

THIRTY-SECOND YEAR

# The Editor & Publisher

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UNIVERSITY

and The Journalist

48 PAGES

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NEW YORK, JANUARY 15, 1916

No. 32

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## Achievements of a Year

### Daily

#### Circulation:

The daily (week day only) circulation of The Chicago Tribune for the year 1915 averaged 348,416.

This circulation is approximately equal to the *combined* week-day circulation of the other Chicago morning papers.

This circulation exceeds that of every other morning newspaper in America with one or possibly two exceptions.

This circulation shows an increase of 16 per cent over the biggest previous year.

### Sunday

#### Circulation:

The circulation of The Sunday Tribune for the year 1915 averaged 560,896.

This circulation is far in excess of that of the next Chicago Sunday paper and more than double that of the third.

This circulation exceeds that of every other Sunday newspaper in America with one exception.

This circulation shows an increase of 21 per cent over the biggest previous year.

### Advertising:

The Chicago Tribune printed 45,886.55 columns of advertising in the year 1915.

This volume was 1,333.60 columns more than were printed by the other Chicago morning papers *combined*.

This volume exceeds that of every other newspaper, whether morning and Sunday or evening and Sunday, in America.

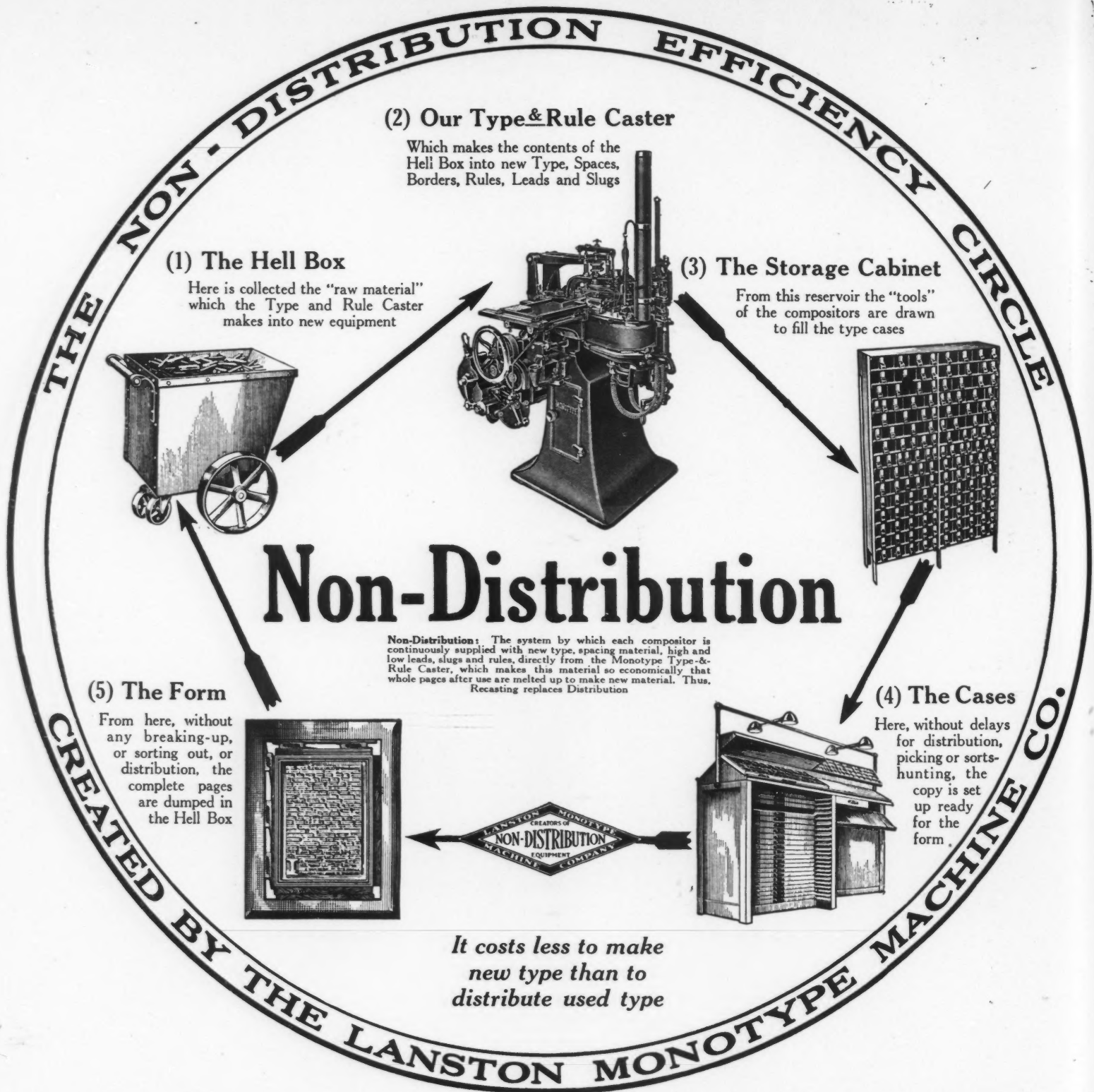
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# The Editor & Publisher

## and The Journalist

The truth no matter whom it helps or hurts.

Vol. 48, No. 32.

NEW YORK, JANUARY 15, 1916.

10 Cents a Copy.

### CANADA'S DRASTIC LAW ON TRADING STAMPS

Makes Guilty and Punishable All Sellers, Givers and Receivers of Trading Stamps, Coupons, Premium Tickets and All Kindred Devices—Fines and Imprisonment Named as Penalties.

Widespread interest has been shown in an article printed on December 27 in *Daily Commerce*, issued by the Bureau of Foreign and Domestic Commerce, in Washington, written by Consul General Foster. This article, referred to by THE EDITOR AND PUBLISHER'S Washington correspondent, is as follows:

#### CANADIAN TRADING-STAMP ACT.

The trading stamp scheme is supposed to have originated in the United States about the year 1895. It was introduced into Canada about five years later.

It was not long after the introduction of trading stamps in Canada that complaints began to arise concerning the system. It was claimed among other things that the value given to customers was about one-half or one-third the stated value of the stamps or the prices paid by merchants for the stamps; that the stamps, being sold by the promoters of the system to only a few merchants in one locality, created a monopoly in restraint of trade in favor of a few trading-stamp people; and that the system was demoralizing in its effect upon the poorer classes of consumers, owing to the element of lottery which it contained.

#### PROVISIONS OF CERTAIN SECTIONS.

In 1901 the question of trading stamps received legislative attention in Ontario, in which year and in subsequent years the Province passed laws empowering municipalities to prohibit the giving, selling, distributing, or receiving of trading stamps, coupons, or similar devices. In the Province of Quebec, also, similar legislation was passed. The need for Dominion legislation arose from the fact that the Ontario and Quebec legislation was held to be unconstitutional on the ground that it is within the exclusive jurisdiction of the Dominion Parliament to enact laws relating to trade and commerce. During the summer of 1905 a bill was introduced into Parliament, and subsequently passed, which Act added several new sections to the Criminal Code respecting trading stamps, among them being:

"Trading stamps" includes, besides trading stamps commonly so called, any form of cash receipt, coupon, premium ticket, or other device designed or intended to be given to the purchaser of goods by the vendor thereof or his employee or agent and to represent a discount on the price of such goods or a premium to the purchaser thereof which is redeemable either:

- (I) by any person other than the vendor or the person from whom he purchased the goods, or the manufacturer of the goods, or
- (II) by the vendor or the person from whom he purchased the goods, or the manufacturer of the goods, in cash or goods not his property or not his exclusive property, or
- (III) by the vendor elsewhere than in the premises where such goods are purchased;

or which does not show upon its face the place of its delivery and the merchantable value thereof, or is not redeemable at any time.

Every one is guilty of an indictable offense and liable to one year's imprisonment and to a fine not exceeding \$500 who, by himself or his employee or agent, directly or indirectly issues, gives, sells, or otherwise disposes of, or offers to issue, give, sell, or otherwise dispose of trading stamps to a merchant or dealer in goods for use in his business.

Every one is guilty of an indictable offense and liable to six months' imprisonment and to

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ARTHUR CAPPER,

GOVERNOR OF KANSAS AND OWNER OF THE CAPPER PUBLICATIONS.

THERE once was a time when journalists, as office-holders, were not regarded with any great favor by politicians. The chief trouble was that they knew too much to be placed in important executive positions. The only safe job for an editor was a postmaster's job, which somehow seemed appropriate for a man who ran a newspaper.

But times have changed. Political bosses are not quite so bossy as they used to be, and do not have quite as much to say as to who shall be elected. Moreover, newspaper men are now regarded as fit material for any kind of an office, from Postmaster to President. Just now they are exceedingly popular as Governors, three or four being engaged in that pleasing and useful occupation.

One of the best known and best loved is Governor Arthur Capper, of Kansas, owner of the *Topeka Capital* and half a dozen farm publications. He is one of the most modest Governors you ever saw. He does not travel around with a brass band and a lot

of bewhiskered and gold-lace-decorated officials. If you met him in the corridor of the State Capitol or on a railroad train you would never suspect that he was the biggest man in Kansas—always excepting, of course, William Allen White, editor of the *Emporia Gazette*, who won undying fame by writing an editorial on "What Is the Matter with Kansas?" a few years ago. Capper looks as though he had spent the most of his life as a member of the faculty of a fresh-water college, where nothing more exciting occurs from one year's end to the other than the annual football game.

And yet Arthur Capper is one of the vital forces in Kansas, and has probably done as much for its upbuilding as any one of this generation. He was born in Kansas and grew up in a printing office. When eighteen he began work on the *Topeka Capital* as a typesetter. He was promoted quite rapidly, and in a few years held every position in both editorial and business departments.

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### NEWSPAPER GOLFERS MAKE GOOD SCORES

Winter Tournament at Pinehurst Has Been in Progress This Week—Most Successful Ever Held—List of Winners in the Several Classes—Brilliant Ball Thursday Evening.

BY WILLIAM C. FREEMAN.

The Twelfth Annual Tournament of the Winter Golf League of Advertising Interests started at Pinehurst, N. C., on Monday of this week. The party arrived in Pinehurst last Saturday. The players had two days of practice before the tournament started.

A new programme was followed this year. The players were divided into classes, and each class played medal play every day instead of match play. There were two prizes played for each day—a gross and a net prize—but those winning one day were not privileged to win on another day. There were also two prizes in each class for the best total gross score and the best total net score for the four days of medal play.

There were thirty-nine players in class A, thirty-eight in class B, and forty-four in class C. All played in each class on handicaps of 1 to 15. There were twenty-five players in the women's class. The tournament provided for three champions among the men, one in each class, and one woman champion.

The prize winners on Monday were: Class A—Men—Best gross—Marshall Whittach, of New York, with a score 93. Best net—F. A. Sperry, of Chicago, with a score of 78.

Class B—Men—Best gross—C. W. Harmon, of New York, with a score of 96. Best net—William Campbell, of Detroit, with a score of 90.

Class C—Men—Best gross—F. W. Nye, of New York, with a score of 102. Best net—M. H. Ormsbee, of Brooklyn, N. Y., score of 98.

Women's class—Best Gross—Mrs. G. C. Dutton, of Boston, with a score of 52. Best net—Mrs. C. T. Russell, of New York, with a score of 53. Only nine holes were played daily in this class.

The prize winners on Tuesday were: Class A—Men—Best gross—E. T. Manson, Framingham, Mass., with a score of 85. Best net—D. M. Stewart, of New York, with a score of 82.

Class B—Men—Best gross—W. B. Lasher, Bridgeport, Conn., with a score of 94. Best net—R. C. Hoyt, of New York, with a score of 88.

Class C—Men—Best gross—H. J. Frost, of Glen Ridge, N. J., with a score of 92. Best net—Mr. C. H. Ault, of Newark, N. J., with a score of 84.

Women's class—Best gross—Mrs. F. B. Ryan, of Cranford, N. J., with a score of 58. Best net—Mrs. Clarence Cone, of New York, with a score of 52.

The Prize winners on Wednesday were:

Class A—Men—Best gross—Grantland Rice, of New York, with a score of 78. Best net, C. A. McCormick, of New Brunswick, N. J., with a score of 67.

Class B—Men—Best gross—W. E. Binford, of Providence, R. I., with a score of 92. Best net—F. A. Buckhout, of Providence, with a score of 87.

Class C—Men—Best gross—Col. H. H. Treadwell, of New York, with a

score of 99. Best net—S. W. Corman, of Philadelphia, Pa., with a score of 92.

Women's class—Best Gross—Miss Edith Foster, of New York, with a score of 53. Best net—Miss Hannah Aronson, of New York, with a score of 48.

The prize winners on Thursday were: Class A, men—Roy Barnhill, of New York, won the best gross with a score of 78. There was a tie at 75 for the best net between R. L. Whitton, of Chicago, and A. L. Foster, of Brooklyn, which will be played off on Friday.

Class B men—The best gross score was tied at 90 by three players, H. R. Mallinson, of New York; J. C. Todd, of Montclair, N. J., and Dr. A. R. Gardner, of New York. The best net was won by H. B. Green, of Baltimore, Md., with a score of 81.

Class C men—The best gross was won by Henry F. Hosley, of New York, with a score of 98. The best net was won by T. W. Weeks, with a score of 94.

Women's Class—The best gross was won by Mrs. W. F. Smith, of Boston, Mass., with a score of 57. The best net was won by Miss Jane Treadwell, of New York, with a score of 51. Only nine holes were played in this competition.

The champion of Class A is Grantland Rice who returned a total gross score of 337 for 72 holes. The winner of the best net score for 72 holes in Class A was C. A. McCormick, with a score of 302 net.

The champion of Class B is C. T. Russell, of New York, who returned a total gross score of 385 for 72 holes. The winner of the best net score for 72 holes in Class B was William A. Campbell, of Detroit, with a score of 360 net.

The champion of Class C is F. W. Nye, of New York, who returned a total gross score for 72 holes of 401. The winner of the best net score for 72 holes was C. H. Ault, of Newark, N. J., with a score of 373 net.

The woman champion is Mrs. F. B. Ryan, of Cranford, N. J., who returned a total gross score of 214 for 36 holes. The best net score for 36 holes resulted in a tie between Mrs. C. T. Russell, of New York, and Miss Hannah Aronson, also of New York. Each had a net score of 213. This tie will be played off on Friday.

On Thursday night the annual ball took place in the ballroom of the Carolina Hotel. The scene was a brilliant one. Leonard Tufts, owner of Pinehurst, said he never saw more beautifully gowned women or handsomer men in any social gathering within his memory of many brilliant social gatherings, in this golf mecca of the South.

Jason Rogers, publisher of the *New York Globe*, donated four prizes, one in each of the men's classes, and one in the women's class in a contest against Col. Bogey.

The winner in Class B Men's, was Willis R. Roberts, of Philadelphia, who had the Colonel five down. The winner Class C men, was H. J. Frost, of Glen Ridge, N. J., who had the Colonel 8 down.

The winner in the Women's Class was not announced because of the difficulty in figuring the scores. These prizes were among the most valuable of the total of 64 prizes contested for.

A special handicap event played for on Wednesday and Thursday in which men players were permitted to select their own handicaps was won by H. W. Ormsbee, of Brooklyn, N. Y., with a net score of 69.

On Friday afternoon there will be a mixed foursome event, the ladies choosing their own partners for the event.

On Friday night the election of officers for the ensuing year will take place after which the annual banquet will be held. On Saturday the wind-up will be a best ball foursome among the men, two classes, A and B.

The tournament this year is regarded by all as the most successful ever held, but there was expressed a great deal of opposition to the general plan of the tournament, which this year was medal play instead of match play. It is safe to predict that future tournaments will be conducted on match play basis only.

At 2 o'clock on Friday, President Hammesfahr will drive a golf ball as



FREDERICK W. H. CRANE,

THE NEWLY ELECTED PRESIDENT OF R. HOE & Co.,

came with the Hoe business in 1878, entering the bookkeeping department in a subordinate capacity as an assistant. As time went on, his relations with the business strengthened, and he was given greater responsibilities. Carrying these out faithfully and successfully, he attracted the notice of the late Robert Hoe, who from time to time entrusted him with matters strictly personal to himself. Mr. Crane continued to deserve the confidence thus placed in him, and as the years passed, he came to be a close personal confidant and representative of Robert Hoe. No especially noteworthy events marked the years as they passed, Mr. Crane's growth with the business and in the confidence of Robert Hoe being a gradual and steady one.

On the death of Robert Hoe, in London, on September 22, 1909, there was found to be a provision in his will directing that there be a reorganization of the business from a partnership, as it had been previously, into a corporation; and in effecting this change a trusteeship was established, and Mr. Crane was elected secretary of the newly formed corporation. Robert Hoe, eldest son of the late Robert Hoe, was made president and Arthur I. Hoe, vice-president. Upon the resignation of Robert Hoe as president, Mr. Blackall was elect-

ed to succeed him, and Mr. Crane was made vice-president, as previously stated in THE EDITOR AND PUBLISHER; and the resignation of Mr. Blackall and the election of Mr. Crane in his stead are matters of recent occurrence.

Mr. Crane is a native of Saybrook, Conn. His son, Hon. Frederick E. Crane, is Justice of the Supreme Court of Kings County, and his son-in-law is Hon. Edwin Louis Garvin, Justice of the Court of Special Sessions. Justice Garvin married Mr. Crane's only daughter.

The late Robert Hoe had built up an admirable organization in the course of his long and successful career. Most of the superintendents and foremen in the mechanical departments have literally grown up with the business. The death of Robert Hoe had no other practical effect upon the business than would naturally result from the removal of his highly able personality. Precisely as his great fortune was behind the business during his lifetime, so that same great fortune is now behind it in the hands of his heirs, who are at this moment the sole stockholders and in all other respects in full charge of the administration of the business. It was the late Mr. Hoe's strong desire, as was well known to his children, that upon his death the business in which he took so great a pride should be continued by them.

has been the custom for twelve years and the caddie finding the ball will receive \$5.

A group picture of all the members of the Association will be taken immediately following the finish of the morning round and immediately preceding the start of the mixed foursome event in the afternoon.

W. C. FREEMAN.

The following is a complete list of those who took part in the tournament: New York—Mr. and Mrs. C. T. Russell, Mr. and Mrs. E. J. Ridgway, Mr. and Mrs. Hartley Davis, Mr. and Mrs. J. M. Thorsen, Mr. and Mrs. Spencer Waters, Mr. and Mrs. Walter E. Bun-

A. S. Moore, T. W. Weeks, W. H. Edwards, L. B. Palmer, C. D. Spalding, H. F. Hosley, T. K. McIlroy, Frank S. Voss, F. L. Wurzburg.

CHICAGO, Ill.—Mr. and Mrs. B. D. Butler, Mr. and Mrs. J. F. Matteson, Lloyd Maxwell, F. A. Sperry, Mr. and Mrs. G. S. Thorsen, F. E. Mann, G. A. Schofield, Guy F. Osborne, R. L. Whitton.

BOSTON, Mass.—C. E. Beane, Mr. and Mrs. W. F. Smith, Mr. and Mrs. G. C. Dutton, George Wright.

PHILADELPHIA, Pa.—Mrs. C. W. Beck, jr., Mr. and Mrs. H. A. Thompson, J. C. Martin, Walter Smedley, W. R. Roberts, Mr. and Mrs. S. Wilbur Corman. PITTSBURGH, Pa.—Mr. and Mrs. D. McK. Lloyd, H. C. Millholland.

SAN FRANCISCO, Cal.—George H. Perry. MT. VERNON, N. Y.—Mr. and Mrs. W. H. O'Brien, J. T. O'Brien, Mr. and Mrs. A. P. O'Brien, Mr. and Mrs. C. A. Speakman, Mr. and Mrs. F. L. E. Gauss, Dr. A. R. Gardner, Mr. and Mrs. J. C. Estee and daughter, E. K. Gordon.

BROOKLYN, N. Y.—Mr. and Mrs. A. L. Foster, Marshal Whitlatch, Mr. and Mrs. H. W. Ormsbee, M. H. Ormsbee, J. W. Doty.

WASHINGTON, D. C.—J. H. Clapp, F. J. Haskin.

GLEN HEAD, L. I.—L. E. K. White. LAURELTON, L. I.—Will C. Izer.

SAG HARBOR, L. I.—H. B. O'Brien. GARDEN CITY, N. Y.—J. J. Hazen, Don M. Parker, A. R. Rodway.

ENGLEWOOD, N. J.—Mr. and Mrs. Jas. Barber and daughter.

NEWARK, N. J.—C. H. Ault. GLEN RIDGE, N. J.—H. J. Frost, C. W. Yates.

LEONIA, N. J.—H. R. Reed. MORRISTOWN, N. J.—S. L. Allen.

RAHWAY, N. J.—Mr. and Mrs. Wm. Bliss.

MONTCLAIR, N. J.—Wm. R. Hotchkin, J. C. Todd, R. C. French.

EAST ORANGE, N. J.—W. S. Yerkes. NEW BRUNSWICK, N. J.—Mr. and Mrs. C. A. McCormick.

GREAT NECK, L. I.—G. S. Minnick. CRANFORD, N. J.—Mr. and Mrs. F. K. Ryan.

NEW HAVEN, Conn.—W. H. Hamilton, Dr. G. C. Fahy, H. B. Kennedy.

BRIDGEPORT, Conn.—Mr. and Mrs. W. B. Lasher.

BALTIMORE, Md.—H. B. Green. DURHAM, N. C.—G. W. Watts.

BUFFALO, N. Y.—Hiram Green. HACKENSACK, N. J.—J. H. Abeel, H. F. Harrison, Mr. and Mrs. J. H. Hawley and daughter.

CLEVELAND, Ohio.—J. H. McDuffee. DETROIT, Mich.—Wm. H. Campbell, G. C. Hubbs.

MILFORD, Mass.—F. P. Lee. FRAMINGHAM, Mass.—E. T. Manson.

SPRINGFIELD, Mass.—Mr. and Mrs. J. D. Plummer.

PROVIDENCE, R. I.—Mr. and Mrs. F. C. Henderson, Mr. and Mrs. A. L. Aldred, F. A. Buckout, W. E. Binford.

#### ANOTHER CENT SUNDAY PAPER.

Washington Herald Reduces Price and Makes Gain in Circulation.

WASHINGTON, January 11.—Washington is the second large city to attempt the one-cent Sunday morning newspaper. The *New York Press* is credited with being the first to reduce its price. The *Washington Herald*, which has always sold for five cents, made its appearance last Sunday at the reduced price of one cent.

The *Herald* was composed of thirty-two pages, more than twice the size of the average daily issue. The circulation of the *Herald* was greatly increased and far exceeded all expectations, as a large number of parts one and two had to be run off and sold without the comic section. This Sunday edition is said to have exceeded the daily circulation of the *Herald* by about 15,000.

Clinton T. Brainard, president of the *Herald* Company and editor of the paper, does not say that this price will be permanent, but judging from the popularity of the paper at the reduced price, it will probably be sold for one cent for some time to come.



# Thomson Sees Excellent Reasons For Newspaper Advertising Supremacy

Director of Bureau of Advertising Analyzes Present Marked Movement of Business Towards the Dailies in the National Field--Friendly Attitude of the Retail Dealer Towards Newspaper Advertised Brands a Big Factor in Interesting New Advertisers.

BY WILLIAM A. THOMSON.

A FEW years ago, when I was a reporter, I met a pleasant, chatty man aboard a train. He gave me a good cigar and a great deal of interesting conversation, in the course of which I inquired about his occupation. With a contented smile he answered:

"I sell blue sky—I'm in the advertising business."

And then he dilated upon the wonders and the pleasures of getting real money for the intangible. To his mind an advertising transaction consisted of a vivid word picture painted by the party of the first part and turned over to the party of the second part in consideration of abounding faith and the necessary appropriation.

That seems quite a long time ago, for I remember I was travelling on an annual railroad pass, without which, in those days, no newspaper man was fully equipped.

We appear to have come a long way since then. The railroads have shaken off the annual passes and the business of advertising is housed under a more substantial roof than the blue canopy of heaven.

#### PROGRESS OF NEWSPAPER ADVERTISING.

Looking back over the year that has just closed and the many interesting developments that it brought about in the advertising world, it seems to me that the newspaper as an advertising medium has distanced its competitors, chiefly because of its practical business value based upon hard facts. And it will continue to grow in strength in the same proportion as those who sell it reduce its application to exactness.

The newspaper always has been and always will be supreme as a local advertising medium. It is the one effective means of communication between the live store and the customer. In many communities there is still a great deal of development work to be done by the newspapers amongst local merchants who have yet to learn that persistent advertising pays. All this gives the newspaper plenty to work on at home, and in nearly every community local advertising is steadily increasing in volume.

#### NEWSPAPER SUPREME NATIONALLY.

But, although the newspaper derives most of its income from local advertising, it is supreme as a national or general advertising medium too, and that, to my mind, is the significant factor in the newspaper advertising situation to-day.

It is interesting to analyze the conditions that have made a local medium the leader nationally, because these conditions point the way to bigger opportunities for advertisers and publishers alike.

It is now estimated that the sum of \$300,000,000 is spent annually in newspaper advertising. Of this amount, it is fair to reckon the foreign or general advertising at about \$55,000,000. Figures compiled by the Bureau of Advertising show that in 1915 the newspapers gained over 1914 in general business—that is, business from the national field—something like \$5,000,000.

#### NEW ACCOUNTS.

This gain was not so much the result of increased appropriations by newspaper advertisers—for many curtailed all advertising expenditures—as it was brought about through the advent of new accounts. That means that



WILLIAM A. THOMSON, Director Bureau of Advertising, American Newspaper Publishers' Association, New York.

during the past year a large number of firms heretofore non-users of newspaper space made up their minds to "try the dailies."

Most of the gain was made in the last four months of the year.

For purposes of comparison it is interesting to consider this sum of \$55,000,000 in general newspaper advertising as against the amount of business carried by the newspapers' nearest competitors in the general field—the magazines.

Ninety magazines carried in 1915 a matter of \$35,000,000 worth of business. A few of the magazines scored gains in 1915 over 1914, but the large majority were not so fortunate. Business picked up with most of the magazine field in the last few months of the year.

Magazine advertising will always occupy the position to which it is entitled, and I do not believe that the figures quoted above indicate a landslide from the magazines so much as they show a remarkable growth of interest in newspaper advertising.

#### REASONS BEHIND THE DEVELOPMENT.

A great deal of the general business that has come to newspapers, like Topsey, "just grewed." The original crop of foreign advertisers saw, in the experiences of successful local merchants, an advertising opportunity and

standardization. It seems only yesterday that the chief solicitation for newspaper advertising consisted of a circulation argument glorifying the integrity of "our figures" and exposing the devilish ingenuity of those submitted by "our competitors."

The Audit Bureau of Circulations changed this condition almost overnight, and, as a result advertisers, relieved of the time-killing ordeal of listening to super-heated stories about press runs, free copies, gross print and gross exaggeration, were enabled to give at least another hour per day to considering the real merits of newspaper advertising.

And there were some mighty men pounding tables about circulation, in an effort to get business for their newspapers. These men have since turned their talents to the more useful field of research, and they are constantly laying before advertisers facts of real value about market conditions; analyses of the kind of circulation their newspapers have; figures on wages earned; rents paid; houses built and business done in their several communities, so that the advertiser who is thinking about newspapers finds the path to final decision easier as the days go on.

I might cite many other circumstances to show this trend towards standardization. The simplification of the rate card; the "clean-up" question; fairer ways of making comparative statements of lineage—all these are "in the work," and each is having, or will have, its bearing upon the general advertising situation.

#### THE DEALER'S POSITION.

The most important factor, however, in the development of general business is the attitude of the retailer. As the newspapers have been drawn closer together, because of their common interest in the national field, so the manufacturer of to-day is uniting his selling and his advertising departments. And the closer together the sales manager and the advertising manager work, the larger the retailer looms in importance.

The X. Y. Z. Company may have a fifty-acre plant, but the fate of its product is decided over the counter of a two by four store. The retailer and the newspaper did business side by side for many years without realizing their common opportunity. To-day, however, in every community leading dealers in all lines understand that it is good business to push the goods that are advertised in the home newspaper, and the home newspaper pretty largely realizes that it is good business to make the dealer understand this point clearly.

By personal call, by letter or circular or the telephone, or through advertising in its columns, the newspaper has educated the merchants in its territory, until to-day "newspaper advertised brands" is a daily expression in the language of merchandizing.

This is by long odds the biggest job the newspapers have ever done. I am glad to say that it was done largely at the suggestion of the Bureau of Advertising and the newspapers affiliated with it; and I think we shall be pardoned for the natural pride we take in the achievement.

#### FRIENDLY INTEREST PROVED.

Every year, with a view of adding to the known facts about newspaper advertising, we "check up" this dealer situation. We call this checking process International Newspaper Window Display Week. Last year it was the week of October 11-16th, and at that time dealers in every line all over the this country and Canada filled their windows with newspaper advertised goods, as evidence of their desire to push products for which there was a direct local demand upon their stores.

The results of this week are too well known to need any further comment here. But if any man has any lingering doubt as to how the storekeeper will cast his vote on the question of na-

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#### ELIMINATION OF "CLAIMS."

The elimination of "circulation claims" was a great stride towards

# Newspaper Advertising "Specials" Predict a Golden Year

From New York, Chicago, Boston, Philadelphia and Other Cities Come Reports Indicating That 1916 Will Be An Exceptionally Big Twelve Months for Newspapers and All Who Have to Do With the Advertising Industry.

NO body of men are closer to the real heart of business than the newspaper representatives, who handle fully ninety per cent. of all the advertising printed in American newspapers and periodicals. In order to ascertain what may be expected to happen in a business way during the year that has just dawned, THE EDITOR AND PUBLISHER invited representatives of the advertising field to express their views for the benefit of our readers. Here is what they have to say:

J. T. BECKWITH, of the *S. C. Beckwith Special Agency, New York*.—"How did our papers fare in 1915? Fine, all things considered. Business could have been better, but we are justified in saying it could have been worse. The collapse between August, 1914, and January, 1915, was calamitous, we all admit. It cut deep. But, with that tendency America always has of recovering from all bad conditions, things have gradually gotten better, until now they are perhaps a visible shade above normal. In June, July, and August, 1915, our business in some quarters was the best of record, and it has gradually improved all along the line since. Two weeks before the holidays, things perked up to their best since a long, long time ago, and orders and contracts poured into our laps. The situation at this writing looks genuinely good. With the edge off the war scare, and the politicians cornered where they cannot turn things over seriously, no matter what happens, it looks like General Prosperity had marshalled his forces against all enemies of good times.

"We would like to be put on the cheerful side of any list you make up."

Mr. D. HUNTON, *Newspaper Representative, New York*.—"I am happy to say that the papers I represent had a most profitable year, notwithstanding that the war clouds obscured the advertising situation in the early months of the year. That winter of our discontent, however, was made glorious summer in the latter months of 1915. 1916 looks brilliant from the newspaper standpoint in national advertising. Each month I hear of advertisers who are beginning to appreciate that the man or woman who cannot be reached by newspaper is not worth reaching. The national advertiser is finding that the quick, concentrated appeal to the attention and purse of the citizens of each community is by talking to that citizen in the one medium which he relies upon for the news of the world, the news of his home city, the news of his own business, the news of his amusements—in short, the news of all the activities of his life—the daily newspaper. The national advertiser is beginning to realize that in every home it is breakfast and the morning newspaper. In the evening, it is the newspaper and dinner, and on Sunday it is rest, good food and the newspaper all day."

W. J. MORTON, of *W. J. Morton Company, Advertising "Specials," New York*: "Recently we wrote you along these lines pointing out the stimulus which our papers were feeling in general advertising—and we can only repeat that our papers are running ahead of last year and there is every indication that 1916 will make records for so-called 'general advertising.' We have never before felt quite so confident of securing a well diversified line of advertising for

each of the papers which we represent. The ease of money conditions which makes it possible for manufacturers to finance themselves at an equitable rate of interest, together with the general prosperity that is sweeping over the country is responsible for the aggressive position which these advertisers are taking in the matter of reaching out for new fields and stimulating their sales."

E. C. TROWBRIDGE, *Newspaper Representative, New York*.—"Prosperity of the substantial sort is here. Manufacturers of all lines are increasing their outputs and their sales departments are marketing these goods as fast as they are made. Retailers are increasing their stocks enormously. Nowhere in the United States is this prosperity more in evidence than on the Pacific Coast. California is entering an era of commercial activities which completely overshadows its past. With unparalleled crops; sound banking facilities; the opening of the Panama Canal, with resultant reduction of freight rates; heavily increased Oriental trade, and the inauguration of five new lines of steamships, operating between Pacific Coast points and Central and South America and Asia and Australia; with additional service between ports on the Atlantic and Pacific, via the Canal, the development of California's wonderful natural resources is forging ahead at a tremendous pace.

"The newspapers with which I am associated—San Francisco *Call-Post*, Los Angeles *Herald*, and San Diego *Union-Tribune*, all show healthy increases in revenues for 1915 over those of 1914. The San Francisco *Call-Post's* earnings increased in 1915 over 1914 \$209,207, of which \$92,528 was from advertising and \$116,679 was from circulation.

General advertisers are preparing to profit by our national prosperity. This is shown by increased appropriations; by the re-entry into the field of many old advertisers, who, through force of circumstances or lack of courage, had curtailed their advertising expenses at the beginning of the European war. Nineteen Sixteen assumes the proportions of the greatest year commercially in the history of the United States."

JOHN BUDD, *Newspaper Representative, New York*.—"Advertising affairs are keeping pace with the general trend of business. Newspaper advertising, that quick, elastic, all-comprehensive or definitely-specific type of publicity reaching everybody everywhere or anybody anywhere, is rapidly becoming more greatly valued and appreciated, and its possibilities better understood by those who in thought and deed link their advertising and selling efforts. The newspapers are carrying a far greater volume of that type of manufacture advertising that actually moves goods off the shelves than ever before. It is increasing every day and as yet less than a dozen distinct lines are very active. There can just as logically be fifty. Prospects are bright for many additions. The situation is exceedingly gratifying to those of us who have preached the doctrine of newspaper advertising these many years but all too often into pride-deafened ears. The real work has just begun, the newspapers must deliver the goods, the voice of their advertising columns must be kept clarion clear, confidence inspiring, and response encouraging. All this is a task of no mean proportions for often even those advertisers who would greatly profit are neither helpful nor encouraging."

J. P. KINNEY & SON, *Representing*

*Daily Newspapers, New York*.—"All the papers we represent experienced large increases of all kinds of advertising in 1915 as compared with 1914. In foreign advertising the gains were large, both in volume of space and returns. There is every indication of still greater increase in general advertising for newspapers for the coming year and we have already booked during December and the present month, a larger number of contracts and many of them for much larger volumes of space than we ever did in the history of our business during the same period. We never have been so busy following up live inquiries at this season of the year and advertisers everywhere seem enveloped in an atmosphere of certainty that can only be accounted for by increasing orders for their products already in hand. Representing as we do, papers scattered throughout the country from Massachusetts to California, we are particularly pleased with the broad scope of campaign, many of which have been greatly extended to cover the entire country. We firmly believe the first six months of 1916 will prove to be the banner period for general advertising in newspapers throughout the country."

ROBERT TOMES, *Publishers Representative, New York*.—"When the European War broke out there was a very large size cancellation of foreign advertising among many advertisers, who had for years been constant and consistent advertisers. Some of the old stand-bys paid not the slightest attention to the general scare that this outburst of militarism created. The general feeling throughout the last half of 1914 was in many cases or instances, one of pessimism, controlled more by the voluminous War reports, which occupied so much space in the Dailies to the exclusion of News that would naturally interest the average reader and give him or her time to read and digest. Not only *Home* news that would ordinarily be of interest, but it seemed to be the consensus of opinion among many general advertisers that it was a waste of their appropriation to continue their usual amount of advertising space.—Some quit and many others quit entirely.

"Among the large medical remedy advertisers, I think you will find that the year 1915 showed an increase in sales over 1914.—General advertisers, I think, you will find, have had their confidence entirely restored and that 1916 will be better than previous years."

A. F. SMITH, of *A. F. Smith Special Agency, Philadelphia*.—"To talk about prospects is like counting your chickens before they are hatched. One never knows what the future has in store, but I am glad to say that in December of 1915 I sent my papers contracts for more advertising than in any previous December during the eight years I have been a special representative. In fact, all during the year I had no complaint to make regarding business. I could, however, notice the difference in conditions as business came much easier toward the end of the year and in December it simply rolled in. I hope, of course, business will be better in 1916, but if it is as good as in 1915 I will not make any complaint, in fact, I will be perfectly satisfied."

CHARLES H. EDDY, *Publishers Representative, New York*.—"We have great hopes of a big year for newspaper advertising. We do not see how it can be otherwise. The great accumulations of money in the banks enables advertisers

to finance readily. General business is excellent and increasing every day. The advertising agencies all over the country are better equipped and more efficient for the handling of newspaper advertising than they have ever been. The newspapers are cooperating with national advertisers to a greater extent than they have heretofore. The tendency to standardize business methods and rates is very strong and is eliminating friction between newspapers and advertisers which is increasing newspaper advertising. Our papers have had an exceedingly prosperous year and we are better equipped and rendering more efficient service than ever before. Yes, my opinion is that 1916 will be a big year for newspaper advertising."

J. M. BRANHAM, of *John M. Branham Company, New York, Publishers' Representatives*.—"We never saw prospects for daily newspaper advertising as bright as they are at this time. Unless something unforeseen happens, our prediction would be that 1916 will be a bumper year for the daily newspapers."

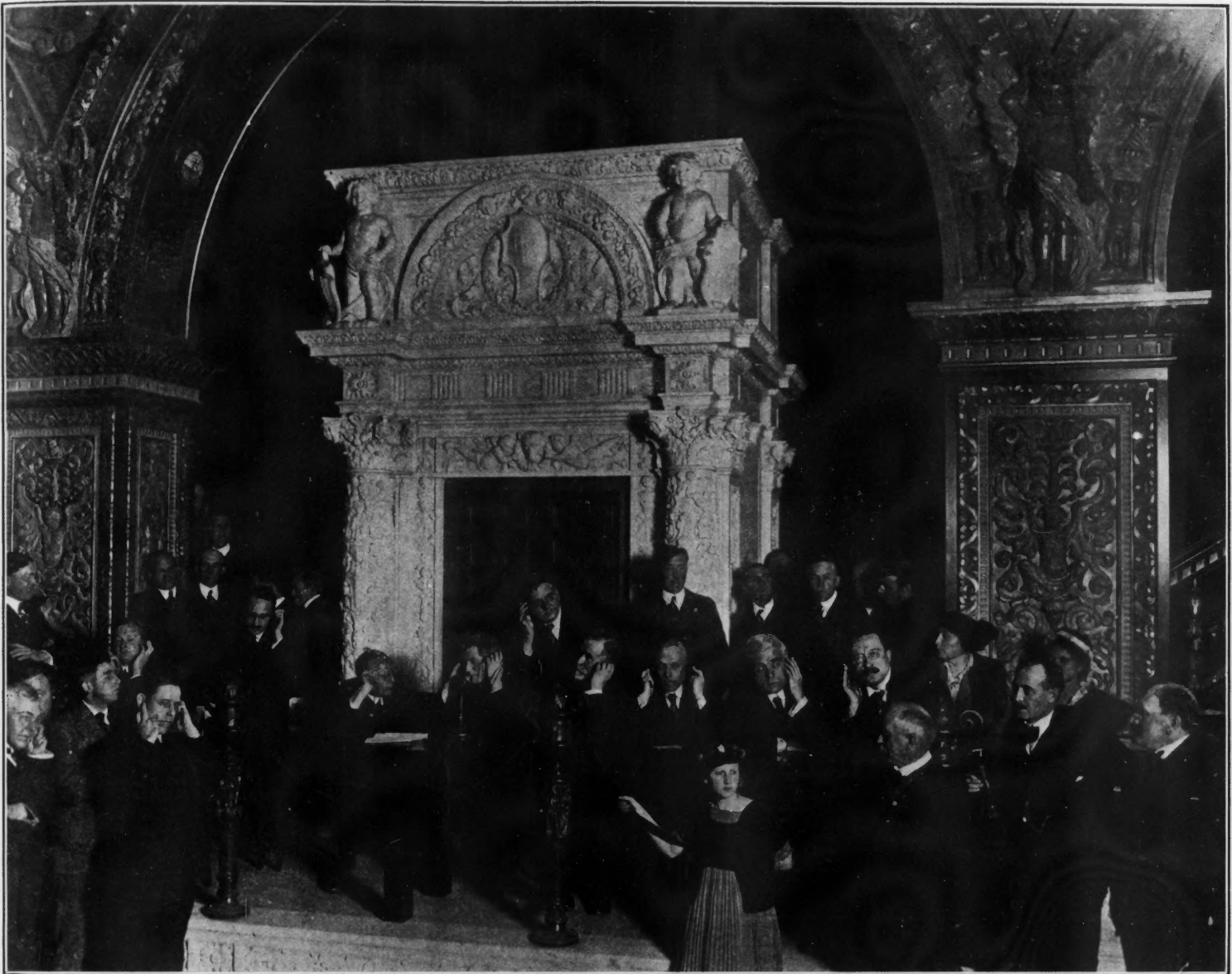
ROBERT E. WARD, *Publishers' Representative, Chicago*.—"I feel confident that the improvement in the daily newspaper national advertising which has been manifest the last ninety days will be continued steadily and increasingly throughout the first half of 1916. Of that I am sure and I am hopeful that the last six months of this year will be as good or better. The best indication is that all of the advertisers who were with us in 1915 are back again for 1916, and last month were heavier schedules, and in addition to that there is a very satisfactory amount of new business being originated to run in the last winter and early spring."

JACK KUTNER, *Publishers' Representative, Philadelphia*.—"Being a newcomer in the special representative field, but backed by years of hard work in the Philadelphia newspaper advertising field, I can confidently state that the coming year will be a surprising one in bringing about an added increase in judicious advertisers, who will reap a golden harvest in catering substantial merchandise to the American public. The purchasing public quickly recognizes an honest merchant; and will undoubtedly support an article of merit. Efficient service backed by good newspaper advertising invariably brings the desired results. Optimism with a big 'O' is on the lips of almost every business man that I meet."

G. LOGAN PAYNE, *Newspaper Representative, Chicago*.—"The first six months of 1915 were rather discouraging in the way of foreign advertising for the papers we represent, but the last six months more than made up for it and in going over the territory and visiting advertisers and agencies throughout the country and from the reports which I have from the managers of my Detroit, New York and Boston offices, I believe that the year 1916 will be a banner year for the daily newspapers."

"The first two weeks show that it is going to be a banner year. Usually the first two weeks in January are sort of house cleaning and there is not a great deal of business going out, but this year one would think that it was in the height of the season. The reports from the publishers of the different papers that we represent show very healthy conditions in each one of the cities. Advertisers and agencies alike are surely realizing that there is only one real way to advertise and that is to centralize and localize their advertising in daily newspapers. That is where their results must come from."





By Courtesy of New York American and Los Angeles Examiner.

#### SCENE IN LOS ANGELES EXAMINER'S NEW BUILDING DURING MR. HEARST'S DEDICATORY SPEECH FROM NEW YORK

Among Those Grouped About the Table are C. E. Sebastian, Mayor of Los Angeles; M. F. Ihmsen, Publisher of the Examiner (in the Center of Doorway); John S. Mitchell, Vice-President Los Angeles Chamber of Commerce; Herbert L. Cornish, Vice-President Los Angeles Realty Board; Joseph Scott, of the Chamber of Commerce; and C. F. Mason, Division Manager, Pacific Telephone and Telegraph Co.

#### EXAMINER'S HANDSOME BUILDING Los Angeles Paper's New Home One of the Finest in the World.

The new home of the Los Angeles Examiner, which was dedicated by William Randolph Hearst by telephone from New York on New Year's night, as related in THE EDITOR AND PUBLISHER last week, carries out explicitly the orders given by Mr. Hearst for the architectural plans. Those instructions were:

That the building should be the largest and finest structure in the world, devoted exclusively to the publication of a daily newspaper.

That architecturally it should be typical of the atmosphere and tradition of Southern California.

That in general appearance it should be a cornerstone in the splendid structure of California achievement.

That in construction there should be combined the two essentials of sanitation and efficiency.

The new building stands at Eleventh and Broadway, on a part of the old Huntington Property.

In the center of the building is a tower two stories in height, 56 by 96 feet, and this is surmounted by a dome, one of the architectural features of

the building. This dome, which is 30 feet high and with an inside diameter of about 35 feet, commands a view of the city in every direction.

On the second floor the editorial and various mechanical departments have been placed near each other and within easy access and communication.

The business offices are arranged on either side of the main entrance on Broadway, opening directly into the big rotunda, which, for elegance and artistic effect, is a feature of the building. This main lobby, the vestibule and public rooms are carried out in the spirit of the best period of Spanish Renaissance, in richness of ornamentation and strong coloring, and even in such details as elevator enclosure and electric lighting fixtures.

#### Welcomed the New Year.

SAN FRANCISCO, January 6.—The Newspaper Men's Club of San Francisco gayly celebrated the coming of the New Year at its rooms, on Grant Avenue. It was the club's first Ladies' Night and the rooms were decorated with carnival colors, while ample provision had been made for dispensing lavish hospitality. Hundreds of women, including newspaper writers and wives and friends of the clubmen, were present. They showed

keen appreciation of all that was done for their entertainment. The guests were welcomed by President Waldemar Young on behalf of the members of the club. The first arrivals enjoyed themselves with dancing and showering one another with confetti. At midnight, actors, singers and vaudeville artists from the theatres visited the club-rooms and contributed greatly to the gayety. The joyous celebration lasted well into the early hours of the New Year.

#### COAST DAILIES' ANNUALS

San Francisco Papers Issue Interesting Special Editions as New Year Begins.

SAN FRANCISCO, January 10.—The annual midwinter edition of the Los Angeles Times, just issued, consists of five special sections in color. The several sections are devoted to general industries, motion pictures, the Southwest, the agricultural development of southern California and the climatic advantages of the State.

The San Francisco Examiner has issued a supplement containing a concise review of the progress made in San Francisco and the Pacific Coast during 1915. A number of articles showed by statistics how greatly the export trade

of this city had increased and how the great industries of the State of California had grown.

The Japanese American News, of San Francisco, issued a New Year supplement containing an article by K. K. Kawakami, author of "American-Japanese Relations," and "Asia at the Door," and articles by Dr. Benjamin Ide Wheeler, of the University of California, George Kennan, Ray Lyman Wilbur, and others on the American-Japanese relations and problem. Kawakami discusses the Japanese problem from its many phases, and declares the problem can never be solved. Francis Butler Loomis, former secretary of state, has an article on "The Pacific Coast Peril." Walter MacArthur, editor of the Coast Seaman's Journal contributed an article, as did William T. Bonsor, secretary of the Anti-Japanese Laundry League. The issue is printed mostly in English.

#### New Paper in Mattoon, Ill.

The first number of the Mattoon, Ill., Herald appeared on January 3. The paper is edited by M. P. House, a well-known newspaper man. Edward Flannery, formerly employed on Danville newspapers, is one of the reporters. A goodly amount of advertising is carried.

## "DICK" COLLINS UNITED FOREIGN PRESS LOYAL FIGHTING BASEBALL MEN ASSERTS HAMMERLING

Details Have Just Been Made Public as to How Representatives of Warring Factions Were Brought Together Through a "Casual" Meeting in a Cafe in St. Louis—Some Inside Facts.

ST. LOUIS, January 12.—Ranking right next to "Joe" Villa's famous scoop on baseball peace, in the estimation of St. Louis newspaper men, was the achievement of "Dick" Collins, sporting editor of the *St. Louis Republic*, who was the first person to bring representatives of the warring factions together. The inside story has been told in detail only within the last few days.



DICK COLLINS

Collins, last April, announced that Philip DeC. Ball, one of the chief financial moguls of the Federal League and now principal owner of the Browns, had made peace with Organized Ball, but the story was derided at the time. Subsequent events have proved he was right.

Shortly after Ball had induced Harry Sinclair to put his millions at the disposal of the Federal League, Ban Johnson, president of the American League, and Charlie Comiskey, owner of the Chicago White Sox, came to St. Louis in an effort to have a conference with Ball. They sought the aid of J. G. Taylor Spink, publisher of the *Sporting News*, Organized Ball's official organ. Spink asked Collins to arrange a conference.

"I've no business with those gentlemen," replied Ball when Collins sought to arrange a conference.

"Why not meet them and see what they have to say?" persisted Collins.

"Well, I'll take dinner at my usual café," was Ball's answer.

