

The Editor & Publisher

and The Journalist

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

Vol. 47, No. 48

NEW YORK, MAY 8, 1915

10 Cents a Copy

Chicago

A Fertile Field For Food Manufacturers

Seven thousand retail grocers supply 3,000,000 people, all of whom are located within a radius of 40 miles of the center of Chicago.

Chicago's retail grocers believe in newspaper advertising and are quick to co-operate with the manufacturer who advertises.

Chicago's people are responsive to food advertising in The Chicago Tribune.

What 4 Food Manufacturers Have Done In Chicago

Following is a brief statement of what four food manufacturers have done in Chicago with Tribune campaigns and assistance.

Emmart's Pearl Hominy

With confidence in his product and in the assistance The Tribune's Merchandising Service Department would render, Mr. Emmart concluded to invest in a test campaign in The Chicago Tribune. Before negotiating with The Tribune "Emmart's Pearl Hominy" was on sale at 750 stores. On the strength of the proposed Tribune Campaign Mr. Emmart's salesmen were able to increase this number to about 1000. Previously several jobbers had refused to handle his product. After the advertising had been running a short time these same jobbers recognized a "live seller," and are now filling orders as fast as they come in. Old and new dealers alike report a satisfactory volume of sales. This advertising has been running but a short time, yet Mr. Emmart reports that his sales have doubled over the same period last year.

Airline Honey

"Airline Honey" was practically an unknown product in the Chicago market. On the strength of a proposed Tribune campaign the A. I. Root Company were able to secure 750 dealers to handle their "Airline Honey." Since the advertising began they have increased this number to about 1000. The sales to date on "Airline Honey" through these dealers have run well up into five figures.

Pillsbury's Health Bran

This bran is a new product just put on the market. The advertising began in The Tribune February 1. Proofs of the advertising were furnished the salesmen to submit to grocers, and although the campaign is only one month old (March 1), over 1200 dealers are selling "Pillsbury's Health Bran." In instances where it was difficult to secure a one-case order,—the retailers being inclined to await a demand,—repeat orders as large as 10 cases were received before the campaign had progressed ten days.

Pioneer Minced Sea Clams

This product had been on the market for a number of years, and at one time enjoyed a large sale in Chicago. However of late years there had been no unusual selling effort behind this product, with the result that the sales had dropped to a stagnant stage. Deciding to revive the popularity of this product salesmen were sent out to call on the trade, equipped with proofs of a proposed Tribune campaign. They succeeded not only in securing co-operation from old dealers in the form of prominent displays, but were able to open many new accounts. The advertising has been running for about three months and Pioneer clams are now moving fast.

We Will Help You Do The Same

Through its Merchandising Service Department The Tribune is prepared to assist any advertising agent or manufacturer in analyzing Chicago—facts and data on which to build a successful Tribune advertising campaign are at your disposal. This department has helped others,—it can help you. In writing please state the name and character of your product.

The Chicago Tribune.

The World's Greatest Newspaper

(Trade Mark Registered)

Member Audit Bureau of Circulations

Eastern Advertising Office: 251 Fifth Avenue, New York City

Pacific Coast Advertising Office: 742 Market Street, San Francisco

The NEW YORK EVENING POST

LEADS all the New York evening newspapers in the Effectiveness of its Advertisements, as shown by the amount of Display Advertising carried in proportion to Circulation.

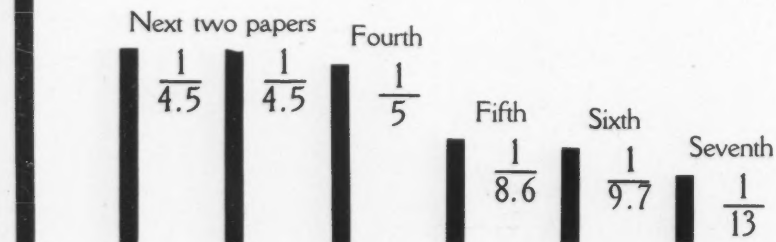
[See Government Reports for 6 Months Ending April 1st, 1915]

In proportion to circulation The NEW YORK EVENING POST carried over THIRTEEN TIMES AS MUCH advertising as the seventh paper (which has the largest circulation).

The NEW YORK EVENING POST carried

Nine times as much advertising as the sixth paper
Eight " " " " " " fifth "
Five " " " " " " fourth "
Four " " " " " " second and third papers

Don't let talk about "Class" or "Mass" confuse you. A newspaper is either one or the other. You cannot take a bottle of ink and throw it into a barrel of water and still write with it. Nor will the taste of the water be improved!



20 Vesey Street
New York

McCormick Bldg.
Chicago

THE EDITOR AND PUBLISHER

AND JOURNALIST

Vol. 47, No. 48.

NEW YORK, MAY 8, 1915.

10 Cents a Copy.

SUNDAY PRESS ONE CENT

Frank A. Munsey Cuts the Price of His New York Newspaper From Five Cents to a Penny—Thinks Public is Tired of Big Issues Filled With Flub-dub—Will Confine Contents to News Exclusively—Advertisers' Experience.

Beginning May 23 the Sunday issue of the New York Press will be sold at one cent a copy. This will be a radical departure from the practice that has been in force in this metropolis for many years of selling the Sunday edition of all the standard newspapers at 5 cents. The Sunday department of the Press will be abolished. The last time the experiment was tried of publishing a Sunday paper at a penny it was by the Morning Advertiser in the middle nineties and scored a failure.

In speaking about the innovation Frank A. Munsey, the owner of the Press, said to a representative of THE EDITOR AND PUBLISHER: "I have carefully analyzed the newspaper situation here in New York from every angle and have come to the conclusion that there is a fighting chance to make a success of a Sunday paper that is sold for one cent a copy. There are only a few first class cities in which such a newspaper could be made to pay—such cities, for instance, as Philadelphia, Baltimore and Chicago. I am already publishing Sunday papers in Philadelphia and Washington, but they are afternoon editions and do not therefore compete with the regular morning issues.

THE METROPOLITAN FIELD.

"In New York and the immediate vicinity there are between eight and ten million people who can be reached by the local papers. Out of this number I believe there are many who would buy a Sunday newspaper that is filled with news instead of flub dub, and costs only a penny. I purchase all the leading Sunday papers, not for the purpose of reading the mass of feature stuff they contain, but to get the news. I throw away the sections that are loaded down with trash and confine my attention to those that contain the news of the day and hour.

"I believe there are thousands of people in this community who, like myself, are tired of wading through a mass of matter that is without vital interest or purpose.

"The Sunday Press, such as I propose to publish, will contain a minimum of twenty-four pages and will be the best newspaper issued in New York. It will have an enlarged dramatic department, an unusually excellent sporting department, a very strong financial department and a comprehensive real estate department. The telegraph and local news fields will be covered by the ablest writers we can secure.

ADVERTISERS' EXPERIENCE.

"The last regular Sunday newspaper to be sold for a cent was the Morning Advertiser back in the nineties. The experiment was a failure and the reasons were not far to seek. The regular week day issues were not popular and commanded little attention. Hence the Sunday edition even at the low price at which it was issued made little impression on the reading public.

"Moreover, at that time the big Sunday editions put out by older newspapers, with their colored comic supplements, their sensational special articles and illustrated features, because of their novelty made a strong appeal and completely overshadowed the Sunday Morning Advertiser.

"But that was many years ago. The novelty of the big issues has worn off, and the public is, I believe, tired of the endless pages of miscellaneous matter with which the Sunday papers are now filled. The proof of this is seen in the notable decline in the circulation of nearly all of them here in New York. If such papers as the World, the American and the Herald, which command the services of the best artists, the most famous writers and use the costliest methods of color printing, cannot hold the circulation they once had, what chance has a later comer in the field, like the Press, to compete with them upon their own ground?

"As I have already said I have analyzed the situation with much care and have considered it from every view point, and have finally concluded that what the public want is not more reading matter in their Sunday newspaper, but less, and of better quality. The news of the day, when properly written and presented, is more appealing to the average, intelligent man or woman than anything else that can be given them in a daily newspaper. It is because of this fact and in response to what I believe is an urgent need that the Sunday Press will be devoted solely to the publication of news. I may, of course, be mistaken, but the correctness of my conclusions can only be determined by giving the experiment a fair trial, for after all an ounce of experience is worth a pound of theory at any time."

CARS STRIPPED OF "ADS."

Brooklyn Rapid Transit Company Tears Out Every Card in Quarrel Over Contract

Failure of the Brooklyn Rapid Transit Company and the Intercity Car Advertising Company to agree on a new contract led to one of the oddest situations that has been met with for years in an American city.

At midnight, when the old contract expired, the railroad company sent out large forces of men who stripped every advertisement from all its hundreds of cars and scores of stations. Every poster was covered up with blank white paper and all the newsstands were closed.

The railroad company, taking the stand that the prices provided in the old contract were ridiculously low, refused to renew the contract and the advertising company, which had an option to renew the contract for five years, refused to submit new and higher figures.

Lafe Young Arrested

Lafayette Young, editor of the Des Moines Iowa Capital and former United States Senator, who is acting as war correspondent for his paper, was arrested at Innsbruck, Austria, on May 5, on a suspicion of espionage. When his captors found out who he was they released him and apologized and he is reported as having no complaint to make.

Lansing Evening Press Sold

Ard E. Richardson, former mayor of Saginaw, has purchased the Lansing Evening Press of William Thomson of Battle Creek, and will take immediate possession of the newspaper property. He will make Lansing his home, and plans to move there in the near future.

Mr. Richardson has been a resident of Michigan all his life, having been born in Saginaw where he was educated in the public schools. He later attended the University of Michigan, being a graduate of the engineering department. He is largely interested in timber lands in Michigan and also in the West.

PAPER TRADE CONDITIONS

Mills Running at Slightly Less Than Normal Output—Future Bright

News paper manufacturers throughout the country are today running their mills only 15 per cent. below their full production, and are convinced that by fall conditions will have returned to normal. The manufacturers were particularly hard hit by the war because of the number of foreign newspapers which suspended publication, since they could get no paper to print on, and also because of the decrease in the number of pages printed by American papers, due to their loss of advertising.

Commercial business has improved so steadily in the past two or three months that the publishers of daily papers are commencing to get back their lost advertising and are beginning to increase the number of pages of their publications. When the war is over the presses of the foreign newspapers are bound to resume, and when they do foreign publishers will have to depend upon the news mills of the United States and Canada for their supply of newspaper. This means that when the crop of orders does come, it will be in abundance.

It is claimed that the tariff has had a disastrous effect on the sale of news paper. For the last eight months of 1914 there were 216,754 tons of news print and cheap book paper imported from foreign countries, with a value of \$8,485,614. This is a serious burden for one comparatively small industry to bear and the manufacturers are apparently justified in looking forward to better things, when, with all these handicaps, they can still run their mills at such a smaller percentage than their usual output.

Increases in freight rates on paper from New England points to New York and adjacent places, in less than carload lots, have just been authorized by the Interstate Commerce Commission. The increases range from 6 to 12 cents per 100 pounds.

The commission says that the railroads asserted and the protestants admitted that the present rates from New England points to New York on the traffic involved were abnormally low. The increases were proposed a year ago by the substitution of class rates for commodity rates. The new rates become effective May 25.

ROY L. McCARDLELL WINS PRIZE

\$10,000 for Photo Play Scenario Goes to New York World Humorist

Roy L. McCardell, author and humorist, who is on the New York Evening and Sunday World, wrote the winning scenario in the contest just closed by an association of newspapers in connection with the American Film Manufacturing Company.

The title of the play is "The Diamond from the Sky." Thousands of manuscripts were submitted, and one of the rules specified that each should be signed by a number, and the committee that picked the winner did not know the name of the author.

Chas. R. Long, one of the proprietors and editors of the Chester Times and The Morning Republican, of Chester, Pa., has bought the Passaic Daily Herald, of Passaic, N. J., and took possession May 1. He has associated with him two or three prominent newspaper men in the ownership of the Herald, and one of these will reside in Passaic as soon as he can make arrangements.

CENSORED TO DEATH

President Roy W. Howard of the United Press Associations Tells Why Englishmen Do Not Appreciate the Situation at the Front—The Attitude of the Germans Toward Correspondents—Will Irwin's Thrilling Description of Ypres Battle.

Roy W. Howard, president of the United Press Associations, returned to New York on Monday after a three months' tour of the United Press Bureaus and field stations in England, France, Russia, Germany, Belgium and Italy. During the tour Mr. Howard visited the front and the foremost trenches of both the German and the allied armies, and was given exceptional opportunities for first-hand observation of conditions at the opening of the spring campaign.

He brought back with him to America some new impressions of the great European war that are of especial interest to journalists everywhere. One of the most important of these is his belief that the war may last for two or three years. The belligerent nations are, he says, somewhat resentful of America's offices to bring about peace, and want the government "to mind its own business" and let them alone. In talking with a representative of THE EDITOR AND PUBLISHER he said:

DON'T COMPREHEND THE PRICE.

"Up to this time the average Englishman has not comprehended the price he will have to pay for a crushed Germany. England has not yet suffered as Germany and France have suffered because relatively her contribution of troops has been small. The press censorship has stupidly prevented him from getting a thrill that would come from a full knowledge of the facts. As a result, England is rapidly approaching a point where she must choose between one of three courses—abolish her press censorship and give her newspapers an opportunity to double or triple the present voluntary army through a stirring of British patriotism, resort to conscription and in that way obtain the needed number, or make up her mind to abandon her ideas of decisively defeating Germany.

"Englishmen have been accustomed to a free press. They have been accustomed to a high order of journalism—newspaper stories that were real literature. They have been accustomed to descriptive stories and to writing with action in it. They have been accustomed to being thrilled and to having their emotions stirred as only high-class journalism can stir the emotions of a nation. For years this situation obtained. Then came the war and England's great crisis. Over night everything was changed. A press censorship was established, the stupidity of which is nowhere so thoroughly recognized as in Great Britain itself.

SAFEGUARDING SECRETS.

"No sane person in England objected to or protested against a censorship that would safe-guard the nation's military secrets. What they did object to, what they are objecting to, and what they will object to until the evil is removed, is a press censorship which has robbed a nation of the thrills and patriotic inspiration to which it is entitled as a partial compensation for the tremendous sacrifice it is making. What Englishmen object to is the substitution of formal official reports written by government bureaucrats and crammed down the throats of a news-hungry nation as a substitute for real news prepared by newspapermen.

"Over night the mental diet of a nation—the mental food the people got from
(Continued on page 1037.)

NATIONAL ADVERTISERS IN SESSION

National Association Holds Its Annual Meeting in Cleveland—Half the Membership Present—President Tipper's Address—Work of Audit Bureau of Circulations Approved—Interesting Exhibit of Direct Mail Advertising.

"The most successful meeting the Association of National Advertisers has ever held," is the unanimous opinion of all those representatives of membership concerns and other officials from their companies who attended the semi-annual meeting of the association on Thursday, Friday and Saturday of last week at the Hotel Statler, Cleveland.

When the first session was called to order by President Tipper on Thursday morning, 103 members out of a total membership of 220 were in their places. Subsequent arrivals brought the total attendance up to 128 men. At the last session on Saturday morning, 114 members were present. It is the strongest index of the value of the association and of its meetings when nearly 60 per cent. of the entire membership from all parts of the country attended this semi-annual meeting.

After routine matters had been disposed of, President Tipper made his report on the general situation confronting the association both in regard to the work started in the last six months and its future development. He spoke of the increasing requirements of the association's service, upon the work of the several committees, and of the great possibilities of the association's work in connection with the Associated Advertising Clubs of the World.

ASSOCIATION'S WORK UNIQUE IN CHARACTER.

In concluding he said that the association has possibilities of becoming the most valuable business organization devoting attention to the sales and advertising end of business that exists in this country. The work which it had done in this connection is evidence of the future possibilities which lie within it. More than ever, he said, it seemed to him today that the problems before the manufacturer in connection with the sales promotion of his goods demand the co-operative effort which is secured through the business-like organization of the Association of National Advertisers and its

strict attendance to the things which count.

He said that while he looked forward in common with most business men to a great improvement over the present depressed condition he did not believe that it would be possible to return to the former careless methods of marketing goods. A demand will be made upon manufacturers for increased efficiency, for increased knowledge, for more careful investigation, and for decision and judgment founded more firmly upon searching study.

These probabilities of the future spelled the possible greatness of the Association of National Advertisers. There was no doubt in his mind that today it gives to its members a service greater in proportion than that of any other association in the marketing field. It has more vitality and it possesses more potential energy.

Secretary-Treasurer Patman made a brief report on organization matters at headquarters, the healthy condition of the association's finances, the increasing membership, and office plans for the next six months.

CIRCULATION AUDIT WORK SUCCESSFUL.

The Circulation Audit Committee presented a valuable report as to progress of work on certified, standardized circulation audits since the annual meeting last October, the steady success achieved, and the future development of the plan.

The committee said that some confusion existed among publishers as to the attitude of advertisers in regard to audit reports. The association approves of the A. B. C. reports on circulations and publishers accept them without question. The following resolutions were adopted:

- (1) "Resolved, That this meeting express its heartiest appreciation and approval of the work thus far accomplished and the methods employed in circulation audit work by the Audit Bureau of Circulations.
- (2) "Resolved, That it is the sense of this meeting that we urge all members in placing their individual advertising to pro-

teet their own interests and do their share in eliminating circulation-statement abuses by requesting audited circulation statements from all publications they use in accordance with the standards established by the Association of National Advertisers.

"And, that members be warned to scrutinize all circulation statements purporting to have been audited under the direction of the Association of National Advertisers and to see that such statements bear the counter-signature of the Secretary of the Association of National Advertisers."

The report from the Conventions, Exhibits and Fairs Committee contained no specific recommendation, covers all fields represented in the association, and placed before the members a mass of detailed information worth several thousand dollars to individual advertisers.

DIRECT MAIL ADVERTISING REPORT.

The Direct Mail Advertising and House Organs Committee's report was also a progress report covering the work done in arranging for the issuance at an early date of authoritative articles by members of the committee on pertinent problems in direct mail and house organ work, based upon information secured from the members and from outside sources. Another part of the committee's work was seen at the meeting in an exhibit of more than sixty complete campaigns of direct mail advertising literature and an equal number of complete sets of house organs selected by the members as typical instances of their work. A five hour session on Friday evening was devoted to a clinic on a number of these exhibits arbitrarily selected and to Round Table Discussion on a great variety of questions and problems connected with that kind of work.

ENJOYABLE "GET-TOGETHER" DINNER.

On Thursday evening, a "Get-Together" Dinner, open to members, their assistants, and other officials of membership concerns was held. This dinner and the entertainment provided, consisted of advertising stunts, songs and musical selections. The programme was arranged by Tim Thrift, of the American Multigraph Sales Company, and a committee of Cleveland members. Wm. G. Rose, president of the Cleveland Advertising Club, and Ralston F. Smith, another member of that club, contributed very materially to the success of the evening.

BIG WORK ON RESALE PRICES SUBJECT.

Wm. H. Ingersoll on Friday morning

delivered a very valuable exposition on the resale prices subject. In this address Mr. Ingersoll went over the main points of the decisions rendered in legal cases on price maintenance since the last meeting of the association. He pointed out very clearly that the rights of the manufacturers, who have created a market through advertising to consumers, to protect the good-will so created from injury by price-cutting had not been considered in any one of these decisions, and in fact by any decisions since price maintenance suits were instituted. All these cases hinged upon the right of a patentee or owner of a secret process to monopolize his market, whereas, the fundamental consideration in price-cutting is the enormity of the injury to the already established good-will of the manufacturer who has created a market among the consumers by advertising and by identifying his product.

He also pointed out that all decisions in trade-mark cases had been based upon the fundamental or basic point that the trade-mark itself is not property, but simply an identification of the property interest of the owner and that it cannot be assigned, licensed or otherwise disposed of unless the good-will and physical property of the business accompany it. It would be a fraud upon the consuming public if it were otherwise. For the last twenty years, records of the advertising done by a concern in connection with its trade-mark have always been considered an important part of this evidence and the use and value of the trade-mark.

CO-OPERATIVE WORK WITH A. A. C. OF W.

The work of the Association of National Advertisers as the general advertising department of the Associated Advertising Clubs was then taken up. The association elected W. H. Ingersoll, who is also chairman of the National Commission, of Robt. H. Ingersoll & Bro., New York City; O. C. Harn, of the National Lead Company, New York City; and G. B. Sharpe, of the DeLaval Separator Co., New York City, as its representatives on the National Commission.

Mid-day, the Cleveland Advertising Club gave a dinner and reception to the members of the Association of National Advertisers. The meeting was addressed by President Tipper, G. B. Sharpe, A. C. Reiley, E. A. Walton, L. R. Greene,

(Continued on page 1040.)



Roosevelt correcting proofs—notice the large gold sleeve buttons and yellow jiny pencil. Some one sent him a letter signed "Oliver Osborne."

Some Interesting Facts About Boston and New England

Metropolitan Boston has a population of more than 1,500,000.

Within 25 miles of the State House, the center of Boston, there is a population of over 2,000,000.

Within 50 miles of the State House there is a population of practically 3,500,000. This, after New York, is the greatest population in a 50-mile circle in the United States. Within 50 miles of their centers Philadelphia and Chicago have each less than 3,000,000 population.

The population of the New England States all tributary to Boston, constitutes 7.12 per cent. of the total population of the United States.

Boston and its adjacent trading territory stands first in per capita wages, first in per capita wealth, last in the proportion of citizens not speaking English.

The Boston Evening American now has a net paid circulation of over 400,000 per day. The Boston Sunday American now has a net paid circulation of over 335,000.

Through the American, with its home-going evening and Sunday circulation, you can reach a closely knit group of educated people who spend for the luxuries as well as the necessities of life more than \$18,000,000 per week and who have to draw on in savings and other banks more than \$278,000,000.

These people will buy your goods if you persistently show them why they would find it profitable so to do. You can not reach any large part of these people except through the Boston American, their home newspaper.

Boston American

Evening and Sunday

New England's Greatest Home Newspaper

New York Office
1789 Broadway

80 Summer Street

Boston

Chicago Office
504 Hearst Bldg.

CROWN STAMP CO. QUILTS

Supplied a Thousand Stores With Little Rosy Stickers—President Crow Approves of Position Taken by Editor & Publisher—"Public Cannot Be Fooled" Coupons as Circulation Getters.

(Special Correspondence.)

PHILADELPHIA, May 6.—The Crown (red) Trading Stamp Company, a subsidiary of the Acme Tea Company, operating 380 grocery stores and supplying also the Bell chain of 154 groceries and some 6,000 small retail grocery, cigar and other shops, announced on Monday that it would no longer continue to issue the cunning little rosy stickers which have for the past ten years been the side-street house-wives' joy. This move, according to the Public Ledger, Philadelphia's rapidly-getting-to-be-national newspaper, "is directly in line with the campaign begun some time ago by THE EDITOR AND PUBLISHER against so-called profit-sharing coupons," and marks the advance of a wave of intelligent understanding of healthy trade conditions, both on the part of the public and the business managers.

PROBABLE EFFECT.

Since the Crown Company had so large a following and was more or less the leader of local stamp concerns, the action of its directors will undoubtedly have a marked effect on the present situation. The "yellow" trading stamp is now used principally by two chains of groceries, which number 188 stores and by Lit's department store.

According to William Crow, president of the Crown Company, the move has been under consideration for some time, stamps having been experimentally discontinued from their stores in Reading and Trenton two months ago. In an interview with THE EDITOR AND PUBLISHER's correspondent he expressed himself approving of the position taken by this journal, although he insisted that the purpose of the change was that food prices might be made lower and that for the present at least their newspaper advertising appropriation would remain the same. His comments on the general subject were interesting.

"The day of the trading stamp is gone," he said. "It lasted for ten years and the first firms to take up the idea secured a certain advantage. But when it got so that stamps could be had in every direction it was the beginning of the end. The public has advanced in intelligence. People, especially women, are thinking more. They know the cost must be deducted somewhere. They cannot be fooled. It was just a passing business phase, and it's practically over."

ANGIER DUKE'S CONNECTION.

Over here we have had an additional fillip in the fact that Angier Duke, who for a time managed the gift department of the United Cigar Stores Company, recently married, as the whole country knows, the charming young daughter of "Tony" Drexel-Biddle, of Bible class and pugilistic fame, whose grandfather, Anthony J. Drexel, was so close a friend to George W. Childs, owner of the Ledger, and who himself once upon a time served a reportorial apprenticeship on the (so-to-speak) family paper.

Since there has been so much talk of the action of Marshall Field in discontinuing the sale of coupon goods, it is to be strongly emphasized that our own Wanamaker has never allowed such merchandise place in his stores. It is also worth while for New York to recall that "Wanamaker" means Philadelphia, the New York store having been established some years after the perfect organization of the local house had been accomplished. (This is just by way of emphasizing the Philadelphia-made way of conducting business.)

Certain of the local papers have been addicted to the coupon evil as a circulation-getter. Chief among these have been the Evening Telegraph and the Press, which in the past have vied with each other in devising awards and presents which might catch the fancy of the elusive and earnestly desired subscriber.

Since the advent of Samuel W. Meek as manager the Press has given up such methods, which it really never had any need for, and is bending the efforts of its talented staff solely toward the production of as lively and progressive a newspaper as one would wish to see. The Ledger has never taken to rewarding its readers with cuckoo clocks or college cushions, and there are others. An important official of one paper who prefers to be deus ex machina rather than face the limelight, says:

"We have never had recourse to various circulation schemes, except as a matter of protection. We do not care for or originate such devices, preferring to depend on giving our readers the very best news and feature service possible rather than to economize in those departments and make up the deficiency with inconsequential premiums. When there has been a special wave of coupon-giving we have fallen in line in order to hold our own and satisfy such of our readers as were attracted by that sort of thing, but we have stopped it at the first possible moment. We make the best paper we can. First and foremost, that is our chief care and we expect to hold and increase our circulation by this means alone."

The North American does things in its own sweet way regarding coupons and circulation schemes, just as it does about everything else, while the Inquirer frankly goes in for that sort of thing, just as it maintains a most generous attitude towards every variety of advertising, including "personals" and Pastor Russell, whom the Press eliminated some time ago, by the way, but to whom the Telegraph still gives house room. It remains that the Ledger, the Record and the Bulletin are the cleanest papers in town when it comes to the present reckoning.

Harry P. Wilson, night editor of the Record, has returned from a month's trip to the Pacific coast. He left Philadelphia on the maiden voyage of the "Northern Pacific," which was built at Cramp's ship-yard for the coasting service between the Golden Gate and the Columbia River.

WHY NOT REDUCE PRICES ?

President Straus, of the Retail Dry Goods Association, Hits the Nail on the Head.

[The following excerpts are from an address delivered before the National Dry Goods Association by Percy Straus, president of the Retail Dry Goods Association of New York.]

The New York papers have been carrying for the past month or six weeks lengthy advertisements of coupon distributing companies. These consist of long-winded statements and specious arguments justifying the enclosing of premium coupons in the different lines of merchandise. These advertisements were evidently the opening guns of a campaign to spread a new gospel of giving something for nothing. They also signalize an attempt to induce manufacturers to try another method of stepping in between the retail distributor and his patrons.

Why should a retailer sell merchandise that contains as an inducement to the consumer a slip of paper that is claimed to represent an actual 4 per cent. discount, or the equivalent of an 8 per cent. discount in merchandise? *If there be a real margin of profit to justify such a gift from the manufacturer to the consumer, would it not be better from any square dealing point of view, to reduce the price to the retailer correspondingly and enable him to pass the advantage on to the consumer?*

There are only certain consumers who take an interest in the premiums for which the coupons are exchangeable. The others—and I suspect they are the vast majority—pay the increased price and receive no return for the increase. It is merely another attempt to begof the direct appeal for patronage on the basis of quality and value. As retail distributors we department store men must combat this questionable attempt to put us in the class of mere manufacturers' agents who are to band out branded merchandise to a clientele created by unbusiness-like methods that are sure to be

short-lived in their appeal. As soon as the public realize that they have been betrayed, the innocent merchant will be made to suffer with the guilty manufacturer.

The mission of the retail distributor is to obtain the merchandise that the consumer demands as near the source of supply as possible and then to place it within easy reach of the consumer with as small an increase in price as good service and legitimate profits will permit. To live up to this formula requires the eradication of premium coupons, trading stamps, extravagances of all kinds, and the development of every possible short-cut that expert management can devise. Following this road has brought the department store to its present high development. To stray into the by-paths that are lighted by the will-o'-the-wisp of illegitimate profits will as surely lead to decadence.

COUPON BUSINESS A PARASITE

T. S. Fettinger Maintains It Is a Tax on Present and Prospective Sales.

Theodore S. Fettinger, advertising agent, of Newark, N. J., writes:

"Undoubtedly, the coupon business is, as you say, a menace to advertising, but perhaps not so much a menace to advertising as to business itself. It does not matter much what form the coupon business takes on, it acts as a parasite and eats away, first, the character of a business, or of a product, and then into its very vitals.

"The coupon is distinctly an artificial stimulant, and does not possess the qualities inherent in legitimate advertising that makes for substantial business growth and builds an asset. The coupon is an actual tax on all of the business already built, and all that is developed through its use.

"Judicious advertising first builds business, then holds it, and goes on with its work of developing new business with-

out remaining a tax on all the business done. The coupon business ought to be killed for the protection of business itself. Surely, we have seen examples enough, particularly in the retail field, to prove the destructive force of the coupon."

