

# The Editor & Publisher

## and The Journalist

32 PAGES

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

32 PAGES

\$2.00 a Year

Vol. 48

NEW YORK, NOVEMBER 20, 1915

No. 24

10 Cents a Copy

LIBRARY,  
OHIO STATE UNIVERSITY.

## Spending Thousands to Make Sales for You

The thousands of dollars which The Chicago Tribune spends every year in other daily newspapers to increase its circulation, to get new readers, all mean *new customers for you Tribune advertisers.*

The fortune which The Chicago Tribune spends in sending special War Correspondents, photographers and moving picture operators to every important section of the War Zones of Europe also means *new readers for The Tribune and new customers for you.*

The thousands of dollars which The Chicago Tribune spends in sales promotion work among the jobbers and retail dealers in this territory all mean *new customers and increased profits for you.*

Week by week The Tribune's circulation grows, week by week The Tribune's *service* both to its readers and to its advertisers grows more efficient, week by week the power of The Tribune to *make sales, and STILL MORE SALES, for you, gets added impetus.*

## The Chicago Tribune.

The World's Greatest Newspaper

(Trade Mark Registered)

Circulation over { 500,000 Sunday  
300,000 Daily

Member Audit Bureau of Circulations

Eastern Advertising Office: 251 Fifth Avenue, New York City  
Pacific Coast Advertising Office: 742 Market Street, San Francisco



# Our Type & Rule Caster

(Not the Composing Machine)

The only machine that makes *all the "tools"* for the compositor; type, space material, and rules, leads and slugs of any length from 6 picas to 25 inches

## Reduction in Matrix Prices

Matrices, 14 point and larger for type casting—not composition\*

Now cost only **\$14.40 per font (72 Matrices)**

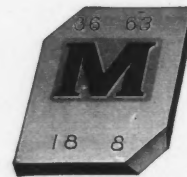
Our sales for these matrices have increased so rapidly—because of the demand for our Non-Distribution System—we are able to make the second reduction this year in the price of these matrices

**Matrices, 14 point and larger, 20c**  
for type casting (not composition) when purchased as fonts, price each



A font consists of the following characters:

Caps . . . . .	26 Matrices
Lower case . . . . .	26 Matrices
Figures and \$ . . . . .	11 Matrices
.,-:;!?'& . . . . .	9 Matrices
Total,	72 Matrices



Ligatures and Diphthongs when ordered with fonts are furnished at font rates, 20c per matrix

\*Matrices for composition, 12 point and smaller, as well as for type casting, per font 72 Matrices \$18.00

## Non-Distribution

**Non-Distribution:** The system by which each compositor is continuously supplied with new type, spacing material, high and low leads, slugs and rules, directly from the Monotype Type and Rule Caster, which makes this material so economically that whole pages after use are melted up to make new material. Thus, Recasting replaces Distribution.

**The Greatest Composing Room Economy since the Invention of Hot Metal Composing Machines**

We have a folder explaining how Non-Distribution enables the Hand Compositor to work as efficiently as the Machine Operator. Send for Your Copy—NOW

**LANSTON MONOTYPE MACHINE CO., Philadelphia**

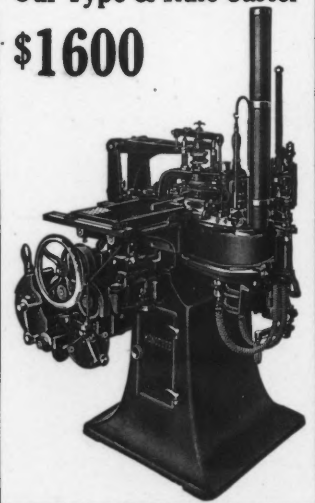
N. York: World Bldg. Boston: Wentworth Bldg. Chicago: Rand-McNally Bldg. Toronto: Lumsden Bldg.

San Francisco: Block 30, Palace of Machinery, P. P. I. E.

A. T. L. Nussa, Aguiar 110, Havana, Agent for Mexico, Central America and the West Indies

Our Type & Rule Caster

**\$1600**



*Creators of Non-Distribution Equipment*

# The Editor & Publisher

## and The Journalist

Vol. 48, No. 24.

NEW YORK, NOVEMBER 20, 1915.

10 Cents a Copy.

### WANTS LOWER POSTAGE

**Representative Griest Thinks Government Should Reduce Rate on Drop Letters—Retail Merchants After Ad Fakers—Haggood Says Yellow Journals Are Declining—The Winnetka Incident.**

WASHINGTON, November 16.—“Congress will be justified in enacting legislation reducing the first-class postage rate on local delivery, or ‘drop,’ letters from two to one cent per ounce or fraction thereof, because the Post Office Department today makes a profit of several hundred per cent. on the handling of local letters.” This is the answer Representative W. W. Griest, a former newspaper proprietor of Lancaster, Pennsylvania, an important member of the Postal Committee in the House, made to your correspondent today when asked what he thought of the fight being made to have the rate of postage on local delivery letters reduced.

Further than this Mr. Griest said: “It is impossible to justify the Government in collecting an excessive postage rate on local letters. A decrease of the drop letter rate from two cents to one cent per ounce or fraction thereof would hardly affect more than one per cent. of the postal revenues, as the reduced rate would result in a great increase in mail matter and the normal annual increase in the postal revenues would offset a reduction in receipts.”

Mr. Griest's statement is considered significant because he is regarded as one of the authorities of the House on the subject of local delivery letters. During his term of office he has made an exhaustive study of postal conditions. He has a bill pending in the House to reduce the rate on “drop” letters and has made important speeches on the subject.

The National Press Club contemplates issuing a club newspaper and in order to get an expression of opinion on the subject it has addressed a letter to the members. A committee consisting of the following members has been appointed to gather the preliminary data: George W. Wharton, Department of Agriculture, chairman; Earl Godwin, Washington Star; Alfred Pitman, Christian Science Monitor, and James D. Preston, Senate Press Gallery.

False or misleading advertisements appearing in any medium or form in the District of Columbia will receive prompt investigation by the Retail Merchants' Association of the District. Advertisements to this effect were inserted in the newspapers of Washington last Sunday.

Four representatives of the journalistic profession—Norman Haggood, editor of Harper's Weekly; John Temple Graves, New York American; Dr. Harvey W. Wiley and Will Irwin, magazine contributors—talked to a large gathering of the members of the University Club last Monday evening, on some of the alleged shortcomings of the press. Mr. Haggood was the principal speaker, his subject being, “The Relation of Journalism to Politics.” The others were called on for extemporaneous remarks.

Will Irwin, who recently returned from abroad, was emphatic in the belief that the American press is the purest and straightest in the world.

Mr. Haggood described some of the developments of American newspapers and magazines.

As to the reliability of statements printed, he said it cannot be claimed that the papers are accurate in comparison with an ideal standard, but they are more

(Continued on page 649.)



JOSEPHUS DANIELS

is, first of all, a newspaper man—editor of the Raleigh (N. C.) News and Observer—and after that he is secretary of the navy, in President Wilson's Cabinet. People smiled when he was selected for the latter position—said “What's the sense of appointing a North Carolina editor, who never sees the ocean except when he goes to Charleston, secretary of the navy? He will be a gorgeous fizzle.” Well, he has been on the job for about three years, and, in the words of the poet, “he has made good.”

One of the leading admirals said the other day that he was the best secretary the country has had in years. He has done things. Some of the naval authorities disagree with him on some of his policies, but in the main they have met with their approval.

If Mr. Daniels had not been a good newspaper man he never would have made a good secretary of the navy. Born in Washington, N. C., in 1862, he showed his journalistic bent at an early age by publishing at Wilson, that state,

an amateur newspaper, called the Cornucopia. At eighteen he was editor of the Wilson Advance. A few years later he went to Raleigh, where he at first edited a weekly and afterwards became editor of the News and Observer. Under his management the paper grew until today it has double the circulation of any other paper in the state. From its handsome office are now issued two weeklies, the Weekly News and Observer and the Farmer and Mechanic; a monthly section of the News and Observer in magazine form called the North Carolina Literary and Historical Review, and an annual, the North Carolina Year Book.