That evening Johnson and Comiskey were in the café when Ball entered.

"There's the Federal League leader; want to meet him?" the café proprietor asked Johnson and Comiskey when Ball entered.

"Bring him over," they replied.

When Collins arrived fifteen minutes later, the three, at a secluded table, had their heads together.

"Just a chance meeting," explained the proprietor.

The Federal suit already had been filed in Judge Landis's court and Comiskey and Johnson realized at the time the importance of preventing a court ruling.

The time wasn't ripe for peace. Both sides had contractual obligations—leases, players' salaries, etc.—that had to be carried out. Only preliminaries for the big settlement were paved at the café that night, but, it is known now, the little café meeting, arranged by Collins, was a big step toward peace.

Says it is on Trial Before the American People and Must Prove Itself to be Whole Hearted in Its Patriotism—Quoted Figures Which Show Its Tremendous Growth in This Country.

CHICAGO, January 12.—"America First!" is the slogan of the foreign language press of the United States, as pledged by Louis N. Hammerling of New York, president of the American Association of Foreign Language Newspapers, who yesterday was the principal speaker at a luncheon at the Advertising Association of Chicago. Members of the Foreign Press Association which includes representatives from nearly all of the 760 foreign language newspapers and magazines in the United States were the guests of honor.

In connection with the luncheon was a foreign newspaper exhibit, at which copies of each of the 760 publications were shown. Also there were statistics showing the progress and development of the foreign press in America.

In pledging the loyalty of the foreign tongue press to the United States Mr. Hammerling pointed to the creed of his association, as inscribed on a large scroll which adorned the wall. It was headed: "Many Flags—One Patriotism. Many Papers Teaching One Americanism. Many Tongues Uttering One Word—Loyalty."

"Foreign speaking people and their press are on trial before the American people today," declared Mr. Hammerling. "Their constancy to the cause of the United States and the American flag must be proved whole-hearted, and not half or three-quarters. Not long ago I was called upon by President Wilson to answer for the devotion of the foreign born people I represent through the press to the neutral policy of the United States.

"Rumors were flying thick and fast of mammoth meetings to foment trouble with this or that warring country. Plots were reported to drag the United States on one side or another. I investigated these and then sounded the opinion of foreign born residents through the foreign newspapers, and I was able to report to the President that the people are whole heartedly loyal, and were not flocking to the standards of those self-designated leaders who are menacing the country's unity."

The speaker brought home the extent of the foreign language publishing industry in America by reading tabulated statistics. The total number of employees engaged in the industry is 10,067. The foreign language press has an annual pay-roll of \$5,385,000. They spend \$7,300,000 each year for white paper, \$1,064,000 for presses and \$700,000 for linotypes. There are 17,026,000 paid subscribers of foreign language publications issued in the United States, and during 1914 advertisers spent \$7,230,000 in their columns. The foreign publishing industry in America represents an investment of \$37,000,000.

Mr. Hammerling asserted the foreign language publications rapidly were cleaning up their advertising columns, throwing out all objectionable matter. He praised the work inaugurated by certain English language newspapers which were pioneers in this work. He mentioned specifically the Hearst newspapers, for their crusade which resulted in pure bread in New York, and the Chicago *Tribune* which threw out quack medicine advertising and drove the quack practitioners from Chicago.

W. E. Kier, president of the Kier letter company, was the speaker at the regular monthly luncheon of the Advertising Association, held on Monday. He pointed out the value of advertising men belonging to an organization where there would be a meeting place for an exchange of ideas.

## PAUL WOOTON'S EXPERIENCES

Worked on Mexican Papers Until Squally Times Drove Him Back to U. S.

WASHINGTON, Jan. 2.—Members of the Congressional press galleries have a variety of accomplishments. Paul Wooton, correspondent of the New Orleans *Times-Picayune*, for instance, speaks Spanish about as fluently as he does English. He acquired this language during the eight years that he was connected with the Mexican *Herald* in Mexico City.

Mr. Wooton began newspaper work on the *Auburn Courier*, Auburn, Indiana. Young in his career, however, he went to Mexico where he ran the gauntlet from hotel reporter to night editor on Paul Hudson's Mexico City



PAUL WOOTON.

publication. For a time Mr. Wooton was the Oaxaca correspondent of the Mexican *Herald* and incidentally edited the weekly Oaxaca *Herald*. During the Madero revolution he represented the *New York Times* in central Mexico.

Due to the squally state of affairs in Mexico Mr. Wooton transferred his residence to New Orleans where he entered the service of the *Times-Democrat*, which since has become the *Times-Picayune*. After three years spent on the copy desk in New Orleans he was appointed Washington correspondent in July, 1914.

The *Times-Picayune* lays claim to being the South's greatest newspaper. It maintains a leased wire from Washington and prints 2,500 words of special Washington news daily.

## Tribute to St. Louis Republic Man.

Fifty members of the *New York Herald's* editorial and reportorial staff gave a dinner on Sunday last, for John P. Regan, New York correspondent of the *St. Louis Republic*, on the occasion of the removal of his office from the *Herald* Building, where he had been located for twenty-one years. The affair was arranged as a surprise to Mr. Regan. Members of the *Herald* staff made speeches telling of the high esteem in which Mr. Regan was held by those with whom he was so long in close association. An engraved watch charm commemorating the occasion was presented to him.

The National Vigilance Committee of the Associated Advertising Clubs of the World has issued a folder on "The Law Against False Advertising." The pamphlet shows the need for such a statute, how it benefits business, and what newspapers and the courts say about it. Thirty-two states have laws against false advertising. This little booklet is designed to help obtain the enactment of the "model statute" in the states which have no advertising laws, and in the nineteen states whose laws might be strengthened.

## BOSTON SCRIBES HOLD MEMORABLE DINNER

Gastronomic Fellowship Marked Gathering of More Than Four Hundred at Feast of the American Institute of Banking and It Was a Notable Evening of Stunts by Writers and Artists.

(Special to the Editor and Publisher.)

BOSTON, January 10.—Boston newspaper men and artists heard their fellow workers crack jokes and watched them make rapid fire cartoons tonight at the "Press Night" dinner of the Boston Chapter, Inc., American Institute of Banking, at the American House.

It was a night of nights, the reporters at the press tables being so much entertained by members of their own profession at the head table that they forgot to take notes at times.

The dinner had been announced by the circulation of "The Boston Chapter Extra," made up to represent a newspaper extra. This "extra" contained the programme of the evening's festivities, as well as contributions by various well known reporters, artists and humorists of the Boston press. Represented in this sheet were Frank P. Sibley, of the *Globe*; Paul Waitt, of the *Post*; W. H. Ross, of the *American*; E. F. Murch, of the *Transcript*; R. E. McMillin, of the *Journal*; Edward E. Whiting, of the *Record*; Newton Newkirk, of the *Post*; Kenneth Roberts, of the *Post*; Wilbur Burrows, of the *Advertiser*; James C. White, of the *Herald*; A. J. Philpot, of the *Globe*; Franklin P. Collier, of the *Journal*; Norman Ritchie, of the *Post*; Wallace Goldsmith, of the *Globe*, and others.

The president of the association, Robert B. Locke, presided. He thanked the press of Boston for the support it has given the chapter during the past year.

It was essentially an evening of stunts, very little of a serious nature being attempted. Joy reigned supreme throughout the evening. "Norman" Ritchie, of the *Post*, made a hit with his humorous talk and caricatures of well known people.

A. J. Philpot, one of the best known newspaper men in Boston, who is a member of the *Globe* staff, made a clever speech.

Albert J. Gordon, of the *Advertiser*, formerly with various newspapers in New York, Philadelphia, and other cities, talked about his experiences as a secret service agent for the United States government. He described in detail several of his assignments.

The closing stunt came when Charles E. Butterworth, of the *Journal*, made up very cleverly to represent Bryan, arose and called for his secretary. This was the cue for Charles E. Lamb, a man of diminutive stature, to appear, bearing a cash register and a dove of peace in a bird cage. "Mr. Bryan" then called for a cash deposit before he proceeded on his speech on the value of unpreparedness. When checks had been passed and "Secretary" Lamb had duly rung them up in the cash register the speaker produced a minute glass, setting it on the top of the bird cage. As the sands ran out he called for more money, each time calling on his "secretary" to ring up the amounts.

George S. F. Bartlett, of the Boston Chapter, who arranged the dinner, came in for much praise for the manner in which the affair was run.

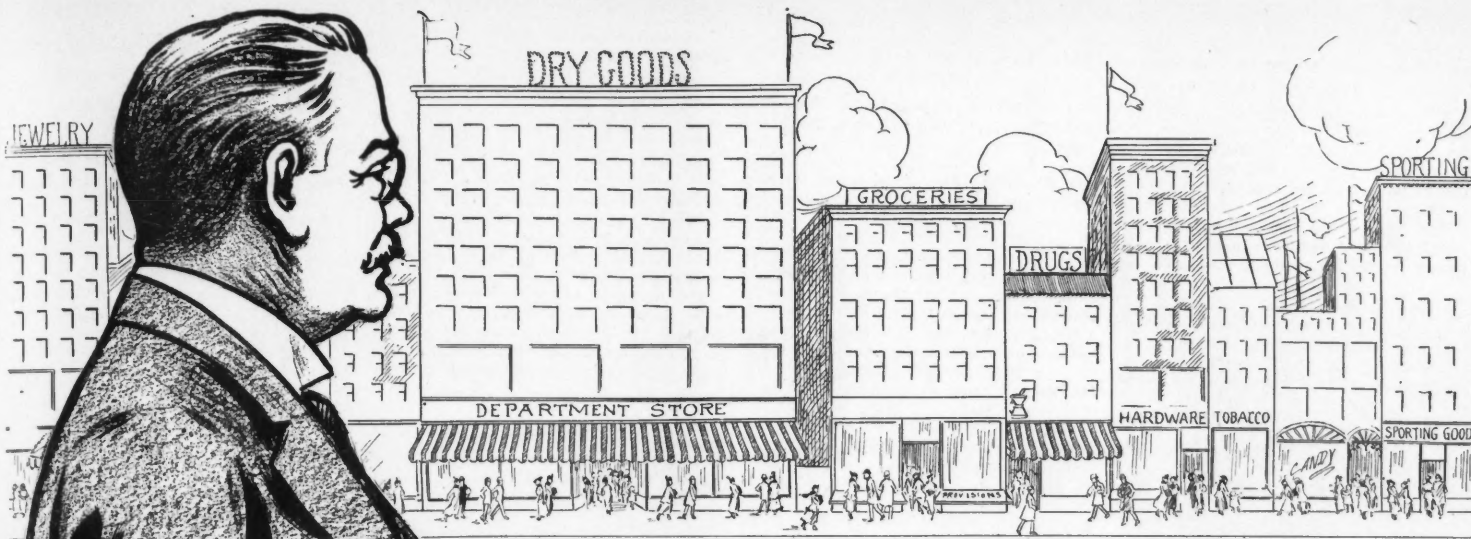
## N. Y. Times Men to Dine

The *New York Times* Association, made up of past and present members of the *Times* staff, will hold its sixth annual dinner Sunday evening, February 6, at the Hotel Biltmore.

## A Coming Wedding

Miss Augusta Sautter, daughter of Police Sergeant Charles Sautter, will become the bride of Willard G. Stanton, former Paterson (N. J.) newspaper man, and assistant sporting editor of the *Jersey Journal*, on February 19.





## Study Boston Dealers

Do you know what Boston dealers think about various phases of advertising and merchandising campaigns?

Do you know how they feel toward different advertising mediums, what they think about coupons in advertisements, indoor displays, window displays, advertisers direct-by-mail advertising and sales literature?

Do you know how they feel toward products similar to the one you wish to advertise?

Such information will help you with your plans—it will help you eliminate waste motion—save you money.

The Boston American—New England's Greatest Home Newspaper—will be glad to help you analyze this territory.

The Boston American will, if you wish, supply valuable data covering the dealer attitude toward various features of advertising and merchandising campaigns and information covering the 39 cities and towns comprising Metropolitan Boston.

If the information you want isn't on file, we will get it for you. Write for details of our plan of co-operating with advertisers—it will interest you.

**BOSTON AMERICAN**  
NEW ENGLAND'S GREATEST HOME NEWSPAPER

80-82 Summer Street, Boston, Mass.

Member Audit Bureau Circulations

New York Office, 1789 Broadway

Chicago Office, 504 Hearst Building.

*You cannot cover New England without the Boston American*

## JOYCE IS THREE SCORE AND TEN

But Philadelphia's Veteran Irish Journalist is as Active as ever.

PHILADELPHIA, January 12.—J. St. George Joyce, author, poet, editor, and one of the oldest newspaper men, in point of service, in the country, celebrated last week his 70th birthday anniversary at his home in this city. Mr. Joyce entered the profession forty-nine years ago, and has been in active newspaper work, in every conceivable ca-



J. St. GEORGE JOYCE

pacily, up to the present time. He is now connected with the staff of the *Public Ledger*.

Mr. Joyce acquired a great part of his newspaper training in Ireland, his experience carrying him through many history-making events in that country. A personal friend of the noted leaders in the agitation for Home Rule when the movement was in its infancy, he was one of its most vigorous champions. Mr. Joyce joined the *Galway Express*, a weekly newspaper, in Galway, Ireland, as reporter, in 1867. After a short time he became attached, as sub-editor and reporter to the *Galway Vindicator*, then one of the oldest newspapers in Ireland.

After many years with the *Vindicator* he established the *Galway Press*, the first Home Rule paper founded in Ireland. Owing to the fact that the present-day enthusiasm for Home Rule was lacking in those days, the *Press* was a financial failure. Mr. Joyce then became editor of the *Clare Journal*. During his period in this office there occurred the famous election in the borough of Ennis, when Charles Stewart Parnell's first candidacy for Parliament was returned by the narrow majority of six. Mr. Joyce contributed largely to this result, as he was then, and until the death of Parnell, the latter's intimate friend.

From the *Clare Journal* Mr. Joyce went to Birr, King's County, to start and edit the *Midland Tribune*, the first and then the only, nationalist organ in the midlands of Ireland. Mr. Joyce subsequently became editor of the *Leinster Leader*, but left after a few years, when the ownership of the paper changed hands. He then came to Philadelphia, where he became attached to the *Times*, and continued on its staff as reporter, assistant city editor, news editor, foreign editor, and editorial writer until the paper ceased, when he joined the *Ledger* staff. Then, after a few years as foreign editor of the *North American*, he returned to the *Public Ledger*, on which paper he still remains.

Mr. Joyce is an authority upon the subject of European, and especially Irish and English, politics and economics. He has been a prolific writer upon these and kindred subjects, and has acquired an enviable reputation as a writer of contemporary Irish verse. Two of Mr. Joyce's sons and one of his daughters are also active in local newspaper work.

## HIGH PRAISE FOR REPORTERS.

They Rank With the Constructive Citizens of a City, Says Col. Paxon.

ATLANTA, Ga., January 12.—The newspaper reporter is no longer merely a gatherer of news, who is invited to banquets and committee meetings, solely for a selfish and commercial reason, but ranks among the constructive citizens of a city, according to Col. Fred J. Paxon, president of the Atlanta Retail Merchants' Association. Col. Paxon, at the annual meeting and dinner of the Atlanta Hotel Men's Association, said:

"During the year just closed the Atlanta Hotel Men's association and the various other civic organizations of Atlanta have met with remarkable success in all that they have undertaken. That this is true is due in no small part to the newspaper men of Atlanta. By the newspaper men I do not mean so much the editors and publishers of the dailies, but the reporters. In no instance has it been found where they were not only willing to give us the publicity necessary to success of any public movement, but they have worked with us and have displayed splendid judgment in the work which they have done. I am enough of a newspaperman to know how much it means to a newspaperman to 'get a story,' and there have been some good 'stories' in the work of the past year, yet in no instance has it been found that a reporter disclosed a confidence or failed to hold a 'story' until it might be published most advantageously for the cause which it supported.

"This kind of work by the reporters is a very valuable sort of constructive citizenship. They have proven themselves one of us.

"I, therefore, take pleasure in assuring the newspapermen at this dinner this evening that they are not invited here for the commercial purpose of getting the name of the Atlanta Hotel Men's Association in their respective publications, but they are here as guests of the association, just as I am myself a guest, and anything that they may write will be in the nature of co-operating with a civic organization.

"It has not been always that newspaper men have so become a part of the city. I can remember the day when a reporter was not invited to a meeting of this sort upon the same footing as he is invited today. This change comes a great deal more as a responsibility than it does as an honor, for, having won this confidence of the builders of a city, it behooves the newspaper man to live up to it and it behooves him to set the good of his city a high place in his ideals."

## PIP-SQUEAKS AND GASPER.

Trench Journals Have Names That Are Hard to Understand.

The editors of many of the curious little trench journals, which are being brought out in ever-increasing numbers by soldiers at the front, have a perfect genius for inventing queer and bizarre titles for their publications.

Some of these, though certainly strange-sounding, are at least understandable. The *Pow-Wow*, for instance, which is the trench journal of the 20th Battalion Royal Fusiliers, conveys some sort of an intelligible idea to most people.

But the same cannot be said of the *Lead-Swinger*, which its sub-title informs us, is "The Bivouac Journal of the West Riding Field Ambulance." Is "lead-swinger" Army slang for an ambulance man? Or what?

*Pip-Squeaks* is another puzzling title, until one learns incidentally, on glancing through its inside pages, that "pip-squeak" is a special kind of small German shell, so-called by Tommy from the noise it makes when fired.

The *Comb and Paper* reports and criticizes concerts and other similar entertainments at the front. The *Hangar Herald* presents no difficulties to anyone who knows that "hangar" is the

name airmen give to the sheds where their aeroplanes are stored. The paper deals, as its name implies, with the doings of aviators at the front.

The *Gasper* is a paper published, so its editor informs us, "for soldiers at the base," and he goes on to tell us, incidentally, that "the base is a place where troops are kept until they are so fed up that they do not mind getting killed."

Yet another of these curiously-named ventures in active service journalism is entitled *Dicksey Scrapings*, and its subtitle, which is at least self-explanatory, even if somewhat diffuse, is as follows: "The Only Authorized Version of the Doings of the Honorable and Ancient Order of the Cooks of the Artists' Rifles."

## RICHMOND NEWSPAPER MEN BUSY

Convening of General Assembly Causes Shake-up on Local Staffs.

RICHMOND, January 12.—The convening of the General Assembly in a sixty-day session today caused a general shakeup in the staffs of the several daily newspapers. The *Times-Dispatch* put their Capitol man, Louis I. Jaffe, in the House of Delegates and assigned William B. Southall to cover the Senate, while B. T. Groome has been assigned to the Capitol, the Corporation Commission and the Governor's office. The *Evening Journal* assigned their Capitol reporter the veteran, Horace A. Hawkins, to the Senate, and J. Taylor Robertson to the House. Col. "Bill" Owen is again reporting the Senate for the *News-Leader*, while Carter W. (Bishop) Wormley is doing the House, with Taylor Robertson, of the *Journal*, as his desk-mate. Ernest Ewing covers the House for the *Virginian*, while the Senate proceedings will be written for that paper by Mr. Hawkins, of the *Evening Journal*.

The Baltimore, Washington and State papers will receive the news of the General Assembly through the *Times-Dispatch* News Bureau, the work for which will be done by James C. Latimer.

The *Daily Press*, of Hopewell, has secured the services of Henry Surguy, who has been on the advertising staff of the *Times-Dispatch* for several months. Mr. Surguy was formerly correspondent for New York and other papers at Hot Springs, Va.

C. E. Sherwood, who resigned last week as advertising manager of the *Evening Journal*, has joined the staff of the *Times-Dispatch*.

Robert E. Golden has left the city staff of the *Times-Dispatch* and is doing the city hall for the *Evening Journal*.

W. McDonald Lee, president of the Richmond *Virginian* Company, announces editorially that Ernest H. Cherrington, of Westerville, O., a leading authority on prohibition questions, editor of the *American Issue* and also of the *Anti-Saloon Year Book*, has joined the directorate of the Richmond *Virginian*, as has also J. W. Hough, of Norfolk, president of the Virginia Anti-Saloon League. The *Virginian* will be improved and will also issue a weekly edition.

## Iowa Papers Spell More Simply.

The Burlington (Ia.) *Hawkeye* has adopted the modified spelling of twelve words that have been officially approved by the National Educational Association, including the for though, altho for although, thoro fare for thoroughfare, catalog for catalogue, decalog for decalogue, prolog for prologue, pedagog for pedagogue and program for programme. The *Hawkeye* points out that the simplified spelling of these words saves the use of thirty-one letters and that it means "a saving of time in correspondence, preparing manuscript and setting type." The Marshalltown *Times-Republican* and the Council Bluffs *Nonpareil* have used this style of spelling for some time.

## NEWSPAPER ON FIRING LINE.

"The Listening Post" Reflects Mental Attitude of Men in Trenches.

Another issue of the *Listening Post*, a "newspaper" published by the 7th Canadian Battalion at the front, has been received in Canada. It is a neat little publication, brimful of humor, and gives an excellent indication of the good spirits of the boys on the firing line.

This is what the *Listening Post* says of itself: "The *Listening Post* is a special paper printed for particular people and is written on the firing line—as a matter of fact some of our material has been lost through the caprice of a German shell, while it is printed in a little shop well within the zone of shell fire; in fact, we have often expressed surprise that the building has been left standing. Perhaps our friends (we guess not) the Germans have not yet discovered that this important and influential journal is printed here; however, we will 'carry on.'"

A writer telling of the troubles of the men who stay out at "the listening post," keeping watch for the enemy, says:

"Flare lights are sent up by the Germans, or 'very darks' are attempted by us, to a crescendo of Hun merriment. Visitors, especially from across the road, are apt to enliven matters a trifle too strenuously. Visitors in the shape of friends, with brassy cough and sizzling sneeze, are liable to complicate matters and brace up the environment. Some whisper like a train snorting through a megaphone. Others creep like an elephant with locomotor ataxia.

"Think of the listening post. Far out in front of the trench, nearer Berlin than anywhere else. All alone but for his wire, watchful, alert, peering through the darkness, analyzing every sound, dissecting every vision, investigating every smell—an epicure, a critic, a reporter, rolled in one. A rising bank of mist that may be gas. A football out in front that may be our own patrols or it may not. The safety of the trench depends upon him, and on the safety of the trench depends—yes, what?

"On a fine night, with a full moon, dry ground and a good view. Fine! A regular picnic. All the universe and the myriad stars to remind you of your future happiness. But on a wet night, a thin, drizzling, slush of a night, your knees a sponge, your elbows a marsh, your 'tummy' a morass, nothing to be seen, heard or smelled, but wet, damp and misery.

"Flare lights may show up your position, but it is the bullets and the machine guns that actually ascertain whether a listening post is a post and not merely a prostrate piece of timber."

## Pittsfield Journal Dies; News is Born

PITTSFIELD, Mass., January 10.—The *Pittsfield Daily News* published its first edition this afternoon, and at the same time the *Pittsfield Journal* went out of existence. The *Daily News* is the successor to the *Journal*, merged with the Telegram Company which was organized some months ago but never began publication. The *Pittsfield Journal* was organized in 1880 and has been continuously published since that time. The new paper, like the *Journal*, will be under the management of Freeman M. Miller, an old line journalist in western Massachusetts. Most of the men who had to do with the *Journal* will be identified with the new paper.

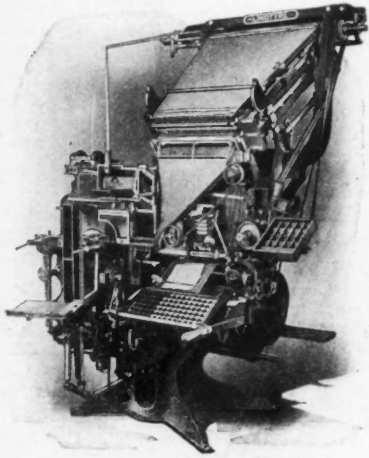
## To Study Journalism in Des Moines.

A class in journalism will be organized at North High school, Des Moines, Ia., at the beginning of the mid-year semester. The class will study the business and editorial departments of the newspapers and prepare copy for the school paper. The members who excel in class work will be made the staff of the school paper later. Members of the newspaper profession in Des Moines will be asked to give practical talks.



# *The Machine That* LASTS

## In 1893 The SALT LAKE DESERET EVENING NEWS

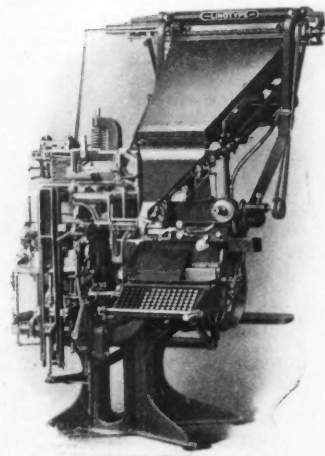


Model 8—Three Magazines

installed its original battery of six Model 1 single-magazine Linotypes. Other machines of improved models were added to the plant from time to time, in order to keep pace with the paper's growth, until the News' battery consisted of twelve Linotypes; but for

## MORE THAN 22 YEARS

the original six were in constant use and continued to give adequate service. Last November the six Model 1's were traded in to us and replaced with an equal number of Multiple Magazine Linotypes. We know of no machine that retains as great a value after years of service as



Model K—Two Magazines

# *The* LINOTYPE—*The Machine That* LASTS

## MERGENTHALER LINOTYPE COMPANY

CHICAGO  
1100 S. Wabash Avenue

TRIBUNE BUILDING, NEW YORK  
SAN FRANCISCO  
646 Sacramento Street  
CANADIAN LINOTYPE, LIMITED, TORONTO

NEW ORLEANS  
549 Baronne Street

## CONSUMER DEMAND SHOWS GAIN OF 15.93 PER CENT. IN UNITED STATES

Highly Interesting Survey by the Educational Research Committee of the Associated Advertising Clubs of the World—Figures from Department Stores, Retail Clothiers, Hardware Dealers, Druggists, Jewelers and Grocers.

Consumer demand in 1915 as indicated by retail sales throughout the United States increased approximately 16 per cent. over 1914, and collections improved materially, according to the second annual report of the merchandising research committee of the Associated Advertising Clubs of the World, which has just been received here in the January number of Associated Advertising, the monthly magazine published by the Associated Advertising Clubs. In compiling the report November was taken as an index month to business conditions.

The investigation touched nearly 200 leading market centers in every part of the United States and in a number of Canadian cities, covering stores selling both luxuries and necessities. Grocers, jewelers, department store owners, hardware dealers, clothiers and druggists, representing the six lines of business investigated, willingly opened their books to the hundreds of investigators who interviewed them.

In reporting an increase of 15.93 per cent. in consumer demand in America, as evidenced by retail sales, the committee has taken into account the fact that the population of the country is increasing 2 per cent. a year and has known this is offset by the fact retail establishments are increasing in number more rapidly than are consumers.

Therefore, the increase of 15.93 per cent. indicated by this investigation can undoubtedly be regarded as a safe index.

There is a net increase in consumer demand as compared with 1913—the two years showing an increase. In 1914, the decrease as compared with 1913 was but 2.3 per cent., so 1915 has shown an increase over 1914 of 15.93 per cent. and a net increase over 1913 of 13.63 per cent. is indicated.

Only one city shows an actual decrease this year as compared with last, and there are but nine which show as little as 2 per cent. increase.

While last year's sales showed decided areas of depression, the favorable reports for this year show no such marked variation. Business seems good everywhere.

The average consumer increased his purchases in the different sections of the United States as follows, as compared with the corresponding period of the preceding year:

New England States	16.58
Middle Atlantic States	13.66
South Atlantic States	18.47
East-South Central States	23.47
East-North Central States	15.12
West-North Central States	14.43
West-South Central States	24.08
Mountain States	15.45
Pacific States	11.23

Retail advertising shows a gain of 2.58 per cent. for November, 1915. The following table gives details, the minus sign (-) designating a decrease:

New England States	1.52
Middle Atlantic States	4.10
East-North Central States	5.031
West-North Central States	5.07
South Atlantic States	3.55
East-South Central States	4.13
West-South Central States	6.28
Mountain States	-1.09
Pacific States	-3.45

In increasing their volume of sales for November, 1915, 19 per cent. over November, 1914, department stores in the United States made an average increase of 1.4 per cent. in advertising.

It is most significant that the three groups of States enjoying the greatest gains in volume of department store sales were those which increased their advertising to a greater extent than those in other sections.

The South Atlantic States gained 43.3 per cent. in department store sales with an increase of 2.2 per cent. in advertising. The East-South Central States

gained 23.3 per cent. in department store sales, with an increase of 3.6 per cent. in advertising; while the West-South-Central States, with an increase in advertising expenditure of 5.3 per cent., did 22.1 per cent. more business than in the corresponding period of 1914.

The manner in which these Southern States surpassed the other sections of the country in volume of department store sales may be commended to the attention of retailers throughout the country.

In the following summary of department store sales and expenditures for advertising, the percentage figures preceded by plus marks indicate gains and those by minus marks, reductions:

	Sales	Adv'tg
New England States	+16.8	+8
Middle Atlantic States	-12.8	-8
South Atlantic States	+43.3	+2.2
East-South Central States	-23.3	+3.6
East-North Central States	+18.7	+1.9
West-North Central States	+14.6	+1.5
West-South Central States	+22.1	+5.3
Mountain States	+18.8	+6.07
Pacific States	+10.2	-2.6

Advertising by retail clothing merchants in the United States for November, 1915, shows only 1.6 per cent. increase over the corresponding period in 1914.

Notwithstanding this general conservative policy there have been remarkable increases in several instances. Clothing dealers in Tennessee, Louisiana, Missouri and Georgia are putting more effort on advertising their goods this year than last, while the smaller cities in the northwest and southwest seem to be making no increase and, in some cases, are retrenching.

The clothiers in the larger cities in these same districts are advertising more extensively than a year ago.

The following condensed statement of clothing sales, collections, stocks and advertising in the various sections of the country divulges some interesting comparisons. The collection figures refer to the number of points above or below normal. The other figures express percentages of increase or decrease as compared with 1914, all figures preceded by no mark indicating increases and those preceded by the minus sign indicating decreases:

	Sls.	Col.	Stks	Ad.
New Eng. States	16.4	7.4	2.7	3.
Middle At. States	14.2	5.5	-2.6	9.3
South At. States	21.4	11.3	2.8	3.5
E. So Central States	25.4	9.	-5.9	9.3
E.-No. Central States	16.3	4.6	1.	4.1
W.-No Central States	17.6	5.1	3.	1.2
W.-So Central States	18.4	8.2	3.	9.8
Mountain States	17.7	8.6	3.5	6.
Pacific States	19.7	1.7	4.	-3.8

Retail hardware dealers in the United States in November, 1915, spent only 1 per cent. more for advertising than during the corresponding period of 1914.

Variations in volume of sales, stock levels and advertising appropriations by geographical sections of the country are interesting from the point of view of present inventories, but more important from the bearing of advertising on sales, the figures preceded by the minus sign indicating decreases—all others increases:

	Sales	Stk	Adv'tg
New England States	21.1	8.4	2.7
Middle Atlantic States	12.4	5.1	-2.8
South Atlantic States	11.1	7.6	.4
E.-South Central States	44.4	16.2	-1.5
E.-North Central States	16.	7.7	2.4
W.-North Central States	15.6	7.9	3
W.-South Central States	43.5	34.1	17.5
Mountain States	21.5	2.7	-10.4
Pacific States	5.4	2.8	-5.6

A considerable number of representative cities reported 1915 advertising expenditures by retail drug dealers considerably below their 1914 appropriations. The average increase for this line of business for the whole United States, however, is 4.3 per cent.

A large number of representative cities reported no change in advertising expenditures by retail drug dealers.

Several marked increases in advertising expenditures on the part of retail druggists are noticeable in the south, although the general tendency is toward a conservative maintenance of appropriations of a year ago.

On the Pacific coast, out of eleven cities reporting, one showed an increase of 1 per cent., two of 5 per cent., and one each of 10, 17 and 25 per cent. Three showed advertising appropriations the same as were expended in November, 1914, and two showed decreases of 33 and 50 per cent. respectively.

The wide variation between advertising policies pursued by retail drug dealers in various cities on the Pacific coast is fairly typical of the situation throughout the country. Cities located within a few miles of each other and apparently subject to similar economic conditions, show wide variations in drug store advertising. The averages by geographical divisions, however, present evidence of an upward trend, with the single exception of the Pacific coast group, as the following table shows, the minus sign indicating a decrease, all other figures indicating increases:

	Sales	Stock	Adv'tg
South Atlantic States	9.3	9.5	6.8
New England States	14.1	14.1	3.3
Middle Atlantic States	16.9	3.5	14.
East-South Central States	14.1	1.7	2.2
East-North Central States	12.	7.2	.4
West-North Central States	6.2	5.	7.2
West-South Central States	14.9	4.	.7
Mountain States	9.6	8.	4.6
Pacific States	7.2	4.9	-1.8

It will be noted that the variation, by districts, between the highest and lowest in sales and stocks is nothing like the variation in advertising, indicating that the druggist has not standardized his advertising policies as many other lines have.

While a comparison of the six lines of business investigated shows that jewelry stores are second in sales gains, they stand third as to gains in advertising. The average jewelry store advertising gain for November, 1915, as compared with the corresponding period of last year, is 2.9 and is exceeded by the gains in the grocery and drug lines.

On the whole, the variations in advertising appropriations, not only between different sections of the country, but also between neighboring cities, are more extreme in the case of the jewelry trade than in any of the other six lines investigated.

Three cities in Utah illustrate this point. The first maintained its advertising appropriation during 1915 at the same level as 1914. In the second, jewelry men, for some reason, discontinued all their advertising, and in the third, advertising increased 24 per cent.

Fluctuations as between geographical sections range from a 4.4 per cent. cut in the mountain states to a 19.7 per cent. increase in the West-South Central States.

A summary statement comparing jewelry sales and advertising increases or decreases by geographical sections with conditions a year ago, expressed in percentage figures, follows. The collection column refers to points above or below normal, the minus sign indicating sub-normal collections. The minus sign in the advertising column indicates a falling off as compared with 1914:

	Sales	Coll.	Adv'tg
New England States	21.	7.7	-8
Middle Atlantic States	19.7	-5	1.5
South Atlantic States	16.	-1.4	-4
E. South Central States	26.2	7.7	.4
E.-North Central States	16.9	3.9	9.6
W.-North Central States	24.2	2.4	2.1
W.-South Central States	32.7	2.6	19.7
Mountain States	12.3	7.4	-4.4
Pacific States	15.8	-5.	-2.1

Advertising appropriations for grocery stores in representative cities showed a 3.1 per cent. increase for November, 1915, over November, 1914. This is a continuance of the substantial increase made in grocery advertising appropriations during the year 1914 as compared with 1913, the increase for 1915 and 1914 being 3.2 per cent. and 3.1 per cent. respectively, and 6.3 per cent. for the two years.

Of course, it should be borne in mind that such an increase in grocery advertising represents a comparatively small amount of additional local advertising, because, in most communities, grocers,

on the average, advertise so little. Nevertheless, the increases reported indicate an interesting tendency and it is especially interesting to note that the two sections of the country showing the largest increase in grocery sales showed advertising appropriation increases of 18.9 per cent. and 7 per cent., respectively.

There is much more grocery advertising in the smaller cities than in the larger places. In many of the larger cities, most of the general advertising of groceries is done by the department stores.

The report is based entirely upon the advertising of those handling groceries as their chief or only line.

One would suppose that the larger grocer could find advertising as profitable as it is to the grocery departments of department stores.

The following table shows increases in grocery sales and increases and decreases in grocery advertising in various sections of the country for November, 1915, as compared with the corresponding month of 1914, the percentage figures preceded by the plus mark indicating increases and those by the minus mark, decreases:

	Sales	Adv'tg
New England States	+9.6	+5
Middle Atlantic States	+4.7	+4.
South Atlantic States	+6.6	-9.7
East-South Central States	+10.5	+18.9
East-North Central States	+10.3	+2.9
West-North Central States	+7.8	+9.7
West-South Central States	+10.5	+7
Mountain States	+9.8	-1.9
Pacific States	+8.5	-4.4

### BLIZZARD KEPT EDITORS HOME.

South Dakota Press Association Meeting a Fizzle Because of Weather.

[Special to The Editor and Publisher.]

HURON, S. D., January 13.—Only about twenty members of the South Dakota Press Association were present at the first day's session of the winter meeting, the crowd being kept at home by a temperature of forty below zero and a blizzard which interrupted train service. President Shaber, of the Hudson Hudsonite; Secretary Halliday, of the Iroquois Chief; C. M. Day, of the Sioux Falls Argus-Leader, were among those present. Most of the programme was held up the first day as more arrivals were expected Friday. No morning meeting being held, at the afternoon meeting one paper was read by Dean C. Trippier, of the Canova Herald, on "Paid-in-Advance Subscriptions." This was followed by a general discussion. The banquet arranged for to-night was postponed because of the slim attendance.

To-morrow's programme is as follows:

"The Publisher's Business Relations With His Competitor," A. L. Davenport, Vermilion Plain Talk.

"Is the Country Newspaper Field Overworked?" F. W. Wright, DeSmet Independent.

"Newspaper Legislation," John Wilson, Viborg Enterprise.

"Personal Observations of the Foreign War," illustrated. A. N. Brace, professor of journalism at the South Dakota University; formerly war correspondent of Associated Press.

"How Can the Membership and Influence of the South Dakota Press Association Be Increased?" P. F. Nolan, Plankinton Herald.

"The Country Newspaper and Rural News," A. T. Horton, Volga Tribune.

"Newspaper Organization," Hon G. L. Caswell, editor of Denison, Ia., Bulletin, and field secretary of Iowa Press association.

"Are Christmas or Special Editions, at Prevailing Advertising Rates, Profitable?" L. J. Bates, Lake Preston Times.

"Type Setting Machines in Country Offices," C. F. Hackett, Parker New Era.

Isn't it strange, when you come to think about it, how many persons there are who feel convinced they are the sum total of knowledge in all that pertains to advertising, simply because they can write a few words of copy that please themselves?



*Before the War*  
**JOHN LLOYD BALDERSTON**  
 was known only in Philadelphia  
**NOW**

**He is known all over the United States, Canada and warring Europe**

***Mr. Balderston's semi-weekly letters from Europe have placed him in the front rank of war correspondents.***

He is a trained reporter; he has the newspaper sense; he writes in a popular style, yet with a rare literary excellence; his estimates and forecasts, both political and military, have been conspicuously correct.

Mr. Balderston is now making a specialty of the human interest side of the war. His letters, all of actual facts, will contain matter which will grip the heart and fire the imagination.

He has the confidence of those high in command and in control of the forces and governments of the combatants. He writes, from exclusive inside information, facts and figures which make his articles distinctive news beats.

Mr. Balderston's work is appearing in The Pittsburgh Dispatch, Los Angeles Times, Seattle Post-Intelligencer, Indianapolis Star, Detroit Free Press, St. Louis Globe-Democrat, Duluth News Tribune, Winnipeg Tribune, Vancouver Advertiser, Toronto News, etc.

No matter what war correspondents you have, no matter how complete and comprehensive your news service, Mr. Balderston's letters are something which would still further strengthen your paper.

The service consists of a 3,000 word letter released for Saturdays or Sundays and a 1,500 word letter released for Mondays.

***The following letters carry absolute conviction:***

**THE SEATTLE POST-INTELLIGENCER**

November 27, 1915.

Mr. P. C. EASTMENT,  
 Vice-President and Secretary,  
 The McClure Newspaper Syndicate,  
 New York City.

Dear Sir:

We have been using Balderston since he started, with excellent results. Balderston seems to me to be the only reporter at work on the other side. There are plenty of war correspondents over there, but few reporters, and my preference is for the latter. I have been struck by the fact that syndicates with war correspondents on their staffs are offering me the matter that Balderston wrote months ago.

Yours truly,  
 (Signed) T. J. DILLON,  
 Managing Editor.

**INDIANAPOLIS STAR**

November 24, 1915.

Dear Mr. Eastment:

John L. Balderston's letters have won much attention and praise from readers of The Star. He appears to have been the one big "discovery" in his particular field since the war began. His happy knack of picking up important information, often outlining in advance the course of the war, is unique among articles from American correspondents, and his habit of hitting the mark gives him an ever-increasing popularity.

The articles are well written and thoroughly interesting from start to finish. We have had many inquiries regarding Balderston's history and experience before he entered the war correspondence field.

More wide-spread publication of his stories certainly should give the American public a more intimate knowledge of the great war. We value the series very highly—consider his articles, in fact, as the best that have come from abroad since the war began.

Yours very truly,  
 (Signed) ERNEST BROSS, Managing Editor.

**THE DETROIT FREE PRESS**

Detroit, Mich., December 4, 1915.

Mr. P. C. EASTMENT, Secretary,  
 The McClure Newspaper Syndicate,  
 New York City, N. Y.

Dear Mr. Eastment:

After having published the John L. Balderston war articles several months, The Free Press wishes to express to you its great appreciation of the value of this service. The Balderston articles have been most timely in several instances during the last few weeks, particularly since peace rumors have been afloat, and taken in all they constitute a most comprehensive review of the entire war situation.

Yours very truly,  
 (Signed) PHIL J. REID, Editor.

**THE PITTSBURG DISPATCH**

Pittsburg, Penn., December 1st, 1915.

Mr. P. C. EASTMENT, Secretary,  
 The McClure Newspaper Syndicate,  
 New York City.

Dear Mr. Eastment:

For some time we have had it in mind to write you a congratulatory note on having included in your excellent service the splendid John L. Balderston letters relating to the great European war, embracing as they do a number of side-lights that seem to be passed over by other correspondents writing from the other side, and which make mighty good reading; and incidentally to felicitate ourselves on having been fortunate enough to secure them for our territory. "The Dispatch" was among the first to publish Mr. Balderston's intensely interesting correspondence, and the favor it met with among our readers, from the very start, was so gratifying that we feel a 10-strike was made when we took the letters on.

Just where or how Mr. Balderston secures his "dope" is a matter of wonderment to us, for it has repeatedly been observed that his letters, written about three weeks before they appear in print in this country, are confirmed by cable news furnished by the press associations just a day or two before or a day or two after their publication. He seems to have valuable and reliable inside lines of information. One of this city's best judges of newspaper news remarked the other day that his extensive newspaper reading failed to discover any more interesting or apparently accurate correspondent writing from the other side than Mr. Balderston.

The hope is expressed that "The Dispatch" may be favored with the Balderston letters to the end of the war, at least.

Yours truly,  
 (Signed) AUSTIN BEACH, News Editor.

**ST. LOUIS GLOBE-DEMOCRAT**

St. Louis, December 7, 1915.

McCLURE NEWSPAPER SYNDICATE,  
 New York City.

Gentlemen:

The Balderston war articles appear to have given much satisfaction to readers of the Globe-Democrat. They are informative, incisive, and above all, very, very interesting. The only thing else I can say is, I feel we are getting our money's worth.

Very truly yours,  
 (Signed) J. J. McAULIFFE, Managing Editor.

**WORLD PUBLISHING COMPANY**

Tulsa, Okla., November 26, 1915.

McCLURE NEWSPAPER SYNDICATE,  
 New York, N. Y.

Gentlemen:

The Tulsa Daily World has used the Balderston European letters for some time. The articles have created wide comment in our territory and we are convinced that it is one of the most widely read features in our Sunday edition. Personally we believe the Balderston letters convey to American newspaper readers the truest insight into war conditions abroad of anything that is published in this country, and the fact that they are written by a thorough newspaper man makes them all the more enjoyable.

Very truly yours,  
 (Signed) EUGENE LORTON, Editor.

**There is always space for a big feature—Balderston's letters are a big feature dealing with the biggest events in the world's history. If your territory is open—act now—wire for option at once**

**THE McCLURE NEWSPAPER SYNDICATE, 120 West 32d Street, New York**

## PUBLISHERS COMMEND "THE EDITOR AND PUBLISHER'S" FREE "SITS" ADS

They Say That It Will Extend Helpful Aid to Those Who Need It Most — Waldemar Young, of San Francisco "Chronicle," Points Out Its Advantages to Newspapers Needing Dependable Assistants.

[The following is the second installment of letters and telegrams received from newspaper men throughout the country commending THE EDITOR AND PUBLISHER'S offer to print free of charge situation wanted advertisements for persons out of employment.—Ed.]

HERBERT WYLE, *business manager Baltimore News*.—"THE EDITOR AND PUBLISHER has done a most helpful thing for both newspapers throughout the country and newspaper men generally. It will be a great assistance, especially for the newspapers, as when help is needed it is needed in a hurry, and this should prove the easy route to capable and experienced newspaper workers. The Help Wanted sections of the newspaper trade journals are woefully lacking in Want 'ads,' and when help is needed it so often happens that very few people in any desired line can be found by this method. This should encourage those who are looking for positions in the newspaper field to give themselves the proper publicity. In my mind there is no question but what the liberality of THE EDITOR AND PUBLISHER will be taken full advantage of."

NORMAN M. PARROTT, *general advertising counsel, Baltimore*.—"I have often thought there was a need for a department of this nature in connection with some publication of national circulation that reaches newspapers, advertisers, and advertising managers. I more or less frequently receive letters from out of town from men desiring to locate in the advertising line in Baltimore, and know that other advertising clubs have had similar experience. It's very liberal on the part of THE EDITOR AND PUBLISHER to print without charge the ads of those out of employment. It is giving help where help is needed."

WALTER R. HOUGH, *city editor the Baltimore Star*.—"The purpose of THE EDITOR AND PUBLISHER to print advertisements of men out of work will undoubtedly prove of great benefit to newspaper editors of the country. Occasion often arises when an editor wants to fill a vacancy with little delay. My experience has been that one ordinarily looks in vain through the trade publications to locate the kind of man he wants. Too often the editor is compelled to employ a man of inferior ability, paying as much salary for inferior service as would satisfy a more competent man. An exchange of the sort contemplated to be inaugurated by THE EDITOR AND PUBLISHER ought to prove a valuable thing for all concerned."

G. FRANKLIN WISNER, *president the Baltimore Press Club*.—"THE EDITOR AND PUBLISHER'S free ad space offer to the jobless newspaper man is eminently calculated to bring the vacant job and the right man together. There is many a man who finds himself out of employment through no fault of his own. In another town there may be an opening that he could fill capably. In bringing the two together such a department as THE EDITOR AND PUBLISHER will conduct will be of great value."

M. P. LINN, *President, Advertising Club of St. Louis*.—"Intelligence has just reached me to the effect that hereafter 'Situation Wanted' advertisements from newspaper and advertising men out of employment would be printed in your publication without cost. Your liberality in this direction is extremely commendable, and entitles you to the hearty support and co-operation of all the newspaper and advertising men, whether employed or not. Personally, I compliment the spirit which prompts your generosity in this particular direction,

and with Compliments of the Season, I remain, etc."

THOMAS C. GOOCH, *editor Dallas Times-Herald*.—"Publication of wants without cost for the unemployed advertising men and newspaper men, as announced by THE EDITOR AND PUBLISHER, is a course that deserves strong commendation. The unemployed are not numerous, yet there are some deserving men who should have that employment, and this will doubtless enable them to land that needed job."

SAMUEL T. HUGHES, *editor Newspaper Enterprise Association, Cleveland*.—"It is a fine stunt. It ought to make THE EDITOR AND PUBLISHER a bureau for distribution of editorial brains."

T. A. ROBERTSON, *managing editor Cleveland Leader-News*.—"The plan should be an excellent feature for the editors, publishers and working newspaper men. It should develop into a market place where employee and employer can meet to their mutual advantage."

ERIE C. HOPWOOD, *managing editor Cleveland Plain Dealer*.—"It is a commendable enterprise for helping good newspaper workers, as it gives them a means by which they may be placed in quick touch with the most desirable situations open."

GUS J. KAECER, *Cincinnati Times-Star, Washington, D. C.*.—"In thus creating a professional exchange THE EDITOR AND PUBLISHER has established a service that will be acceptable to both the employee and the employer."

C. C. HART, *Spokane Spokesman-Review, and secretary of the National Press Club, Washington, D. C.*.—"This is what I call a real service to the newspaper man."

BEN F. ALLEN, *Cleveland Plain Dealer, Washington, D. C.*.—"The efforts of THE EDITOR AND PUBLISHER to help newspaper men who are out of employment is to be highly commended."

W. A. CRAWFORD, *Central News, Washington, D. C.*.—"THE EDITOR AND PUBLISHER'S free want column for newspaper and advertising men will no doubt be beneficial to the profession."