DISTRIBUTION

The problem of distribution is lessened for advertisers who come into the Greater Pittsburgh field if they use

The Pittsburgh Gazette Times
Morning and Sunday
Pittsburgh Chronicle
Telegraph

Evening except Sunday

22½c. Per Agate Line

is the flat combination rate for both papers. For further information or cooperation write.

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

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

THE NEW HAVEN

Times-Leader

is the leading one-cent daily newspaper of Connecticut and the only one-cent paper in the State which has the full Associated Press leased wire service.

The only evening paper in New Haven, member of Audit Bureau of Circulations.
Bryant, Griffiths and Fredericks
225 Fifth Ave. 716 Peoples Gas Bldg.
New York Chicago

IN

Colorado Springs

IT'S

THE TELEGRAPH

J. P. MCKINNEY & SON

New York Chicago

Do You Want More Business From The Pacific Coast?

An experienced, successful advertising man, leaving New York on or about June 5 for an extended tour of the Pacific Coast will undertake special commissions, promotion work and solicitation of advertising for one or two additional publications.

Thorough knowledge of the territory and its potentialities; acquainted with the larger business interests, Advertisers and Agencies.

I can emphasize the selling power of your publication in a way that will produce results.

Itinerary includes all Coast Cities and Resorts and principal points en route.

Particulars on request and by interview.
Address until June 5,

NEW BUSINESS,

Care of The Editor and Publisher,
New York.

PROPAGATING NATIONAL PUBLICITY

Full Text of the Second Annual Report of the Committee in Charge of the Bureau of Advertising to the American Newspaper Publishers' Association Convention, April 21, 22, 23, 1915.

To the President and Members of the American Newspaper Publishers' Association:

Gentlemen:

Your committee, reappointed for another year at the 1914 convention, organized at a meeting on April 24, 1914, be re-electing Mr. J. F. MacKay chairman. An executive committee, consisting of Messrs. John R. Rathom, Louis Wiley, Fleming Newbold and David B. Plum, was appointed.

Subsequent meetings of the committee in charge were held on October 22, 1914, and February 25, 1915.

At the close of business March 31, 1915, there were 292 newspapers actively supporting the bureau. Of these 126 are members of the A. N. P. A.

The following table shows the membership by classes:

UNITED STATES.

One hundred and seven subscribers at \$24 per year, 37 at \$48, 41 at \$72, 18 at \$96, 19 at \$120, 15 at \$144, 10 at \$192, 8 at \$240, 2 at \$336, 8 at \$480.

CANADA.

Seven subscribers at \$24 per year, 6 at \$36, 4 at \$48, 3 at \$60, 1 at \$72, 3 at \$120, 3 at \$168.

During the year there were 72 resignations and 24 were dropped as delinquents. The loss in membership by classes was as follows:

UNITED STATES.

Forty-six subscribers at \$24 per year, 12 at \$48, 8 at \$72, 4 at \$96, 4 at \$144, 3 at \$192, 1 at \$240, 3 at \$336, 5 at \$480.

CANADA.

Six subscribers at \$24 per year, 1 at \$60, 2 at \$72, 1 at \$120.

New Memberships received during the year numbered 24. These were as follows, by classes:

UNITED STATES.

Fifteen subscribers at \$24 per year, 3 at \$48, 1 at \$72, 8 at \$96, 1 at \$144, 1 at \$192, 1 at \$240, 1 at \$480.

CANADA.

One subscriber at \$24 per year and two at \$36.

The bureau's books have been audited up to the close of business March 31, 1915. A statement covering the audit accompanies this report. It will be noted that the bureau kept within its income and that it closes its fiscal year with a surplus. On our present basis of income and expenditure, however, we cannot hope to maintain this surplus, and even without extending its work the bureau will need more funds.

PRINTED MATTER ISSUED.

The issuing of articles for daily publication on the subject of advertising has continued to be one of the functions of the bureau. These articles have been helpful not only to individual publishers in developing local business, but also in advertising the work of the bureau in a national way.

During the year more than 50,000 letters, circulars and pieces of printed matter were sent by the bureau to advertisers, agents and newspapers. The matter sent out included illustrated booklets, plans of campaigns, data on local conditions, a directory of national advertisers, etc.

CALIFORNIA EXPOSITIONS.

Throughout the year the bureau has made persistent efforts to induce the Board of Managers of the two California exhibitions to appropriate funds for advertising. Acting with a joint committee appointed by the Periodical Publishers' Association, your committee prepared and signed a presentation on the subject of advertising, laying it before the Board of Directors of the Panama-Pacific Exposition at San Francisco, through Mr. Harry Chandler, of Los Angeles, representing

the newspapers, and Mr. William Woodhead, of San Francisco, representing the magazines.

In spite of the able efforts of these two gentlemen, there is no prospect at present of inducing the managers of the San Francisco Exposition to advertise. They have made the point repeatedly that the newspapers have been so liberal in the amount of free publicity printed about the Exposition that there is no need for a paid advertising campaign.

An appropriation for magazine advertising was made by the San Diego Exposition management, and at the same time a semi-official announcement was issued to the effect that a similar sum would be appropriated for newspaper advertising in January, 1915.

Williams & Cunningham, advertising agents, of Chicago, issued a letter to newspapers, dated December 1, 1914, and enclosed a contract for San Diego Exposition advertising which, they explained, was to be held pending orders for insertions. In this connection the agency said that the exposition management had authorized them to check up the amount of free publicity printed by the newspapers to whom they sent the contracts, and, to quote the agency, "where there has been shown a disposition to co-operate by referring in the reading columns to the San Diego Exposition, we are instructed to issue supplementary orders and go ahead."

It is understood that a number of publishers were induced to print articles about the exposition on the strength of this offer, but, so far as can be learned, no advertising orders have been sent to newspapers against the Williams & Cunningham contract, and it is said that no advertising will be forthcoming.

Your committee cites this incident because of the widespread interest aroused in the subject of exposition advertising, and, furthermore, to give point to its oft repeated assertion that concerted action is vital amongst publishers on the question of free publicity and kindred subjects.

A. A. C. OF W. CONVENTION.

The Bureau of Advertising assumed responsibility for the exhibit on behalf of newspapers at the Toronto convention of the Associated Advertising Clubs of the World, in June, 1914. The bureau's work represented the sole effort of the newspaper as a national medium at that convention.

WORK IN CONNECTION WITH WAR.

With the outbreak of the war in Europe, the bureau found some special opportunity for useful effort. A few days after the beginning of hostilities it co-operated with the Canadian Press Association in issuing what were known as "Good Cheer" editorials to the newspapers.

Several banking institutions wrote to the bureau or to individual newspapers commending this series of advertisements and asking for permission to use them in advertising campaigns of their own.

Following this, the bureau took up a definite plan to bring before American manufacturers the opportunities offered by the war situation. A series of letters was sent to various interests whose opportunities were most likely to be enhanced by war conditions. These included brewers, table water producers, wine growers, olive oil manufacturers, toy makers, glove and corset manufacturers, etc. In a number of instances, correspondence was begun and personal interviews followed. Sectional campaigns were started by several of the manufacturers and the bureau was able to be of service in a number of these cases.

The bureau made a point of keeping in touch with various "Made in America" movements, and used its best endeavors to divert these plans from the free publicity propaganda which most of them

originally entailed, to legitimate advertising campaigns.

A special effort was made to develop some advertising among cotton growers and manufacturers. But in this we were confronted by the belief on the part of those interested in the industry that the newspapers should give up their columns to exploiting cotton for "patriotic motives." In spite of this, the bureau was able to be of important service in this direction, and the movement was undoubtedly instrumental in increasing the amount of retail advertising of white goods.

WINDOW DISPLAY MOVEMENT.

In August, 1914, the bureau started what proved to be the most significant feature in its year's program.

Almost since its organization, the bureau has endeavored to work up through the newspapers an interest among local retailers in newspaper advertised products. Many of its subscribers had developed an understanding with their local merchants on the subject of newspaper advertised products, and the bureau determined to make a national demonstration to show general advertisers to what an extent this co-operative local work had been carried.

As noted before, the idea for National Newspaper Window Display Week was suggested by the remarkable effect of the local window display plan at the Toronto convention of the A. A. C. of W.

National Newspaper Window Display Week was an unqualified success. More than three hundred centers of population observed the plan, and it is estimated that fully 30,000 window displays were obtained. Many cities failed to send in a report, so it is probable that the movement was carried farther than even these figures indicate.

DEALER INTEREST.

It is not too much to say that the newspaper window display movement, and the idea behind it, gave a keener point to our solicitation for newspapers among advertisers than anything we had done previously. In a word, it "gave us solicitation," and most of the interest that we have aroused among national advertisers is based upon this work.

Representatives of mediums of advertising in competition with the newspapers continually make a point of "dealer influence." The advertiser is asked to use this, that, or the other medium because of the effect it will have on the retailer. Many users of space in national publications of general circulation confess freely that they use this space not so much to create consumer demand, but because they expect to be able to gain the support of the retailer.

One instance of the interest of dealers in newspaper advertising is worth citing: An executive officer of a corporation, spending a large sum of money in national publications, recently confessed himself skeptical on the subject of dealer interest in advertising. A representative of the bureau had been explaining to him the significance of the window display movement, and the advertiser in question asserted that it would not be possible to show him any widespread interest among his dealers in the company's advertising plans.

The bureau asked one hundred leading newspapers to send representatives each to interview half a dozen dealers handling the product in question, and a remarkable collection of responses was obtained. The complete frankness of these replies, and the vast difference in character, emphasized their accuracy and their freedom from bias.

The advertiser in question, who is still debating with the bureau the possibilities of a newspaper campaign, now complains that he is embarrassed with requests from his dealers that he employ the newspapers hereafter as his national medium.

In this connection your committee quotes the following from Bulletin No. 77, issued by the bureau:

THE WORK ON THE RETAILER.

"The recent solicitations of the bureau emphasize the fact that the interest of national advertisers in newspapers today very largely centers in the work that

publishers have done to focus the attention of retailers upon newspaper advertised goods," etc., etc.

SOLICITATION AND DEVELOPMENT.

So far as its present facilities for personal solicitation permit, the bureau is in intimate touch with a constantly growing number of national advertisers. Its services are sought more and more by manufacturers with advertising problems on their hands, and it is enabled to build up a better appreciation of the value of newspaper space through the help that it is constantly rendering.

Frequently the bureau's work is of a confidential character and may be referred to only in a vague way through our bulletins. Advertisers often guard against premature announcement of their plans, owing to a fear of competition, and a desire to avoid the deluge of solicitation that is bound to follow the story of a campaign.

At the same time the bureau is permitted to report a number of instances of its work in the national field.

The advent of Wooltex into the newspapers in February, 1915, was the occasion for enthusiasm among publishers in four hundred cities. This product is made by the H. Black Company of Cleveland, and it has been advertised exclusively in women's magazines for a number of years past.

At the suggestion of Mr. C. C. Rosewater, of the Omaha Bee, the bureau was asked by the H. Black Company to conduct an investigation showing the possibilities of advertising a line like Wooltex and demonstrating the successes of kindred lines advertised in the newspapers.

A brief covering these points was prepared and submitted by the bureau, and a newspaper campaign was decided upon by the H. Black Company soon afterward. The bureau announced this campaign in its weekly bulletin No. 79, January 16, 1915.

The contracts placed this spring amounted to about 6,000 lines in each case, and one or more newspapers in 400 cities were employed. A fall campaign on a larger basis is understood to be planned for next September.

Armour & Company, encouraged by the disposition of newspapers to interest retailers in newspaper advertised products, as evidenced by the work of the Bureau, have been conducting a campaign in twenty-two cities in as many states.

The Armour campaign is one of the most interesting ever conducted by a national advertiser. It is an institutional campaign—that is, it advertises the house of Armour and all its products. About 60,000 lines of space is being employed in each newspaper used and, in spite of the fact that it was launched at a rather unpropitious business period, the advertising has been uniformly successful.

The General Roofing Manufacturing Company, whose experimental campaign in newspapers was touched upon in our 1914 report, has extended its advertising in the dailies all over the United States and Canada. The list of newspapers used has been steadily increased, until it is now close to the thousand mark. This advertising has also been very successful.

In a recent statement issued by George M. Brown, president of the General Roofing Manufacturing Company, it was said that, notwithstanding unfavorable business conditions, the concern had shown an increase of 70 per cent. in its business in the last fiscal year.

SAVING A \$250,000 ACCOUNT.

One of the biggest efforts of the Bureau during the year, and the one thing which probably meant most to newspapers in immediate returns, was the service that it rendered in bringing back to the newspapers an account which amounted to more than \$250,000 last year.

Unfortunately for the bureau's perfectly natural desire to advertise itself, the name of this account must be withheld in accordance with the promise made to the advertiser, although the details of the case are fully known to the members

(Continued on next page.)

of your committee. It is of interest to note that the account referred to slipped out of the newspapers, and representatives of the bureau were shown in a confidential way reasons for the withdrawal. After three months' hard work, which included the gathering of exhaustive data and the preparation of new advertising copy, the bureau had the satisfaction of seeing the advertising resumed, and the copy is now appearing regularly. The appropriation for 1915 is expected to run well over the quarter million mark.

At the invitation of the Ferro Machine & Foundry Company, Cleveland, Ohio, the bureau conducted an investigation concerning the number of dwellings in various localities costing \$10,000 each or more. This investigation was conducted to assist the company in marketing a hardware specialty. The bureau's plans and recommendations are now before the officers of the company.

THEY WILL "PAY FOR IT."

Following up a bulletin of the Free Publicity Department of the A. N. P. A., the bureau endeavored to interest the Crown Cork & Seal Company of Baltimore in a general newspaper advertising campaign. This company felt that it had a message for the public which should be printed by the newspapers, and the bureau emphasized the necessity and the importance of printing this message in display advertisements rather than press agent articles. A number of conferences have been had and data has been submitted. At the last conference, held a few weeks ago, the advertising manager of the company instructed his agency to prepare a newspaper campaign for about twenty cities. The bureau is co-operating to further the campaign.

The bureau is working with a New England manufacturer of confectionery on the details of a newspaper campaign. This manufacturer was negotiating for a national magazine campaign when, through one of the subscribing members, a representative of the bureau was put in touch with him. The advertiser in this case has shown a desire to leave his problem largely in the bureau's hands.

The Scott Tissue Paper Company of Philadelphia requested an interview with the bureau some months ago, having been interested in work done in connection with Window Display Week. This advertiser was induced to inaugurate a newspaper campaign in the middle west, but a difficulty arose when a type of co-operation which the bureau deemed dangerous was suggested to the newspapers. As in all other cases of this kind, the bureau took a firm stand, and, while it notified the list of newspapers that the advertising was about to be placed, it also warned them to look carefully into the conditions of the contract and urged them against granting concessions which, in the judgment of the bureau, were not in accord with the best interests of the newspaper business.

A persistent effort has been made by the bureau to interest the Proctor & Gamble Company of Cincinnati, Ohio, in newspaper advertising on a larger scale. To further this, the bureau has been of service to the advertiser, and is doing all it can to emphasize to the Proctor & Gamble Company the big dealer interest in newspaper advertised products.

The services of the bureau were sought in connection with a newspaper campaign of the California Walnut Growers' Association, which was negotiated by Mr. Harry Candler of your committee. The bureau communicated with the newspapers that were selected to carry this business in the cities chosen for the experiment, and obtained reports showing the results of the campaign for the guidance of the Walnut Growers' Association in future efforts of this kind. It is expected that there will be a larger campaign in the fall by this association for its product, "Jumbo Walnuts."

INVESTIGATING FURNITURE MARKET.

At the request of a Boston advertising agency, the bureau conducted an investigation of market conditions for a Grand Rapids manufacturer of furniture, who is planning a campaign in the near future. A conference with a representa-

tive of the bureau has been arranged for by the agency and the client.

The advice of the bureau was sought in connection with a campaign planned by the distilling interests of the country. This account emanated from Baltimore, Md., and is being handled by the Moses Advertising Service of that city. The bureau's counsel was sought particularly as to the kind of copy to be run. The bureau was asked in this case, as it has been in many others, to prepare a list of newspapers, but, according to its usual custom, declined to do this.

The White Rock Mineral Springs Company obtained the assistance of the bureau in gathering data preliminary to a newspaper campaign in the middle west, which was started soon after the beginning of the Great War.

At the request of the H. K. McCann Company, the bureau conducted an investigation and prepared a brief on the possibilities of advertising a brand of aluminum ware. The matter is still pending with this agency's client. In this connection it is interesting to note that a newspaper campaign was started in behalf of the Wear-Ever aluminum utensils soon after our investigation was completed.

The bureau gave its help and advice to Kremetz & Company in connection with an experimental newspaper campaign.

Assistance is being given by the bureau in connection with the plans of the National Association of Macaroni Manufacturers, an organization which is contemplating an advertising campaign.

The bureau did some work in connection with the National Association of Life Underwriters in an effort to bring about a general campaign for life insurance.

MANY MINOR ACTIVITIES.

Further instances of the bureau's activity in serving advertisers may be briefly summarized as follows:

A brief on the possibilities of merchandizing a gas appliance for a public service corporation in New Jersey.

A brief on life insurance advertising made at the request of a publisher and afterward used by two advertising agencies.

Various briefs on the methods of conducting local advertising campaigns submitted at the request of subscribing members of the bureau.

An investigation of the baseball and moving-picture advertising situations conducted for the benefit of subscribing members.

Compilation of newspaper advertising successes with a view of establishing a permanent file of reference.

A brief for a manufacturer who has in preparation a campaign to advertise suspenders.

The bureau is engaged in proving to one of the largest hardware concerns in the country that the dealers handling this company's products prefer newspaper advertising to the kind of general publicity the firm is now employing.

The director and the associate director of the bureau have visited advertisers in thirty-five of the larger cities, the lines of manufacture including men's and women's clothing, flour, boots and shoes, corsets, candy, toilet articles, underwear, automobiles and accessories, hardware, proprietary medicines, beer, varnish, breakfast foods, temperance beverages, paper goods, etc.

In virtually every line named there are one or more promising newspaper prospects.

RECOMMENDATIONS.

The experiences of the Bureau in the past year impress your committee with the necessity for making certain urgent recommendations to every newspaper publisher in the United States and Canada. The principle underlying every one of these recommendations is the standardization idea, the value of which confronts the Bureau on every hand. The absence of certain universally accepted rules of practice represents in our judgment the chief weakness of the newspapers as a collective business organization.

In urging strongly upon all members of the A. N. P. A., as well as publishers

generally, the necessity for supporting the Bureau of Advertising, your committee desires to dwell as fully upon the opportunity for common lines of action offered by such an organization as upon any other phase of its work.

In this direction the Bureau serves the double purpose of giving to general advertisers a national view of newspapers and to newspapers a broad conception of the needs of national advertisers. It demonstrates to publishers the influence of individual action upon the industry as a whole. It encourages by example the adoption of sound principles, and, in the same way warns against practices found to be undesirable.

The Bureau of Advertising needs more funds to enable it to do, in a still larger way, the work it has so successfully carried out in the past two years within the limits of small resources. There is scarcely a city of importance in which a representative of the bureau might not profitably be employed at this moment talking newspapers to an advertiser or a firm that should be advertising. A statistical department is badly needed; so is a copy department. The work the bureau has done in these directions merely emphasizes its opportunity to be useful in a bigger way when adequate funds are available. A western office in Chicago is one of the immediate needs of the bureau, and, while it will tax our present resources to maintain this branch, your committee feels it is absolutely essential and is planning to start it immediately.

As your committee has said before, we must have more funds, and to this end members are earnestly requested to do everything in their power to interest other publishers in the work of the bureau.

Your committee does not desire to recommend an increase in rates at this time, believing that it will be possible, on the strength of the work the bureau has done, to bring in a large number of newspapers not now subscribing. But only through the help of the publishers affiliated with the organization can we obtain the new memberships which we require to give us adequate financial support.

FREE PUBLICITY.

Your committee in recommending that the fight against free publicity be waged more vigorously than ever, wishes to commend the excellent work done by the Free Publicity Department of the A. N. P. A., and to express the hope that the Bureau of Advertising will be enabled to continue its efforts to co-operate with that department. The free publicity question, in our judgment, is one of the chief obstacles to the further success of newspapers in the national advertising field. Millions of dollars worth of space are given away by publishers annually. If the bars against free publicity were kept up rigidly for a very few months, newspaper advertising receipts would advance noticeably.

Some advertising agencies in soliciting accounts urge among their claims their particular ability to get free space from publishers. One agent sends out for free publication an interview with a client who in the interview boasts his own business and that of three other concerns—all clients, by the way, of the agent. A representative of the bureau who called upon the free space-seeking firm, was told that the man he wanted to see was busy writing a page ad for a magazine, and could not be disturbed. There is an element of grim humor in this experience that gives point to the necessity for abolishing the press agent.

One frank agent told the director of the bureau recently: "I can work the newspapers for anything I want in the way of free stuff, simply because they will not stand together. So I give the dailies the free publicity and the magazines get the business."

The free publicity question also has its psychological side. An "easy mark" loses not only his business but the respect of his neighbors as well. The ease with which so many publishers are "worked for free stuff" gives advertisers and agencies a good excuse for holding lightly the claims of the newspaper as a national advertising medium.

ADVERTISING RATES.

The committee urges upon all publishers the serious consideration of the question of advertising rates. There is a belief prevalent amongst advertising agencies—and there is certainly some ground for this belief—that the rates quoted on many rate cards do not mean very much. Recently a big account changed hands and the new agent decided to place the advertising in newspapers instead of in magazines. Then he wrote a letter to a list of publishers and offered them a ridiculously low price for a certain amount of space, asserting that his client couldn't possibly afford to pay more. One publisher, who decided to keep the bureau posted on this matter, declined the offer and sent the agent a rate card. After a few days the agent came back and offered twice as much for the space as his original figure. The publisher again declined, and it will only be a matter of a few days more before the publisher receives a contract at his regular rate, asserting that the agency in question took the ground, when interviewed about this matter of hunting for bargain rates, that "it didn't hurt to try." The agent said furthermore, "You may be sure that we never ask for concessions in rates unless there is some precedent for it. I venture to say that I have never written to a newspaper making a bargain offer unless I knew there was a 'soft spot' somewhere in that newspaper's rate card."

Your committee earnestly asks all pub-

lishers to simplify their rate cards and to stick absolutely and unqualifiedly to the rates quoted. This is recommended not alone for ethical reasons, but because the newspaper that stands by its guns in this direction nearly always wins the respect of its clients, and with that respect comes more business.

Your committee again recommends that the A. N. P. A. prepare and advocate a uniform style of advertising contract and rate card. Your committee suggests further that the Bureau of Advertising be permitted to co-operate in this work.

LOCAL ORGANIZATION.

Your committee respectfully draws the attention of publishers generally to the necessity for local organizations. The advantages of such organizations are many and obvious, but your committee, in making the recommendation, concerns itself only with their value in developing advertising.

Local organization will tend to minimize the destructive competition in which the local representatives of most newspapers indulge in soliciting business. To quote one advertiser in this direction may be pertinent:

"When I am contemplating a newspaper advertising campaign I frequently do so with a dread of the consequences, because I know that the first appearance of my advertisement in one newspaper will be followed by a savage solicitation from the others who did not get the order. Too often this solicitation consists chiefly in 'knocking' the other fellow."

"Many an advertiser is discouraged with the whole newspaper situation and often distrustful of newspapers generally as a result of a solicitation of that character."

Local organization should simplify the treatment of the free publicity problem, and will prove an important factor in extending as well as limiting the co-operation asked for by national advertisers.

The window display in Toronto, in connection with the Advertising Clubs convention gave the publishers of that city an excellent opportunity to prove the effectiveness of organized effort among newspapers in a community.

THE "CLEAN-UP" MOVEMENT.

Your committee recommends to publishers the careful consideration of the "clean-up" movement. The elimination of so-called "undesirable" advertising entails the temporary sacrifice of business, but, in the observation of the bureau, that loss is invariably made up quickly by the advent of desirable business, and a newspaper that has cleaned up its columns usually finds that the movement has been a remarkably good investment.

A representative of the bureau sat in the office of one publisher when an advertiser, who was using a competitive newspaper, called and transferred his business with the remark, "I want you to have this because you have cleaned up your advertising columns. I am tired of seeing my company's advertisement next to some of the rotten stuff your competitor prints."

Your committee is glad to note that there is no decrease in the number of service advertising agencies—that is, agencies that are endeavoring to obtain results for their clients rather than easy commissions for themselves. It is suggested to publishers that they co-operate with these service agencies wherever possible. It may be said in passing that these service agencies do not specialize as press agents for their clients. They do not make contracts with newspapers for the minimum rate, knowing that they cannot use the amount of space contracted for, but hoping that they may get the better of the controversy that is sure to follow when the short-rate bill is presented.

THE COUPON MENACE.

Your committee takes this opportunity to draw the attention of publishers to the giving away by manufacturers and retailers of premiums and profit-sharing coupons. We regard the growth of this custom as demoralizing to sound business and as a distinct menace to newspaper advertising. While some definite plan of action will yet have to be devised to meet this situation, your committee urges every newspaper publisher to consider carefully all movements looking to the elimination through legislative action, of the giving of premiums and coupons.

In a number of communities the giving of premiums by advertisers has been prohibited by law. Your committee knows of a large amount of advertising that has been diverted from legitimate channels to the purchase of coupons. Not the least of the evils of this situation is the fact that manufacturers using coupons are offering premiums to their customers rather than depending upon the quality of products. The creation of a public sentiment against the gift enterprises of all kinds should be encouraged.

IMPROVED METHODS.

In connection with the generalization that is often made to the effect that the newspaper business is poorly conducted, your committee submits that it has found evidence in the past year of slipshod methods that fairly merit the attention of publishers. In virtually every well-regulated business organization letters are answered the day they are received. This is not the case in a great many newspaper offices, however. Agents and advertisers complain continually that they are unable to get answers from publishers to legitimate and businesslike inquiries.

Your committee could cite many examples of this, but it will merely refer to the fact that following Window Display Week one of the hardest jobs the bureau had was to

obtain adequate reports from many newspapers that had been at pains and some expense to observe the display but could not find time to send in a brief note about it.

In closing this report your committee wishes to express its thanks to the officers of the A. N. P. A. for courtesies extended during the year; to express its hearty appreciation of the co-operative help given it by the Six Point League of New York, the Newspaper Representatives' Association of Chicago, and special representatives of newspapers generally.

Your committee also desires to thank the newspapers subscribing to the Bureau of Advertising for helping the Bureau to make its work effective during the year.

FINANCIAL STATEMENT.

Statement of Assets and Liabilities as of March 31, 1915.

ASSETS.	
Cash in Bank.....	\$6,030.88
Petty Cash.....	16.31
Due from Members.....	3,733.00
Furniture & Fixtures.....	518.84
	\$10,299.03

LIABILITIES.	
Dues charged but not accrued.....	\$3,794.00
Unpaid Expenses.....	475.91
Bureau Luncheon Account.....	15.00
	4,284.91
Balance, being surplus at March 31, 1915.....	\$6,014.12

I hereby certify that, in my opinion, the above statement of Assets and Liabilities correctly shows the condition of the Bureau of Advertising at March 31, 1915, and that the attached Income Account correctly shows the operations of the Bureau of Advertising for the period from April 1, 1914, to March 31, 1915.

A detailed report of my examination of the accounts of the Bureau of Advertising has been rendered under this date to William A. Thomson, Director.

(Signed) H. GREENMAN,
Certified Public Accountant.

New York, April 14, 1915.
Income Account, April 1, 1914, to March 31, 1915.

GROSS INCOME.

Members' dues, as charged, less amount written off as uncollectible.....	\$25,742.00
Sale of Newspapers, as collected.....	4.38
Sale of Binders, as collected.....	5.00
Sale of Signs, as collected.....	30.91
Sale of Directories, as collected.....	39.00
Interest, as collected.....	86.29
Total Gross Income.....	\$25,907.58

EXPENSES.

Salaries.....	\$14,973.88
Printing.....	2,530.09
Rent.....	2,121.00
Postage.....	1,681.67
Traveling Expense.....	1,509.56
Advertising talks.....	1,000.50
Toronto Convention Expense.....	320.15
Telegrams.....	258.73
Telephone.....	252.72
Miscellaneous Expense.....	228.85
Advertising.....	217.60
Stationery.....	179.12
Newspaper Window Displays.....	138.30
Accounting.....	75.00
A. N. P. A. Convention Expense.....	42.60
Petty Cash Stolen from Office.....	22.00
Committee Expense.....	12.25
Legal Expenses.....	10.00
Total Expenses Paid.....	\$25,574.02
Depreciation — Furniture and Fixtures.....	129.70
Total Expenses.....	\$25,703.72

Deduct excess of Unpaid Expenses at March 31, 1915, over March 31, 1914.....	139.82
Net income.....	\$64.04

The Corning (N. Y.) Evening Leader has let the contract for the erection of a three-story fire-proof building to be used as a new home for the paper. The Leader will move into its new home on September 1.

The headquarters of the Special Standing Committee of the A. N. P. A., of which H. N. Kellogg is chairman, in Indianapolis have been moved from the State Life to the Occidental Building.

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

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

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

Average net paid circulation for year ended April 30, 1915..... 184,929
Net paid circulation for April, 1915 188,300



POST-DISPATCH'S NEW BUILDING.

St. Louis Newspaper to Erect New Home at a cost of \$400,000.

Plans have been completed by the St. Louis (Mo.) Post-Dispatch for the erection of a new building in 1916, to be the future home of the paper. Work will be begun in January and it is expected that the building will be ready for occupancy in a year's time. The cost is placed at \$400,000.

