

ROTARY PRESSMAN-STEREOTYPYER on Goss or Hoe presses, thoroughly practical in both branches, strictly temperate, experienced, A-1 reference, guarantees entire satisfaction, want to connect with a reliable publishing concern that will appreciate efficiency in every particular, whose business is in such shape to enable a competent Pressman-Stereotyper to command \$50.00 per week. Two weeks' notice. Particulars in first letter. Address: Rotary Pressman-Stereotyper, c/o Editor and Publisher Co., N. Y. C.

LITERARY BUSINESS WOMAN.—Young woman of education and refinement (28), possessing business as well as literary ability and experience, offers services in an editorial, publicity or secretarial capacity to high grade corporation or law firm. Accustomed to meeting and interviewing prominent and distinguished people. Thoroughly versed in office methods and routine. A-1 correspondent and typist (no short-hand), editor, proofreader, advertising and publicity writer. Understands make up and layouts. Reading knowledge of French, German and Latin. Skilled in technical research. Highest credentials. Address Secretary, E 1590, c/o Editor and Publisher.

ADVERTISING WRITER—Creator of advertising ideas, writer of advertising with ability to sketch up advertising matter, possessing a thorough knowledge of photo engraving and executive ability to manage art department. Twenty years' experience on leading New York dailies. Versatile. c/o Morrisey, 3 Lawrence St., Yonkers, N. Y. E 1596.

ADVERTISING SOLICITOR desires position on five paper to do soliciting. Has had experience in getting out special editions for newspapers and can furnish references. Address G 1601, c/o The Editor and Publisher.

CIRCULATION MANAGER, thoroughly competent, resourceful, always secure results that pay. Have made circulation work a study for years. Contest, premiums or straight promotion, etc. I follow the best system of management. Curtailing of expense a hobby, however, no detrimental. Employees' references I. C. M. A. member. Prefer Southern location. Trottotaler and a progressive citizen. Address G 1602, c/o Editor and Publisher.

STEREOTYPE PRESSMAN wishes position on small daily where work is not satisfactory. Have Business College education and Advertising experience. Will be willing to work on Advertising in leisure hours. Experience on Goss, Hoe and Tubular Duplex Presses, latter preferred. References from past and present employers. Address A. T., c/o Editor and Publisher.

EDITORIAL MAN.—Capable young newspaper man now employed desires a change; university graduate; successful experience in reporting, telegraph editing, editorial writing, etc. Moderate salary to begin. Address Box 27, Raleigh, N. C.

CORRESPONDENT.—To represent a few reliable papers as Washington correspondent, I could give a good daily an exclusive service or simply a few small articles, either a daily or weekly letter of 1,000 or 2,000 words at \$1 or \$2 a week. G 1603, Raymond Lecraw, Washington, D. C.

YOUNG AMERICAN NEGRO, formerly associated with "Colored Newspapers in N. Y. C.", desires position on white daily or weekly. Will accept anything to start. Address William Kelley, 129 West 135th St., N. Y.

SITUATIONS WANTED

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

CIRCULATION OR BUSINESS MANAGER.—"Any paper which is not steadily increasing its circulation is going backwards." My ten years' successful experience as circulation manager in large cities, and general knowledge of the business, make me the valuable assistant you need. Write "Enthusiast," G 1604, c/o Editor and Publisher.

EDITORIAL EXECUTIVE, experienced in the resultful efficient management of large news departments; skilled in dressing a paper modernly; thoroughly practical in developing features; hard and conscientious worker who can get efficiency on minimum expense, energetic and resourceful; above-the-average ability, coupled with thirteen years' metropolitan and country experience—strictly high class young man who has just sold his own paper wants position as managing editor or city editor of Eastern daily. Address Editorial Executive, E 1599, c/o The Editor and Publisher.

PUBLISHER OR MANAGER.—Successful young publisher who has just sold his own paper, which he turned into a money maker in less than a year, wants position as editor, manager or both of eastern daily. Fourteen years' practical experience on dailies and weeklies in towns varying from 5,000 to 100,000. Always made good, as indorsements will show. Good organizer with executive ability and sound judgment, familiar with every department. Can make and hold friends for the paper. Address Editor-Manager, E 1600, c/o The Editor and Publisher.