FRANK B. LORD, *Buffalo Times, and president of the National Press Club, Washington, D. C.*.—"I believe in every effort which tends to bring the jobless man and the manless job together. The plan of THE EDITOR AND PUBLISHER will do this in the newspaper field, and the writer, the publication and the public will be benefited."

GEORGE F. GOLDSMITH, *advertising manager Philadelphia Public Ledger*.—"It's a fine idea colored by the larger and more generous policy now characteristic of really big business."

RALPH L. MILLET, *editor Dallas Dispatch*.—"Advertising men and newspaper men in Texas should greatly appreciate the courtesy extended to them by THE EDITOR AND PUBLISHER in accepting for publication without cost Want ads from unemployed. This should enable all unemployed newspaper workers and advertising men to connect with desired positions."

J. R. BONE, *managing editor of the Star, characterizes the idea as altogether commendable and a recognition of a branch of the newspaper business that is entitled to greater consideration than it has had in the past from the standpoint of the man out of work as well as of the employer.*

Such a clearing house under the auspices of THE EDITOR AND PUBLISHER should be valuable as a brilliant idea was the expression used by A. T. MacDonald, assistant business manager of the News in referring to the free ad offer. He added that the average news-

paper man was inclined to be improvident, and when out of a job was often in a bad fix. THE EDITOR AND PUBLISHER'S proposition will be a great boon to such. More than that it would show employers where a superfluity of men was to be found and even up the supply.

WALDEMAR YOUNG, *San Francisco Chronicle, president of the Newspaper Men's Club*.—"I consider the action of THE EDITOR AND PUBLISHER in publishing free want ads for news writers out of work very commendable. This policy connects up with the work of the Newspaper Men's Club of San Francisco, which is trying to reach the same result in another manner. The wide circulation of THE EDITOR AND PUBLISHER will be of great advantage in securing names of men needing employment. Formerly interior papers needing editorial help wired to city editors of San Francisco dailies to ascertain if there were any competent men looking for positions. The Newspaper Men's Club has just appointed Frank F. Carmody, of the A. P., on a committee to communicate with the Pacific coast and interior press regarding the club's activities in this direction. Outside papers can now secure men by communicating with the club."

BOSTON, December 29.—The offer of THE EDITOR AND PUBLISHER to print free want advertisements for newspaper and advertising men out of work has resulted in much favorable comment in this city. Here are some of the expressions of opinion:

A. W. CULLIS, *editorial department Boston Post*.—"I cannot commend the plan too highly. It is a case of when a man needs a friend. THE EDITOR AND PUBLISHER is certainly a friend to the newspaper man in this regard, as in others."

CARROLL SWAN, *of the Swan Agency*.—"The plan seems to me like the old Bible story of the man who extended the courtesy of a cup of cold water. A man out of a job needs a friend, and free advertising of a position wanted at such a time is certainly an act of friendship."

THOMAS GREENALL, *an advertising agent of the Boston Evening Record*.—"That's a grand, good idea, is it not? I have always a position somewhere for a newspaper man who deserves a job. It sometimes happens, however, that there is no position open in the city where the man finds himself. An ad in THE EDITOR AND PUBLISHER would find him one. That free ad plan should do a great deal toward utilizing the supply and demand. Besides that, it renders a service which should be appreciated by both editorial workers and publishers."

DULLCIAR, *of the Boston Herald automobile department*.—"I read the announcement of the plan with interest, and hope that it will prove a great success."

Two men in the Boston Globe talked in regard to the plan. They were George Coates, of the advertising department, and A. J. Philpot, of the editorial department. Both men were loud in their praise of the idea. "It is a bit of help at the time help is needed," said Mr. Philpot.

JOHN FITZPATRICK, *of the Boston American, well known in newspaper circles, expressed his favorable opinion of the plan: "In the service are many good men, deserving and full of ability who will be enabled to get work through this plan. I have no doubt," said Mr. Fitzpatrick.*

ROBERT A. BUTLER, *city editor Indianapolis News*.—"It fills a real need, both to the man and the employer."

W. H. MONTAGUE, *Advertising Manager, Hamilton-Brown Shoe Co., St. Louis*.—"We are informed that you have started running 'Situations Wanted' for newspaper and advertising men out of employment, free of charge. We certainly believe you should be highly commended for this course, for it is certainly showing a good spirit, and we believe that if this spirit should be followed up by other editors it would create a better feeling of good will between publishers and advertising managers. Wishing you

the best of success and a prosperous New Year, I am sincerely yours, etc."

J. W. BOOTH, *Advertising Manager, Missouri Pacific, St. Louis, Iron Mountain and Southern Railway Companies*.—"I want to congratulate you sincerely on your recently announced plan to publish in your 'want' columns each week notices from advertising and newspaper men seeking employment. This should not only be a great help to those seeking desirable connections, but also to the employer in making it possible for him to get into communication with advertising men of experience. This will do much towards improving advertising for frequently, I think, employers have appointed inexperienced men to take charge of their advertising and newspaper work simply because they did not know where to find an experienced man. This last feature alone should mark a step of distinct progress in advertising and newspaper work."

FRANK CARROLL, *chief of advertising department, Indianapolis News*.—"This only strengthens the faith of newspaper men in the friendliness of THE EDITOR AND PUBLISHER. It should be the means of great good to many."

BEN F. LAWRENCE, *business manager Indianapolis Star*.—"It is only another step that shows the effort of the paper to be of real service to newspaper men."

GEO. W. STOUT, *editor Indiana Daily Times, Indianapolis*.—"No greater service to the profession could be performed than one that enables the right man to find the right place. Certainly it deserves commendation."

THOMAS FRENCH, *advertising manager of the Atlanta Constitution*.—"This announcement, coming at the beginning of a new year from a publication known wherever newspapers are published, is evidence of THE EDITOR AND PUBLISHER'S determination to lose no opportunity to increase its sphere of usefulness. It is already a splendid paper and one which is of great value to newspaper men everywhere. THE EDITOR AND PUBLISHER will be of additional aid to men who are seeking positions in the newspaper field."

JOHN PASCHALL, *city editor of the Atlanta Journal*.—"I was delighted to read the announcement. It means that THE EDITOR AND PUBLISHER is going to provide employment for many worthy men who are deserving of positions but who are out of work through their failure to get in touch with vacancies. I regard this move as a splendid one and it gives me pleasure to commend it."

PAUL WILKES, *business manager of the Atlanta Georgian*.—"Many capable men are out of employment at the present time because they have been unable to get definite information as to vacancies. Many newspapers are in need of these men. The two interests will be brought together now and every employed and unemployed newspaper man in America owes a debt of gratitude to THE EDITOR AND PUBLISHER for their decision to aid the unemployed in getting positions."

### Notable South Dakota Issue

On Jan. 1, the Rapid City (S.D.) Journal issued a notable "booster" edition. It was in book form and was entitled, "Holiday Greetings from Rapid City, S. D., Gateway to the Richest Hundred Miles Square on the Face of the Earth." The editors were Joseph B. Gossage, Alice Gossage and Albert F. Welles. The 184 pages are full of interesting matter, profusely illustrated. A history of Rapid City is given by one of two of the original settlers who still reside at Rapid City. Pictures give some idea of the beautiful scenery of the Black Hills. The commercial growth of Rapid City is made a feature.

### Thirty Years Old and Modest.

The Davenport (Ia.) Times recently celebrated its thirtieth birthday, but did so quietly and unostentatiously without issuing any anniversary edition. E. P. Adler is publisher and J. E. Hardman managing editor.



# Advertising *vs.* Stock Market

More millionaires have been made through *judicious* advertising than through stock market "speculation." The public will purchase necessities and luxuries—when it will *not* buy stocks. The merchant with the right goods can *sell* them with the right advertising, and the manufacturer of any product who creates a demand through the force of advertising, makes a national name for *both* his house and product. Once the public *DEMAND* gets back of a product or project—be it railroad, bank, beverage, apparel, furniture, cereal or proprietary article—the stock market steps in and *PROFITS* by the *SUCCESS* of the industry advertised. When the manufacturer has built up a name and Trade Mark for his line, he has a treasure that *CANNOT* be lost or stolen—his buildings may burn down, his bank fail, but the knowledge of his Trade Mark still survives in the minds of millions—*an asset money cannot measure, nor stock jugglings destroy.*

We are advertising agents and sales managers. We have helped to *CREATE* millionaire organizations through the *FORCE* of our publicity and sales plans. We have six accounts in the million dollar class, and many others of the hundred thousand dollar type—the practical successes we have won for them may be repeated for others on equally rational lines of intelligent, well directed effort.

## The Year 1916

will be one of the greatest industrial periods the country has ever known—get *your* share in time by *planning* in time. There's absolutely no obligation incurred by talking with us about the publicity-sales end of it. Phone or write *TO-DAY.*

## Capehart's Methods

456 FOURTH AVENUE  
NEW YORK

Cor. 31st Street

Phone 7777 Mad. Sq.

## GRASTY WENT HOME AT LAST

Whereupon Mexico, Missouri, Gave Him a Welcome Pent-Up for 32 years.

MEXICO, Missouri, January 11.—It's a long, long way to—Mexico, Missouri, from the European trenches, but "Charley" Grasty, internationally known editor, publisher, and war correspondent, after a long, long time—32 years—made it back, and his recent home-coming was one the pilot of the Baltimore *Sun* and the friends of his boyhood will not forget.

It was a visit that had been promised, a long time promised, both to himself and to the old-timers expecting him, who had been told that some day "Charley"—not Mr. Grasty, please, but "Charley"—was coming home. He did finally, and although his return was but a call—just between suns—it was eventful, indeed epochal, for it was "Charley Grasty Day" in the little Missouri town.

For the first time since a boy—an overgrown boy—Charles H. Grasty, one-time managing editor of the Kansas City *Times*, later editor and proprietor of the Baltimore *Evening News*, and now owner, editor and publisher of the Baltimore *Sun*, one of the most successful newspaper men in America, stood on the spot, where he began his career by accepting his first newspaper job. It was on the northeast corner of the court-house square, where, in May 1880, he "accepted" a position as reporter for *The Intelligencer*, Mexico's oldest paper, offered him one morning by Col. John E. Hutton, its editor, and later a member of Congress from the now and perpetual Champ Clark district. Here Grasty held a reception, and although he admits 52 years, it was "Howdy Charley" on all sides as he shook the hands of those who formerly gave him the "news" when he was a "cub"—and a country cub, at that. It was a beautiful day, and the natives seemed to boil out from somewhere to greet him, much as do bees from a hive on a mild, spring day. Fresh from the war zone and en route over the country, spreading the gospel of preparedness with ideas gained from first-hand knowledge, Mr. Grasty was visibly affected at times as he renewed former acquaintances and when he recalled the days of his youth.

A teacher of Latin in the High School of the town at sixteen, having taught in the county schools before, and a genuine blown-in-the-bottle newspaper man by instinct, as his later activities proved, Grasty was the live-wire reporter of the time, his friends declare.

"I received the munificent salary of \$6 a week," he said, "and I started right in to make *The Intelligencer* a red-hot newspaper. How well I succeeded is borne out by the fact the opposition newspaper (the *Ledger*) was always taking a crack at me. They used to represent me as the 'Ambidextrous Grasty,' who was capable of writing a funeral with one hand while writing a wedding with the other. It was great.

"I would like, if I had time, to go back to the neighborhood near Santa Fé, where I taught at the Ringo School. Those days of home sickness were the worst mental torture I have ever endured. I would borrow a mule every Friday night and ride to Mexico, 16 miles, to see my father, whom I loved dearly. Ofttimes I would stay at home, talking to him, until 3 o'clock Monday morning before mounting my mule and riding back to Ringo School to endure another week of homesickness.

"I had a sweetheart here, too, that I thought about a lot. She was ten years older than I. All of my sweethearts were older than myself."

While in Mexico, Grasty addressed, upon request, the students of the High School, before whom he spoke at length upon the European situation. The townspeople were as numerous as the students at this gathering, and he was given a great ovation at the conclusion of his remarks. He had organized the literary society of the school thirty years before.

It is not very generally known that Grasty had intended to make a lawyer of himself until that dollar-a-day job was offered him. "I have never had time to study law, however," he said, "since Col. Hutton met me on that May day in the court-house yard in 1880. I am a free lance now, and with the law schools at hand, I am going to be a lawyer yet."

"If he does, he'll succeed," said an admirer among the bystanders on the Mexico square.

CECIL MORRISON BASKETT.

## WAR CORRESPONDENT HONORED.

Simms, Paris Manager of United Press, Elected President of Press Association.

William Philip Simms, Paris manager of the United Press, who has been in receipt of several exceptional considerations at the hands of the French Government, has had a new honor conferred upon him in the shape of the presidency of the Anglo-American Press Association of Paris.

This organization, which is composed of all the active English and American newspaper men located in the French capital, has general charge of all affairs pertaining to the work of its members and is the one unit recognized by the French Government.

The complete list of officers chosen for 1916 is as follows: President, William Philip Simms, of the United Press; vice-president, George Adam, of the London *Times*; treasurer, Wythe Williams, of the *New York Times*; secretary, Andre Glarner of the *Exchange Telegraph*; committeemen, F. B. Grundy, of the *New York Sun*; Elmer Roberts, of the Associated Press; L. Jerrold, of the *Daily Telegraph*, and Paul Scott Mowrer, of the *Chicago Daily News*.

## NEW YEAR'S EXTRA FOR FOSTER

Houston Chronicle Staff "Put One Over" on Their Chief and the City

The Houston, Texas, *Chronicle* staff did an unusual and surprising stunt on New Year's Eve, when they caused Houston citizens to hear the stentorian call of a newsboy shouting *Chronicle* Extra, without being able to purchase the paper. They wondered what it was all about until they learned that employees of the paper had framed up to "put one over" on M. E. Foster, president of *The Chronicle*. Agreeable with the "frame up" a loving eup handsomely engraved with New Year sentiments was delivered at Mr. Foster's Main Street residence.

A part of the "scheme" involved the issuing of a "special edition" of the Pink Sheet, with the first page devoted to details of the exploit. The services of a newsboy were secured.

While the "conspirators" hid themselves in the shrubbery, the newsboy shouted "Extra!" Mr. Foster hastily emerged and eagerly purchased an "Extra," which was wholly devoted to New Year sentiments addressed to him, compiled by members of the staff, who lost little time in entering the home and making the presentation.

It has long been an axiom in *The Chronicle* office that "you can't get a line by Foster." Getting an entire page "by him" is therefore considered a real journalistic feat.

## "UNIVERSITY OF THE MASSES."

Modern Daily Paper Wonderful in Completeness, Thoroughness, Accuracy.

Arthur E. Warner, of the editorial staff of the Newark (N. J.) *Evening Star*, spoke last week before the advanced English classes of the Central High School upon "The Modern Newspaper." Mr. Warner said that a liberal education was comprised in every issue of an up-to-date metropolitan newspaper. Information which once required years of effort to gather, collate and place in the text book is now snatched

from the sources, flashed over the wires and laid before the readers in minutes or hours at the most, after the events take place. He said that there are from 80,000 to 50,000 words in a single paper, or as much material gathered from every point in civilization in a day as will be found in an ordinary novel, and placed before the people for one cent or two cents. Mr. Warner added:

"Besides being a great commercial enterprise, the newspaper is the university of the masses. It is a daily record of world's events wonderful for its completeness, its thoroughness and its accuracy—the news gathered by trained men from every continent transmitted by wire and cable, over land and under sea, corrected and revised for the news columns, interpreted by the editorial columns by expert editors, metamorphosed into metal by intricate machines, again read and corrected to guard against mechanical error, carried through the various processes with amazing swiftness, until the great throbbing presses at express train speed turn out the printed papers, cut, folded and counted at the rate of thousands per minute."

## PRESS WINS CASE.

Six Suits Aggregating \$235,000 Damages Net Plaintiff Only \$1 Thus Far.

A libel suit of G. W. Egan vs. the Sioux Falls (S. D.) *Press*, has been reversed by the Supreme Court of South Dakota on several grounds, including error in the instructions to the trial judge to the jury; error in the admission and rejection of testimony; misconduct of Egan as his own counsel in his opening statement to the jury before evidence was offered; misconduct of Egan as his own counsel in his argument to the jury, in that he appealed to the passion and prejudice of the jury; misconduct of his associate counsel in his argument to the jury, and error in denying a new trial on ground of newly discovered evidence.

In regard to intent to libel the court holds that proof of previous publication in newspapers, proof of circulation of pamphlets containing matter similar to the articles complained of, proof of former court records, and all proofs of like nature were admissible to disprove malice upon a showing that the defendant editor had knowledge at the time he caused the articles to be published, and that he made such reasonable investigation of their truth as the circumstances required.

The libel action involved in the decision of the Supreme Court was the second of a series of six suits instituted by Egan after his second defeat for the Republican nomination for Governor in 1912. The grand total of his demands against the *Press* for satisfaction for alleged injuries done his reputation is \$235,000, of which he has received thus far one dollar.

## Hearing on News Print Rate.

[Special to The Editor and Publisher.]

WASHINGTON, D. C., January 14.—Guthrie H. Plante, representing the American Newspaper Publishers' Association, appeared before the Interstate Commerce Commission this forenoon and argued against the proposed increase in freight rates on news print paper in the territory east of the Mississippi River and north of the Ohio and Potomac Rivers. No decision was reached to-day by the Commission.

## Has Opinion of Its Own.

J. C. McNally, a Chicago newspaper man writes: "THE EDITOR AND PUBLISHER is the best of the craft publications and is that rare thing in trade papers—an organ with an opinion of its own on important questions which it voices with force, fluency and fearlessness."

## WIRES STORY OF HIS INSANITY.

Newspaper Man True to Trust Even When Adjudged Demented.

Oscar R. Smith, of Florida, Ala., was adjudged insane on January 7, but even after the pronouncement of the court he displayed signal fidelity to his trust as a newspaper correspondent by sending the following telegram to the Montgomery *Advertiser*:

FLORALA, Ala., January 8.—Oscar R. Smith, who for the past eight years has represented State papers as correspondent at Florala, went insane last Wednesday. Mr. Smith had been in bad health several months and was a nervous wreck. The report that he tried to injure any member of his family or commit any rash deed is a mistake.

Mr. Smith is now at home and being taken care of by his wife and daughter. He will be taken to Tuscaloosa for treatment. Mr. Smith is a newspaper man and a printer, having edited weekly newspapers in Florida for the past eight years. The loss of his mind was caused by overwork, worry, and sickness in his family and the illness of himself.

OSCAR R. SMITH.

Mr. Smith has corresponded for newspapers in Montgomery and over the State for years and his work was always the best, says the Montgomery *Advertiser*. He knew a news story and never failed to protect his paper, which trait is still predominant, despite his unfortunate illness. His friends and relatives believe his condition is only temporary and that he will soon recover.

Among the papers Mr. Smith represented at the time he was taken ill was the Montgomery *Journal*.

## THE NEW YEAR'S WONDER BOOK

World Almanac and Encyclopedia Outclasses Even Its Own Previous Issues.

Where one has *The World Almanac and Encyclopedia* on his desk he is ready to begin his year's work with assurance that much he will want to know will always be within reach. The 1916 issue of this remarkable publication contains 1,000 pages crowded with facts and figures concerning every field of the world's activities. This year many new features have been added, numerous pages referring to varied phases of the European war, bringing the story of the titanic struggle up to the minute.

No other year book of its sort is of equal value to newspaper men, students, politicians, statisticians, teachers, and business men. As a political handbook in a presidential year it is indispensable to all who would follow intelligently the movements of the coming campaign. A handy index to more than 25,000 facts affords instant access to the specific information desired. The sale of the first issue of 200,000 copies of the little wonder-book is already assured.

## Pittsfield Journal Dies; News is Born.

PITTSFIELD, Mass., January 10.—The Pittsfield *Daily News* published its first edition this afternoon, and at the same time the Pittsfield *Journal* went out of existence. The *Daily News* is the successor to the *Journal*, merged with the Telegram Company which was organized some months ago but never began publication. The Pittsfield *Journal* was organized in 1880 and has been continuously published since that time. The new paper, like the *Journal*, will be under the management of Freeman M. Miller, an old line journalist in western Massachusetts. Most of the men who had to do with the *Journal* will be identified with the new paper.

In a new English fireproofing process for timber chemicals are used which do not discolor wood, but permit it to be nailed, glued, painted or polished as though it had not been treated.



If a newspaper treats its news in a truthful, straightforward manner, nothing trashy or sensational—

If its editorial views reflect sound common sense, expressed with dignity and restraint—

If its typography and presswork show care and skillful workmanship—

If its feature stories are such as appeal to people of refinement and culture—

If its advertising columns display only the names of clean reputable concerns—

You know at once that that newspaper goes into the worth-while homes of the city in which it is published.

SUCH NEWSPAPERS ARE

## **The Pittsburgh Post** AND **THE PITTSBURGH SUN**

**Their strongest supporters are the home-people of the Pittsburgh District**

In the two years ending October 1st, 1915

***The Sunday Post Gained in Circulation 41 per cent***

***The Daily Post Gained in Circulation 42 per cent***

***The Sun Gained in Circulation 67 per cent***

Advertisers employ them profitably because of their increasing popularity and because they enjoy the confidence of their readers.

**The Post Gain in Advertising, during 1915, was 160,202 agate lines**

**The Sun Gain in Advertising, during 1915, was 556,906 agate lines**

Ask anyone from Pittsburgh about The Post and The Sun and whether their constructive policy of newspaper making is not gradually placing them **FIRST** in the Pittsburgh field.

## **The Pittsburgh Post**

(Morning and Sunday)

## **THE** **SUN**

(Evening)

**CONE, LORENZEN & WOODMAN**

*Publishers' Representatives*

New York

Chicago

Detroit

## HOLDS UNIQUE AD CONVENTION.

**Birmingham Age-Herald Gives Pianola Piano as Prize for Best Advertisement.**

BIRMINGHAM, Ala., January 12.—A unique method of encouraging the preparation of attractively displayed and truthful advertising was that of E. W. Barrett, editor of the *Birmingham Age-Herald*, who gave as a prize to the advertisers in the *Age-Herald*, a \$750 pianola-piano. The advertisers met in convention recently to decide which individual among them was entitled to receive the pianola.

The convention was held at the Jefferson Theatre, under the rules of the national House of Representatives. Nominations were made from the floor, the candidates basing their claims for the prize on the attractiveness of display and the persuasiveness of the wording of their advertisements printed in the *Age-Herald*. Under the rules, it was necessary that every candidate exhibit his advertisement pasted on a piece of cardboard so that all could see it. Nomination speeches were limited to five minutes each, and seconding speeches, to three minutes. The candidate himself had five minutes to tell why he was entitled to the musical instrument.

The only thing necessary to become a delegate to the convention was to publish in the *Age-Herald* a paid advertisement. Credentials were issued to all who had printed such an ad, and the Jefferson Theatre was well filled.

Sydney J. Bowie, a prominent local attorney, was temporary chairman of the convention, but ex-Gov. Henry B. Gray started a filibuster and succeeded in removing Mr. Bowie and placing in the presiding officer's chair Mrs. Pattie Ruffner Jacobs, president of the Alabama Equal Suffragists' Association. Mrs. Jacobs presided with a firm hand and kept the convention moving at a lively clip.

John A. Sparrow, the dean of the advertising craft in Birmingham, won the pianola on the third ballot by a large majority of all votes cast. B. C. Cox, a local real estate man, was second; Mrs. Mabel Ford Leake, secretary of the Birmingham Retail Furniture Dealers Association, and J. E. Ozburn, who writes ads for the White Swan Laundry, were second and third in the first ballot, respectively.

The *Age-Herald* Advertisers' Convention developing into a State-wide affair, politicians from all parts of Alabama sending advertisements to the *Age-Herald* in order to get credentials as delegates. Many of them were present and practically every candidate had a prominent politician to place his name in nomination for the prize.

The success of the convention has been demonstrated in the attractiveness of the advertising that is appearing in the *Age-Herald*. In an address before the convention, Mr. Barrett explained that this was the purpose of the *Age-Herald* in giving away the pianola—to get the ad writers to prepare more attractive advertisements.

## Agreement Saves Pulitzer Estate \$131,700

A saving of approximately \$131,700 to residuary legatees of the Joseph Pulitzer estate is the result of a compromise agreement filed on Wednesday, which, it is expected, will stop all pending litigation. Frederick N. Judson, a former executor and trustee, accepts \$75,000 on claims of \$140,175. The Union Trust Company takes \$21,272 instead of \$25,000 fees. Columbia University, the Metropolitan Museum and the Philharmonic Society agree to pay \$17,000 each now and \$5,000 later for expenses of \$123,195, and a legal bill of \$30,157. Ralph Pulitzer renounces a personal claim for commissions.

## Big New Press in Elmira

The *Elmira* (N. Y.) *Star-Gazette* has just put in a new Goss quintuple straight-line press, including a color-deck; also other important new machinery.

## VENTURESOME GIRL REPORTERS.

**Two in Cleveland Brave Hardship and Toil to "Get the News."**

CLEVELAND, January 12.—Film actresses have nothing on Cleveland's girl reporters when it comes to performing hazardous feats in order to produce the proper effect in their work. A week or so ago Miss Beatrice Burton, of the *Press*, spent several days working in a foundry in order to tell the news about this new phase in industry for women. The other day Miss Lora Kelly, of the *Plain Dealer*, decided to obtain first-hand information on the progress on the new tunnel which will supply the West Side with water from Lake Erie—and she did.

First of all the inspection required a trip of five miles out on the lake in a tug, and any reporter who has ever chartered one of these sea rocking-horses to go beyond Sandy Hook to meet a belated steamship may realize how much of a picnic this part of the venture was when it is said that the Atlantic Ocean is no rougher than Lake Erie at this time of year. When she arrived at the intake crib, Miss Kelly was dropped through a shaft for 128 feet, and when the cage stopped she was 50 feet under the bottom of Lake Erie.

Miss Kelly then followed the work that men are doing every day—refinishing the tunnel, learning to breathe with air at twenty pounds pressure, operating the steel shield and the big knife and rim that cut a 30-foot orbit into the clay with one revolution. During her investigation Miss Kelly remained four minutes in the air lock that divides the finished tunnel from the operating chamber.

In spite of the trying experience of living under the bottom of the lake for more than an hour, not to mention the dangers of seasickness riding out to the crib and back again, Miss Kelly returned to the *Plain Dealer* office and wrote her story. This is another example of how Cleveland girl reporters "get the news."

## St. Louis Times Gets Legal Printing.

The contract for doing legal printing in St. Louis has been awarded by the Circuit Judges in General Term to the *St. Louis Times*, whose bid was 52½ cents for each square of 250 ems for the first insertion and 49½ cents for each subsequent insertion. The *Republic*, *Globe-Democrat*, *Post-Dispatch*, *Star*, and *Daily Record* were designated by the judges for the publication of notice of sales of property under deeds of trust and mortgages. No price is fixed for this class of printing, the papers naming the price.

## Plattsburgh Papers Unite.

The *Evening News* and *Evening Star* of Plattsburgh (N. Y.) have consolidated and will be published from a single plant. An announcement states that the combined paper will be in entirely different form. New equipment is being installed in the *Star* office, which will also house the Robinson Printery. While alterations are being made, the papers will be published from the old *News* office.

## Where Shall Greeley's Statue Stand?

Typographical Union No. 6, known as Big 6, of New York City, has just passed the following resolution:

Whereas, the city authorities have ordered the removal of the statue of Horace Greeley, the first president of Big 6, from its present location; therefore be it

Resolved, That Typographical Union No. 6 protests against the placing of the statue in Battery Park and that the president appoint a committee of three to urge the city authorities to provide a suitable location for the statue in the immediate neighborhood of the downtown newspapers, the scene of Horace Greeley's many years of labor for the benefit of his fellow men and of his activities when he was the leader in the founding of our own great organization.

## Bet He Was a Good One!

After leaving college former President Taft was a reporter at \$6 per week.

## WILMINGTON DISPATCH SOLD

**North Carolina Paper Now Owned by Company—McClammy Sells.**

Formal announcement was made in Wilmington, N. C., on January 1, of the sale of the *Evening Dispatch*, Wilmington's only afternoon newspaper, and rated as one of the best in the state, to the *Dispatch* Publishing Company. The transaction involves a consideration of approximately \$50,000.

The officers of the new company are: President, W. B. Cooper; vice-president and attorney, Thomas W. Davis; secretary, James Owen Reilly; treasurer and manager, William E. Lawson, the latter being the only newspaper man connected with the corporation. The board of directors is composed of the officers and Mr. Thomas E. Cooper.

A number of improvements are contemplated by the paper, but these, it is understood, are not to be undertaken until later. Among these is the issuance of a Sunday morning paper.

The *Dispatch* gets the Associated Press dispatches and special news from its correspondents in all parts of the state and thoroughly covers the local field.

R. P. McClammy has been owner of the paper since it was established 21 years ago, and under his direction it has prospered.

W. E. Lawson, who will assume active management of the paper, having supervision over all departments, has been city editor of the paper for the past two years, and for five years prior to that time was city editor of the *Morning Star*, of Wilmington, going with that publication when it was taken over by a stock company seven years ago. With the exception of a few years spent in school during the interim, he has been in the newspaper business continuously since he was 13 or 14 years old, owning and editing a paper in his home town of Morven, Anson County, when but 16 years old. Later he owned and edited papers in Siler City for three years, being the founder of the *Siler City Grail*, at present owned and edited by Isaac London. He served for a year as city editor of the *Greensboro Telegram*, two years as city editor of the *Winston-Salem Journal*, and later was connected with the *Charlotte Observer* for a year, being first telegraph editor and later having a position in the proof room.

He and W. B. Cooper own one-third interest each in the *Dispatch* Publishing Company. Senator Cooper is one of the best known bankers and cotton exporters in the South and is a man of large means. He represented his district in the last Legislature and is widely known throughout the state. He has a large number of interests in Wilmington and elsewhere. The other stockholders are wideawake business men of Wilmington. Mr. Reilly is a large real estate dealer; Thomas E. Cooper is president of the American Bank & Trust Co., and Thomas W. Davis is a well-known lawyer.

It is announced that C. A. Wootten, a native of Greensboro, but for the past two years manager of the out-of-town circulation department of the *Atlanta Georgian*, and prior to that time for three years business manager of a daily in New York State, has been secured as assistant to the manager. T. M. Pridgen, formerly a member of the local staff of the paper, returns to his "first love" as city editor, succeeding Mr. Lawson. James H. Cowan, who has been editor of the paper for the past 11 years, will continue in that capacity, it is announced.

## Daily Now Has Mining Department.

The *Charleston* (W. Va.) *Daily Mail* has established a department devoted to the mining interests of West Virginia and is receiving from big mining men throughout that state letters of commendation and assurances of cooperation. Wightman D. Roberts is editor of the new department, which he is filling with interesting and valuable mining news.

## GRASTY GOES TO THE TIMES

**Baltimore Publisher Becomes Treasurer of That Newspaper**

At the head of the editorial columns of the *New York Times* on Wednesday appeared an announcement signed by Adolph S. Ochs, its publisher, that Charles H. Grasty, of Baltimore, had been appointed treasurer of the *Times*, a post made vacant by the death of Charles W. Knapp. Mr. Grasty will take up the duties of the position to-day.

Mr. Grasty is one of the best known journalists in this country. He began his career on the *Mexico* (Mo.) *Intelligencer*. From 1884-1887 he was manag-



CHARLES H. GRASTY.

ing editor of the *Kansas City Times*. He purchased the *Baltimore News* in 1892 and conducted its editorial and business affairs until 1908 when he sold the paper to Frank A. Munsey. That same year he purchased an interest in the *St. Paul Dispatch* and *Pioneer Press* and became its editor. After a year had passed he became editor and owner of the *Baltimore Sun*. Last year he resigned as editor and president and went abroad for the *Associated Press*. Mr. Grasty was for ten years a member of the board of directors of this latter organization.

## GOV. ARTHUR CAPPER

(continued from page 891)

Then he bought the paper and put so much vim and ability into its management, that the *Capital* became, and still is, next to the *Kansas City Star*, the most influential newspaper between *Kansas City* and *Denver*.

After awhile he concluded that he did not have enough to do, so he started or purchased some other periodicals until now the list includes the *Kansas Weekly Breeze*, the *Farmers' Mail* and *Breeze*, the *Missouri Valley Farmer*, the *Oklahoma Farmer*, and the *Household*, with a total circulation of more than half a million copies.

To-day the *Capital* and his other publications occupy the finest newspaper building between the *Missouri River* and *Los Angeles*. Mr. Capper employs more people in *Topeka* than any other individual or corporation, with the exception of the *Santa Fé Railroad* which has its headquarters in that city. He is a master of advertising, in the estimation of experts.

When asked the secret of his success Mr. Capper once said: "Whatever success I have had has been the result of hard work and constant effort to do business on the square." Such a man cannot fail.

Arthur Capper is still a young man—he is under fifty—and it would not be surprising if some day he should be called upon to fill a more important position than he now holds as Governor. He has character, he is an organizer, he is honest, he has brains, he is successful. He is the kind of man who builds. The world needs more like him.



**806,127 lines gain in year 1915**  
**1,976,194 lines gain in past four years**

# The Evening Sun

NEW YORK

The Evening Sun gained 806,127 lines of advertising in the year 1915 as compared with 1914. This is a notable gain, as The Evening Sun has made an advertising increase for each of the past four years, since 1911, over the previous year—a very remarkable and unique record—The Evening Sun being the only evening newspaper in New York to make consecutive advertising gains as the subjoined table shows:

## EVENING SUN

1915—Gain 806,127 agate lines  
 1914—Gain 381,696 agate lines  
 1913—Gain 641,965 agate lines  
 1912—Gain 146,406 agate lines

### EVENING WORLD.

1915—Loss 455,971 lines  
 1914—Loss 589,584 lines  
 1913—Loss 219,804 lines  
 1912—Gain 638,099 lines

### EVENING GLOBE.

1915—Gain 1,465,295 lines  
 1914—Loss 278,851 lines  
 1913—Loss 329,569 lines  
 1912—Gain 499,864 lines

### EVENING TELEGRAM.

1915—Loss 126,791 lines  
 1914—Gain 22,048 lines  
 1913—Gain 234,791 lines  
 1912—Loss 76,595 lines

### EVENING JOURNAL.

1915—Loss 72,928 lines  
 1914—Gain 51,123 lines  
 1913—Loss 228,551 lines  
 1912—Gain 1,157,189 lines

### EVENING MAIL.

1915—Gain 387,325 lines  
 1914—Loss 827,567 lines  
 1913—Gain 199,573 lines  
 1912—Gain 160,600 lines

### EVENING POST.

1915—Gain 103,118 lines  
 1914—Gain 35,046 lines  
 1913—Gain 45,652 lines  
 1912—Loss 131,732 lines

This gain is directly due to the splendid results advertisers get from their advertisements in The Evening Sun. The Evening Sun prints but little of what is technically known as exchange advertising, and does not accept at all advertising on a basis of percentage.

The Morning Sun also had a prosperous year. In the twelve months of 1915 The New York Sun gained 125,215 lines of advertising over the year 1914.

## CIRCULATION

*Sworn Circulation Statements to the Federal Government for six months ending*

October, 1912—	99,170	October, 1914—	122,763
April, 1913—	104,396	April, 1915—	140,203
October, 1913—	105,525	October, 1915—	155,009
April, 1914—	110,056	Present Over	—170,000

*The net paid circulation of THE EVENING SUN is now more than 170,000 Copies*

During a year when TELEGRAPH AND CABLE NEWS has been a greater factor in CIRCULATION BUILDING than at any time since the Spanish-American war, The Evening Sun has made the above outlined splendid record WHILE RELYING EXCLUSIVELY upon THE UNITED PRESS for its telegraphic agency news.

## IDEAL RATE CARD NOT MR. GIBSON'S

Mr. Waxelbaum Takes Issue With Him on Several of His Arguments—Emphasizes the Value of Position and Cites Examples—How Timeliness Helps in Strengthening the Appeal.

[In last week's issue Mr. Gibson advocated the flat rate for newspapers. Incidentally he affirmed that "special position" was overrated and that it was not worth extra money. The writer of the following shows that position, in display advertising, adds to its value.—Ed.]

BY BENJAMIN WAXELBAUM.  
Of the Jewish Morning Journal.

In his article on the ideal rate card, Mr. Gibson certainly advances some good, sound arguments in favor of the flat rate for newspapers. A flat rate for all display advertising would eliminate a great deal of unnecessary work, arguments and hard feelings. Furthermore, the flat rate would be more than fair to the small advertiser who does not spend as much money as his larger competitor.

Up to that point Mr. Gibson's arguments are sound. But when he comes to the question of position "with a capital P," as he expresses it, and tries to prove its fallacies, I cannot believe that there are many persons who will agree with him.

I personally am convinced that if I were an advertiser I would be willing to pay 50 per cent. more for space in a newspaper if I were permitted to choose the position I thought best.

Any newspaper is perfectly justified in charging at least 15 or 20 per cent. in addition to its regular rate for preferred position. It matters not what that position may be; if the advertiser specifies any particular place in the paper that he wants, the publisher is justified in making an additional charge for the preferred position and the advertiser should be perfectly willing to pay it.

Mr. Gibson says that the late Geo. P. Rowell had stated over and over again that one position was as good as another for an advertisement. Every one agrees that Mr. Rowell was an authority on advertising. But that does not make the argument conclusive.

Mr. Gibson considers it unfair to the reader of a newspaper if an advertisement is placed right alongside of the War news he happens to be reading. I cannot see in what way the reader is being deceived in having an advertisement placed in that position. The question arises: Does the average reader of a newspaper look through the advertising columns, or does he only glance over the advertisements that happen to attract his attention?

Is it reasonable to consider that if all the display advertisements were placed together and classified, the average reader would search through all the pages to find the ad. of Cascarets, Uneda Biscuits, a new Arrow Collar or for the financial statement of the Liberty National Bank? Is it reasonable to consider that the average reader would do so?

Of course, it is different with such classified advertisements as Help Wanted, Situations, Real Estate, etc. It is likewise true that department store advertising is usually sought for and perused the same as news. But all other general advertising must be so constructed in physical make-up and so placed in the paper that it attracts attention; otherwise it would not be read.

What results would The Thompson Starrett Company get from their advertising if the make-up man were to stick their 3-inch single column copy into any part of the paper that suited him best, instead of placing it on page 2 or 3, top of column, next to reading matter, as specified in the advertising

order? If it were run in among other ads, how many people would notice it and read it?

What results would The Rogers Peet Company get if their small single column ads were run in any other position but that specified by them,—next to reading matter?

Why is the small double column copy of the Equitable Building always seen at the top of the page alongside of reading matter? Why is Collier's willing to pay higher rates to have their 4-inch single column copy run top of column alongside of reading matter?

Does Mr. Gibson mean to say that all these advertisers are just foolishly spending their money for position which is absolutely of no use to them?

As Goldberg would say, "It's all wrong, Frederick, it's all wrong."

Take a specific instance: An automobile on the corner of Broadway and Fifty-third Street burns to the ground with the chauffeur standing helpless near-by. The accident occurs at 4 P. M. The advertising manager of the Pyrene Extinguisher Company is notified of the fire. His assistant is on the scene at 5 P. M. Was the machine equipped with a Pyrene Extinguisher? It was not. What does Mr. Advertising Manager do? He calls up his agent handling the account, notifies him of the fire and orders an 8-inch triple column advertisement inserted in all the morning newspapers next day. The advertisement will consist of a few words, like this:

"This accident would not have occurred had the machine been equipped with a Pyrene Extinguisher."

And where does Mr. Advertising Agent order the advertisement placed? Right alongside of the piece of news describing the accident. It costs 15 or 20 per cent. more to place the advertisement in that position, but isn't it worth it? Is it a waste of money for the Pyrene Company to do so? Well, I guess not.

I personally have placed some three and four-inch single column advertisements of the Jewish Morning Journal in an English evening paper. With the publishers' consent, I specified page 2 or 3, alongside of reading matter, and paid a higher rate for this preferred space. Would these small advertisements be noticeable in any other position? I do not think so. I placed with the Globe a 16-inch triple column advertisement of the Jewish Morning Journal, addressed to the Automobile Manufacturers. This advertisement will cost the publishers about two hundred and fifty dollars. Was I justified in asking the Globe to place the advertisement on a page containing automobile news? I am sure Mr. Gibson will agree that that was the best position for it.

I agree with Mr. Gibson about the flat rate for newspapers, but the rate cards should read: Flat rate — cents per line; preferred position 20 per cent. extra.

If I were a general advertiser, I would always pay the additional 20 per cent. and consider it a bargain at the price.

Does preferred position in a newspaper pay? Position top of column alongside of reading matter, or directly following, and alongside of reading matter? Well, I should say, yes.

### Daily Insures Its Employees.

The Wausau (Wis.) *Daily Record-Herald*, in appreciation of the loyalty of its thirty employees, on Jan. 1 presented each of them with an insurance policy, upon which the company will pay the premiums for the year 1916. The policies provide that in case of death the beneficiary will receive \$100 upon proof of death, and thereafter \$10 each week for 52 weeks. J. L. Sturtevant, publisher of the *Record-Herald*, states that this is the first instance of group insurance in a newspaper office in the state, and possibly in the United States, in a city of less than 20,000. It will cost the *Record-Herald* company about \$600 a year.

### PHONOGRAPHS ONLY "RENTED."

Victor Talking Machine Co. Wins Appeal Against R. H. Macy & Co.

In the New York Circuit Court of Appeals on Wednesday Judge Lacombe gave decision that the Victor Talking Machine Company when it parts with one of its machines does not sell it, but merely grants the right to its use. The title does not pass until the date on which the patent expires.

This decision was on application by the Victor Company for an injunction to restrain R. H. Macy & Co. from selling or parting with the title to and right of possession of Victor machines. Judge Hough had refused to grant an injunction, but Judge Lacombe, with the concurrence of Judges Coke and Rodgers, ruled on appeal that the injunction should have been issued.

In his opinion, Judge Lacombe said the case presented the familiar question of the right of a manufacturer of a patented article to permit its use by others and still regulate the terms and conditions under which that use should be enjoyed.

Counsel for Macy & Co. announced that they were prepared to carry the case to the United States Supreme Court. They held that Judge Lacombe's view would "emasculate" all the Supreme Court decisions against the right of a manufacturer to dictate the price at which a patented article should be marketed.

### PROMINENT MEN TO ATTEND.

"Editors' Day" at South Florida Fair to Be a Notable Occasion.

Saturday, February 5, has been designated as editors' day of the South Florida fair and Gasparilla carnival at Tampa, Fla. Royal entertainment will be provided for members of the press on that day.

The Rotary Club, which entertained editors and distinguished winter visitors at a Spanish breakfast last February, will again have the scribes in charge. It is believed that not less than 150 will be able to attend.

President John A. Turner, Jr., of the Rotary Club, has named the following committee to arrange for the editors:

E. D. Lambricht, *Tampa Tribune*, chairman; J. E. Worthington, *Tampa Times*; George McKean, Jack Mahoney, Fred Fletcher and J. A. Turner, Jr., Rotarians, and Frank L. Huffaker, publicity agent of the fair and carnival.

Former Secretary of State William Jennings Bryan, James Whitcomb Riley, the Indiana poet, Col. Henry Watterson, George Ade and many others of Florida's "winter bird" colony, will be asked to attend and participate in the breakfast festivities.

### Is New York's English So Bad?

Complimenting the New Jersey press over the New York press for general careful use of the English language, Alfred E. Henderson, of the School of Expression of New York, spoke last week at the first meeting of the new year of the New Jersey Woman's Press Club in Newark. "Purity of Speech," was the subject discussed by Mr. Henderson, who made a plea for a pure standard of English. The speaker stated that the further he got from New York the nearer he got to good English.

### Sing Sing Bars Reporters.

Newspaper men will be barred from witnessing executions at Sing Sing, N. Y., hereafter, according to an order of Warden Kirchwey. "He believes that capital punishment is barbarous and inhuman, and that the less publicity it has the better, both for prisoners and for newspaper readers," said Spencer Miller, his secretary. "His action in excluding reporters does not mean, however, that the usual number of witnesses will not be present."

### ALONG THE ROW

#### REAL AFFECTION.

I love to see the scribes at work;  
It fills my soul with joy;  
I love to hear the desk man shout  
"Hey! You there! Copy boy!"  
I love to see a speedy man  
Turn out a corking head;  
I love to see the linotype  
Turn written words to lead.  
I love to hear the presses roar  
Away down underground.  
I love to watch the big white rolls  
As swiftly they're unwound.  
I love the smell of printer's ink—  
I love the game, I do.  
And once a week, Oh! happy day,  
I love the cashier, too!

#### CORKING STORY, BUT—

John W. Keller, who has just been appointed chief clerk of the New York District Attorney's office, is an old and popular newspaper man. He did his first newspaper work on *Truth*, New York's first one-cent morning paper. One winter's day the managing editor said to Keller, "They are racing ice boats, up the Hudson, and I want you to write a good descriptive story about it." Keller knew nothing about the sport, but he had a friend on the *Times* who did, and from him Keller got enough facts to make a rattling good story. The next day the managing editor called Keller in and said: "That was a great story of yours today about the ice boats. One of the best I ever read. Your descriptive powers are great, and besides that you scored a beat on every paper in the city." Keller was about to murmur his thanks, when the editor continued: "Yes, it was a clean scoop. There was a big thaw yesterday at Poughkeepsie, and the races were postponed until the next cold snap."

#### BIG RESULTS FROM STRAIGHT ADS.

We were talking with a theatrical manager the other evening about popular attractions when he said: "Good advertising pays a theatre as well as any other business. Take the case of 'The Birth of a Nation.' When it was first proposed to produce it in New York, fifty cents was fixed as the highest price of admission by all its producers save one—Mr. McCarthy. 'It's a two-dollar show, and we'll get it on Broadway,' he said. Before the picture was thrown on the screen, \$14,000 had been spent in advertising the attraction. It was good advertising, truthful advertising and attractive advertising, and it won out as such advertising is always bound to do. 'The Birth of a Nation' has played to over \$600,000 in New York. One week recently in Brooklyn at Teller's Schubert Theatre it played to \$15,000, and for another week it played to \$11,000 in Scranton. It is now being shown in 14 theatres throughout the country. All the result of clever, truthful advertising, backed up with the goods."

#### FROM THE SKINNERSVILLE SIGNAL.

"This is going to be a prosperous year. Our advertising is increasing, and we have had our office windows cleaned by an expert. Fifteen player-pianos were sold in this town last week, and only two sudden deaths were reported in our columns for the same period. Yes, Prosperity is here. Silas Jones has put in six new incubators, and the summer boarding houses are negotiating for real mattresses at least two inches thick. Murphy has laid in a new stock of bottled goods, taken a half-column ad, and made no kick over our increase in rates; or asked us, as formerly, to take it out in trade, which in the past we have frequently done, as we thoroughly believe in service to advertisers. The Town Board announces that two new electric lights are to be placed on Main street, and the Bronx Beauties Burlesque show is to play here three consecutive nights instead of one. This shows that our people have money, and that this is the time to subscribe."

TOM W. JACKSON.



*The Rule of Reason Sustained by the Rule of Thumb  
as Shown by the Persistent and Consistent Gains of*

# The New-York Tribune

*"The Tribune has led the way for newspapers to be absolutely clean"*  
The Fourth Estate, January 1, 1916

Again—Truth has prevailed. The public has declared in favor of clean publishing. The Tribune's circulation is booming. Advertisers have shown they prefer to keep in good company. The Tribune's total lineage is mounting steadily upward. You must recognize the authority of The Tribune in the metropolitan newspaper field. Consider the record, consult the figures. The honest advertiser, who believes in his own goods, must also believe in The Tribune.

## *Increase in Advertising for the Year*

**31½%**

Ten months in the year show a vigorous upward tendency with very substantial gains. In the two dull months the percentage of loss was less than any competitors.

From July to December inclusive the figures are doubly impressive. The gain in agate lines during the last six months is expressed as follows:

July	52,550	October	168,211
August	77,129	November	117,750
September	98,643	December	145,840

An average monthly gain during the latter part of the year of 56%. In December, The Tribune Daily and Sunday, out-distanced all competitors, showing a larger increase than any other morning newspaper in New York,—145,840 lines. The Tribune's total gain for the twelve months is 796,575 lines, a trifle more than 31½%,—also greater than that of any other paper in the morning field.

Look at it from any angle. The Tribune leads the way, activated by an impulse that cannot be denied and actuated by a policy that proves the might of right.

## *Increase in Circulation for the Year*

Daily **36%** Sunday **66%**

By proclaiming a single standard of truth in news, editorials, and advertisements, The Tribune appeals to a growing clientele of responsive and responsible readers,—the class which every high-grade advertiser wishes to reach.