The new home of the Post-Dispatch will be six or eight stories high with basement and sub-basement and will have ground dimensions of 126 feet by 100 feet. Not less than 90,000 square feet of floor space will be used by the paper, the rest will be occupied by offices.

New presses, with a maximum capacity of 600,000 copies of the largest edition of the Sunday Post-Dispatch, will be installed. New automatic stereotyping equipment and new composing room equipment will also be placed in the building. The first floor will be occupied by the counting room, a display room for one or two presses and at the rear, the shipping and newspaper delivery room.

The Post-Dispatch has outgrown four homes in thirty-seven years.

N. Y. Globe's Sunday Concerts.

A series of popular priced Sunday evening concerts at which some of the best known artists in the musical profession will appear, is the latest enterprise of the New York (N. Y.) Globe. The first concert will be given on May 9, at the Twelfth Regiment Armory, 61st street and Columbus avenue. Miss Mary Jordan, of the Century Opera Company; Herman Weil, of the Metropolitan Opera Company, and Arkady Bourstin, the Russian violinist, are on the programme for the opening night. Maximilian Pilzer, Concert Master of the Philharmonic Society, will conduct the Symphony Orchestra of sixty pieces. The cost of tickets for the concerts will range from fifteen cents to one dollar if the purchaser presents a Globe coupon, otherwise from twenty-five cents to \$1.10.

Eagle's Child Photo Contest.

The Panama-Pacific Child Photograph Contest conducted by the Brooklyn Daily Eagle reached its climax on May 3, when the names of the medal winners were announced. Over twenty-two hundred photographs of Brooklyn's finest children were submitted. The contestants were divided into four classes, according to age, the winners in each class receiving gold and silver medals. Character, intelligence, beauty and health were the qualities considered in the awarding of the prizes. The entire collection of photographs has been shipped to San Francisco, to be entered in the National Child Photograph Contest at the Panama-Pacific Exposition.

This Was Indeed Hard Luck.

Mark Goodwin, Washington correspondent of the Galveston and Dallas News, relates one of the hardest luck stories on a friend of his that has been heard in Washington for some time. He says a friend of his down in Texas was in very hard luck, and every time he needed money he would pawn or sell something, until at last he had only his horse left, with which he hated very much to part. However, he took it to the auctioneer and had him put up for sale. Eighty-five dollars had been bid on him and the auctioneer was crying "going once, going twice," and was about to say the words a third time—when the horse dropped dead.

Moves Into New Quarters.

The Vancouver (B. C.) World recently moved its entire mechanical plant and offices into another building between sundown Saturday night and sunrise Monday morning. While the editorial rooms and business offices were in running order by Monday night, the World will be printed on the Sun presses until its own plant is properly installed. The circulation of the recently suspended Evening Journal has been taken over by the World.

Sixty!

One of the first things everybody was taught was that sixty seconds make one minute, and sixty minutes make an hour.

Sixty represents something!

Every day a watch ticks 86,400 times—in a year it ticks 31,536,000 times.

The NEW YORK AMERICAN is read 332,000 times a day—121,180,000 times a year.

This represents only the actual buyers of the paper.

How many read it is conjecture—but since a newspaper's circulation represents one buyer to every five inhabitants, it is conservative to say that at least two persons read every copy of a newspaper that is sold.

The buyers of the NEW YORK AMERICAN, daily and Sunday, represent ONE-SIXTIETH of all the buyers of newspapers in the United States.

It is one tick of the reading public's watch.

All of the other newspapers in the land represent fifty-nine ticks.

It is something to be a representative of as big a thing as the sixtieth of this country.

Business men should take into account the value of having their advertisements appear where at least 664,000 pairs of eyes have a chance to read them.

Particularly should they consider the cost of reaching such a wonderful constituency of readers.

It is so small an amount per reader that it is ridiculous when you come to think of it.

If you spent as much as \$332 per day, it would cost you only ONE-TENTH OF ONE CENT PER BUYER of the paper.

If you spend as little as \$33.20 per day, it would cost you only ONE-HUNDREDTH OF ONE CENT PER BUYER.

And whether you spend \$332 per day or \$33.20 per day, or less—you are welcome to the advertising columns of the NEW YORK AMERICAN, and you will be accorded the same privileges and the same treatment.

Your advertisement will reach every reader of the paper—it will not fail to give you a return for your money.

Have a NEW YORK AMERICAN representative call to see you. A telegram from out of town will meet with immediate response—ditto a telephone—2000 Beekman.

New York American
DAILY and SUNDAY
Member Audit Bureau of Circulations

EFFECT OF WAR ON ENGLISH NEWSPAPERS

Circulations Have Boomed Enormously, But Advertising Has Been Reduced 331-3 Per Cent, Although Rates Have Been Cut—
Paper Supply Satisfactory

By FREDERICK GRUNDY.
(Special Correspondence.)

LONDON, April 13, 1915.—No sounding roof answers more quickly than does a newspaper office when the word "War" is whispered. No war has broken so suddenly upon the London Press as the gigantic struggle which now engages the minds of the whole civilized world.

It may be interesting—now that this war of nations is well into its ninth month—to consider the effects it has had upon the Press of London from the purely business point of view. It is impossible in an article of this length to go into details, to quote figures, and give an accountant's report; but there is no difficulty in rapidly taking a glance at a few of those points which will most interest the readers of this journal.

The question of circulation at once occurs to the mind. One may say at once that the circulation of the London press has gone up enormously. Some papers, of course, have increased their circulations to a huge extent. The opening of the war found the Times but recently reduced to 2 cents. This reduction, following on a brilliant advertisement campaign, immediately sent up the circulation of the Times to such an extent that Printing House Square was unable to cope with the demand made upon it. With the war, this huge circulation has been maintained.

ALL CIRCULATIONS UP.

With one, or possibly two exceptions, the circulation of all the morning papers has been increased. The evening papers have increased their circulations relatively to an even greater extent. Without pretending to quote absolute figures, it is safe to say—for example—that the Evening News is running to its million—which probably means an increase of at least 100 per cent. Papers which were, to put it mildly, "in the doldrums," have, since the war began, found themselves sailing with quite a cheerful breeze.

The weekly papers which, it is hardly necessary to say, are so very different in character and in the functions they fulfil, from those of the United States, show a more interesting development under war conditions even than the daily press. The serious weeklies—such as the Graphic, Illustrated London News, and the Sphere—have made a most extraordinary increase in circulation. Weekly journals of this kind, as is well known, are extremely hard to move; but one of the papers mentioned has increased its weekly circulation from about 45,000 to 80,000.

CLASS PAPERS SUFFER.

On the other hand, the lighter weeklies, which make a feature of theatrical news and pictures, of society news and pictures, combined with humorous illustrations, have suffered. It is fairly safe to say that, with the exception of that great British institution Punch, all these lighter weeklies have suffered. It is, of course, open to the critical-minded to say that Punch should be ranked with the serious productions of this city. Perhaps the most notable example of what war can do for a paper is to be found in the case of Land and Water. At the beginning of the war this country-house paper was certainly in a very weak condition. Its ingenious director added to its title, "The Great War by." He engaged Hilare Belloc to write "The War by Land"; F. T. Jane to write "The War by Water," and so rapid was the demand for "The Great War by Land and Water" that the fortunate proprietors are still catching up with it!

A very surprising feature in the newspaper world since the outbreak of war has been the launching of three absolutely new London papers. Last month the proprietors of the enterprising halfpenny Daily Illustrated, the Daily Sketch, after a fortnight's notice, pro-

duced a Sunday illustrated paper on the same lines, called the Sunday Herald. The at least equally enterprising proprietors of the Daily Mirror—with only four days' notice—produced one week ahead of the Sunday Herald the Sunday Pictorial. Both these papers at once leaped into a circulation of over a million.

SUNDAY PICTORIALS SUCCESS.

The Sunday Pictorial is now doing a million and a half; and the circulation of both papers seems assured. A new afternoon London paper has also made its appearance in the shape of the Evening Echo and Chronicle, from the offices of the Daily Chronicle. This paper, too, commanded immediate success. The other Sunday newspapers of London that sent forth all over the provinces huge editions of a Sunday paper on Fridays and Saturdays have somewhat suffered since the war began.

The effect of the war upon the staffs of the London papers must, of course, be of considerable interest to their fellow craftsmen in other countries. The editorial staffs have been practically unaffected; the business staffs, in some cases have been reduced, the reduction occurring chiefly at the tail-end. The mechanical forces have, on the whole, probably been increased rather than decreased. London newspapers, like every other British business concern, have, since the war began, suffered considerable loss of good men from the all-compelling force of Kitchener's armies.

NEWSPAPERMEN IN THE WAR.

When the percentage of men in various businesses is reckoned up, it will probably be found that the newspapermen will provide a figure at least equal to that of any other business. The writing man who has suffered most has been the odd-job man of journalism, the freelance who, without being really attached to any journal, has a regular market for his stuff in several quarters. The war has worked serious damage upon this numerous and entertaining class of contributors to the English Press.

Advertising, of course, was dealt a serious blow before even a gun was fired. Lately, there has been a recovery. But, generally speaking, ordinary advertising has been reduced by 50 per cent. The damage, however, is not actually so great as this, for advertising which has sprung out of the war reduces this loss very considerably. The best authorities say that the actual reduction of advertising in the newspapers today is about 33-1-3 per cent., but against this must be put the fact that rates all round have been cut.

WAR AD RATES PREVAIL.

All advertising today is at war rates. Advertisements on hoardings, by booklet and so forth, has gone by the board. The reduction may safely be put at 90 per cent. Most of this kind of advertising that one sees is that of newspapers and of the Government urging the Britisher to enlist. From one end of the British Isles to the other the pictorial poster appealing to the Englishman's patriotism, has displaced the appeal of the pill, the soap, and the thousand other commodities that interested him in the days of peace. Incidentally, this affords an excellent example of the relative values of advertisements in the press and advertisements through other mediums.

At the beginning of the war Fleet street had some uneasy moments when it thought of paper. This anxiety was soon dispelled. Taking it all round, the price of paper now has not increased by more than 15 per cent. to 20 per cent., which is really due to the increase in freight rates. England held the seas and saved the paper situation! The price of ink is practically unaffected by the war.

FEW FREE COPIES SENT TO FRONT.

To return for a moment to the matter

of circulation, the increases which have been mentioned are in no way due to a free circulation of papers among the troops at the front. Generally speaking, publishers only send direct to the trenches in the case of subscribers. The Daily Mirror sends a number of presentation papers to the Tommies, but its auditors do not allow this circulation to be reckoned in its more than a million and a half daily circulation. If there were any real need to send free copies of newspapers to the men on active service, there is no doubt but that the English newspapers would be glad to provide them.

But in this wonderful war the English soldier can get his newspaper if he wants one, from home, as regularly if not quite so quickly as he got it in times of peace. The writer receives from friends at the front letters postmarked 2:45 p. m. London, which are also stamped with a date of the previous day at the front. These have frequently come in answer to letters which had been posted in London at such a time as to show that the London letter had taken no longer time in reaching the front than the reply had taken in getting to London.

NO OLD-TIME CORRESPONDENTS.

Long before this war broke out, there were those who had prophesied that the day of the war correspondent was over. This war has gone far to justify that prophecy. No war correspondent has made himself conspicuous purely as a war correspondent, simply because no correspondent is allowed to see any war. At the very beginning when gallant little Belgium was holding up the Germans the war correspondent had a chance. He could go to Brussels, take up his quarters in a first-class hotel, and after an early breakfast take a comfortable train to the front and come back with his story in time for dinner.

In those early days the French allowed a war correspondent to see something. But this was very soon stopped. The war correspondent today is divided into two classes, one class is accredited and taken on a personally conducted tour round the back of the front, the other sticks to some frontier town and collects what he can from refugees and travellers. The man who can get an interesting interview or write a picturesque story of his Cook's tour round the trenches is about the only one who can get anything of real interest or importance.

CONCERNING THE CENSORSHIP.

It can be seen from this that the task set to a newspaper of providing its readers with interesting news is more than difficult. The restrictions placed upon news by the censorship makes these difficulties even greater. In the middle of last month the Press Bureau issued a notice "To the Press," in which it stated "there appears to be some misapprehension in the Press as to the functions of the Press Bureau, and it is desirable to make the matter plain."

The memorandum then goes on to say that the primary duty of the staff of the Press Bureau is "to censor all Press matters submitted, this is done by naval, military and civil officers under the direction of the director and his assistant. All Press cable messages to, from, or through London pass through the office, of necessity, and are duly censored in accordance with the substance from the various departments of State. Such Press articles and illustrations as are submitted

are censored in the same way. The submission is voluntary. . . . Those who publish without submission do so on their own responsibility and subject to the penalties for breach of the 'regulations' (Concluded on page 1027.)

Single Column Cuts

in matrix form, at 20c. each. Impossible for you to clip them and make your own cuts at double the price. Large assortment to select from. Sold in lots of twenty or more.

Do you want proofs?

World Color Printing Co.

R. S. Grable, Mgr.
Established 1900. St. Louis, Mo.

THE TEST

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

Newspaper Feature Service

M. Koenigsberg, Manager
41 PARK ROW, NEW YORK

Sport Service

Everything for Your Sport Page
News Pictures
Letters Box Scores

DEMAREE CARTOONS

Write or Wire for Samples and Prices

International News Service
238 William St., New York City

USE UNITED PRESS FOR Afternoon Papers

General Offices, World Bldg., New York

Joseph P. Schiller Syndicate

Newspaper Sunday Supplement
Schiller Building, CHICAGO

Polly's Paper Playmates
again make their bow to the Sunday Newspaper Publishers.

A colored, pictorial supplement, 8x10 in size, printed from the very best half-tone plates in four colors on coated stock; each supplement has printed thereon a coupon calling for a ten cent pattern. The money received by the publishers for the patterns pays a margin of 50 per cent. to the newspaper. We mail and pay postage. Write or wire for sample in colors.

This is a great CIRCULATION producer and maintainer.

460 Daily Newspapers

are profiting by the use of WINTHROP COIN CARDS

Less trouble to collect small amounts due.
Remittances made more promptly.
Loss through failure to collect reduced to a minimum.

A letter will bring prices and details.
THE WINTHROP PRESS
141 East 25th Street New York City

BUSINESS CONDITIONS ARE MUCH BETTER

Editors in Many States Report Greater Activity in Advertising and Commercial Enterprises.

[The following interviews, which were obtained during the recent A. P. and A. N. P. A. conventions from visiting editors, are highly significant, as they indicate that business is rapidly recovering from the recent depression, and will shortly reach normal conditions.—Ed.]

M. H. De Young, publisher of the San Francisco Chronicle—"San Francisco is proud of the success that has thus far attended the Panama-Pacific Exposition. The first month there was an attendance of over two million, breaking all records for world's fairs in this country. The receipts gave them a profit of \$80,000 above expenses, which is something most unusual when you come to consider the daily expenses are in the vicinity of \$19,000. If this same volume of attendance is kept up proportionately during the remainder of the year, the exposition will show a profit instead of a deficit. The influx of so many visitors is, of course, having a stimulating effect upon local business.

"Business of the Chronicle was unusually good last year. We made twice as much money as we did before. This year we will probably do much better than we did last year. The circulation shows a healthy growth. I have urged upon publishers at the convention to visit the exposition and see what we have been able to do in assembling one of the most wonderful collections of manufactured goods and agricultural products ever collected anywhere in the world. No one can visit the exposition without feeling proud of their country."

Victor F. Lawson, editor and publisher of the Chicago Daily News—"I have read the article on the coupon evil and think that it presents a very serious condition. I am inclined to believe that the present situation is only temporary although, of course, I may be mistaken."

James M. Thomson, publisher of the New Orleans (La.) Item—"The business depression has been a good thing for us in the South. We realize it now that it has passed. It has given us a chance to take account of stock and to strengthen our position. At present business is within 10 per cent. of normal. In circulation and advertising, the Item is about where it was a year ago. A number of things have contributed to bring about this condition, especially in regard to circulation. We have had a big local story that has run for several months and this has boosted sales.

"Rice and cotton are up in price, but lumber, one of our leading industries, is off. We believe that as soon as the war is over the demand for lumber is going to keep the mills in our section of the country very busy. A great volume of grain is going through the port of New Orleans for Europe and elsewhere. Shipments of cotton are also satisfactory. Within a year we will be farther ahead in the volume of business transacted than anything we have had in a long time.

"The strikes that we have had in our newspaper offices have interfered with our prosperity to some extent, but our offices are now all manned by union printers and in many respects our organizations are as strong as they have ever been. Of course some of the men now occupying executive positions have not had the experience of the men who left us. It is going to take a little while to break them into our ways of doing things, but I am certain in the near future our offices will be in a most satisfactory condition.

"The paper America that was started by the printers who left our employ has succeeded in working up a good circulation but it does not seem to be able to get much advertising, and therefore must be a source of great expense to those who are backing it. Probably the paper has taken some circulation we would have had, had there been no strike, but not enough to seriously affect us."

Milo W. Whittaker, business manager

Jackson (Mich.) Patriot—"The business outlook in Jackson is very much better than it was. Beginning about February 1, the various manufacturing concerns of the city began to put on their full force of men, thus taking up a large number of unemployed who had been out of work since the war started. At the present time all the factories are working on full time and have enough orders ahead to keep them busy for a long time to come. The Mutual Motor Company, representing the consolidation of the companies manufacturing the Marion and Imperial cars, is meeting with great success. The stimulation in business is, of course, helping advertising. In fact, on Fridays we are compelled to expand from a twelve page paper to a sixteen page paper in order to accommodate the advertising nearly every week, and on some occasions we have been obliged to decline advertising because we could not take care of it. We are running ahead on all our records and therefore are well satisfied with the present outlook."

E. B. Jeffers, of the Greensboro (N. C.) Daily News—"The general outlook in the newspaper business throughout North Carolina and the entire South is very satisfactory. Greensboro and the surrounding towns are not so dependent on the sale of the cotton crop as some of the Southern cities, for although we manufacture cotton cloth, we have a number of other industries, principally furniture making. Therefore we were not so hard hit by the war as we would otherwise have been, had our principal revenue been drawn from the sale of cotton.

"Our volume of advertising, both local and foreign, shows an encouraging increase over that of last year. Unlike many newspapers in the Southern field we have not been compelled to carry our local advertising on long time credits, so that our cash returns have equalled our increase in advertising. We have not printed a liquor advertisement in five years, and I doubt if one has been printed in the State during the year just passed.

"The work which THE EDITOR AND PUBLISHER did in the compiling of the Government circulation statements was fine and should be appreciated by all newspaper publishers. I also read with the greatest interest the article concerning the coupon as a menace to newspaper advertising, in your issue of April 17. This is a matter worthy of the greatest consideration from all newspapers. The Greensboro retail merchants some few years ago voluntarily abrogated the giving of trading stamps and although the coupon menace has not as yet seriously threatened us, our newspapers will be ready to place an iron heel on its neck the moment its ugly head is raised from the ground in our vicinity."

Charles L. Shless, editor Beaumont (Tex.) Journal—"We haven't felt the hard times as much in our section of the State as they have elsewhere. We are not in the cotton belt. Ours is an oil and rice district. The market for these products has been excellent and, as a result, our people are prosperous. Beaumont has a population of about 25,000 and the suburban territory 5,000 more. The Journal has a circulation of 6,000 copies and is going ahead in good shape. Our advertising gains during the year have been very satisfactory."

William J. Pape, editor and publisher Waterbury (Conn.) Republican—"The business depression which followed the outbreak of the war reached its bottom mark just before Christmas and since then it has been steadily improving. Our manufacturers have been receiving an unusual volume of war orders. Some of them, in fact, have more than they can possibly take care of with their present equipment. This has stimulated business in the city, and things are looking very bright at the present time. A few manufacturers that have to rely upon a domes-

tic demand for their output are not doing as much as they could or would under normal conditions. The war orders, while not fully equal to the demand that obtains in all lines in normal times, are, nevertheless, sufficiently large to give us all encouragement in regard to the future. It now looks as though some of the concerns that have been running on part time will shortly be compelled to return to full time. Retail merchants have noticed that while trade of last summer and fall slumped very materially, it began to improve around Christmas time; in fact, sales during that period were very heavy and largely for cash. The advertising of the Republican naturally fell off during the fall, but since the beginning of the year it has picked up very satisfactorily and since March it has been excellent; in fact, it is fast approaching the point of breaking records. Our circulation remains about the same."

J. F. Grist, business manager of the Topeka (Kan.) Capital—"Recently we made up a statement which shows the following information: From the total expense, including all departments, we deducted all receipts excepting advertising, figuring that the advertising department should carry the balance of all other expenses. We then divided the number of inches of paid advertising into the balance that was left after deducting the circulation department receipts, which gives us the cost per inch of our advertising. We find that each publisher has a different plan for analyzing the cost of production.

"We keep the cost of production down to the lowest possible figure in our plant, the expense of each department is charged

to that department, and the head of each department is held responsible for the economical administration of that part of the plant under his jurisdiction. We, of course, give credit to the circulation department for all money received from that source and we give credit to the advertising department for all income from advertisements."

EFFECT OF WAR IN ENGLAND

(Concluded from page 1026.)

tions under the Defence of the Realm Act."

ISSUED ON AUTHORITY.

The memorandum then explains that instructions given to the press from time to time in confidential notices, "either prohibitory or advisory, are issued at the instance of the great departments who alone have power to take proceedings against those who evade or ignore them."

In practice the clearest information that the press can get from the censorship as to what it may publish or may not, is a vague direction that nothing that may be useful to the enemy or annoying to the allies must be printed. The exception to this is only when a definite instruction is given that such and such a topic must not be referred to at all. What the censorship thinks may be useful to the enemy, annoying to the allies, or detrimental to the British cause, has, up to date, baffled the combined intelligence of the whole of the press of Great Britain.

Circulation Plus Results!

There you have the Whole Story of the Advertising Success of the

SAN FRANCISCO CHRONICLE

Haskins & Sells, Certified Public Accountants and Auditors for THE ASSOCIATION OF NATIONAL ADVERTISERS, INC., New York City, embracing the active advertising managers of the United States, have audited the books, accounts and records of The Chronicle, and report as follows for the

Year Ending December 31, 1914

WE HEREBY CERTIFY that the average distribution of circulation of the San Francisco Chronicle for the period indicated, January 1-December 31, 1914 (exclusive of all papers unsold and returned), is as follows:

	Daily	Sunday
Paid circulation—In San Francisco	33,336	38,017
Paid circulation—In suburbs	23,495	26,482
Paid circulation—In country	32,413	40,101
TOTAL NET PAID	89,244	104,600
Free circulation	1,659	2,239
TOTAL AVERAGE CIRCULATION of San Francisco Chronicle	90,903	106,839

We Blanket Northern California

With a single exception, there is no other metropolitan morning newspaper within a wide radius—Los Angeles, 500 miles to the south; Portland, Ore., 800 miles to the north; Denver, 1,400 miles to the east. Our traveling population in Northern California alone is A Million and a Half. Reach them through the

San Francisco Chronicle

EASTERN OFFICES:

WILLIAMS, LAWRENCE & CRESMER CO.

New York—Brunswick Building, 225 Fifth Avenue

Chicago—Harris Trust Building, 111 West Monroe Street

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

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

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



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

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

San Francisco Office: 742 Market St. R. J. Bidwell, Manager.
Telephone, Kearney 2121.

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

See Publisher's announcement for subscription and adver-
tising rates.

New York, Saturday, May 8, 1915

*"Oh, may I be strong and brave today,
And I be kind and true,
And greet all men in a gracious way,
With frank good cheer in the things I say,
And love the things I do."*

NEW YORK'S NEW ADVERTISING LAW.

So little was said in the newspapers about the pas-
sage by the New York Legislature of the new law to
prevent fraudulent advertising that thousands of
business men at the present moment are unaware of
its existence. And yet it is, without doubt, one of
the strongest measures of the kind adopted by any
state.

An examination of the analysis of the statute printed
on another page shows that while the old law applied
only to false or misleading statements in newspapers,
circulars, form letters, or other publications, the new
law covers every conceivable form of advertising, in-
cluding billboards, signs, placards, labels and tags.

Again, the old law provided no punishment for its
infraction, simply treating it as a misdemeanor, while
the new law fixes a minimum fine of \$25 and a maxi-
mum of \$1,000, or imprisonment for not more than
one year, or both.

Before its final passage the Senate Committee on
Codes inserted the word "knowingly" in the text.
Some claim that this word kills the force of the law
because of the difficulty involved in proving that an
advertiser has "knowingly" made false statements.
One thing is certain and that is that it places the
burden, in any prosecution under the law, of showing
affirmatively that the false statement was made pur-
posely.

Under the new law, which was drafted by Bruce
M. Falconer, attorney for the Fifth Avenue Associa-
tion, it will be possible to put an end to the fake sales
in fake shops along the city's busiest thoroughfares.

It will also strengthen the campaign against all
fraudulent or misrepresentative advertising that is
now being carried on by the live advertising clubs of
the state.

BASEBALL FREE PUBLICITY

The baseball season is on once more, and many of
the newspapers are humping themselves to boost
the games for the benefit of the owners of the several
clubs. Although they do little or no advertising in
the newspapers the magnates are showing a disposi-

tion to tell the publishers what they shall and shall
not do in bulletining the several plays in the games as
they occur. For instance the directors of the Federal
Baseball Club have requested the Baltimore News not
to display, play for play, on its scoreboard the games
the local club plays at home, on the ground that it
lessens the attendance at the park, and the publishers
have agreed to grant the request. No one can blame
the News for consenting to assist in making the home
team a financial success. Local pride counts even if
it does cost something.

Public interest in baseball, which is as frequently
called the "national game," is such that the news-
paper that fails to give the results of the games played
makes a mistake. Every daily that is a live paper
and pretends to record sporting news must print some-
thing about the games, but is it good business to give
five and six columns?

Of course the more you print the better the club
owners will like your newspaper. They do not have
to pay the reporters, the compositors, the pressmen
and the circulation men who are employed in getting
out its baseball extras. It's your own money you are
spending—not theirs. The important points in the
playing of any important game can be given in a col-
umn or, at the outside, in a column and a half. It is
only the "cranks" that care about the details, nine-
tenths of those who are interested being content with
the final score.

In a personal letter to the editor a correspondent
brought out a curious fact concerning recent books on
advertising, namely, that nearly all of the examples
cited to illustrate different advertising principles have
been taken from the magazines instead of the news-
papers. Probably the reason for this is that it is easier
to find in the magazines more typographically attrac-
tive advertisements than in the newspapers. As the
present tendency of advertising is toward the news-
papers, and as it is with the newspapers that the re-
tailers must deal exclusively, and the national adver-
tisers to a large degree, it would seem that a more
general use of newspaper examples would be prefer-
able in books of instruction on advertising. This is a
matter of considerable importance, and should receive
the careful attention of those writers who contemplate
the preparation of new works on the subject.

The La Porte (Ind.) Herald calls attention to the
change that has come in newspaper practice since the
war began regarding the use of the personal pronoun.
The war correspondents are not allowed to follow the
example of the British, French and German journal-
ists who freely use the pronoun I in their dispatches.
The sporting writers have also, in a number of in-
stances, adopted the use of the pronoun. There is no
valid reason why this should not be done. A story
is always more interesting when written in the first
person, providing the writer is not self-conceited and
shows becoming modesty in whatever statements he
makes.

The preparations already made for the Ad Club
Convention to be held in Chicago next month indicate
that this year's event will overtop those of previous
seasons. Owing to the size of the attendance—there
will be not less than 3,000, and probably more—and in
order that every delegate shall be able to hear the
topics discussed in which he is specially interested,
the greater part of the time will be devoted to the
sessions of the eighteen departments covering every
phase of advertising. One of the features of the week
will be a conference of the teachers of advertising—the
first to be held in this country. Already a score or
more of the leading teachers in the universities and
schools have signified their intention of being present.
Every man and woman who is interested in advertis-
ing, and especially those who are engaged in the busi-
ness, should take advantage of the opportunities that
will be presented at Chicago to add to their store of
knowledge on this vital subject. Certainly no one who
goes to the convention for the purpose of acquiring
information that will be of real value to him and not
for the purpose of having a jolly good time, can fail
to be benefitted.

ALL ALONG THE ROW

TOLD BY A TYPO.

At a place where the compositors on the morning
papers gather, after the last edition has gone to press,
this story was told by an old typo:

Some years ago, a tramp printer landed in a little
town dead broke, but with unshattered nerve. He
wandered into a little job office and persuaded the
owner to trust him for some small posters, saying he
would set up the matter himself.

That night he went forth and posted up all over
town a sheet reading as follows:

HE
IS COMING

This set all the people to talking and speculating,
and the next night he posted up another sheet which
read:

HE
IS A WONDER

This poster increased the popular excitement, and
on the next day it was followed by a third announce-
ment:

HE
IS HERE

The last of the series of posters said:

HE
WILL BE AT THE
OPERA HOUSE
TONIGHT.

That night there was an immense crowd before
the opera house and a great rush when the doors
were opened. The tramp printer was in the box-
office with the proprietor, whom he soon paid, and
then began to stow away hills and silver all over
his person.

When the house could hold no more, the printer
closed the box office and went out. Ten minutes later
the curtain arose, and the audience which had awaited
its ascent with breathless excitement, saw suspended
from one of the borders a big sign which said:

HE
HAS GONE

And he had.

CONCERNING THE TRAIL.

A correspondent, writing to us, mentions the fact
that only one reporter has yet been converted by Billy
Sunday, and asks us if we think that a reporter can
be a good Christian? We certainly do, although possi-
bly he might not get a job on the Jewish Morning
Journal.

LIVE MATTER.

Jess Willard of Kansas.

FROM THE SKINNERSVILLE SIGNAL.