Mr. Daniels' success has been due to hard work; to his fearlessness in espousing great issues; to his unswerving fidelity to those who repose confidence in him; to his knowledge of human nature; to his loyalty to the Democratic party, and to his earnest devotion to the interests of the people of Raleigh and the welfare of the state of North Carolina.

### Going After the Paper Board Trust

Acting upon orders from Washington, United States District Attorney Francis Fisher Kane has begun an investigation, in Philadelphia, of the alleged paper board trust, said to have been formed about three months ago. Mr. Kane says that he has reason to believe that there is in existence a secret agreement to boost prices.

Mankind has achieved every good thing in life only after ages of effort.

### Should Be Big Advertising in This

The purchase of the White Company, of Cleveland, O., reputed the largest manufacturers of motor trucks in the world, by J. P. Morgan & Co., has been practically completed, according to reports. Despite denials, the rumor persists that a new \$100,000,000 company is to be formed.

Anyone can succeed—for awhile—when times are propitious. Anyone can advance with the throng.

### WANTS BIG CONVENTION

**San Francisco to Bid for Republican National Event—Movement to Preserve Two Exposition Buildings—Medical Quack Jumps Bail—Newspaper Visitors Still Attracted to the Fair.**

SAN FRANCISCO, November 12.—The past week has been replete with important events, both within and without the Exposition. The movement to secure the Republican National Convention for San Francisco was furthered by a mass meeting held at the Chamber of Commerce today. The attendance of prominent men indicated that our citizens will respond liberally and show the country that “San Francisco knows how,” in the words of W. H. Taft when referring to the Exposition.

M. H. De Young, of the San Francisco Chronicle, was chairman of the meeting. He appointed William H. Crocker as chairman of the general committee of twenty-five which will take the initiative.

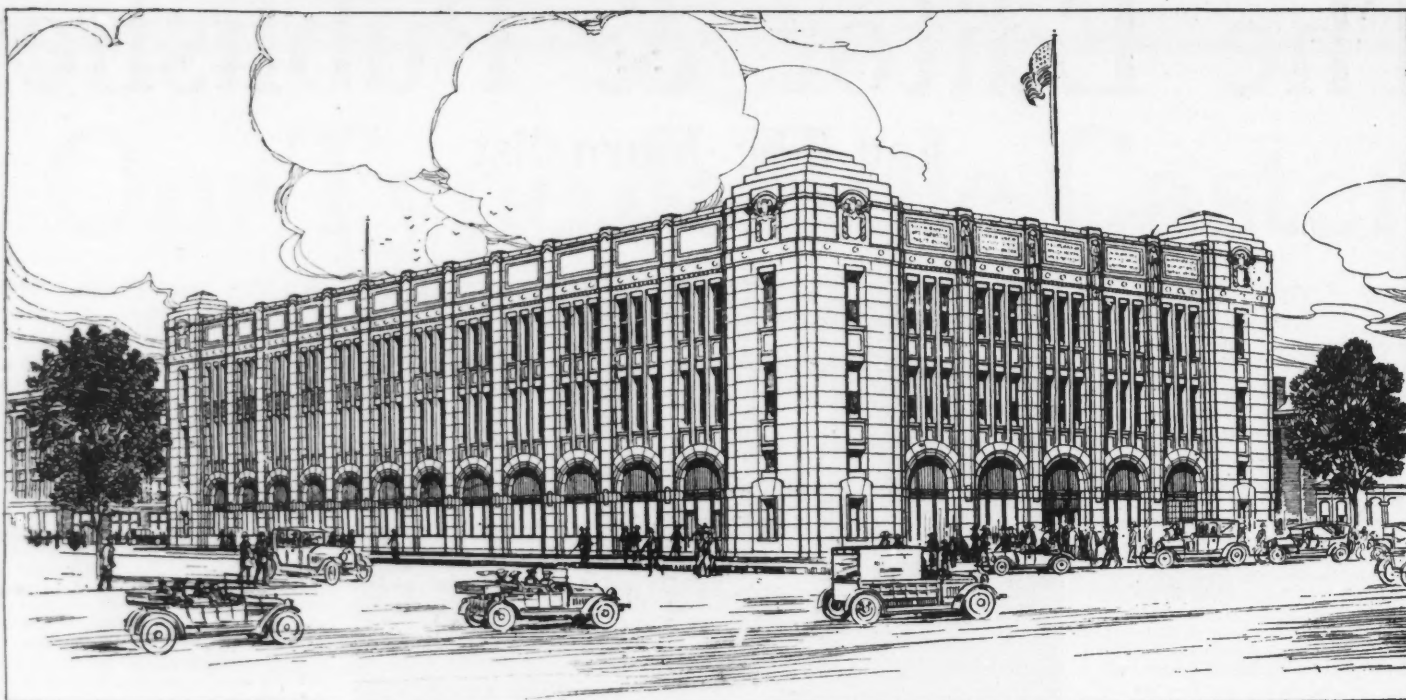
### RECEPTION TO LOTTA.

Lotta Crabtree, the old-time stage favorite of San Francisco, who presented to the city the Lotta Fountain, which still stands in front of the Chronicle office, has been royally entertained here on the occasion of her visit to the Exposition. Following a public reception, on a stand erected adjoining the fountain, last Saturday night, Lotta appeared in the Festival Hall at an entertainment given in her honor. She was greatly affected by the meeting, attended by hundreds of the men and women who admired her in days before and after the Civil War. The Exposition company presented her with a memorial of the occasion and a gold nugget was given to her by representatives of one of the California mining districts.

Attendance at the Exposition continues to be above the average, with clear Fall weather. The total of admissions to date is very close to the sixteen million mark, with three weeks more to run. The movement to preserve a number of the Exposition buildings, in addition to Palace of Fine Arts, has taken definite shape, and a Preservation League has been formed, with a committee of prominent citizens at the head. Congressional aid will be asked so that some of the buildings on the Presidio can be retained. Sunday, December 5, will be designated Preservation Day and the public will be admitted, although the Exposition will officially close on the night of the 4th.

According to advices from Fresno, Hyde McGowan, editor of a weekly paper at Bakersfield, Cal., was placed on trial before a Federal jury for printing a portion of an essay written by Joseph Addison. After five hours' deliberation, the jury was unable to agree. In his instructions Judge Bean told the jurors they would have to determine whether Addison in the essay had been obscene. McGowan was indicted by a Federal grand jury for sending non-mailable matter through the mails. In the defense it was pointed out that Addison can be obtained in any public library and is taught in the schools.

The case of “Dr.” Spence L. Higgins, medical quack, who published a weekly paper here for a time, and who sacrificed bonds of his attorneys of \$500 by fleeing the jurisdiction of the court, was called on November 10 before Superior Judge Dunne. He is charged with practicing without a license. Judge Dunne continued the case for a week to see if Higgins can be brought into court.



Contracts have been awarded to the George A. Fuller Co. for the erection of this splendid building for the Detroit News. Work is already under way and will be pushed to completion early next year.

The building is from designs by Albert Kahn, architect, and is absolutely fire-proof. The exterior is of Bedford limestone. It is located on a site 280 ft. on Second street, 150 feet on Fort street and 150 feet on Lafayette boulevard.

Without a single exception this great plant when finished will be the most com-

plete and efficient newspaper establishment in the world. The entire building is devoted to newspaper uses only, and is designed to meet only the requirements of Detroit's leading newspaper.

A great plant for a great newspaper in a great city, made necessary by the rapid expansion of the city and the continued growth in circulation and the confidence of the public.

An institution dedicated in advance to the service of the People.

#### WILL RAISE WEEKLY PRICE

Canadian Publishers Generally Agree to C. P. A. Proposition.