Both daily and Sunday made a distinct gain during every month of the year. The hundred thousand mark was reached in November for the daily, an increase of more than 36%. The Sunday delivers a balance on the gain side of 66% for the year. The average combined Daily and Sunday shows an approximate 40% increase.

Consider,—The Tribune is non-returnable. It employs no dubious inflation methods,—its figures are not juggled by ways dark and devious. All statements are subject to the approval of the Audit Bureau of Circulation. You get exactly what you buy in The Tribune,—save that more rather than less is the promise which past performance justifies.

By keeping clean, maintaining a straightforward policy, adding always new features and mustering the aid of master-minds in all lines,—The Tribune has come into its own. Weigh it, compare it, judge it for WHAT IT IS AND WHAT IT IS CERTAIN TO BE.

# The New-York Tribune

*First to Last the Truth—News—Editorials—Advertisements*

## CANADA'S DRASTIC LAW

(Continued from Page 891)

a fine not exceeding \$200 who, being a merchant or dealer in goods, by himself or his employee or agent, directly or indirectly gives or in any way disposes of or offers to give or in any way disposes of trading stamps to a purchaser from him of any such goods.

Every one is guilty of an offense and liable, on summary conviction, to a fine not exceeding \$20 who, being a purchaser of goods from a merchant or dealer in goods, directly or indirectly receives or takes trading stamps from the vendor of such goods or his employee or agent.

WASHINGTON, D. C., January 12.—J. E. Fitzgerald, editor of *Consular Reports*, has requested the director of consular affairs in the State Department to ask Consul-General John G. Foster, at Ottawa, Canada, to send a supplemental report on the trading stamp act of Canada.

The Department of Commerce has received many requests on this subject and desires to get all information possible. Consul-General Foster has been requested to give, if possible, conditions before the act was enacted and the effect of the act, as well as he can. He has been asked particularly if any selling schemes have been devised to evade the law.

In reply to a request for information on the subject, John G. Foster, Consul-General at Ottawa wired THE EDITOR & PUBLISHER as follows:

"The use of trading stamps is lawful in Canada when the stamps are redeemable by the vendor of goods, or the person from whom the vendor purchased the goods, or the manufacturer of the goods, redemption being made in cash or goods, which are the exclusive property of the vendor, the person from whom the vendor purchased, or the manufacturer, and redemption being made on the premises where such goods are sold."

## AMONG THE NEW BOOKS

THE QUEST FOR DEAN BRIDGMAN CONNER. The story of a mystery that has become the leading case in psychical research. A story of an assignment by Anthony J. Philpott of the Boston Globe. Published by Luce & Co., Boston.

To find Dean Bridgman Conner the Department of State of the United States, the Boston Globe, and the Society of Psychical Research joined hands. The search for the young man was conducted by Mr. Philpott in the wilds of Mexico, but after months of work only a portion of the story was published by the Globe. In his book the author tells of the weird seances of a spiritualistic medium which led to his going to Mexico in search of a young man of Burlington, Vt., who was believed to be held in bondage. The work is dedicated to General Taylor of the Globe in the following words:

"Dedicated to General Charles H. Taylor, a real newspaper man." In his introduction Mr. Philpott says that it was due to General Taylor that the mystery of the young man's death was finally cleared up. The telling makes a story that reads with all the interest of a work by Poe or Haggard.

WRITING AND SELLING A PLAY. Practical suggestions for the beginner. By Fanny Cannon; Henry Holt & Company, publishers, New York.

There are few newspaper men who have not, at some time in their career, felt a desire to become a playwright. This feeling is probably strongest among the young men who write dramatic notes and criticisms. Every little while we run across a journalist whose pockets bulge suspiciously and who, in response to a question, blurts out: "That's a play I have just written and am taking it to a manager to read." Some of the dramatic successes of our day have been scored by newspaper writers. The proportion of rejected plays runs high, but that does not deter the rank and file from entering the lists.

Miss Cannon's book is designed to help aspirants for dramatic honors in play writing. Out of her extended experience as a reader of plays for leading managers and producers, she is

able to present a large amount of valuable material and suggestions for the guidance of beginners. While it is impossible to make dramatists out of all kinds of human material, it is possible to materially help those who possess unmistakable talent by calling their attention to certain fundamental principles that must be observed in writing for the theatre. These principles Miss Cannon has ably presented in this volume. What she says sounds true and authoritative, and is worthy of serious consideration.

## TO LAUNCH MAGAZINE SECTION

New St. Louis Company Starts New Semi-Monthly for Small City.

St. LOUIS, January 12.—The Continental Semi-Monthly Magazine Section, to be furnished by contract to small city daily newspapers, is a new publication to be launched here next week by W. H. Montague, advertising manager of the Hamilton & Brown Shoe Co., the first issue appearing January 15.

Although the Hamilton & Brown Company is one of the largest advertisers in the prospectus, it is emphatically stated that that company has nothing to do with the publication of the magazine, and that Mr. Montague, who is president and principal owner of the Continental Publishing Co., is starting the magazine as a private enterprise. It is stated that the shoe company pays the regular advertising rates, as do the Goodyear Tire and Rubber Co., Phoenix Knitting Works, Gillette Safety Razor Co., and local wholesale dry-goods houses. No mail-order advertising is accepted.

The publication is a twelve-page, high-grade magazine supplement, printed on good stock, with artistic make-up and illustrations that compare favorably with those of any other magazine of the kind. Among the syndicated matter are stories by C. N. and A. M. Williamson, Robert W. Chambers, Wilbur D. Nesbit, and other well known authors. The publication starts with 360,000 circulation, which is distributed over several Central and Southern States. A half-million circulation is the desired maximum goal. Mr. Montague is a former Tennessee newspaper man, and has been with the Hamilton & Brown Shoe Co. several years.

## Told Convicts About the War.

BALTIMORE, January 13.—Charles H. Grasty, formerly president of the Abell Company, publishers of the *Baltimore Sun*, and latterly agent in Europe for the Associated Press, spoke last Sunday afternoon to the convicts in the Maryland penitentiary at Baltimore, about the war in Europe, and recommended that the United States prepare for defense against aggression from abroad. Mr. Grasty's address was made at the request of the penitentiary board of Maryland. A number of men and women interested in prison reform were present. The convicts, black and white, listened attentively.

## To Pension Printers at 55 Years.

HOUSTON, Texas, January 8.—The Houston Typographical Union has adopted a local pension law which allows members a pension at the age of 55 years, under restrictions similar to those provided in the International Association's pension law. The Houston Union continues its pension in effect till the member receiving it attains the age of 60 years, at which time he receives the International pension.

## Quincy (Mass.) Papers Merge.

The Quincy (Mass.) *Daily Ledger* and the Quincy *Patriot*—the latter being a weekly publication—have been merged into one paper known as the Quincy *Patriot-Ledger* and increased from six to eight pages. The merging of the *Patriot* removes from its distinctive weekly field one of the oldest weekly papers published in the state of Massachusetts.

## WEDDING BELLS

John George Carr, advertising manager of the Atlanta (Ga.) *Daily Georgian* and *Sunday American*, was married on New Year's Day to Miss Carrie Marie Ellison, daughter of Mr. and Mrs. Seth D. Ellison, of Atlanta.

Albert J. Couture, of the advertising and circulation department of the Poughkeepsie (N. Y.) *Eagle-News*, was married on Christmas evening to Mrs. Cora Finger, daughter of Mrs. J. J. Bagnall.

Walter L. Taicott, Western advertising agent for the Curtis Publishing Co., of Philadelphia, was married in Elgin, Ill., on Christmas Day, to Miss Audrey Conklin, who has been a settlement worker at Hull House, Chicago.

John K. Binder, city editor of the Pottstown (Pa.) *Daily Ledger*, was married on Christmas evening to Miss Ruth Yocum, daughter of Charles F. Yocum.

Brock Pemberton, of the New York Times staff, was married December 30 to Miss Margaret McCoy, daughter of Josiah McCoy, of East Orange, N. J.

Brenton A. Macnab, editor of the Montreal *Daily Mail*, was married on Monday at the Church of St. James the Apostle, Montreal, to Miss Lucy Winnifred Terrill, formerly of Sherbrooke, Que.

Miss Lucy Goode White, a well-known San Francisco newspaper woman, was quietly married on January 3 to Frederick Guido Schiller, musical director, by Rev. Paul Smith, at the Central Methodist Church. Miss White met Schiller last June during a series of concerts at the Exposition. While engaged in newspaper work, Miss White wrote many clever articles for the *San Francisco Bulletin*. Several years ago she received a referendum nomination for Superior Judge, but was unable to qualify for that office.

Joseph J. Fox, night editor of the Fort Worth (Tex.) *Star-Telegram*, and Miss Cora Edith Amyett were quietly married on New Year's night by Dr. L. D. Anderson, pastor of the First Christian Church. Fox formerly was managing editor of the *Houston Daily Telegram* at Houston. Prior to that he was connected in an editorial capacity with the *Record*.

Miss Gertrude Bell, a member of the advertising staff of the El Paso (Tex.) *Herald*, was married on January 1 to Theodore Roosevelt Parker, chief master-at-arms in the United States Navy, at present doing recruiting duty in El Paso. Mr. Parker's home is at Napa City, Cal.

O. J. McClure, a Chicago advertising man, and Miss Lena Bennett, of Boulder, Col., were married in Chicago last week. The ceremony was at the residence of Mr. and Mrs. Arnold Joerns, a director of the Advertising Association of Chicago.

## TO TRADE AD SPACE FOR TRAVEL

Another Bill in Congress to Permit a Practice Stopped Ten Years Ago.

WASHINGTON, January 11.—Several bills have been introduced in Congress which, if enacted into law, will permit newspapers to enter into contracts with common carriers whereby advertising space in the newspapers may be traded for transportation over the railroads. The latest bill of the kind was introduced by Representative Adair of Indiana, enlarging the powers of the Interstate Commerce Commission, and carrying this provision:

"And provided further, That this Act shall not be construed to prevent newspapers, magazines, and other publications admitted to the mails as second-class matter from entering into legitimate and bona fide advertising contracts with common carriers at their usual and customary advertising rates and receiving payment for such advertising from such common carriers in transportation over the lines thereof, such transportation to be issued to such

publications at the regular published rates announced to the public by such common carriers as the rates for transportation."

## Trading Stamps Condemned in Kentucky

FRANKFORT, Ky., January 10.—Resolutions condemning the practice of giving trading stamps, cash rebates, or railroad fare rebates were adopted by the Kentucky Association of Retail Clothiers at its first annual convention in Frankfort a few days ago. The clothiers also went on record as opposing the practice of manufacturers in financing retail stores. The association endorsed the itinerant merchant bill which has been drafted by the Louisville Association. A legislative committee was appointed. Nearly fifty merchants attended the meeting.

## To Favor the Stevens Bill.

There is to be a mass meeting and demonstration in favor of the Stevens bill at the auditorium of the Madison Square Garden, New York City, in conjunction with the Chemical, Drug and Food Exhibit, on Wednesday next, at 3 P. M. The following speakers are expected: Congressman Daniel J. Griffin, of Brooklyn; Congressman Walter H. Chandler, of New York; Congressman George W. Loft, of New York; Dr. Paul H. Nystrom, author of "Economics in Retailing"; Edmond A. Whittier, secretary American Fair Trade League; Herman Weiss, secretary, Bloomingdale Brothers. The speeches will be followed by a general discussion by a representative of each trade. The affair is to be held under the auspices of the Conference of Independent Retailers of the Metropolitan District, the committee in charge being: Peter Diamond, chairman; H. B. Smith, president Kings County Pharmaceutical Society; B. Colie, president New York County Pharmaceutical Association; C. E. Ackerman, Photographic Dealers' Association; Nicholas Ehrlich, Brooklyn Cigar Dealers' Association.

## Creator of the Brownies 75 Years Old

Palmer Cox, creator of the Brownies, whose merry antics have pleased young newspaper readers for many years, is in New York this week, where he is celebrating his seventy-fifth birthday. Granby, Quebec, is the home of Mr. Cox. He is probably the only person born there who has attained name and fame. On a hill from which he can see the Green Mountains in Vermont and the Adirondacks in New York he has built "Brownie Castle," a fine, big house.

## Mr. McAneny's Plans

George McAneny, of New York city, plans to continue as president of the Board of Aldermen for several weeks more, as a number of matters have not been finally settled by the Board of Estimate and the city officials. When it was announced that Mr. McAneny was to resume newspaper work as one of the executives of the *New York Times*, it was stated that he would retire from public life at the first of the year. Because he had to perform the duties of Mayor Mitchel while the latter was ill in November, Mr. McAneny was unable to carry out this programme of work as he had planned it, and therefore had to change his plans.

## Shoe Advertising Sharply Criticized.

Honest advertising was advocated in a speech by C. B. Scates, of Boston, on Tuesday, before the National Shoe Retailers' Association in convention in New York city. He pointed out that shoe advertising as now practised violated every principle of successful publicity, and a resolution was passed offering support to the work of the Associated Advertising Clubs of the World and suggesting that endorsement be given any law which would provide that deceptive advertising be excluded from the mails.



Trading Stamp-Coupon Devices Are Not Advertising!

# THE EDITOR AND PUBLISHER

Re-Prints the Brief Presented by These Interests in Support of Their Claim to be Classed as "Advertising," and Its Own Much-Discussed "Acid-Test" Article, in which This Claim is Shattered Through Simple Economic Reasoning.

## The Mountain in Travail Brings Forth a Mouse

For nine months THE EDITOR AND PUBLISHER has been engaged in a campaign against the use of coupons in merchandising and especially by manufacturers. We took up this fight in the interest of the newspapers because we realized that the practice is a menace to legitimate advertising, an unnecessary and undesirable tax upon the consumer, a weapon in the hands of the rich manufacturer against his smaller competitor, and a valuable aid to the chain store in crushing the smaller retailer. We have shown that millions of dollars are spent annually for coupons which would otherwise have gone into advertising. We have called attention to the fact that those who distribute coupons compel the public not only to pay the price of the goods purchased but also, in addition, an installment covering the cost of the coupons received with the article of merchandise.

It is quite probable that the coupon companies at first attached little importance to THE EDITOR AND PUBLISHER'S fight against coupons, as it is not a publication dealing with merchandising or representing any branch of wholesale, retail or manufacturing business. Much to their surprise, however, the officials of these companies soon discovered that an unusual opposition to coupons and trading stamps was developing all over the country. Their agents found that merchants in many cities were familiar with arguments against the use of these alleged trade stimulants and were, therefore, far less responsive.

Upon inquiry they learned that the local newspapers had been publishing editorials on the subject and furnishing information showing that the use of coupons is unprofitable. Moreover, they found that a number of the newspapers had announced that they would not accept advertising in which coupons or trading stamps were mentioned.

Sentiment is crystallizing so rapidly in opposition that the Sperry & Hutchinson Company and the Hamilton Corporation concluded it was time that they took some notice of THE EDITOR AND PUBLISHER'S campaign, and, therefore, had the article prepared attacking this publication, and incidentally defending coupons and trading stamps, which will be found on the next page. It appears just as it was written and is, we suppose, the best and only defense that these most popular of coupon concerns have to offer. We hope all of our readers who are at all interested in the subject will scan every line of it and then see if they do not conclude with us that it is about as weak and wobbly an argument as was ever put out by firms whose product is under fire.

The document is prepared by a writer whose ability is evidently satisfactory to the coupon companies, and is a clever attempt to turn to the defense of their interests the entire structure of economic argument in behalf of newspaper advertising as recently presented to our readers in our comment upon the opinion expressed by Mr. Kirby, field secretary of the National Dry Goods Association. It declares that the coupon companies are not going to keep quiet any longer under the attacks made upon their business. They have friends of the most powerful kind—"princes of the business world" who will come to their aid. In fact the opponents of the coupon scheme are to be swatted in great shape.

Right from the start the writer pitches into THE EDITOR AND PUBLISHER in true pugilistic style. His zeal, however, leads him into extravagances of statement that are ridiculous. For instance, we have never maintained that newspaper advertising is the only kind of adver-

tising that is worth while and that all others are parasites, as he affirms. THE EDITOR AND PUBLISHER from choice confines its attention to the advocacy of newspaper advertising because it is devoted to the interests of newspapers and advertising. It is not so blind that it can see no virtue in other mediums, and it would be the height of folly for it to even attempt to maintain such a position.

Another deliberate misstatement is that we have maintained that the newspapers are unanimously opposed to premiums. Hardly a week passes in which there is not recorded in these columns reports of newspaper circulation contests in which prizes or premiums are offered. This alone should be regarded as a refutation of the charge.

THE EDITOR AND PUBLISHER admits that of all the schemes to promote business it considers coupons the worst. That it is not alone in this belief is apparent from the pages of letters we have printed during the last nine months from publishers all over the United States. Except in two or three instances the writers declare themselves against coupons.

In considering the question as to who pays for the premiums, the writer of the article says it comes out of the pockets of the merchant who does not use the system. This is a way of whipping the devil around the stump. Does anyone imagine that the \$120,000,000 a year spent in coupons and trading stamp premiums is ultimately paid by the manufacturers, the retail merchants or the coupon company? It's the consumer who foots the bills, and no one else.

To advertise is to make known. Does any one seriously contend that coupons proclaim anything?

Read over the Sperry & Hutchinson Co. and the Hamilton Corporation reply to the arguments we have presented and tell us frankly if you think it disproves a single one. Most of the article is devoted to an attack on THE EDITOR AND PUBLISHER and not to a refutation of the facts we have brought to our readers' attention.

To editors and publishers of newspapers the language of these threats will have a very familiar sound. They have heard these phrases before. They have heard them on every occasion when they have, in the public service, conducted a fight against any civic evil or abuse.

It is the complaint of this advocate of the coupon industry that THE EDITOR AND PUBLISHER has been wantonly attacking men who are "princes of the business world."

THE EDITOR AND PUBLISHER has not attacked men at all. It has attacked what it considers an evil in our business system. If the "princes of the business world" have chosen to identify themselves with this evil, that is, plainly, their affair, not ours.

When the inventor of the steam engine was explaining to a town council what he proposed to do with it, and had estimated that it might be made to run twenty miles an hour, he was asked what would happen if a cow should get on the track. He answered that "it would be bad for the cow."

These "princes of the business world" have a poor cause in which to expend their energies and their natural gifts for service. THE EDITOR AND PUBLISHER does not attack them. It attacks an economic evil of our day—and this attack is made through an appeal to fundamental economic reasoning. We are sorry if this hurts worthy men—and sorry that worthy men should be in a position where a little light will hurt them.

# Coupon Companies Assail Their Critics And Endeavor to Defend Their Business

They Bitterly Attack "The Editor and Publisher" for Fighting the Coupon Evil—Make Several Misstatements of Fact Regarding the Position Taken by This Journal—Maintain That Coupons and Trading Stamps Are a Form of Advertising—Who Pays for the Premiums?

By J. M. HEAD, Sperry & Hutchinson Co. and The Hamilton Corporation

WHEN any man, advocating one exclusive form of service, begins to attack other forms, instead of using such influence as he may possess for the sole furtherance of his own cause, he is likely to bring down upon his head, and on his cause—whether justly or not—the wrath of those whom he has attacked.

It is unwise for one man to arrogate to himself all the virtue that there is in the world, and it is equally unwise for any propaganda to assert that it alone has all the attributes of righteousness, and that all other plans and schemes and ideas are anathema.

Yet this is exactly what, to our mind, THE EDITOR AND PUBLISHER has done, in its great zeal to show that the only true form of advertising is of the newspaper variety. It has placed the stamp of editorial condemnation on other forms of advertising, and with the wild energy of a crusader has slashed right and left, not caring whom it might hit so long as in doing this it fatuously imagined that it was aiding its own cause.

Its frenzied, embittered, unreasoning attacks on the premium form of advertising are familiar to all who have read its pages. And this, unmindful of the fact that at some time or other, nearly all the newspapers of the country have used premiums for their own advancement. The premium-phobia of THE EDITOR AND PUBLISHER has been of the most virulent kind. And at the same time, while condemning premiums, it has consistently and persistently cried out from the housetops on the efficacy of newspaper advertising. According to THE EDITOR AND PUBLISHER all other forms of advertising are simply so many parasites which are attaching themselves to the business men of the country and dragging them down to ruin. The road to salvation is through the newspaper; the road to business damnation runs through all other forms of advertising.

It has justified its position by asserting that the newspapers of the country are unanimously opposed to premiums. Recently we are informed that it sent out to all the newspapers of the country—some 3,500—a reprint from its pages, containing a characteristically unfair attack on trading stamps and coupons, and it bases its opinion of the unanimity of newspaper opposition to premium advertising on the ground that it was able to publish replies against trading stamps from only a few newspapers, out of the more than 3,000 to whom its attack was sent.

If all its conclusions are based on such a wonderful foundation, is it to be wondered at that some people are inclined to doubt the correctness of such conclusions?

But now, THE EDITOR AND PUBLISHER has seen fit to attack another organization besides the premium concerns, an organization which in the past it had quoted freely because, forsooth, that organization then was attacking one form of premium advertising.

Perhaps it would be more correct to say that the attack is directed against one official of that organization, instead of against the organization in its entirety. And this attack has been made because the gentleman in question had made some remarks about the efficiency of newspaper advertising.

It is not our intention to take up the cudgel for or against newspaper adver-

tising. It is sufficient answer to any question as to what we think of newspaper advertising to say that we have ever been consistent users of newspaper space for which we pay thousands of dollars every year.

Though maligned, attacked, insulted, classed with the most vicious of business evils, we might still have taken no part in the controversy between THE EDITOR AND PUBLISHER and John T. Kirby, field secretary of the National Retail Dry Goods Association, were it not for the fact that THE EDITOR AND PUBLISHER, forced by the attitude of Mr. Kirby to defend newspaper advertising, has found recourse to the same answers that we, as premium advertising people, continually have used in justification of our existence.

Perhaps THE EDITOR AND PUBLISHER, when it so unqualifiedly condemned premiums in its attacks on premium advertising, did not realize that it was placing in the hands of some future enemy ammunition with which to attack the very advertising method which it was trying to advance. But this is exactly what it did.

Mr. Kirby, it is charged, has declaimed against the "folly of expending large sums of money regularly for enormous advertising spaces in the daily papers. It is not right," he is quoted. "The public should not be forced to pay for these great sheets of advertising."

This has the old familiar ring! When it was used against premium advertising, it was a fine argument, and THE EDITOR AND PUBLISHER rushed with full speed to indorse it. But now, that its own source of subsistence is attacked, it must needs prepare a defense, and that defense is as familiar to us as was the argument attacking newspaper advertising.

Substitute in the quotations here presented references to premium instead of newspaper advertising, and you will find that the reply to THE EDITOR AND PUBLISHER could be taken almost verbatim as a defense of the premium system.

"It has been shown through repeated editorials and promotion advertisements, used in these columns and in promotion copy in American newspapers for the education of their readers, that the store which advertises so aggressively that it creates a great volume of daily sales is enabled to accept a smaller per sale profit from customers than is the store which, through less enterprising publicity methods, reaches but a small volume of sales, and which, in the nature of things, must make this smaller volume of sales earn not only the fixed operating expenses of the store but the store profits."

This is exactly the reason for the existence of premium advertising. It creates a great volume of daily sales, and therefore the store using it is able to accept a smaller per-sale profit from customers than the store which does not use this plan.

Quoting again from THE EDITOR AND PUBLISHER:

"Without materially adding to operating expense, the store which is aggressively advertised is enabled to utilize its organization and distribution service to its full capacity. The store which can use this same organization only at half speed and capacity is not in a position to accept the smallest possible per-sale profits. This is so self-evident a proposition that it seems hardly worth while to dwell upon it.

"The basic purpose of extensive advertising is to accomplish wider distribution. And the store which best accomplishes this is the store which is best enabled to

protect its customers from high prices. Advertising, therefore, does not increase the cost of things to the customer of a store. It lessens that cost—always."

"The basic purpose of extensive advertising is to accomplish wider distribution!" This is precisely the basic purpose for premium advertising, and it has accomplished it to such an extent that there are thirty thousand dealers in this country using the Sperry system alone.

But the most effective argument for premium advertising is found in this paragraph:

"The expense for advertising a store is a part of that store's preparation for doing a big volume of business. To expend adequate sums for the right sort of publicity is the only method by which a store, in these days, may acquire a large volume of business. The expenditure for advertising is, therefore, made for the purpose of reaching the one big result desired—the capacity to distribute goods at the smallest possible per-sale profits. It is as appropriate to ask 'Who pays for the efficient service of a good store?' Efficient service is an economy to the merchant, and never costs the patrons of his store anything. It really saves money to them.

"If, then, we are to identify the person who does 'pay for the advertising,' we should have to look for the person who fails to profit by it—for the person who continues to buy in the old way, paying price-penalties at non-advertising stores."

If there is one thing that has been clear to users of the Premium system of advertising it is that the ultimate cost of the premiums comes out of the man who does not use the plan and sees his customers flocking to the store that does.

Every argument here used is an argument for advertising in its broad sense—whether it be newspaper, billboards, electric signs, premium or other forms.

By attacking one form of advertising, in order to boost another, THE EDITOR AND PUBLISHER has placed in the hands of those who are opposed to his method the same weapons that THE EDITOR AND PUBLISHER used to condemn premiums.

The premium organizations have steadily refused to attack other forms of advertising. They have been content to present their own case in as forceful a way as possible, and let the advertiser be the judge. It is perhaps to be regretted that some newspapers have not been as fair and impartial as have the premium companies. But the great majority of publishers in this country have seen no reason to adopt an alleged moral position, and on this ground fight premiums. They themselves have had adequate testimony to the worth of the premium idea. They have taken no part in the rabid attacks that have been conducted ostensibly on behalf of the newspapers. Presumably most of them have taken the position that if the premium plan has merit it will continue, and if not, it will die.

But THE EDITOR AND PUBLISHER evidently has started a discussion in which there is danger to advertising in general, and in newspaper advertising in particular. It is not necessary to point out what a large part of the revenue of the newspapers of this country is due to department store advertising, and what a loss it would be to the papers if a large proportion of this class of advertising should be eliminated. And yet we find a representative of the dry goods association taking a stand against large space in newspapers.

It would seem that so far from THE EDITOR AND PUBLISHER, whose existence

depends entirely on the newspapers, attacking other forms of advertising, it might better devote its time to exploiting its own advertising field. Class distinction in advertising is as repugnant to the general people, and especially to business men, as is class legislation. If this is not believed let the newspapers of this country start a campaign against all but newspaper advertising, and powerful as they are, it would not be long before they would feel the effect of the combined enmity of other forms of publicity.

We wonder if THE EDITOR AND PUBLISHER in thus taking up the question of newspaper advertising, is not riding to a fall? Is it not a fact that this idea of large newspaper advertising space has suggested itself to large department stores, and to big advertising men; that it has been the subject of frequent discussion? Why does THE EDITOR AND PUBLISHER, through a psychology over which it has no control, open the way to a thought which otherwise may lay dormant in the minds of big advertisers? In other words, while speech may be silver, is it not also a fact that silence is sometimes golden? We wonder if the newspapers of this country desire to have this agitation made a live issue.

Assuming that it was playing its own game by attacking other forms of advertising, THE EDITOR AND PUBLISHER has thus invited opposition to its own fetish. It has laid a dangerous foundation for the enemy, believing while it was doing so that it was building for itself. We shall be surprised if the newspapers of the country do not resent the assertion that they are going out of their way to attack other methods of publicity.

The premium interests of this country are not without strength; they are not without friends, and friends of the most powerful kind; many of them princes in the business world. These men are not going to sit continually quiet under the charge that they are parasites, that they do not know their own business, or, in the alternative, that they are fleeing the public by making them believe that they are getting something for nothing. Hitherto the premium interests have submitted, with only mild protest, to the charge by some with ulterior motives that the premium plan is akin to the bunco game, and that they themselves are little more than confidence men.

This is written with no idea in mind, other than simply reminding those whose long-continued vituperation has made them bolder as the days went by, that there is a limit to human endurance even among the men in the premium field. In the future it is possible that greater effort will be made to see that those whose interests lead them to oppose premiums shall play the game fair, and shall be held responsible for gross charges or the thinly veiled innuendo which they can in no way substantiate.

More and more the advertising fraternity, in whatever form of publicity endeavor they may be employed, have come to recognize the fact that it devolves upon them to work together for one common good; the old antagonisms have been laid aside, and there is a comity which binds each part to every other. The broad desire of advertising men for securing truth in advertising, as enunciated through the Associated Advertising Clubs of the World has taken root, and every department of advertising should be working to that end, so that eventually whatever of criticism there has been against advertising shall have no basis for existence.



# Acid-Test of Economic Common Sense Applied to Contentions of Trading Stamp and Coupon Interests

"The Editor and Publisher" Disputes the Claim That These Trade Lures Are to Be Classified as Advertising, Shows Why They Are Not of Constructive Value in Business, But Are, in Reality, Destructive Competition Masquerading as Co-Operation

IN its issue of last week THE EDITOR AND PUBLISHER gave space to the brief presented by the trading stamp-coupon interests in support of their contention that these trading devices are entitled to classification as ADVERTISING—and that any economic argument in favor of advertising must apply to their business quite as logically and as fittingly as it applies to newspaper advertising.

They base the case of the trading stamp and coupon on the contention that these devices are legitimate advertising, accomplishing for the merchant exactly what they admit that newspaper advertising accomplishes—the largest possible distribution with the equipment at hand, which alone will secure to the customer of a store the minimum "overhead expense" on the purchase made.

THE EDITOR AND PUBLISHER contends that the trading stamp and coupon are not advertising; that they are not to be classified with legitimate methods and mediums of advertising.

To advertise is to make known. It is to announce, to publish, to disseminate information.

To advertise a store is to make known that store's trade policies, its special facilities for service—to keep the people informed, day by day, of the special buying opportunities it is enabled to offer to them. It is the province of store advertising, also, to instruct the people about commodities—to make known the particular merits of this or that article, enabling the customers of that store to buy UNDERSTANDINGLY, to adjudge values intelligently.

The newspaper, a medium of news, bringing to the people day by day the facts about events, is the logical and natural medium for advertising—through which to inform people about commodities.

"Medium" is "anything intervening." The newspaper is the best advertising "medium" because it is the natural channel through which the people secure their information about the things of today—it is the agency "intervening" between the occurrence, or the fact, and the public knowledge of the occurrence, or of the fact—whether the occurrence is a news event in the usual sense of that term, or an event of store-news; whether the fact bears upon the war, or concerns a commodity which is offered for sale.

Do the people look to the trading stamps or to the coupons for their INFORMATION? "Information," the important element in all advertising, is "communicated knowledge or intelligence." Through newspaper advertising timely "knowledge or intelligence" about today's buying opportunities, about needed commodities, is "communicated" by the merchant.

Do the trading stamps and coupons afford to the merchant this channel of communication—this "medium"?

If they do not—and it is obvious that they do not—then they cannot be classed as "advertising."

What, then, IS the status of the trading stamp and coupon in modern business?

They are a trade device; they are a trade lure. They are not advertising. They do not contribute to reducing per-sale profits for a store, but to increasing the per-sale cost with which the customer of a store is necessarily taxed.

A lure is anything used as an entice-

successful store service, the trading stamp and coupon proposition—as something, as bait. To entice is to tempt. A bait is a trap, or a snare, covered with any substance used to entice or allure with the object of capture.

We have, also, admitted that they are a trade device. A device is a contrivance, or invention; a stratagem.

Now, a stratagem is an artifice or plan for deception of any kind, or for gaining some advantage.

These trade devices are, obviously, a stratagem—of the cleverest kind. They do gain "some advantage." But for whom?

Who profits by the great volume of stamps and coupons SOLD TO MERCHANTS, ISSUED BY MERCHANTS TO THEIR CUSTOMERS, BUT NEVER REDEEMED? If you have observed the psychology of the thing you will readily concede that the percentage of non-redemptions must be very great—must represent an "unearned increment" for somebody of a very substantial nature. For whom? Not for the merchant—not for his customers. In this one respect the device earns its title as "a stratagem," in that it does win "some advantage" for its promoters.

Now, what is the VALUE to the merchant, to his customers, of this trade lure, this trade device, this stratagem?

The spokesman for the trading stamp and coupon interests tells us that it is a trade stimulator, and assures a large volume of sales, thus reducing per sale cost, just as newspaper advertising does.

The device is a trade stimulant—but not a healthful one. A habit-forming drug is a stimulant, but not a healthful one—not something to take its place with proper food or proper medicine.

The LOTTERY could be made, if the law permitted merchants to adopt it, a far greater "trade stimulant" than the coupon or trading stamp. It could produce great volumes of sales—for a time. It could be used as a means of selling all sorts of inferior products, products which would not stand the test of advertising at all—for its selling appeal would be to a morbid desire to get something for nothing.

If the lottery idea were to be used in business as a trade device it would limit the usefulness of most forms of real advertising—for the people with whom this economic fallacy had grown into an obsession would not consider the relative merits of commodities at all. They would buy the commodities offered through the lottery plan. Yet the promoters of a lottery plan would not contend that it should be classified as advertising.

The collector of trading stamps or coupons is under the impression that he is to get something for nothing. As the mania grows with him he becomes less interested in the comparative value of goods than in the number of coupons or stamps which are offered as "Gifts" and "Presents" and "Profit Shares." Thus real advertising loses its usefulness to him. To be informed about the merits of an article, about the stores selling it, seems of less concern than the question of whether or not he can get coupons or stamps with it.

THE TREND AND PURPOSE OF THE BEST ADVERTISING IS TO ENLIGHTEN BUYERS ABOUT COMMODITIES AND VALUES. THE EFFECT OF THE STAMP AND COU-

thing wholly foreign to it.

IT IS NOT ADVERTISING. PON MANIA IS TO NULLIFY THIS PURPOSE.

Every bit of good newspaper advertising used by a merchant has constructive value. It helps him to build his store. It helps him to keep in close touch with merchant as a definite and unnecessary—his customers. It is something which builds for next year as well as for today and tomorrow. If he is to hitch on to it an unnecessary trade device, in its nature destructive of interest in real and constructive advertising, he is destroying with the one hand what he builds with the other.

Real advertising is a cumulative education in values. It assures proper recognition for the honest product. The dishonest product will not stand the light—and advertising is light. But thoughtless people, if the lure of stamps and coupons be strong enough, will not stop to discriminate between real and fictitious values. They will submit to "capture."

But, our stamp and coupon advocate will contend, we have not shown that the use of this device is not a necessary part of a merchant's expense, if he would attain the largest possible volume of business.

The use of this device is an unnecessary part of that expense as will be shown—because, without using it at all, and solely through constructive newspaper advertising, any good store may secure as large a volume of trade as it is prepared to handle.

When is a store a store? It should have an advantageous location, ample quarters, well designed and equipped for the transaction of its business; it should have an efficient organization of buyers and department heads and sales-people; it should have high store policies; it should have financial resources adequate for its needs in taking advantage of unusual buying opportunities. Finally, it must be an open book for the public. It must keep in intimate touch with that public. It must educate that public to its standards of merchandising, and must keep that public informed as to the merits and prices of all commodities which it sells. Until it has provided for these things, and the related incidental things that go to make it an efficient distributing agency, it is not yet a "store." Not completely, not in the sense in which great stores earn their places in the community.

Having provided through organization and equipment for the cheapest possible distribution of goods, the advertising enables the store to realize the design on which it is based—smallest possible per sale profit, through securing a volume of business which utilizes to their capacity the store's organization and forces.

CAN a store thus depend, for such a volume of business, on newspaper advertising? On newspaper advertising CHIEFLY, yes.

In New York, Wanamaker's and many others of our great stores; in Boston, Philadelphia, Chicago, San Francisco—in every city—the leading stores prove it. Their names are known. It would, we believe, be as easy to persuade them to use a lottery scheme as to persuade them to use the stamp or coupon devices.

Now comes to the store, which is fully equipped for, and is performing,

thing through which to force a great volume of sales. The proposition comes as an added thing, as a device for "forcing" trade—not for developing it on a permanent basis. The possible two per cent. in outlay which it entails for the unnecessary because, in the end, a destructive—expense. This expense must be added to the previous minimum prices of his goods, or taken from his net profits. He usually places the tax on his customers. He has added an unnecessary expense to the conduct of his business for the sake of catering to the people who persist in following the delusion that somehow or other in this world it is possible to get something for nothing. When they find another merchant giving them a little more "for nothing" than this merchant gives them, then his "volume of sales," so far as it has been "stimulated" through this trade lure, diminishes. He has killed a part, at least, of the constructive value of his real advertising; and he is forced to rely upon a stronger trade lure, if it can be found, in order to keep the favor of the thoughtless.

The customer of his store who is influenced to buy a thing through his store's advertising is compelled, in making that purchase, to buy an uncertain interest in something entirely apart from it—something not contemplated, not wanted at that time, could possibly be purchased for cash from that same merchant at a lower valuation than is placed upon it at the premium parlors.

The coupon and stamp trading devices have come to him masquerading as co-operation, when in reality they are the most unfair of competition.

But that is not the point. The men controlling the trading stamp and coupon industries are, in reality, merchants, and they do dispose, annually, of goods valued at upward of one hundred million dollars. These goods are sold in competition with all merchants.

But what is the sales-plan used by these "Princes of the business world"? It is simplicity itself!

It consists in persuading the merchants, who sell these things themselves, to act as the sales-agents of the trading stamp and coupon interests, AND TO PAY FOR THE PRIVILEGE OF SELLING A RIVAL'S GOODS FOR HIM!

They naively harness up the merchants of the country, those of them who are easily harnessed, to the task of selling for rival merchants an annual volume of goods amounting to over a hundred million of dollars. The merchants, in turn, must harness up their customers—not only those obsessed with the idea of getting something for nothing, but those who expect always to pay something for something—to the task of paying that vast sum of money.

It is competition masked as co-operation.

It is destructive of the principles on which all healthful store growth must be based.

"It does not 'stimulate trade'—HEALTHFULLY.

It does not lessen the cost of goods to the customer of a store—it does increase that cost.

It does not simplify a business transaction—it complicates it, and makes the purchaser of a commodity perform an investor, through that purchase, in some-

# Like Every Other Good Thing, The Cause Of Newspaper Advertising Is Helped, Not Hurt By Discussion.

**T**HE EDITOR AND PUBLISHER, having given a hearing to the trading stamp and coupon interests, submits herewith a common-sense analysis of their chief contentions.

One point in Mr. Head's brief is entitled to special analysis:

"Why does THE EDITOR AND PUBLISHER, through a psychology over which it has no control, open the way to a thought which otherwise may lie dormant in the minds of big advertisers? In other words, while speech may be silver, is it not also a fact that silence is sometimes golden? We wonder if the newspapers of this country desire to have this agitation made a live issue?"

By referring to the text of the document under discussion you will see that this thought, which it is suggested be allowed to lie dormant, is the thought, in the minds of big advertisers, that their use of large space in newspapers may be unnecessary.

The large users of newspaper advertising space, according to this reasoning, are under some hypnotic spell, cast by the publishers of newspapers. They are not advertising to help their own interests, but solely to "help the papers along." We are warned of the danger of awakening them. Tread softly. The spell may be broken. And then what becomes of the newspapers?

Could anything better illustrate the view-point of the coupon interests in regard to advertising? Is it not a claim that all advertising, especially newspaper advertising, is a fraud and a deception? **AND WITH THAT VIEW OF THE STATUS, ECONOMICALLY, OF ADVERTISING IN THEIR MINDS, THE COUPON PEOPLE STILL INSIST UPON BEING CLASSED WITH THE FORCES OF ADVERTISING!**

THE EDITOR AND PUBLISHER cheerfully concedes that if the fabric

of newspaper advertising rested upon no sounder basis than this, then it would be not only proper, but would be decidedly in the interest of authorities on advertising, to endorse the coupon as being legitimate advertising—if only for the assistance the coupon interests could render in the vastly important task of keeping the merchants from waking up to the realization that they do not need to advertise at all!

Truly here is conjured up a frightful prospect for newspapers. If the advocates of newspaper advertising dare to condemn any trade device which chooses to masquerade as advertising, then the merchants may decide that all advertising is superfluous, and may conclude that they will no longer help the papers along with their patronage! And consider what the state of this newspaper would be when the merchants ceased to use newspaper space, and our occupation of advocate of the newspaper for advertising purposes had vanished!

Seriously, however, THE EDITOR AND PUBLISHER is still constrained to believe that merchants will continue to use newspaper advertising space even after they have been "awakened"—even after they have been shown that some prevalent trade devices do not contribute to the building of store prestige or store growth. The more a merchant knows about newspaper advertising the more extensively and effectively will he utilize it. In behalf of newspaper advertising, therefore, the soft-pedal, the sleeping-potion, are superfluous—however essential they may seem to the coupon interests.

The more you know about a good thing, the better you like it. The more you know about a bad thing, the less you like it.

If the coupon and the trading stamp have a legitimate place as advertising mediums, then the fullest possible discussion will benefit them. If they have not, yet base their sole claim to usefulness on their demand to be so classified, then, indeed, for them, the less discussion the better.

## Without Malice—But Without Compromise!

In its campaign of education concerning the coupon and trading stamp devices, THE EDITOR AND PUBLISHER has no axes to grind.

This newspaper has no grievance of its own against the interests controlling and promoting these devices.

These companies would be large users of advertising space in this newspaper if it were not for the fact that we have ruled out their proffered copy on the ground that it is objectionable advertising—certainly objectionable in the view-point of the management of THE EDITOR AND PUBLISHER.

There is no financial gain to be won by this newspaper because of this campaign—nor is there a grudge to be avenged.

The work has been done, is being done, will be done, solely IN THE PUBLIC SERVICE.

The work is being done, primarily, in the interests of newspapers and newspaper advertising. But to make the work fully effective, publishers of newspapers must do their part.

That part, we suggest, is to safeguard the readers of newspapers from the demoralizing effects of an insidious fallacy—to educate the readers of newspapers to discriminate in favor of goods that are sold on their merits, and not through the influence of gifts or trade lures.

THE EDITOR AND PUBLISHER has afforded, and is affording, to publishers of newspapers arguments, based upon common sense, in which the contentions of the promoters of these devices that they are to be classed as *advertising* are punctured and pulverized.

The final appeal must be made to the readers of newspapers—for this journal talks to the moulders of the raw material of public opinion. And this appeal, this campaign of education, looms up as about as important a constructive work as any that confronts Editors, Publishers and Advertisers, or that has ever confronted them.

For, just to the degree that the readers of a newspaper are affected and influenced by the mania for collecting stamps and coupons, to that degree is the influence and interest to them of legitimate advertising impaired or destroyed.

Editors and Publishers should realize that these devices, permitted to attach themselves to the processes of trade, constitute a very real menace to those advertisers who depend upon the constructive and legitimate methods of publicity—chief of which is newspaper advertising.

The reader of a newspaper who is concerned primarily with obtaining stamps or coupons for his collection is not interested in that sort of advertising which throws light upon the comparative merits and values of commodities. He is willing to take his chances as to the merits of an article if the lure of stamps or coupons be strong enough.

Just as THE EDITOR AND PUBLISHER is making this fight in behalf of newspaper advertising and economic common sense, so you—the makers of American newspapers—should make the fight in your own columns, in your own fields, to safeguard the interests of buyers, of merchants, of those manufacturers who should reasonably hope to sell their products because of their merits.

The question reaches all the way from the maker of a product to the user of that product.

If newspaper advertising is to grow in usefulness, in influence, in selling power, in its capacity for service to all who are concerned in the making, the selling and the using of commodities, then these trade devices, which act to nullify the force of newspaper advertising, must be eliminated.

And, in this work of elimination, the publishers of newspapers must, IN THE PUBLIC SERVICE, even if it should entail temporary loss or incur business enmities, carry the campaign to a finish.

The fight is without malice toward men—but without compromise with fallacies!





# Why Every Newspaperman Should Read THE NATION

Its editorials and editorial paragraphs assist opinion and are suggestive for further comment.

Its weekly Summary of the News forms a readily accessible record---an index to important events the world over. It will save time to use it.

Through its correspondence, readers are kept in close touch with events and opinion of other countries.

Its special articles are epitomes of various important questions of the day.

By following its reviews, written in every case by experts, a reader gains an almost complete view of current literature.

A journalist is usually a busy specialist. The Nation will help him in his specialty, while keeping him informed concerning a wide range of subjects.

## SPECIAL 1/2 PRICE OFFER TO NEWSPAPERMEN

To all editors and others connected with a newspaper, who will write to us, using their office letter heads, we will send THE NATION experimentally until January 31, 1917, for \$2.00.

The regular price of THE NATION is 10 cents a copy, \$4.00 a year.

Clip coupon and mail with check.

Address: THE NATION, 20 Vesey Street, New York City.

E. P.  
Enclosed  
find \$2.00 for  
The Nation  
until Jan. 31, 1917

Name.....

Address.....

## SOLICITORS WHO HURT ADVERTISING BUSINESS

Agent Fredricks Writes of a Type of Men Who Induce Confusion, Lack of Confidence and Financial Loss by Questionable Methods of Trying to Discredit "the Other Fellow"—A Plea for Truth.

[The following letter, received by THE EDITOR AND PUBLISHER from C. S. Fredricks, of the advertising firm of Bryant, Griffith & Fredricks, deals so frankly with the ethics of competitive soliciting that it will be found of much interest as treating a topic of vital importance.—Ed.]  
Chicago, January 8, 1916.

THE EDITOR AND PUBLISHER:

A certain prospective advertiser had definitely decided to spend one hundred thousand dollars on a splendidly conceived, thoroughly worked out campaign, embracing all the factors which should have made for success in his business.

The young advertising agency man, whose plan had practically been accepted, was congratulating himself upon the success of his effort to make this manufacturer appreciate the value of advertising as applied to his product. His work had been thorough; he had won a victory and wanted some one to enthuse with him. Meeting a friend (?) he poured out the tale of his good fortune over a glass of "good cheer." Mr. Friend (?) immediately peddled the information with the result that several agencies, solicitors, representatives of newspapers, magazines, farm papers, bill boards and street car methods called and each in turn proceeded to tear down the carefully constructed fabric of all methods other than his own; each had the only panacea for all the aches and ills of the manufacturing flesh, especially this particular manufacturer's aches and ills and "the only direct medium of approach to the people he had to reach."

### NEED OF BETTER INFORMATION.

This manufacturer, never too clear in his thinking process, with some degree of reason now claims that "advertising men don't know what they are talking about anyhow, and since every man presenting a new idea, or method, practically calls all other fellows' arguments a tissue of questionable data, how am I to know who is telling the truth?"

Months of painstaking, patient effort gathering data; carefully weighing and correlating it; hours spent convincing Mr. Manufacturer that his product was not different, but entirely normal, therefore susceptible to judiciously applied advertising lubrication of the joints and wheels of business, absolutely lost, and a scoffer rather than a booster gained for the cause of advertising Truth.

### WHY TEAR DOWN?

When will this destruction end and the intelligent application of sound, constructive principles become recognized as the basis for success? Why should any salesman believe it necessary to tear down the other fellow's argument simply because his own single tracked grey matter refuses to see the value in any medium other than his own? In transportation we have rail, water, express,—horse drawn, and electric—and delivery boys. Each fills its appropriate place in the business scheme and all vitally important under varying conditions. Advertising does not differ from any other sub-division of modern business, but the mental stigmatism of these misnamed experts makes it impossible for them to realize this fact, and their destruction flourishes under the name advertising solicitation.

The fact that last year two hundred and fifty million dollars was spent for newspaper advertising as against one million for direct advertising—the second item of investment—proves conclusively that newspapers are the backbone of intelligent advertising expenditure, but does not prove newspapers the only medium of approach to the dealer and consumer alike as claimed by monomaniacs on the subject.

All forms of media have a place in a well organized advertising campaign depending on the business and conditions surrounding it; therefore, the solicitor who wantonly tears down his competitor's argument, simply destroys his own chances of securing business after the manufacturer has reached a position in his advertising needs when more mediums can be taken on. Stop the prostitution of a big and worthy occupation for a few immediate dollars and where comparisons are found necessary, make them truthfully.

Some years ago the writer worked on a splendid magazine where big, broad-minded men were turning out a product which appealed to an intellectual reading public. The magazine was placed on an automobile manufacturer's list. The solicitor for another magazine, angered because he had not been put on the list, proceeded to tear down all the manufacturer's confidence and ultimately succeeded in taking this magazine off the list, but his magazine was not substituted; all this destructionist accomplished was a loss to the total volume of business placed.

With all forms of advertising media struggling for supremacy and the advertising charlatan rampant, it is time newspaper solicitors retired from the anvil chorus and talked newspapers rather than morning or evening newspapers and tempered their claims with moderation.