CIRCULATION MAN.—Capable and energetic young man full of ambition wants to fill position in the following departments, such as advertising, circulation and subscription departments, or to assist circulation manager, various outdoor advertising work or any position in the newspaper field, where advancement is promised. Address P. Greenburg, 88 W. Kinney St., Newark, N. J.

EXPERIENCED ADVERTISING MAN, of proved business ability seeks position with newspaper in an executive capacity. Seven years spent on metropolitan dailies has equipped me to take hold of the advertising department of a newspaper and show big results. Best credentials and refer you to your own New York representative. Address G 1609, c/o The Editor and Publisher.

REPORTER, young man, (19), with college training and some newspaper experience, desires reporter position with good weekly or small city daily. Address C. H. Rabb, Garwood, N. J.

EDITOR, EDITORIAL WRITER.—University man, (37), married, 15 years' experience as feature writer, correspondent, editor and publisher, is open for permanent engagement. An able, forceful writer; an editorial executive with ideas, initiative, and industry; capable of taking entire charge of a publication. Highest references. Address G 1611, c/o The Editor and Publisher.

MISCELLANEOUS

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

FARMER SMITH, The Children's Friend, Cedar Grove, N. J.

LEGAL NOTICE

The Annual Meeting of the Stockholders of the Swedish American Realty Company will be held at Mr. Nicholson's office, 51 East 42nd Street, Room 518, Borough of Manhattan, New York City, on the 15th day of January, 1916, at 8 o'clock P. M., for the election of directors and inspectors of election, and such other business as may come before the meeting.
CARL M. NICHOLSON, Secretary.

FOR SALE

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

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

A YEAR'S EDITORIAL SUGGESTIONS is a book that should be on every Editor's desk. All that the name implies—and more. Cloth bound, 50 cents. Stamps accepted. R. Voorhees, 105 Hudson Street, New York.

AFTERNOON DAILY.—In live manufacturing town of 18,000. Modern plant—new three-story building; three linotypes; new press; leased wire service; good circulation. Good reasons for selling. Address B. C., c/o The Editor and Publisher.

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.

\$25,000 Cash

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

CHAS. M. PALMER

Newspaper Properties

225 Fifth Ave., N. Y. City

Southern Weekly

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

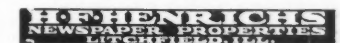
HARWELL, CANNON & McCARTHY,

Brokers in Newspaper and Magazine Properties,

Times Bldg., New York

The Only

Morning paper in highly productive central state city of 25,000. Leads the field; one evening competitor. Over \$16,000 profit last two years. Equipped to publish metropolitan daily. Opportunity for large business. \$37,500 securities control. Proposition 928x.



PUBLISHER'S NOTICE

The Editor and Publisher and the Journalist maintains an efficient corps of paid correspondents at the following important trade centers: Boston, Philadelphia, Toronto, Cleveland, Chicago, Atlanta, New Orleans, Dallas, Indianapolis, Washington, Baltimore, and San Francisco. Other correspondents will be added from time to time. Advertisers and newspaper men will find a ready market for stories of advertising achievements, news beats, etc., by addressing the main office, 1117 World Building, New York City.

Branch offices are located as follows: Chicago, 332 S. Michigan Ave., Ryan & Innan, mgrs., phone Harrison 2161; San Francisco, 742 Market St., B. J. Bidwell, manager, phone Kearney 2121.

The Editor and Publisher page contains 672 agate lines, 168 on four. Columns are 13 pleas wide and twelve inches deep.

Advertising Rate is 25c. an agate line, \$100 a page, \$75 a half page and \$42 a quarter page. Position extra. Time, space and cash discounts are allowed on contracts.

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

Readers are urged to have the paper mailed to the home address. This will insure prompt delivery.