TORONTO, November 16.—Pres. Smallfield, of the C. P. A., and E. Roy Sayles, chairman of the Weekly Section, arrived here from their western trip today. They expressed much satisfaction over their visit to the prairie provinces and reported that the movement, having in view the raising of subscription rates to \$1.50, was spreading like wildfire. From Regina they went to Saskatoon, thence to Edmonton and Calgary, and back to Winnipeg. Plans for the holding of district meetings in Alberta fell through owing to lack of time to make arrangements, but Messrs. Smallfield and Sayles met members of the press at the stations as they passed through. Two meetings were, however, held in Manitoba, one in Brandon and one in Winnipeg, and at both resolutions were passed unanimously favoring the subscription increase. From present indications, by May next the large majority of western weekly newspapers will be paced on the \$1.50 basis. The visitors were also gratified to find an increasing interest.

The Soldiers' Gazette is a novel publication now being issued from the presses of the Montreal Gazette. It is being put out under the auspices of the Queen Mary's Needlework Guild for free distribution among Canadian soldiers in France and England, and contains the cream of Canadian news gathered from the press of every city in the Dominion. Hitherto many patriotic organizations have been engaged in making scrapbooks to fill a similar purpose, but the time and labor involved was heavy and the new idea will supply the need equally well, if not better.

The St. John Telegraph has begun the issue of a special four-page illustrated supplement with its Saturday issue. It contains war pictures for the most part.

Owing to the expense involved in handling subscriptions in connection with clubbing offers, a good many Canadian papers have decided to abolish cut rates on other publications and sell at regular rates only. There are taxes now on money orders and postal notes, not to speak of the war tax on letters, which brings the cost of transmitting orders up to a prohibitive level.

#### INDIANA EDITORS TO MEET

Program Arranged for the Annual Session Next Month.

INDIANAPOLIS, November 15.—The program committee for the Indiana Press Association met in Indianapolis and outlined the program for the annual meeting. Charles G. Sefrit, of Washington, Ind., is president of the organization and will have charge of the sessions. A constitution for the association will be adopted at the December meeting and permanent officers will be elected.

Mr. Sefrit will discuss "Objects and Aims of the Indiana Press Association"; J. F. Warfel, of Ladoga, president of the Indiana Associated Weeklies, will talk upon "The Place of the Country Weekly in the Newspaper Field." George D. Lindsay, Marion, president of the Northern Indiana Editorial Association, will speak on "Standards of Cost in Newspaper Production"; Miss Foster, president of the Woman's Press Club of Indiana, will discuss "The Woman's Page in the Country Newspaper"; Newton J. Spencer, Greenfield, president of the Republican Editorial Association, will talk on "How Much Loyalty Does a Country Paper Owe Its Town?"; L. M. O'Bannon Corydon, president Democratic Editorial Association, will speak on "Advertising Rates." Hassal T. Sullivan, Richmond, president of the City Editors' Association, will talk on "The City Editor and the Publisher."

In the evening the association will hear Walter S. Bradfute, Bloomington, on "Who Pays the Bills?"; J. L. Clough, Indianapolis, on "Advertising and Its Relation to Newspapers"; and Miss Saegre Velle Fenton, Logansport, on "The Mission of the Weekly Paper."

The meeting will close with the morning session on Friday. P. P. Carroll, Evansville, will be heard on the subject, "Needed Newsracer Legislation in Indiana"; Mrs. Juliet D. Strauss, Rockville, "Confessions of a Reformed Poet"; J. W. Piercy, Indiana University school of journalism, on "What Is News?"

The race cannot justly value any of its vital things in money. No more can we weigh tears and sorrow in cash than we can place wisdom and a cheerful countenance in the balance against gold.

#### A GREAT JOURNALIST

"Marse Henry" and the Louisville Courier-Journal Have a Birthday.

The Louisville Courier-Journal on the 8th inst. completed its forty-seventh year, all of which time it has been under the editorial control of Henry Watterson. Mr. Watterson began his newspaper career as a reporter in Washington at the age of 18, and after a somewhat varied experience ten years later he went to Louisville, where, with W. N. Haldeman, he brought about the consolidation of the Journal, the Courier and the Democrat, under the name of the Courier-Journal.

Mr. Watterson was one of a notable group of American journalists. It is doubtful if ever again American journalism will be distinguished by men so powerful, so brilliant, as during the period succeeding the civil war. Their fame was not confined to state lines or to national boundaries. They were not only brilliant, but greatly influential, and the impress they made on the times in which they lived was deep.

Mr. Watterson, unless memory be at fault, is the sole survivor. He is now in his 76th year, and he speaks with the same brilliancy and the same fire as of yore, and to the same attentive audience. The Courier-Journal is a newspaper of comparatively small circulation, as newspaper circulations nowadays go, but when Mr. Watterson speaks through it, what he says is news in New York and San Francisco and the places between.

But it is to be confessed, alas, that he no longer speaks with the authority of the old journalism. It is a part of the inevitable changes of time.

We cannot match today the giants who were Mr. Watterson's contemporaries. But we can rejoice that Mr. Watterson survives to instruct and entertain with wise counsel and frank comment. Though approaching the four score mark, he still writes with youthful vigor and refreshing optimism. The fortunes of the Courier-Journal, he assures its friends, never were brighter and its future never fairer, and it will continue to be as it has been, "chief and ever a daily newspaper, reliable and alert, in opinions conservative and moderate, but outspoken."—Sioux City (Ia.) Journal.

#### GLOBE DEFIED CENSOR

Sidelight on Causes That Led to Suppression of Well-Known London Daily.

The following letter to the New York Sun of Thursday gives an interesting sidelight on the tension between the London Globe and the British Press Bureau prior to the suppression of the Globe by the government authorities on November 6:

LONDON, Oct. 26.—The Globe is conducting its columns in a manner calculated to challenge the power of the British Press Bureau. Recent Zeppelin raids have furnished a provocation.

The day after the latest and most serious air raid over London the Globe convened a public meeting in the Cannon Street Hotel with the object of advocating reprisals on the enemy. The spirit of the meeting was angry and determined. It passed resolutions which were sent to the Premier and to the First Lord of the Admiralty and called upon the government to use this means to protect the lives of Londoners.

The residents of the suburb of Croydon appealed to the Globe to organize a meeting in their district. This was done on October 22, when the policy of supporting reprisals on the air raiders was overwhelmingly received.

The success of these meetings caused the press officials alarm and they issued orders that no report of them should appear. The next morning after the Croydon meeting no mention was made of it in any of the papers. The Globe the same afternoon, however, gave a full report of the affair. In addition, it printed a statement in which it declared emphatically that every meeting organized to bring pressure on the government to take all possible steps to safeguard this country against enemy air raids would be reported in its columns.

"We refuse to acknowledge the right or the power of the Press Bureau," declared the Globe "to suppress the expression of public opinion or to shield any man, whether he be a Minister of the Crown or a permanent Under Secretary of State for Foreign Affairs, from legitimate comment or criticism put forward in what we hold to be the public interest."

## OLDEST PRESS CLUB?

Controversy Between the Few Claimants for Honor Waxing Hot—Chicago Organization Started in 1879, According to Charter Member—New York Club Launched Nine Years Earlier.

CHICAGO, November 17.—In Pittsburgh the opinion appear to obtain somewhat tentatively that the Press Club of that city is the oldest organization of newspaper men in the United States. On such a premise the Pittsburghers are going to celebrate their club's thirtieth birthday anniversary on the coming Dec. 6 with gusto and eclat, so says THE EDITOR AND PUBLISHER under a Pittsburgh date line. The Press Club of Chicago extends felicitations.

But as to the Pennsylvania city's having the "oldest Press club in America," the local organization stands steadfastly behind its ramparts, as thrown up in these chronicles in last week's EDITOR AND PUBLISHER. The Chicago club claims the seniority honors. The Press Club of Chicago was founded Nov. 19, 1879, and obtained its charter at Springfield, Jan. 11, 1880. The records and documents still are extant. The club has never closed its doors for one single day since its organization. The Pittsburgh club dates from Dec. 8, 1885.