Let us urge the necessity for seeing the value of all worth-while advertising media and, like a skilled chess player viewing the board, not over or under-work any one piece, but properly coordinating them according to the rules of the game; clear thinking, sound judgment and honest conviction forcibly expressed is what the advertising end of our business needs and less internal dissension.

C. S. FREDRICKS.

### Praeger a Guest of Honor

SAN ANTONIO, Texas, January 3.—Otto Praeger, Second Assistant Postmaster General, a former Texas newspaper man, was guest of honor at a banquet tendered him by friends and newspaper men of this city during his visit here to the home of his brother. Mr. Praeger began his newspaper career in this city as a reporter for the San Antonio Express, and was later appointed Washington correspondent of the Galveston-Dallas News, which position he held at the time of his appointment by President Wilson to be postmaster in Washington.

### The Story of Old Ironsides.

BOSTON, January 11.—Oliver Wendell Holmes, when only a month past his 25th birthday, read in a paper of the plan to destroy "The Constitution," Boston's famous old fighting ship. Fired by this announcement he wrote "Old Ironsides" on a scrap of paper and sent it to the Boston *Daily Advertiser*, in which it was printed, Sept. 16, 1830. Newspapers in all parts of the country copied it and it was distributed in the shape of a handbill through the streets of Washington. The poem saved the "Constitution" and went far to make Mr. Holmes famous. The present publisher of the *Advertiser* has reproduced in fac-simile a fragment of the original page containing the poem, together with a drawing of the Constitution under full sail, done in the manner of the early 19th century. This sheet, or card, is sent to any address on request.

Under the title "Democracy and the Nations," Dr. J. A. MacDonald, editor of the Toronto, *Globe*, has published a group of essays and addresses, in which the cause of internationalism is eloquently advocated. Dr. MacDonald believes it is time for the nations to lay aside that conception of patriotism which blindly over-exalts the national spirit, and replace it with a sentiment that will create a world neighborhood of the nations. Several of the addresses have been given before American audiences in recent months.

## "THE MIGHTY DOLLAR."

"Money More To Do With Editorial Policy Than Anything Else."

Thomas B. Holmes, editor of the Trenton (N. J.) *State Gazette*, entertained the members of the Round Table Club of his city at a recent meeting, his topic being: "The Confession of an Editor." He said in part:

"Sometimes the editor's viewpoint is changed by public sentiment, which is always a dominating power, hard to resist and difficult to change. At other times it is changed by the influence of that great factor in all of our social, commercial, political and industrial life—the mighty dollar.

"It is to be regretted, perhaps, that money has more to do with the shaping of the editorial viewpoint than anything else. I do not mean to say that editors and their opinions are bought and sold like so many pieces of animated clay endowed with the power of thought. That is not true; but back of and beyond the outer entrenchments of the newspaper plant, no matter where it may be located or what its pretension may be, the dollar stands an arbiter and dictator of its policies. And this is especially true of those daily publications which, in the name of reform, appeal to the morbid side of humanity, inflame the public mind, ruthlessly and without warrant assail and assault the character of men and women, carry their poison into the home to defile and sometimes ruin it, for no other reason than the selfish one that their circulation may be increased and their advertising rates advanced.

"To them the only sacred thing is the mighty dollar. While they are crying out against graft, their own stealthy fingers are seeking, here and there, easy money, an opportunity to get which is opened to them by friends who stand in fear of their heartless pen.

"Editors of this class are invariably in the market for big things illumined with the glitter of gold. It is a fact for which we ought to be exceedingly glad, that this class of editors and publishers is being slowly and surely forced back to a plane of honesty and reason, by an outraged and resentful public. The 'muck-raking' magazine has been kicked into the background and the so-called 'yellow journal' is only a few jumps ahead of an intelligent and righteous public sentiment that is determined to chase it into oblivion.

"That editor who deals fairly and squarely with human weaknesses, who believes that the good in the world overbalances the evil, who depends upon truth and justice to carry him forward in his work, who defends the home against sinful invasion, who goes about his daily task with no malice or envy in his heart, who holds fact higher than fiction, may not stir up as much trouble as his fire-eating brother but he will have the satisfaction of knowing that, whatever trophies of the race he may gather in, will have been honestly won."

## NEWSPAPER MAN WROTE ANTHEM

Baltimore's New Municipal Song Will Be Sung on February 22.

BALTIMORE, January 13.—The municipal anthem of the city of Baltimore, written by Folger McKinsey, the "Bentztown Bard," of the *Baltimore Sun*, will be sung in public for the first time in the Lyric theatre in the afternoon of Washington's birthday.

The musical setting of Baltimore's official song is the work of Mrs. Theodore Hemberger, wife of the director of the Germania Mannerchor, of Baltimore, who received the prize of \$250 offered by the municipality, and who was one of 300 composers who competed for this prize.

The concert at which the anthem will be sung will be given by public school children and the United Singers of Baltimore, probably under the direction of Theodore Hemberger. An orator of national reputation will speak, and Mayor

James H. Preston will award the prize of \$250 to Mr. McKinsey for the poem and to Mrs. Hemberger for the setting. The mayor will later entertain the prize winners and the committee that made the selection. The committee is composed of W. W. Cloud, president of the Advertising Club of Baltimore; Mayor Preston, Frederick H. Gottlieb, and William F. Lucas, Jr.

The anthem is to be printed and sung by Baltimoreans who attend conventions in other cities, this honor going first to the delegation from the local Advertising Club that will attend the national convention of the organization in Philadelphia next June. Mr. Huber is also arranging to have the anthem produced on a phonograph record. He said yesterday that it would be one of the best advertisements Baltimore could possibly get.

## "FRIEND OF ALL THAT'S BEST."

Brooklyn Editor Speaks on "The Newspaper as a Factor in the Kingdom."

Colonel Franklin P. Sellers, religious editor of the Brooklyn (N. Y.) *Eagle*, spoke on "The Newspaper as a Factor in the Kingdom" on Sunday last in a local church. He said in part:

"It cannot be too strongly emphasized that the newspaper is the friend and advocate at all times of that which is best. It must print the news, and it has learned that in the religious field there are events that must be publicly chronicled for the public to read or that public will lose interest as the clientele of the newspaper. The church and the members thereof are important factors in any community and they have a right to the news of that in which they are interested.

"There is probably no institution so woefully misunderstood in its relation to things religious as the secular newspaper. Then, too, there is no man so misunderstood by many people as the newspaper man. The paper is supposed to care nothing at all about what is going on religiously, only so far as it may relate to news, and the snapper the news the better, with a desire to pick out that which is sensational without much regard to whom it hits or hurts. The newspaper man is generally regarded as a heathen. Neither of these is true. The newspaper is a potent factor in the work of righteousness, uplift and betterment. The average reporter prints, not so much what he sees, as what he knows when he sees it. He will not break a confidence—not the true reporter—and he will respect all reasonable desires of the man whom he interviews at all times."

## Bloomer Will Boom Bermuda.

Millard J. Bloomer, for twenty-five years editor of the Harlem *Local and Life*, and who also controls the Progressive Newspaper Syndicate business in and around New York, has become editor of the *Bermuda American*, of which the first issue has appeared. The newspaper is owned by well-known Bermudians who are desirous of educating the public to recognize Bermuda as an "all-year-round resort." The initial edition of the paper contains much information interesting those who intend visiting Bermuda, together with a map, views of Hamilton, etc.

## Swedish Journalists Here

Swedish journalists, on a flying visit to this country, were entertained Wednesday at the Bankers' Club by Dock Commissioner Smith. Afterward they visited the Pulitzer Building and spent an hour "in newspaper wonderland," to use their own expression in reference to *The World*. They arrived last Sunday on the steamer "Stockholm," the first passenger vessel to ply between Gothenburg, Sweden, and the United States. The visitors include Henry Skantzé, Erik Nyblom, Dr. H. Wiger-Lundstrom, M. Enderstedt, Gustav Harold Nordkvist, Waldemar Swahn, Torsten Karling and Miss Ebba Theorin.



# New England Newspapers Excel as Distributors of Business News, and Exert a Strong Influence Among New England Readers.

Comments on the New England Field

By L. H. TOWNSEND

Hicks Advertising Agency

It is the aim of every advertiser to get the story of his goods before the greatest number of people, with the largest amount of money to spend.

It is likewise the object of the advertiser, whether he be a manufacturer or a jobber, to get the most effective publicity obtainable at the lowest possible cost.

This trait of human nature is not confined to advertisers. It is omnipresent. It is a distinctive kind of economy which seeks always more value than it bestows.

To some minds it is considered better than a Yale degree; but most people look upon it as mere common sense and count it as their best asset.

In New England there are reams of Yale degrees and estates of common sense.

And back of both there are \$1,535,973,043 and some odd cents on deposit in the savings banks! These things are mentioned merely to show the advertiser that the prospects in New England are ONE HUNDRED PER CENT GOOD!

In view of these pertinent facts, why do not advertisers and the New England people get together for the mutual interchange of merchandise and money?

New England people buy as much of everything as do the people of New York or Pennsylvania.

If the manufacturer has the right products at the right price, and advertises in the right way, he will get business every month in the year.

There is but one right way and that is through the New England newspapers.

The manufacturer who has the goods wants an audience.

These newspapers assure him an audience every day of 1,908,297, that being the number of pa-

	Net Paid Circulation	2,500 lines	10,000 lines
Boston American (E) .....	389,944	.35	.35
Boston Globe (ME) .....	227,523	.30	.30
Boston Herald-Traveler (ME) .....	170,093	.28	.25
Boston Journal (M) .....	59,451	.16	.125
Boston Post (M) .....	463,578	.40	.40
Boston Transcript (E) .....	29,052	.15	.15
Fall River News (E) .....	*7,153	.02	.02
Fitchburg Sentinel (E) .....	4,879	.0172	.0129
Haverhill Record (S) .....	**15,000	.0285	.0285
Lawrence Telegram (E) .....	8,780	.0286	.016
Lawrence Tribune-Eagle (M & E comb) .....	11,426	.03	.02
Lowell Courier-Citizen .....	16,749	.03	.03
Lynn Item (E) .....	13,245	.0536	.0357
Lynn News (E) .....	8,268	.0357	.0207
New Bedford Standard and Mercury (ME) .....	20,949	.03	.03
Sp'g'd Republican (M) 14,831	30,126	.09	.06
Springfield News (E) 15,295	15,973	.065	.04
Springfield Republican (S) .....	28,216	.07	.06
Springfield Union (MES) .....	5,552	.0215	.015
Taunton Gazette (E) .....	24,562	.05	.045
Worcester Gazette (E) .....	29,640	.05	.05
Worcester Telegram (MS) ..			
<b>Massachusetts totals</b> .....	<b>1,580,159</b>	<b>2.2601</b>	<b>2.0588</b>
Population, 3,605,522			
<b>RHODE ISLAND.</b>			
Providence Bulletin (E) .....	49,388	.09	.09
Providence Journal (MS*) ..	24,495	.07*08	.07*08
Providence Tribune (E) .....	18,396	.05	.05
<b>Rhode Island totals</b> .....	<b>92,279</b>	<b>.21</b>	<b>.21</b>
Population, 591,215.			
<b>MAINE.</b>			
Portland Argus (M) .....	6,790	.0178	.0178
Portland Express (E) .....	20,163	.0535	.0375
Waterville Sentinel (M) .....	5,183	.02357	.01215
<b>Maine totals</b> .....	<b>32,136</b>	<b>.09487</b>	<b>.06745</b>
Population, 762,787.			
<b>NEW HAMPSHIRE.</b>			
Manchester Union & Leader (M & E) .....	24,811	.08	.05
Population, 438,662.			
<b>VERMONT.</b>			
Burlington Free Press (M) ..	9,317	.0228	.0157
Population, 361,205.			
<b>CONNECTICUT.</b>			
Bridgeport Post & Telegram (E & M) .....	25,375	.065	.045
Bridgeport Standard (E) .....	5,343	.035	.015
Danbury News (E) .....	5,969	.0118	.0118
Hartford Courant (MS) .....	17,624	.06	.035
Hartford Post (E) .....	10,597	.025	.02
Hartford Times (E) .....	23,899	.06	.04
Meriden Journal (E) .....	4,910	.025	.0143
Meriden Record (M) .....	5,768	.0357	.015
New Haven Journal-Courier (M) .....	11,752	.03	.025
New Haven Union (E) .....	15,719	.05	.03
New London Day (E) .....	8,254	.0285	.0171
New London Telegraph (M) ..	3,780	.00857	.00714
Norwich Bulletin (M) .....	9,250	.04	.018
<b>Connecticut totals</b> .....	<b>148,240</b>	<b>.47457</b>	<b>.29334</b>
Population, 1,114,756.			
<b>New England totals</b> .....	<b>1,886,942</b>	<b>3.13</b>	<b>2.6775</b>

\*Government statements, April, 1915.

\*\*Publishers' statement.

Other ratings Government statements, October, 1915.

Population for New England, 6,874,147.

pers sold. Most of them are read in the homes. Several persons with various tastes and wants read each paper each day.

The manufacturer who has the ability desires an opportunity.

This combined list gives him the opportunity at the small cost of \$2.71 an agate line. It is a velvet opportunity with a silver lining.

Advertising in New England newspapers makes a deeper impression on the minds of New England readers, exerts more influence and produces more real paying business, than advertising in outside publications.

This distinction gives the New England Newspapers greater power as distributors of business news than all the foreign papers and periodicals combined. This truth looms large under the search-light.

It is a splendid manifestation of the New Englanders' loyalty to their home publications.

A loyalty of this character is of immense value to the advertiser.

It makes these papers indispensable to the manufacturer who would sell his goods in New England. Local advertisers know this. Many national advertisers know it, but it takes a long time to convince all advertisers in all parts of the country, what others have learned from practical experience.

The Newspapers here listed are the mediums which will carry the advertiser's whole story to all New England.

Any general advertiser seeking business in the New England field, who has any doubt as to the advertising value of these Newspapers, is invited to investigate at once.

The EDITOR AND PUBLISHER will gladly help him.

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

The 43 leading New England dailies listed on this page offer 1,886,942 circulation at \$2.6775 a line, or over 400,000 more circulation at about one-third the cost per line.

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

## AD MEN'S PILGRIMAGE TO FRANKLIN'S GRAVE

Poor Richard Club of Philadelphia Will Place Wreaths on Slab—Six Hundred Publicity Men Will Dine on Night of Philosopher's Birthday—Some Other Doings in Old Quaker Town.

PHILADELPHIA, JANUARY 13.—The birthday of Benjamin Franklin, January 17, will be observed by advertising men all over the country but nowhere more fittingly than in Philadelphia where the Poor Richard Club will in the afternoon visit his grave in Old Christ Church burying-ground and lay their wreaths on the flat stone which covers his remains. Through the initiative of the local club, advertising organizations all over the country have endorsed the idea and a number will send delegates to participate in the ceremony. The New Haven Advertising Club has sent a wreath to be placed on the grave. The local club members will assemble at luncheon in their house, after which they will proceed on foot and by auto to the cemetery. Speeches will be made and various tributes placed on the granite slab.

In the evening there will be a dinner of 600 covers at the Bellevue-Stratford, when with every course will be served an original stunt. The speakers will include George W. Perkins, Herbert S. Houston, president of the A. A. C. W.; Lafe Young, Jr., of Des Moines; R. H. Durbin, president of the local club; Rowe Stewart, advertising manager of the *Record*, and other prominent men. Among the diners will be the members of the executive committee of the A. A. C. W. who will while here, confer on the arrangements for the convention of advertisers which is to meet in this city next June.

A tremendous volume of advertising was carried by the local papers last Sunday in connection with the opening of the 15th annual Automobile Show. Full pages were so frequent that they ceased to surprise, there were some ads of two pages, and in one case nearly three pages were used to tell of the merits of a machine and of its many distributing agents. The *North American* led in paid displays, but was closely followed by the *Press*, while the *Record*, the *Ledger* and the *Inquirer*, as well as the *Evening Telegraph*, which got out a special edition on Saturday, showed results which were a fine testimony to the activity of their advertising managers and to the business-pulling power of the papers favored.

Still "harping on my daughter," the *Inquirer* in a half-page ad states that during last year, it printed more than ten million lines of paid advertising, which places it as the leading advertising medium of the city and third in the country, its record being only exceeded by the *Chicago Tribune*, which ran 13,765,965 lines, and the *New York World*, which had 10,506,927 lines.

### Poor Richard Club Banquet, Monday

The demand for seats at the Poor Richard Club dinner, in Philadelphia, January 17, is far in excess of 500, the seating capacity of the Bellevue-Stratford ball room, in which the dinner is to be served, and the committee is tearing its hair and sitting up nights trying to see what can be done to remedy the difficulty. Acceptances have been received from Dallas, San Francisco, Atlanta and Toronto. The list of speakers includes Herbert S. Houston, president Associated Advertising Clubs of the World; Lafe Young, Jr., of the Des Moines (Ia.) Capital, and E. T. Meredith, Chairman of the National Program Committee.

Prof. Frank Alvah Parsons will be the guest of honor at the January dinner of the League of Advertising Women, at the Prince George Hotel, New York, January 18. "Advertising Art and Typography" will be his subject.

## AD MEN HEARD COLEMAN.

Former President of the A. A. C. W. Kept Busy During Baltimore Visit.

BALTIMORE, January 13.—George W. Coleman, president of the city council of Boston, "father of the 'open forum movement' in America," and former president of the Associated Advertising Clubs of the World, was the guest last Saturday evening of the Advertising Club of Baltimore at a get-together dinner at the Emerson hotel, and in the afternoon of the same day was the guest of the Baltimore City Club at a luncheon; and on Sunday afternoon was the speaker at the Open Forum in the Academy of Music. While in Baltimore he was the personal guest of William F. Cochran. On Sunday morning Mr. Coleman addressed the Men's Bible Class of Harlem Avenue Christian Church.

The primary purpose of Mr. Coleman's visit to Baltimore was to speak at the Open Forum, conducted during the past two years by the Rev. Richard W. Hogue, rector of the Episcopal Church of the Ascension.

At the Advertising Club dinner President W. W. Cloud presided. In his talk there Mr. Coleman gave some inside history of the Pilgrim Publicity Association, of Boston, of which he was the first president, and of the National Association, the Associated Advertising Clubs of the World. Recalling the Baltimore convention of that body he declared it was the most deeply religious convention he had ever attended. He said the "lay sermons" of the advertising men in the pulpits of Baltimore churches were largely responsible for the motto and ideal of "Truth" being adopted by the Associated Advertising Clubs.

At the City Club Mr. Coleman delivered a forceful address on "The New Spirit in City Life," the keynote to his talk being, "what can I give my city?" and not "what can my city give me?" The Academy of Music was filled when he spoke there Sunday afternoon. His subject was, "Getting Together Essential to Democracy."

## BETTER BUSINESS BUREAU

Indianapolis Advertisers' Club Pushes Campaign for Honest Ads

INDIANAPOLIS, January 12.—The Better Business Bureau has been incorporated to carry on the work of the vigilance committee of the Advertisers' Club of Indianapolis Chamber of Commerce.

The directors of the new incorporation are Frederic M. Ayers, department store owner; Franklin Vonnegut, hardware merchant; G. A. Recker and George Oilar, furniture merchants; Roy M. Ross a member of the ad club vigilance committee; Mansur B. Oakes, secretary of the ad club; Ernest E. Cohn, advertising manager of the Kahn Tailoring Company and chairman of the vigilance committee, and Carl Hunt, editor of the *Associated Advertising*. Practically every important business organization of the city is included in the list of patrons of the new bureau.

The directors of the bureau will name an executive committee to continue the work of the vigilance committee which the bureau succeeds. This committee will meet weekly to receive information concerning misleading advertising. The bureau will continue to run an advertisement once each week in the *Indianapolis News*, the *Indianapolis Star* and the *Indiana Daily Times*, to advertise advertising, and to particularly call attention to the work of the bureau in making Indianapolis advertising dependable.

A secretary will be employed to investigate complaints concerning improper or suspicious advertising, to gather information on erroneous trade practices and work with the various trade associations in their endeavor to correct trade abuses. It is believed that the bureau will be of inestimable value.

## MR. HEARST REJECTS WHISKEY ADVERTISING

Orders His Papers to Campaign Vigorously Against Drink and Drug Evils—Says It Is Duty of Papers to Promote Public Morals—Highly Commended in Boston and Los Angeles.

The first of this week William Randolph Hearst published in his several newspapers a signed communication calling for a campaign against the drink and drug evils, in the interest of "public health, public morals and public righteousness," and instructing his papers to reject all whiskey advertising. The letter, as printed in the *New York American*, read as follows:

"I note in a recent issue of the *American* an advertisement of a whiskey masquerading as a medicine. I wish all our papers to reject all whiskey advertising of whatever kind and all advertising of any ardent liquors and all advertising of any medicinal preparations containing alcohol or opiates in habit-forming quantities.

"Furthermore, I do not think that passive opposition to such great evils as the drink habit and the drug habit is sufficient for forces as powerful and as vital in the community as our newspapers.

"I think our papers have more active duties and more positive responsibilities. I think they should campaign for a system of sumptuary laws:

"First—To prohibit the sale of injurious and habit-forming drugs except by the state and upon the prescriptions of regular physicians.

"Second—To prevent the sale of alcoholic beverages except where the proportion of alcohol is fixed at some definite and acknowledgedly innocuous proportion.

"Third—To make the taking or administering or prescribing of alcohol or opiates in habit-forming quantities a criminal offense, from the penalties of which regular physicians shall in no way be exempt.

"The campaign against the drink evil and the drug evil is a matter of public health, of public morals and of public righteousness which it is the duty of our papers actively and aggressively to promote."

The appearance of this letter aroused no little interest and comment among newspaper men and advertising men; particularly from the fact that whereas the Hearst papers have frequently printed strongly-worded editorials in denunciation of the drink habit, they have at the same time published advertisements of whiskey and other intoxicating liquors.

Boston, January 12.—The *Boston American* has been highly commended for the stand it has taken in regard to whiskey advertising. The Rev. Warren P. Landers, secretary of the Massachusetts Total Abstinence Society, issued a statement Tuesday, saying:

"We are glad to see influential newspapers coming out so strongly for temperance. This policy of Mr. Hearst in rejecting all whiskey advertisements and all advertising of medicinal preparations containing alcohol or opiates is a move in the right direction. The influence of a large newspaper cannot be over estimated. We are getting more and more wide awake on this subject. It is no longer a question of a few reformers, it is the question which concerns the best and highest interests in any community and the newspapers can make it this."

### MR. HEARST PRAISED.

Methodist Clergymen Endorse His Stand Against Liquor Ads.

LOS ANGELES, Calif., January 10.—Representatives of 200 churches of Southern California at the Methodist Preachers' meeting today unanimously voted their appreciation of the refusal

of William Randolph Hearst to permit any of his newspapers to print whiskey advertisements.

In a resolution presented by Rev. J. E. Fischer, of the Echo Park Methodist Church, the meeting authorized the secretary to write a letter of appreciation to the *Examiner* for the attitude of its owner, Mr. Hearst, in this regard.

In compliance with this resolution an official letter was written by Secretary J. E. Hall, pastor of the First Methodist Church at Orange. The letter follows:

The Methodist Preachers' meeting of Southern California, by unanimous vote, this morning delegated me to extend, as their secretary, to the *Examiner* their very great appreciation of your stand against the liquor business and the refusal of an advertisement of liquor.

Realizing that the stand you have taken has been one of principle and not one of money consideration, but that your stand is for the home, the state and the nation, giving every boy and girl a better chance in life, and realizing the power of the daily press in the betterment of our great state, again we thank you for the work a great paper like yours is doing.

J. E. HALL, Secretary.

E. P. RYLAND, President.

Rev. Mr. Fischer said later:

"I am going to introduce a similar resolution at the next meeting of the Church Federation of Los Angeles."

## BIG MEETING FOR BUFFALO.

Notable Programme for Next Week's Ad Club Affiliation Meeting.

Between 300 and 400 delegates from Detroit, Cleveland and Rochester will attend the Ad Club Affiliation meeting in Buffalo, N. Y., on January 22, President George W. Billings, of the Buffalo Ad Club, announces.

It will be a one-day meeting. At the morning session there will be a general discussion and speeches on advertising vigilance. Clinton G. Fish, president of the Rochester Ad Club, will preside. In the afternoon nationwide advertising will be the subject. Representative Martin Dies of Texas will be the speaker at the big banquet in the evening.

Below is the official programme as far as made up:

### MORNING SESSION.

Clinton G. Fish, Chairman.

1. George W. Billings, president of the Buffalo Ad Club, official chairman of the convention, will introduce Clinton G. Fish, president of the Rochester Ad Club, as chairman of the morning session.

2. Address of welcome by mayor of Buffalo.

3. Response by President Rose.

4. Principal address of morning, on "The Better Advertising Movement," by Merle Sidenier, chairman of the National Vigilance Committee of the Associated Advertising Clubs of the World.

5. Address against "The Better Advertising Movement," speaker to be announced later.

6. Address in favor of "The Better Advertising Movement," by Benjamin G. Lee, advertising manager of the Dayton Co., who was formerly opposed to "The Better Advertising Movement," but is now in favor of it.

7. Addresses by chairmen of local vigilance committees in the four cities: David A. Brown from Detroit, Warren C. Platt from Cleveland, Henry M. Sperry from Rochester, Clinton G. DeGroat from Buffalo.

8. Good fellowship luncheon at twelve o'clock. Stunts.

### AFTERNOON SESSION.

Henry T. Ewald, Chairman.

Devoted to the stories of the great business successes due to advertising.

1. "Some Problems We Have Solved," by Edward A. Walton, advertising manager of the Burroughs Adding Machine Company.

2. "The Cover the Earth Idea," by Charles M. Lemperly, advertising manager of the Sherwin-Williams Company.

3. "The Adless Day," A. A. C. of W. Motion Picture Film.

4. Speaker to be secured.

### EVENING BANQUET.

William Ganson Rose, Chairman.

Entertainment feature.

1. Greetings from Herbert S. Houston, president of the A. A. C. of W.

2. Addresses for and against preparedness by two nationally prominent speakers.

"Peace," by Hon. Martin Dies.

"Preparedness," by Henry A. Wise Wood.

3. Address on topic, "Business Conditions," by John H. Fahy, president of Chamber of Commerce of the U. S. of America.

## And Cincinnati Wants It, Too.

The Committee on Conventions and Publicity of the Chamber of Commerce, Cincinnati, has voted \$3,000 to the fund of \$25,000 which the Cincinnati Advertising Club is trying to raise in order to secure the 1917 convention of the Associated Ad Clubs of the World for Cincinnati. Carl Dehoney will head a committee which will attend the convention in Philadelphia in June and make a fight for the next convention. The Board of Governors of the Cincinnati Advertisers Club has subscribed \$300 to the fund.



# In Aiming a Campaign at New York State Folks You Are Heading Straight at the Heart of Three Vital Factors of Success:

(1) POPULATION (2) HIGH GRADE CIRCULATION (3) COUNTRY'S DIVERSIFIED INTERESTS

A PRESENTMENT OF THE MARKETING ADVANTAGES OF NEW YORK STATE

By Hugh McAtamney, Hugh McAtamney Co., General Advertising Agents, New York City

## THE POPULATION

The population of New York State is a little over Ten Million. This is one-tenth of the population of the United States—gathered into a compact inter-communicating and comprehensive area. It is almost twice the population of Illinois, or of Ohio—often referred to as two rich fields for advertising propaganda. Where so many people are gathered together in close contact with each other, the exchange of ideas is bound to be exceptionally free. Every advertiser is familiar with the advertising axiom, "Every purchaser of this or that article is an added booster." In New York State there are many closely connected cities of large population—cities that are mouthed frequently all over the rest of the country; and yet twenty-two per cent. of the State population is rural. Here is an ideal combination, where urban and rural "boosters" rub elbows—and when it comes to the consideration of the popularity of manufactured products, who will disclaim the fact that the rural population is highly influenced by the opinion of the urban population? **For a product that depends for its success upon distribution among any particular class or a combination of all classes, New York State is absolutely unequalled.**

## HIGH-GRADE CIRCULATION

Every advertiser knows that circulation alone is not necessarily an advantage. Mediums must be chosen not only fit to carry his message but able to put him in touch with intelligent readers in whose minds he can instill a desire to own his product. In no other state in the Union can be found such a variety of publications as in New York. Owing to its geographical position, combined with its financial, political and social importance, New York City is both the recipient and the radiator of the news of the world. Naturally, all the brother and sister cities and children towns in the State follow in Father Knickerbocker's footsteps! The endeavor in every community is to put a New York City color to the manner of running its newspapers and a New York City tone to the news. All this has had an effect upon the readers which can not be under-estimated, and makes for a very high-grade circulation—not high-grade in the sense of snobbishness but high grade in the sense of intelligent discernment. All the region known as The Empire State is most sensitive to New York City's moods and business impulses.

Any traveller throughout the United States is familiar with the expression, "If it goes in New York, it should go anywhere!" This is the unconscious compliment paid by other sections of the country to the New York State folks' judgment. Could there be a better argument for starting a campaign for distribution in New York State? The product, whatever it is, will then have a tag of approval which will win success for it wherever it goes.

## THE COUNTRY'S DIVERSIFIED INTERESTS

There is hardly any need of reminding the readers of THE EDITOR and PUBLISHER of the conglomerate and diversified interests of New York State—industrial, manufacturing, financial, commercial and agricultural. Ten million people must find something to do and they are going to do it in many different ways. For this reason the heart of the entire country is New York State—there is no doubt about it. **It is the most vulnerable spot for a vigorous presentation of argument about products that the rest of the country needs.**

The Newspapers listed on this page offer 3,935,096 average Circulation at a total combined cost of \$6.37 per line, or an average of one and one-half tenths of a cent per line per thousand. This is less than thirty-four cents per thousand Circulation for an advertisement occupying a magazine page of 224 lines.

Make your own deduction as to whether that is not Low Cost advertising, bearing in mind that the territory is covered most intensively, and that it covers fourteen of the principal Cities of New York State, and their suburbs, and covers them well, with Newspapers of High Standing and Reputation.

Suppose you had this tremendous Publicity Force working for you; don't you think you would soon feel the Benefit?

	Paid	2,500	10,000
	Cir.	Lines	Lines
Albany Knickerbocker Press (M)...	41,229	.06	.06
Albany Knickerbocker Press (S)...	33,836	.06	.06
Brooklyn Eagle (E) 3c.....	44,096	.16	.16
Brooklyn Eagle (S) 3c.....			
Brooklyn Standard Union (E)....	61,259	.15	.15
Brooklyn Standard Union (S)....	68,030	.15	.15
Buffalo Courier-Enquirer (M&E)...	110,274	.14	.12
Corning Evening Leader (E) ....	8,275	.0179	.0129
Elmira Star-Gazette (E).....	20,057	.035	.03
Gloversville Leader-Republican (E)	5,512	.0143	.0108
Gloversville Herald (M).....	6,489	.02	.015
Ithaca Journal (E).....	6,335	.035	.015
Newburg Daily News (E).....	8,386	.0358	.0214
Mt. Vernon Daily Argus (E).....	5,907	.0214	.015
New York American (M).....	293,784	.40	.38
New York American (S).....	690,889	.60	.57
New York Globe (E).....	187,429	.28	.27
New York Herald (M).....	98,651	.40	.40
New York Herald (S).....			
N. Y. Journal of Commerce (M)...	17,926	.18	.15
New York Evening Mail (E).....	159,520	.32	.29
New York Evening Post (E).....	20,598	.18	.16
New York Press (M).....	110,869	.27	.225
New York Press (S).....			
New York Sun (M&S).....	71,749	.40	.36
New York Sun (E).....	155,009	.30	.27
New York Times (M).....	318,274	.50	.425
New York Times (S).....			
New York Tribune (M&S).....	82,674	.25	.21
New York Telegram (E).....	223,848	.285	.27
New York Telegram (S).....	232,640	.20	.18
New York World (M).....	391,158	.40	.40
New York World (S).....			
New York World (E).....	403,787	.40	.40
Oneonta Star (M).....	6,484	.0114	.0085
Poughkeepsie Star (E).....	6,260	.0215	.0115
Schenectady Gazette (M).....	20,632	.06	.04
Troy Record (M&E).....	*23,230	.035	.035
	3,935,096	6.8923	6.3751

\*A. B. C. Ratings Government Statements, Oct., 1915.

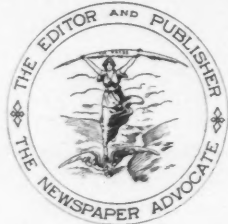
General Advertisers seeking further light in respect to marketing conditions and distribution facilities in New York State are requested to communicate with THE EDITOR AND PUBLISHER, Suite 1117, World Building, New York; Phones, Beekman 4330, 4331.

# The Editor & Publisher and the Journalist

FOR NEWSPAPER MAKERS, ADVERTISERS  
AND ADVERTISING AGENTS

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

Issued every Saturday—forms closing one o'clock on Friday  
preceding date of publication—by The Editor and Publisher  
Co., Suite 117 World Building, 63 Park Row, New York  
City. Private Branch Tel. Exch. Beekman 4330 and 4331.



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

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

New York, Saturday, January 15, 1916

## A MONUMENTAL DOCUMENT.

It is hardly an exaggeration to say that the January issue of Associated Advertising—the official publication of the Associated Advertising Clubs of the World—should be in the hands of every manufacturer, jobber, and retailer in the United States who is engaged in the handling of merchandise of staple and regular consumption by practically all the people.

We make this broad statement not alone because of the positive value of the annual report of the merchandising research committee—effectively summarized on another page of this issue of THE EDITOR AND PUBLISHER—but because of its suggestiveness as well. The report deals with department stores, clothiers, hardware dealers, druggists, jewelers, and grocers; but, important as are these lines, it is obvious that there are very many other great departments of merchandising effort that lie wholly outside them.

The general direction of the research investigations on which the report is based was in the highly competent hands of Mac Martin, of Minneapolis, while very great credit is also due to Clarence Tolg, of the same city, expert statistician, who had immediate charge of the assembling of the information from the 1,000 men, all over the country, who—absolutely without compensation—gathered the facts.

While the tabulations in the report for gross sales, collections, volume of advertising and stock relate only to the month of November last, the information as to the addition or discontinuance of specific lines relates to the year from November, 1914, to November, 1915.

All this was obtained through personal interviews. The merchants who gave the facts did so in confidence, after having been assured that no individual names would be mentioned. The investigators were all men of integrity, being either members of the educational committee of the Associated Advertising Clubs of the World or secretaries of commercial clubs—men who in their daily business have access to the heads of large organizations, and men who realize the absolute necessity for accuracy in such figures.

Each dealer was asked exactly the same list of questions. Each investigator received exactly the same instructions. In sending in their final reports investigators often commented upon the accuracy of the answers, saying that they knew the dealers personally and were sure the information was correct.

In scope and general importance this report far exceeds—as was natural—that of the first "survey," issued a year ago. Undoubtedly that which shall proceed from the same source a year hence will as greatly exceed in value that now under consideration. And what a document it must necessarily be!

The Associated Press shows its appreciation of the services rendered the world of journalism by THE

EDITOR AND PUBLISHER by subscribing each year for copies to be sent its representatives in London, Berlin, Paris, Rome, Petrograd, and Tokio, Japan. It is a matter of record that no publication in our field is as widely distributed. THE EDITOR AND PUBLISHER finds its way to Australia, to South Africa, to India, to China, and within the Arctic Circle.

## MR. GRASTY AND THE TIMES

The appointment of Charles H. Grasty to the position of treasurer of the New York Times, succeeding the late Charles W. Knapp, will be regarded with much gratification by Mr. Grasty's many friends throughout the country. His newspaper experience has been comprehensive and thorough. He has filled all the positions there are on an up-to-date daily. Beginning as a reporter on the Mexico (Mo.) Intelligencer, Mr. Grasty has traveled the long road to big city newspaper ownership.

For years he has been a dominant figure in Baltimore journalism, first as owner and editor of the News, which he sold to Frank A. Munsey, and later as editor and publisher of the Sun. About a year ago he resigned as president and director of the latter newspaper and went abroad to represent the Associated Press in Europe and especially in the war zone.

It was after he left Baltimore that his constructive work on the Sun began to bear its full fruition. It first became apparent when the advertising rates of that newspaper were increased. Much to the surprise of the management the merchants of Baltimore quickly showed that they were not only willing to pay the increased rates but enlarged their space to an unexpected degree. While the growth in advertising revenues was unusual, the circulation showed marked gains. This improvement in the business of the Sun is directly traceable to the excellent work done by Mr. Grasty while he was in charge of the newspaper, and to the able men who have followed him in control of the property.

Mr. Ochs, in securing the services of so capable, progressive and thoroughly experienced an assistant as Mr. Grasty, is to be congratulated.

Some daily publishers in Canada have been protesting against an order of the Post Office Department to the effect that newspapers addressed to Canadian soldiers in France or Egypt are subject to a rate of one cent per two ounces. This brings the postage on the ordinary size of daily paper up to \$3 per annum, or in most cases above the regular subscription rate. It was thought that this was a new order of the Department, but it turns out that it is a regulation controlled by the requirements of the international postal union and not subject to modification. To avoid the excessive rate, publishers are being advised to forward their papers, addressed to soldiers, in bulk to the army post office in London, when they will be sent on by the army mails without further expense.

Before George Hough Perry exploited the Panama-Pacific Exposition by means of free publicity in the newspapers of this broad land he was known, in some quarters at least, as an advocate of paid advertising. At a meeting of the San Francisco Advertising Association last week, at which he outlined a plan for a world-wide campaign "to sell San Francisco," George Hough Perry is reported to have said: "We assuredly have big values to offer, and there assuredly is a demand for them. Stories of real interest, telling the plain truth about our offerings, will find ready publication." Has his recent experience as a glorified press agent reduced George Hough Perry from the path of wisdom and honor and right and fair dealing? If his "stories of real interest" are intended to advertise San Francisco, every editor and publisher receiving them should print them only when paid for at regular advertising rates.

Lord Northcliffe, owner of the London Times, in his highly interesting United Press interview, published here last week, said one thing that seems to call for some elucidation. His statement was: "Owing to our censorship you know very little about our side of the war." These are strong words—"know very little"—and no doubt were set down deliberately. Yet can they be accepted as correct? What, that is of real importance, can have escaped conveyance here—by word of mouth, even if not by wire or by mail? It seems impossible.

It seems as if the City officials might hit upon some spot in Printing House Square as a resting place for the statue of Horace Greeley. It should remain near the place where he worked for so many years. No more inappropriate place could be found for it than at the Battery. Still, this will probably not sway the officials in their determination to put it there. What do city officials care whether the place is appropriate or not? If it was necessary to remove the Statue of Liberty from its present base to make way for a tunnel to Staten Island, officials would probably have Miss Liberty removed to a site near the penitentiary on Blackwell's Island.

The Remington Arms Company, Eddystone, Pa., has sent a circular letter to a large number of newspapers, asking them to give free publicity to the fact that they can "give employment to able-bodied-sober and industrious men who have had experience in handling tools or machinery, or who desire to become expert machine men." The cheek of it! Why don't they use the classified ad columns and pay the newspapers for helping them to get good men? The Remington Arms Company is a rich corporation and therefore it ought not to place itself in the position of a mendicant.

## The Hamlet of the Years—1916.

Thou stumbler on the threshold of the world,  
Bent low 'neath heaping wrongs of yester years!  
Cursed be the doddering day that gave thee birth,  
Abortive Imp, hatched out in murder's lair!  
Brute offspring of a nest of pregnant crimes!  
No milk of human kindness warms the life  
Within thy curdled veins, but cruel deeds  
Their likeness print upon thy sombre brow.  
Thy young head wears, in truth, a bloody crown.  
Gift of a mad, a wicked, wanton world.  
Mirth fit befits thy coming, hapless wight!  
Strike not the light and festive note of cheer,  
With plaintive dirge toll out a solemn hour.  
Thou has no wand to ope for wistful eyes  
The treasures of the future's store of hope,  
No talisman to charm away the beast,  
Whose bulking form crowds out our pleading souls.

Thou art a mere pretender on the throne,  
A poor king's jester at the court of Time.  
Think'at thou to mock away our plangent grief?  
Supreme gravedigger of the ages, thou,  
Who diggest graves for men, for helpful beasts,  
And e'en for man's ripe, mellowing hopes,  
And flaut'st funeral crepe in God's cleau heav'n's.  
No fairies hover at thy luckless birth,  
O crippled ruler of a crippled realm!  
The savage wolves have rent thy tender flocks.  
Thy pleasant fields are foul with carrion clay,  
Thy treasures wrecked by ruthless, vandal hands  
While lamentations choke the voice of song,  
And stealthy Famine grasps the scythe of Time  
To cut thy millions down in shrivelled death.

And think'st thou now to heal our bleeding hearts  
With one wild burst of brief, punctilious joy?  
Would'st fain believe that we our sorrow wear  
As ornament to be put on or off  
As please thy vanity and childish whim?

Oh! would that old Oblivion of the floods  
Might wrest an interregnum from thy hands  
Till Time restore his ailing limbs to health  
And cleanse his fear-crazed brain of poison fumes.  
Then might he hold again the reins of power  
And order out of chaos form anew.

But destiny lies in thy stained hands,  
So hobble on to quit thy doleful task  
And drag thy leaden load across the scene,  
O! melancholy Hamlet of the years!

EDWARDS P. INGERSOLL.

FINANCE, BUSINESS, AND THE BUSINESS OF LIFE. "A humble contribution towards making finance cleaner, business more humane, work more inspiring and life more worth while." By B. C. Forbes, business and financial editor of the *New York American*. Published for the author.

In this book are many of Mr. Forbes' financial articles which have appeared in the *New York American* during the past four years. They have been warmly endorsed by such authorities as E. H. Gary, Commissioner of Labor James M. Lynch, Frank A. Vanderlip, James Speyer, Daniel Willard, George M. Reynolds, and Samuel Rea, whose letters to Mr. Forbes preface the volume. The book treats of the earning, saving, spending and investment of money, and candidly comments on "the men who have done most of each—our multi-millionaires, giants and pigmies." The relations of the government and big business, of capital and labor, of newspapers and public sentiment, and of other elements in the nation's life are discussed. Other topics are saving, thrift, success, work, stocks, bonds, speculation, investments, banks, and banking, economy, extravagance, railroads, luck, directors, poverty, muck-rakers, rich men's sons, and other timely themes. Many personal incidents which reveal the character of scores of successful men are told. The book is as helpful as it is readable. It ran through two editions last month.



## PERSONALS

Frederick H. Howland, for a number of years with the Philadelphia Press, has been appointed editor of the *Chamber of Commerce Journal*, the official organ of the new Philadelphia Chamber of Commerce. Mr. Howland is a well-known newspaper man. He served his apprenticeship on the Providence Journal, of which he was formerly treasurer and manager.

A. B. McCollum, editor of the Waco (Texas) Tribune, has announced his candidacy for the Texas Senate to succeed himself. Editor McCollum is now serving in the Senate, having been elected to fill an unexpired term.

William Dudley Foulke, who is expected to be the Progressive nominee for United States Senator, is editor of the Richmond (Ind.) Item, an evening newspaper, published in his home city. He was a member of the United States Civil Service Commission from 1901 to 1903.

Ralph O. Howard has been elected vice-president of the *Enquirer-Sun* company, Columbus, Ga., and will perform the duties of president. Judge S. P. Gilbert, who is president of the company, is occupied with his court duties.

Herbert Shafleigh Underwood, for several years editor of the Boston Advertiser and Record, and Mrs. Underwood are now at Jacksonville, Fla., and will spend the winter in that state. Mr. Underwood was at one time assistant editor of the Springfield (Mass.) Republican.

John Chester Phillips, editorial writer on the Baltimore Star, has resigned to take an editorial position on the Newark News. Mr. Phillips has been on the staff of the Star in various capacities ever since that paper was started.

Wilson D. Bush, who recently returned to New York from the Pacific Coast, where he was engaged in publicity work for various association gatherings and trade conventions, joined the editorial staff of the *Music Trade Review* the first of the year. He was formerly managing editor of the D. O. Haynes publications, and at one time was a member of the city staff of the *New York American*.

George Bronson-Howard, of New York City, formerly a newspaper man and at present widely known as a novelist and playwright, has joined the literary and photo-dramatic staff of the Jesse L. Lasky Feature Play Company, making his headquarters in the future at the Lasky studios at Hollywood, Cal.

David T. Wells, until comparatively recently a newspaper man in New York City, has been admitted to the New York Stock Exchange firm of William Morris Imbrie & Co.

A. M. Hill, who has been city editor of the Cuero (Texas) Daily Star for several years, resigned on Jan. 1 to become city editor of the Cuero Daily Record, succeeding H. Elliott, who has resigned to accept a place on the editorial staff of the Brownsville Sentinel.

Henry L. Mencken, the irrepressible "Free Lance" of the Baltimore Evening Sun, is conceded to have a just grievance. The story from Baltimore printed in THE EDITOR AND PUBLISHER two weeks ago gave his age as "somewhere about forty." Mr. Mencken is 35.

Frank McCabe, the classified advertising manager of the New York World, has been elected senior warden of Harlem Lodge, No. 457, F. & A. M.

F. L. E. Gauss, late general manager of the Leslie-Judge Co., of New York, and more recently sales manager of the Sterling Gum Company, has been elected president of that corporation.

Dr. Caryl B. Storrs, dramatic editor of the Minneapolis (Minn.) Tribune, and Winthrop P. Chamberlain, dramatic editor of the Minneapolis Journal, have collaborated in writing and staging a new play, "The Magic Mill"—a charming fairy story which undertakes to explain "why the sea is salt."

August Haxthausen, a well-known newspaper man of Houston, Tex., has

announced that he will be a candidate for the Texas Legislature in the forthcoming primaries.

J. B. Dismukes, a well-known printer of Waco, Tex., has been appointed superintendent of typesetting machines in the North Carolina State Printing Office at Raleigh. Mr. Dismukes left for Raleigh on January 3 to assume his new duties.

Charles Hamilton Musgrove is acting as city editor of the Louisville Times in the absence of James R. Keller, who has gone to Florida for his health. Mr. Keller's condition is said to have been greatly improved by his trip south and will be back at his desk in a few weeks.

Arthur D. Toomey, Dunkirk (N. Y.) correspondent of the Buffalo Enquirer, has been made city clerk in his home city.

Channing Folsom, who for several years has reported banking and general commercial news for the Kansas City (Mo.) Star, has left the newspaper field to enter the brokerage business with Strandberg & McGreevy.

Miss Edith J. Munsell, of New Hartford (N. Y.), who has been a member of the Utica Observer staff for the past year, has resigned to take a position in the agricultural department at Albany. Her place on the Observer has been taken by Miss Cornelia Davis.

Miss Helen I. G. Havenor, of the Portland (Me.) Daily Press, has gone to the Springfield (Mass.) News, lately purchased by the Springfield Republican. Miss Havenor had been five years with the Press.

E. H. Hilt, for a number of years manager of the Fremont (O.) Daily Messenger, has resigned to become night editor of the Sandusky Register.

D. A. Butler, for the past eight years managing editor of the Quebec (Can.) Telegraph and one of the best known newspaper men in the province, has resigned to become night editor of the Montreal Daily Mail.

Lieut. Harold B. Preston, Canada, of the reportorial staff of the Expositor, has, following the completion of a course at the Divisional School of Infantry, Toronto, has been attached to the 125th Brant Battalion. For the past year he has been engaged on the reportorial staff, and his fellow employees presented him with a handsome wrist watch.

E. E. Neal, of Noblesville, Ind., editor of the Noblesville Daily Ledger, announces his candidacy for the Republican nomination for representative to the Indiana Legislature from the Ninth District.

## BOSTON PERSONALS

Bernard Priestly, formerly of the staff of the Boston Post, Lynn Telegram, and Salem Evening Mail, has become a member of the staff of the Meriden Morning Record.

Fred Green, former police headquarters man of the Transcript, is now managing editor of the Watertown Tribune-Enterprise.

H. F. Brock, city editor of the Post, is taking a few days rest at his home in Arlington.

Theodore Hedlund, Norman Ritchie, and Fred Huntington will represent the Post at the Mohr murder trial in Providence, as reporter, cartoonist, and photographer, respectively. "Jack" Williams, another Post photographer, will help out at times with his camera.

Walter Mahan has entered the employ of the Copeland News Service at the State House.

"Harry" Benwell has joined the Boston American staff as a rewrite man. Daniel Gallagher, known to nearly every newspaper man in New England, has become associated with the Boston American. He is getting up the Sunday American's "City Life" section, and also assisting in hotel work.