The Editor and Publisher sells regularly at 10c. a copy, \$2.00 per year in the United States and Colonial Possessions, \$2.50 in Canada and \$3.00 foreign, and is on sale each week at the following news-stands:

- New York—World Building, Tribune Building, Park Row Building, 140 Nassau street, Manhattan (opposite the World Building), 33 Park Row; The Woodworth 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.
- Baltimore—B. K. Edwards, American Building.
- Philadelphia—L. G. Rau, 7th and Chestnut Streets; Wm. Sobel, Bulletin Building News Stand.
- Boston—Parker House News Stand.
- Pittsburgh—Davis Book Shop, 416 Wood Street.
- Washington, D. C.—Bert E. Trenis, 511 Fourteenth Street, N. W.
- Chicago—Fornus Book Store, 37 N. Clark Street; Post Office News Co., Monroe Street; Chas. Levy Circ. Co., 27 N. Fifth Avenue.
- Cleveland—Schroeder's News Store, Superior Street, opposite Post Office; Solomon News Co., 1111 Walnut Street.
- Detroit—Solomon News Co., 69 Larned St., W.
- San Francisco—B. J. Bidwell Co., 712 Market.

TIPS FOR THE AD MANAGER

Geo. Batten Co., New York City, is placing orders with newspapers for Lehn & Fink, "Pebeco Tooth Paste," New York City.

Bayer-Stroud Corp., New York City, is making 7,000 line contracts with a selected list of newspapers for B. Fischer & Co., "Hotel Astor" Coffee, Tea and Rice, Greenwich and Franklin Sts., New York.

Bloomington-Weiler Adv. Agcy., Philadelphia, is placing orders with some Pennsylvania newspapers for the Roman Auto Co., Philadelphia.

Curtis Pub. Co., "Ladies Home Journal," Philadelphia, is making contracts with some large city newspapers through the Calkins and Holden Adv. Agcy., New York City.

Wilcox and White Co., Angelus Piano Player, Meriden, Conn., are placing their advertising with New York City newspapers through the Cheltenham Advertising Agency.

E. H. Clarke Advertising Agency, Chicago, is making 2,000 line, 1 year contracts, with some Middle West newspapers for the Physician Co-operative Association, Medical, Chicago.

Calkins & Holden, New York City, are placing 10,000 lines for one year in a few papers for the Curtis Publishing Co.

Woodward & Tiernan, St. Louis, Mo., are making 1,000 line contracts for one year with a few papers for the Missouri Pacific Railroad.

Frank Presbrey Co., New York City, are placing 6 inches, 48 times, in a selected list of newspapers for the American Tobacco Co. (Navy Plug).

Advertising Agents

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

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

HOWLAND, H. S., ADV.
AGENCY, INC.,
20 Broad St., New York.
Tel. Rector 2573.

LEVEY, H. H.,
Marbridge Bldg., New York.
Tel. Greeley 1677-78.

Publishers' Representatives

M. L. KATZ,
Peoples Gas Bldg., Chicago, Ill.

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

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

GLASS, JOHN,
1156-1164 Peoples Gas Bldg., Chic.

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

PAYNE, G. LOGAN, CO.
747-748 Marquette Bldg., Chicago,
Ill.; 200 Fifth Ave., New York,
N. Y.; 8 Winter St., Boston,
Mass.; Kresge Bldg., Detroit,
Mich.

Geo. W. Edwards & Co., Philadelphia, is placing orders with some Southwest-ern newspapers for Robert Bruist Co., seeds, Philadelphia.

Richard A. Foley Adv. Agency, Philadelphia, is placing orders in a selected list of Southern newspapers, for Liggett & Myers Tobacco Co., "King Bee Tobacco," St. Louis, Mo., and New York City.

Chas. H. Fuller Co., Chicago, is again handling orders with a selected list of newspapers for Mark H. Jackson Co., Medical, Syracuse, N. Y.

Fuller & Smith, Cleveland, is making 6,000 line contracts with some Western newspapers for the Cleveland Fruit Juice Co., "Moar Grape Drink," Cleveland, Ohio.

Gardner Adv. Co., St. Louis, is placing orders with a selected list of newspapers for Fownes Bros. & Co., "Fownes Gloves," New York City.

Dillard Jacobs Agency, Atlanta, is placing orders with some Southern newspapers for Shivar Springs, Shelton, S. C.