These dates and this data are vouched for by William D. Eaton, one of four living charter members of the Chicago club. The others are Melville E. Stone, general manager of the Associated Press; John E. Wilkie, now an official of the Chicago Surface Lines, and Joseph R. Dunlop, publisher of Dunlop's Weekly, at Chicago. Mr. Eaton invites doubters to call on any or all of these men for corroboration of his statements.

The story of the founding of the Press Club of Chicago, as Mr. Eaton tells it, is a narrative of interest to the younger generation of news writers as well as all old-timers.

"Sam Steele, of the old Chicago Times, is the real father of our Press Club," said Mr. Eaton to a correspondent for THE EDITOR AND PUBLISHER. "In the seventies Chicago newspapermen had an organization called the Owl Club—a highly proper name. But things true today were true then. Outsiders crept in and after a few years the Owl Club ceased to be a press club in the strict sense of the word. There were actors, lawyers, brokers and what not in it. In the fall of 1879 the agitation began for a real newspaper men's club. I was on the Times with Steele then and know how hard he worked on the project.

"On Nov. 16, 1879, the famous banquet to Generals Grant, Sheridan and Sherman was held at the Palmer House, and Robert Ingersoll made his celebrated speech. Mark Twain came up to attend the banquet and made the acquaintance of the newspapermen covering the story. The next night we took Twain up to the Owl Club to give him further introductions. So few newspapermen were in evidence that some of the laggards were spurred to action, and the move for a new club gained impetus.

"It happened that previously Steele had called a meeting of men from the various papers for the following night at Jimmy Simm's Cafe in Clark street between Madison and Monroe, a sort of unofficial newspapermen's headquarters. Twain was at that meeting. Mark's story telling proclivities nearly caused us to forget what the meeting had been called for. It was early in the morning when Guy Magee, of the Inter Ocean, interrupted Twain and asked him if he didn't think it would be a good idea if Chicago had a real newspaper club. Twain allowed it would. It was rather late and action was deferred until the following day when all newspapermen were notified to gather at the old Tremont House at Lake and Dearborn streets for the purpose of organizing a Press Club.

"Many attended the meeting, and the club was formally organized. Franc Wilkie, chief editorial writer on the Times, was elected president and Eldwyn Bar-

ron, of the Inter Ocean, secretary. Mr. Wilkie's son Franc, also with the Times, was present. Joe Dunlop was named a committee of one to select quarters. He rented a large room in the Morrison block at Madison and Clark streets—now the Morrison Hotel. The club remained at that location for seven or eight years, finally occupying two floors.

"Upon the suggestion of John Flynn, then with the Daily News and now editor of the Christian Science Monitor, the club incorporated on Jan. 11, 1880. In the late eighties the club moved to the Inter Ocean building in Madison street between Clark and Dearborn. It has moved several times since, but there never



THOMAS D. TAYLOR  
NEW PUBLISHER PHILADELPHIA TELEGRAPH

has been a day lapse in the club's corporate or actual existence. It has been a going concern all the while. Any of the men I have named in this recital, I think, will bear of my statements; especially will Melville E. Stone, who was a hard worker in the club in the first trying months of its existence, and who has been a member continuously since the first."

Mr. Eaton, the relator of this narrative, is editor of the Scoop, a weekly magazine for newspaper men, until lately the Press Club organ, but now his personal property. He began newspaper work in Chicago in 1873 on the Inter Ocean. He was managing editor of that paper in 1874 and resigned in 1876 to become a special writer on the Times and devote more of his time to private enterprise. Later Mr. Eaton founded and became editor and publisher of the Chicago Herald.

At the regular monthly meeting next Sunday it is expected that the club will decide upon its new location. A number of projects are under consideration. A recapitulation of the club's assets shows it will have a cash balance of almost \$25,000 when all obligations are disposed of, in addition to house property worth twice that sum and representing the accumulations of thirty-six years.

## OLD GUARD ALL HET UP

New York Press Club Perplexed Over Its Loss of Seniority

Major George F. Williams, chairman of the Old Guard of the New York Press Club, is about to call a special meeting of the Old Guard to consider a problem which has been thrust into its notice by some of the contributors to THE EDITOR & PUBLISHER AND THE JOURNALIST.

The way George comes to be the chairman of the Old Guard is that he is the only living charter member of the club, and happens to be, in consequence, the senior, not in years, but in membership

## TAYLOR LEAVES TIMES

Advertising Manager Appointed Publisher of Philadelphia Telegraph by Rodman Wanamaker—His Unusually Successful Career in the Newspaper Field—Is an Athlete and a Swimmer.

Thomas D. Taylor, who for more than three years has been advertising manager of the New York Times, has resigned to become publisher of the Philadelphia Evening Telegraph at the invitation of the owner, Rodman Wanamaker. Mr. Taylor is succeeded on the Times by Benjamin T. Butterworth, formerly advertising manager of the New York Herald, who has been Mr. Taylor's assistant for several months.

Mr. Taylor's appointment to the responsible position of publisher of the Philadelphia Telegraph is the crowning achievement of an unusually successful business career.

The day he was sixteen years old he became city editor of a daily newspaper in his home town in Nevada, Mo. Later he served successfully in the news and advertising departments of the Kansas City Times, as business manager of the Kansas City Globe, as advertising manager, secretary, treasurer and business manager of the Memphis Appeal-Avalanche, as New York manager for six Southern and Western newspapers, as advertising manager of the Providence Telegram, and for over two and a half years as advertising manager and publicity manager of the Street Railways Advertising Company.

Mr. Taylor has made what most newspaper men consider a wonderful record on the Times. During his first year he increased the rates for department store advertising and placed every department store in New York City under written contract with the Times. Two department store owners told him they had been in business in New York for over a half century, and had never made a contract with any newspaper and would not execute one with the Times—but they did after a thorough discussion. The business page of the Times which was carrying almost no advertising was developed and the volume of advertising appearing on it has grown every week for over two and a half years.

During July and August, 1913, while Mr. Ochs and Mr. Wiley were in Europe and newspaper men were taking their vacations, Mr. Taylor secured over one thousand annual contracts with real estate advertisers in New York, and, after a fight lasting two years, took supremacy on real estate advertising last August over the newspaper which had held it for over a half century. The New York Times standard form of contract, used in connection with all local contracts was introduced and the advertising revenue of the Times was increased over a quarter million dollars during the first year of Mr. Taylor's administration, and the Times advanced from fifth place in total volume to first place in the New York field, help, situation and medical advertising excepted.

During his second year the basic rate of the paper was increased from 40 cents to 45 cents per line with almost no loss in renewals of contracts due to the fact that he had prepared every advertiser and agency for the increase before it was made effective. Three other New York morning newspapers reduced their rates the same year. He personally sold to Gimbel Bros. the largest advertisement ever published by any New York newspaper—twelve full pages, without giving a discount of a penny from the regular established rate. After six trained solicitors had one by one failed to make an impression on hotel and restaurant advertising, supremacy on which had been held by another New York newspaper, Mr. Taylor personally made a sufficient number of contracts to establish the Times as the leading morning medium for this class of business, which distinction it has since held.

The picture section advertising was largely increased and when the Rotogra-

of all those who compose the Old Guard, and the senior guard is always the chairman according to the constitution of that body.

"Billy" Penney, the pulchritudinous clerk of the Supreme Court, is next in succession, he having joined the club in the Spring of 1873, and "Dave" Curtis, the man who writes the Sun poker stories, is next. Following them comes a whole string of other youngsters who joined in the 70's and the early 80's and who have continued in membership ever since.

The trouble began when Penney called Curtis up on the phone, being unable to catch Williams, and all aquiver with excitement sputtered out a statement of what he had been reading in last week's EDITOR, ETC. He couldn't even articulate the entire title of the paper. "THE EDITOR, ETC.," he said, "claims that the Pittsburgh Press Club is the oldest Press Club in the country, being organized in 1881."