"We do not believe in newspapers giving away
premiums. We tried it once and it was not a success.
On one occasion a good talker persuaded us to pur-
chase a job lot of Corn Eradicator. We thought it a
good scheme, and published a coupon good for one box
of the Eradicator. They went like hot cakes, but a
few days later we witnessed the sad sight of several
hundred of our readers hobbling about the town on
blistered and swollen feet, and shaking their fists at
the Signal office as they passed by. We lost two
hundred subscribers on that premium scheme and not
a subscriber lost a corn. Since then we have de-
pendent on live news and unpurchasable editorials to
gain circulation. Get on our list and be happy!"

TOM W. JACKSON.

CARPE DIEM.

Now is the time to advertise
The swatter that will knock out flies—
And other things you have in stock—
And give dull times a Willard knock.

TOM W. JACKSON.

PERSONALS.

William Randolph Hearst and Mrs. Hearst, who have been absent from New York for several weeks, have returned to the city. During their absence they spent considerable time at the San Francisco Exposition and on their way home visited Atlanta where they attended the several performances of grand opera given by the Metropolitan Opera Company last week.

Frank A. Mausey has denied the truth of a despatch from London that he has offered the Red Cross Fund \$50,000 for the right to name a sitter to be painted by Sargent.

Frank B. Flaherty, publisher of the New York Herald, returned on Sunday last from a trip to Paris and Nice, where he went to see James Gordon Bennett.

A. R. Holderby, Jr., for the past ten years business manager of the Richmond (Va.) Evening Journal, has severed his connection with that newspaper, to go into the real estate business. Mr. Holderby was one of the organizers of the Journal company. As a token of the esteem in which the office force held Mr. Holderby he was presented with a silver pitcher when the announcement was made that he would leave the company. The presentation speech was made by John D. Murrell.

J. J. Richardson, one of the owners of the Davenport (Ia.) Daily Democrat, paid his one hundredth visit to New York this week. Mr. Richardson has been connected with the Democrat 56 years, which comes pretty near breaking the record for continuous service. He began as an apprentice in 1859.

Harry S. Brown, chairman of the Executive Committee of the New York Herald, returned this week much improved in health from a month's trip to Essex County, New York.

Paul R. Wendt, a Philadelphia newspaper man, has been appointed superintendent of Independence Hall in that city.

William F. Miller, editor-in-chief of the Sterling (Ill.) Gazette, has resigned to become managing editor of the Daily Standard of that city. Harold E. Ward, of Freeport, Ill., succeeds Mr. Miller as editor of the Gazette.

Leslie A. Higgins, formerly of the Omaha (Neb.) World-Herald staff, is now editor of two Omaha magazines, the Motorist and the Tradesman.

John Colton, dramatic editor of the Minneapolis (Minn.) News, after a week spent in treading the theatrical boards, is now publishing articles about his experiences.

Robert M. Sturgeon, a York, Pa., newspaper man, has accepted a position with the Lancaster (Pa.) News-Journal.

Amos B. Kellogg, managing editor of the Aberdeen (S. Dakota) American, has resigned. Mr. Kellogg will be associated with H. B. Watkins, of that city, in the management of the Watkins Service.

John E. Gilbreath has been appointed city editor of the Chattanooga (Tenn.) Times, succeeding J. L. Chivington, who has been named secretary to Mayor Jesse M. Littleton, of Chattanooga.

Charles R. Bacon, a Philadelphia newspaper man, has been reappointed chief of the New Jersey State Bureau of Shell Fisheries.

WEDDING BELLS.

Robert Edwin Turner, business manager of the Norfolk (Va.) Virginian-Pilot, and Miss Lueile Graves Millner, were married at the Monticello Hotel, Norfolk, on April 26.

Joseph Shaplen, a Philadelphia, Pa., newspaper man, and Miss Sophia E. Modell, were married at the home of the bride's parents in that city on April 25.

Nathan Strauss, Jr., editor of Puck, and Miss Helen Emlie Saehs, were married in Temple Beth-El, in New York City, on April 29.

Guy H. Jenkins, a Saginaw, Mich., newspaper man, and Miss Esther H. Schulz, were married in that city on April 25.

M. Joseph Hahn, of the Utica (N. Y.) Observer staff, and Miss Nora M. Locke, were married in St. Joseph's Church, Utica, on April 28.

IN NEW YORK TOWN.

John P. Gavitt, managing editor of the Evening Post, has just returned from a three day's fishing trip in the northern part of the state. He reports the best of luck—"but, say, that one I almost caught," etc.

George E. Hughes, city editor of the Globe, says that this back to Nature stunt is no good. Mr. Hughes has a farm near Plainfield, N. J., on which he carefully laid out and planted an asparagus bed. Some days after, when the asparagus were beginning to bud, or shoot, or whatever it is they do, Mr. Hughes instructed his hired man to weed the bed, with the result that the man weeded up all the asparagus plants. It is the unanimous opinion of the Globe staff that as a farmer Mr. Hughes is a fine city editor.

Jason Rogers, publisher of the Globe, has posted a notice in the editorial rooms asking the co-operation of all members of the staff in his campaign to make May 8 "Straw Hat Day." Won't it be a shame if it rains!

Caleb Marsh Van Ham, editor of the Chicago Examiner, will return next week to the staff of the American, of which he was formerly managing editor.

William Henry Beers, who has been associate editor of the Fourth Estate for some time, has resigned to become general manager of the American Thrift Society, 50 Broad street, New York.

E. C. Parcells, for fifteen years with the McClure Newspaper Syndicate, is now in charge of the Syndicate Department of the New York Tribune.

CHICAGO PERSONALS.

William D. Boyce, president of the W. D. Boyce Publishing Company, has returned from Europe where he went as war correspondent for his papers, the Chicago Saturday Blade and the Indianapolis Sun. Impressed with the beneficial effects of prohibition of the liquor traffic, as Mr. Boyce observed it on the continent, he has ordered liquor advertisements out of all his publications, including Farming Business and the Chicago Ledger.

Walter Niebuhr, publisher of the Lincoln (Ill.) Daily Courier, and Progressive party leader in Illinois, will go to Berlin next week as correspondent of the Western Newspaper Association and the Chicago Tribune. Mr. Niebuhr expects to obtain stories on the political side of the war from the German standpoint and does not plan on spending much time at or near the front. During his absence the Courier will be directed by Wayne Calhoun.

Robert H. Rohde, rewrite man on the Tribune, has returned to work after three weeks in the hospital where he submitted to a throat operation.

Paul Murphy, a son of W. J. Murphy, publisher of the Minneapolis Tribune, has joined the local staff of the Chicago Tribune.

Robert W. Maxwell, of the Examiner copy desk, addressed the Chicago chapter of the Swarthmore college alumni at the University club at luncheon Tuesday. Mr. Maxwell represented the United States at the Olympic games at Athens in 1904 and for four years has coached the Swarthmore football team.

Bessie Rowland James, formerly of the Examiner, has become assistant publicity manager of the United Photoplays Company, which is erecting a \$50,000 studio here. Its principals are believers in newspaper advertising and are planning an extensive publicity campaign.

President Charles H. Porter, of the Advertising Association of Chicago, and Mrs. Porter, have returned from a month's sojourn on the Pacific coast where Mr. Porter went to arouse enthusiasm in the June convention.

E. F. Younger has joined the staff of the Herald News Bureau.

Miss Marian Bowlin has resigned as society editor of the Journal and her place has been filled by Miss Magda Frances.

Julian B. Arnold, son of the late Sir Edwin Arnold, who disclosed his identity recently after a year's residence in Chicago under an assumed name, pursuant to a gigantic financial failure in England, lectured on his father's works at the Press Club this week.

E. Marshall Young, formerly managing editor of the oldest weekly newspaper on the Pacific coast, the San Francisco News-Letter, has joined the Journal staff. With W. N. Burkhardt, assistant city editor, he is conducting the Journal's University Extension Course.

Thomas Steep, of the Associated Press, has been transferred from the Chicago office to Vera Cruz, Mex.

C. Ray Stephenson, formerly with the Associated Press at Milwaukee, Wis., has been transferred to the Chicago bureau.

WASHINGTON PERSONALS.

Bond P. Geddes, chief of the Capitol staff of the United Press, is in Syracuse covering the Barnes-Roosevelt libel suit trial for his association.

Oscar King Davis, formerly chief of the New York Times Bureau, more recently publicity agent for the Progressive party and special Washington correspondent, is now writing news stories from Japan.

Morton M. Milford, member of the staff of the Indianapolis News, and Tom Shipp, a well-known newspaper man, are traveling to Indiana by automobile.

The news of the death of William G. Nicholas, former Washington correspondent for the Chicago Evening Post, Indianapolis Journal and other papers, was received in Washington with deep regret by his many friends and former associates.

Frank I. Whitehead, of the Washington Post, is at Old Point Comfort covering the Virginia Bankers' Association meeting.

Joseph C. Breitenstein, formerly of the Canton (Ohio) Repository and Canton Daily News, who has been holding an important position in the office of the secretary of the Senate, has been appointed Assistant United States District Attorney for the Northern District of Ohio, with headquarters at Cleveland. He will leave Washington May 15.

Otto Praeger, postmaster of Washington, formerly Washington correspondent for the Dallas (Tex.) News, has issued his first annual report, which shows that he has saved the government over a hundred thousand dollars since his incumbency.

President Wilson has received a very handsome copy of the San Francisco Call printed on silk. This copy contains a life-size bust of the President printed on the front page, and was one of the edition of the paper in which the invitation of the San Francisco Exposition was extended to the President.

Oliver Owen Kuhn, prominent correspondent for local and Oklahoma papers, was married to Miss Leonor Rivero, daughter of the Cuban minister to Italy, on the fifth of April.

Frank B. Lord, correspondent of Norman E. Mack's National Democratic Monthly, and president of the National Press Club, accompanied the Congressional party to Hawaii, leaving Washington last Tuesday. The Congressional party goes as the guests of the Hawaiian government.

Henry M. Pindell, publisher of the Peoria (Ill.) Journal, who was appointed American ambassador to Russia, but resigned shortly after his confirmation, has been in Washington for the last few days. Mr. Pindell will leave in a few days for Europe, and his several conferences with the Secretary of State gave rise to the belief that he would be sent abroad on a secret mission. This was denied at the State Department.

Major C. Fred Cook, general news manager of the Washington Star, it is rumored, will shortly be appointed the commanding officer of the militia of the District of Columbia.

Robert D. Heinel, member of the staff of the "Nation's Business," is now the chairman of the publicity committee of the National Press Club.

OBITUARY NOTES

LEE J. ROEBUCK, who was associated with his father, Walter S. Roebuck, in the publication of the Bellefontain (Ohio) Index-Republican, died in Toledo, O., April 25, aged 42 years.

GEORGE W. WATKINS, a former proof-reader on the Boston (Mass.) Herald, Providence (R. I.) Post and the New York (N. Y.) Sun and Times, died in Portsmouth, N. H., on April 27, aged 72 years.

CARLOS H. SMITH, founder of the Elgin (Ill.) Daily News, died in St. Petersburg, Fla., on April 26, aged 66 years.

J. FREDERICK KUHN, for many years managing editor of the Newark (N. J.) Freie Zeitung, died at his home in Newark on April 29, aged 69 years.

ARTHUR HOEBER, for many years art critic of the New York (N. Y.) Globe, died at his home in Nutley, N. J., on April 29, aged 61 years. Mr. Hoeber was the author of "Treasurers of the Metropolitan Museum," "Painting in the Nineteenth Century in France, Italy, Spain and Belgium," and recently finished a volume to be called "Barbizon Painters."

WILLIAM GARDINER NICHOLAS, a financial writer for leading newspapers, died at his home in New York City on May 3. Mr. Nicholas had had a lengthy experience with Western newspapers and was a former Washington correspondent of the Chicago (Ill.) Evening Post.

JAMES FAIRCHILD HUDSON, for thirty-three years an editorial writer on the Pittsburgh (Pa.) Dispatch, died at his home in Ben Avon, a suburb of Pittsburgh, on May 3, aged 69 years. Mr. Hudson was the author of several books on railway and financial problems, among them being "The Railways and the Republic," and "A Silver Symposium."

FRANCIS SWIGERT, editor and publisher of the New York Mercantile and Financial Times, died at his home in New York City, on April 30, aged 66 years. Mr. Swigert was formerly a member of the staff of the Brooklyn (N. Y.) Daily Eagle and of several other New York papers. He founded the Mercantile and Financial Times in 1875.

ANDREW VAN ORDEN URMY, for more than a quarter of a century general manager of the Louis V. Urmey Advertising Agency, 41 Park Row, New York City, died at his home on Staten Island, on May 4. Mr. Urmey, who was 85 years old, served in Company I, Twelfth Regiment, New York Volunteers throughout the Civil War.

FRANK MARTIN DAVIES, a banker and broker, son-in-law of E. M. O'Neill, vice-president of the Pittsburgh Dispatch Publishing Company, died at his home in New York, May 2. He was a member of the firm of Davies, Thompson & Co., of 140 Broadway.

South Africa Represented Here.

A representative of a syndicate of "leading South African newspapers" is now in the United States to give American manufacturers information in regard to South Africa in connection with advertising. He states that he is in position to present facts concerning South African conditions and the opportunities there for American goods. His address may be had from the Bureau of Foreign and Domestic Commerce and its branches.

N. Y. Tribune Men Honored.

William Barker, for fifty years cashier of the Tribune Association, was presented on May 5 with a handsome Swiss watch, inscribed, "To William Barker, from his friends on The Tribune, May 15, 1865-1915." G. Vernon Rogers, general manager, made the presentation speech and the gift came as a complete surprise to Mr. Barker, who will continue at his post.

Mrs. Mary Craig Sinclair, wife of Upton Sinclair, the novelist, is reported to have sued practically every daily newspaper which a year ago printed a story alleging that she had been arrested in New York City in connection with a demonstration in front of John D. Rockefeller's office.

INTENSIVE CULTIVATION OF THICKLY POPULATED

New York State offers one of the best "prospects" to be found for advertising will produce more per dollar spent than can be obtained in any other State in the United States. All this can be done by any manufacturer.

Manufacturers everywhere are realizing, more and more, that the great question of successfully and economically advertising a product of any kind will never be solved until after the equally important point of distribution is disposed of.

All of the advertising imaginable will do nothing more than make people ask for the article advertised, and it is human nature that, when the article asked for is not obtainable where asked for, a substitute will be taken in the majority of cases.

That is one of the fundamental merchandising truths that, hidden for years by the glitter of "general publicity" and the old wheeze of advertising creating a demand that will force the dealer to stock up, is being brought to light and, polished off, is outshining the lesser lights.

"Zone advertising," so called because it can be practiced in any given territory, is gaining in popularity daily. It is logical. It can be done with a minimum of "lost motion." It can be watched and watched closely.

And in choosing a "zone" no manufacturer can afford to overlook the great zone of New York State. Start from any point you wish, get your goods in any city or town and get them in where they have a chance, then advertise in the local paper, and you will have connected your product with your customer, through the customer's home paper, and linked the product with a local dealer.

This kind of intensive cultivation of one city will demonstrate its efficacy and then the "zone" may be increased to take in adjoining localities.

And in no other "zone" can a manufacturer find as many "worth while" localities as may be found in New York state. At once one of the most thickly populated and prosperous states of the Union, the possibilities in New York state are greater, the rewards greater than can be found in any other similar area of territory.

The manufacturer who has New York state thoroughly cultivated, thoroughly covered, is ready to go into new territory, but there is no other place as well worth cultivating.

In developing a market in New York state the manufacturer will find the newspapers named in this advertisement organized to help, in every way, the development work.

NEW YORK STATE DISTRIBUTION

City	Paper	Circulation	Advertising Rate for 2,500 lines	Advertising Rate for 10,000 lines	
Albany	Journal (E)	°16,982	.05	.035	New
Albany	Times-Union (E)	°41,165	.06	.06	New
Albany	Knickerbocker-Press (M)	°38,511	.05	.05	New
Albany	Knickerbocker-Press (S)	°30,000	.05	.05	New
Auburn	Citizen (E)	°6,580	.0178	.0135	New
Binghamton	Press-Leader (E)	°25,817	.05	.04	New
Brooklyn	Eagle (E&S) 3c	°44,227	.16	.16	Roc
Brooklyn	Standard-Union (E)	°61,970	.15	.15	Sch
Brooklyn	Standard-Union (S)	°71,254	.15	.15	Tro
Brooklyn	Daily Times (E)	41,050	.11	.09	Wa
Buffalo	{ °°°Courier (M) †59,669 } °°°Enquirer (E) †50,323 }	†109,992	.14	.12	
Buffalo	°°Courier (S)	†83,357	.14	.12	°°
Buffalo	News (E)	°104,281	.15	.14	°°°
Buffalo	Times (E&S)	°57,008	.09	.08	†
Elmira	Star-Gazette (E)	°19,577	.035	.03	††
Gloversville	Herald (M)	°7,060	.02	.015	†††
Gloversville	Leader-Republican (E)	°5,349	.0143	.0107	**
Ithaca	Journal (E)	°5,750	.025	.015	**
Lockport	Union-Sun (E)	°5,230	.0157	.012	**
Mount Vernon	Daily Argus	°5,279	.0214	.015	**
New York	Globe (E)	°185,471	.28	.28	

New York newspapers serve advertisers their business known localities

Twenty-four (24) leading magazines, with circulation in Canada, have in the State of New York alone a combined circulation of 1,000,000.

In order to obtain this New York State circulation of these magazines, in as much as it is manifested by zones.

Therefore, the advertiser who wishes to buy the New York must pay the combined rate of these magazines.

Now, assuming that the national advertiser could obtain a combined rate is \$79.56 per line, he will find that the State from these magazines cost him a total of \$8.44.

Comparing the cost of this New York magazine circulation with the national newspaper circulation around which this advertiser can buy a newspaper circulation of 10,000 newspapers a bonus of 510,970 circulation at less than the cost of the national newspaper.

General advertisers, agents and space buyers seek advertising and distribution facilities in New York City and the dominant newspapers listed above will aid and assist you. Communicate with THE EDITOR AND PUBLISHER AND PUBLISHER AN SUITE 1117 WORLD BUILDING, NEW YORK. PHONES BECK 1-1117.

POPULATED TERRITORY MOST PROFITABLE

be found anywhere, a prospect where properly merchandised
 can be found in any other equal area of square
 ny manufacturer with the help of these

DAILY NEWSPAPERS

City	Paper	Circulation	Advertis- ing Rate for 2,500 lines	Advertis- ing Rate for 10,000 lines
New York	Evening Post (E)	†31,189	.18	.16
New York	Times (M&S)	°298,248	.45	.405
New York	Mail (E)	°157,044	.32	.29
New York	World (M)	°391,944	.40	.40
New York	World (S)			
New York	World (E)	°385,505	.40	.40
Rochester	Union & Advertiser (E)	°38,715	.08	.055
Schenectady	Gazette (M)	††21,118	.06	.04
Troy	Record (M&E)	**22,670	.035	.035
Watertown	Standard (E)	°10,621	.021	.0142
Watertown	Times (E)	°13,700	.02	.02
		<u>2,336,664</u>	<u>3.7452</u>	<u>3.4554</u>

°Government Report.
 °°Average net paid sworn to by publisher.
 °°°Only Buffalo papers, Publisher states, examined daily and Sunday by A. A. A.
 †Publisher's signed statement of average gross figures on file in this office.
 ††Average Gross A. A. A. Audit.
 *Net paid figures supplied by Publisher.
 **Average net paid A. A. A. Audit.
 Other circulation ratings are from Nelson Chesman's Rate Book for 1914.
 New York State population, 9,113,279.

rtisers in the dual capacity of making
 yn locally and nationally.

n circulation scattered all over the United States and
 a combined circulation of 1,787,119.

ulation, it is necessary, however, to buy the entire cir-
 manifestly impossible for them to sell circulation by

uy the 1,787,119 magazine circulation in the State of
 e magazines, which is \$79.56 per line.

r could use all the circulations of the magazines, whose
 t the 1,787,119 circulation which he gets in New York
 \$8.44 per line.

azine circulation with the cost of the combined concen-
 advertisement is written, we find that for \$3.4504 per
 ion of 2,336,664. On this basis, the advertiser gets in
 s than half the cost of the magazine circulation.

rs seeking further light in respect to marketing condi-
 ty and New York State and the degree to which the
 assist with local co-operation, are requested to commu-
 ER AND JOURNALIST, The Newspaper Advocate,
 s Beekman 4330 and 4331.

There is a tremendous advertising force in these news-
 papers. They stand for the best of everything in their com-
 munities, and can "deliver the goods" to the manufacturer
 at a less rate per sale than the sales can be procured for in
 any other way.

The old idea of buying advertising space "by the thou-
 sand" is losing force just as is the old way of developing a
 market by advertising before it is merchandised. Space is
 computed as being worth "so much per sale" rather than
 so much per thousand, and that basis of measurement is
 the one thing that is changing the force of all advertising
 and increasing the national advertising in daily papers
 while the magazines are showing a corresponding loss.

There are certain commodities that can stand maga-
 zine space. That fact must not be lost sight of. But, un-
 less a product has practically universal distribution, there
 is so much waste space in magazine advertising that the
 cost "per sale" is very high, indeed.

The newspaper publishers named here will help YOU
 get YOUR commodity before THEIR readers, and they
 will help you get your merchandise on the shelves of the
 stores of their cities, so that when your advertising appears
 it can deliver the goods.

That is a service that is worth almost anything to the
 man who wants to distribute goods. It is a service that not
 only helps the advertiser; but it helps the papers, because
 it makes the advertising valuable to the advertiser, and
 advertisers are prone to stay with advertising that pays.

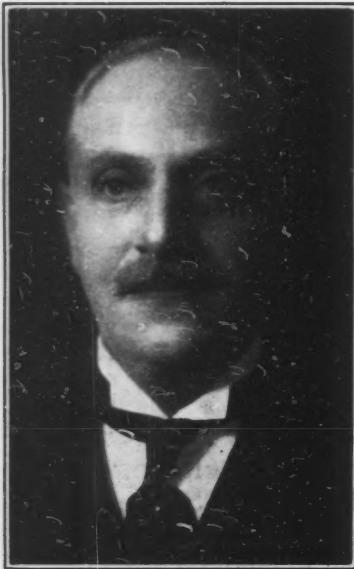
You may call it "conservation," you may call it "con-
 centration," but no matter how or what you call it, it is
 hard headed business philosophy, this getting the product
 and the consumer together with as little lost motion as
 possible, and that is what can be done by First a Selling
 Campaign in New York state, or a part of it, followed by
 an advertising campaign, CONCENTRATED, and kept
 within the bounds of the territory where it can produce.

Any manufacturer who is interested in developing
 territory, and wants to start in territory where the ex-
 pense of development is comparatively small, and where
 the possibilities of development are very great, indeed, can
 get a lot of valuable information by asking THE EDITOR
 AND PUBLISHER to supply it. It will be done without
 any cost, and it will be a revelation.

PROFITABLE NEWSPAPER ADVERTISING

Altman's—The Most Dignified, Highest Grade Copy in the Department Store Business. An Example of Playing to Form Decade After Decade

By H. R. DRUMMOND.



MICHAEL FREIDSAM.
President, B. Altman & Co.

What's in a name? It was a good many years ago that Shakespeare sprung this query on the gentle and unsuspecting public, and in so doing he started something.

What's in a name? Well, it depends a great deal on the name; then it depends on how that name is used or misused. There are names and names, you know.

Altman's. Ah, there's a name to conjure with. What's in it? A whole lot. More, in fact, than there is in any other name in retail dry goods circles in New York.

Altman's could be spelled differently, and still be recognized by the New Yorker and the stranger within the gates. It could be spelled "Class" or "Quality" or "Style," and still it would be Altman's.

Altman's is not the oldest store in New York, but it is admittedly the finest. It is the standard, absolute, unassailed, unquestioned.

STARTED MANY YEARS AGO.

It was a good many years ago that Benjamin Altman started this business. The first store was on Third avenue, near Tenth street. In the early seventies the store was moved to Sixth avenue, between Twenty-first and Twenty-second streets, and in 1876 it was moved to Nineteenth street and Sixth avenue, where for thirty years it set standards, and very high standards, too, for other stores to follow, and most of them followed a long way behind.

Keeping store and setting standards was not all that Mr. Altman did, however. He built an organization. He inculcated his standards and ideas in the minds of the men associated with him; he took young men and made merchants out of them; he taught them how to do things as he wanted things done, and all the time he set standards.

Ten years ago Altman's pioneered a movement to Fifth avenue, and it is amusing to see how many other big stores have moved into that district, keeping in the "Altman zone," so to speak.

Last year the store was largely increased in size, and still it is not too big for the growing business.

Due to Mr. Altman's guidance; due to the loyalty and co-operation his personality commanded, the organization is so well built up; so cohesive, so well trained that the Altman spirit goes on just about the same.

BIG MAN NOW CONTROLS.

The present head of the business, Michael Freidsam, has almost a lifetime

of intimate experience in this store back of him, and is carrying out the Altman policy in a thoroughly capable manner.

And what of Altman's advertising? It is the most distinctively distinctive advertising in New York. It is different. It is "old fashioned," if you please. It has not been "modernized," and probably never will be, for it is good advertising—for Altman's.

It has not changed materially from the advertising that was read by the mothers and grandmothers of the present generation, who were driven to the store in a carriage, drawn by a team of matched horses and with liveried coachman and footman sitting with painful dignity on the front seat, smartly clad in livery, silk hats with cockades, skintight white trousers and patent leather boots.

Times have changed, but customs and systems as to Altman's advertising have not. The old way seems to be the right way—at least for Altman's, and is still followed.

EARLY ADVERTISING.

Early in business Altman's began advertising. In those days advertising was not as it is today. Conditions were different. Newspaper publishers made arbitrary rules that must be followed. To the advertising man of the present time it seems as if newspaper men did everything possible to keep merchants from advertising. There were arbitrary rules as to space, size, type formation, etc., that seem maddening to the advertising men of today.

Altman's, of course, followed those rules, as did other advertisers. The first advertising was one column wide, then came the two-column style, and down the years, slowly but surely, that copy has grown until now four, five and even six-column ads are run.

But the "style" has not changed materially. It is, probably, the most dignified advertising in the city today. It seems to be written authoritatively rather than apologetically. There is no equivocation in it. There are no innuendos in it. It is more like a formal invitation than like a "heart to heart talk."

ORIGINAL IDEA FOLLOWED.

Altman's original idea was to cater to the high class trade, and the original idea has been religiously lived up to during all the years.

Even during this age of "The Marvelous Methods of Modern Merchandising" the Altman advertising is much as it was twenty or even thirty years ago.

Altman's, to the general public, has one meaning, and only one. It means quality. It is synonymous with quality, with stability, with dependability and with traditions and the glory of bygone days. One can still see the frock-coated floor men, the broad aisles unlit with "sales tables" and the general atmosphere of quiet dignity.

So with the advertising. It follows the style, the make-up and the general idea originated when storekeeping was a serious business.

Altman's advertising has been criticized. Some there are who say that it is stilted, that it lacks the "intimate touch," that it is dignifiedly formal. Well, it is, and it should be, for if it were not it would not breathe the spirit of the store.

There is nothing intimate or personal at Altman's. There is courtesy a plenty, but it is dignified courtesy. The customer is impressed with the idea that she is not there to "save money," but, rather, to secure merchandise that is authoritative, distinctive and measures up in every way to the highest standards.

NO APOLOGETIC ADVERTISING.

There are no apologies for merchandise in Altman's advertising. No long drawn-out explanations of special purchases

B. Altman & Co.

are introducing a charming novelty in the "Petit Trianon" Dresses & Skirts

in a variety of attractive models made up in pretty flowered prints and cretonnes. In some instances there are becoming shade hats and quaint reticules to harmonize with these dainty Summer garments, which will prove both comfortable and picturesque for the morning stroll on the beach or in the garden, or for boating, tennis, and all the pastimes of the countryside.

English-type Smocks, trimmed to match the "Petit Trianon" Skirts, over which they may be worn, are also being shown.

(Cotton Dresses, Third Floor)

Fifth Avenue - Madison Avenue

34th and 35th Streets New York
A SAMPLE OF ALTMAN'S ADVERTISING.

made from prominent manufacturers who closed out the season's surplus at a very low price. The impression, rather, is that in choosing at Altman's you are choosing from the newest, the best, the most desirable, rather than from the leavings.

Altman's advertising, like the atmosphere of the entire establishment, breathes standard, and only one standard.

There are many stores carrying fine merchandise, but in most of them one finds basements where cheaper lines, "bargains" and "job lots" are sold. Not so at Altman's. There seems to be but one standard there.

Richard S. Jackson, the advertising manager, has been connected with the Altman organization practically all of his business life, and has had charge of the advertising for many years. He knows the angle from which to approach any subject, and follows the ideas and ideals of the store splendidly.

There is a rule at Altman's that all merchandise must move rapidly. There is a time limit for practically everything, and the few "sales" that are held are for the readjustment of stocks, the keeping them clean and up to date, rather than the disposal of stocks bought for sale purposes.

NO COMPARATIVE PRICES.

There are no comparative prices used in Altman's advertising.

This policy was determined because it was found that, no matter how much care was taken in verifying prices, misstatements did occasionally creep in, probably due to the over-enthusiasm of buyers, and the safest way was to eliminate them entirely.

Altman's advertising is deliberate. Copy must be in the advertising department a week before it appears in the papers. That gives the advertising department ample time to check up and verify every statement. All advertisements are set on the premises, and the perfect proof is sent to the newspapers.