H. W. Kastor & Sons Adv. Co., Chicago, is placing classified orders with newspapers in selected sections for Lake County Land Owners Assn., Fruitland Park, Fla.

Lydden & Hanford Co., New York City, is handling contracts in newspapers in selected sections for Dr. C. L. Jones Co., Medical, Elmira, N. Y.

Frank Presbrey Co., New York City, are placing 30 inches, 48 times, in a selected list of newspapers for the American Tobacco Co. (U. S. Marine).

Radfield Agency, New York City, is making contracts for placing 50 lines, 4 times, with a few papers for the American Lead Pencil Co.

E. H. Clarke Co., Chicago, Ill., are placing 2,000 lines for one year in magazines and weeklies for the Physicians Co-operative Association.

Frank Presbrey Co., New York City, is handling 60 inches, 24 times, in a selected list of newspapers for the American Tobacco Co. (Tuxedo Tobacco).

Lydden & Hanford, New York, are sending out orders for 105 lines, one time, with a list of mail order papers, for the C. L. Jones Co.

Frank Presbrey Co., New York City, are placing 30 inches, 48 times, in a selected list of newspapers for the American Tobacco Co. (Bull Durham).

B. F. Goodrich Co., "Goodrich Tires," Akron, Ohio, will continue to place their newspaper advertising through the Mahin Adv. Co., Chicago.

J. W. Morton, Jr., New York City, is again placing orders with large city newspapers for Kops Bros., "Nemo Corsets," New York City.

Frank Presbrey Co., N. Y. City, will place one time order with newspapers generally the early part of January for the New York Life Insurance Co., "Statement," N. Y. City.

Redfield Adv. Agency, N. Y. City, is placing 50 line 4t. orders with some Southwest newspapers for the American Lead Pencil Co., N. Y. City.

J. Walter Thompson Co., Chicago, is making 10,000 line contracts with some Western and Southwestern newspapers for Long Bell Farm Land Corporation, Kansas City, Mo. Their advertising for farm papers is placed by Taylor-Critchfield-Clague Co.

Scheck Adv. Agcy., Newark, is placing classified orders with some Pacific Coast newspapers for the American Piston Ring Co., Newark, N. J.

Sherman & Bryan, N. Y. City, making 50 line 4t. contracts with a few newspapers in selected sections for Keys & Lockwood, "Perfect Dress Ties," New York City.

Woodward & Tiernan Adv. Agcy., St. Louis, is making 1,000 line contracts with some Southern newspapers for Missouri Pacific Railroad, St. Louis, Mo.

The James T. Weatherell Adv. Agcy., Boston, is placing additional orders for "Vinol," a patent medicine.

H. E. Ayers & Company, Boston, is making up a list for the year's advertising of La Touraine teas and coffees.

A. T. Bond, Boston, will place the account of the Dwinell-Wright Co., blenders of White House coffee. The firm is now making up the list, which will be extensive, it is said. Good sized copy is the rule, rather than the exception with this account.

The Boston New Bureau is placing a large amount of financial advertising. Large accounts, like the Thomas W. Lawson copy, for instance, which are split up with several firms. The Lawson account, which goes only to papers in large cities, is split between the H. B. Humphrey Company and the Boston office of the Amsterdam Advertising Agency of which C. A. Chandler is the manager.

CHANGES IN INTEREST

WOODVILLE, OHIO.—The Woodville News has been sold by A. E. Maurer, editor and owner, to C. S. Holland, of Genoa, Ohio.

DELAVAN, WIS.—Ownership of the Delavan Enterprise has passed from Boston Eaton to A. S. Saylor, of Buffalo, Minn.

PURVIS, MISS.—The Progressive Star, the Lamar County official organ, owned and conducted by W. A. Blackburn until his death a few months ago, and since then by his wife, Mrs. Fannie Blackburn, has been leased for the year 1916 by R. G. Robertson, of Purvis.

With the compliments of the season the Southern railway has distributed among newspaper men and others interested in printing and type measurements celluloid rules divided into agate lines and the metric measure.