Henry Logan Stuart, formerly with the Boston Herald, is now wearing a soldier's uniform in Hare Hall camp, near London. He expects to go to the front soon, and hopes to qualify as a subaltern officer.

A. J. Philpot, of the Globe, and Hazel Canning of the Record, discussed newspaper topics before the Rosindale Civic forum in the Longfellow school, Monday night.

C. L. Sherman, formerly of the Journal staff, but now with the Wheeler syndicate is the author of a "Dot Book" soon to be published by Houghton Mifflin Co. Mr. and Mrs. Sherman sail for Bermuda Feb. 1.

Charles H. Hersey, who on Monday completed fifty years' service on the Transcript, has received a check for \$100 and a hearty letter of appreciation of his services from the Transcript company. His associates in the press room gave him \$50 in gold to mark their friendship.

## CHICAGO PERSONALS.

Dr. George L. Knapp, chief editorial writer of the Journal, addressed the members of the woman's Democratic Association on Wednesday. His subject was "The Democratic Tariff."

Rutherford Corbin, until January 1 of the Washington Times, is in Chicago.

E. C. Phillips, of the Tribune, Frank E. Armstrong, of the Daily News, Joseph D. Salkeld, of the Journal, Harry Canfield, of the Examiner, Arthur M. Evans, of the Herald, and Thomas Brennan of the Post are in Springfield covering the session of the legislature for their respective papers.

E. Marshall Young, of the Journal staff, is delivering a series of lectures under the auspices of a lyceum bureau. Baptiste du Pointe, formerly of the Montreal Star, is a visitor at the Press Club.

William Allen White, editor of the Emporia Gazette and Progressive leader in Kansas, attended the conference of George W. Perkins and other Moose chieftains in Chicago this week.

Alfred F. White, editor and publisher of the Banking, Law Journal of New York, is visiting his brother, Edward White, of the Press Club.

John Temple Graves, managing editor of the New York American, addressed the members of the Mystic Athletic Club here on Wednesday.

Dr. W. A. Evans, of the Tribune staff, has been released from a hospital, where he underwent a minor operation.

## PHILADELPHIA PERSONALS.

Edward Child Carpenter, for some years financial editor of the Inquirer, is no longer with that paper, but is giving his time to his increasing literary and dramatic interests. The desk is now held by H. Leo Murphy, who has as assistant William J. Lockyer, formerly of the Associated Press staff in Washington.

Graham Starr, recently of the local staff of the Record, is now Academic Examiner for the Civil Service Commission.

Lawrence Tobin, for some time on the Sunday Record and owner of a wonderful Alredale which has won prizes galore in leading bench shows, is now on the local staff of the Inquirer.

George Morgan, Sunday editor of the Record, historical sharp, preparedness enthusiast, and author of several books, is back again at his desk, after a severe tussle with the gripe.

Dr. E. G. Eberle, who will soon take up his duties as editor of the Journal of the American Pharmaceutical Association, was guest of honor at a banquet given by the Philadelphia branch of that organization at the Rittenhouse. Dr. Eberle was formerly editor of the Southern Pharmaceutical Journal.

Mrs. C. H. Musgrove, a well-known Louisville newspaper woman, has been appointed assistant to the State Labor Inspector, her jurisdiction extending over the conditions of employment of women and child workers.

## WASHINGTON PERSONALS.

Oliver Owen Kuhn, prolific writer of the Washington Star, has started a new feature in his paper entitled "Uncle Sam, Esq.," which will be an exhaustive work on the American Government.

William Leavitt Stoddard, of the Boston Transcript Bureau, will shortly be married to Miss Elizabeth Marie Southard, of Boston. Mr. Stoddard is the son of Prof. John T. Stoddard, head of the Chemistry Department at Smith College.

Thomas F. Millard, editor of the China Press at Shanghai, is in Washington. He has been in China for fifteen years and was said by President Taft to have a larger grasp of conditions in that country than any other American.

A son has been born to Gould Lincoln, of the Washington Star, and Mrs. Lincoln. This is their second child, their first is a girl of five.

Col. Charles S. Albert, chief of the New York World Bureau, and Mrs. Albert returned last week from Atlantic City, where they spent the Christmas holidays.

Karl von Wiegand, European correspondent of the New York World, is in Washington for a short stay.

Senator Gilbert M. Hitchcock, proprietor of the Omaha World-Herald, is the author of the Philippine Independence Bill, which is now being considered by the Senate.

Carl Sheppard, of the Associated Press, and Mrs. Sheppard, are the happy parents of a second son, which was born Tuesday.

George F. Milton, editor and publisher of the Chattanooga (Tenn.) News, and who recently secured passports in Washington to become a member of the second Ford Peace Party, has left the crusaders at Copenhagen and will visit points among the Central Powers and write his observations of the great war.

Frank Lewis, formerly editor of the Nashville Tennessean and American, owned by Senator Luke Lea, has been in a Washington hospital for several weeks as a result of an operation. He is now greatly improved.

Members of Congress continue to join the National Press Club, the latest acquisition being Representative Richard W. Austin, of the Second Tennessee, who asks to become a non-active member by virtue of former newspaper experience. He was four years city editor and subsequently publisher of the Knoxville Journal and Tribune.

Hayden Talbot, who for two years has represented the Hearst newspapers abroad, is now with the Washington bureau.

C. I. Stewart, of Oklahoma City, has arrived in Washington as correspondent of the Daily Oklahoman and the Oklahoma Times.

## ST. LOUIS PERSONALS.

Charles W. Knapp's death was the latest in a series of prominent St. Louis newspaper workers who have died within the last year. These were Capt. Henry King, editor of the Globe-Democrat; Daniel M. Houser, one of the proprietors of the Globe-Democrat; Ripley D. Saunders, dramatic and literary editor of the Post-Dispatch; Jon E. Gorse, editorial writer for the Post-Dispatch, and Edward L. Preetorius, publisher of the Times and the Westliche Post. All had spent virtually their entire active lives in St. Louis newspaper work.

T. M. Kelly, of the art department of the Republic, has gone to the Minneapolis Journal as a layout man.

O. C. Harn, sales and publicity manager of the National Lead Company, New York, addressed the Ad Men's Club last week. He formerly was a reporter on the Cleveland Plain Dealer under E. B. Lilley, now general manager of the Republic. He was introduced by Mr. Lilley.

## NEWS OF THE AD CLUBS.

The Tacoma (Wash.) Ad Club is no more. At a meeting of members and officers it was decided to dissolve the club and unite with the reorganized Commercial Club, then to affiliate with the work of the greater organization's proposed publicity bureau.

The Ad Club of Rochester (N. Y.) is planning to establish permanent club rooms, increase the membership, and employ a paid secretary at \$1,500 a year. Dues are to be increased from \$10 to \$16. It is understood that the building

just east of the Hotel Rochester will be remodeled for the use of the club. The plans will include rooms for the secretary, meeting rooms and a large dining room, open at all hours.

At the annual meeting of the Advertising Association of San Francisco on January 5 the following directors were chosen: W. J. Bona, F. S. Nelson, L. A. Colton, G. N. Brewer, C. H. Tallant, G. H. Eberhardt, H. A. Marcus, Gratton Gordon and H. G. Barclay. F. S. Nelson, the principal speaker, said in part: "San Francisco will never have

a larger population until she has more jobs for men with families; she never will have more jobs until manufacturing is increased; there will be no increase of manufacturing until the manufacturers advertise and increase the consumption of their products."

Three teams have been organized by the Buffalo (N. Y.) Ad Club in the interest of the candidacy for election as director of the Chamber of Commerce of three members of the Ad Club. The three candidates are Finley H. Greene, Carl J. Balliett and John McF. Howie.

Among the speakers who have agreed to take part are: J. E. Trelevan, professor of advertising at the University of Texas, who will read a paper on "Advertising in Its Relation to Distribution"; and A. L. Shuman, of the Fort Worth *Star-Telegram*, who will discuss "Why the Newspaper." The Houston Ad Club has been asked to assign a speaker for the subject, "Apportionment of Advertising Appropriation."

A large delegation of unformed Oakland (Calif.) ad men will go to Spokane next June for the annual meeting of the Pacific Coast Advertising Men's association, with the determination of capturing the convention for 1917. F. H. Lloyd of Spokane, president of the association, has received word that Oakland plans to hold a big advertising masked ball on February 14, at which it is hoped to raise \$3,000 to finance the trip of the delegation to Spokane. In addition to securing the convention Oakland will also be in the field with candidates for at least two of the important offices of the association, the president and secretary, and has already started a campaign among the ad clubs of the Coast cities to elect its slate. It is understood that Portland, Ore., will also be a candidate for the 1917 convention. This convention of advertising men will meet in Spokane June 15, with a program covering several days of activities.

## Bidding for 1917 Convention

The Advertising Bureau of the Oakland (Cal.) Chamber of Commerce is to play host on the evening of February 14, when, at the Oakland Municipal Auditorium, it will entertain at a great masked ball, the proceeds of which are to be used to send a delegation of from twenty-five to fifty men to Spokane in June to help start the work to bring the 1917 convention of the Pacific Coast Advertising Association to Oakland.

## Ad Club Officers in Canton, Ohio

Following are the newly installed officers and directors of the Adcraft Club of Canton, O.: R. V. Mitchell, President; C. B. Sala, Vice-President; W. G. Saxton, Treasurer; Jack Barnes, Secretary; E. H. Lamiell, C. J. Parker, Sam L. Haynes, Jack Sell, R. M. Nicholson, J. A. Kress, J. Paul Moseley, Harry Roach, Lester De Weese, J. A. Rice, D. L. Keyser, Jos. M. Markiey.

## Buffalo Junior Ad Club

The Junior Ad Club of Buffalo, N. Y., has elected these officers for the ensuing year: President, Joseph H. Mayne; vice-president, E. Roy Langelly; secretary, Leon W. du Flon; treasurer, A. H. Domedon. The board of directors to serve six months, comprises John B. Knight, Harold Hagstrom and George Christ.

## Find Publicity Preferable.

One department of the Minnesota state government, which now is a strong believer in publicity is the state board of control. In former years it was almost impossible to learn of an accidental death at any of the state institutions because it was the policy of the board to suppress such news, if possible. Since the present three members, C. E. Vasaly, C. E. Swendsen and Ralph Wheelock, took charge, the affairs at all state institutions are public property.

## Mississippi Publishers to Organize.

A meeting of the publishers of daily newspapers in Mississippi will be held in Jackson at an early date for the purpose of launching a state organization. Mississippi has daily papers in Jackson, Meridian, Vicksburg, West Point, Corinth, Hattiesburg, Laurel, Biloxi, Gulfport, Greenville and Natchez, and it is expected that all of these will send representatives to the convention.

The Advertisers Club of Cincinnati has secured an unusually strong list of speakers for the weekly noon-day luncheons and monthly meetings for the months of January, February, and March. They include: George E. Helm, president Knoxville Advertising Club, subject, "Visualizing Your Prospect"; T. T. Frankenburg, publicity counsellor and editor of the State Journal, Columbus Ohio, subject, "Confessions of a Press Agent"; Rufus R. Wilson, New York, subject, "Effective Community Advertising"; Cyrus H. K. Curtis, president Curtis Publishing Company, and Edward James Cattell, of Philadelphia; Mac Martin, Minneapolis, subject, "Merchandising Investigations"; E. H. Emory, of the Audit Bureau of Circulations, Chicago, subject, "How the Movement for Auditing Circulations Is Progressing"; O. C. Harn, advertising manager of the National Lead Company of New York; H. J. Buckley, of Chicago, subject, "Direct-by-Mail Advertising"; Wm. B. Powell, of Cleveland, subject, "Staging a Salesman's Convention," illustrated; Reuben H. Donnelly, of Chicago, subject, "Telephone Directory Advertising"; J. Horace Lytle, of Dayton, Ohio, subject, "Letters That Land Orders Because They Render a Service"; H. Walton Heegstra, of Chicago, subject, "Elimination of the Flash-in-the-Pan Type of Advertising."

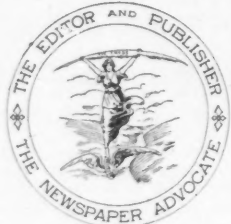
Although plans had been laid to receive only one hundred applications for membership in the Salesmanship Classes of the Cleveland Advertising Club, 148 members have signed up to date. The first meeting was held last week under the direction of S. H. Knox, of the Knox School of Salesmanship. The next meeting, on January 20, will be conducted by Dr. Tiffany, educational director of the Knox School.

The "Better Advertising" movement planned by the Cleveland Advertising Club will be given excellent aid by H. J. Kenner, secretary of the National Vigilance Committee, who will be in Cleveland on January 29. Meanwhile a competent committee will be appointed to work out the details.

By special request of the Cleveland Advertising Club, Rabbi Joseph Silverman, of Temple Emanu-el, New York City, will address the members on the new "Nationalism" at the Hotel Statler. Dr. Silverman is known for his active work for the world peace, and for his work at the World's Peace Conference held in Cleveland last spring.

The Knoxville (Tenn.) Advertising Club held a lively and enthusiastic "prosperity luncheon" on January 5, at which was adopted the slogan, "This is Prosperity Year in Knoxville." An address by Frank Stockdale, of the Associated Advertising Clubs of the World, endorsement of the trades trip and arrangements for a large delegation to attend the convention of the advertising clubs to be held at Philadelphia, and short talks by a number of those present were other features of the "prosperity luncheon." George E. Helm, president of the Knoxville Advertising Club, presided.

DALLAS, Texas, January 8.—The programme for the annual convention of the Associated Advertising Clubs of Texas to be held at El Paso February 14, 15 and 16, is rapidly being filled in.



## SITUATION EXCHANGE

## For Newspaper Workers

Open for the free use of newspaper workers and employees throughout the United States and Canada

THE EDITOR AND PUBLISHER will be pleased to print a fifty-word advertisement under the sub-headings "Situations Wanted" or "Help Wanted" free of charge, provided the advertiser gives confidentially at least, his or her full name and address.

When a larger or display ad is desired the rate will be 25 cents per agate line.

When a newspaper worker desires a fuller service, for instance, to file say a photograph and copy of letters of recommendation, record of his achievements, &c., a filing fee of \$1 will be charged, to cover filing and possible correspondence with those who make inquiry regarding him. Advertisements from such people as respond, will be given a special sub-head "Situations Wanted by Recommended Men."

SPECIMEN ADS.

## SITUATIONS WANTED—BY RECOMMENDED MEN

CIRCULATION MANAGER—37 years old. 10 years' experience in large cities. Business manager of successful country weekly. Seeks wider possibility and field. Conversant with best modern practices and economical management. A. B. C. Recommendations, &c. on file with EDITOR AND PUBLISHER.

MANAGING EDITOR—32 years old. 8 years' experience as reporter, city editor, and managing editor of daily in town of 30,000 population. Can show results and prove them. Believe I can produce a good newspaper as economically as any man on earth. Want salary and contingent interest. R. S. T. Recommendations on file with EDITOR AND PUBLISHER.

## SITUATIONS WANTED

CITY EDITOR—28 years old. 7 years' experience in New York and Philadelphia as reporter and on copy desk. Want an opportunity where hard work and brains will win recognition. College graduate. Trained in hard work. Address C. F. D., office EDITOR AND PUBLISHER.

PROMOTION MAN—31 years old. 10 years' experience in advertising agency and department store work. Want opportunity to cash in my merchandising experience to produce more advertising for a progressive newspaper. Small salary and commission would be considered for a starter. Address E. F. G., office EDITOR AND PUBLISHER.

## HELP WANTED

ADVERTISING SOLICITOR—Publisher of daily newspaper of 14,000 circulation in city of 50,000 wants young man of good experience to take up promising line of new work. Write, stating salary wanted and experience. Publisher A., office EDITOR AND PUBLISHER.

ADVERTISING MANAGER—A fine opening for a young man who can prove himself thoroughly qualified. Want a man brim full of progressive ideas and with a successful record. The sky is the limit for the right man. Write, telling in confidence, regarding experience. Publisher B., office EDITOR AND PUBLISHER.

MANAGING EDITOR—Good opening for a man competent to get out a creditable newspaper with very little money. To the right man I offer a permanent position with possible interest. Publisher C., office EDITOR AND PUBLISHER.

PRESSMAN—Want a non-union man able to run a small press and stereotyping machinery with one assistant. Will pay better than union wages and give percentage in saving on present expenses. Address Publisher D., office EDITOR AND PUBLISHER.

## THE EDITOR AND PUBLISHER

1117 World Building

New York City



## "FLORIDA FIRST" ADS CREATE MUCH INTEREST

Northerners Responding Actively to Big Daily Paper Copy Extolling the Delights of "a Place That Is Warmer Than This" (Meaning This Here Little Old New York of Ours.)

JACKSONVILLE, Fla., January 10.—"I can't resist the temptation to compliment you on the big space Florida First Commission advertisement appearing in the better New York papers last Sunday. It seemed to be the general verdict around town that you folks had put one over on all other travel and resort stuff appearing so far this year. That sort of advertising must bring results—it can't help it."

The above quotation is from a letter written to Jefferson Thomas, president of the Thomas Advertising Service of Jacksonville, by one of the executive officers of a leading advertising organization in New York city. The compliment paid the advertising of the Florida First Commission in his letter is made all the more remarkable by the fact that this gentleman was writing to a business competitor. The advertisement to which his letter referred was the first of the series that will be carried in twenty-five leading metropolitan newspapers of the country in their Sunday editions, the remaining insertions to be made on Sundays through the month of January.

The first of the Florida First advertisements occupied space of approximately a half page and the illustration and display were such that it completely dominated the travel and resort sections of the newspaper. The total circulation of the papers which are carrying this advertising is in the neighborhood of 5,000,000 copies. The magazine and farm paper advertising, which have not yet begun to appear, will reach between 3,000,000 and 4,000,000 additional homes. No previous advertising of Florida, it is said, has been done on so extensive a basis, considering the amount of money available.

Weather conditions favored Florida at the time of the first appearance of the advertising. Throughout the North at the time there were blizzards and storms of an unusually severe character. The Florida First Commission advertising emphasized the land and water joys of Florida in winter and by contrast this must have had unusual appeal to the people of the North. A further factor in favor of the efficiency of the advertising was that it began on Sunday following Christmas and the double holiday undoubtedly contributed to its wider reading by reason of the greater than usual leisure of the average person.

Direct results of the advertising have begun to show themselves in an unexpectedly large volume. It was not believed by persons familiar with the facts that any great number of people would be influenced by the first advertisement to the extent that they would make direct inquiry for further information of the cities joining in the campaign. On the contrary, the natural thing would be for the person who had his interest in Florida aroused to the extent that he wanted to know more about the state to go to a railroad ticket office or some other nearby source of information. Further, the delays to which mails have been subjected recently, as a result of bad weather and the congestion that always follows the Christmas holidays, have been such that letters from the North would not get to Florida as quickly as they would under ordinary conditions.

To the surprise and gratification of those in charge of the advertising, hundreds of communications directly traceable to the first advertisement had been received in less than a week after its appearance. Telegraphic reports made to the Thomas Advertising Service developed this fact in a most striking

manner. For instance, the Orlando Board of Trade reported that twenty-three inquiries had been received in one mail. The West Palm Beach Board of Trade had a total of sixty-five replies during the week and the Miami Chamber of Commerce about forty. The Jacksonville Chamber of Commerce also received numerous letters.

Judging from reports available, it is estimated that the advertising is now producing an average of from 500 to 1,000 replies a day. This total will be materially increased as the campaign progresses. Some of the copy to be run later has been prepared more with the purpose of arousing interest of investors and homeseekers than that of tourists and naturally this kind of advertising will be more productive of direct inquiries than that intended to increase tourist travel. A leading real estate advertiser, who has been very successful in disposing of high class Florida property, expressed himself as believing that the character of the inquiries from the Florida First Commission advertising that he had seen in the offices of two or three downstate boards of trade was of so high a grade that they would be counted as cheap in his business if produced at a cost not to exceed \$2 each.

### TAXED TO ADVERTISE CITY.

Expenses of Publicity for Asheville, N. C., Must Be Paid by Citizens.

ATLANTA, Ga., January 7.—Last Sunday a winter advertising campaign of the Asheville Board of Trade was begun, advertisements for the North Carolina resort city appearing in ten newspapers of the East and Middle West. The sum of \$2,800 has been appropriated by the commercial organization for expenditure with these ten papers and the advertisements will be published each Sunday for a period extending over several weeks.

The Asheville Board of Trade secures its money for advertising in a unique manner, citizens of that city being required to pay an advertising tax. It is collected by the city tax collector along with the other taxes of the municipality and is turned over to the treasurer of the Board of Trade by the mayor.

Asheville is said to have been the first city in the United States to resort to such a method of raising money for expenditure in the purchase of newspaper space. The act under which the tax is collected provides that all of the money shall be spent for advertising purposes, maintenance expenses of the organization being paid from a fund raised through the dues of members.

### War Would Hurt Powder Trade.

BALTIMORE, January 13.—The speaker at last Wednesday's meeting of the Advertising Club of Baltimore was George Frank Lord, of Wilmington, Del., manager of the advertising division of the E. I. DuPont de Nemours Company. Mr. Lord declared that war would be a calamity to the powder manufacturing interests; that only 5 per cent. of the total DuPont products in normal times was for military purposes; that 95 per cent. of the explosives made are for industrial purposes. The manufacture of munitions, he said, would not overcome this loss.

### Newspaper Publicity Boosts Schools.

"Interest taken by parents as a result of newspaper publicity may be considered responsible for the unusual success accredited to the Bellaire schools," says Superintendent Jackson of the Ohio town schools named. The high school has grown so rapidly since pupils from towns as far distant as 20 miles began attending it that the building erected 10 years ago is crowded. Business men deserted restaurants to such an extent that the domestic science girls who were making money for the school with their noon lunches had to abandon the plan as the crowds could not be accommodated.

**The NEW YORK AMERICAN extends its congratulations to AUTOMOBILE MANUFACTURERS and DEALERS upon the great success of their annual show and upon the unusually striking, frank and intelligent advertising they did in the newspapers.**

If anything were needed to give the public a very pointed and strikingly impressive demonstration as to the advance advertising has made in recent years, the automobile copy printed in the New York newspapers during the Annual Automobile Show furnished it.

No body of business men representing one industry ever before showed such unanimity in the general character of the advertising copy used.

It was a real treat to read the automobile advertisements—

1st: Because of their news interest;

2nd: Because of the valuable information they contained;

3rd: Because they were attractively displayed;

4th: Because they all aimed to impress upon us the greatness of the Automobile Industry as a whole, and did it;

5th: Because in presenting the claims of individual cars no attempt was made to decry the merits of other cars.

All of the advertisements dignified the entire Automobile Industry and they dignified advertising, thus winning public approval and public confidence—and, incidentally, inducing more buying of cars at this Automobile Show than were ever sold at any previous Annual Show.

The NEW YORK AMERICAN wishes to express its appreciation of the very big share of advertising printed in its columns by automobile manufacturers and dealers—more than 95% of whom showed by the space they gave and the money they paid for it, their appreciation of the value of the readers of the paper in sustaining and expanding their industry in the New York territory.

The NEW YORK AMERICAN kept its promises to co-operate with Automobile manufacturers and dealers in making their Annual Show a success, for its representatives were in evidence everywhere, showing their interest and expressing that interest in the news columns in the same dignified, constructive manner that characterized the business announcements in the advertising columns.

The NEW YORK AMERICAN can always be relied upon to stand back of its readers and its advertisers.

**New York American**

DAILY and SUNDAY

Member Audit Bureau of Circulations.

**LITTLE ADITORIALS  
ON THE AUTO SHOW**

Hints and Lessons Gleaned from the Advertising Stunts and Features Resulting from the Big Annual Exhibition in New York Last Week—A Harvest of Special Sections.

JUST prior to the New York Automobile Show, the advertising manager of a Detroit-built car swooped down on its agency for five large-space newspaper ads.

"What can we do that's different and original in the way of illustration?" the distraught advertising manager inquired.

"You want a stunt?" demanded the Adist.

"Yep."  
"I have it!" was the excited observation, "suppose we show the darned car exactly as it IS and see what happens!"

The daily newspaper is an excellent medium for telling a "serial idea" in advertising. Certain ingenious schemes will not "carry" from month to month in the average reader's memory.

When you "come at 'em" in their favorite journal day after day, your message is more than apt to be fully assimilated.

Take the case of the Auto Show newspaper publicity.

There were at least five or six connected campaigns running, with change of copy each day.

"There is ANOTHER ONE of those ads," you remarked to yourself and the inclination to "Stop, Look and Listen" was irresistible.

One of the most unusual of these "serial ads" was copy presented in the form of the famous Brisbane editorial—double-column set-up, cartoon at top, of a very primitively simple character and the chatty, uninvolved, conversational style of "copy," so long identified with reaching the most people most of the time.

A one-time insertion of this scheme, with a speedy reversion to something different in the next ad, would have proven nowhere near as effective.

Still another automobile campaign feature was a long-hand caption run diagonally across the upper left-hand corner of each advertisement. It was rather astonishing to discover how, on repetition, this slight variance from the conventional attracted attention.

Last season, the Chalmers advertising was characterized by the rise of a desk pad, drawn with great fidelity to occupy a daily newspaper space of two columns.

The date numerals were, of course, changed daily, and on the remaining white space of the pad, timely, if brief, hand-written notations were written with a stub pen. It was a constant morning and afternoon reminder to see the Chalmers exhibit at the Automobile Show and it proved tremendously popular.

The King Automobile Company for six months past wanted to successfully

unify a newspaper campaign on the theory that "people remember" when a tie-up thought is carried along from one insertion to another.

But WHERE was that "big idea"? Automobile Advertising uses up an incredible number of interesting background subjects. There ARE limitations to this human-interest environment thing.

For a while Fifth Avenue brown stone fronts were quite the vogue. Then it switched to country clubs with a dash of golf and a pinch of "following the hounds." After this there was a period of famous foreign cathedrals. When an advertising manager plans an illustration, one of the very first considerations, of course is:

"What shall we have the people doing? Where will we place the car?"

There is considerable head-scratching and pate-thumping, and at the finale of the initial conference, the realization is suddenly encountered that the other fellow has used everything available in sight.

Ice skating is now the vogue. It is estimated that some 2,406 artists in this progressive country are at work this very moment making paintings of automobiles with frozen backgrounds.

There will be cars going to the pond and cars coming from it; there will be cars acting as headquarters for pretty girls who wish to take off or put on skates and there is apt to be an extra fine crop of moonlight skating scenes in which every whit of detail in the car is pictured, the fact that it's night, notwithstanding.

One ambitious ad-man is known to have worn himself down to a mere shadow in the attempt to find some excuse for showing an automobile on the roof of the exclusive Biltmore, where ice-skating reaches its most exalted social attitude.

But—as we were saying—the King man was eager to put over a series in an extensive newspaper campaign, using three and four column width each day.

But he DID NOT want to resort to the usual prosaic stunts—no ice skating for his—no scene in Central Park, with little Eila feeding the swans.

So there was a second conference of the powers that be, and then a great bright light flooded from "somewhere in chance"—why not present to the palpitant public a series of advertisements in which the pictorial theme should tell some vital sales story?

But could such a thing be done? It sounded most difficult.

Here they were, trying to fly in the face of an established precedent.

It has never been customary for hurry-up-newspaper illustrations for even so important an industry as the American automobile to do anything more pretentious than a vista of park, country homes, etc., etc.

But the King man was a "sticker."

His car was a notably fine hill-climber—it could do things on "high" that made those fellows in the garages talk in reverent whispers. Yes, sir-e-e, the King car was a regular little mountain beetle, and surely here was a point worth while, for if there is one thing the car owner demands more than another it is to run right along up that steep grade, without bumping back into the first little gear that was ever invented.

A series of ten ads was devised without delay and in each one of these a King car was shown, sky-larking, easily, normally, uncomplainingly, up a whopper of a hill.

These illustrations were picturesque. They were unusual, breezy, and permitted of the most alluring compositions.

But—  
Best of all, they were more than mere newspaper pictures. They illustrated a highly important sales argument for the King.

W. LIVINGSTON LARNED.

**CANADIAN PERSONALS.**

Jules Fournier, editor of *L'Action Sociale*, of Montreal, has been elected to fill a vacancy in the City Council.

A. T. Wilgress, the new King's Printer for Ontario, who was for twenty years editor of the Brockville *Times*, was presented by appreciative citizens with a silver tea service and cabinet of silver, on the eve of his departure for Toronto. Among those who spoke was the Hon. George P. Graham, proprietor of the opposition paper, the Brockville *Recorder*, who paid a fine tribute to Mr. Wilgress as a journalist.

C. V. Coombs, a member of the advertising staff of the Toronto *Globe* for the past two years, has been commissioned as lieutenant in the 169th Battalion. He was presented by the staff of the paper with a military wrist watch and a fountain pen.

A. W. Thorne, city editor of the St. John (N. B.) *Standard*, has resigned to take the officers' training course at Halifax, preliminary to joining the 140th Overseas Battalion as lieutenant. Willard McGinley, a reporter on the same paper, has also left to take the course at Halifax.

R. W. Gould, formerly editor of the *Daily News*, New Glasgow, N. S., is now on the staff of the St. John, N. B., *Telegraph*.

Arthur Lowe, one of the Toronto *Telegram's* City Hall men, enlisted last week. The Mayor, Aldermen, and Lowe's brother reporters gave him a good-sized roll of bills, which Controller O'Neill presented.

John M. Inmie, manager of the Canadian Press Association, who underwent a serious operation in a New York hospital a few weeks ago, was well enough to stand the journey back to Toronto on the day before Christmas, and after spending the holidays in the city returned to Fergus, where he had been living since he was taken ill.

**MINNEAPOLIS PERSONALS.**

A. C. Brokaw has resigned from the *Tribune*, where he had been news editor, and has become publicity man for the Tri-State Telephone Company.

C. W. Rawson, artist, has left the *Tribune* to take up portrait painting.

H. V. Jones, editor of the *Journal*, has returned from Honolulu, his visit there having been shortened to one day because of the death of C. G. Goodrich, president of the Twin City Rapid Transit Company, who was to have accompanied him on the trip.

Stanley Washburn, war correspondent of the London *Times*, who has been in the eastern theatre of war with the Russian armies for a year, and who is home for a few weeks' rest before resuming the campaign in the spring, is expected in Minneapolis soon to visit his brother, W. D. Washburn, and other relatives. Mr. Washburn started out as a war correspondent for the old Minneapolis *Times* when the Russo-Japanese War broke out.

**SAN FRANCISCO PERSONALS.**

D. Wooster Taylor, a former newspaper man of this city, who has been acting as assistant secretary to Mayor James Rolph, Jr., has been appointed superintendent of the children's quarters in Golden Gate Park. In addition to the use of a residence in the park, Taylor will have other perquisites.

Samuel O. Dunn, chief editor of the *Railway Age Gazette*, of Chicago, has arrived in the city accompanied by his wife and children. They have been visiting Mrs. Dunn's parents at Modesto. Mr. Dunn is a recognized authority on railroad operation and traffic rate problems.

Thomas Sammons, a former Pacific Coast newspaper man, who is now American Consul General at Shanghai, on Tuesday spoke at a joint luncheon of the Chamber of Commerce and the San Francisco Commercial Club.

**Facts About Selling Opportunities**

By THE PHILADELPHIA BULLETIN

Business is booming in Philadelphia—it is increasing every month. Bank Clearings for 1915 broke all former records—exceeding 1914 by more than 950 Millions of Dollars. Building operations for 1915 showed increase of \$4,000,000 over 1914. Deposits in all Philadelphia National Banks, Trust Companies and Savings Institutions for 12 months ending November 10th, 1915, increased \$156,947,580 over the nearest corresponding period of 1914—and raised total to the unparalleled sum of \$888,865,504. An average of more than 1 out of every 4 people in Philadelphia has a savings bank account—average deposit \$476.

MORE than one million people residing in 371,360\* homes, in which The Philadelphia Bulletin is read each day, comprise the great majority of the entire population of Philadelphia—representing the third largest market in the United States.

Philadelphia is acknowledged the greatest of home building and home owning cities in America and is truly "the city of homes." There are 430,000 properties in Philadelphia including about 360,000 separate dwellings. Philadelphia has more than 40,000 business and professional offices, more than 8,000 manufacturing plants and more than 7,000 mercantile establishments.

During December an average of 371,360 copies of THE BULLETIN were sold daily. These were distributed:

In the City of Philadelphia and Camden..... 285,752  
In the Suburban District (within 40 miles of Philadelphia)... 55,045  
In the country (outside of the Suburban District)..... 29,963

Among the towns included in the Suburban and Country Districts are:

Allentown, Pa.	Downingtown, Pa.	Lancaster, Pa.	Salisbury, Md.
Atlantic City, N. J.	Doylestown, Pa.	Media, Pa.	Trenton, N. J.
Bordentown, N. J.	Dover, Del.	Mt. Holly, N. J.	Vinceland, N. J.
Bristol, Pa.	Glassboro, N. J.	Narrystown, Pa.	West Chester, Pa.
Bethlehem, Pa.	Hammononton, N. J.	Pottstown, Pa.	Wilmington, Del.
Burlington, N. J.	Harrisburg, Pa.	Pottsville, Pa.	Woodbury, N. J.
Chester, Pa.	Jenkintown, Pa.	Flaenckville, Pa.	Worce, Pa.
Conshohocken, Pa.	Lansdale, Pa.	Quakertown, Pa.	York, Pa.
Columbia, Pa.	Lansdowne, Pa.	Reading, Pa.	

You can at one cost reach the greatest number of possible consumers in this market each day by concentrating in the one newspaper which is read in 371,360 homes, equivalent to 20 per cent. of all the homes in Pennsylvania.

Philadelphia Bulletin readers buy each day an average of more than

\$600,000 Worth of Foods	36,000 Pair of Hosiery	3,600 Pairs of Corsets
\$29,000 Worth of Men's Clothing	35,000 Pounds of Coffee	3,600 Pairs of Gloves
\$27,000 Worth of Women's Apparel	18,000 Sets of Underwear	3,600 Pounds of Tea
\$22,000 Worth of Cottons	11,000 Pairs of Shoes	3,500 Hats and Caps
\$18,000 Worth of Silks	11,000 Men's Collars	1,700 Barrels of Flour
\$18,000 Worth of Furniture	7,000 Mens Shirts	600 Automobile Tires
\$12,000 Worth of Paints	5,500 Pounds of Cocoa	38 New Pianos
\$5,000 Worth of Millinery	5,500 Men's Neckties	30 New Automobiles

The opportunity to forge ahead, increase your sales and build up permanent and profitable business is here, in Philadelphia, among the Bulletin families. On request we will secure an analysis of trade conditions and selling possibilities for your particular business.

\*371,360 people buy The Bulletin each evening and the members of their families make the total readers 1,114,080. This allows only 3 persons to each family, whereas U. S. Government Census Statistics give 4.7 persons to each family in the United States.

Philadelphia, January 6, 1916. Copyright 1916. William L. McLean.



**IOWA WANTS CLEAN ADS.**

State Department of Justice to Cooperate With Local "Vigilants."

The department of justice of the State of Iowa believes in clean advertising, and is behind the movement to clear the state of misleading and untruthful advertising which is being carried on by the vigilance committee of Iowa.

Several months ago the Associated Advertising Clubs of Iowa backed the movement to form a vigilance committee in Des Moines. Such a committee was formed and was incorporated under the laws of the state. T. E. Shufelt was chosen its secretary, and his duties were begun immediately.

Since that time Mr. Shufelt has investigated almost a hundred complaints against advertisers in all sections of the state. All of the complaints were adjusted amicably with the exception of one, on which a legal fight is promised. The advertisers, Mr. Shufelt found, were willing to eliminate misleading statements from their advertising when they were pointed out to them.

A few local cases against itinerant merchants, one in Nevada recently, are not included in this list.

To learn if the attorney-general of the state was favorable to the campaign Mr. Shufelt, accompanied by T. W. LeQuatte, former president of the Iowa admen's organization, called on Attorney-General George Cosson and his assistant, C. A. Robbins at the state house a few days ago.

They were shown that the attorney-general's office has already considered some cases presented to it which were thought to be in violation of the fraudulent advertising law of Iowa. Opinions on the law were given in these, and a willingness to aid the local authorities in their prosecution was shown.

There are two Iowa laws under which cases of alleged misleading advertising can be prosecuted. One is the itinerant merchants law, which has to do with the fly-by-night merchants who travel from one city to another selling cheap jewelry, furs, etc., and the other is the gradient advertising law, passed by the Thirtieth general assembly after a strong campaign for it by the Associated Advertising Clubs of Iowa.

The purpose of the visit of the vigilants to the attorney-general's office was to learn if that department would be behind them if they started out to show some recalcitrant advertisers that the law has "some teeth in it." They were assured that they could depend upon the aid of the state if any of the cases come to legal battle.

It is the endeavor of the vigilants, however, to settle the cases if possible amicably. No threats are made to the advertisers against whom complaints have been registered, but the matter is presented to them, and the changes desired are requested. If the advertisers do not do as requested, however, the vigilants acquaint them with the fact that they will prosecute.

**Los Angeles "After" Fakers.**

A campaign against fake advertisers has been started by the Merchants and Manufacturers' Association of Los Angeles, Calif. It first took form in the issuance of a warrant for the arrest of D. Weingarten, dealer in trunks, and his clerk, J. Regniffe. The complaint was sworn to by E. G. Keen, investigator for the association, who reported that a Spaniard had entered the trunk store and had purchased a trunk marked "\$10.50—closing out—\$4.95, fibre." After paying for the trunk and securing the key the purchaser ordered the trunk delivered. He complained that instead of the forty-two-inch trunk he had bought, Weingarten delivered a thirty-inch trunk. Other prosecutions are to follow.

**CONGRESSMEN'S NAMES—NO!**

Law Proposed to Stop Using Them for Advertising Purposes.

One of the first bills to be introduced into the United States Senate, when it convened last month, was a measure prohibiting the use of the name of any member of either house of Congress, or of any officer of the government, by any person, firm, or corporation practicing before the Patent Office, for advertising purposes.

Those of the public who read this bill, no doubt, were surprised to learn that any such legislation is necessary, says the *Scientific American*. Surely any government official who realizes the dignity of his position would not lend his name for advertising exploitation; but evidently there are many public servants who have not been restrained by such a sense of good taste. We have before us the literature of patent attorneys filled with letters of endorsement from United States Senators and Congressmen, as well as minor Government officials, which not only commend the reliability of the attorneys in question, but also their competency and their efficiency. Are these officials ready to endorse every practice of the attorneys they commend? Have they investigated them thoroughly? Do they realize the uses to which their letters are being put?

To the man who knows, such endorsements mean nothing; commendatory letters are very easily obtained. But the obscure inventor, who has been made timid by accounts of patent trickery and knows not in whom he can place confidence, looks upon such a letter as an official endorsement by the Government of the United States. He feels that he can rely absolutely upon a man or firm so highly recommended. It may never occur to him that the attorney in question was not carefully investigated before the letter was written.

It is more than a matter of bad taste—it is more than undignified to use official names in such a way. A serious responsibility lies upon the writer of any letter of endorsement. A "good word" to help a man along, if not given advisedly, may turn out to be the subtlest of evils.

**REQUIRE POSTAGE PREPAYMENT.**

Bill in Congress Affecting Mailing of Second-Class Matter.

WASHINGTON, January 12. — Senator Sheppard of Texas has introduced a bill affecting the mailing of second-class matter, upon which it is required that the postage be prepaid. The bill reads:

"That under such regulations as the Postmaster-General may establish for the collection of the lawful revenue and for facilitating the handling of such matter in the mails it shall be lawful to accept for transmission in the mails, without postage stamps affixed, quantities of not less than five hundred identical pieces of third-class matter and of second-class matter mailed at the special rates of 1 cent and 2 cents a copy and two hundred and fifty identical pieces of fourth-class matter, and packages of money and securities mailed under postage at the first or fourth-class rate by the Treasury Department: *Provided*, That postage shall be fully prepaid thereon at the rate required by law for a single piece of such matter."

**Columbus Frowns on Fake Ads.**

With the purpose of making advertising more effective by making it more accurate and truthful, the executive committee of the Advertising club of the Chamber of Commerce, Columbus, O., lately took steps to give the public an opportunity to submit complaints of misrepresentation and untruthful advertising to the club, with the intention that cases of inaccuracy shall be eliminated.

**A Record Year**

**The Evening Star.**

WASHINGTON, D. C.

The year 1915 was the largest in circulation and advertising in the history of The Washington Star.

**Yearly Average Circulation, 1915-1910**

	Daily	Sunday
1915	72,364	53,807
1914	68,080	50,879
1913	65,641	49,509
1912	63,804	50,093
1911	57,797	47,382
1910	48,345	44,046

This constantly increasing circulation has produced for advertisers in The Star maximum results at a minimum cost.

That Washington merchants understand and appreciate this fact is shown by the following figures:

**Advertising Record for 1915 and 1914**  
**Lines of Paid Advertising**

	1915	1914	Increase	Loss
The Star . . .	11,347,240	10,896,033	451,207	—
2nd Newspaper	6,457,558	6,336,234	121,324	—
3rd Newspaper	4,750,048	4,907,996	—	157,948
4th Newspaper	3,906,198	3,400,195	506,003	—

Eastern Representative  
DAN A. CARROLL  
Tribune Building, New York

Western Representatives  
W.Y. PERRY, JOHN E. LUTZ  
First National Bank Bldg.,  
Chicago, Ill.

**NEWSPAPER MACHINERY**

For Sale

Having recently purchased the entire plant and equipment of The Times Publishing Company of Oklahoma City, we have for sale, at a low figure, the following:

**HOE PRINTING PRESS**

Twenty-four pages with color equipment. In excellent condition.

**LINOTYPE MACHINES**

Four Model 1 Mergenthaler Linotype Machines in first-class running order. The Model 1 is the fastest straight matter machine ever built, and they can be used to great advantage in small offices. These machines may be converted into general purpose machines. If you are thinking of adding a Linotype to your equipment, do not overlook this opportunity, because the price is right.

**STEREOTYPE OUTFIT**

With double steam table. Twenty form trucks and chases and a twenty-five horse-power motor. All the above is going to be sold quick. For further particulars call at our office, or write.

**THE DAILY OKLAHOMAN, Oklahoma City, Okla.**

James M. Thomson, publisher of the *New Orleans Item*, was in New York this week. advertising manager of the *New York Evening Mail*, who was recently operated on for appendicitis, is now spending a few weeks in the mountains of New York State, recuperating.

George S. Dyer, formerly manager of the promotion department and associate

**\$32,000,000**Is the  
**PAYROLL IN PITTSBURGH, PA.**  
Per Month**Gazette Times**Morning and Sunday  
"Pittsburgh's One Big Newspaper."**Chronicle Telegraph**Evening Except Sunday  
"The Paper That Goes Home."Are the two biggest and best buys in Pitts-  
burgh because they reach the people who  
read advertisements. They can be bought  
at a**FLAT COMBINATION RATE**Of 22½¢ Per Aqute Line  
And give you the largest net circulation.  
For further information and co-opera-  
tion, write**URBAN E. DICE**Foreign Advertising Manager  
Pittsburgh, Pennsylvania.  
J. C. Wilberding, 225 Fifth Ave., N.Y. City  
The John M. Branham Company  
MallersBld., Chicago ChemicalBld., St. Louis**Editors Who Know****JOSEPH GARRETSON**  
Cincinnati Times StarBain Service Motto is "Illustrate To-day's  
News To-day." Try it.**BAIN NEWS SERVICE**  
32 Union Square, E., N. Y. CityThe George  
Grantham  
Bain Service  
occupies  
the same  
relation to  
newspapers,  
in an il-  
lustrated  
way, that  
the Asso-  
ciated Press  
does in a  
news sense.  
I regard the  
service as  
invaluable.**PLANNING CAMPAIGN  
FOR BRANDED PRODUCT****Mr. Carroll, in Address at Chelsea  
Schools, Says Article of Merit Can Be  
Marketed Most Economically, Expedi-  
tiously, and Intensively Through News-  
paper Advertising; and Shows Why.**

BY DAN A. CARROLL.

*[On Wednesday evening Dan A. Carroll, special  
representative, delivered an address before the  
Advertising Class of the Twenty-third Street  
Branch of the Y. M. C. A. (the Chelsea School),  
on "Planning an Advertising Campaign on a  
Trade-Marked Article in the Daily Newspapers."  
Following are some of the main parts of that  
address.—Ed.]*An article of merit that the public  
want can be marketed and exploited  
through newspaper advertising more  
economically, expeditiously, and intensi-  
vely than by any other means of ad-  
vertising. A trade-mark in itself has  
no particular value until it is connected  
up with an article or a concern that  
the public knows favorably through ad-  
vertising.It is one of the recognized laws of  
modern business that a manufacturer  
with a good article and a good trade-  
mark remains unknown until the con-  
sumer gets acquainted with his product  
through advertising. It has been said  
that each letter in the name "Royal"  
for instance is worth a million dollars  
to the Royal Baking Powder Company;  
"Uneda," as much to the National Bis-  
cuit Company, and so on down the line.  
The value placed on an article by the  
public gives these trade-names a power  
in the commercial world that would be  
impossible without advertising.**INTRODUCING A NEW ARTICLE.**In the introduction of a new article  
there are certain known ways for the  
successful first steps. The sales and  
advertising work, if taken up by sec-  
tions, city by city, is by far the most  
economical and successful line of at-  
tack. By this plan the manufacturer  
is enabled to select a territory in whichconditions are most favorable for the  
first gun to be fired. The sales force is  
placed on the ground and the copy  
started in the newspapers. Then the  
work of getting distribution begins, and  
if the article is one of good value, sell-  
ing at a fair price, the matter of secur-  
ing distribution is not a serious factor  
if the advertising is keeping step with  
the sales work. Most any dealer who  
is alive to new things will stock a new  
article if only in a small way, provided  
the product is backed up by local news-  
paper advertising.Some advertisers have found it a  
good plan to furnish a broadside of copy  
to the retail trade in advance of the  
campaign, showing the advertising to  
be used and how the copy will appear  
in the newspapers. With this goes a  
talk on the effect this advertising will  
have in bringing buyers into the deal-  
er's store for the goods.**DAILY NEWSPAPER BEST MEDIUM.**The daily newspaper is the most ef-  
fective medium for so-called intensive  
work. I recall the very interesting case  
of a leading New England shoe manu-  
facturer who had huilt up a large busi-  
ness through the means of making good  
goods, a good selling organization, and  
a reasonable advertising appropriation  
mostly in magazines. The distribution  
was somewhat spotty, however, as is  
often the case with a manufacturer  
who does not use newspapers. His ad-  
vertising agent had had some experi-  
ence with another account where the  
newspaper was successfully brought  
into play in a number of the larger  
cities, and for the purpose of demon-  
stration an important Eastern state was  
selected, and every town of 10,000 and  
up was worked, backed up with a news-  
paper campaign.A live salesman was sent into each  
town and sold the manufacturer's ad-  
vertising to the dealer as well as his  
product. This plan was wonderfully  
successful. With the well-written and  
effectively displayed advertising the  
dealer's name was used at the bottom of  
each piece of copy showing the con-  
sumer just where the goods could be  
bought. More new accounts were  
opened in one season through the as-  
sistance of local newspaper advertising  
than had been developed in five years  
previously.The manufacturer's first selling cost  
in any new territory is often far in  
excess of the actual net sales and it is  
up to the advertising to move the goods  
again and again to enable the manu-  
facturer to get a profit out of the city.  
I am speaking now of a packaged prod-  
uct selling at from five to twenty-five  
cents. It is repeat orders that count  
in the long run and make for volume of  
sales. The fortunes made from adver-  
tising are cashed in on the sale of an  
article over and over to the same peo-  
ple in the same homes, thus reducing  
the cost of advertising down to hut  
a fraction in its final analysis.**WRONG IDEA ABOUT DISTRIBUTION.**Some manufacturers have an errone-  
ous idea that distribution in itself is  
the end of things in merchandizing.  
They are wrong. I can take you into  
Baltimore, Washington, Philadelphia,  
Indianapolis, or any city of this type  
and show you goods with distribution  
on the shelves of grocers, druggists and  
general stores which are almost dead  
stock or very slow movers because these  
manufacturers stupidly insist that the  
dealer do all the work of educating the  
consumer about his goods. The average  
dealer and his staff are too busy to put  
any special time on an individual line,  
except it be a privately branded one.  
There are too many known brands on  
the market and it is up to the manu-  
facturer to keep everlastingly after the  
consumer through newspaper advertis-  
ing to keep his factory busy.In the introduction of a new article  
newspaper advertising is today the most  
popular medium in use by general ad-  
vertisers. There are many reasons for  
this. In the first place a newspaper  
campaign can be handled on a small costbasis, making it possible for a small  
manufacturer to compete on even terms  
with the bigger rival, and the territory  
can be gradually extended as fast as  
each town is on a paying basis.Besides there is no other form of  
advertising that is so close to the daily  
activities of our people as the daily  
newspapers. Also there is no other  
medium of advertising that will deter-  
mine the success or failure of a new  
product so quickly. . . .Newspaper advertising has been the  
backbone of practically every success-  
ful national campaign in recent years.  
Thousands of dollars have been spent  
in the vain chase of the will-o-the-wisp  
success through mediums of advertis-  
ing that have for their chiefest argu-  
ment pretty pictures and an indirect  
appeal to so-called class or quality buy-  
ers. As a matter of fact in speaking of  
the exclusive class in a successful ad-  
vertising campaign "there ain't no such  
animal."Certainly the factor to be seriously  
considered first is the great popular  
class—the consuming millions—their  
opinions move the sales chart up  
or down. The ultra exclusive and  
the ultra reduced are negligible fac-  
tors in an advertising campaign.  
Witness the success of the auto-  
mobile manufacturers with biggest pro-  
duction in recent years. They are after  
the popular class to a considerable de-  
gree more than the exclusive class.  
Hugh Chalmers said recently in an ad-  
dress to the Chalmers sales force some-  
thing in effect that it was volume of  
sales that makes possible low prices, big  
factory production, and low overhead  
yearly. Volume of sales in the thou-  
sands in the automobile industry was  
an unknown quantity five years ago.  
Henry Ford showed how it could be  
done and others are falling in line.  
Something like 800,000 automobiles  
were made and sold in this country last  
year and an output of a million cars is  
anticipated for this year.Compare these figures with the Fed-  
eral Government report on the last in-  
come tax in which some 300,000 paid  
their portion of the tax. If the auto-  
mobile people depended on the so-called  
class or quality buyers for big sales  
development in their product nine-  
tenths of them would go out of busi-  
ness. It is hardly necessary to say that  
automobile manufacturers recognize the  
newspapers as the medium that has  
made the rapid development of this  
wonderful industry possible.**AD TEACHERS AS VIGILANTS****Will Keep an Eye on Ad Schools That  
Promise too Much.**A publicity committee, of which Paul  
T. Cherington, P. O. Box 95, Cambridge,  
Mass., is chairman, has been appointed  
for the National Association of the  
Teachers of Advertising, whose duty is  
to properly advise the teaching of  
advertising; scrutinize the advertising  
announcements sent out by members of  
the Association; and act as a vigilance  
committee to look after the advertising  
of schools and individuals, not members  
of the Association, who teach adver-  
tising and advertise for students.Many prominent advertising men of  
the country are still skeptical about the  
advisability of attempting to teach ad-  
vertising in schools and colleges. They  
had no such training themselves, and  
are not able to see just how the subject  
can be profitably presented academical-  
ly. The purpose of this line of work is  
to break down that prejudice.The teaching of advertising has been  
placed in a bad light by irresponsible  
persons who advertise to develop inex-  
perienced people into highly efficient  
copy writers, and to secure them increas-  
ing positions after taking a few lessons.  
So the members of the Association are  
urged to report to the Chairman of the  
Committee any advertising of this kind  
that seems questionable, and he will  
thoroughly investigate it.**Yes, I Will Advise You**

The man on the spot doesn't see the spot.