The big idea at Altman's is that comparatively small copy in many papers is better than big copy in fewer papers. There is a dignified lack of ostentation in the copy, in the statements made, in everything, a dignified lack of ostentation that fairly breathes authority and leaves no room to challenge anything.

It would be a foolish man, indeed, who would suggest that the Altman style of advertising would be profitable for any other store to follow. It wouldn't. It simply would not fit. It belongs to Altman's and to no one else.

NEWSPAPERS GET 90 PER CENT.

Altman's advertising has grown with the store. There has been no spurts, no attempts to force things; the growth has been natural. Over 90 per cent. of the advertising appropriation is spent in daily papers. And it is good advertising—at least for Altman's.

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

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

PROMOTION DEPT. SHAFFER GROUP

12 S. Market Street, Chicago

THE SEATTLE TIMES

"The Best That Money Can Buy"

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

A copy to every family.

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

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

Largest Quantity Best Quality Circulation

The S. C. Bekwith Special Agency

Sole Foreign Representatives

New York Chicago St. Louis

Chicago Examiner

The Sunday issue of the Chicago Examiner is sold in 4100 towns and cities in the great Central West—a much wider territorial distribution for its outside circulation than any other Chicago newspaper.

DAILY, 222,887

SUNDAY, 501,277

Member Audit Bureau of Circulations

IL PROGRESSO ITALO-AMERICANO

Established 1880

(Member Audit Bureau of Circulations)
Daily average net gain in circulation over last postoffice statement, 16,000 copies.

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

IL PROGRESSO ITALO-AMERICANO

CHAV. CARLO BARSOTTI,

Ed. and Pub.

42 Elm Street, New York City 1

Weekly Review of Finance

Exclusive rights for re-publication of copyrighted weekly table, showing review of finance in world's principal markets, open in a number of cities. If used Monday morning, telegraph tolls may be avoided by special arrangement. Write today to the Syndicate Department, The New York Evening Post, New York.

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



A. E. MACKINNON, president of the I. C. M. A., who for some time has been connected with the circulation department of the New York World as idea and plan man, has resigned and been made vice-president of the Hamilton Corporation and assistant to President Caldwell of the Sperry Hutchins Trading Stamp Company. It is understood that Mr. MacKinnon will continue in office of president of the I. C. M. A. during the balance of his term, his successor being chosen at the June convention.

THE Newsboys' Home Club ten days' campaign to raise \$250,000 or more began on May 4. The headquarters are Room No. 820, World Building. This fund will be invested in site, building and necessary equipment. Martin W. Littleton, the famous New York lawyer, is chairman of the campaign executive committee. At luncheon at the City Lunch Club on April 23, Mr. James McKernan, circulation manager of the New York World, was named chairman of a committee of New York Circulation Managers, and Daniel Nichol, of the New York Evening Mail, was named secretary. This auxiliary committee has been called into being by the executive committee to devise ways and means of securing proper street publicity. Mr. McKernan's committee held a meeting at Whyte's on April 26, at which the following committees were appointed by the chairman:

Street Publicity Features, Cars, in Subways and Trains—James McKernan, of New York World; Samuel Paul Booth, Globe; Fenton Dowling, American.

General Publicity—R. B. McClean, New York Evening Post; Samuel Paul Booth, Globe; Edward Barry, Sun; Mr. Keyes, Tribune, and Daniel Nichol, Mail.

Theatre Programmes—Victor Rieburg, circulation manager Morning Telegraph, and J. A. Johns, assistant circulation manager, Times.

Bill Posters—Messrs. McKernan, Dowling and Keyes.

Committee on News Companies—Messrs. McKernan, Barry, Keyes, Johnson and William Hoffman, circulation manager Staats-Zeitung.

THE official bulletin of the International Circulation Managers' Association for April, in 36-page form, has just been distributed. The leading article is by the president, A. E. MacKinnon, and is entitled "1915 Convention. Everybody Ready—All Aboard!" Mr. MacKinnon's letter states that in completing plans for the convention he recently held meetings in Montreal, Toronto, Detroit and Grand Rapids. He points out that E. S. Dobson, promotion manager of the Detroit News, and chairman of the Transportation Committee of the I. C. M. A., is arranging for transportation from Detroit to Buffalo over the D. & B. line, but in the absence of A. A. Schantz, the general passenger agent of this line, it is impossible at this time to state whether the circulators will be accommodated with transportation in exchange for advertising. Mr. Dobson also has under way arrangements for transportation of circulators and their wives from Niagara Falls through the Gorge to Lewiston. Transportation from Lewiston to Montreal will be furnished by the Canadian Steamship Lines, Ltd. The trip from Montreal to Murray Bay and return will cost \$24, which includes meals and rooms, steamer and hotel. This is an especially low price secured by Mr. MacKinnon from Manager Henry. From Murray Bay the party will move on the steamer "Sagunay," after a trip down the lower St. Lawrence, stopping at old French towns en route and proceeding to the Sagunay River past Capes Trinity and Eternity, and possibly as far as Chicoutinie. For this additional trip an extra charge of \$6 will be made for meals and stateroom. The party will return to Quebec on Friday, where entertainment will be provided by the Quebec members. This will include a side trip to Falls Montmorency and the shrine of St. Anne Beaupre. Leaving Quebec on Friday night for a moonlight trip the party will arrive at Montreal Saturday morning, the 26th, to be entertained all day Saturday by the local Montreal members. It is planned to give them a trip about the city and to have dinner on the mountain.

IN a letter concerning the forthcoming convention of the International Circulation Managers' Association, W. F. Chapman, manager of the Improvement Bureau of Minneapolis, Minn., writes THE EDITOR AND PUBLISHER as follows: "I am glad to learn that the question of admitting circulation managers of weekly and monthly publications to membership in the International Circulation Managers' Association will come up for discussion again at the coming conven-

tion. It certainly seems as if this association to carry out its best and highest purposes of usefulness should admit to membership circulation managers of publications other than daily newspapers.

"As to the name, International Circulation Managers' Association does not indicate the true character of the present body. It does not include all circulation managers, but only circulation managers of daily papers.

"There is a way mentioned by Mr. Schmid in which the association can be enlarged and still produce only results that will be good. Why not divide the association into different departments as after the manner of the Minneapolis Advertising Forum—one of the Associated Advertising Clubs of America—divides its membership. In this way, the importance of each group of men is recognized, every member is given something to do by the chairman of his department, and all feel that they have something to give to the association, and because of this all are working together to produce big results. You will remember that the Minneapolis Advertising Forum is the club which won the Truth Trophy at the last convention, and this indicates sufficiently that it is active.

"I have the privilege of membership in the I. C. M. A. for a short time and derived great benefit from it. Conversation and discussion with other managers tend to raise the standard of work done by any circulation manager of a publication.

"Since coming into the trade paper business I have met several circulation managers of trade papers who are doing the best possible work and who live up to a high standard of business in their efforts to secure circulation, such as the association desires. It is true that the circulation of a trade paper is small as compared to the daily newspaper, but it takes just as much work to get it, and when secured in the right way it is as good as gold.

"Anyone who had the privilege of listening to the excellent papers on circulation work read at the convention of the Federation of Trade Press Associations last September will admit that it would be to the advantage of the Circulation Managers' Association to have the authors of these papers as fellow members."

PICTURE-SOLVING competitions are once more part of a newspaper's equipment for increasing circulation and promoting general interest. The reviving of these popular pastimes seemed to THE EDITOR AND PUBLISHER a matter of such interest to newspaperdom that a representative called at the offices of the Booklovers' Sales Company, Inc., in New York City, and there obtained a history of the way in which the games were restored.

One of the high officials of the company made the following statement:

"All forms of picture games which were conducted under rules used prior to 1915 were for some technical reason stopped by the postoffice department. This decision was accepted as final by newspapers, and by all those promoting picture solving competitions.

"Like the rest, we accepted the ruling against the old form of contest, but, unlike the rest, we did not give up the ghost. We began to develop a new and greater game, and finally brought to the attention of the postoffice department a set of rules that were accepted in the early part of 1915.

"It is beginning to be well known what progress this new picture game is making on the Evening Mail of New York, the Times-Picayune of New Orleans and the Commercial-Appeal of Memphis, for instance.

"The future of the picture game looks rosy. Few people consider that there are more than 5,000,000 people who have played the picture game—who are educated to like it, and to look for it.

"There are signs that those who took up and operated picture games in the past, and then went back to their former occupations when the postal decree was promulgated, are beginning to show signs of life again, now that we have, by the sweat of our brows, restored the competitions.

"These people have a sad disappointment in store for them. We are so safeguarded that our rights to our picture game and its plan are invulnerable, and we mean to bring to an issue any attempt to misuse our game. Not only are our rules, our copy, our books and features copyrighted and protected throughout, but we have, in advance, the best legal instructions as to our rights, and so we will be able to act at any time, quickly and with foreknowledge.

"We know what the game is, because it is our game; we know how to operate it so that all snags will be avoided; we know how to conduct it in such a way that it will always be an effective part of every newspaper's annual life.

"There are no missteps in our way of conducting our picture game—all that has been worked out in every detail. But our copy, even, is copyrighted.

"Our advice to every publisher is that he makes searching inquiry of every man who comes offering a picture-solving competition—find out if he knows just how to carry it through and end it properly."

A signed letter from the management of the Mail states that the paper put on 15,000 new readers simultaneously with the announcement of the picture game, and this figure has been largely increased since the game got under way.

R. J. BIDWELL CO.

Pacific Coast Representative

of

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

742 Market Street
SAN FRANCISCO

Topeka
Daily Capital

Average net paid circulation for six months ending October 1, 1914 (Sworn)

32,917

Arthur Capper

TOPEKA, KAN. Publisher

THE
ORANGE
LEADER

is the only Daily (Evening) and Weekly Paper published in

ORANGE, TEXAS

and Orange County, and the only paper that covers the richest section of Southeast Texas and Southwest Louisiana.

"Circulation books open to all"
THE LEADER PRINTING CO.
Orange, Texas

W. H. Stark, Owner.
Hugh K. Taylor, Mgr.
Foreign Representatives
Robert W. Sykes, Jr. Walter U. Clark
1 Madison Ave., Advertising Bldg.,
New York. Chicago, Ill.

Connecticut's Biggest and Best
Daily Newspaper

The Hartford Times

Hartford, Conn.

THE TIMES' circulation is 3c. circulation Home circulation

"One paper in the home is worth a hundred on the highway."

KELLY-SMITH COMPANY
Representatives

220 Fifth Ave. Lytton Bldg.
New York Chicago

Deutsches Journal

The N. Y. German
Journal is America's
Greatest German Newspaper

INTERNATIONAL AGENCY

C. L. Lloyd Advocates an Organization That Can Handle World-Wide Business.

That the time is ripe for the organizing of an international advertising agency is the contention of Charles L. Lloyd, formerly of Lloyd & Co., who has just returned to New York after a residence of a number of years in London. Mr. Lloyd believes that advertising opportunities for America have never been as numerous in foreign countries as at the present time.



CHARLES L. LLOYD

In discussing the subject with a representative of THE EDITOR AND PUBLISHER a few days ago, Mr. Lloyd said:

"Advertising today is not solely an American, English, French or German business. It is world-wide in its scope, and touches every field of activity. It has taken its place as a power to be reckoned with among the leaders in banking, engineering, manufacturing, merchandising and other commercial lines. We are too apt to think of advertising from a national viewpoint rather than an international.

"Can you tell me the world's business turnover for a year as compared with the turnover in advertising? Probably not. Why should there not be an advertising agency, world-wide in its scope, just as Bradstreets, the American Express Co. or Cook's, and many more institutions having activities in many countries? It is purely a question of organization and specialized knowledge. The institutions I have mentioned have been built upon organization and service. An international organization can be built upon these same lines. Our agencies in this country possess knowledge of conditions in localized territory. They know how to prepare copy and furnish service, and these have made them the most efficient in the world. An extension of this service to include other countries now seems desirable.

"There are plenty of world-wide advertisers, many more than most people who are unfamiliar with the field would believe possible. We have Pear's soap, 4711 cologne, Beecham's pills, Dewar's Scotch whiskey, Lipton's tea, Eastman kodaks, grape nuts, etc., but there is no agency capable of handling all the advertising of these concerns in the thirty countries in which they are selling their goods. Such an organization does not exist, and it is up to the Americans, as leaders in the advanced science of advertising, to enter and occupy this field.

"My idea would be to have branch offices located in each of the countries, in which would be employed men who are familiar with local conditions, and who could make the several branches pay their own way through the local national business which it handles, and act as a feeder to the entire organization with the international accounts which it produces.

"What an advantage such an organization would be to an American manufac-

turer! It would be able to lay before him a complete plan for entering foreign fields intelligently, advise him as to merchandising methods, the amount of advertising investment necessary, and furnish any other information he might require.

"At present an American agency that handles extensive national advertising is obliged to turn over any foreign business that develops to a foreign agency because he has no facilities of his own for handling the business. Some accounts that American agencies cannot handle, other than those already named, are Palm Olive soap, Paris garters, Rigley's spearmint gum, B. V. D. men's underwear, Overland cars, Colgate's products, Old Dutch Cleanser and Sapolio. These accounts are lost to American agencies because they have no English or European organizations of their own to take care of them.

"The advantage of such an international agency to the advertiser, as I have suggested, is tremendous. He would then be obliged to do business with but one agency, instead of several. His advertising campaign would be simplified, and, moreover, he would save considerable money, because it would be possible for an agency of such world-wide connections to do business at a lower cost than through several agencies.

"I think that the time is ripe for the organization of such an agency as I have indicated. Here is a new line of development that ought to appeal to live, progressive, advertising men. It is distinctive in character, and now is the best time to start building such an organization, for when the war ends the best opportunity in a hundred years will arrive for the American manufacturer to enter the foreign field and establish himself in many profitable markets."

NEW ADVERTISING LAW.

Passed by Both Branches of New York Legislature and Up to Governor.

An interesting and valuable bill strengthening the New York State Penal Law on Fraudulent Advertising was passed by the State Legislature during the last week of its session, and is now before Governor Whitman for his signature. It was drawn by Bruce M. Falconer, as attorney for the Fifth Avenue Association, of which Robert Grier Cooke is president, was introduced in the Legislature at the request of that association by Senator Ogden L. Mills, and later received the strong endorsement of the Merchants' Association of New York City.

The chief differences between the old and the new law are as follows:

(1) The old law referred only to false or misleading statements made in "a newspaper, circular, circular or form letter, or other publication." The new law covers every conceivable form of advertising or of making statements to the public, including bill-boards, signs, placards, cards, labels and tags. Fraudulent bankruptcy signs, "Selling Out" signs and many other misleading window signs which have become in evidence in New York City especially will thus be included.

(2) The old law confined itself to fraudulent advertisements concerning quantity, quality, value and three or four other enumerated classes of statements concerning merchandise, and a few specified classes of statements about real estate, such as extent, location, ownership, etc. The new law is sweeping and covers every kind of false statement or fraudulent advertisement, regardless as to what particular subject the statement refers to.

(3) The old law applied only to statements made in connection with merchandise and real estate. The new law applies not only to merchandise and real estate but also to service, or anything offered to the public not only for sale, as appears to be the meaning of the present law, but with intent to induce the public in any manner to enter into any obligation relating thereto.

(4) The old law specified no punishment and simply made the offense a mis-

demeanor. In New York State punishment for a misdemeanor is imprisonment for not more than one year, or a fine of not more than \$500, or both. The proposed law provided for a minimum fine of \$25 and a maximum of \$1,000, or imprisonment for not more than one year, or both. It therefore makes it impossible for the offender to escape with a fine of less than \$25, and increases the maximum fine from \$500 to \$1,000.

The bill, as sent up to Albany by the Fifth Avenue Association, was amended by the Senate Committee on Codes by inserting the word "knowingly," thus apparently placing upon the State the burden, in any prosecution under the law, of showing affirmatively that the false statement in question was made "knowingly." As amended it was reported out and passed by the Senate and sent over to the Assembly. Here it struck a snag, and was defeated. Only 54 votes were cast in favor of the bill, 76 being the number requisite for its passage. Its defeat was thought to be due to lack of full understanding of its provisions.

Then the Fifth Avenue Association, the Merchants' Association, Assemblyman Charles E. Rice, Jr., who handled the bill in the lower house, and Assemblyman Francis R. Stoddard, Jr., did some effective work with the legislators, as a result of which the bill was taken off the table and passed by a vote of 92 to 28, within a week after it had been defeated. There is every reason to believe that Governor Whitman will sign the bill and thus effectuate the accomplishment of a reform which is only one evidence of an aroused nation-wide public opinion toward crooked mercantile practices in general and crooked advertising methods in particular.

PHILADELPHIA WANTS A. A. C. W.

Poor Richard Club's Enthusiastic Greeting Pleases William Woodhead.

The members of the Poor Richard Club, of Philadelphia, Pa., last week gave a dinner and reception on the roof of the Adelphia Hotel, in that city, in honor of William Woodhead, president of the Associated Advertising Clubs of the World. The meeting was called so that President Woodhead might get first hand impressions of the seriousness with which Philadelphia is seeking the 1916 convention of the Associated Advertising Clubs.

Nearly two hundred members of the club attended the dinner, at which the speakers, besides the guest of honor, were: Howard B. French, vice-president of the Chamber of Commerce; Cyrus H. K. Curtis, C. W. Summerfield, Jarvis A. Wood, E. J. Cattell, city statistician; Professor Herbert W. Hess, of the University of Pennsylvania; George Nowland, Irvin Pashall, Rowe Stewart, and Charles Blum, secretary of the Advertising Agents' Association.

The success of the meeting may be judged from the remarks of President Woodhead, who said: "If you continue to show this spirit at the Chicago convention in June you will return to Philadelphia with the 1916 convention of the Associated Advertising Clubs of the World."

A special train will carry one hundred members of the Poor Richard Club to the big Ad. Club convention in Chicago.

NEW YORK TRIBUNE CHANGE.

W. G. Woodward Made Advertising Manager.

W. G. Woodward has been appointed advertising manager of the New York Tribune, effective May 4.

Mr. Woodward began his advertising career in 1909 in the real estate department of the Baltimore (Md.) News. In 1910 he was made classified advertising manager and in 1911 went into the general display department. In January, 1912, he started an automobile department and was transferred to the New York Press in December.

He joined the Tribune staff in June, 1914.

Canadian Press Clippings

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

The Dominion Press Clipping Agency

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

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

74-76 CHURCH ST., TORONTO, CAN.

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

We can increase your business—you want it increased.

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

BURRELLE

60-62 Warren Street, New York City

Established a Quarter of a Century

Most Far Reaching Newspaper Reading Concern in Existence

ATLAS PRESS CLIPPING BUREAU

CHARLES HEMSTREET, Manager

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

Our Motto—RESULTS COUNT

218 East 42nd Street New York

THE EMPIRE STATE ENGRAVING COMPANY

165 WILLIAM STREET NEW YORK

Open Day and Night

Tel. 3880 Beekman

TAKE IT TO

POWERS

OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

ON TIME ALL THE TIME

POWERS PHOTO ENGRAVING CO.

64 Nassau St. N.Y. Tel. 4200-4 Beekman

THE PROVIDENCE JOURNAL

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

Let Us Figure It Out for You.

Walter Scott & Co.
Plainfield, N. J.

MAINE EDITORS MEET IN CONFERENCE

First Newspaper Institute Held at the State University—Dr. Talcott Williams, George W. Norton and Oliver L. Hall Make Addresses—List of Those Who Registered and Attended the Sessions.

(Special Correspondence.)

ORONO, May 1.—The Newspaper Institute held at the University of Maine on April 23 and 24 was the pioneer of such conventions east of the Ohio river. The success of the event assures its being a future annual feature of the University activities. Over thirty representative newspaper men from all parts of the state participated in the three sessions and derived much benefit from the various practical speeches and round table discussions. As both daily and weekly newspaper editors were present, all sides of the newspaper business received their share of practical comment.

In the afternoon session of April 23 Francois J. Kueny, who was for four years with the Western Advertising Company of St. Louis, spoke on national advertising. He was followed by C. H. Fogg, of the Aroostook Times, of Houlton, who described the workings of a country newspaper. W. B. Reed, business manager of the Bangor Daily News, brought out in his talk many points that are worthy of consideration by the advertising manager. The question of the independence of the job shop was handled by J. H. Ogier, of the Camden Herald. The indirect association of the editorial with the advertising department was ably discussed by A. G. Staples, of the Lewiston Journal, F. B. Nichols, of the Bath Times, and O. L. Hall, of the Bangor Commercial.

The evening session of April 23, a banquet, prepared and served by the home economics department of the University, was attended by the same quota of visitors, with the addition of a few late comers that were present in the afternoon. After dinner speeches pertaining to press matters followed the dinner. The feature of the evening was the speech given by Talcott Williams, director of the Pulitzer School of Journalism, Columbia University. The earnest manner in which Dr. Williams lauded the profession to which he has devoted his life made a deep impression upon his hearers. He said that the time is coming when life to the head of the university, of the wide-reaching department store, of the great newspaper will mean, not what he himself reaps, but what he sows—and the harvest of which will be reaped by others. There is not a newspaper man who does not realize that this is the crux of his calling; that he must think last of himself, first of his public.

The vital relations between press and public of the two English-speaking nations were never so great as during the past nine months; for in this time of trial for the one nation, and of suspense for the other, the public has turned to its newspapers as never before.

FULL PAGE "ADS" FAIL

When recruits failed to enlist in the English army, the government tried the experiment of inserting full-page advertisements calling for volunteers and making fervent appeal to patriotism. Still the volunteers failed to come. England was fighting for its life; three million men were needed; yet twenty-three days elapsed, and hut 100,000 came forward.

As a result there was a conference between the leader of the nation and the leader of the press. "Let us print the news," Lord Kitchener was told. "You'll never get men on the strength of advertisements. You will get them if we can print the facts." "It would not do," Lord Kitchener answered; and he pointed out the danger of newspaper reports falling into the hands of the enemy. "Not the news of the campaigns and stratagems," said the leader of the press, "but news of the soldier at his work, in battle, in retreat or advance, in trench or in camp—the human side."

Within nine days 100,000 had enlisted; in the next seven days another 100,000; and now the needed three million are in the field or the training camps. Thus democracy, in this great climax, was

justified in her child—a free press; and the press, in raising the nation's sons to her standard of honor, had accomplished what no other agency could.

AMERICAN PRESS ATTITUDE.

Then the speaker told of the attitude of the American press—a press strong, calm and dispassionate, and which, swayed by neither bitterness or hate, has given the news of all sides and of every nation; at the same time, day by day, voicing the verdict of the American people. And it has been able to do this because each journalist, as an individual, has been taught to meditate, interpret and pass judgment, to avoid bitterness, and to place the public welfare above his own.

"Thus," said the speaker, "could the American press discharge its duty and recall a world, insensate through war, to those great principles which have guided our nation. * * * The newspaper man," he said in closing, "should have an academic training. He must know economics, that he may not be fooled by the sophistry of demagogues; he must know literature, the structures of government, the politics and policies of nations. The world must be to him as a traveled field; for standards that may satisfy other callings will not do for ours. The future of the American people is in the hands of the educated journalist."

Saturday morning Dr. Williams spoke again, this time on advertising, and presented a most comprehensive view of the present status of that business. At this session speeches were also given by L. T. Smith of the Bangor Daily News, G. W. Norton of the Portland Evening Express-Advertiser, and O. L. Hall of the Bangor Commercial.

Mr. Norton, in his speech on the newspaper, said in part: "It is, of course, a record of current events, impartial, just, accurate. It is the people's teacher of geography, history, law and economics. It is a treatise on sociology, a textbook on logic and rhetoric. It is modern literature at its best. It is, next to the Bible, a guide for daily living. It promotes good morals, good citizenship, neighborly kindness, charity and truth."

COMMERCIALISM OUTDISTANCED.

"This mission leaves little chance for commercialism. It leaves far behind the times a certain Maine publisher who not long ago referred to the reading matter in his paper as 'dope to run around the ads.' The newspapers have been growing to become what they are. They did not always strive to reach any such standard of excellence. The news columns must be crowded with information, not bare details and detached items of fact, but living, throbbing stories of the life of the world. First of the world at home, then of the larger world. I object to the definition of news as given in the Standard Dictionary which declares news to be 'fresh information concerning something that has recently taken place, usually at a distance.'"

"I object to the idea that news must come from a distance. The telegraph instrument in the news rooms does not tick off the all-important news to any city daily. The accounts of the things that have happened at home are of the first importance."

THE LOCAL REPORTER'S IMPORTANCE.

"The local reporter is the important factor in the newspaper office, even though its publisher does have his heart set upon his dividends. For it is of the home happenings that his clients desire to read. Little did the cub reporter understand newspaper psychology when, sent to report a big fire, he returned in disgust and told his city editor that it was no use to write that story, everybody in town was there to see the fire for himself."

"I place, then, the reporter as the keystone of the newspaper arch. It doesn't make so much difference about the heads

of departments. The publisher can do with mediocrity everywhere else better than he can among the men who represent his paper to the public."

The newspaper men who registered at the Institute were:

Arthur G. Staples, Lewiston Journal; R. T. Patten, Independent-Reporter, Skowhegan; A. H. Jones, Courier-Gazette, Rockland; Walter B. Reed, Daily News, Bangor; F. B. Nichols, Times, Bath; Oliver H. Hall, Commercial, Bangor; Oscar A. Shepard, Daily News, Bangor; J. H. Ogier, Herald, Camden; C. W. Robbins, Enterprise, Old Town; Charles A. Pillsbury, Belfast.

Irving C. Moulton, Register, Gullford; George F. Huff, Gazette, Dexter; F. W. Sanborn, Advertiser, Norway; Henry C. Prince, Bulletin, Madison; George W. Norton, Express-Advertiser, Portland; John Francis Sprague, Sprague's Journal of Maine History, Dover; Charles H. Fogg, Times, Houlton; F. G. Swett, Washington, D. C.

W. A. Hennessy Bangor; Simon O'Leary, Jr., Commercial, Bangor; John P. Flannigan, Commercial, Bangor; Otto H. Nelson, Commercial, Bangor; Henry A. Farnham, Commercial, Bangor; E. E. Fraser, Bangor; Liston P. Evans, Dover; George H. Richardson, Old Town; A. H. Brown, Old Town.

Helpful to Teachers of Journalism.

Prof. Willard G. Bleyer, in charge of the course in Journalism at the University of Wisconsin, writes THE EDITOR AND PUBLISHER: "Every week after I have looked over THE EDITOR AND PUBLISHER I feel like sitting down and telling you what an excellent paper you are turning out, and how helpful it is to teachers of journalism. In taking my students through the Associated Press office in Chicago last Friday I referred to the new A. P. schedule, and the news editor, who was guiding our party, was interested to know where I had heard of the change in hours. I had the satisfaction in telling him that I had seen it in THE EDITOR AND PUBLISHER."

German Newspapers Suspend.

The war has caused the suspension of 864 German newspapers of all classes, daily, semi-weekly and weekly. To supply the deficiency in news matter, the government has made arrangements to furnish the papers with "patent outsiders" containing all war news, while the editors fill the empty space with home news.

HELP WANTED

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

WANTED

A SUNDAY EDITOR

MUST BE A BIG MAN FOR BIG WORK

ADDRESS D 1478

FOR SALE

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

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

MISCELLANEOUS

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

WANTED.

Every Editor who desires to get the right dope on Billy Sunday, the great evangelist, who his Paterson April 4th, to send 25 cents for a five weeks' subscription to the Paterson Press, the city's most influential newspaper.

The Harris-Dibble Company announces that it has removed its offices to the Burrelle Building, 171 Madison Avenue, corner of 33rd Street, New York, N. Y. Telephone Murray Hill 8110.

\$5,000 CASH

buys substantial interest in dominant daily of city of 20,000. Owner prefers man competent to act as business manager, advertising solicitor or news editor. Proposition L. Y.

C. M. PALMER

Newspaper Properties
225 Fifth Ave., New York

ACTIVITY

This firm has just added to its record two sales of Daily newspaper properties in New York State, to wit: The Poughkeepsie News-Press, an important morning newspaper, sold to the owner of the Poughkeepsie Eagle. The Peekskill Evening News, sold to a prominent citizen of Peekskill.

In both these transfers the respective owners and buyers were intimately known to each other, yet our services were considered necessary.

The conclusion to be drawn from these facts is that "acquaintance" is not all that is required to sell and consolidate newspaper properties.

A few of the absolute essentials of this difficult work are:

- 1st, An intimate knowledge of the publishing business in adjusting values.
- 2nd, Integrity in trading methods.
- 3rd, Diplomacy in conducting negotiations which owner and buyer do not always exercise in direct contact.

HARWELL, CANNON & McCARTHY,

Newspaper & Magazine Properties,
Times Building, New York

SITUATIONS WANTED

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

Live, up-to-date successful advertising manager wishes to make change—experience metropolitan dailies—thoroughly competent—knows how to handle department to get best results—total abstainer. Address Advertising Manager, Flat 4, 356 Garfield Avenue, Chicago.

Associate editor, now having full charge of editorial page on New York paper in one of larger up-State cities, will accept editorial position. Independent or Democratic papers preferred. Unexceptional references as to character and ability. Desire larger field. Strong writer, wide range. Editorials reprinted by leading papers. New York or East preferred, but will go where best opening appears, for permanent, congenial position. Not a cheap man, nor a "job hunter." Present position permanent if desired. Address Associate Editor, care Editor and Publisher.

Newspaper Superintendent—Responsible man who takes actual charge of producing the paper, relieving the manager of all labor, mechanical and kindred worries, allowing him to concentrate on business-getting.