Otto H. Nelson, for a dozen years connected with the Bangor (Me.) Daily Commercial staff, has resigned to take a position with the Merrill Trust Co., in that city.

Miss Helen L. G. Havenor, of the Portland (Me.) Daily News for the past five years, has resigned to take a position on the staff of the Springfield (Mass.) Daily News.

Charles H. Reifenrath, president and manager of the Northwestern Stockman & Farmer, published at Helena, Mont., has become general manager of the Helena (Mont.) Evening Record.

Clyde Rex, of Bowling Green, Ky., has been made manager of the International News Bureau, to be established in St. Louis.

NEW INCORPORATIONS

AUSTIN, TEXAS.—The Austin Bill Posting Company, capital \$5,000. Incorporators: R. Niles Graham, R. G. Mueller and M. Silver. A general bill posting and outdoor advertising business will be conducted.

CICERO, ILL.—The Town Record, Cicero; capital, \$1,000. Incorporators: John Christenson, Robert H. Muir, Emil Capouch, Stanislaw W. Garemski.

HOPEWELL, VA.—Hopewell Printing and Publishing Company, Inc. Capital, maximum, \$20,000; minimum, \$10,000. Publishing a newspaper. Officers: Lawrence Perry, president; B. N. Walters, vice-president; R. Bauer, secretary—all of Hopewell, Va.

HUNTINGTON, W. VA.—Southland Publishing Company, of Huntington, W. Va.; publication; capital stock, \$5,000. Incorporators: Munro Nichols, Jos. B. Engbersomm, F. O. Clifford, J. George Bender, Jr., and E. W. Bartels, of Huntington, W. Va.

CHARLESTON, VA.—Kanawha Publishing Company, of Charleston, W. Va.; publication; capital stock, \$5,000. Incorporators: F. Herman Gow, C. H. James, G. E. Ferguson, I. M. Canty and B. A. Crieblow, Charleston, W. Va.

NEW YORK CITY.—National Outdoor Advertising Bureau, Inc. Capital, \$20,000. Outdoor advertising. Incorporators: F. Snellbaeh, H. K. Maples, C. Cooke.

TORRINGTON, CONN.—News Publishing Company. Authorized capital \$28,025. Incorporators: James W. Connell, S. Carl Fisher, and Elizabeth Case Connell, all of Middletown, Conn. To publish a daily newspaper.

DOVER, DEL.—Continental Advertising Company, to conduct a general advertising and publicity business; capital, \$300,000. Incorporators: A. L. Petty, Swissvale, Pa.; A. M. Carline, Jr., Wilkinsburg, Pa.; T. M. McCready, Edgeworth, Pa.

FARM PAPERS CONSOLIDATE.

Four Leading Publications of Northwest Unite Their Fortunes.

SPOKANE, WASH., December 30.—The Agricultural Age organization and the Pacific Northwest trio, comprising the Washington, Oregon, and Idaho farmers, have consolidated with principal office in Spokane. The combined organizations, which have unlimited resources, will maintain the present dominant position held by these papers, and will strengthen and improve them in every way. They are the only farm papers in Idaho, Washington, and Oregon—that are members of the Audit Bureau of Circulations. No efforts will be spared to give advertisers high-class circulations.

NORFOLK VIRGINIAN SOLD?

Reported Purchase by S. S. McClure, of New York, Not Officially Confirmed.

A January 1 dispatch from Norfolk, Va., reported that the Richmond Virginian, a local morning newspaper, had been purchased by S. S. McClure, of New York. The Virginian has made no announcement of the reported change in management. It is reported that the paper will continue its prohibition policy under the new management. Rev. James M. Cannon, a prohibition leader, is largely interested in the paper.

A telegram addressed to the Virginian by THE EDITOR AND PUBLISHER, asking for a statement, remained unanswered up to the time of going to press.

Chicago to Know Truth

Truth is the ambitious title of a new Chicago weekly paper about to be launched with Frederiek W. Lawrence as editor. Mr. Lawrence was for many years connected with the Hearst publications. He says that Truth will not be a newspaper in the strict sense of the word, but will print news stories along the line of local crusades, besides making a specialty of snappily written departments such as Sports, Theatrical, Finance, Automobiles, Clubs, Society, etc. Those who know Mr. Lawrence's career in the newspaper world will predict his success in this new endeavor.