"Well," said Curtis, "I guess that's right enough, but I don't know much about those country Press Clubs. I didn't think any of 'em were as old as that, but maybe they are." You don't

(Continued on page 647.)

ture section was established by the Times it was found impossible to secure enough advertising to justify its regular publication until Mr. Taylor devoted his personal time to the work and a splendid volume of Rotogravure picture advertising has been carried every issue since, and the Times has become recognized as one of the strong national mediums as well as a local medium of the highest quality.

In April, 1914, the Times established the rule that all black cuts must be Ben Dayed. This caused almost universal objection and friction, but it was maintained successfully. The free repetition in the Times, of book advertising published in the Times Book Review, was abolished without loss. A service department was established which has created many new newspaper advertisers and added tens of thousands of dollars to the Times' annual revenues.

The Times was the only New York morning newspaper to make a gain in advertising during the first nine months of 1914, and the only New York newspaper to gain in advertising revenue during the entire year 1914, notwithstanding the world war. The month of May, 1914, even with the raise of five cents a line in the basic rate the month before, broke all previous records. The year closed with the Times in first place in the New York field, help and situation advertisements alone excepted.

In the fall of 1914, Department store rates were again increased successfully and again in 1915. Rates for preferred position, classified advertising, etc., were increased on January 1, April 1, and September 1 of each of the three years and before Mr. Taylor's resignation was contemplated a new rate card was prepared increasing the basic rate from 45 cents to 50 cents per agate line, as of January 1, next.

In the sixteen most important lines of advertising, except dry goods, the Times has published in 1915 over 97 per cent. more advertising than any other New York morning newspaper. October, 1915, broke all previous records in total advertising earnings, increase in advertising earnings and in total volume of advertising in the Times, and the net gain in advertising revenue for the first ten months of 1915 exceeded the total advertising revenue of at least one New York morning newspaper for the entire year.

In total volume of advertising, help and situation advertisements alone excepted, the Times during the first ten months of 1915 published 1,107,000 lines more than any other New York morning or evening newspaper and exceeded the next three big leaders by 1,740,000 and 1,818,000 and 2,032,000 lines, respectively. Mr. Ochs, president and publisher, and Mr. Wiley, business manager, have repeatedly expressed their high appreciation of the splendid service rendered by Mr. Taylor. At the close of his first year Mr. Taylor received a large increase in salary, and Mr. Ochs, a few weeks later, handed him a check for one thousand dollars as a Christmas gift, as a further expression of his appreciation of the extraordinary work which had been performed, and last Christmas another most substantial check was given with the same explanation.

It is believed that no man engaged in newspaper work in New York has ever won higher respect or esteem, or a larger host of friends among advertisers, advertising agents, newspaper and advertising men in general than Mr. Taylor, and the expressions of deep regret, and sense of personal loss voiced by every member of the Times staff, over Mr. Taylor's withdrawal from the Times, indicates his possession, to a remarkable degree, of the loyalty and devotion of those whose work he has directed, and his unusual capacity for the building of an alert, intelligent, superbly trained organization worthy to represent any newspaper.

Mr. Taylor is an amateur athlete, with a special fondness for swimming. He swam Long Island Sound, opposite his home in New Rochelle, a distance of between five and a half and six miles, on September 1, 1914, and again on September 4, 1915. He has for the past two winters gone swimming in the Sound once a week throughout the winter and

every day in summer. Mr. Taylor is a Knight Templar and a thirty-second degree Mason, and member of Mecca Temple of the Mystic Shrine, New York City. He is also a director of the Young Men's Christian Association of New Rochelle, and member of the official board of Saint John's Methodist Episcopal Church and chairman of its finance committee.



BENJAMIN T. BUTTERWORTH

Mr. Butterworth, who succeeds Mr. Taylor as advertising manager of the Times, began his newspaper career as a reporter on the City Press Association, of Chicago. During the World's Fair, held in that city, he was placed in charge of the office of the Brooklyn Eagle and made such a good impression that Colonel Hester brought him to Brooklyn and gave him a position in the home office.

During the eighteen years he was connected with the Eagle he won the esteem and friendship of every person connected with the establishment. It was Mr. Butterworth who originated and established the Eagle's Travel Bureau, which is today the best known of any newspaper travel bureau in the world. In 1904 he accepted an offer of the New York Times to take charge of its resort advertising. He had been on that paper only a few months when the Eagle, realizing that it had lost a valuable man, asked him to return to its employ as advertising manager at a larger salary, which he did after spending a two months' vacation in Europe. During the eight years he filled the position the Eagle's advertising showed unusual gains. Each year's record was broken in succession except during the panic year of 1907.

Mr. Butterworth remained with the Eagle until 1912 when he became advertising manager of the Evening Telegram and, later, of the Herald. Last spring he resigned to become assistant advertising manager of the Times.

#### Coming Dinner to Mr. McAneny

Hon. George McAneny, of New York, who is about to relinquish politics and return to newspaper work (by way of an important connection with the New York Times), is to be given a dinner on December 10 at the Waldorf by prominent citizens.

#### BANQUET IN SYRACUSE

Newspaper Men Honor S. Gurney Lapham and Chester S. Lord

Thirty-six newspaper men—past and present—gathered in Syracuse, N. Y., last Saturday evening, for the third annual banquet of the Syracuse Newspaper Association, and paid tribute to S. Gurney Lapham, permanent president of the association and dean of Syracuse newspapermen, and Chester S. Lord, former managing editor of the New York Sun.

Mr. Lord, who for a brief period of his career, in 1877, was proprietor of the

Syracuse Standard, spoke in a reminiscent vein, describing his early days in New York.

Among those who followed Mr. Lord were Charles L. Stone, of Syracuse, who, as a friend of fifty years' standing, paid personal tribute to the guest of the evening; Richard E. Day and Harold MacGrath, both of whom spoke briefly.

Letters of regret were read from Francis E. Leupp, Washington, D. C.; James Blaine Walker, Charles R. Sherlock, Dana H. Carroll and Harlow C. Clark, of New York; L. S. Calwell, Montreal; L. R. Murdock, managing editor of the Boston American; A. G. Breckenridge, Binghamton; F. H. Johnson, Sam H. Cook, Forbes Heermans, Syracuse; Fred W. Wose, Albany, Myron Townsend, Philadelphia; Frank J. Marion, W. A. Niver, Carl G. White, L. S. Wilson and Frank W. Noxon, New York, and Victor T. Holland, of Albany.

Those present were: Mr. Lapham, Mr. Lord, Harvey D. Eurrill, Walter E. Gardner, Mr. Day, John B. Howe, Mr. MacGrath, E. L. French, George H. Bond, Paul M. Paine, William H. Horton, Robert E. Kerby, John N. Alsever, Nelson C. Hyde, E. F. McIntyre, E. S. McGuire, George A. Glynn, J. M. Gilbert, Franklin H. Chase, H. Winfield Chapin, Albert M. York, J. E. Doyle, Robert H. Jones, J. Eurr Bell, H. B. Steckel, Kendall D. V. Peck, W. Howard Burrill, Arthur R. Churchill, J. C. Setright, James J. Neville, C. Fred Ackerman, W. P. Baker, Walter B. Cherry, Horace P. Murphy, M. E. Kaletzki and S. B. Whipple.

#### INFLUENCE OF TRADE PRESS

Interesting Facts Brought Out By Mr. Blanchard In An Address in Brooklyn.

"Special Publications, Their Scope and Influence," was the subject of an address delivered by Frank Leroy Blanchard, editor of THE EDITOR AND PUBLISHER, before the Rotary Club, of Brooklyn, at its luncheon at the Hotel Bossert, on Tuesday. More than half the members were in attendance.

Mr. Blanchard said that few persons outside of the publishing business had any conception of the work being done by trade press in behalf of the professions, industries, and commercial organizations they represent. Excluding juvenile and foreign language publications there were 3,770 periodicals of standing issued in the United States and Canada.