An opportunity for a live publisher. Now employed. Age 31. Married. Practical. Address D 1473, care The Editor and Publisher.

LEGAL NOTICE

TO THE STOCKHOLDERS OF THE EDITOR AND PUBLISHER COMPANY:

The annual meeting of the stockholders of THE EDITOR AND PUBLISHER COMPANY will be held at the general offices of the corporation, Suite 1117 Pulitzer Building, 63 Park Row, New York City, on Wednesday, May 12, 1915, at 11 o'clock a. m., for the election of one director to serve for three years and two inspectors of election to serve at the next meeting and for the transaction of such other business as may properly come before said meeting.

JAMES W. BROWN,
President.
FRANK LeROY BLANCHARD,
Secretary.

THE PITTSBURG PRESS

Has the **LARGEST**

Daily and Sunday
CIRCULATION
IN PITTSBURG

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

There is no Duplication or Substitution in

Pittsburg Leader Circulation

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

VERREE & CONKLIN
Foreign Representatives

Steger Building Brunswick Building
CHICAGO NEW YORK

IN PITTSBURGH

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

The Post and The Sun WHY?

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

CONE, LORENZEN & WOODMAN
Special Representatives

New York Detroit Kansas City Chicago

Get the Best Always

The Pittsburg Dispatch Greater Pittsburg's Greatest Newspaper

WALLACE G. BROOKE,
Brunswick Building, New York

HORACE M. FORD,
Peoples Gas Building, Chicago

H. C. ROOK,
Real Estate Trust Building, Philadelphia

Buffalo News

EDWARD H. BUTLER
Editor and Publisher

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

Foreign Advertising Representatives
KELLY-SMITH COMPANY

220 Fifth Avenue Lytton Building
NEW YORK CHICAGO

**YOU MUST USE THE
LOS ANGELES
EXAMINER**
to cover the GREAT SOUTHWEST
Sunday Circulation
MORE THAN - - 150,000

A' TOP O' THE WORLD

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

FEAR HAS BEEN EXPRESSED in certain quarters that there is a growing attempt to commercialize journalism—that the so-called "dollar journalism" is gaining headway—but such expressions are absolutely uncalled for—and there really seems to be little or no danger of the journalists of the sanctum sanctorum and the newspaper men of the sordid business office getting close enough together to ever scrape even a bowing acquaintance.

Your average journalist scorns sordid commercialism and looks down with pitying contempt from his lofty height upon the crass persons who toil in and about the several apartments of the business office.

At the same time your average newspaper man, who is hustling for business for his paper, snortingly refers to the journalists as "by products," "parasites" and "long hairs."

Should the newspaper man find a place where a bit of a story would do his paper good in the eyes of an advertiser, or where the suppression of a story would make life's walk easy for him, and hint such a thing upstairs, he would immediately be accused of trying to strangle the press and commercialize the news columns.

Should he discover a "planted" or "loaded" story and point it out to the brains department, aforesaid brains department would at once recognize this story as a pippin and play it strong for a scare head and preferred position—just to show the business office that it could not interfere with the editorial department and the heaven endowed genius that guided its destiny under the weighty title of journalist.

For some time now newspaper men, particularly the members of the American Newspaper Publishers' Association, have labored diligently in an almost fruitless effort to abrogate the free space grafter. In some instances, particularly in the smaller cities, there have been results—for journalists and newspaper men are closer together in smaller cities than they are in the really big places—but the journalist of smaller cities naturally looks to journalists of New York, Chicago, Philadelphia and Boston to set the pace, and the work of reform is consequently slow.

Advertising agents have gone on record as having said that they buy space in magazines for their clients because they want the space, and have to buy it, and that they do not buy newspaper space because they can get it free.

There are men aplenty who are making good livings writing "stories" that get past editors and get into the "news" columns, obviating the necessity of using the advertising columns of newspapers.

Newspaper men recognize this condition and deplore it, but seem to be powerless in their efforts to get journalists to see it.

There is one advertising agency that has a contract which specifies that it shall be paid "agent's commission" for all free write-ups obtained.

Two particularly glaring press agent stunts which have recently been "pulled off" in New York City and Boston are splendid specimens of how journalists are worked and how newspaper men have to pay the price.

D. W. Griffith produced a big moving picture which he labeled "The Birth of a Nation." It is a great picture. It is a picture that has received universal praise, and is being shown at two dollars a seat at the Liberty Theatre, New York, and Tremont Temple, Boston.

It was liberally advertised and liberal press notices were given—and then came the "plant."

The picture follows Thomas Dixon's novel "The Clansman," and Dixon's love and affection for "niggers" is plainly shown. So the busy little publicity agent "planted" indignation meetings, held by "prominent colored people," who protested vigorously against the showing of the picture—and New York and Boston journalists immediately fell hard for it and gave it first page, scare head, top of column position free write-ups—and seemed to think it was "news."

There was nothing particularly new in the stunt. Olga Nethersole worked the press of the country to a fare you well along the same lines, when "Sapho" was heralded as indecent and filled houses for her wherever she went.

Newspaper men generally recognized this as a salted mine, but were powerless to prevent journalists from making themselves the laughing stock of printers, newsboys and readers, who recognized the whole thing as a plant.

Susanna Crocraft, a mail order beauty doctor of Chicago, who has been a magazine advertiser for years—using from one inch to one page space to exploit her automatic weight regulator—has never been particularly keen for newspaper space, particularly if it cost her any money.

But on April 27 the New York Evening World commenced a series of five articles, interviews with this woman.

These interviews were written by Margaret Moore Marshall, and in them Susanna gave much interesting data and information regarding her "system."

Each article was profusely illustrated with pen sketches and each article carried a half-tone picture of Susanna Crocraft—a reproduction of one of the pictures used in her magazine advertisements, linking the stories with the ads, for Susanna Crocraft's ads, like Mennen's Talcum ads, are used principally to familiarize the general public with a face.

Now this is press agent stuff of the most glaring kind, and excited curiosity which led to inquiry.

In the business office of The World inquiry was made as to "how it happened" and the answer was given that it was up to the editorial department—and that it would be safe to bet any amount that the business office was no at fault.

In the journalistic, or brains department, the investigator got clear to the inner temple, or sanctum sanctorum, where the information was imparted, direct from the throne itself, that it was nobody's business why the stuff was run, and that his journalist's majesty did not care one tinker's whoop what the business office thought of the stunt.

This may be journalism—probably is, but it is hard, very, very hard, for a newspaper man to understand journalism, while journalists never will understand the newspaper business.

Meantime, advertisers will continue paying real money for magazine space and working newspapers for free space—such is journalism.



"From Press to Home Within the Hour"

Universal Home circulation is what makes the Evening Star of Washington, D. C., the great advertising medium that it is.

MAY NUMBER The New York Times CURRENT HISTORY A Monthly Magazine THE EUROPEAN WAR.

The current number, now on the news stands, maintains the high standards set by previous issues.

General Sir John French's Own Story—The Surrender of Przemysl—Battle of the Dardanelles—Official Story of Two Sea Fights—Chronology of the War, and many other articles combining to give a complete representation of the war up to date.

25 Cents a Copy—\$3.00 a Year

The New York Times Current History
Times Square New York

DETROIT SATURDAY NIGHT

is in itself a guarantee of its advertised products. It is unnecessary for the advertiser to discuss the honesty or reliability of his goods. The fact that the advertising was accepted by DETROIT SATURDAY NIGHT is sufficient guarantee to its readers.

Foreign Advertising Representatives

G. LOGAN PAYNE CO.

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

The Jewish Morning Journal

NEW YORK CITY

(The Only Jewish Morning Paper)

The sworn net paid average daily circulation of
The Jewish Morning Journal for **112,056**
six months ending March 31, 1915.

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

The Jewish Morning Journal prints more **HELP WANTED ADS.** than any paper in the city, excepting the New York World.

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

The 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 April was in excess of

156,000

A desirable advertising medium.

THE NEW ORLEANS ITEM

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

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

CHICAGO NEWS BUDGET.

Woodhead Declares Successful Advertising's Greatest Enemy Is the Quack and Faker—Big Delegation to Convention from Frisco—Press Club Golf Tournament—Blackmore and Katz New Firm of Specials—The Post's Anniversary.

(Special Correspondence.)

CHICAGO, May 4.—The success of business enterprises is linked inseparably with judicious advertising, William Woodhead, president of the Associated Advertising Clubs of the World, told the members of the ways and means committee of the Association of Commerce when he addressed them on April 28 at the Hotel La Salle.

Mr. Woodhead was in Chicago arranging for the world's convention of advertising clubs which meets here next month. He urged the prohibition by publishers of questionable advertisements. Drive out the quacks in the interest of advertising's good name, he said.

"No commercial activity," said he, "is so closely connected with every other commercial or industrial enterprise the world over, nor is any single line of business so interwoven into the fabric of our modern life, as that of advertising.

"The greatest enemy to successful advertising and to successful business is the quack and the faker, and the more money they contribute the greater the loss. Every time a man or woman is cheated by a bogus advertisement the pulling power of all advertising is so much weakened, because the faker and the publisher accepting the advertisement have taught just so many more people to distrust all advertising. There will be more advertisers, and they will get more and quicker results when the quacks and the fakers are driven out of business, and these associated advertising clubs are driving them out of business somewhere every day."

According to reports received at the convention headquarters, Texas will send one of the largest state delegations to the Eleventh Annual Convention of the Associated Advertising Clubs of the World which opens its four days' session in Chicago June 20.

The On-to-Chicago committee which discusses progress at its weekly luncheons, today gave out something of the convention activities of the Lone Star State which is preparing to "take in" this convention as it never has before.

The Dallas Advertising League is setting an example for the creation of enthusiasm. A local On-to-Chicago committee has been formed and a special meeting of the league recently was called under its auspices, in which the "travel spirit" was thoroughly inculcated in members by a series of short, snappy talks.

Fort Worth, the home of A. L. Schuman, executive committeeman of the national association, already has the ball rolling. Reports of increased activity likewise come from San Antonio, Houston, El Paso, and Beaumont. The "Texas special" train will arrive on June 19.

In response to a flood of inquiries as to reduced passenger rates for the convention Secretary Florea, of the local convention committee, announces he has obtained promises of reduced fares from every railway passenger association in the country.

"So no matter where the ad man lives," says Mr. Florea, "he can be accommodated. A flat two-cent rate for traveled miles will obtain from most points in the country."

Chairman Dunlap, of the local committee, last week addressed the St. Louis Advertising Club, which will bring 300 St. Louisans to the convention.

The Junior Advertising Association is planning a dinner dance to be held as soon as the organization's membership reaches 100, which will be within thirty days.

The Press Club golf tournament, concluded last week at Jackson Park, leaves D. J. Lavin, head of the Tribune art department and Howard M. Briceland, manager of the Tribune news bureau, tied

for the cup with scores of 86 strokes each. The date for the playoff has not been set. Paul Hammett, managing editor of the Drovers Journal, was second with 91, and Basil G. Wyrick, night news editor of the Associated Press, third, with a score of 92.

M. O. Blackmore and Meyer Katz have organized the firm of Blackmore & Katz, publishers' representatives. For eleven years Mr. Blackmore was advertising manager of the Inland Printer and also advertising manager of Inland Stationer and Business Equipment Journal. Mr. Katz was associated with him on the latter journal.

Charles M. Carr, business manager of the Carr Advertising Service, announces the addition to his firm of the Smyth Photo Studio, advertising specialists.

The Post celebrated its twenty-fifth anniversary on April 29 with a ninety-page edition. There are a few members of the original Post staff still working for the paper.

Percy Andrese, vice-president of the American Association of Foreign Language Newspapers, addressed the Traffic Club last week on "Personal Liberty."

"The Song Bird," a play written by Frederick and Mrs. Hatten, dramatic critics of the Herald, is experiencing a successful run at the Grand Opera House.

A bill to permit newspapers to receive railroad transportation in exchange for advertising is now before the State legislature.

Local newspaper illustrators have started plans for a celebration at some hotel, yet to be selected, on May 29.

Former City Attorney Piotrowski addressed the Press Club on the war last week. He predicted that a new Poland will arise after peace is declared.

D. J. Levin and H. M. Briceland tied for the first place in a contest for the Press Club golf trophy last week.

The Press Club is to book the production of a drama by local actors, to be given at the Auditorium May 26.

PRESS ASSOCIATIONS

The Pocket Publishers' League, consisting of the editors of Southern Indiana, will hold its quarterly meeting in Booneville, Ind., on May 8.

The Press Club of St. Louis, Mo., has set June 17 as the date for its third annual frolic. As in former years, a program of military, aquatic, drill, cabaret and other entertaining features will be provided.

Thomas R. Marshall, Vice-President of the United States, was the guest of honor at the formal opening of the New Orleans, La., Press Club on May 6. A number of mayors of neighboring cities and governors from nearby states were present at the ceremony.

The Press Club, of Los Angeles, Cal., has reorganized and moved into new quarters at 814 South Spring street. R. T. Van Ettisch, city editor of the Examiner, has been elected president of the organization.

The Executive Committee of the Arkansas Press Association has decided to hold the annual meeting of the Association in Harrison, Ark., on May 17 and 18. An excursion trip to various towns in the state will follow the meeting.

The Pittsburgh Press Club has purchased a three-story brick building which will be remodeled extensively for the club's headquarters. Since its formation several years ago the club has been very prosperous with a constantly increasing membership.

The annual convention of the South Carolina Press Association will be held at Chick Springs, June 28, 29 and 30. The morning sessions will be devoted to papers by members and the afternoon and evening sessions to addresses by invited speakers. Among those who will address the meeting are John L. McLaurin, M. L. Bonham, Rev. J. D. Crain, Rev. Plato T. Durham and S. P. G. Harding, a director of the national reserve bank system.

CENSORED TO DEATH

(Continued from page 1019.)

newspapers was changed. Mental indigestion resulted, with indigestion's usual attendants — peevishness, discomfiture and uneasiness. As a result, instead of England being engulfed in a wave of patriotism as is France and is Germany, she is today but half-acquainted with and half-enthused over the war. A nation whose patriotism has never been questioned, is distressed by unsatisfactory enlistments, labor troubles which are hampering the movements of her troops and the supplying of her ammunition. A large portion of the population is turning to the results of football matches and horse races before looking at the latest casualty lists. The government which is responsible for the present conditions is seeking everywhere, except in the right place, for the real cause of the unsatisfactory situation.

"Meanwhile it is turning a deaf ear to Lord Northcliffe and other English experts on publicity and the art of capturing public interest and attention; refusing to listen to newspaper men who know that British enthusiasm is being wet-blanketed and British people being placed in an absurd position before the world. And all because a blundering bureaucrat cannot recognize that the youngest reporter who has grasped the essentials of human interest writing can do more to stir a nation with a thousand word descriptive story than a statesman employing as his medium a laboriously penned 'White paper.'

DISTORTED ENGLISH VIEW.

"As a result of a scarcity of real newspaper information from the front, the English people have been given an entirely distorted idea of the importance of the part played by their troops on the Continent. They have not been able to appreciate what has been done by the French troops, and in consequence have an exaggerated importance of the part played by their own troops. On the other hand, the French, officers and men, and the general public are generous to a fault in their expressed appreciation of what the English have done, and even lean over backwards in their extremely modest depreciation of their own part in the Allies' efforts.

"The absurdity of the English censorship and the attendant newsgathering conditions which it has imposed has probably not been better illustrated than by the case of Will Irwin, and his story of the battle of the Ypres.

A CRITICAL DAY IN STRUGGLE.

"There can be little doubt but that when the final history of the war is written, October 31 will stand out as one of the most crucial days of the struggle. It was on this day that the Germans threw a force of six hundred thousand men against a thin little line of English Tommies whose total number did not exceed a hundred and twenty thousand men. On this day Sir John French, quitting his automobile and fighting in the trenches shoulder to shoulder with his own men, prevented a retreat of the British, took advantage of a tactical blunder on the part of a German commander and wrote his own name big in English military history.

"Will Irwin landed in London in February, and with an American reporter's nose for news, began to get a line on the really spectacular happenings of October 31. He pursued his investigations, talked to soldiers who had been in the fight, interviewed friends of Sir John French and the other officers who participated, and finally wrote a story of the day's conflict which, printed in the London Daily Mail, stirred England as no other piece of writing since the outbreak of the war. The result was that the article was published in pamphlet form, circulated all over the British Empire, and the sale of it has already mounted into the millions. As a result, Irwin was retained by the Daily Mail, and is now furnishing Englishmen with thrillers in the form of narratives of events that happened weeks and months ago—events which, but for the censorship, would have

appeared with intensified interest at the time they were actually happening.

"From the outset of the war, the French Government has shown much more of a disposition to favor newspapermen, especially American newspapermen, than has the British Government. They have been restrained, however, to a very large extent by the everywhere prevalent determination to have complete co-operation with the English. The fact that Lord Kitchener has been violently opposed to having correspondents at the English front—Kitchener himself is located in London, and consequently his own popularity does not suffer by reason of the scarcity of correspondents on the firing line—has caused the French to go much slower in the matter of courtesies to American newspapermen than would naturally have been the case. Recently, however, the French have broken away a bit, and so far as the United Press is concerned at least, we have had no recent cause for complaint.

A NEWSPAPERMAN'S PARADISE.

"Germany, however, has become the American newspaperman's paradise. The Germans are frankly striving for American popular sentiment. Though American newspaper methods are certainly far removed from German methods, the German Government has been exceedingly shrewd in recognizing that to secure publicity in America, it must resort to American methods and not attempt to accomplish its purposes through German methods applied in this country. As a result of this determination, the doors have been thrown open to American newspapermen, and they have been given every courtesy. They have not only been taken to the front and permitted to visit all the German lines, but wherever it has been possible, the established American correspondents in Germany—especially those representing American press associations—have been taken to the front at times when it seemed most likely that they would be present while important engagements were on. Even the intensely bitter antipathy of German officialdom to the attitude of the American Government on various questions of the war has not prevented the German soldier in the field from receiving the American newspaper man as a hail fellow well met and extending to him every possible courtesy and consideration.

VALUELESS COMMUNIQUE.

For American newspapermen in the war zone, the one great mystery is the attention and consideration American newspaper publishers give to the official communiques from the various countries. In Europe, interest in these communiques is secondary to most any other class of war news. It is generally recognized that all of the foreign governments use these communiques not only for the dissemination of such news as is *unimportant if true*, but they also use them for the circulation of certain misstatements of facts which they are anxious to get to the enemy. Each country knows that its communiques are picked up and printed in the countries of the enemy, and the instances which have been proven are innumerable where the communiques have contained statements sent out for the deliberate purpose of misleading the enemy. Even those people in Europe who in times past were in the habit of regarding all newspapermen as disciples of Baron Munchausen have now come to admit that when it comes to plain and fancy lying, the gentlemen who write the official communique have the most skillful newspaper fakirs backed into the amateur class.

Business Men Advertise Jamaica.

J. C. Monaghan, United States Consul at Kingston, Jamaica, W. I., reports that an aggressive advertising campaign is being waged by the business men of the island, to encourage tourists to come there. A Travel Association, organized four years ago, which has been allowed \$1,500 annually by the government, is this year seeking twice this sum to carry on its work. Hotel proprietors and merchants are of course very active in this field.

RECOGNIZED ADVERTISING AGENTS

OFFICIAL LIST PREPARED BY THE AMERICAN NEWS-PAPER PUBLISHERS ASSOCIATION
MAY 1ST, 1915.