AD FIELD PERSONALS

Paul Moore, formerly connected with the advertising department of the Weis Fibre Container Corporation of Monroe, Mich., has been appointed advertising manager of the Service Motor Truck Company of Wabash, Ind. Mr. Moore was formerly with the National Cash Register Company at Dayton.

Reid S. McBeth, formerly city editor of the Arkansas Gazette at Little Rock, has been appointed advertising manager of the Westcott Motor Car Co., Richmond, Ind.

Captain James T. Elliott, former Denver newspaper man, and later news editor for the Western Newspaper Union at Chicago and associate editor of the Inland Printer, same city, has opened an office at 305-309 Broadway, New York City, under the name of the Elliott Publishing Co., for conducting a general advertising agency, including newspaper and magazine correspondence. He is eastern representative of the National Printer-Journalist, and Garage Efficiency, both published in Chicago.

Hugh Arthur, for the last three years advertising manager of McCreery & Co., Pittsburgh, Pa., and formerly Sunday editor of The Pittsburgh Press, has left that city for Minneapolis, where he becomes advertising manager for the Dayton Dry Goods Co. Previous to becoming advertising manager of McCreery's, Mr. Arthur was general secretary of the Pennsylvania Association for the Blind. He graduated from the University of Pittsburgh in 1903 and soon after took up newspaper work. He left the newspaper field in 1912 to take up the secretaryship of the Association for the Blind. Mr. Arthur later entered the advertising business.

Dr. I. Schwartz, former president of the Shreveport, La., Ad Club, was guest of honor at a banquet tendered him by the club at its meeting this week. J. E. Cowies, present president of the club, acted as toastmaster and presented Dr. Schwartz. Numerous speeches were made, all laudatory of what the honor guest had done for Shreveport in an advertising way.

Fraudulent Advertiser Fined \$300

INDIANAPOLIS, January 5.—Judge A. B. Anderson of the Federal Court has fined Dr. W. H. Dings of Ft. Wayne, Ind., \$300 and costs for fraudulent use of the mails. Dr. Dings advertised the "cure of cancer and locomotor ataxia." He operated under the name "The Wayne Medical Service."

Y. M. C. A. Lectures On Advertising

J. C. Hammond, advertising counselor, of New York, was the speaker at the Chelsea School, (23d Street Y. M. C. A.), advertising class last week. He gave the students an account of a busy day in an advertising agency, illustrating his remarks by stories of his own experiences. Last Wednesday evening Frank L. Blanchard gave a talk on "Street Car Advertising."

To provide for increased business Bromfield & Field, Inc., have enlarged their offices in the Burrell Building, 171 Madison Avenue, New York City, now occupying the entire thirteenth floor.

EXPOSITION OF ADVERTISING

Big Display Ready for Showing by Milwaukee's Ad Club.

[Special to The Editor and Publisher.]

MILWAUKEE, Wis., January 5—Two hundred and eight individual displays, 18 departmentals, 1,000 square feet of floor space, 3,000 square feet of wall space, make up the first annual exposition of advertising by the Advertisers' Club, January 10 to 15, inclusive.

Every phase of advertising is shown, from the most meagre printed job to twenty-color productions and complete campaigns. Among the latter are Hole-proof, Harley Davidson, Cutler hammer, and Adler clothing. The complete process of cut-making is shown step by step, also the complete process of electrotyping. A stereopticon lecture on farm-paper advertising shows the mechanical applications to newspaper advertisement, step by step, complete in all stages from the time the advertisement leaves the copy man until it is reproduced on the printed page.

The exhibit represents a total advertising expenditure of \$18,000,000 devoted exclusively to Milwaukee advertisers. More than 25,000 people are estimated to attend. One of the events of the educational committee is the paper-stock display, showing finished jobs and explaining by foot-notes what the treatment is and giving the screen of half-tone best to use; also stating why certain paper is best for certain kinds of advertising, and showing such as catalogues, broadsides, folders, etc. This indicates how thorough and complete the exposition is. Besides being extremely instructive, the display forms a most interesting picture, because of the blend of color of the various printed matter.