You can put your hand before your eyes  
and eclipse the sun.It is my business to show spots and let  
in the sunlight.If your business drags or sags or you see  
breakers ahead—ask me.But I like best of all to help make a  
going wheel go faster. It is easier.**M. M. Gillam**110 West 34th Street, New York  
Telephone, Greeley 2531I am said to have had a large  
part in making some of the  
most notable newspaper and  
store successes of the day.



PRESS CLUBS AND ASSOCIATIONS.

The Northeast Nebraska Press Association will meet in Wayne Friday and Saturday, January 28 and 29.

Valentine Day has been decided upon by the Women's Press Club of Pittsburgh, Pa., for its anniversary luncheon. Miss Marion Brunot Haymaker, president, has appointed Miss Mary L. Hay chairman of entertainment, with the following assistants: Miss Suzanne Beatty, Mrs. A. W. Smith, Jr., Miss Anna Belle Craig and Miss Catherine Patterson.

Wilbur H. Armstrong has been elected president of the South Bend (Ind.) Press Club. Edward J. Murray is vice-president and William W. Dunkle secretary-treasurer.

John R. Wolf, city editor of the Milwaukee (Wis.) *Evening Wisconsin* and former city comptroller, is the new president of the Milwaukee Press Club. He succeeds Walter Distelhorst. Julius Liebman was elected vice-president; Charles Dean, treasurer; Leonard Meyer, secretary, and Claude O. Manly and Hermon J. Ewald directors for three years.

At the monthly meeting of the Editorial Club of the Portland (Me.)

*Evening Express* and *Sunday Telegram* recently, the following officers were elected for the ensuing year: President, James A. Norton; vice-president, E. Estelle Spear; secretary, Alice N. Lundberg; members of the executive committee, Percy A. Batchelder and Deane S. Paine.

Delightfully distinctive is the San Diego (Cal.) Woman's Press Club, whose avowed purpose is to promote fellowship among women writers, composers of music and illustrators. The club has kept open house during the past year, and in its library in the California quadrangle at the Exposition has entertained many distinguished visitors. In this room numerous well-known authors have read from their own works; art critics, travelers and men of letters have addressed the club and its visitors. It is the hope of the club to establish a permanent library which shall include the work of all California writers. To this end it has been materially aided by publishers and individual authors. The club's membership is a notable one, including successful newspaper women, magazine writers, poets, playwrights, musicians and artists. Its president is Mrs. Maude Ervay Fagin.

MINNEAPOLIS, January 12.—Minneapolis newspaper women have organized the Woman's Press Club of Minneapolis, with the following officers: President, Mrs. Harry B. Wakefield; vice-president, Miss Agnes von Scholten; secretary and treasurer, Mrs. Phelps Wyman; chairman of social committee, Miss Blanche MacDonald; chairman of membership committee, Mrs. W. H. Hunter. Monthly meetings are planned at first, and the purpose is to carry on the organization at first as a dinner club. Twenty-five members attended the organization meeting.

DALLAS, Texas, January 8.—The Dallas Press Club, which has just been re-organized along lines more suited to the needs of active newspaper men, at a meeting Friday night elected officers and outlined plans for the club's activities during the coming year. The new officers are: Brice Hoskins, Dallas *News*, president; H. G. Stephenson, first vice-president; L. A. Whittier, second vice-president; Dean Sanborn, secretary-treasurer; H. W. Maxwell, L. O. Harvey and J. C. Cole, active members of board of governors; J. Willard Crotty, Robert E. Eagon and James E. Record, associate members of board of governors.

The Newspaper Club of Boston, an association of newspaper men limited to forty in number, celebrated its thirtieth anniversary on the evening of January 6 with a dinner at the Boston Yacht Club. Edward F. Harkins, the retiring editor-in-chief, presided. The guests were Charles H. Bradley, T. Raymond Pierce, J. J. Phillips, Frederick Barbour, Captain Robert Davis, Lucien Thayer, Ralph G. Hudson, Howard Moulton and Joseph A. Callahan. At the annual meeting these new officers were elected: Frank P. Sibley, of the *Globe*, editor-in-chief; Henry T. Claus, of the *Transcript*, managing editor; and Kenneth L. Roberts, of the *Post*, reporter. A four-sheet, "The Newspaper Club," filled with personals about the members of the organization, was issued as a souvenir of the dinner.

Schmidt Gets Life Imprisonment.

Matthew A. Schmidt has been convicted of first degree murder as the accomplice of James B. McNamara in the blowing up of the Los Angeles *Times* building five years ago. The specific charge was of having murdered Charles Haggerty, one of the 20 victims of the *Times* explosion. The jury was out 46 minutes and fixed Schmidt's punishment at imprisonment for life, the same penalty imposed on James B. McNamara after the latter had confessed in court four years ago that he placed the bomb that blew up the newspaper plant. David Caplan, another alleged accomplice of McNamara, who was arrested last February near Seattle, shortly after Schmidt had been taken into custody in New York, is in jail awaiting trial also on the charge of having murdered Charles Haggerty.

Press Associations Merged.

The Suburban Press Association of New England, which has met nearly every month since it was founded in 1881, and which was composed of newspaper owners and editors, held its final meeting at the Boston Press Club a few days ago. It is now merged with the Massachusetts Press Association. R. William Waterman, of Athol, secretary and founder of the Association, was too ill to be present, but he was remembered with gifts which were sent him, a watch-charm set with diamonds and a meerschaum pipe, with other accessories of the newspaper business.

Golden Key Given Miss Russell

The Press Club of San Francisco gave a reception in honor of Miss Lillian Russell, its only woman member, in the jinksroom of the club on the evening of January 6th. A farcical skit, entitled "A Chemically Pure Marriage," was presented by members of the club. Miss Russell was given a golden key to the

THE RED BOOK OF NEW YORK THE EAGLE ALMANAC 1916

Published by the Brooklyn Daily Eagle.

Of inestimable value to every Librarian, Newspaper Editor, City Editor and Business Manager.

Price \$1.00



Anticipating Telephone Needs

When a new subscriber is handed his telephone, there is given over to his use a share in the pole lines, underground conduits and cables, switchboards, exchange buildings, and in every other part of the complex mechanism of the telephone plant.

It is obvious that this equipment could not be installed for each new connection. It would mean constantly rebuilding the plant, with enormous expense and delay. Therefore, practically everything but the telephone instrument must be in place at the time service is demanded.

Consider what this involves. The telephone company must forecast the needs of the public. It must calculate increases in population in city and country. It must figure

the growth of business districts. It must estimate the number of possible telephone users and their approximate location everywhere.

The plant must be so designed that it may be added to in order to meet the estimated requirements of five, ten and even twenty years. And these additions must be ready in advance of the demand for them — as far in advance as it is economical to make them.

Thus, by constantly planning for the future and making expenditures for far-ahead requirements when they can be most advantageously made, the Bell System conserves the economic interest of the whole country while furnishing a telephone service which in its perfection is the model for all the world.

AMERICAN TELEPHONE AND TELEGRAPH COMPANY AND ASSOCIATED COMPANIES



One Policy

One System

Universal Service

Topeka Daily Capital

Average net paid circulation for the six months, ending September 30, 1915, as sworn to in Government report

32,430

And as confirmed by report of The Audit Bureau of Circulations.

Arthur Capper Publisher, TOPEKA, KANS.

The Great Philadelphia Press Women's Service

Mat Form, two 4-color pages of real art, almost the last word in Fashion. Six black mats, containing most interesting subjects of interest to women ever published—

1. Helpful Page for Housewife
2. Strength, Health and Beauty
3. Women's World of Work
4. Well Dressed Women
5. Problems of Every Day Life
6. Work and Play for the Idle Hour

Excellent copy for a women's page. Daily or will make up as special full page Sunday or Saturday features. Proofs will convince you the Service is what you need.

World Color Printing Co. R. S. Grable, Mgr. Established 1900 St. Louis, Mo.

club rooms. The presentation was made by Charles F. Hanlon.

## PITTSBURG

THE HOME OF THE

# LEADER

You deal in certainties when you use space in the Leader

Write to W. E. Moffett, Advertising Manager, Pittsburg, or to Verree & Conklin, Brunswick Bldg., N. Y., Steger Bldg., Chicago, for any information desired.

## The Evening Star

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

Member of the A. B. C.

**DETROIT SATURDAY NIGHT** guarantees and stands back of every advertisement it publishes.

G. LOGAN PAYNE & CO.  
New York Chicago Boston Detroit

### What Do You Know About This?

The Times-Leader is the only one of the three New Haven, Conn., evening newspapers which opened its books to the recent audit of the Audit Bureau of Circulations.

**The S. C. BECKWITH SPECIAL AGENCY**  
New York Chicago St. Louis

There are 9,976 Savings Accounts in Colorado Springs banks

## THE TELEGRAPH

Member A. B. C.

J. P. MCKINNEY & SON  
New York Chicago

## THE NEW ORLEANS ITEM

Member A. B. C.

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

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

## R. J. BIDWELL CO.

Pacific Coast Representative of

LOS ANGELES TIMES  
PORTLAND OREGONIAN  
Seattle POST-INTELLIGENCER  
Spokane SPOKESMAN-REVIEW  
The EDITOR AND PUBLISHER  
PORTLAND TELEGRAM  
CHICAGO TRIBUNE  
St. Louis GLOBE-DEMOCRAT  
KANSAS CITY STAR  
OMAHA BEE  
DENVER NEWS  
SALT LAKE HERALD REPUBLICAN  
NEW YORK TIMES

742 Market Street  
SAN FRANCISCO

## NEWS OF THE SCHOOLS OF JOURNALISM

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

### New York University.

Benjamin Rosenblatt, whose story "Zelig" was considered the best short story of the year in the annual review of magazine fiction published in the Boston Transcript last Saturday, is a student in the magazine writing classes at New York University. "Zelig" is Mr. Rosenblatt's first short story to appear in print.

Students who are represented in the January magazines are DuVernet Rabbell, who contributes to the Red Book the story entitled "The Owner of the Larimer Six," and Mary Carolyn Davies, who has a serial now running in the Designer.

Over three hundred students are enrolled in the courses in advertising. The advertising courses are organized as a separate division and are conducted under the supervision of Professor Hotchkiss.

Harry E. Wade, '15, is now assistant editor of Adventure.

Griffith Bonner, '15, a grandson of the famous Robert Bonner of the New York Ledger, is "on the street" for the Union-Star of Schenectady, N. Y.

Walter T. Kenney, '14, is editor of the Arlington News of Arlington, Mass.

Paul Terrill, '14, is connected with the advertising department of E. T. Slattery Company of Boston.

Paul Tierney, a former journalism student, has resigned his position on the Brooklyn Eagle to become connected with the Daily Star of Long Island City.

Edgar G. Criswell, of the National Periodical Association, addressed the class in essentials of advertising last week.

Burton Peabody, a former student in journalism, is now connected with the editorial department of The Spur.

The magazine section of the Sunday Times contained recently a full-page interview with Arthur Guiterman, who gives the course in newspaper and magazine verse.

Mrs. William C. Roberts, editor of The Craftsman, addressed the students recently on "Opportunities for Women in the Magazine Game."

### Columbia University

Arthur Brisbane, editor of the New York Evening Journal, will speak at the School of Journalism on January 25.

A diary by Theodore Pockman, '14, of the early days of the Ford Expedition, which appeared in the New York Tribune last Sunday, caused much discussion on Park Row. Mr. Pockman sent the Tribune the first despatch on the expedition that reached any American newspaper.

Herbert Sweeps, city editor of the World, addressed the members of the Pulitzer Press Club Wednesday night. Irvin Cobb has promised to talk to the society next semester. The Pulitzer Press Club, the largest society in the school, holds weekly meetings at which distinguished journalists are the speakers. At the annual election the following officers were chosen: President, Joe A. Jackson; Vice-President, Palmer Smith; Secretary, Miss Mildred A. Myers; and Treasurer, Miss Phyllis Perlman.

Dr. O. F. Lewis, Secretary of the New York State Prison Association, will deliver an address at the School of Journalism next Tuesday, January 18 on "Sing Sing Must Go." He will illustrate his talks with four reels on prison life.

Two Schools of Journalism men won prizes in Roy Atwell's extra lyric song

contest. Mr. Atwell who is playing in "Alone at Last", at the Shubert Theatre, New York, offered awards for the best parodies written by his patrons on the "Bug Song" which he sings. Lorenz M. Hart, a sophomore, at the school, was tied for first place, and Silas F. Seadler, a junior, captured third prize.

Donald M. Stern, a junior, has been elected chairman of the editorial board of Challenge, a new intercollegiate magazine that is to appear for the first time on Washington's Birthday. Several other School of Journalism men are connected with the new literary venture. Challenge is to represent the opinions of the radical student in the American colleges; it is to be fearless and unprejudiced, according to its prospectus.

George Woertz, a school of Journalism man, is sub-editor on the Motion Picture supplement of the New York Evening Mail.

David Levy, '15, managing editor of the Atlantic City Review, has been doing Washington correspondence for his newspaper during the last few weeks.

How technical newspaper work is taught at the School of Journalism is indicated by the final examination by Prof. Walter B. Pitkin, formerly of the New York Tribune and New York Evening Post, for his class in feature writing. The examination questions follow:

Prepare an outline of an eight page supplement like The Rattle. Make up a balanced assignment sheet containing not less than fourteen articles. Outline five of these articles briefly.

Write a report of this schedule, explaining why you chose each topic.

Attach to this report all news clippings on which you wish your stories to be based. No newspaper of date earlier than Monday, January 17, will be accepted as a basis of a feature story.

Write two of the stories on your schedule. They must be each at least 900 words long and "clean copy."

In view of the time allowed for preparing this supplement, it will be most rigorously marked. Errors typographical, errors grammatical, and errors in fact will all be checked up.

### University of Washington

The department of journalism of the University of Washington, which has been housed for the last six years in one of the temporary structures remaining from the Alaska-Yukon-Pacific Exposition will occupy quarters in the new \$150,000 building, work on which will begin in March. The present quarters in the old Washington State Education Building have been for several years totally inadequate to the needs of the rapidly expanding department.

The new structure will be built of buff pressed brick in accordance to the uniform color scheme of the campus buildings, and will conform to the Collegiate Tudor style. The entire first floor of the three-story structure will be given over to the department of journalism and its allied department, that of printing. The second and third floors will be used by the School of Law and the department of political and social science. An auditorium seating 300 will be used jointly by the three departments of the university, housed in the new structure.

According to the plans of the building, which have been approved this week by the building committee of the faculty and President Henry Suzzallo, the department's quarters will consist of a suite of offices for the faculty members, a departmental library and newspaper file room, a morgue, a museum, a seminar room, two class rooms, each seating fifty, a large room for the editorial offices of the University of Washington Daily, and a suite of offices for the business manager and circula-

tion manager of the student's daily, and for the graduate manager of the affairs of the Associated Students of the university. The printing department will be located in the west end of the building where the stock room, press and composing rooms, will be arranged according to the demands of efficiency. Provision is made in the plans for a mailing and shipping room, where the departmental printed matter will be handled.

The work on the building will be rushed, and the department will move in next August, and for a few months the students of journalism who have since their college days began been dodging falling plaster will have to evade falling bricks.

### University of Texas

The Texas Journalist, published by the students of the School of Journalism as a semi-monthly newspaper trade paper, will hereafter appear monthly as a trade magazine, of twenty-four pages.

Seventy-five Texas editors have notified Will F. Mayés, head of the Department of Journalism, that they will attend the newspaper conference to be held at the university during the week of March 20.

### Wm. A. Woodbury's Book



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

**ELIOT LORD,**  
110 W. 34  
New York

## THE SEATTLE TIMES

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

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

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

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

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



LIVE TOPICS DISCUSSED BY OUR READERS

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

"EXCESSIVE DAY PRESS RATES."

"The Afternoon Papers Are Very Badly Discriminated Against."

Phoenix, Ariz., January 6, 1916.  
THE EDITOR AND PUBLISHER:  
Our attention has been called to several letters that have appeared in your publication regarding excessive day press rate in connection with the Associated Press news service. We desire to agree with those making complaint that an excessive rate does exist. In this particular section, the afternoon papers are very badly discriminated against; that is, it seems so to us. We had occasion recently to plan for a larger report, but found, after investigation, that it would be necessary for us to pay nearly twice what the morning paper is paying for the same report. Certainly this is not right. It works a hardship on the afternoon paper, as it does not permit fair competition. The matter should be adjusted so that both afternoon and morning fields enjoy equal privileges. We shall be only too glad if we are called upon to assist in bringing about an adjustment of this condition.  
Yours for a lower day press rate,  
ARIZONA GAZETTE,  
By C. H. AKERS, General Manager.

Dreier is Complimentary

The Thomas Dreier Service, Cambridge, Mass.  
January 5, 1916.

THE EDITOR AND PUBLISHER:  
What a fine bunch of human interest stories you roused up for your paper! I had planned to skip merrily through the pages of the last number, saying to myself as I picked the paper up, "I am too doggone busy this morning to do any reading." But my skipping plan didn't work, I caught myself reading things. "Nix on this," I said, thinking of the Printing Art, the seven other publications, and the nice booklets that have to be attended to this week. "Better clip the things you want and read them on the subway train this noon." So, that explains why my pockets are filled with clippings.  
"Dar you and your paper! How can a fellow look well dressed if you make him fill his pockets with clippings? Quit it. I like your neighborly method. It makes your paper like the home paper I used to read when I was a kid on the farm out Wisconsin way—something like the coming in of a generous neighbor with a pie or a bag of doughnuts."  
Hurray for it!  
THOMAS DREIER.

The Advertising Record  
THE DETROIT JOURNAL.

Detroit, Michigan,  
January 6, 1916.

THE EDITOR AND PUBLISHER:  
Through correspondence in your valuable publication there seems to have arisen lately considerable dispute as to which daily evening newspaper carried the largest volume of advertising in any one issue during the holiday season.

While the writer has been much interested in this subject and followed same very closely in your columns, he wishes to state that the Detroit Journal in two regular issues during December—namely, December 10 and 17—carried respectively 237½ columns and 220½ columns. With one or two exceptions, we think this volume of advertising in any one issue has not been exceeded. Both of these issues were made up of regular holiday advertising and required forty pages in each issue to carry same.

THE DETROIT JOURNAL CO.

W. B. LOWE, Vice-Pres. & Gen. Mgr.

[The Pittsburgh Press on December 3 carried 261 columns of advertising; on December 10, 261 columns, and on December 17, 258 columns. The Detroit News on December 10 carried 240½ columns.—Ed.]

ANSWERS TO CORRESPONDENTS

Does the new law in Alabama fixing a license fee of \$1,000 and 3 per cent. upon the gross receipts of stamp companies affect manufacturers who pack coupons in their goods?  
A. E. M., Chicago.

No. No law applies only to concerns selling to merchants stamps, coupons, or other devices for distribution among purchasers of goods.

Is a college education absolutely necessary to a young man who intends to become a journalist?  
REX SMITH, Passaic, N. J.

Much depends upon the scope of the young man's ambition. If he is content to be merely a chronicler of news he can get along very nicely with a good high school education. If, on the other hand, he intends to become an editor of a real newspaper, a college education is desirable. The wider the scope of a newspaper man's knowledge the better able he will be to discuss in an intelligent manner the questions that are before the public and in which it is vitally interested.

W. & G. Baird, Ltd., of Belfast, Ireland, photo-process engravers, have written to THE EDITOR AND PUBLISHER as follows:

We are at the moment in search of good apparatus and powder for flash light work. Are there any particular methods in use in your country which you can recommend? We have no doubt that ideas from your country and from ours are exchanged as soon as they are on the market, but if there is anything particularly up-to-date in this way we should like to get in touch with it, and so seek your assistance. Can you help in the matter?

Mr. Walter Harris, one of the World's expert photographers, and a close student of his art, says that he has obtained his best results by using Victor flash powder for ordinary work and Ancele powder for fast work. He uses the Caywood flash lamp, but states that the Imp, a flash lamp made in Chicago, is excellent for making the flash and exposure at the same moment.

NO LIQUOR ADS IN OREGON

Newsdealers Sadly Bothered In Living Strictly Up to New Laws.

"Life is too short," dolefully answered a Portland (Ore.) newsdealer when asked whether he was complying with the law in clipping out carefully all advertisements which exploit the merits of intoxicating liquors from the magazines he sells.

"Look at this, for instance," he said, exhibiting a properly censored copy of a popular weekly from the East. The back page, which extolled champagne, was gone completely, and throughout the advertising section there were gaping holes in the pages. "Here's another," he pointed out, showing a magazine that looked as if the Russian censors had just got through with it.

"We can't clip all our publications without putting on a large staff of additional employees. We have no notice that we must do so that I consider as at all official, and until we do we shall continue to sell the publications as they come to us.

"The American News Company probably will notify the different publishers as to the law here, and this is expected to result in an Oregon edition that will be free from liquor advertising."

Some Portland newsdealers are eliminating liquor advertising from the magazines they handle, but the larger shops find the task too great for them to undertake without a special staff of helpers.

"AMBULANCE CHASERS"

Oklahoma Attorney "Rubs It In" On Some of His Legal Brethren

From the viewpoint of a non-advertiser, Attorney Paul M. Pope gave before the Oklahoma City (Okla.) Advertising Club, recently, a statement of the impressions made upon him by advertising. He revealed with humor numbers of devices by which some lawyers procure publicity that stands them nicely in hand financially.

Mr. Pope was emphatic in his declaration that the efficient advertiser is far in advance of the non-advertiser in business success; that people generally have supreme confidence in the printed word; that no profession in the world has experienced such extensive development within the last decade as advertising.

The speaker referred caustically to members of his own profession who are "ambulance chasers" and related with grim humor the subterfuges by which some of his professional brethren seek to have their names published in order that their clientele may be expanded.

He commented enthusiastically upon the cultivation of art in advertising illustrations, and insisted that the person who "doesn't read the advertising of to-day cannot keep up with the developments of daily life." He scored the advertiser who seeks to take ad-

vantage of his competitor by unjust comparison or criticism, and lauded honest advertising and the efforts being made nationally to promote honesty in all commercial publicity.

ADVERTISING IN N. Y. DAILIES.

Louis Wiley Quotes Figures on Total Space Sold Here in 1915.

In the course of an address on "The Daily Newspaper," given at a luncheon of the Graduates' Club at the Sherman Square Hotel last Saturday, Louis Wiley, business manager of The New York Times, said that according to the publishers' statements to the Post Office Department on October 1, last, the seven English morning newspapers published in New York had an average sale, daily and Sunday, amounting to a total of 1,422,720 copies. On newspaper advertising he gave the following interesting figures:

The total advertising space in agate lines carried by the New York morning and evening newspapers, including two evening newspapers published in Brooklyn, in the year 1915, was 101,498,448 lines distributed in this way:

	Lines.
World	10,506,827
Times	9,682,562
Brooklyn Eagle	8,989,968
American	8,679,812
Herald	7,843,026
Evening Journal	6,937,617
Evening World	6,376,424
Globe	5,547,018
Brooklyn Standard Union	5,427,867
Evening Sun	5,199,102
Evening Mail	4,879,597
Staats-Zeitung	4,516,760
Evening Post	4,396,826
Evening Post	3,797,596
Sun	3,515,064
Tribune	3,320,453
Press.	2,908,620

CLEVELAND PERSONALS.

Robert Minor, cartoonist who went to the war front for the Newspaper Enterprise Association, to "trip the brass buttons off the war," has returned, with a sketch and story of the most thrilling experience of all—his own fight for life on shipboard with a French Reservist. Minor says "hate spreads war madness."

E. S. Fentress, business manager of the Des Moines News, was a visitor to Cleveland this week. Mr. Fentress is a brother of C. H. Fentress, business manager of the Press.

W. T. Garvin, secretary of the Cleveland Advertising Club, had the stork as a visitor to his home in Beachland a few nights ago. The bird brought with him a girl.

W. H. Hannon has rejoined the general staff of the News.

Miss Marie Wissinger, a Cleveland girl appointed by Rexford Holmes for secretarial work on the Ford Peace Ship, has written her mother, Mrs. Lucy Wissinger, from Christiania. She says she expects to leave Norway on January 13.

Frederick Palmer, war correspondent, lecturer, and all around newspaper man, is in Cleveland this week after nearly two years on European battle fronts. He will lecture at Gray's Armory next Saturday.

Luncheon to Harry Adler.

Harry Adler, formerly real estate editor of the New York World and for twelve years past prominent in business life in Newark, N. J., has been appointed special agent and advertising manager for the Eastern Division of the North American Life Insurance Co. of Chicago. An introductory luncheon in Mr. Adler's honor was given at the Union Club, Newark, last Saturday by Albert Schurr, third vice-president of the company.

Eliminating Fraudulent Agents.

The Periodical Publishers' Association of America, which was formed about ten years ago for the purpose of securing cooperation in matters of vital importance to all magazine publishers, reports that during the past eighteen months it has succeeded in securing the arrest and conviction of more than two hundred fraudulent agents.

414

on Sunday, January 2, The New York Times printed a greater volume of advertisements than any other New York newspaper—414 columns—more than ever before published in a single issue of The New York Times.

The  
Pittsburg Dispatch

Possesses a clientele all its own, representing incomes above the average. It reaches the actual buying power, therefore best for advertisers.

WALLACE G. BROOKE  
Brunswick Building, New York  
THE FORD-PARSONS CO.,  
Peoples Gas Building, Chicago  
H. C. ROOK,  
Real Estate Trust Building, Philadelphia

The  
Detroit Free Press  
"Michigan's Greatest Newspaper"

Member A. B. C.  
The Largest  
2-Cent Morning Circulation  
In America

Rates and information  
direct, or from  
VERREE & CONKLIN, INC.  
Brunswick Bldg., New York Steger Bldg., Chicago

IL PROGRESSO  
ITALO-AMERICANO

Established 1880  
(Member Audit Bureau of Circulations)  
Daily average net circulation last postoffice statement, 134,286 copies.  
Il Progresso Italo-Americano enjoys the distinction of being the largest and most successful Italian paper among the Italians in the United States, which means among a responsive and responsible class with purchasing power to buy advertised goods.

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

The New York  
Evening Mail

enjoys the confidence of its readers.

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

Its average net paid circulation for August was in excess of

158,000

A desirable advertising medium

Buffalo News

EDWARD H. BUTLER  
Editor and Publisher

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

MEMBER A. B. C.

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

**"Keeping a Dollar at Work"**

It was written by TRUMAN A. DE-WEESE, Director of Advertising for The Shredded Wheat Company, a man who has spent millions of dollars in advertising. A book for the merchant, for the manufacturer, the banker, the business man. It is published by The *New York Evening Post*, printed by The Nation Press, and will be sent to any address upon receipt of the price, One dollar.

**The New York Evening Post**

More Than a Newspaper—A National Institution  
Member A. B. C.  
Publication Office, 20 Vesey Street, New York  
Eastern Foreign Office, 1103 World Building, N. Y.  
Western Office, McCormick Building, Chicago

USE  
**UNITED  
PRESS**  
FOR  
Afternoon Papers

General Offices, World Bldg., New York

SPECIFY  
CLINE-WESTINGHOUSE  
**Motor and Control  
Equipments**  
FOR WEB PRESSES  
SPECIAL MOTOR DRIVES for  
STEREOTYPE MACHINES  
LINOTYPE MOTOR DRIVES  
CLINE ELECTRIC MFG. CO.  
Fisher Bldg., Chicago

Ten Million a Week Says  
Government Report  
A special service syndicated gratuitously to papers who desire live movie topics.

*The Vitagraph Company  
of America*

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

*The  
PITTSBURG PRESS*  
Has the **LARGEST**  
Daily and Sunday  
**CIRCULATION  
IN PITTSBURG**

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

You MUST Use the  
**LOS ANGELES  
EXAMINER**  
to cover the GREAT SOUTHWEST  
Sunday Circulation  
MORE THAN..... **150,000**

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

**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

**ROCHESTER (N. Y.) NEWSBOYS**

Seem Well on the Way to Erect a Fine  
New Clubhouse.

Directors of the Rochester (N. Y.) Newsboys' Association have received two sets of tentative plans for the \$10,000 contemplated home, the gift of a local architect who 40 years ago sold newspapers and who now promises his heartiest support. Both sets call for three-story buildings of brick. One set calls for 30 sleeping rooms on the third floor and a reading room and billiard room on the second floor.

The second set, and the one which is thought most likely to be approved by the association, provides for a gymnasium above the first floor, with a gallery for spectators. The plan calls for shower baths on one side of the gym, with a circular staircase running from the "gym" to the basement in the rear. The locker rooms would be in the basement and there would be sufficient room for the laying of bowling alleys.

The decorations will depend largely on the financial condition of the association. A portable stage is suggested, with the reading and billiard rooms on the first floor. It is planned to conduct a campaign for building funds as soon as the seventh annual dance, to be held at Convention Hall on January 18, is over. To date, 5,000 tickets have been sold for the dance.

**Printers Dined the Newsies**

TEXARKANA, Texas, January 3.—The local typographical union, No. 313, had for its guests at dinner last Tuesday the newsboys of Texarkana, with the heads of the circulation and editorial departments of the local newspapers as specially invited guests. Sixty newsies were present and for an hour there was "something doing" as they feasted on roast turkey, pumpkin pie, and other things that make for a real Christmas dinner, such as hungry newsboys can enjoy.

**Circulators Who Circulate**

In the Christmas Day issue of the Louisville (Ky.) Herald, which has reached THE EDITOR AND PUBLISHER, are two highly creditable and significant pages devoted to the interests of the circulation department of The Herald. These pages carry the photographs, artistically arranged, of the 172 members of The Herald's circulation staff. They are all there, from Circulation Manager J. H. Scare, in the center, to the newest newsboy among The Herald's hustlers. The Herald owes much of its success to this good-looking army of loyal workers.

**WHO CAN BEAT THIS?**

Newsboys of Peoria Set Example that  
Men Might Well Follow.

More than 200 newsboys of Peoria Ill., have formally announced that they will work together during the year and do everything they can towards making Peoria beautiful. Here is the pledge every one of them took:

I, \_\_\_\_\_, a Peoria newsboy, do hereby solemnly pledge my best efforts for 1914. I want to be a good citizen and help carry the responsibilities incumbent upon such citizen. To add to my efficiency, and to aid indirectly in making Peoria beautiful and bringing joy to the hearts of property owners, I pledge that during the year just opened and in the years to come, I will not cross lawns or cut corners; that I will place the paper as near the door as possible at all times, and in windy weather will see that the paper is weighted down or placed in the mail box. Especially will I keep on the walks in all seasons and not in any way mar the lawns or cause to be made thereon, paths or any other unsightly thing. I faithfully pledge that I will see that my helpers, if I have any, take the same pledge.

**BIG SUCCESS IN BUFFALO.**

Last Night's Charity Ball of the News-  
boys a Noeworthy Event.

The Newsboys' Charity Ball in Buffalo, N. Y., last night, was one big success. Dozens of Buffalo people stood sponsors for the event, the proceeds of which will help the newsboys carry out the betterment programme that John Ferris, the president, started during the fall of last year. There are now more than 1,200 members in the newsboys' association.

Heretofore the newsboys have been hampered in efforts to better themselves and to find a common meeting place which should be a combination of school, social and moral training, and home, by the lack of funds. Local business men in various organizations began to take an active interest early last year. There were frequent meetings on Sunday in the old Central High School and the lads who distribute the papers to homes and those who cry their extras on the streets were gathered in.

Elmwood hall was attractively decorated for the event—the first that the newsboys have attempted on this scale of importance. Before the dancing, there was a band and organ concert and some singing numbers. The dancing started at 9:30 o'clock.

The 65th Regiment orchestra and the 74th Regiment band provided the music. The two organizations were heard in the promenade concert and both played a Spanish dance and the sailor's hornpipe for the dancing of Baby Besser, a diminutive entertainer. Danny Burcello, the eleven-year-old newsboy singer, was also heard in several selections. William J. Gompf played the organ.

**Lawrence (Mass.) Newsboys to Dance.**

Mayor-elect John J. Hurley of Lawrence, Mass., has agreed to lead the grand march at the Newsboys' ball in that city next Wednesday night. The three trustees of the scholarship fund, Leonard E. Bennink, James D. Horne and David Oppenheim, will follow next in line. Elaborate arrangements are being made in general for the affair and the newsboys are working hard.

**Newsboys Get Bookcase and Desk.**

Five men and a derrick were used to get the latest addition to the Newsboys Benevolent Association into its quarters in Buffalo, N. Y., a few days ago. Mrs. Daniel Good presented the association with a massive and handsome combination bookcase and desk. It is twelve feet long and nearly six feet high and is made of hand-polished solid quartered oak. It is a valuable addition to the comforts of the rooms.

**Old Kansas City Newsboys to Dine.**

Newsboys of the past, who are successful business men of Kansas City, Mo., today, will tell the newsboys of the present just how they got their start and how to be successful at a dinner on Monday night. Many former Kansas City newsboys now hold responsible positions and others have branched out along professional lines. All these will gather for the first time in many years, and an attempt to form a permanent organization will be made.

**What a Belfast Reader Thinks of E. & P.**

William Cassidy, of the Belfast, Ireland, *Telegraph*, in renewing his subscription to THE EDITOR AND PUBLISHER says: "I read your paper most carefully and I have much pleasure in testifying at such a distance regarding its merits. It is, in my opinion, indispensable to every newspaper man."

**RAISING MONEY FOR BOYS' CLUBS**

Campaign is Being Carried on Successfully  
to Aid the Youngsters.

The campaign undertaken to raise \$500,000 for the Boys' Club Association of New York is making excellent headway, according to Emil Scholz, treasurer of the committee. The response to the solicitation of the canvassers has been quite liberal. Up to January 4, \$50,025 had been subscribed. Ralph Pulitzer has subscribed \$5,000 to the fund, and Ogden Mills Reid, \$1,000.

The association is composed of two clubs, the Boys' Club and the Newsboys' Home Club. The name of the latter has been recently changed to the Boys' Club of the West Side, because its scope has been extended to include other boys besides newsboys.

One-half of the \$500,000 to be raised will be given to the "Boys' Club of Ave. A" at 10th St. for an addition to its present club house and its upkeep. It has an active membership of 3,000, and has a summer camp at Jonesport, L. I.

The other half of the fund will go to the Boys' Club of the West Side. This club, under its old name, has been in existence eight years, and has a membership of 1,900. It has a summer camp at Woodland Beach, Staten Island.

The several teams engaged in securing subscriptions, put in a lot of hard work during the week. The amount received up to Thursday was \$65,286. The publicity end of the campaign is being handled by a committee, of which Robert Stuart Scarborough, advertising manager of the New York Telephone Co., is chairman.

**Brooklyn Eagle Booms Spelling.**

District Superintendent of Schools Taylor, of New York City, said a few days ago: "The *Brooklyn Eagle* by its spelling bees, its rolls of honor published each month, has done nobly to restore to our schools an interest in correct spelling. Bad spelling cannot be hid, even by the principal or teacher who cannot spell—who even says it is unnecessary to learn to spell or that the typewriter has made handwriting unnecessary."

**Paper Fights School Test**

CLEVELAND, Ohio, January 5.—The Press has started a crusade against the Binet test for school children, who, if they cannot pass the test, are in danger of having the stigma of feeble-mindedness attached to them. This, in the face of tests wherein members of the Board of Education themselves could not pass the test, while children of 12 years are expected to answer the questions correctly. So keen has been the indignation aroused over this exposure, parents have demanded an investigation, and the Board will hold an open conference on the subject.

**Changes on Americus Times-Recorder.**

W. L. Dupree, for the past four years business manager of the *Americus* (Ga.) *Times-Recorder* and for the last eight years connected with the business department of the paper, has resigned to accept a position with Harrold Bros. Cranston Williams, managing editor of the *Times-Recorder*, has been made editor and general manager. Thomas M. Merritt, jr., of *Americus*, has accepted a position in the business department. L. H. Kimbrough, who has been with the circulation department, is now circulation manager.



**NEW YORK DAILIES  
IN THE EIGHTIES**

**Morning Papers Led in Circulation and in the Volume of Business Carried in the Advertising Columns—How Publicity Has Developed Since Then in Many New and Better Directions.**

By EDWIN T. JONES.

I have been invited by THE EDITOR AND PUBLISHER to contribute to its columns a series of short articles along reminiscent lines.

So many changes have taken place—such decided advances made—by the daily newspaper of the present day, that it might not be amiss to give a brief comparison between the daily newspaper situation of years ago and that of today. Could some of the famous journalists of the old days review present daily newspaper conditions, they would be overwhelmed with wonderment.

My first knowledge of the New York field was obtained in the summer of 1881. I was connected with the Baltimore Evening News at the time and was spending a few weeks' holiday in the big city.

At that time the morning newspaper field was occupied by the Herald, Sun, Mail, Times, Star, Tribune and Truth, the latter being the only one cent morning paper. Of these only two, the Herald and Sun, had reached the one hundred thousand circulation mark. Today we have a half dozen morning newspapers with one hundred thousand circulation and over.

**THE FOUR NEW ONES.**

The Morning Journal, now the American, the Press and the Telegraph are the newcomers in the morning newspaper field since 1881. The Star and the Truth have gone out of existence. The afternoon field in 1881 included the Express, the Mail, the Commercial, the Telegram, the Post, and the Daily News. Of this group only one paper, the Daily News, had a circulation above the hundred thousand mark. Today the World, Globe, Telegram, Journal, Mail and Sun have much larger circulations than the News. Of this group the Journal and the Evening Sun were started some years later than 1881.

The Globe is the successor to the old Commercial. The Express, which was owned by John Kelly, the old Tammany chieftain, was sold the latter part of 1881 to Cyrus W. Field, who owned the Mail at that time and consolidated the two under the title of the Mail and Express.

The morning newspapers in 1881 led the field not only from a circulation viewpoint, but also from an advertising viewpoint. Today the situation is reversed, the evening newspapers, as a class, leading in both advertising and circulation.

**THE MECHANICAL DEPARTMENT.**

The newspaper of today owes its pre-eminence not only to the improvements that have been made in news gathering, but also to the wonderful improvements in all the mechanical branches. The latter have enabled the publishers to issue larger newspapers, to give more attention to special features and have reduced to a minimum the cost of production. While great consideration must be given to the above, credit for the general lowering of the selling price of the daily newspaper must, I am convinced, be given to the progressiveness of the present day publishers.

Through the efforts of strong promotion work and introduction of special features calculated to appeal to and interest every member of the family, the publishers of today have been able to create and stimulate a reading interest never before felt by readers of the city; and it is to this great promotion that I believe the development is due.

While the morning newspapers have had part in this creative work, to the

afternoon newspapers the greatest credit seems to be due. The greatest gains, both in circulation and advertising, have been made by the afternoon newspapers. Today figuring six days to the week they have a very material advantage over the morning newspapers in volume of circulation and advertising.

The enormous development of general advertising has been accomplished through the establishing, on the part of the newspaper, of promotion departments—the work of these departments being, higher class copy, selling co-operation, new ideas, etc. The great success of this promotion work is demonstrated more and more every day.

Progress is the law of prosperity, and demands the best that can be given. To this progress which characterizes every department of the daily newspaper, is due its steadily increasing growth and power, for general commercial building, more and more every day. The first movement towards newspaper progressiveness, that is, getting away from the old staid, fogy, daily newspaper lines, was inaugurated by the Morning Journal, and the World after its purchase by the late Joseph Pulitzer. This work towards a bigger and a broader field of journalism has gone steadily on until it has reached its present "high standard" mark.

**CHANGES IN INTEREST.**

The Warsaw (Ind.) *Daily Union*, the Democratic organ in Kosciusko County, has been sold to E. A. Gast, of Akron, Ind. Mr. Gast took possession Monday. C. W. Smith, who has owned and edited the paper for eleven years, will retire.

The Galena *Gazette*, one of the oldest papers in Illinois, if not the oldest, has been sold by A. W. Glessner to Edward Grim, a former postmaster of Galena, and for thirty years an employee of the paper.

TERRELL, Texas.—Fred Massengill and Conrad Patton, members of the firm of the *Transcript* Publishing Company, publisher of the *Daily* and *Weekly Transcript*, have sold their interests in the company to H. Galbraith, the third member of the firm. By these changes Mr. Galbraith becomes sole owner of the *Transcript* and will continue its publication.

HARTFORD, Ky.—Allison J. Barnett and Estil Barnett, sons of the late Cicero M. Barnett, editor and publisher of the Hartford (Ky.) *Republican*, have taken over the property recently conducted by their father. The elder Barnett was one of Kentucky's best-known citizens. For a considerable period he was chairman of the Republican state central committee and for eight years was collector of the port of Louisville.

**Newspaper Sportsmen Incorporate.**

Five Chicago newspaper men have incorporated the Lone Pine Lodge Association, with headquarters at Marcel, Itasca County, Minnesota, to develop that section of the state into a "sportsmen's paradise." Articles of incorporation have been filed by Henry F. Friedstedt, E. W. Griffiths, Henry L. Wayne, Frank Matthiessen and A. N. Eastman, Chicago.

**New Building Daily in Portland, Ore.**

The initial issue of the *Daily Bulletin*, a daily publication devoted to building and construction work, has just made its appearance in Portland, Ore. H. C. Haugsten is publisher and J. V. Henzell, advertising manager.

**The Bonn "Always-Set" Mitering-Machine**

A new style of mitering-machine has just been placed on the market by Frank J. Bonn, a New York printer. Mr. Bonn has made his machine "fool-proof" by making it absolute and rigid. Screws and adjustments are done away with. It is as simple as a screw-driver. That it is meeting with a long-felt want is proved by sales of increasing magnitude. It is advertised elsewhere in this issue.

**NEW INCORPORATIONS.**

NEW YORK CITY.—Efficiency Publishing Company; capital, \$100,000. To carry on a general national and international press news service. Arthur A. Lavery, John A. Power, William F. Parry, all of New York city.

PHILADELPHIA, Pa.—Continental Advertising Company, to conduct a general advertising and publicity business; capital, \$300,000; incorporators: A. L. Petty, Swissvale, Pa.; A. M. Carline, Jr., Wilkinsburg, Pa.; T. M. McCready, Edgeworth, Pa.

DALLAS, Texas.—Church World Publishing Company; capital stock, \$7,000. Incorporators: Douglas Tomlinson, J. D. Tomlinson and Roy G. Tomlinson.

HALLETTSVILLE, Texas.—Socialist Printing Company; capital stock, \$10,000. Incorporators: E. O. Meitzen, A. C. Meitzen and Alma Boer.

NEVADA, Mo.—Crucible Publishing Company. Capital stock, \$5,000, all of which is paid up. Incorporators: B. F. Williams, Edward A. Hill and J. A. Daly. To publish newspaper and periodicals, carry on a general book publishing business.

CHICAGO.—Pro-American Publishing Company. Capital, \$2,500. Incorporators: David Kirkpatrick, William Friedman, David Silbert.

NEW YORK CITY.—The Van Guard Publishing Association, Inc. Printing, advertising, publishing. Capital, \$10,000. Incorporators: N. Syrkin, M. L. Brown, I. Zar.

WAGENER, S. C.—The Wagener Publishing Company. To print a newspaper, with a capital of \$1,000, the petitioners being E. L. Baskin, Thomas C. Weir and J. C. Baskin.

WILMINGTON, Va.—The Dispatch Publishing Company. Chartered with \$75,000, capital authorized and \$17,000, subscribed for the publication of the *Daily Wilmington Dispatch* and a general publishing business. The incorporators are James O. Relley, William Lawson and Thomas W. Davis.

FREEMAN, N. J.—National Shippers' Association. Object, printing and publishing. Capital, \$125,000. Incorporators: Clayton J. Woodworth, Maplewood; Andrew N. Pierson, Cromwell, Conn.; Alfred I. Richie, Brooklyn.

GREENVILLE, S. C.—The Piedmont Company. Capital, \$25,000. The petitioners are: George H. Koester, Alexander Macbeth and J. Rudolf Koester. The company will publish an afternoon paper.

TULSA, Okla.—Charter has been granted to the Mid-West Printing Company, of Tulsa, with a capital stock of \$10,000. Incorporators are: B. C. Boatwright, Frank B. Crockett and C. C. Ball.

**Advertising in the War Zone**

"Ground floors with bomb-proof vaults," and "bedrooms sheltered from Taubes" are the boasts of one advertiser in a newspaper of Nancy, France, says the Paris Figaro. The advertisement is that to a "pension de famille," or boarding-house. It further assures the reader that "the management, solicitous for the welfare of its many clients, has gathered enough coal for the entire winter." "Here are questions," comments the Figaro, "with which the Lorraine hostelry proprietors never before had to wrestle. They would be tragic were it not for the certainty of the outcome, which will permit us to laugh at them one day."

The Tahlequah (Okla.) *Daily Arrow* has been converted into a weekly. The *Arrow* was founded as a weekly in 1885 and in 1909 it was converted into a daily. The publishers announce that the daily edition will be revived when business improves.

The *Daily Record*, a Grand Rapids (Mich.) financial and legal trade journal, has suspended publication, after one year's existence.

**"I. S." QUALITY  
Page Mats**

Feature, Home Circle, Children's, Fashion, Comic.

Also AUTO KINKS

**The INTERNATIONAL SYNDICATE**

Features for Newspapers

Established 1899 BALTIMORE, MD.