- A**
- Allen Adv. Agency (Inc.), 116 W. 32d St., N. Y. City.
- American Sports Pub. Co. (Inc.), 21 Warren St., N. Y. City.
- Amsterdam Adv. Agency (Inc.), 1178 Broadway, N. Y. City.
- Anfenger, Louis E., Fullerton Bldg., St. Louis, Mo.
- Arkenberg-Machen Co. (Inc.), Produce Exchange Bldg., Toledo, Ohio (Classified).
- Armstrong, Collin, incorporated, 115 Broadway, N. Y. City.
- Atlas Adv. Agency (Inc.), 450 Fourth Ave., N. Y. City.
- Ayer, N. W., & Son, 300 Chestnut St., Philadelphia, Pa.; Fifth ave., Bldg., N. Y. City.
- Ayers, H. E., & Co., 164 Federal St., Boston, Mass.
- B**
- Baer, Joseph E. (Inc.), 347 Fifth Ave., N. Y. City.
- Balley-Hemington Co. (Inc.), Hippodrome Bldg., Cleveland, O.
- Baker Adv. Agency, Ltd. (Inc.), 16-20 Wellington St., East Toronto, Ont.
- Ballard Adv. Co. (Inc.), 1328 Broadway, N. Y. City.
- Barber, J. W., Adv. Agency (Inc.), 338 Washington St., Boston, Mass.
- Barnes, Jean Dean, 354 Fourth Ave., N. Y. City.
- Basham, Thomas E., Co. (Inc.), Inter-Southern Life Bldg., Louisville, Ky.
- Bates Adv. Co. (Inc.), 15 Spruce St., N. Y. City.
- Bates, J. D., Adv. Agency, 292 Main St., Springfield, Mass.
- Batten, Geo. Co. (Inc.), Fourth Ave. Bldg., N. Y. City.
- Bayer-Stroud Corporation, 200 Fifth Ave., N. Y. City.
- Benson, Campbell & Slaten, Corn Exchange Bank Bldg., Chicago, Ill.
- Birch-Field & Co. (Inc.), 110 W. 40th St., N. Y. City.
- Blackburn Adv. Agency, Patterson Bldg., Dayton, O.
- Blackman-Ross Co. (Inc.), 95 Madison Ave., N. Y. City.
- Blaine-Thompson Co. (Inc.), Fourth Nat. Bank Bldg., Cincinnati, O.
- Bloomingsdale-Weller Adv. Agency, 1420 Chestnut St., Philadelphia, Pa.
- Blum, Charles, Adv. Corporation (Inc.), 608 Chestnut St., Philadelphia, Pa.
- Bond, Arthur T., 20 Central St., Boston, Mass.
- Boston News Bureau Co. (Inc.), 30 Kilby Street, Boston, Mass.
- Bowers, Thos. M., Adv. Agency, Rector Bldg., Chicago, Ill.
- Brackett-Parker Co. (Inc.), 77 Franklin St., Boston, Mass.
- Bromfield & Field (Inc.), 171 Madison Ave., N. Y. City.
- Brooks, S. M., Adv. Agency, State Bank Bldg., Little Rock, Ark.
- Buchanan, John, Adv. Agency, 176 Federal St., Boston, Mass.
- C**
- Calkins & Holden (Inc.), 250 Fifth Ave., N. Y. City.
- Campbell-Ewald Co. (Inc.), 117 W. Fort St., Bank Bldg., Detroit, Mich.
- Canadian Advertising, Ltd. (Inc.), 4 Hospital St., Montreal, Canada.
- Capehart's Milkknown Methods (Inc.), 450 Fourth Ave., N. Y. City.
- Carpenter & Corcoran (Inc.), 26 Cortlandt St., N. Y. City.
- Chambers Agency (Inc.), Maison Blanche Bldg., New Orleans, La.
- Chappelow Adv. Co. (Inc.), International Life Bldg., St. Louis, Mo.
- Charles Adv. Service (Inc.), 23-25 E. 26th St., N. Y. City.
- Cheltenham Adv. Service (Inc.), 150 Fifth Ave., N. Y. City.
- Chesman, Nelson, & Co. (Inc.), 1127 Pine St., St. Louis, Mo.; Goddard Bldg., Chicago, Ill.; Fifth Ave. Bldg., N. Y. City; Times Bldg., Chattanooga, Tenn.
- Churchill-Hall, Inc., 50 Union Square, N. Y. City.
- Clark-Whitcraft Co. (Inc.), 41 So. 15th St., Philadelphia, Pa.
- Clarke, E. H., Adv. Agency (Inc.), Steger Building, Chicago, Ill.; 37 W. 39th St., N. Y. City.
- Clough, John I., Adv. Agency, Merchants Bank Bldg., Indianapolis, Ind.
- Cochrane, Witt, K., Adv. Agency (Inc.), Boyce Bldg., Chicago, Ill.
- Colton, Wendell P. (Inc.), 165 Broadway, N. Y. City.
- Cone, Andrew, Gen. Adv. Agency (Inc.), Tribune Bldg., N. Y. City.
- Constantine Adv. Co. (Inc.), Globe Bldg., Seattle, Wash.
- Cooke & Joerns Adv. Agency, 110 So. Dearborn St., Chicago, Ill.
- Cooper Adv. Co. (Inc.), Bankers' Investment Bldg., San Francisco, Cal.
- Corning Adv. Agency, Dispatch Bldg., St. Paul, Minn.
- Cowen Co. (Inc.), 50 Union Square, N. Y. City; John Hancock Bldg., Boston, Mass.
- Cramer-Krasselt Co. (Inc.), 354 Milwaukee St., Milwaukee, Wis.
- Crosby-Chicago (Inc.), Pullman Bldg., Chicago, Ill.
- Cross, J. H., Adv. Co. (Inc.), 1524 Chestnut St., Philadelphia, Pa.
- D**
- Dake Adv. Agency (Inc.), 432 South Main St., Los Angeles, Cal.; 121 Second St., San Francisco, Cal.
- Daken Adv. Agency, White-Henry Bldg., Seattle, Wash.
- Danielson & Son, 96 Westminster St., Providence, R. I.
- D'Arcy Adv. Co. (Inc.), International Life Bldg., St. Louis, Mo.
- Darlow Adv. Co. (Inc.), City Nat. Bank Bldg., Omaha, Neb.
- Dauchy Co. (Inc.), 9 Murray St., N. Y. City.
- Davis, J. W., Railway Exchange Bldg., Chicago, Ill.
- Debevoise, Foster, Co. (Inc.), 15 W. 38th St., N. Y. City.
- Decker, Henry, Ltd., Fuller Bldg., N. Y. City.
- Desharats Adv. Agency, Ltd., Unity Bldg., Montreal, Canada.
- Dietz, Ottomar, Adv. Bureau (E. E. Neugebauer), 140 Nassau St., N. Y. City.
- Doobs, William F., Danbury, Conn.
- Dollenmayer Adv. Agency (Inc.), Lincoln Bldg., Minneapolis, Minn.
- Donovan & Armstrong, Commonwealth Bldg., Philadelphia, Pa.
- Doremus & Co. (Inc.), 44 Broad St., N. Y. City.
- Doremus & Morse, 50 Pine St., N. Y. City.
- Dorland Adv. Agency, Preston Bldg., Atlantic City, N. J.; 366 Fifth Ave., N. Y. City.
- Doughty, Chas. L., 621 Main St., Cincinnati, O.
- Dukelow & Walker Co. (Inc.), 246 Washington St., Boston, Mass.
- Dunlap-Ward Adv. Co. (Inc.), 123 W. Madison St., Chicago, Ill.
- Dunne, Desmond Co. (Inc.), 30 E. 42d St., N. Y. City.
- Dyer, Geo. L. Co. (Inc.), 42 Broadway, N. Y. City.
- E**
- Earnshaw-Lent Co. (Inc.), 80 Maiden Lane, N. Y. City.
- Eddy, Louis O., Marshall Field Bldg., Chicago, Ill.
- Edwards, Geo. W., & Co., 328 Chestnut St., Philadelphia, Pa.
- Elliot, A. R. (Inc.), 62 W. Broadway, N. Y. City.
- Ellis, A. W., Co., 10 High St., Boston, Mass.
- Erickson Co. (Inc.), 381 Fourth Ave., N. Y. City.
- Erickson, E. N., Adv. Agency, 21 Park Row, N. Y. City.
- Erwin-Wasey & Jefferson (Inc.), 168 No. Michigan Blvd., Chicago, Ill.
- Ewing & Miles (Inc.), 1482 Broadway, N. Y. City.
- F**
- Fairfax, H. W., World Bldg., N. Y. City.
- Fenton & Gardiner (Inc.), 286 Fifth Ave., N. Y. City.
- Ferry-Hanly-Schott Adv. Co. (Inc.), Commerce Bldg., Kansas City, Mo.
- Fettinger, Theo. S., Adv. Agency, 790 Broad St., Newark, N. J.
- Finch, J. J., Adv. Agency, Inc., 1364 Broadway, N. Y. City.
- Finney, W. B., Adv. Co., Keith & Perry Bldg., Kansas City, Mo.
- Fisher-Steinbrugge Adv. Co. (Inc.), 1627 Washington Ave., St. Louis, Mo.
- Foley, Richard A., Adv. Agency (Inc.), Bulletin Bldg., Philadelphia, Pa.
- Fowler-Simpson Co. (Inc.), 1900 Euclid Ave., Cleveland, O.
- Frank, Albert, & Co. (Inc.), 26 Beaver St., N. Y. City.
- Fuller, Chas. H., Co. (Inc.), 623 So. Wabash Ave., Chicago, Ill.; Morgan Bldg., Buffalo, N. Y.
- Fuller & Smith, Engineers Bldg., Cleveland, O.
- G**
- Gagner Adv. Service, Graphic Arts Bldg., Toronto, Can.
- Gardner Adv. Co. (Inc.), Kinloch Bldg., St. Louis, Mo.
- Globe Adv. Agency (Inc.), 85 Washington St., South Norwalk, Conn.
- Goldsmith Co., 297 Market St., Newark, N. J.
- Gould, M. P., Co., 120 West 32d St., N. Y. City.
- Goulston, Ernest J., Adv. Agency, 18 Tremont St., Boston, Mass.
- Gray, F. A., Adv. Co., Dwight Bldg., Kansas City, Mo.
- Green, Carl M., Co. (Inc.), Free Press Bldg., Detroit, Mich.
- Greve, S., Agency, Oppenheim Bldg., St. Paul, Minn.
- Greenleaf Co. (Inc.), 185 Devonshire St., Boston, Mass.
- Guenther, Rudolph (Inc.), 115 Broadway, N. Y. City.
- Guenther-Bradford Co. (Inc.), 64 W. Randolph St., Chicago, Ill.
- Gundlach Adv. Co. (Inc.), Peoples Gas Bldg., Chicago, Ill.
- H**
- Hamilton, J. R., Adv. Agency, Hearst Bldg., Chicago, Ill.
- Hannf-Metzger (Inc.), 95 Madison Ave., N. Y. City.
- Hannah, Henry King, 277 Broadway, N. Y. City.
- Hanser Agency, Kinyeg Bldg., Newark, N. J.
- Haulenbeck, G. H., Adv. Agency (Inc.), 2 W. 45th St., N. Y. City.
- Haven, Edwin H., 175 5th Ave., N. Y. City.
- Hays Adv. Agency, 196 Main St., Burlington, Vt.
- Hilbison & Bro., 116 Nassau St., N. Y. City.
- Hicks Adv. Agency (Inc.), 132 Nassau St., N. Y. City.
- Hill, W. S., Co. (Inc.), Vandergrift Bldg., Pittsburgh, Pa.
- Hill, Albert P., Co. (Inc.), First National Bank Bldg., Pittsburgh, Pa.
- Holmes, Frances, 524 South Spring St., Los Angeles, Cal.
- Honig Adv. Service, Wells Fargo Bldg., San Francisco, Cal.
- Hoopes, E. M., 1303 Rodney St., Wilmington, Del.
- Hoops Adv. Co. (Inc.), Tribune Bldg., Chicago, Ill.
- Houghton, Walter L., Adv. Agency (Inc.), 81 4th Ave., N. Y. City.
- Howard, E. T., Co., Inc., 432 Fourth Ave., N. Y. City.
- Howland, H. S., Adv. Agency, Inc., 20 Broad St., N. Y. City.
- Hoyt's Service, Inc., 120 W. 32d St., N. Y. City; 14 Kilby St., Boston, Mass.
- Hull, W. H. H., & Co. (Inc.), Tribune Bldg., N. Y. City.
- Humphrey, H. B., Co. (Inc.), 44 Federal St., Boston, Mass.
- Husband & Thomas Co. (Inc.), 25 E. Washington St., Chicago, Ill.
- I**
- Ireland Adv. Agency (Inc.), 136 So. Fourth St., Philadelphia, Pa.
- Ironmonger, C., Adv. Agency, 18-20 Vesey St., N. Y. City.
- J**
- Johnson Adv. Corporation (Inc.), 20 E. Jackson Boulevard, Chicago, Ill.
- Johnson, Chas. J., 52 Broadway, N. Y. City.
- Johnson-Dallis Co. (Inc.), Greenfield Bldg., Atlanta, Ga.
- Johnston-Ayres Co. (Inc.), 525 Market St., San Francisco, Cal.
- Jones, Wylie B., Adv. Agency (Inc.), Binghamton, N. Y.
- K**
- Kastor, H. W., & Sons Adv. Co. (Inc.), Mercantile National Bank Bldg., St. Louis, Mo.; Lytton Bldg., Chicago, Ill.; Commercial Trust Bldg., Kansas City, Mo.
- Kay, J. Roland, Co. (Inc.), 123 W. Madison St., Chicago, Ill.
- Keane, N. W., 99 Nassau St., N. Y. City.
- Kiernan, Frank & Co., 189 Broadway, N. Y. City.
- Kirtland, B. F., Adv. Agency, Lytton Bldg., Chicago, Ill.
- Klein, Chas. J., 230 W. 99th St., N. Y. City.
- Koch, Otto J., Adv. Agency (Inc.), University Bldg., Milwaukee, Wis.
- Kollock, Edward D., 201 Devonshire St., Boston, Mass.
- L**
- Lawyers' Adv. Co. (Inc.), 95 Liberty St., N. Y. City.
- Leedy, John M., 41 Park Row, N. Y. City.
- Lee, L. K., Dispatch Bldg., St. Paul, Minn.
- Lesan, H. E., Adv. Agency (Inc.), 440 Fourth Ave., N. Y. City; Old Colony Bldg., Chicago, Ill.
- Levey, H. H., Marblebridge Bldg., N. Y. City.
- Levin & Bradt Adv. Agency, 1269 Broadway, N. Y. City.
- Lewis Agency (Inc.), District National Bank Bldg., Washington, D. C.
- Lord & Thomas (Inc.), Mallers Bldg., Chicago, Ill.; 341 Fifth Ave., N. Y. City.
- Loyd, Sam, Adv. Agency, 246 Fulton St., Brooklyn, N. Y.
- Lyddon & Hanford Co. (Inc.), Cutler Bldg., Rochester, N. Y.; 200 Fifth Ave., N. Y. City.
- M**
- McAtamney, Hugh Co., Woolworth Bldg., N. Y. City.
- McCann, H. K., Co. (Inc.), 61 Broadway, N. Y. City.
- McGuckin, Eugene, Co., 105 No. 13th St., Philadelphia, Pa.
- McJunkin, Wm. D., Adv. Agency (Inc.), 35 So. Dearborn St., Chicago, Ill.
- McKim, A., Ltd., Lake of the Woods Bldg., Montreal, Can.
- McMullen, Robt. M., Co. (Inc.), Cambridge Bldg., N. Y. City.
- Maclay & Mullally Bros., 60 Broadway, N. Y. City.
- MacManus Co. (Inc.), Detroit Journal Bldg., Detroit, Mich.
- MacMartin Adv. Co., Security Bank Bldg., Minneapolis, Minn.
- Macpherson-McCurdy, Ltd. (Inc.), Bell Block, Winnipeg, Can.
- Mahin Adv. Co. (Inc.), 104 S. Michigan Ave., Chicago, Ill., 30 E. 42nd St., N. Y. City.
- Mallory, Mitchell & Faust (Inc.), Security Bldg., Chicago, Ill.
- Marsh, Edward H., Adv. Agency, Besse Bldg., Springfield, Mass.
- Messingale Adv. Agency (Inc.), Candier Bldg., Atlanta, Ga.
- Mathews, R. A., Adv. Corp., 140 So. Dearborn St., Chicago, Ill.
- Matos-Menz Adv. Co. (Inc.), Bulletin Bldg., Philadelphia, Pa.; Tribune Bldg., N. Y. City.
- Metropolitan Adv. Co. (Inc.), 6 Wall St., N. Y. City.
- Mitchell, Geo. L., & Staff (Inc.), 421 Chestnut St., Philadelphia, Pa.
- Moffett-Lynch Adv. Co. (Inc.), Munsey Bldg., Baltimore, Md.
- Morgan, J. W., Adv. Agency, 44 E. 23d St., N. Y. City.
- Morris, Herbert M., Adv. Agency, 400 Chestnut St., Philadelphia, Pa.
- Morse Adv. Agency, 35 Milwaukee Ave. W., Detroit, Mich.
- Morse International Agency (Inc.), Dodd-Mead Bldg., N. Y. City.
- Moscor, Adv. Service, Munsey Bldg., Baltimore, Md.
- Moss-Chase Co. (Inc.), 110 Franklin St., Buffalo, N. Y.
- Muller, J. P., & Co. (Inc.), 220 West 42d St., N. Y. City.
- Mumm-Romer Co. (Inc.), Spahr Bldg., Columbus, O.
- Murray Hill Adv. Agency, 200 E. 23d St., N. Y. City.
- Murray, John F., Adv. Agency (Inc.), 17 Battery Place, N. Y. City.
- N**
- Newitt Adv. Agency (Inc.), Hollingsworth Bldg., Los Angeles, Cal.
- Nicholas-Finn Adv. Co. (Inc.), 222 South State St., Chicago, Ill.; 71 W. 23d St., N. Y. City.
- Nolley Adv. Agency (Inc.), Light, Lombard and Balderston Sts., Baltimore, Md.; 1528 Broadway, N. Y. City.
- Norris-Patterson, Ltd., Mail Bldg., Toronto, Can.
- Northwestern Adv. Agency, Essex Bldg., St. Paul, Minn.
- O**
- O'Keefe, P. F., Adv. Agency, 43 Tremont St., Boston, Mass.
- O'Malley Adv. & Selling Co., Old South Bldg., Boston, Mass.
- O'Shaughnessy Adv. Co. (Inc.), Westminster Bldg., Chicago, Ill.
- Oman & Smith (Inc.), Bulletin Bldg., Philadelphia, Pa.; Oppenheimer Adv. Agency, Fort Smith, Ark.
- Oppenheimer Adv. Agency, Fort Smith, Ark.
- P**
- Palmer Adv. Service, Butte, Mont.
- Pearsall, W. Montague, 203 Broadway, N. Y. City.
- Philadelphia News Bureau, 432 Sansom St., Philadelphia, Pa.
- Picard & Co., Inc., 286 Fifth Ave., N. Y. City.
- Plattner, M., 93 Nassau St., N. Y. City.
- Pomeroey Advertising, Brunswick Bldg., N. Y. City.
- Potts-Turnbull Adv. Co. (Inc.), Gloyd Bldg., Kansas City, Mo.
- Powers, John O., Co. (Inc.), 11 W. 25th St., N. Y. City.
- Powning, Geo. G., & Son (Inc.), New Haven, Conn.
- Presbrey, Frank, Co. (Inc.), 456 Fourth Ave., N. Y. City.
- Prutner & Collier Co. (Inc.), Commercial Tribune Bldg., Cincinnati, O.; 16 E. 33d St., N. Y. City.
- R**
- Read-Miller Co. (Inc.), 102 1/2 So. Broadway, Los Angeles, Cal.
- Reardon Adv. Co. (Inc.), Quincy Bldg., Denver, Colo.
- Remington, E. P., Agency, 1280 Main St., Buffalo, N. Y.
- Richards, Jos. A., & Staff (Inc.), 9 E. 40th St., N. Y. City.
- Roberts & MacAvlinche, 30 No. Dearborn St., Chicago, Ill.
- Rose, Irwin Jordan, 39 W. 32d St., N. Y. City.
- Rohland Adv. Agency (Inc.), 1790 Broadway, N. Y. City.
- Rowlatt, F., Albany; 26-28 Adelaide St., West, Toronto, Can.
- Ruland, O. W., 70 5th Ave., N. Y. City.
- Ruthrauff & Ryan, 450 Fourth Ave., N. Y. City.
- S**
- St. Clair, Wm. G., Co., Witherspoon Bldg., Philadelphia, Pa.
- St. Paul Adv. Co., St. Paul, Minn.
- Sandlass, L. A., 7 Clay St., Baltimore, Md.
- Savage, Geo. M., Adv. Agency, Newberry Bldg., Detroit, Mich.
- Scheck Adv. Agency, 9 Clinton St., Newark, N. J.
- Seaman, Frank (Inc.), 116 W. 32d St., N. Y. City.
- Seeds, Russel M., Co. (Inc.), Central Union Telephone Bldg., Indianapolis, Ind.
- Sehe Adv. Agency, City Hall Square Bldg., Chicago, Ill.
- Shaffer, J. Albert, Star Bldg., Washington, D. C.
- Sharpe, W. W., & Co. (Inc.), 99 Nassau St., N. Y. City.
- Shaughnessy, M. J., & Co., Temple Court, N. Y. City.
- Shaw Adv. Co., Transportation Bldg., Chicago, Ill.
- Sherman & Bryan (Inc.), 79 Fifth Ave., N. Y. City.
- Sherwood, B. R., 367 Fulton St., Brooklyn, N. Y.
- Slimway, Franklin P., Co. (Inc.), 373 Washington St., Boston, Mass.
- Slidener-Van Riper Adv. Co. (Inc.), Merchants Bank Bldg., Indianapolis, Ind.
- Siegfried Co. (Inc.), 50 Church St., N. Y. City.
- Simpson, Showalter & Barker (Inc.), Vandergrift Bldg., Pittsburgh, Pa.
- Singleton, J. F., Co., Citizens Bldg., Cleveland, O.
- Smith, C. Brewer, Adv. Agency, 85 Devonshire St., Boston, Mass.
- Smith, El., Everett, Adv. Agency, Mutual Life Bldg., Philadelphia, Pa.
- Snitzler Adv. Co. (Inc.), Hearst Bldg., Chicago, Ill.
- Sommer, Fred. N., 810 Broad St., Newark, N. J.
- Spaford Adv. Agency, John Hancock Bldg., Boston, Mass.
- Spanglow Adv. Agency, American Trust Bldg., Birmingham, Ala.
- Stack Adv. Agency (Inc.), Heyworth Bldg., Chicago, Ill.
- Standish, G. S., Adv. Agency, Lapham Bldg., Providence, R. I.
- Sternberg, H., Sumner, Co., Inc., 381 Fourth Ave., N. Y. City.
- Stevens, Hermon W., Agency, Globe Bldg., Boston, Mass.
- Stewart-Davis Adv. Agency, Kesner Bldg., Chicago, Ill.
- Stiles, William A., Adv. Agency, 123 W. Madison St., Chicago, Ill.
- Stockman, A. M., Adv. Agency, 20 Vesey St., N. Y. City.
- Storni, J. P., 35 W. 39th St., N. Y. City.
- Strang & Prosser Adv. Agency, Alaska Bldg., Seattle, Wash.
- Street & Finney (Inc.), 171 Madison Ave., N. Y. City.

(Continued on page 1042.)

AD FIELD PERSONALS.

H. L. Whittemore, manager of the shoe department of the O'Sullivan Rubber Heel Company, of New York City, has been appointed advertising manager of the Autocar Company, of Ardmore, Pa.

Francis D. Bowman, advertising manager of the Carborundum Company, Niagara Falls, N. Y., addressed the members of the Ben Franklin Club of Cleveland, Ohio, at the closing meeting and banquet of the season, on April 27.

George Crittenden, formerly advertising manager of the Kritt Motor Car Company, of Detroit, Mich., has become head of the sales promotion department of the Regal Auto Company of that city.

Alfred O. Dunk has been appointed advertising manager of the Puritan Machine Company of Detroit, Mich.

Herbert R. Hyman, former publicity director of the Bobbs-Merrill Company, has been appointed advertising supervisor of the Cole Motor Car Company of Indianapolis, Ind.

M. C. Meigs, former advertising manager of the J. I. Case Threshing Machine Company, is now a member of the sales force of Lord & Thomas, Chicago, Ill.

J. P. Beck, publicity manager of the Universal Portland Cement Company, of Chicago, has resigned. He is succeeded by Robert F. Hall, who for several years has been connected with the sales department of the Universal Company. Mr. Beck has been with the company for eight years.

W. E. Reynolds, advertising manager of the Lindell Dry Goods Company, St. Louis, writes: "I appreciate much the circulation statements published in current issue. Fine!"

H. E. Denegar has resigned his position as publicity and convention director of Asbury Park, N. J., where he has served the municipal authorities the past nine years. He has organized a publicity and tourist bureau for the Jersey coast resorts and will have headquarters in New York.

Frank M. Eldridge, who has had considerable experience in agency work, has been appointed advertising manager of the Puritan Machine Company, New York.

Claude Abel, formerly of New York American, has joined the advertising staff of the New York Press.

Charles J. Brill, sporting writer on the Oklahoman, Oklahoma City, has resigned to become associated with Jess Willard as publicity agent.

R. J. Sylvia, who has been connected with the New York office of the Philadelphia (Pa.) Press since November, 1912, has resigned to accept a position on the Boston Globe advertising staff. Boston is Mr. Sylvia's old home, and he is making the change principally on that account.

E. St. Elmo Lewis, formerly advertising manager of the Burroughs Adding Machine Co., and now vice-president of the Art Metal Construction Co. of Jamestown, N. Y., has been elected president of the Board of Commerce of that city.

Gleeson Murphy, for the last few years manager of the Detroit (Mich.) branch of the H. K. McCann Company of New York City, has resigned, and is now associated with Carl S. von Poettgen, of Detroit.

Alfred O. Dunk, former manager of New York City and Denver, Colo., advertising agencies, has been engaged as advertising manager of the Puritan Machine Company, of Detroit, Mich.

Robert F. Hall has been elected publicity manager of the Universal Portland Cement Company, with headquarters in Chicago, Ill. Mr. Hall has been connected with the sales department of the company for the past six years.

Frederick K. Reybold, of the Philadelphia North American, has been made managing editor of the Wilmington (Del.) Every Evening.

Walter Mueller, sales and advertising manager of the wholesale perfume department of A. A. Vantine & Co., Inc., was elected secretary of the Manufacturing Perfumers' Association of the United States, at their annual meeting in New York City, April 27 to 29.

R. B. Dort, formerly manager of foreign advertising for the Albany (N. Y.) Knickerbocker Press, has been appointed advertising manager of the Dort Motor Company of Flint, Mich.

H. W. Sehl, formerly associated with Stanley Clague in the advertising business in Chicago, Ill., has opened the Sehl Advertising Agency in that city.

De Forrest Porter, for many years engaged in advertising work in Buffalo, N. Y., has opened an agency of his own in that city. Mr. Porter is just concluding a successful term as president of the Buffalo Ad Club.

NEW AD INCORPORATIONS.

DOVER, DEL.—Attraction Advertising Company; \$50,000. F. R. Hansell, Philadelphia, and George H. B. Martin and S. C. Seymour, Camden, N. J.

CLEVELAND, O.—The Popular Products Profit-Sharing Company; \$500,000. Joseph H. Dyer, A. C. Armstrong, J. B. Merriam, L. E. Jones, W. D. Gardner, William G. Rippey, W. H. Redwine.

NEW YORK, N. Y.—Van Benschoten Advertising Agency; \$15,000. F. R. and J. C. Van Benschoten, Syracuse, N. Y.

LIVE AD CLUB NEWS.

The Advertising Club, of St. Louis, Mo., is organizing a baseball team from its seven hundred members, each of whom will be given a try-out. The nine's principal engagement will be in Chicago on June 20, when it will play the Chicago Advertising Club's team.

The Association of National Advertisers affiliated with the Association of Advertising Clubs of the World, held a three-day session at the Hotel Statler, in Cleveland, Ohio, beginning April 28. One hundred and ten representatives of national advertisers were in attendance.

A code of principles to govern the stand of the Fort Worth (Texas) Ad Men's Club on all advertising schemes is being prepared by a special club committee. This action is being taken as a means of protecting the Fort Worth merchants from fake advertising schemes.

The Youngstown (Ohio) Advertising Club has selected May 18 as the date for holding their first Press night. A banquet will be given at which representatives of all civic organizations and a

number of well known newspaper men will be the speakers.

The Baltimore Advertising Club held a large and enthusiastic meeting last week on the roof garden of the Emerson Hotel in connection with their campaign to obtain a thousand new members. Mayor Preston and Col. J. W. Hook addressed the gathering and the performers at the Hippodrome and the members of the Aborn Opera Company furnished some fine entertainment.

The Western Advertising Golfers' Association, of Chicago, is planning a monthly series of one-day golf tournaments to be held throughout the summer and fall. The first one will be staged this month.

Bradfield to King Motor Co.

H. C. Bradfield, of Indianapolis, Ind., formerly advertising manager of the Cole Motor Car Co., has joined the organization of the King Motor Car Co. of Detroit, Mich.

Mr. Bradfield is an enthusiastic advocate of newspaper advertising for automobiles, and will no doubt produce some big business in his new connection.

Ditchett vs. Hoge, re Coupons.

The New York Advertising Men's League, at the Aldine Club on May 11, will listen to an address by S. H. Ditchett, editor of the Dry Goods Economist, in opposition to the profit-sharing coupon. F. Hunter Hoge, of Frank Seaman, Inc., will speak in favor of the coupon plan.

Huntsman Moves Up.

R. F. R. Huntsman is getting up in New York business circles. His latest move is to a suite of offices on the 46th floor of the Woolworth Tower. He has taken the Manhattan office of the Brooklyn Standard Union with him.

PUBLISHER'S NOTICE.

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

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

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

The columns are 13 picas. Advertising Rates: Transient Display, 25c. an agate line.

Liberal discounts are allowed on either time or space contracts.

Small advertisements under proper classification will be charged as follows: For Sale and Help Wanted, fifteen cents a line; Business Opportunity and Miscellaneous, twenty-five cents a line, and Situations Wanted, ten cents a line, count six words to the line.

The Editor and Publisher can be found on sale each week at the following news-stands:

New York—World Building, Tribune Building, Park Row Building, 140 Nassau street, Manning's (opposite the World Building), 33 Park Row; The Woolworth Building, Times Building, Forty-second Street and Broadway, at basement entrance to Subway; Brentano's Book Store, Twenty-sixth Street and Fifth Avenue and Mack's, opposite Macy's on Thirty-fourth Street.

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

Pittsburgh—Davis Book Shop, 416 Wood Street.

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

Chicago—Post Office News Co., Monroe Street.

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

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

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

Publisher's Representative

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

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

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

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

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

GLASS, JOHN, 1156-1164 Peoples Gas Bldg., Chicago.

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

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.

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

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

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

VERREE & CONKLIN, INC., 225 Fifth Ave., New York. Tel. Madison Sq. 962.

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

Advertising Agents

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

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

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

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

HOWLAND, H. S., ADV. AGENCY, INC., 20 Broad St., New York. Tel. Rector 2573.

LEVEY, H. H., Marbridge Bldg. Tel. Greeley 1677-78.

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

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

Established 1892

DUHAN BROTHERS

Distributing
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WHOLESALE DEALERS IN
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CANADIAN JOTTINGS.

Newspaper Scrap at Montreal—Russia Wants War Cartoons—Effect of War Taxes on Advertising—Campaigns to Provide Smokes for Soldiers—Several Libel Suits Brought by Postmaster General Attract Much Attention.

(Special Correspondence.)

TORONTO, May 2.—Montreal newspaper circles are exercised at present over an alteration in which the Daily Mail and the Herald-Telegraph are involved. Two directors of the former paper sold to the Dominion Government certain property lying near the Grand Trunk Station, to be used as a sub-postal station. The Herald-Telegraph published articles commenting on the transaction, charging among other things, that an excessive price had been paid for the property. Last Friday, on the complaint of M. E. Nicholls, managing director of the Daily Mail, a summons was issued, calling upon H. Gordon Smith, managing editor, and H. H. Leithead, secretary-treasurer of the Herald Publishing Co., to appear before the court and answer a charge of criminal libel. The court also granted a petition for a warrant to search the Herald premises for the original manuscripts of the alleged libelous articles.

RUSSIA WANTS CLIPPINGS.

A somewhat unique order was received recently by the press clipping department of the Night Directories, Ltd., Toronto. The Russian Government asked for clippings of all cartoons which have appeared in Canadian newspapers bearing on the war. Some of them are to be placed on file in a museum in Petrograd, while others are to be reproduced in Russian papers.

H. E. Willmot, for several years representative of the Toronto Globe in the Press Gallery of the Ontario Legislature, has received an appointment as publicity agent of the conservative party in the province with a nominal position on the editorial staff of the Toronto News.

Canada's new war taxes came into effect recently. There is now a one-cent impost on all first-class mail matter, to be prepaid by a special stamp. Newspaper publishers anticipate that some of the money which went heretofore into circulars will be diverted into the advertising columns of the press.

J. E. Scott, circulation superintendent of the Globe and a member of the staff for 25 years, was presented with a sectional bookcase and an engraved gold watch on leaving to accept a similar position with Toronto Saturday Night.

Following the example of the Calgary Herald; the Regina Leader, Montreal Gazette and Ottawa Journal have started cigarette and tobacco campaigns for Canadian soldiers in over-seas service. Subscriptions of 25 cents or \$1 are asked for, for which packages containing cigarettes, tobacco and matches are sent from London, freight and duty free, to the troops at the front. The names of donors are published in the papers and they have the privilege of enclosing a card with each package.

POSTMASTER WANTS DAMAGES.

The Montreal Herald and Le Soleil, of Quebec, are being sued for libel by former Postmaster-General Pelletier in connection with statements made relative to the purchase of property near the Bonaventure Station, Montreal, for postal purposes. The Herald charged that the transaction involved a conspiracy to hold up the government for a much greater sum than the property was worth and that revelation concerning it led to the resignation of a federal minister, Mr. Pelletier's name being implied.

Considerable apprehension is being felt at the moment over the condition of W. M. O'Beirne, publisher of the Stratford Beacon and president of the Canadian Press Association, who suffered a stroke of paralysis last week. The seriousness of the case may be judged from the fact that a request has come to the head office of the association that some one should be named to take over Mr. O'Beirne's duties for the balance of his term and a

meeting of the managing board has been called for the purpose.

At least two young Canadian newspapermen lost their lives last week in the Battle of Langemark, in which the Canadian division was engaged. Lieut. Joseph Adolph Dansereau, who was adjutant of the 48th Highlanders of Toronto at the time of his death, was a son of C. A. Dansereau, editor of Montreal La Presse; Lieut. Harvey B. McGuire was a son of B. McGuire, editor of the Orangeville Banner. Both were talented young journalists and very popular.

CORRESPONDENTS RETURN.

The Canadian war correspondents are straggling home, having come to the conclusion that it was quite useless to stay where they could not pick up even a crumb of news. W. Marchington, of the Toronto Globe; C. Beresford Topp, of the Mail and Empire, and J. A. McLaren, of the World, are all back this week.

INDIANA EDITORS MEET.

New Organization Formed at Two Day Conference at State University.

President William L. Bryan, of Indiana University, welcomed over one hundred newspaper men from all parts of the State at the opening session of the Indiana Newspaper Conference, held at the University of Indiana, at Bloomington, on April 29. Mrs. Mindwell C. Wilson, of the Carroll County Citizen, responded.

The meetings were crowded full of discussions of technical newspaper problems. Richard Waldo, advertising manager of the New York Tribune, and Don C. Seitz, of the New York World, were unable to be present, but their papers on "Putting the Newspaper on the Advertising Map" and "Making Small Papers Pay Profits" were read. Among the speakers who addressed the conference were: Claude D. McVey, Lebanon Pioneer, on "The Country Correspondence"; U. H. Smith, of Indiana University, on "A Cost System for the Country Newspaper"; George E. Lockwood, Muncie National Republican, on "The Editorial Page," and Julian Hogate, of the Danville Republican, on "The Obligation Upon the Press."

The Bloomington Chamber of Commerce were the hosts of the editors at a banquet on the night of April 29. Sanford F. Tetir, president of the Chamber of Commerce, was toastmaster, the speakers on this occasion being Miss Blanche C. Foster, president of the Women's Press Club of Indiana; Charles C. Sefrit, Washington Herald; Congressman Henry A. Barnhart; J. F. Warfield, Ladoga Leader, president Indiana Associated Weeklies; A. W. McKeard, of Indianapolis, and Oscar H. Cravens, Bloomington World.

A preliminary organization of what is intended to be a permanent non-political association was formed. The members of this organization feel that a great deal of time is wasted at editorial association meetings and hope to establish permanent headquarters at Indianapolis, where they may seriously discuss real newspaper problems. The officers of the association are: Charles G. Sefrit, Washington Herald, president; Miss Blanche C. Foster, vice-president; Lew G. Ellingham, Decatur Democrat, secretary, and Mrs. Mindwell C. Wilson, treasurer.

Peekskill Evening News Sold.

Within the last few days a contract has been executed by which the ownership of the Peekskill (N. Y.) Evening News was transferred by the estate of Ralph W. Shertzinger to W. H. H. MacKellar, of Peekskill. During the life time of Mr. Shertzinger, the Evening News was one of the most important small dailies of the Hudson Valley and under the ownership of Mr. MacKellar, who is a prominent business man of Peekskill, the paper should continue its prosperous condition. Mr. MacKellar has had some newspaper experience on the Evening News. This transfer was effected through Harwell, Cannon & McCarthy, newspaper brokers, Times Building, New York City.

BOSTON'S ACTIVITIES.

Travel Coupons Extensively Advertised in the Daily Newspapers—Pilgrims to Visit New Haven and Put on a Show—Women's Publicity Club Meets A Few Personals About the Live Ones.

(Special Correspondence.)

BOSTON, May 5.—The big feature in newspaper advertising during the past week has been the large amount of space used by the New England Trade Travel Company in calling the attention of the women of New England to their "travel coupons." The advertising states that the company "offers a mile of travel for a dollar of trade." The idea is for women to patronize certain stores, where coupons may be obtained. When a sufficient number of these coupons have been collected they may be exchanged for railroad, steamboat or trolley tickets. Wood, Putnam & Wood are placing this advertising.

The New Haven Publicity Club has invited the Pilgrim Publicity Association to put on a show at their meeting May 19. The "show crowd" of the P. P. A. has accepted this invitation and is making plans, under the direction of Carroll Swan, for one of the best shows ever staged by the P. P. A. The members who went to Springfield recently in a special car to attend a meeting of the Springfield Publicity Association made a great hit with the show they put on.

W. Carroll Hill, who has been doing the publicity work for the Suff's, has resigned. The position is now being filled by William McMasters, who has written the Gale & Kent tailoring advertising for years. Mr. Hill is now doing general publicity work.

The Riker Jaynes Company is using hundreds of lines of space in the Boston newspapers on a spring campaign.

In an address before the Women's Publicity Club at the Thorndike the Rev. William H. Van Allen declared that there is too much lying in business, politics and social life. Rev. Van Allen was speaking on the subject of "Truth." Mrs. George B. Gallup presided at the luncheon and meeting. Among other speakers at the luncheon were Mr. Gallup, newly elected president of the P. P. A.; Major Patrick O'Keefe, retiring president, and William Woodhead of San Francisco. Mrs. Eleanor H. Porter was guest of honor.