The exposition is being held in the First National Bank Building, Milwaukee's finest and largest skyscraper, using eighteen large rooms on the second floor and attracting the serious attention of Milwaukee's biggest business men. A large delegation from the Chicago Ad Club, headed by President S. De Witt Clough, will be present on Tuesday.

A Full Page "Merry Christmas"

The Reading (Pa.) Telegram carried on December 24 last a seven column advertisement which was used by the proprietor of a local pool and billiard parlor as a Christmas Greeting. In the centre of the appropriately bordered page was a cheery Christmas verse, the whole forming a striking ad. W. W. Beck, the Telegram's advertising manager, said of the venture: "I am of the opinion that this is the first time that a business of this kind has ever used this amount of space if it is not the largest holiday greeting used by any line."

Baptist Clergy Favor Advertising

Church advertising was the theme of discussion at a recent meeting of the Buffalo (N. Y.) Baptist ministers at the Central Y. M. C. A. Rev. Frank W. Stanton declared himself in favor of churches advertising in newspapers. He argued that since business men had found advertising requisite to growth in business, the churches could well follow suit. Mr. Stanton's views were supported by the majority of those present.

TRADE PAPER PERSONALS

Joseph A. Downey, editor of Canadian Motorcycle and Bicycle Journal, and assistant editor of the Motor Magazine, both of which are published by the Gagner Publishing Co., Toronto, has resigned and is leaving for Los Angeles, where he expects to take up newspaper work. He has been succeeded by J. A. Maclaren, formerly editor of the Cigar and Tobacco Journal.

J. H. Imrie has succeeded K. S. Fenwick as editor of Economic Advertising a monthly, published in the interests of good advertising by Norris-Patterson, Limited, Toronto.

The Following Newspapers are Members of
THE AUDIT BUREAU OF CIRCULATIONS

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

ALABAMA.	NEW YORK
NEWS Birmingham Average circulation for November, Daily, 37,189; Sunday, 38,903. Printed 2,207,884 lines more ad- vertising than its nearest competitor in 1914.	COURIER & ENQUIRER.....Buffalo IL PROGRESSO ITALO AMERICANO.....New York
CALIFORNIA.	DAY.....New York The National Jewish Daily that no general advertiser should overlook.
EXAMINER.....Los Angeles A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.	NEBRASKA.
THE PROGRESS.....Pomona	TRIBUNE.....Hastings Circulation A. B. C. report, 7,100. Full leased wire report United Press.
GEORGIA.	OHIO.
JOURNAL (Cir. 57,531).....Atlanta	PLAIN DEALER.....Cleveland Circulation for December, 1915.
CHRONICLE.....Augusta	Daily.....131,298 Sunday.....168,218
LEDGER.....Columbus	VINDICATOR.....Youngstown
ILLINOIS.	PENNSYLVANIA.
HERALD.....Joliet	TIMES.....Eric DAILY DEMOCRAT.....Johnstown
STAR (Circulation 21,589).....Peoria	TIMES-LEADER.....Wilkes-Barre
IOWA	TENNESSEE.
REGISTER & LEADER.....Des Moines EVENING TRIBUNE.....Des Moines Essential to covering Des Moines and vicinity.	BANNER.....Nashville
SUCCESSFUL FARMING.....Des Moines More than 700,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations.	TEXAS
KENTUCKY	AMERICAN.....Austin "The Twentieth Century Paper of Texas" is absolutely independent, printing all the news all the time and printing it first. Seventy per cent. city circulation by carrier.
MASONIC HOME JOURNAL.....Louisville, Ky. (Semi-Monthly, 32 to 64 pages.) Guaranteed largest circulation of any Masonic publication in the world. In excess of 90,000 copies monthly.	CHRONICLE.....Houston The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday.
LOUISIANA	POST.....Houston Over 100% of carrier circulation stays in the homes. Proof on request. Government Report, 28,810 net.
TIMES PICAYUNE.....New Orleans	TELEGRAM.....Temple Net paid circulation over 6,000.
MICHIGAN	UTAH.
PATRIOT (No Monday Issue).....Jackson Gov. Statement Oct. 1, 1915—Daily, 11,403; Sunday, 12,568. Member A. B. C. and A. N. P. Assn. Flat rates, 28 cents. Guaranteed pos- ition, 35 cents.	HERALD-REPUBLICAN.....Salt Lake City
MINNESOTA.	VIRGINIA
TRIBUNE, Morning and Evening.....Minneapolis	DAILY NEWS-RECORD.....Harrisonburg In the famous Valley of Va. only paper in the richest Agricultural County in United States.
MISSOURI	WASHINGTON
POST-DISPATCH.....St. Louis Is the only newspaper in its territory with the beautiful Rotogravure Picture Section. Cir- culation first six months, 1915: Sunday average.....350,066 Daily and Sunday.....204,497	POST-INTELLIGENCER.....Seattle
MONTANA	CANADA
MINER.....Butte Average daily, 11,684. Sunday, 17,971, for 3 months ending March 31st, 1915.	ONTARIO
NORTH CAROLINA.	FREE PRESS.....London DAILY HERALD.....Stratford Largest circulation in Perth County. The paper that Perth County people want to read.
SENTINEL.....Winston-Salem October gov't report 5,843, net gain October, 1915, over October, 1914, 1,028 copies.	ROLL OF HONOR
NEW JERSEY.	The following publishers guarantee circulation and willingly grant any advertiser the privilege of a careful and exhaustive investigation.
PRESS (Circulation 7,945).....Asbury Park	ILLINOIS.
JOURNAL.....Elizabeth	NEBRASKA.
PRESS-CHRONICLE.....Paterson	FREE PRESSE (Cir. 128,384).....Lincoln
COURIER-NEWS.....Plainfield	NEW YORK.
INDIANA.	BOELLETTINO DELLA SERA.....New York
THE AVE MARIA.....Notre Dame	