Forty-six million dollars are annually spent by advertisers in their columns, which reach about 36,000,000 persons. Mr. Blanchard, in discussing the agricultural press, said that there were nearly six million farms and between sixty and seventy million farmers in this country. The publications in this field number about three hundred. One of them has a circulation of a million copies, and has an advertising rate of \$2,025 a page. The value of the principal crops of the United States this year, according to government report, was \$6,500,000,000. The possession of this vast amount by the farmers make them most desirable prospects for business and the best way to reach them is through the agricultural papers.

Mr. Blanchard stated that trade publications were in many cases exceedingly valuable as properties. One company in New York that issues a group of technical papers has a capital of \$7,500,000, another \$4,500,000, and a third \$2,000,000.

The service rendered their readers by these various publications was invaluable as they bring to them the vital news of the field. The country doctor is able, through his medical journal, to keep in touch with the work of the greatest specialists; the engineer, by the aid of his engineering weekly, is informed as to the latest improvements and accomplishments of his contemporaries.

#### SOUNDS LIKE BILLY SUNDAY

Dean Walter Williams, of U. of M. School of Journalism, Makes Biblical References.

"Christ was a master of the art of advertising, John proved himself a great editor, and there is no better reporter

than Luke," said Walter Williams, dean of the school of journalism of the University of Missouri, when addressing a Sunday school convention in St. Louis on Tuesday.

"Even Christ's last words were not for silence but for Christian publicity," said Mr. Williams. "Whenever a church has kept the good news of the Gospel to itself it has died. When it has given this news out it has conquered."

"When Kitchener wanted a million men he advertised in the newspapers. When the church wants a million strong men to aid its cause it rings a bell for five minutes on Sunday."

"Luke, with his vivid phrases, wrote the greatest report in the world—the story of Christ," said Mr. Williams. "John proved himself the best editor, for he freely used the blue pencil, stating, 'If I wished I could fill many volumes.'"

"Even the devil advertises," said Mr. Williams, "his specialty being white lights."

#### MR. McCAY IS PIONEER

Bray Action Against Cartoonist Palmer Is Withdrawn—Plaintiff Pays Costs

Judge Thomas has permitted John Randolph Bray to withdraw the suit filed by him in the United States Court for the Southern District of New York, against Harry Palmer, the cartoonist. Bray had alleged an infringement of a patent which he sought to maintain as inventor of a process for making animated cartoons. The defendant, who draws the Gaumont cartoons, "Keeping Up With the Joneses," on the Mutual Program, was anxious to go to trial. The costs were assessed against the plaintiff. "The withdrawal is a distinct victory for the entire guild of cartoonists," said Mr. Palmer's attorney. "From the action of Mr. Bray, it is a fair inference that when he learned of certain evidence in Mr. Palmer's possession he decided that the suit could not be successfully maintained. It is improbable that he will bring another suit upon this patent. We were prepared to put Windsor McCay and other leading cartoonists, as well as J. Stuart Blackton and other motion picture magnates, upon the stand to dispose of Mr. Bray's claim effectually."

"Mr. McCay was the first in this country to make drawings that moved in life-like manner upon the screen. That Mr. Bray should have made a claim of originality can only be regretted. Mr. McCay's pioneer work in making animated cartoons is too well known to be questioned."

#### Certainly Some Picture-Taker

Donald C. Thompson is a young man from Kansas, who has lately joined the staff of Leslie's and is on his way to the Bankans. Leslie's says of him that he has made himself internationally famous by taking more photographs under fire than any other war photographer. He has been in 38 battles and has been wounded only once. He was in Canada when the war broke out, and got a permit from the office of General Sam Hughes to photograph Canadian recruits. Armed with this he went to France and started for the front, in search of the Canadian contingent—which was then being organized in Canada. He was under fire with the British army on the retreat from Mons for six days. The pictures he made got him fame and a position with the New York World. Later he joined the staff of the Chicago Tribune, making both snapshots and moving pictures.

#### Kansas Weeklies Become Dailies

The Republican and the Guard, both formerly weekly papers of Council Grove, Kan., are now six-day papers. New linotype machines have been installed in both printing plants to take care of the extra work.

"I have no fear," said General Grant on the eve of a battle. "I am thinking how afraid the other fellow is."

**THE WEATHER**

For and other details, Wednesday for; address  
 Vol. 12, No. 232

**BOSTON AMERICAN**

NEW ENGLAND'S GREATEST HOME NEWSPAPER

**HOME EDITION**

Largest Home-Going Circulation in New England

Circulation Greater Than All the Other Boston Evening Papers Combined

VOL. 12—No. 232

BOSTON, TUESDAY, NOVEMBER 9, 1915.

PRICE ONE CENT.



# Here Is Something Worth Remembering

There is a point in connection with the newspaper situation here in Boston which you should remember.

It is a mighty good reason why you should use the Boston American *first* and *most*.

There are six Boston evening newspapers.

The Boston Evening American not only has the largest net paid circulation, but has a *greater net paid circulation than the five other evening newspapers combined!*

There are four Boston Sunday newspapers.

The Boston Sunday American has a larger net paid circulation than any other Boston Sunday newspaper.

See last A. B. C. Reports.

In addition to that, it will pay you to remember that the Boston American advertising rate is the lowest per line per thousand circulation in this territory.

The Boston American will help you get the

most out of Metropolitan Boston. It will help you analyze trade conditions as related to your product, give you valuable information regarding the local dealer attitude toward certain phases of merchandising and advertising campaigns before you spend a penny for advertising.

Then the Boston American will carry your sales message to more possible customers than all the other Boston evening newspapers *combined*.

We shall be glad to tell you more about the Metropolitan Boston territory and our plan of co-operating with advertisers and to supply such information as you need.

Your request for information will not obligate you in any way.

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

80-82 Summer Street, Boston, Mass.

New York Office  
 1789 Broadway

Chicago Office  
 504 Hearst Building

# Public Mulcted on Purchases From Coupon Companies

Prices Charged for Many Articles From 25 to 100 Per Cent Higher Than They Can Be Bought for at Department Stores—United Profit Sharing Corporation's Catalogue Prices Compared With Those Offered By John Wanamaker and R. H. Macy & Co.—Even on Standard Priced Merchandise Coupon Users Pay More

**N**EARLY, if not quite a decade ago, Peter Finley Dunne, creator of one of the wisest, as well as the wittiest of Irishmen that ever broke into literature by way of the ladder of journalism, under the heading, "Mister Dooley Says," put these words into the mouth of that sapient dispenser of good things:

"Whiniver anybody offers to give ye somethin' fr nawthin', or somethin' fr less thin it's worth, or more fr somethin' thin it's worth, don't take any chances—yell fr a policeman."

Thousands of people read, and laughed—and straightway then forgot. Perhaps an inconspicuous few, a few real learners sitting at the feet of Wisdom, did read, mark and inwardly digest, and adopt Mister Dooley's advice to the extent of registering a mental vow never to expect and never to accept "somethin' fr nawthin'." But if any man among the many thousands who read and laughed ever actually called in the police, in the circumstances described, it is safe to say that there is no record of such fact on the "blotter" of any station-house in the land.

Indeed, the warnings of all the wise men who have ever lived have not sufficed to decrease, by even one little bit, the great popular hallucination—the haunting delusion of the average mortal that he can get something for nothing. The average mortal, swinging in a state of unstable equilibrium between suspicion and credulity, periodically succumbs to that delusion, and "takes a chance." The persistence of this fallacious notion that it is possible to get something for nothing is not only one of the proofs, but is, as well, one of the characteristics of human frailty; and based on its prevalence throughout enlightened and educated America there has been built up to gigantic proportions, in the last ten years or so, a new method of merchandising which menaces all regular retail trade with unfair competition, and mulcts the American public of millions of dollars a year.

This new method of merchandising, by means of the issue of a sort of private and specious currency known as "coupons" and "certificates," is called by its shrewd and clever promulgators a "profit-sharing" system. But it is nothing of the kind. It is in reality a huge profit-making system—a system in which the profits on the merchandise handled average far and away above those that are possible today to the regular retail trade in the same merchandise. This is abundantly proved by the results of an investigation just completed by THE EDITOR AND PUBLISHER.