The reproach that Americans regard the truth carelessly Dr. Van Allen attributed to the fact that American humor, which encourages exaggeration and the use of the hyperbole, is misunderstood by other nations and to the American habit of wishing to say something pleasing at the sacrifice of our real feelings.

Mr. Woodhead said, among other things, that every woman is a horn advertiser. "Two-thirds of the advertising written by men could be just as well done by women because it is advertising women's apparel. Truth is the great business principle of advertising, and Mrs. Consumer holds the key to the situation. When she insists on getting the value of her money from that moment advertising will be truthful."

H. F. Brock, city editor of the Post, recently addressed the students of Harry B. Centers' class in journalism at Boston University. Mr. Brock talked for about an hour on newspaper work as viewed from the position of the city desk.

H. Lyman Armes, of the Post, as the result of his success in developing the "Build Now" campaign, is being swamped with various kinds of offers and propositions from all kinds of trade publications that deal with the various ramifications of the building trades. He has accepted the position of Boston and New England representative of the New York Lumber Trade Journal.

J. D. Doyle, formerly telegraph editor of the Bakersfield Californian, Bakersfield, Cal., has recently joined the Post staff as a reporter. Doyle graduated from Dartmouth College in 1912, and is a New England man, but has been in the newspaper business in California ever since that time. ROY ATKINSON.

NATIONAL ADVERTISERS

(Continued from page 1020.)

George S. Parker, O. C. Harn, S. Roland Hall and Wm. H. Ingersoll.

RESOLUTION ON AGENCY RELATIONS.

At the afternoon session on Friday, the Executive Committee presented a report showing the progress that had been made with respect to agency relations. Expressions were taken from members present on various matters connected with the service and methods of payment of advertising agencies. The association unanimously passed the following resolution:

"Whereas, This Association has taken a position adverse to the prevailing advertising agency system,

"And whereas, while there has been since our last declaration a commendable effort upon the part of some publishers and of some agencies to better conditions, nevertheless none of the steps so far taken reach to the root of the objection,

"Be it therefore resolved, That we reaffirm our conviction that some change should be made so that the compensation for the agency service may be fitted to the amount and quality of the service rendered and may be a matter of agreement between the agent and the advertiser rather than between the publisher and the agent."

A very interesting address on "Color in Relation to Advertising" was made by Arthur F. Allen, of New York City, which was illustrated by scientific demonstrations of relative color values, the determination of colors to an exact degree, etc.

Wednesday, Thursday and Friday, Round Table Discussions on a great many questions and problems of particular interest to individual members present were held during the three days' meeting.

A resolution was also passed extending to the members of the Cleveland Advertising Club and Tim Thrift, chairman of the Cleveland Programme Committee, its most cordial appreciation and thanks for the excellent arrangements for the success of the meeting and the splendid entertainment it had received at their hands.

Invitations to hold the next meeting of the association in their cities were received from the Merchants' Association of New York, the mayor of Buffalo, the Buffalo Chamber of Commerce, the Greater Dayton Association, the Cincinnati Board of Trade, and numerous other organizations.

SIX POINT LEAGUE LUNCHEON.

Major O'Keefe of Boston Tells of a Big Advertising Market.

The Six Point League luncheon at the Martinique Hotel last Tuesday was addressed by Major Patrick F. O'Keefe, of Boston, Mass., past president of the Pilgrim Publicity Association, who took occasion to bring to the attention of his hearers the truly wonderful possibilities of New England as a fertile field for the cultivation of advertising.

He gave some startling statistical data, showing, for instance, that New England is one-fiftieth the area of the United States; that it has one-fourteenth of the population and produces one-seventh of the manufactured products. One-half of the textile mills of the country are in New England; 30 per cent. of the cotton goods, one-third of the woolen goods and two-thirds of the shoes of the country are produced in New England and other manufacturing industries proportionately.

He pointed out that the present generation of New England business men are breaking away from precedent and are relying more and more upon up-to-date advertising methods rather than tradition to create new business.

Dan A. Carroll was appointed to represent the Six Point League on the board of the Bureau of Advertising of the A. N. P. A.

Louis Gilman was appointed chairman of a committee composed of W. C. Bates, E. S. Cone, W. G. Carpenter and S. C. Stevens appointed to investigate and report on the premium evil and its probable effect on newspaper advertising.

LIVE TOPICS DISCUSSED BY OUR READERS

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

What a Line of Type Costs

NEWARK, OHIO, DAILY ADVOCATE,
April 19, 1915.

THE EDITOR AND PUBLISHER.

I have read with interest the article of Mr. Bartlett on the "Cost of a Line of Type" and the comments of other publishers. I am a member of the Columbus Ben Franklin Club, and I have always considered the publishing of a newspaper in the same light I would if you brought me an order for 1,000 envelopes or 1,000 booklets.

If you treat the newspaper the same as you do job work (and I can see no reason why you should not) then the total cost, less the receipts from your subscription, must give you the net cost of the white space. For example:

Supposing it costs you \$100 a day to print 1,000 copies of an eight-page paper all news matter, no advertising. You would have a cost of \$2,600 for 26 issues, or one month. You would have to charge your subscribers \$2.60 per month if you had 1,000 subscribers in order to meet the actual costs of printing.

Now you find that you can sell space in your paper up to, say, 40 per cent. of your space. You know it is impossible to sell the 1,000 copies to subscribers at \$2.60 to meet your expenses, so you decide on making the price say 50 cents a month. You will now have an income of \$500 from your circulation.

It costs you \$2,600 to produce the paper; you get \$500 from subscribers; this leaves you \$2,100 net cost. Now go a step further. You have in an eight-page paper each page containing 140 inches or a total of 1,120 inches each issue and for 26 issues 29,120 inches you fill with news matter or advertising. It is considered best to carry about 40 per cent. advertising and 60 per cent. news. Forty per cent of 29,120 inches equals 11,648 inches you can carry in advertising during the month.

We found above that it cost us \$2,100 to produce the 1,000 copies after selling the 1,000 copies to subscribers at 50 cents a month. This will give us a net cost of approximately 18 cents an inch in order to get back the original cost of printing.

I cannot see how you can change this especially on a country daily. Circumstances may alter cases in large metropolitan dailies.

I have no data to give exact figures, but I expect to have, since in the shop where I am employed we have a cost system established in the job department alone.

I find the great trouble with country printers is that they are afraid to get together and talk and help one another as other business men do. Most printers want to get together and establish prices instead of trying to help each other solve their problems. This is gradually being changed by the organizations, such as the Ohio Printers' Federation, Ben Franklin Clubs, etc. The only way to find out what a line of type costs is to adopt a cost system and run it for a couple of years then strike an average. Once this is done you can then speak with some authority as to what a "Line of Type Costs."

W. J. BOWERS.

Wants the Ad Men Included

CHICAGO, April 18, 1915.
THE EDITOR AND PUBLISHER: Knowing nothing of "the primrose path of higher advertising" and being no full-fledged newspaper man, my efforts in both fields having been of a desultory character, it is obvious that I am not speaking for myself, when urging the care taking of superannuated and indigent ad writers in connection with the Home for Journalists, as proposed by John Brisben Walker.

When I was in New York I broached the matter to Mr. Tom Dreier and had some correspondence with Mr. S. C. Dobbs. The latter, the quintessence of kindness, seemed to be of the opinion that admen and ad-writers, too, were engaged in so lucrative a pursuit that they hardly ever knew a period of impecuniosity, nor are they likely to ever face the hunger wolf. I took issue with Mr. Dobbs at the time. I dissent from his view now.

It is probable that you, who have a living interest in this matter, and every one of your readers, would consistently support the claim of an adwriter, who, having grown old in the service, and not having laid up the proverbial nest egg, who asked for bed and bread on the score of fundamentally faithful service, just as readily as you would those of the Simon-pure news writer.

The distinction of being a newspaper man with all its halo of fame and glory may be in part compensation for the labor, but it does not stand to reason that newspaper

men are drawing less wampum than ad-writers, averaging both occupations. I cannot find any but a sentimental reason why newspaper men should have a "Home" and adwriters not—except that adwriting is commercialized, while news reporting is not, the latter being somewhat of a myth, though Francis Hackett might hold that newspaper men are less mercenary than ad-writers. I believe, it's nip and tuck with the odds favoring the nip.

If the home is to be a defense against the bleak, beggary days which come in a large degree to all who rely on the pen for a livelihood, then by immutable first principles the asylum should be equally for all branches of the so-called writing profession.

HILTON Z. SONNEBORN.

RENDERED A GREAT SERVICE

[The following are some of the recently received expressions of appreciation concerning the publication in these columns of the government statements of circulation and ownership.—Ed.]

O. W. Holmes, of the Frances Holmes Advertising Agency, Los Angeles, Cal.—"The list of government statements of all daily newspapers, contained in this issue of THE EDITOR AND PUBLISHER, should be of very great convenience to an advertising agency, and we shall certainly place it on file for future reference."

Richard A. Foley, Advertising Agency, Inc., Philadelphia, Pa.—"This was a very good thing for you to do, and it is information which should prove of considerable value to advertisers and advertising agencies."

H. W. Doremus, of the Doremus and Morse Advertising Agency, New York.—"It certainly showed a great deal of enterprise on the part of THE EDITOR AND PUBLISHER to get this mass of valuable information together for the benefit of those interested."

E. M. Fugazzi, of the E. P. Remington Agency, Buffalo, N. Y.—"We were very much pleased to secure a copy of THE EDITOR AND PUBLISHER containing the statements made by the various newspapers to the government. We have endeavored by direct correspondence to get this from the publishers, and there were quite a number of them that failed to respond. We have already referred to this quite frequently, and it no doubt will prove valuable to many others who have anything to do with the selection of mediums, for the purchasing of advertising space."

J. C. Benson, the Dorland Advertising Agency, Atlantic City.—"We consider your publication of the sworn statements of the daily newspapers of the United States, as presented by your publication, to be of strong value, and the compact form in which these statements appear make a ready reference and a useful one. We shall keep this number on file with our circulation data and feel that it will be a decided time-saver."

Tricks Played on the Devil.

F. D. Caruthers, assistant business manager of the New York World, tells this story of his "devil" days in a newspaper office in Paris, Ky.

"One of the stunts was to send the devil from the Paris Post Office to the Intelligencer office, now consolidated as the Post-Intelligencer, for an 'artificial thin space.'"

"Each office used to 'wet down' its pile of paper, before printing on Washington hand press. A board was put on paper, and a square block of granite, weighing about 80 pounds, would be placed on the board as a weight."

"This granite block would be placed in a gunny sack and the 'new boy' would drag it across the public square from an office on the southeast corner. Of course, work stopped in both offices and the windows were full watching the boy drag his load."

"Some one of us always had to see that the block got back home. The new boy would mutiny."

"As some comic artist has said, 'Them was the happy days.'"

CHANGES IN INTEREST

KOKOMO, IND.—Frank D. Miller, a local business man, is now president of the company owning and publishing the Dispatch.

RICHMOND, VA.—A. R. Holderby, Jr., for the past ten years business manager of the Evening Journal, has disposed of his interest in the paper to Col. A. B. Williams, of this city, and will enter the real estate business here.

EL PASO, TEX.—F. Wyche Greer, general manager of the Times, has purchased that paper from the El Paso Times Company. The consideration was given as \$300,000.

DUNKIRK, N. Y.—C. J. Sprague, proprietor of the Jamestown (N. Y.) Democratic Daily News has purchased the Herald.

JOLIET, ILL.—The Daily News has suspended publication and its circulation and assets have been largely taken over by the Evening Herald. Congressman Ira C. Copely, owner of the Herald, who purchased the News some time ago, decided to publish only one evening paper here.

ATCHISON, KAN.—A stock company composed of Sheffield Ingalls, Wilbur C. Hawk, O. A. Simmons and A. S. and E. P. Andreck has been organized to succeed Andreck Brothers as owners and publishers of the Daily Champion.

HOUSTON, TEX.—The printing plant of the Telegram Publishing Company was sold at public auction on April 22, by a receiver. It is announced that a stock company is being formed to issue a new morning paper.

SHELBYVILLE, IND.—John J. Wingate, editor of the Morning News, has disposed of his interest in the paper to Louis E. Holtman, Glendon F. Hackney, and Emil and Joseph Leuteneau. Mr. Wingate, who has been connected with Indiana newspapers for more than fifty years, will retire.

NEW INCORPORATIONS.

NEW YORK CITY.—Rogers Silverware Advertising Bureau, \$10,000; advertising, premium stamps. H. H. Waller, W. A. Winter, C. D. Clark.

TROY, N. Y.—Byron G. Moon Company, \$5,000; advertising. K. D. Groesbeck, E. H. Walker, Byron G. Moon.

SHAWNEE, OKLA.—The News-Herald Publishing Company has been incorporated with a capital stock of \$25,000. Incorporators: Otis B. Weaver, M. Jernigan and L. Cranston. This company will publish the News-Herald as a daily morning paper, and is formed by the consolidation of the two companies formerly publishing the News, an afternoon Republican paper, and the Herald, a morning Democratic paper.

The Multiple Linotype Way Is the Modern Way

It needs the same kind of skill and genius to set type well by hand that it takes to set type well on the Linotype. The hand compositor, who fails in appreciation of beauty of type form and arrangement, fails by hand—he would also fail with the Linotype

MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK

CHICAGO SAN FRANCISCO NEW ORLEANS

CANADIAN LINOTYPE, LIMITED, TORONTO

The Jitney Bus

A new monthly magazine devoted to the Jitney interests

There are many thousands of Jitney busses in CONSTANT use. Tremendous mileage—Large orders from dealers and manufacturers—A new field for advertisers. Write for particulars.

PALMER PUBLISHING COMPANY

225 FIFTH AVENUE, NEW YORK

TIPS FOR THE AD MANAGER.

Cowen Company, 50 Union square, New York City, is putting out large copy for P. Lorillard Company (Murad).

Bromfield & Field, Inc., 171 Madison avenue, New York, are placing a ten-inch advertisement in a list of eastern daily newspapers for the Department of Tours, Chicago, Union Pacific and North-western Line.

Jean Dean Barnes, 354 Fourth avenue, New York City, will shortly place orders with the same list of papers as last year for B. Priestly & Co., "Priestly Cravenette Mohair Suits," and Court-land's "Cravenette Escorts," 354 Fourth avenue, New York City.

The Massengale Advertising Agency, Candler Building, Atlanta, Ga., and D'Arcy Advertising Company, International Life Building, St. Louis, Mo., are again making contracts with a large list of newspapers for the Coco Cola Company of Atlanta.

Arthur Woodward, Longacre Building, New York City, is placing classified orders with some Southern newspapers for Blanchard Brothers, Inc., King H. Gerlach, 19th and Eighth avenue, Brooklyn, N. Y.

George Batten Company, Fourth Avenue Building, New York City, it is reported, will shortly issue orders to newspapers for the Cluquot Club Company, "C. C. C." Products, Millis, Mass.

Calkins & Holden, 250 Fifth avenue, New York City, are issuing copy to a selected list of newspapers for H. J. Heinz & Co., "Heinz Products," Pittsburgh, Pa.

E. LeRoy Pelletier, Detroit, Mich., is reported to have charge of the newspaper advertising of the Reo Automobile Company, Detroit, Mich.

J. Walter Thompson Company, 44 East 23d street, New York City, is making 3,000 1. contracts with a selected list of newspapers for C. J. Moffett Medicine Company, St. Louis, Mo.

Morse International Agency, Fourth avenue and 30th street, New York City, generally place orders about this time of the year for the Rumford Chemical Company, "Horsford's Acid Phosphate," Providence, R. I.

George L. Dyer Company, 42 Broadway, New York City, is sending out orders to some Eastern newspapers for the Wick Narrow Fabric Company, "Wick's Hat Bands," Philadelphia, Pa.

W. T. Hanson Company, "Dr. Williams' Pink Pills," Schenectady, N. Y., has renewed a few contracts where they have expired.

Street & Finney, 171 Madison avenue, New York City, are sending out orders to newspapers where the County Derry Linen Company, "Derryvale Linen," 369 Broadway, New York City, secure agents.

Jos. Weil Company, Jenkins Arcade Building, Pittsburgh, Pa., is issuing orders to a selected list of newspapers for

the Giant Tire Company, "Giant Auto Tires," Akron, Ohio.

Johnson Advertising Corporation, 20 E. Jackson Blvd., Chicago, Ill., is forwarding orders to newspapers in some Western cities for the Canadian Pacific R. R. Company of Chicago, New York City and Montreal, Canada.

The Sterling Gum Company, 200 Fifth avenue, New York City, and the Aeolian Company, 29 West 42d street, New York City, have transferred their accounts to the Blackman-Ross Company, 95 Madison avenue, New York City.

Carpenter & Coreoran, 26 Cortlandt street, New York City, are placing orders with a few Eastern papers for the White Tar Company, "White Tar Moth-proof Bags," 104 John street, New York City.

Dunlap-Ward Advertising Company, 123 West Madison avenue, Chicago, Ill., is making 5,000 1. contracts with newspapers in the Western zone for the Heg-muth Laboratory Company, "Noxema."

John M. Leddy, 41 Park Row, New York City, is again placing copy with mail order newspapers for the Corliss Limb Specialty Company, 140 West 42d street, New York City.

Lyddon & Hanford, Cutler Building, Rochester, N. Y., are sending out orders to newspapers in cities where the Rochester Candy Works, "Declaro Candy," Rochester, N. Y., have distribution.

Jones-Morton, Johnstown Trust Building, Johnstown, Pa., it is reported, will shortly put out orders with Pennsylvania newspapers for the National Radiator Company, Johnstown, Pa.

Frank Presbrey Company, 456 Fourth avenue, New York City, is placing orders with large city newspapers for the June number of Hearst's Magazine, 119 West 40th street, New York City.

RECOGNIZED AGENTS

(Concluded from page 1038.)

- Taylor-Critchfield-Clague Co. (Inc.), Brooks Bldg., Chicago, Ill.; Fuller Bldg., N. Y. City.
- Thomas Adv. Service (Inc.), Florida Life Bldg., Jacksonville, Fla.
- Thompson-Carrall Co. (Inc.), Leader-News Bldg., Cleveland, O.
- Thompson, J. Walter Co. (Inc.), 44 E. 23d St., N. Y. City; Lytton Bldg., Chicago, Ill.; 201 Devonshire St., Boston, Mass.
- Tobias Bros., 258 Broadway, N. Y. City.
- Tomer Adv. Agency, (Inc.), 294 Washington St., Boston, Mass.
- Touzalin, Chas. H., Agency (Inc.), Kesner Bldg., Chicago, Ill.
- Tracy-Harry Co. (Inc.), Lafayette Bldg., Philadelphia, Pa.
- Trades Adv. Agency (Inc.), 1182 Broadway, N. Y. City.

- U
- Army, Louis V., 41 Park Row, N. Y. City.
- V
- Van Cleve Co. (Inc.), 1790 Broadway, N. Y. City.
- Van Haagen Adv. Agency, 1420 Chestnut St., Philadelphia, Pa.
- Vekmann, M. Adv. Agency, 5 Beckman St., N. Y. City.
- Vreeland, E. E. (Inc.), 350 West 38th St., N. Y. City.

- W
- Wade, Adv. Agency, Old Colony Bldg., Chicago, Ill.
- Wales Adv. Co., 125 E. 23d St., N. Y. City.
- Walker Adv. Agency, 165 Kearny St., San Francisco, Cal.
- Walker, Dudley, & Co., Peoples Gas Bldg., Chicago, Ill.
- Walker-Longfellow Co. (Inc.), 565 Baylston St., Boston, Mass.
- Walton Adv. & Ptg. Co., 15 Exchange St., Boston, Mass.
- Well, Joseph, Co., Jenkins Arcade Bldg., Pittsburgh, Pa.
- Wetherald, Jas. T., 221 Columbus Ave., Boston, Mass.
- Williams, Fred C., 108 Fulton St., N. Y. City.
- Williams & Cunningham (Inc.), 59 E. Madison St., Chicago, Ill.
- Wilson, O. C., Adv. Co. (Inc.), Hearst Bldg., Chicago, Ill.
- Wineburgh, M., & Co., 576 Fifth Ave., N. Y. City.
- Wood, Putnam & Wood Co. (Inc.), 111 Devonshire St., Boston, Mass.
- Wrightley Adv. Agency, 111 W. Washington St., Chicago, Ill.
- Y
- Young, Henri & Hurst (Inc.), Peoples Gas Bldg., Chicago, Ill.
- Z
- Zoblan, James, 225 Fifth Ave., N. Y. City.

“ABOVE BOARD CIRCULATIONS”

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

ALABAMA.	NEW JERSEY.
NEWS Birmingham Average circulation for 1914: Daily, 36,235; Sunday, 37,762. Printed 2,267,584 lines more ad- vertising than its nearest competitor in 1914.	PRESS (Circulation 7,945) Asbury Park JOURNAL Elizabeth PRESS-CHRONICLE Paterson COURIER-NEWS Plainfield
ARIZONA.	NEW YORK.
GAZETTE Phoenix (Average Circ. Oct. 1, 1914, 6,125)	COURIER & ENQUIRER Buffalo IL PROGRESSO ITALO AMERICANO New York
CALIFORNIA.	OHIO.
EXAMINER Los Angeles A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.	PLAIN DEALER Cleveland Circulation for March, 1915: Daily 128,687 Sunday 165,332 VINDICATOR Youngstown
BULLETIN San Francisco	PENNSYLVANIA.
GEORGIA.	TIMES Erie DAILY DEMOCRAT Johnstown TIMES LEADER Wilkes-Barre
JOURNAL (Cir. 57,531) Atlanta CHRONICLE Augusta LEDGER Columbus	SOUTH CAROLINA.
ILLINOIS.	DAILY MAIL Anderson
HERALD Joliet STAR (Circulation 21,589) Peoria	TENNESSEE.
IOWA.	BANNER Nashville
REGISTER & LEADER Des Moines EVENING TRIBUNE Des Moines Essential to covering Des Moines and vicinity.	TEXAS.
THE TIMES JOURNAL Dubuque	ENTERPRISE Beaumont Covers East Texas and West Louisiana
KENTUCKY.	STAR-TELEGRAM Fort Worth Net Paid Circulation, 35,000 daily. Over 50% more net paid city circulation and over 5,000 more net paid Sunday circulation than any other paper in Fort Worth.
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 80% city circulation to regular subscri- bers by carrier. The "Home Paper" of South Texas, 30,000 guaranteed.
TIMES PICAYUNE New Orleans	TELEGRAM Temple Net paid circulation over 6,000.
MARYLAND.	UTAH.
THE SUN Baltimore Has a combined net paid circulation of 145,562 copies daily, 110,000 of which go into homes in Baltimore City and suburbs. Sunday net paid, \$7,376.	HERALD-REPUBLICAN Salt Lake City
MICHIGAN.	WASHINGTON.
PATRIOT (No Monday Issue) Jackson Average three months ending March 31, 1915: Daily, 11,349; Sunday, 13,104. Member "Ameri- can Newspaper Pub. Ass'n." "Gilt Edge News- papers," and A. B. C.	POST-INTELLIGENCER Seattle
THE STATE JOURNAL Lansing Leading afternoon daily of Central Michigan; three editions two cents. Guaranteed net circulation, 15,000.	CANADA.
MINNESOTA.	BRITISH COLUMBIA.
TRIBUNE, Morning and Evening Minneapolis	WORLD Vancouver
MISSOURI.	ONTARIO.
POST-DISPATCH St. Louis	FREE PRESS London
MONTANA.	
MINER Butte	

ROLL OF HONOR

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

ILLINOIS.	NEW YORK.
SKANDINAVEN Chicago	EVENING NEWS Buffalo BOLLETTINO DELLA SERA New York
INDIANA.	PENNSYLVANIA.
THE AVE MARIA Notre Dame	TIMES Chester
NEBRASKA.	QUEBEC.
FREE PRESS (Cir. 128,384) Lincoln	LA PRESSE Montreal Av. circ., 1912, 114,371; '13, 127,722; '14, 140,342

Richard A. Foley Advertising Agency, Bulletin Building, Philadelphia, Pa., is issuing new schedules for Liggett & Myers Tobacco Company, "Velvet Joe Smoking Tobacco," etc., St. Louis, Mo., and New York City.

Robert & MacAvinche, 30 North Dearborn street, Chicago, Ill., are making 10,000 line contracts with some newspapers in the Western zone for F. W. Devoe and C. T. Reynolds Company, paints, etc.

New Orleans States

Sworn Net Paid Circulation for 6 Months
Ending March 31, 1915

33,796 Daily

Gain over October 1, 1914, 525 copies
Morning paper LOST 7,045 copies
Other evening paper LOST 7,873 copies
We guarantee the largest white home deliv-
er-d evening circulation in the trade terri-
tory 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

— Publishers —
ON TO CHICAGO IN JUNE

is the Slogan of the
Allied Trades

on account of

**The Third National Exposition of the Printers, Advertising,
Publishing, Lithographing, Paper, Business Equipment,
Stationery, Paper Box Manufacturers, and All Allied Trades**

BEING HELD in the COLISEUM, JUNE 19th to 26th

“CONVENTION WEEK”

of the Associated Ad Clubs of the World

Also the International Association of Manufacturing Photo-Engravers

Do you realize this **Gigantic Exposition** is only about **six weeks** away and a large part of the space is sold?

Among those who have contracted for and reserved space to date are Manufacturers of Printing Presses, Folding Machines, Perforating Machines, Numbering Machines, Offset Printing Presses, Binding Machines, Stitching Machines, Paper Box Making Machines, Mailing Machines, Printing Inks, Paper, Paper Boxes, Paper Knives, Paper Trucks and Scales, Baleing Presses, Electric Motors, Printers Blocks and Register Hooks, Gold Leaf, Engraving, Lithographing, Photo-Engraving, Printing and Printing Trade Publications.

Will You Be Among the Progressive Concerns Who Will Take Part?

Better arrange now so that you will get your share of the **orders, leads and publicity** to be obtained through an exhibit in this Exposition

Be prepared to “Ride on the crest of the wave of Prosperity” which is coming, by taking space in this Exposition.

For marked diagrams and all particulars address—

NATIONAL EXPOSITION COMPANY, Inc.

HARRY A. COCHRANE, President

Suite 1305, Advertising Bldg.

Telephone, Randolph 883

Chicago, Illinois

ARE YOUR COMICS MAKING GOOD?

THE BACKBONE of the circulation of the Sunday paper is the Comic Supplement. IF YOUR Comic Supplement is not right nothing else in your paper will take its place as a circulation builder.

The Right Sort of Page makes more friends and the wrong sort of page loses more friends for a paper than any other single feature appearing in it.

IN THE COURSE of fifteen years we have tested, rejected and accepted, with the result that we now control a combination of pages that have proven their capacity to "MAKE GOOD."

Here they are:—

Comic Pages

Supplied in mat form or four-page printed parts.

Cory's Kids, by J. Campbell Cory
Home Wanted by a Baby, by Clare Victor Dwiggin
Hank and His Animal Friends, by Walt McDougall
Pa's Imported Son-in-Law, by E. W. Carey
The Doings of the Van Loons, by Fred I. Leipziger
Dem Boys, by "Karls"

J. CAMPBELL CORY, the creator of "Cory's Kids," is one of the most famous cartoonists in the United States. His cartoon work during 1897 on The New York Evening Journal brought him into prominence and his rise was meteoric.

DURING THE Spanish War he was cartoonist on The New York Evening World; later he became cartoonist for the Scripps-McRae papers, after which he joined the staff of The Chicago Journal. He is now producing comic work exclusively for us. We believe that his "Cory's Kids" is destined to be the big kid comic of the near future.

THE PAGES in which Cory introduces "The Gang" of real boys, full of genuine boy fun and stunts, have more laughs to the square inch than yards of the old-time, impossible, slap-stick youngsters.

DURING THE last twenty years the work of Clare Victor Dwiggin has appeared in the leading papers of the country. His "Home Wanted by a Baby" was such a remarkable success as a daily strip that we are now putting it out as a full page in four colors. Every Sunday Dwiggin's delightful baby "Tags" is to be found on a different doorstep, looking for the ideal home. Its experiences give the artist an opportunity to express the satire, philosophy and humor for which he is justly famous.

WALT McDOUGALL is too well known as the "Dean of Comic Artists" to need any further commendation from us. It suffices to say that the years only add to the public interest in and appreciation of "Hank and His Animal Friends."

E. W. CAREY is doing his best work in "Pa's Imported Son-in-Law," and he has done some mighty good work for the leading New York and Chicago papers. He has recently introduced the famous film actor, Charlie Chaplin, into the series. Since then the fun has been faster and more furious than ever. It would be difficult to conceive of a more humorous combination than the languid, aristocratic, tea-drinking Englishman, who is the Imported Son-in-Law, and the irrepressible Charlie Chaplin.

FOR NINETEEN YEARS Fred I. Leipziger was cartoonist for the Detroit News. For four years we have been syndicating his Sunday page and daily strip "The Doings of the Van Loons." Papers that have been publishing it for years, such as The Kansas City Journal and The Louisville Courier-Journal, have tried to give their readers a change. But the readers would not submit to a substitution. They had to resume the Van Loons.

"He Laughs Best Who Laughs Last."

Our Comics Laugh Best When the Circulation Reports Come In

Next week we will tell you our record in daily comics and announce a remarkable new series which we will release shortly. In the meantime, we will be glad to send you samples of both Sunday and daily comics.

McCLURE NEWSPAPER SYNDICATE, 45 West 34th Street, New York