New Orleans States
Member Audit Bureau of Circulation.
Sworn Net Paid Circulation for 6
Months Ending Sept. 30, 1915
33,142 Daily
We guarantee the largest white home
delivered evening circulation in the trade
territory of New Orleans.
To reach a large majority of the trade
prospects in the local territory the States
is the logical and economic medium.
Circulation data sent on request.
**The S. C. BECKWITH SPECIAL
AGENCY**
Sole Foreign Representatives
New York Chicago St. Louis

THE NEW YORK NEWSPAPER SITUATION

Lines of Advertising Carried by all the New York
Daily Newspapers During the year, 1915

Compiled by the Statistical Department, The New York Evening Post

180,000
Circulation

NEW YORK GLOBE

Member
A. B. C.

Leads them All with a Gain of
1,465,295 Lines

Evening Newspapers (6 Days)	1915	1914	Gain	Loss
THE GLOBE	5,547,018	4,081,723	1,465,295
The Sun	4,879,597	4,073,470	806,127
The Mail	4,516,760	4,129,435	387,325
The Post	3,515,064	3,411,946	103,118
The Journal	6,937,617	7,010,545	72,928
The Telegram	6,249,633	6,376,424	126,791
The World	5,199,102	5,655,073	455,971
			<u>2,761,865</u>	<u>655,690</u>
 Morning Papers (7 Days)				
The Tribune	3,320,453	2,523,878	796,575
The Times	9,682,562	9,164,771	517,791
The Sun	3,797,596	3,672,381	125,215
The World	10,506,927	10,657,812	150,855
The American	8,679,812	8,888,782	208,970
The Press	2,008,620	2,932,885	924,265
The Herald	7,843,026	9,036,429	1,193,403
			<u>1,439,581</u>	<u>2,477,493</u>

Total Gains Evening Newspapers - - 2,106,175

Total Losses Morning Newspapers - - 1,037,942

Startling Figures Indicating the Tendency of Business Toward the
Evening Newspapers Which Go into the Homes,

O'MARA & ORMSBEE, Inc.

CHICAGO
Tribune Bldg.

Special Representative

NEW YORK
Brunswick Bldg.