To the merchant mindful of his customer's interests the coupon and trading stamp system cannot appear as anything but wrong. That it is contrary to right business principles, inimical to business economy, that it is, at best, an unfair way of advertising (it is not real advertising, based on the merits of the goods, and purely as a method of advertising would speedily prove an utter failure)—all this has been pointed out again and again in these columns. Its appeal to the gambling instinct has been dwelt upon. In his able article on legislation against this evil, printed in THE EDITOR AND PUBLISHER for October 30, last, Harold Remington said:

"From information derived from interior sources of the trading stamp companies themselves, it is claimed that from one-third to one-half of the immense 'profits' which these coupon and trading stamp companies are piling up is attributable directly to the failure of purchasers to present their coupons for redemption. Without these for-

feitures the trading stamp companies would go out of business."

But that is only the first chapter of the story—and a chapter, as Mr. Remington makes clear, emanating from interior sources of the coupon companies themselves. It is known that the ratio of redemptions to total coupons issued has increased steadily since the beginning, and that today that ratio is something like twenty times what it was

when the business was started only a few years ago. The coupon companies can still count on a percentage of forfeitures that is not by any means negligible, and so can take some "profits" therefrom. But that this is not the whole story is perfectly obvious.

Many millions of the coupons are redeemed every year, and the coupon companies do "exchange" for those scraps of paper articles of merchandise in hun-

dreds of varieties and of undoubted value. How do they do it? And what monetary value do they require and receive for the merchandise they distribute?

Of course the average mortal, if he thinks about it at all, when he buys a cigar, a cake of soap, a pair of gloves, a package of rice, or starch, or tea, or coffee, or whatnot with which he receives one or more of these coupons, thinks that he gets the coupons for nothing. That is the delusion which the coupon companies, and their allies who pack and distribute the coupons, foster so industriously and assiduously. But make no mistake about it: every purchaser of any article with which he receives coupons pays his good money for the coupons.

When cigars, or gloves, or soap, or coffee, or any other goods are sold with accompanying coupons, the selling price always must and always does include something for the coupons. In each individual case that something may be a small fraction of the price paid for the article; but it is there, included in the price, and it cannot be argued away. And, small as the fraction may be in each individual case, that the sum total amounts to staggering figures—amounts to several millions of dollars a year—is proved by the fact that more than twenty-five thousand manufacturers and distributors of merchandise of various kinds in the United States now pack coupons with their goods.

Even if the coupons were purely and simply a perfectly fair and trustworthy medium of advertising, the manufacturer who packs them must include their cost to him in the price of his product—just as he must include in his selling price the proportionate cost of whatever means of advertising he uses. It is not conceivable that he, the packer, benefits from the failure of a certain percentage of the buyers of his goods to redeem the coupons he distributes. Whatever benefit there may be of that kind accrues to the coupon company. Also the coupon company fixes the cost of its coupons to the packer thereof, and at the same time sets upon the articles it distributes as "premiums" a fictitious value in terms of its own coupon currency.

A comparison of this arbitrary value or the redemption prices, with the prices at which identically the same goods are sold in leading department stores today, provides a most interesting new chapter in the story, and throws a gleaming white light on where some part of the enormous volume of profits of the coupon companies is coming from.

There are in business in the United States today several of these coupon companies; ostensibly, at least, independent of one another. Typical of them all is one of the largest and most successful, the United Profit-Sharing Corporation (Incorporated), which is an outgrowth and adjunct of the United Cigar Stores Company, having taken over from that parent company a year or two ago its gigantic coupon business which was perhaps one of the oldest of this particular kind in the country. This corporation, according to its latest "profit-sharing catalog," maintains premium stations in 153 cities, situated in 31 States, ranging from Maine to California and from Minnesota to Alabama. Its "central profit-sharing station" in New York City occupies a commodious and handsomely appointed store and show-room on the ground floor at No. 44 West Eighteenth street—a room of magnificent proportions, nearly, if not quite, 100 feet wide, and 200 feet deep, reaching through the block and having

(Continued on page 630.)

Article.	Coupon Company's Price			John Wanamaker Price.	Excess Charged by Coupon Co.
	Coupons.	Certs.	Cash.		
Gilt clock, Ormolu gold plate, 8-day timepiece	1,750	350	\$7.00	\$5.00	\$2.00
"Junior Alarm Clock"	500	100	2.00	1.50	.50
Brass clock	625	125	2.50	2.00	.50
Six Puritan tea spoons, William Rogers silverware	375	75	1.50	1.13	.37
Six Puritan desert spoons	625	125	2.50	2.00	.50
Six Puritan butter spreaders	500	100	2.00	1.13	.87
Six Puritan Ind. salad forks	625	125	2.50	2.38	.12
Six Puritan table knives	1,375	275	5.50	4.50	1.00
Six Alhambra round bowl soup spoons	750	150	3.00	2.25	.75
Six Alhambra table knives	1,375	275	5.50	4.50	1.00
Six Alhambra table forks	750	150	3.00	2.25	.75
Silver plated card tray	375	75	1.50	1.00	.50
Silver plated sandwich tray	750	150	3.00	1.00	2.00
Silver plated napkin ring	125	25	.50	.50	...
Silver plated bon bon dish	250	50	1.00	.75	.25
Silver plated condiment set	1,000	200	4.00	2.75	1.25
Dessert set	750	150	3.00	2.25	.75
Silver plated easter set	500	100	2.00	1.00	1.00
Pair silver plated candlesticks	875	175	3.50	1.50	2.00
Williams' talcum powder	50	10	.20	.15	.05
Williams' tooth powder	50	10	.20	.15	.05
Pocket Edition, Gillette razor	1,250	250	5.00	4.50	.50
Twelve Gillette blades	250	50	1.00	.90	.10

Article.	Coupon Company's Price			R. H. Macy's Price.	Excess Charged by Coupon Co.
	Coupons.	Certs.	Cash.		
Fountain pen (Moore's "original non-leakable")	625	125	\$2.50	\$2.24	\$0.26
Four-in-hand tie ("Solidsilk Barathra"), Grade "A"	250	50	1.00	.35	.65
Four-in-hand tie, Grade "B"	125	25	.50	.24	.26
Boston Garter, silk	125	25	.50	.44	.06
Shirley President suspenders	125	25	.50	.44	.06
Riker's Violet Cerate	125	25	.50	.34	.16
Steinfeld food chopper	375	75	1.50	.89	.61
Kitchen set (concaved slicing knife, 6-inch butcher knife, pastry knife, paring knife, pot fork and cleaver)	375	75	1.50	1.13	.37
English dictionary, limp leather	375	75	1.50	1.24	.26
Household scale	675	135	2.70	1.81	.89
Englander "Wit-edge" bed spring	2,000	400	8.00	6.24	1.76
Englander "Foldaway" bed	1,750	350	7.00	5.24	1.76
Englander couch bed	5,000	1,000	20.00	14.89	5.11
Camera, Film Premo No. 1	2,500	500	10.00	7.94	2.06
"Carbo Magnetic" razor	625	125	2.50	1.98	.52
Coffee percolator (aluminum)	1,125	225	4.50	4.06	.44
Coaster set (six)	500	100	2.00	.29	1.71
Electric percolator	4,000	800	16.00	12.29	3.71
Rocking chair, 25-inch high back, golden oak or imitation mahogany	1,500	300	6.00	4.89	1.11
"Gentleman's Rocker," quartered oak, tapestry upholstered	2,625	525	10.50	5.94	4.56
Bedroom rocker, cane seat	1,125	225	4.50	2.49	2.01
Rocking chair, quartered oak	2,250	450	9.00	6.74	2.26
Bentwood baby's highchair	2,000	400	8.00	5.74	2.26
Dresser, mahogany or bird's-eye maple, with French bevel plate mirror, 24x30 inches	8,500	1,700	34.00	15.89	17.11
White enameled bed	2,750	550	11.00	6.74	4.26
Brass bed	6,000	1,200	24.00	13.49	10.51



***The Automobile Industry of America has a strong constructive force back of it in the NEW YORK AMERICAN, which prints real, informative news from real experts, of great value to dealers who sell automobiles, to people who own automobiles, and to people who are going to buy automobiles.***

Our Automobile representatives are arranging to visit the Automobile Manufacturers prior to the Annual Automobile Show which opens in New York December 31, 1915.