**The Dr. Rathenau  
"Miracles"**

of which the New York World at present makes so great a display in a number of leading articles by its Special Commissioner, Mr. Roeder, on Germany's marvelous resourcefulness in the way of economic achievements, and about which the N. Y. *Evening Post* of January 7th had a prominent editorial, was published by the "Flaneur" newspapers on December 11th last in detail and much more expressive and authoritative.

For Price and Territory write:

**THE DAILY "FLANEUR" LETTER OFFICE**  
Munsey Building Washington, D. C.

**The  
Automatic Press Blanket**

Is everything the name implies. Eliminates all tympan cloth. Saves paper, time and increases press efficiency.

Write for sample and descriptive matter. We are the sole manufacturers.

"Quality Goods Only"

**New England Newspaper  
Supply Co.,**  
Worcester, Mass.

**NEWSPAPER  
prosperity is based on circulation.**

**FEATURE**  
elements of the right kind make and hold circulation.

**SERVICE**  
by experts means material and methods that have been PROVED.

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

**Newspaper Feature Service**  
M. KOENIGSBERG, Manager  
41 PARK ROW NEW YORK

**Hollister's Contests Produce Results**

Below are shown our records on six campaigns in different parts of the U. S.:

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

The above papers are members of the A. B. C. 50,000 new subscribers were secured for the above papers. If you want more circulation call upon our old established, dependable organization.

**North Eastern Circulating Co.**  
C. B. HOLLISTER, Gen. Mgr.  
DAVENPORT, IOWA

**You can now lease  
for small monthly rental  
National Electric Bulletins**

**Publishers everywhere should investigate. Write or wire for particulars.**

**National Electric Bulletin Corp.**  
New York City

## ATTRACTIVE OFFER FOR QUICK SALE

Two Duplex Flat-Bed Presses Replaced by Scott Web Presses

Ten-page press prints from type a 4, 6, 8 or 10 page 7 column paper at 5000 per hour.  
Twelve-page press prints 4, 6, 8, 10 or 12 page 7 column papers at 4500 per hour.

Send for further information

Walter Scott & Co.  
Plainfield, N. J.

## Successful

Men in every walk of life are all familiar with

### Romeike's Press Clippings

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

### Romeike Clippings

are an indispensable adjunct to every business. If you have never used them, write for information and terms to-day.

HENRY ROMEIKE, INC.  
106-110 Seventh Ave. New York City

# ATLAS

PRESS CLIPPING

Agency

42d Street New York



### Canadian Press Clippings

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

### The Dominion Press Clipping Agency

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

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

74-76 CHURCH ST., TORONTO, CAN.

Price of service, regular press 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-builders for you.

## BURRELLE

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

### LORD BURNHAM.

Death of the Aged Proprietor of the London (Eng.) Daily Telegraph.

LORD BURNHAM, proprietor of the London (Eng.) *Daily Telegraph*, died on Sunday last, after an illness of more than a month, in his eighty-third year. He gave London its first penny daily newspaper and invented the new style of journalism.

It was he who turned the *Daily Telegraph* into an engine of charity. From 1864, when he collected thousands of pounds for the Lancashire cotton spinners thrown out of employment by his civil war, to the present date, vast sums have been raised by the *Telegraph* for charitable purposes. He associated his newspaper with innumerable schemes for the alleviation of misery or the reward of merit, and it was in the office of the *Telegraph* that the Stanley expedition into Central Africa was first planned.

He had as assistants Sir Edwin Arnold, George Augustus Sala, and a long line of men distinguished not only in journalism but in literature and art.

On his social side Lord Burnham was very popular. He numbered among his warmest friends the late King Edward, who was frequently his guest.

His oldest son, Hon. Harry Lawson, is now the manager of the *Daily Telegraph*, and has been a member of Parliament from a London district since 1885. His other son, Lieut.-Col. the Hon. William Lawson, now commands the Second Regiment Royal Bucks Hussars. Of his three grandsons, all of whom entered active service on the first day of the war, two have been killed in action.

### COL. R. T. VAN HORN

Death of the Founder of the Kansas City (Mo.) Journal

COLONEL ROBERT THOMPSON VAN HORN, 91 years old, founder of the Kansas City (Mo.) *Journal*, died at his home in Kansas City last week. Death was due to the infirmities of age.

Colonel Van Horn, at the time he retired in 1896, at the age of 72, had been editor of the Kansas City *Journal* for forty-one years. He was the son of a Pennsylvania farmer of Dutch-Irish ancestry, and received his early education during occasional terms at a subscription school and by private study.

When the Civil War came, although he had been pro-slavery before, Colonel Van Horn headed a Missouri regiment of the Union Army and took part in the battles of Shiloh, Corinth and Westport. He was Mayor of Kansas City many years ago and served four terms in Congress.

### Mr. Knapp Buried in St. Louis.

The funeral of Charles W. Knapp, for years publisher of the *St. Louis Republic*, and since January 1 treasurer of the *New York Times*, was held in St. Louis on Monday. The services were conducted by the Rev. D. T. Kemmermen, of Christ Church Cathedral (Episcopal). Men formerly associated with Mr. Knapp on the *Republic* went in a body to the services. A large number of business and professional men of the city also attended, as did all the surviving directors of the Louisiana Purchase Exposition. Several from other cities attended the funeral, among them being: Louis Wiley, business manager of the *New York Times*; J. R. Youatt, of New York, treasurer of the Associated Press, of which Mr. Knapp was a director; Hopewell Rogers, of the Chicago *Daily News*, and Hilton U. Brown, of the Indianapolis *News*, both vice-presidents of the American Newspaper Publishers' Association, of which Mr. Knapp was one of the organizers. Various organizations passed resolutions in commemoration of Mr. Knapp, among them the Publishers' Association of New York city, and the Gridiron Club of Washington.

### OBITUARY NOTES

Mrs. ADA HOFFMAN McALARNEY, widow of Mathias Wilson McAlarney, owner and editor of the Harrisburg (Pa.) *Telegraph*, died December 28 at her home in the Melville, New York City, aged 70.

Dr. CORA E. TAYLOR, 60 years old, wife of Howard S. Taylor, former Election Commissioner and an editorial writer on the Chicago *American*, is dead in Chicago.

DANIEL F. McGRATH, a member of the Fall River (Mass.) *Evening News* editorial staff, and one of the most popular newspaper men in that city, died December 26, of typhoid fever, after an illness of less than three weeks.

"EDDIE" J. COOMBE, for many years one of Toronto's best known and most popular newspaper men, died in Toronto on New Year's Eve. He was for many years on the staff of the Toronto *World*, covering municipal and police assignments. He later took up press agency work.

ALEXANDER McLEAN, one of the oldest newspaper editors of New Jersey, is dead in Jersey City, aged 71. He had been associate editor of the Jersey City *Journal* since 1890, retiring on a pension a few months ago, and was the founder of the Bayonne *Times*.

THOMAS J. HART, seventy-two years old, one of the best known advertising men in the country, recently died in New York city, following an operation for intestinal trouble. Mr. Hart was the founder of the National Engraving Company. He entered the advertising field in this city twenty-five years ago.

Mrs. JULIA M. BENNETT, one of Missouri's foremost women journalists, for six years a member of the St. Louis *Republic* staff, and later editor and proprietor of the Hannibal (Mo.) *Courier*, is dead at her home in St. Louis, following a 10-day illness from pneumonia. She was 73 years old.

MICHAEL BRODERICK, sixty-three years old, for thirty years in the employ of the International News Company and the old New York News Company, died last Saturday at his home in Brooklyn, N. Y.

ALFRED H. JONES, aged seventy-three, for many years a resident of Pittsburgh, Pa., is dead in that city. He, with Thomas P. Druitt, started the Newsboys' Home and for some time was connected with it.

MATTHEW NEVINS, an old employee of the Brooklyn (N. Y.) *Standard-Union*, died of pneumonia on Tuesday at his home, aged fifty-eight years.

REV. GUY BRYAN GALLIGHER, fifty-five years old, retired Methodist clergyman, is dead in Syracuse, N. Y. He was a second cousin of William Jennings Bryan. Mr. Galligher was in newspaper work before entering the ministry. He was on the staff of the Baltimore *Sun* several years.

ALLEN E. BEACH, fifty-one years old, widely known political editor, is dead in Columbus, O. In 1903 he became political editor of the *Ohio State Journal*, and he continued in that capacity until a few months ago, when he resigned to become the head of the Ohio Republican Editorial Association.

MISS ENID GLASSCOCK, a newspaper woman, is dead in Veedersburg, Ind., following an operation upon her throat. She was thirty-three years of age and a native of Veedersburg.

CAPT. J. J. LAMBERT, pioneer newspaper man and for many years owner of the Pueblo (Col.) *Chieftain*, is dead. He severed active connection with the *Chieftain* more than ten years ago. He was seventy-eight years old.

HOWARD MUTCHLER, formerly Representative in Congress, lately died in Easton, Pa., aged fifty-six. He was proprietor of the Easton *Daily Express*.

CORRY M. STADDEN, for several years Washington correspondent of the New Orleans *Picayune*, died on Saturday last in Washington after two weeks' illness

of pneumonia. He was forty-five years old. He retired from newspaper work about twelve years ago and became a lawyer.

EDGAR D. SECOY, a newspaper man who had worked in New York city, Kansas City, Mo.; Oklahoma, and more recently on the Chicago *Tribune*, is dead at Fonda, N. Y., the home of his father. Mr. Secoy was taken ill last fall and was compelled to give up work.

J. P. WEST, sixty-six years old, a printer and former publisher of Springfield, O., is dead, after an attack of apoplexy. He started the *Weekly Transcript* in that city many years ago, which later became the *Daily Democrat*, published by the Press-Republic Company.

JOHN X. DE WITT, editor of the *Rod and Gun Department* of the *Breeder and Sportsman*, of San Francisco, committed suicide by shooting while temporarily crazed by pain from illness, on the night of January 3. He went to San Francisco from Philadelphia in the early eighties, and was one of the best-informed men in the West on the subjects of hunting and fishing.

FREDERICK H. MILLER, editor and publisher of the Hingham (Mass.) *Journal* for the past thirty-five years, died from a complication of diseases at the Peter Bent Brigham Hospital last Sunday.

Mrs. ELIZA COWGILL CARRELL is dead at Adel, Ia. She was the mother of Sam E. Carrell, editor of the Iowa City (Ia.) *Press*, whose father died but a few weeks ago.

CHARLES B. RHOADS, former newspaper man of Reading, Pa., is dead of a complication of diseases at Harrisburg. He was in the newspaper business for thirty-five years. He started as a reporter on the Reading *Times*, an old morning paper and later when Jacob Knabb became proprietor, was advanced to the position of editor. His age was seventy-one years.

WILLIAM J. MCCARTHY, a former well-known Reading (Pa.) newspaper man, is dead at his home in High Bridge, N. J. Mr. McCarthy went to Reading from New York City about two years ago and during his residence there he held a desk position with the *News-Times and Telegram*. He had also been connected with a New York daily and worked on papers in Easton and Phillipsburg, Pa.

### RESOLUTION BARS REPORTERS

#### Canadian City Council Takes Drastic Action Against Press Representatives

TORONTO, JANUARY 12.—At the first meeting for the year of the city council of Regina, Saskatchewan, a lengthy resolution was introduced and carried, governing the attitude of the civic administration towards the press. It was resolved to exclude representatives of the press from all meetings of committees of the council, to forbid members of the civic staff to give interviews to reporters during office hours and to place in the hands of the mayor the authority to hand out such information on civic affairs as he deemed expedient.

The ground for such action lay in the alleged belief that premature publicity during the progress of negotiations for the sale of securities had seriously hampered the city's financial agents, and that often in committee meetings members were reported as having made certain statements which were after all only of a tentative character and subject to modification later on. Further that the custom of interviewing civic officials during office hours was regarded as not conducive to efficiency. The resolution did not apply to council meetings.



SITUATIONS WANTED

Advertisements under this classification, ten cents per line, each insertion. Count six words to the line. For those unemployed, not to exceed 50 words, two insertions FREE.

**MANAGER.**—I desire immediate connection, preferably with publisher. Am 33, married; have eight years' managerial experience; six years catalog building, two years compiling directories and selling display and classified space in trade papers; good correspondent; large capacity for voluminous detail; best references. For quick action, please supply details and initial salary to W. E. Locky, 10801 Orville Ave., Cleveland, Ohio.

**ADVERTISING MANAGER.**—A good live, hustling, advertising man, with several years' experience on some of the largest papers in the country wishes position. Letter from last paper employed on said: "He not only know how, but does hustle at all times for business." Town of about 25,000 preferred. Address "NEWSUM," G 1629, c/o Editor and Publisher.

**REPORTER.** University graduate, year and a half experience, now with Metropolitan evening paper, would like work in city under hundred thousand. Answer G 1630, care Editor and Publisher.

(Continued from page 893.)

tional advertising, he is invited to ring up the Bureau of Advertising. If he wants evidence, he shall have an avalanche.

One of the heads of a great specialty house listened to my story about "dealer interest" in newspaper advertised goods a couple of years ago, and then he told me he thought I was an optimist,—politely restrained him from the use of a shorter, less complimentary word. He added, in a spirit of fairness, the statement that if I could prove this "dealer interest" to him, he would make a newspaper appropriation, but that the latter was farthest from his intention at that time. Within a few months we laid before him the most convincing statements I have ever seen from five hundred of the retailers in his line. He made good his promise, for he is a general newspaper advertiser to-day.

Representatives of virtually every advertising medium are laying great stress to-day upon "dealer influence," "dealer interest," or "dealer support"—whatever term they choose to call it. "If you use our medium you can be sure of the good-will and coöperation of the dealer" is the familiar statement heard on all sides. But in a competitive solicitation for business, based upon the attitude of the local dealer, the newspapers have all the best of the argument. As a matter of fact, I think the argument belongs exclusively to the newspapers.

SELLING THE CAMPAIGN.

The manufacturer who lets his advertising and his selling go hand in hand will sell the dealer his product on the strength of the advertising campaign, as much as on the merits of the product itself. The ultimate dealer inducement bound up in every general advertising campaign is the demand that the advertising will create and the consequent business that the dealer will do. Manufacturers are finding that it is no longer good enough to lay before dealers an advertising campaign that does not create a direct demand upon the dealer's store. There are some philanthropic dealers who can still be induced to take in a product and then create a demand for it themselves, but these grow fewer as the dealer's education progresses.

The manufacturer who sends his salesman with the product in one hand and a local newspaper advertising contract in the other can get distribution and dealer support surely, quickly, and economically. There is no better way—no way "just as good."

The best evidence of the fact that the manufacturer knows this to be true is found in the steadily increasing volume of general business going into the newspapers. The "blue sky" days of advertising—so far as the newspapers are concerned—have gone, except in so far as a glimpse of the firmament through the office window is symbolic of bright business weather.

The newspapers have before them a supreme opportunity for concerted constructive effort in the general advertising field.

SITUATIONS WANTED

Advertisements under this classification, ten cents per line, each insertion. Count six words to the line. For those unemployed, not to exceed 50 words, two insertions FREE.

**EDITOR, EDITORIAL WRITER.**—University man, (37), married, 15 years' experience as feature writer, correspondent, editor and publisher, is open for permanent engagement. An able, forceful writer; an editorial executive with ideas, initiative, and industry; capable of taking entire charge of a publication. Highest references. Address G 1611, c/o The Editor and Publisher.

**CIRCULATION MANAGER.**—Young man with over ten years' experience in advertising. Business and Circulation departments, now in position as Circulation Manager, desires to make change. Address Box E 1559, c/o Editor and Publisher.

**DEPARTMENT MANAGERS.**—I want a job in either circulation, editorial or art dept's, preferably the latter. Am anxious to get in. Young, willing, easy to please in both hours and salary. All I ask is a job. References. Z. X., "210."

**ROTARY PRESSMAN-STEREOTYPYER** on Goss or Hoe presses, thoroughly practical in both branches, strictly temperate, experienced, A-1 reference, guarantee entire satisfaction, want to connect with a reliable publishing concern that will appreciate efficiency in every particular, whose business is in such shape to enable a competent Pressman-Stereotyper to command \$30.00 per week. Two weeks' notice. Particulars in first letter. Address Rotary Pressman-Stereotyper, c/o Editor and Publisher Co., N. Y. C.

**REPORTER-EDITOR.** several years experience on city dailies, both street and desk work, desires position on daily in city between 10,000 and 50,000; afternoon paper preferred; salary \$18 to start if chances to advance are good. Address G 1618, c/o the Editor and Publisher.

**ADVERTISING SOLICITOR.**—Thoroughly experienced on daily, agricultural and mail-order publications. Four years with leading Special Representatives. Well and favorably known, make good appearance. Desires position with publication or special agency. Hard and persistent worker. Opportunity first consideration. J. Z., Room 817, 225 Fifth Avenue, N. Y. C.

**NEWSPAPER MAN.**—Young married man, 10 years' experience metropolitan and small-city dailies wishes position. Thorough ad writer and business getter. Have served as reporter, copy reader, department store advertisement writer, and business manager. Excellent references. Moderate salary. Raymond S. Duncan, Dayton, Wash.

**CARTOONIST** (Australian), all round experience, whose work has appeared in Western and Eastern papers, desires engagement. Brimful of ideas. Distinctly individual style. Particulars. Address G 1612, c/o The Editor and Publisher.

**YOUNG MAN**, (21), desires position on small country paper, has had four years' experience in the advertising and business department of a large metropolitan evening newspaper, and also have had a little experience in the circulation department. Can furnish the best of references. Address G 1623, c/o The Editor and Publisher.

**ADVERTISING MAN.**—Nine years department store advertising, five as manager; preceded by ten in printing, advertising, publishing. Know merchandise, typography, art, engraving, etc. Original ideas for display, illustration, etc. Make effective layouts. Want position in or near New York with agency, advertiser, publisher or printer. Address G 1622, c/o The Editor and Publisher.

**ADVERTISING WRITER.** young man, American, 10 years of age having 4 years' experience in agency work wishes position in sales or advertising department of large corporation. Can order insertions, make-up and write copy. Willing and hard worker, who wishes to start from the bottom. G 1621, c/o The Editor and Publisher.

**YOUNG MAN** (19), desires reportorial position on small city daily. High school graduate with one year's college training. Address G 1624, c/o The Editor and Publisher.

**ASSISTANT SALES MANAGER** to national manufacturer or COPYWRITER to general agency. Advertiser has successful experience in advertising campaigns, salesmanship and administrative work. Thorough command of English, result-bringing ideas, broad education, unusual energy, highest references. Age 38, married. "Quanta," Box G 1626, c/o Editor & Publisher.

**EDITORIAL ASSISTANT.**—Lady desires situation where she may be useful in a printing or publisher's office; familiar with hand composition; good reader of manuscript; capable of proofreading; also some clerical experience in subscription department; can use typewriter; willing to go outside city limits. Address G 1627, c/o Editor and Publisher.

HELP WANTED

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

**SOLICITORS.**—High-class solicitors for special proposition. Best proposition in the south. Weather fine and warm all winter. Good money to men who can produce. Address Apartment 4, 220 Hyde Park Ave., Tampa, Fla.

SITUATIONS WANTED

Advertisements under this classification, ten cents per line, each insertion. Count six words to the line. For those unemployed, not to exceed 50 words, two insertions FREE.

**CIRCULATION OR BUSINESS MANAGER.**—"Any paper which is not steadily increasing its circulation is going backwards." My ten years' successful experience as circulation manager in large cities, and general knowledge of the business, make me the valuable assistant you need. Write "Enthusiast," G 1604, c/o Editor and Publisher.

**ADVERTISING MAN,** who has made good, wishes to make a change. Has been in the advertising business for the past 14 years, connected with two Metropolitan dailies, four years on one paper, and ten years on another. Understands every branch of advertising in a daily newspaper. Especially adapted for the Display end. Can show the highest references. Would like to hear from Metropolitan Dailies, and would entertain an out-of-town proposition. G 1605, c/o Editor and Publisher.

**CIRCULATION MANAGER.**—Twenty-five years' experience, wants to connect with some daily or weekly that needs a real hustler. Best of references. G 1606, c/o The Editor and Publisher.

**CIRCULATION MANAGER,** thoroughly competent, resourceful, always secure results that pay. Have made circulation work a study for years. Contest, premiums or straight promotion, etc. I follow the best system of management. Curtailing of expense a hobby, however, not detrimental. Employers' references I. C. M. A. member. Prefer Southern location. Teletotaler and a progressive citizen. Address G 1602, c/o Editor and Publisher.

**STEREOTYPE PRESSMAN** wishes position on small daily where work is not satisfactory. Have Business College education and Advertising experience. Will be willing to work on Advertising in leisure hours. Experience on Goss, Hoe and Tubular Duplex Presses, latter preferred. References from past and present employers. Address A. T., c/o Editor and Publisher.

**EDITORIAL MAN.**—Capable young newspaper man now employed desires a change; university graduate; successful experience in reporting, telegraph editing, editorial writing, etc.; moderate salary to begin. Address Box 27, Raleigh, N. C.

**CORRESPONDENT.**—To represent a few reliable papers as Washington correspondent. I could give a good daily an exclusive service or supply a few small papers with a daily or weekly letter of 1,000 or 2,000 words at \$1 or \$2 a week. G 1603, Raymond Lecraw, Washington, D. C.

**EXPERIENCED ADVERTISING MAN,** of proved business ability seeks position with newspaper in an executive capacity. Seven years spent on metropolitan dailies has equipped me to take hold of the advertising department of a newspaper and show big results. Best credentials and refer you to your own New York representative. Address G 1609, c/o The Editor and Publisher.

**REPORTER,** young man, (19), with college training and some newspaper experience, desires reportorial position with good weekly or small city daily. Address C. H. Rabb, Garwood, N. J.

**FOREMAN** or superintendent of newspaper composing room. Experience covering six years as foreman of large dailies. Best of references. Address G 1616, c/o The Editor and Publisher.

MISCELLANEOUS

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

**WE WILL BUY SECOND HAND LINOTYPE MACHINES FOR CASH.**

We know a number of concerns in the market for the above machines. We prefer to deal with offices at present over-equipped. Furnish full particulars. No dealers. Newman & Company, 39 Vanderveer Ave., Woodhaven, New York.

**FARMER SMITH,** The Children's Friend, Cedar Grove, N. J.

LEGAL NOTICE

The Annual Meeting of the Stockholders of the Swedish American Realty Company will be held at Mr. Nicholson's office, 51 East 42nd Street, Room 518, Borough of Manhattan, New York City, on the 15th day of January, 1916, at 8 o'clock P. M., for the election of directors and inspectors of election, and such other business as may come before the meeting.  
CARL M. NICHOLSON, Secretary.

FOR SALE

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

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

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

\$25,000 Cash

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

CHAS. M. PALMER

Newspaper Properties

225 Fifth Ave., N. Y. City

12 to 15 Thousand

Dollars in cash available for first payment upon the purchase price of an Evening Daily in Middle West City of population of ten thousand and upwards.

HARWELL, CANNON & McCARTHY,

Newspaper and Magazine Properties.

Times Bldg., New York

CENTRAL WEST'S FASTEST GROWING NEWSPAPER

Substantial, beautiful city of 25,000.\* New \$30,000 equipment. Elegant proposition; will interest any earnest buyer. \$27,500 cash desired, balance easy terms. Proposition 934x.



PUBLISHER'S NOTICE

The Editor and Publisher and the Journalist maintains an efficient corps of paid correspondents at the following important trade centers: Boston, Philadelphia, Toronto, Cleveland, Chicago, Atlanta, New Orleans, Dallas, Indianapolis, Washington, Baltimore, and San Francisco. Other correspondents will be added from time to time. Advertisers and newspaper men will find a ready market for stories of advertising achievements, news beats, etc., by addressing the main office, 1117 World Building, New York City.

Branch offices are located as follows: Chicago, 332 S. Michigan Ave., Ryan & Inman, mgrs., phone Harrison 2161; San Francisco, 742 Market St., R. J. Bidwell, manager, phone Kearney 2121.

The Editor and Publisher page contains 672 agate lines, 168 on four. Columns are 13 picas wide and twelve inches deep.

Advertising Rate is 25c. an agate line, \$100 a page, \$75 a half page and \$42 a quarter page. Position extra. Time, space and cash discounts are allowed on contracts.

Small advertisements under proper classification will be charged as follows: For Sale and 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. For those unemployed a fifty word or eight line advertisement will be published two times free.

Readers are urged to have the paper mailed to the home address. This will insure prompt delivery.

The Editor and Publisher sells regularly at 10c. a copy, \$2.00 per year in the United States and Colonial Possessions, \$2.50 in Canada and \$3.00 foreign, and is on sale each week at the following news stands:

- New York—World Building, Tribune Building, Park Row Building, 140 Nassau street, Manning's (opposite the World Building), 33 Park Row; The Woolworth Building, Times Building, Forty-second Street and Broadway, at basement entrance to Subway; Brentano's Book Store, Twenty-sixth Street and Fifth Avenue and Mack's, opposite Macy's on Thirty-fourth Street.
- Baltimore—B. K. Edwards, American Building.
- Philadelphia—L. G. Rau, 7th and Chestnut Streets; Wm. Sobel, Bulletin Building News Stand.
- Boston—Parker House News Stand.
- Pittsburgh—Davis Book Shop, 416 Wood Street.
- Washington, D. C.—Bert E. Trenis, 511 Fourteenth Street, N. W.
- Chicago—Ponnas Book Store, 37 N. Clark Street; Post Office News Co., Monroe Street; Chas. Levy Circ. Co., 27 N. Fifth Avenue.
- Cleveland—Schroeder's News Store, Superior Street, opposite Post Office; Solomon News Co., 1111 Walnut Street.
- Detroit—Solomon News Co., 69 Larned St., W.
- San Francisco—R. J. Bidwell Co., 742 Market.

## TIPS FOR THE AD MANAGER

Duffy Motors Corp., "Standard Automobile," Kingston, N. Y., and 1895 Broadway, New York city, is placing some orders with newspapers through the Geo. Batten Co., New York.

Blackman-Ross Co., New York City, is again placing orders with practically the same list of newspapers as last year for the H. O. Company, "H. O." Oatmeal, Buffalo, N. Y.

Cheltenham Advertising Agency, 11 East 36th St., New York city, will shortly place large copy with newspapers generally for Chalmers Motor Car Co., Detroit, Mich.

Nelson Chesman & Co., New York city, are placing 28 lines, 21 times, orders with a few Sunday newspapers for W. H. Muller, medical, Brooklyn, N. Y.

D'Arcy Advertising Co., St. Louis, Mo., are handling new schedules in Southern newspapers for Geo. Dickel & Co., "Cascade" Whiskey, 201 Second Ave., Nashville, Tenn.

Danielson & Son, Providence, are placing orders with a few New England newspapers for Brownell & Field Co., "Autocrat Coffee," Providence, R. I.

Fisher-Steinbruegge Advertising Co., 1627 Washington Ave., St. Louis, is making 2,800 line contracts with some Southern newspapers for Craddock-

## Advertising Agents

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

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

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

**LEVEY, H. H.,**  
Marbridge Bldg., New York.  
Tel. Greeley 1677-78.

## Publishers' Representatives

**ARKENBERG SPECIAL AGENCY,**  
702A World Bldg., New York  
406A Madison Ave., Toledo, O.

**M. L. KATZ,**  
Peoples Gas Bldg., Chicago, Ill.

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

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

**GLASS, JOHN,**  
1156-1164 Peoples Gas Bldg., Chic.

**O'FLAHERTY'S N. Y. SUB-**  
**URB LIST.**  
22 North William St., New York.  
Tel. Beekman 3636

**PAYNE, G. LOGAN, CO.,**  
747-748 Marquette Bldg., Chicago,  
Ill.; 200 Fifth Ave., New York,  
N. Y.; 8 Winter St., Boston, Mass.;  
Kresge Bldg., Detroit, Mich.

Terry Shoe Co., Geo. D. Witt Shoe Co., and McElroy Sloan Shoe Co., Lynchburg, Va.

H. W. Kastor & Sons, Advertising Co., Mercantile National Bank Building, St. Louis, Mo., are renewing contracts with newspapers in cities where they have expired for Antikamnia Chemical Co., "A. K." tablets, St. Louis, Mo.

Martin V. Kelly Co., Toledo, Ohio, is placing orders with large city newspapers for Springfield Body Co., Springfield Convertible Auto Bodies, Springfield, Mass., and Detroit, Mich.

Lyndon & Hanford Co., 200 Fifth Ave., New York city, and Rochester, N. Y., are placing copy with some Eastern newspapers for C. S. Clark, Optona, medical, Rochester, N. Y.

National Advertiser Advertising Agency, 32 West 25th St., New York City, are making contracts with newspapers for Emergency Laboratories, "Poslam," New York city.

E. Le Roy Pelletier, Detroit, Mich., is making 10,000 line contracts with some large city newspapers for Reo Motor Car Co., "Reo" Automobile, Lansing, Mich.

Power, Alexander & Jenkins, Co., Detroit, Mich., are placing 2 in., 12 times, orders with some Middle West newspapers for W. H. Hill Co., patent medicine, Detroit, Mich.

Frank Presbrey Co., 456 Fourth Ave., New York City, sent out to a selected list of newspapers orders for Dr. I. W. Lyon & Sons, "Lyon's Tooth Paste," New York, and are placing orders with some Southern newspapers for Royal Palm Hotel, Fort Meyer, Florida.

Stutz Motor Car Co., "Stutz" Auto, Indianapolis, Ind., advertising is handled by Russel M. Seeds Co., Indianapolis, with the cooperation of local dealers.

Snitzler Advertising Agency Co., Garland Bldg., Chicago, is placing copy with a large list of newspapers for Dearborn Supply Co., "Silmerine," medicine, 5 No. La Salle St., Chicago. It is also placing copy with a few newspapers for R. L. Watkins Co., "Delatone," etc., medicine, Chicago.

Toner Advertising Agency, Boston, Mass., is again placing orders with newspapers in selected sections for Berry Dodge Co., coffee, Boston, Mass.

Goodlow Corporation, Clothing, Norfolk, Va., is placing orders with newspapers in sections where they have stores through Whitman Advertisers' Service, 5 Beekman St., New York city.

M. Wineburgh & Co., 576 Fifth Ave., New York City, are placing 3 in., 3 times, a. w. 39 times, orders with some New York State newspapers for Omega Chemical Co., "Cadium Ointment," New York city.

Wood, Putnam & Wood Co., 111 Devonshire St., Boston, Mass., are placing 14 lines, 4 times, orders with a selected list of newspapers for Prof. Dugdale, rheumatism remedy, Boston.

Cantrell & Cochrane, "C. & C." Ginger Ale, New York city, are placing orders with some New York city newspapers through James Zobian, 225 Fifth Ave., New York City.

Plans for an advertising campaign for the DeSota Springs Company at Hot Springs, Ark., which will be nation-wide, had just been launched in Little Rock by George R. Belding, who recently resigned as secretary of the Business Men's League in Hot Springs to take a position with the DeSoto Company.

Power-Alexander-Jenkins, Detroit, Mich., are placing two inches twelve times in magazines and weeklies for W. H. Hill, Detroit.

Snitzler Co., Chicago, are placing copy 30 times in a large list of newspapers for Dearborn Supply Co. (Silmerine).

D'Arcy Adv. Agency, St. Louis, has a new schedule going out for G. A. Dickel Co. ("Cascade Whiskey").

Nelson Chesman Co., New York City, is contracting for 28 lines 21 times with a few Sunday papers for W. H. Muller, Brooklyn, N. Y.

Grand Agency, Elkhart (Ind.), is placing 3 inches nine times with Pennsylvania papers for Grand Disp. Co., Elkhart, Ind.

Kaster Adv. Agcy., Chicago, is placing 3,000 lines one year in a large list of newspapers for Anti-Kamnia.

Snitzler Co., Chicago, is placing copy 20 times in a few papers for R. L. Watkins (Delatone).

Pelletier Adv. Agcy., Detroit, is placing 10,000 lines in a selected list of newspapers for the Reo Motor Car Co.

Calkins & Holden, 250 Fifth Ave., New York, are placing copy on contracts for the Curtis Publishing Co., *Ladies Home Journal*, Philadelphia, Pa. The advertising for the *Country Gentleman* in newspapers is placed by N. W. Ayer & Son, Philadelphia.

Lord & Thomas, Chicago, Ill., are putting out one page one time for Hudson Auto Co.

R. M. McMullen, New York, is placing 200 inches one year with Mississippi papers for the F. F. Dalley Co. (2-in-1 shoe polish).

Morse International Agency, New York city, is sending out readers twelve times to a selected list of newspapers for the Underwood Typewriter Co.

Fuller Agency, Chicago, Ill., is placing ninety lines four times with a few papers for the Brock's Rupture Co.

Freeman Advertising Agency, Inc., Mutual Building, Richmond, Va., is sending out 27-inch advertisements to appear 9 times in Southern farm papers and Southern newspapers for the F. S. Royster Guano Company. This agency is also placing the advertising of Hopewell and DuPont Corporations for advertising of real estate lots, insertions in Southern newspapers. Also sending out orders for the Carolina Metal Products Company for canning outfits to farm papers in the South and Southwest. Also sending out 28-line ads to selected list of women's magazines for Mrs. E. G. Kidd's Pickles.

Frank Presbrey Co., New York city, is sending out 1,020 lines one time for the New York Life Insurance Co.

N. W. Ayer & Son, Philadelphia, Pa., are sending out 10 inches 18 times to a large list of newspapers for the Western Union Telegraph Co.

Lord & Thomas, Chicago, Ill., are placing 200 lines one year with a few Middle West papers for the Smith Drug & Chemical Co.

Erwin & Nesev, Chicago, Ill., are placing 2,500 lines one year with Middle West papers for the Baker R. & L. Co., Cleveland, O. (Owen magnetic).

M. V. Kelley, Toledo, O., is making 10,000-line contracts for the Willys-Overland Co.

## CHURCHES SHOULD ADVERTISE.

Louisville Clergymen Strong for the Use of Suitable Publicity.

That churches should be advertised like a business was the subject of a paper read by Caryl Spiller before the Executive Committee of the Men's Federation in the rooms of the Commercial Club in Louisville, Ky., last week. In part he said:

"What a fine thing it would be if this company of Christian men could fill a page in a daily newspaper frequently and use this space to testify to the friendship of Jesus and the happy results of companionship with him and obedience to his directions. Smith testimony would do more good than sermons by a score of preachers in pulpits that run along as they have been doing for the past centuries.

"A minister who advertises will, of course, be criticised, but that gives good publicity, if he is true-hearted. If business institutions are able by advertising to create a demand for useful commodities, surely the church which brings about 'godliness, profitable to all things,' has a right to use the same methods. Church advertising must be honest and must draw people to a worthwhile service. Show in your advertisement as far as possible the things the church will actually give.

"A church advertisement must be persistent. It is not enough to do it spasmodically. All publicity work is useless unless the people receive satisfying goods when they come to church in response to the advertising. Of course, advertising is not the universal remedy for all evils as far as they pertain to attendance at church. The minister and the congregation must keep up with the progress of the time and it must be realized that a church in the twentieth century cannot be conducted on the same basis as it was a hundred years ago.

The church must be cordial when folks come. This friendliness should express itself by further attention. In short, every church should provide the best possible services, make its merits known by advertising in every dignified way, and close the transaction only when the church is filled at every service."

The paper was discussed by Rev. Dr. E. L. Powell, of the First Christian church, who advocated the use of publicity for churches. He expressed the belief that the Federation should advertise religion on a general basis through display advertisements and that the individual churches should supplement this by advertising special things, services, meetings, etc.

Rev. Dr. S. S. Waitz, of the First English Lutheran church, expressed himself in the same way.

On the other hand Rev. Harlan K. Fenner of the Second English Lutheran church, feared that a publicity campaign of that sort would take away too much individuality from the church and the minister.

## Trophy for Best Music Trade Ad.

The *Music Trade Indicator*, of Chicago, announces that it will continue its campaign for better music trade advertising by devoting important space in each issue to the subject, and at the end of the year will present a handsome silver trophy to the dealer who does the best advertising in the music trade during 1916. This trophy is of sterling silver, stands two feet 2 1/4 inches high, and is valued at \$350.

## Telegraph-Herald Bonds Pay.

Eight charitable institutions of Dubuque, Ia., hold \$40,000 worth of Dubuque *Telegraph-Herald* bonds, each having \$5,000. The *Telegraph-Herald* presented the institutions with these bonds last March. In July each institution was given \$125 as a semi-annual payment, and on January 1 each was given another \$125.



**AD FIELD PERSONALS**

The McConnell & Ferguson advertising agency, with headquarters in London, Ont., has been granted recognition by the A. N. P. A.

M. S. Gibson, of the Chalmers Motor Company's advertising department, won a \$100 prize lately for valuable suggestions given to his employers.

Edwin P. Crocker, advertising and assistant sales manager of the Peerless Check Protecting Company, of Rochester, N. Y., until the consolidation of that company with G. W. Todd & Co., and since that time in the sales department of the new organization, has now taken over the general sales management of the Lightning Letter Opener Company.

Harry Caldwell, automobile editor of the *New York Tribune*, has joined the staff of the Cheltenham Advertising Agency, of New York. Mr. Caldwell, when in Detroit for the convention of the Chalmers Motor Company, edited the *Chalmers Monogram*, the daily convention publication.

The S. F. Stone Advertising Agency is the newest business venture in Fargo, N. D. It has been organized by S. F. Stone, a local advertising man, and will represent North Dakota and western Minnesota daily and weekly English and Norwegian newspapers.

**Two More Papers on Their List.**

Stevens & King, publishers' representatives, New York, now represent the Sioux Falls (S. D.) *Argus-Leader* and the Springfield (Ill.) *News-Record*.

**Fake Advertiser Fined**

Fake advertising and medical treatment by mail were held up to scorn by Judge A. B. Anderson, in Indianapolis, Ind., last week when William H. Dings, of Fort Wayne, was fined \$300 and costs after having changed his plea to that of guilty on the charge of using the United States mails with a scheme to defraud. Dings was indicted by a federal grand jury in 1913 after he had written letters to young men to whom he offered medical treatment for very reasonable fees.

**Change of Representation**

The *Harrisburg (Pa.) Telegraph* is now represented in the Western field by Hasbrook, Story & Brooks, of New York, Chicago, and Philadelphia.

**Red Book for Advertising Men.**

A genuine service to advertising men and to all who wish to reach them quickly by telephone has been performed by Harvey C. Wood, manager for Reuben H. Donnelly, publisher of the "Red Book Classified Telephone Directory." Mr. Wood has issued for distribution with his compliments a miniature Red Book which is a "Classified Directory of Members of the Advertising Club of New York." Seventy different fields of endeavor are recorded in this classification of the membership of the club. The booklet is at once an index finger to the location of advertising men and also a "get acquainted" list of much value.

**New Orleans States**  
Member Audit Bureau of Circulation.  
**Sworn Net Paid Circulation for 6 Months Ending Sept. 30, 1915**  
**33,142 Daily**  
We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans.  
To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium.  
Circulation data sent on request.  
**The S. C. BECKWITH SPECIAL AGENCY**  
Sole Foreign Representatives  
**New York Chicago St. Louis**

**Mr. Stuck Joins the Gilman Staff**

A. W. A. Stuck, for the past five years connected with the Doremus & Morse advertising agency of New York, has now joined the soliciting force of Louis Gilman's office, World Building. Mr. Stuck has had considerable experi-



A. W. A. STUCK

ence in the financial district, for which reason he will cover it for the list of papers represented in Mr. Gilman's office. The *Hartford Courant* the *Montreal Gazette*, the Philadelphia Press and the *New York Evening Post*. Mr. Gilman's soliciting staff now consists of three men besides himself—Daniel Nicoll, Samuel Freundlich and A. W. A. Stuck.

**Mr. Condit Makes a Change.**

H. H. Condit announces that he has severed his twenty years' connection with the Whitehead & Hoag Company to enter a broader advertising field as associate eastern manager of the H. D. Beach Company of Coshocton, Ohio; manufacturers of decorated metal and enameled utility devices for publicity, with offices at 42 Union Square, New York city.

**Opens New York Branch.**

The Arkenberg Special Agency of Toledo, O., has opened a branch office in the World Building, New York, with E. A. Arkenberg in charge. This agency specializes in classified advertising.

**Ad. Manager Now Member of Firm.**

Harry C. Monroe, clothing buyer for Brill Brothers, of New York city, for the last seven years, and J. Weiss, who has been with the firm for 14 years, and has handled the advertising for several years past, will become members of the firm on Feb. 1. The present partners are Samuel, Max D., Maurice and Sidney D. Brill.

**Briggs Gets Stiff Assignment.**

The first city manager of Ashtabula, O., is Fred A. Briggs, a local newspaper reporter. He has just been elected by the city council, which was chosen last fall under the proportional representation plan, it being the first time in the history of the United States that a council had been elected by this method. Briggs was himself a member of the council which elected him. Several non-residents were candidates, among them men who have been city managers in other places. Briggs' salary was fixed at \$2,500.

**New Press In Fort Dodge**

The Fort Dodge (Ia.) *Chronicle* is now being printed on a new press which cost \$14,000, has a capacity of 30,000 papers an hour and will print sixteen pages.

The Following Newspapers are Members of  
**THE AUDIT BUREAU OF CIRCULATIONS**

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

<b>ALABAMA.</b> NEWS ..... Birmingham Average circulation for November. Daily, 37,189; Sunday, 38,903. Printed 2,207,884 lines more advertising than its nearest competitor in 1914.	<b>NEW YORK</b> COURIER & ENQUIRER..... Buffalo IL PROGRESSO ITALO AMERICANO..... New York DAY..... New York The National Jewish Daily that no general advertiser should overlook.
<b>CALIFORNIA.</b> EXAMINER ..... Los Angeles A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.	<b>NEBRASKA.</b> TRIBUNE ..... Hastings Circulation A. B. C. report, 7,100. Full leased wire report United Press.
<b>GEORGIA.</b> JOURNAL (Cir. 57,531)..... Atlanta CHRONICLE ..... Augusta LEDGER ..... Columbus	<b>OHIO.</b> PLAIN DEALER..... Cleveland Circulation for December, 1915. Daily ..... 131,298 Sunday ..... 168,218 VINDICATOR ..... Youngstown
<b>ILLINOIS.</b> HERALD ..... Joliet STAR (Circulation 21,589)..... Peoria	<b>PENNSYLVANIA.</b> TIMES ..... Erie DAILY DEMOCRAT ..... Johnstown TIMES-LEADER ..... Wilkes-Barre
<b>IOWA</b> REGISTER & LEADER..... Des Moines EVENING TRIBUNE..... Des Moines Essential to covering Des Moines and vicinity. SUCCESSFUL FARMING..... Des Moines More than 700,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations.	<b>TENNESSEE.</b> BANNER ..... Nashville
<b>KENTUCKY</b> 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.	<b>TEXAS</b> AMERICAN ..... Austin "The Twentieth Century Paper of Texas" is absolutely independent, printing all the news all the time and printing it first. Seventy per cent. city circulation by carrier. CHRONICLE ..... Houston The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday. POST ..... Houston Over 90% of carrier circulation stays in the homes. Proof on request. Government Report, 28,810 net. TELEGRAM ..... Temple Net paid circulation over 6,000.
<b>LOUISIANA</b> TIMES PICAYUNE..... New Orleans	<b>UTAH.</b> HERALD-REPUBLICAN..... Salt Lake City
<b>MICHIGAN</b> PATRIOT (No Monday Issue)..... Jackson Gov. Statement Oct. 1, 1915—Daily, 11,403; Sunday, 12,568. Member A. B. C. and A. N. P. Assn. Flat rates, 28 cents. Guaranteed position, 35 cents.	<b>VIRGINIA</b> DAILY NEWS RECORD..... Harrisonburg In the famous Valley of Va. only paper in the richest Agricultural County in United States.
<b>MINNESOTA.</b> TRIBUNE, Morning and Evening..... Minneapolis	<b>WASHINGTON</b> POST-INTELLIGENCER ..... Seattle
<b>MISSOURI</b> POST-DISPATCH..... St. Louis Is the only newspaper in its territory with the beautiful Rotogravure Picture Section. Circulation first six months, 1915: Sunday average ..... 350,066 Daily and Sunday ..... 204,497	<b>CANADA</b> <b>ONTARIO</b> FREE PRESS ..... London DAILY HERALD..... Stratford Largest circulation in Perth County. The paper that Perth County people want to read.
<b>MONTANA</b> MINER ..... Butte Average daily, 11,684. Sunday, 17,971, for 3 months ending March 31st, 1915.	<b>ROLL OF HONOR</b> The following publishers guarantee circulation and willingly grant any advertiser the privilege of a careful and exhaustive investigation.
<b>NORTH CAROLINA.</b> SENTINEL ..... Winston-Salem October gov't report 5,843. net gain October, 1915. over October, 1914, 1,028 copies.	<b>ILLINOIS.</b> SKANDINAVEN ..... Chicago
<b>NEW JERSEY.</b> PRESS (Circulation 7,945)..... Asbury Park JOURNAL ..... Elizabeth PRESS-CHRONICLE ..... Paterson COURIER-NEWS ..... Plainfield	<b>INDIANA.</b> THE AVE MARIA ..... Notre Dame
<b>NEBRASKA.</b> FREE PRESSE (Cir. 128,384)..... Lincoln	<b>NEW YORK.</b> BOELETINO DELLA SERA..... New York

# Some Interesting Facts

*For Advertisers and Space Buyers Concerned in New York City Conditions*

From Figures Compiled by the Statistical Department New York Evening Post

## Month of December, 1915

### Total Display Advertising—(Globe stands second.)

Evening Newspapers (6 days)

Journal . . . . .	722,208	Mail . . . . .	458,047
Globe . . . . .	651,416	Post . . . . .	400,721
World . . . . .	500,041	Telegram . . . . .	239,485
Sun . . . . .	498,076		
		<b>Total . . . . .</b>	<b>3,469,994</b>

Morning Newspapers (excluding Sunday)

Times . . . . .	476,283	Sun . . . . .	185,108
American . . . . .	250,901	Herald . . . . .	164,410
World . . . . .	240,084	Press . . . . .	95,435
Tribune . . . . .	221,721		
		<b>Total . . . . .</b>	<b>1,633,942</b>

### Food Advertising—(Globe stands first)

Evening Newspapers (6 days)

Globe . . . . .	55,027	Mail . . . . .	7,963
World . . . . .	19,001	Telegram . . . . .	7,225
Journal . . . . .	16,414	Post . . . . .	4,659
Sun . . . . .	9,112		
		<b>Total . . . . .</b>	<b>119,401</b>

Morning Newspapers (excluding Sunday)

Times . . . . .	5,850	Herald . . . . .	1,680
World . . . . .	5,484	Press . . . . .	1,490
American . . . . .	5,473	Sun . . . . .	1,356
Tribune . . . . .	2,481		
		<b>Total . . . . .</b>	<b>23,814</b>

### Dry Goods—(Globe stands second)

Evening Newspapers (6 days)

Journal . . . . .	345,290	Mail . . . . .	178,854
Globe . . . . .	266,311	Telegram . . . . .	92,618
World . . . . .	239,047	Post . . . . .	91,391
Sun . . . . .	215,279		
		<b>Total . . . . .</b>	<b>1,428,790</b>

Morning Newspapers (excluding Sunday)

Times . . . . .	70,466	Herald . . . . .	22,435
Tribune . . . . .	32,448	Sun . . . . .	19,911
World . . . . .	30,511	Press . . . . .	7,085
American . . . . .	25,602		
		<b>Total . . . . .</b>	<b>208,458</b>

### Total Foreign Advertising—(Globe stands second)

Evening Newspapers (6 days)

Globe . . . . .	131,696	Journal . . . . .	70,664
Post . . . . .	100,028	World . . . . .	67,106
Mail . . . . .	85,783	Telegram . . . . .	34,311
Sun . . . . .	83,612		
		<b>Total . . . . .</b>	<b>573,200</b>

Morning Newspapers (excluding Sunday)

Times . . . . .	137,148	American . . . . .	52,472
Tribune . . . . .	78,260	Herald . . . . .	34,889
World . . . . .	75,001	Press . . . . .	17,901
Sun . . . . .	66,446		
		<b>Total . . . . .</b>	<b>462,117</b>

180,000  
Circulation

**The Globe**  
AND **Commercial Advertiser.**  
OLDEST DAILY NEWSPAPER IN THE UNITED STATES, EST. 1793

Member  
A. B. C.

*The Trend to the High-Grade Evening Newspaper is Obvious With The Globe  
Leading the List in Gains*

**O'MARA & ORMSBEE, Inc.**

CHICAGO  
Tribune Bldg.

Special Representative

NEW YORK  
Brunswick Bldg.