They will have something positive and definite to say to the manufacturers, for they understand the New York market thoroughly. They are possessed of facts regarding conditions which manufacturers will wish to know.

NEW YORK AMERICAN representatives are able to show, in a very forceful way, the co-operation which the paper gives the Automobile Industry. They will show the complete, instructive and interesting Section of the Sunday American which is devoted to automobiles.

They are going forth this year with an optimistic message. They are going to show manufacturers that the Automobile Industry is yet in its infancy in the New York territory. They will be able to convince them of the selling qualities of the NEW YORK AMERICAN—how it can be employed to stimulate the business here.

Easily a quarter of all of the people who own Automobiles in New York are readers of the NEW YORK AMERICAN.

Certainly a quarter of the future owners of automobiles must come from the ranks of the NEW YORK AMERICAN'S readers, who represent actually ONE-FOURTH of all readers of New York newspapers—which means that they also represent ONE-FOURTH of all of the money spent for all purposes.

The ANNUAL AUTOMOBILE SHOW NUMBER of the NEW YORK AMERICAN will be issued on Sunday, January 2nd, 1916.

It will go into the homes of 700,000 regular buyers of the SUNDAY AMERICAN, which means that it will be read by at least TWO AND ONE-QUARTER MILLION people.

This of itself will be a big AUTOMOBILE SHOW, for it will put on paper an accurate reflex of the show to be held in Grand Central Palace.

It will give illustrations showing the latest models, the new accessories, etc., and it will contain articles of great value from the foremost men of the automobile industry—leading manufacturers, engineers, designers, etc.

But—we will leave the remainder of the story to be told to manufacturers by our representatives.

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

DAILY AND SUNDAY

Member Audit Bureau of Circulations

# Public Mulcted on Purchases From Coupon Companies

(Continued from page 628.)

a rear entrance in Seventeenth street. This great show-room is stocked with at least a thousand different kinds of articles—from collars and collar buttons to shoe laces and rubber heels; from playing cards to clocks and watches; from hatpins to petticoats; from kitchen knives, can openers and brushes to electric flat irons and vacuum cleaners; from egg heaters, food choppers and coffee pots to rocking chairs, sideboards, desks, tables, dressers, china closets, book cases, refrigerators and hundreds of other things.

The coupons issued by the United Profit-Sharing Corporation, besides their distribution by United Cigar Stores and by several affiliated tobacco manufacturers, are now packed by certain manufacturers of baking powder, chewing gum, condensed milk, confections, crackers and cookies, coffee, flour, cooking oil, soap, gelatine, starch, shoe polish, tea, spices, rice, salt, preserves, razors, brushes, toilet paper, hosiery, gloves and several other articles. No further enumeration is necessary to substantiate the statement that millions of the coupons are put into circulation yearly.

Each coupon represents five cents of the purchase price of the article with which it is given. Five coupons are equivalent to, and may be exchanged for, one 25-cent "certificate" of the United Cigar Stores Company; and the catalog quotes prices on all articles in both coupons and certificates. This current catalog of the United Profit-Sharing Corporation, which is dated to expire September 1, 1916, contains the following introductory statement:

"The articles listed in this catalog are of high quality because wherever possible we have secured articles bearing the names or trade-marks of manufacturers of high-grade merchandise. It is not possible in every case to secure articles in popular demand which can be promptly identified in this way. In such cases we seek to select only the products of manufacturers whose reputations are a guarantee of standard quality. . . .

"We list nothing in this catalog which is manufactured as an article to be distributed solely for coupons or similar tokens. The real worth of our coupons is indicated by the fact that we seek to limit the redemption of our coupons to standard goods in popular demand and of established quality. . . . These articles we purchase in sufficient quantities to give us the benefit of the best prices. Only on the basis of prices thus secured can we maintain the high redemption value of our coupons."

And, under the heading "Redemption Value," this introductory statement says:

"The prices at which the trade-marked articles in this catalog are retailed by merchants everywhere establish and show the high redemption value of our coupons."

"For example, an article listed by us and usually sold at \$5.00 is obtainable under our plan for 1,250 United Profit-Sharing Corporation's coupons (or their equivalent, 250 United Cigar Stores Company's certificates of present issue). We have endeavored to carry this basis of redemption value through the catalog."

That is to say, the redemption value of the coupons is asserted by the corporation to be forty cents a hundred for the five-cent coupons, or \$2.00 a hundred for the 25-cent certificates.

Taking the coupon company at its own word and using these figures as basis for comparison, THE EDITOR AND PUBLISHER is enabled by the kindly cooperation of two of the best known, oldest and most firmly established merchandising firms in the country—namely, John Wanamaker and R. H. Macy & Co.—to publish the following interesting and highly significant facts and figures.

A thoroughly representative selection was made from the several classifications of articles for which the coupons are exchangeable, and these articles

COMPARISONS OF LIGGETT & MYERS' TOBACCO CO. PRICES WITH R. H. MACY & CO. PRICES FOR SAME GOODS.

Article	Liggett & Myers' Price		R. H. Macy's Price		Excess Charged by Liggett & Myers
	in Coupons	in Cash	Price	Price	
Ever-Ready Safety Razor.....	125	\$1.25	\$0.94	\$0.31	
Gillette Safety Razor Set.....	550	5.50	3.48	2.02	
Camera, Film Premo No. 1.....	1,200	12.00	7.94	4.06	
Table Coffee Percolator (Manning-Bowman).....	1,000	10.00	7.09	2.91	
Aluminum Coffee Percolator.....	500	5.00	4.06	.94	
Shirley President Suspenders.....	50	.50	.44	.06	
Bissell's Grand Rapids Carpet Sweeper..	350	3.50	3.09	.41	
Duntley Pneumatic Sweeper.....	1,000	10.00	4.24	5.76	
Ladd Egg Beater.....	50	.50	.31	.19	
Food Chopper.....	200	2.00	.89	1.11	
Kitchen Set (6 pieces).....	225	2.25	1.13	1.12	
Mahogany Bedstead.....	5,800	58.00	26.50	31.50	
Dresser (Sheraton Design, Mahogany or Walnut).....	6,500	65.00	32.25	32.75	
Dressing Table (same style).....	4,500	45.00	30.25	14.75	
Chiffonier (same style).....	5,700	57.00	26.50	30.50	
Brass Bedstead (3-inch pillars).....	4,000	40.00	20.50	19.50	
Brass Bedstead (2-inch pillars).....	3,000	30.00	13.49	16.51	
Rocking Chair, Quartered Oak.....	900	9.00	6.74	2.26	

were identified by the expert buyers for the firms mentioned, and their prices for the same goods were then set down. In cases where there was any doubt as to identification, or about quality, the article itself was procured from the United Profit-Sharing Corporation by the regular method of "cashing in" its coupons, and the article so obtained was placed beside the same thing regularly carried in stock by the department store quoting its price.

For example, a "solid mahogany clock," described as a "fine, quick-beat, 8-day timepiece; height, 6½ inches; width at base, 12¼ inches; 3½-inch porcelain dial," made by the New Haven Clock Company, is listed at 1,750 coupons (or 350 certificates), which at the corporation's "redemption value" is equivalent to a cash price of \$7.00. John Wanamaker sells this clock at \$4.25—a little difference of \$2.75 in profit for the coupon company!

Other comparisons with Wanamaker prices for the same goods are listed in the table on page 628, in which are given the kind of article, its price in coupons or certificates, with the equivalent in real American money, the Wanamaker price, and finally the excess charged by the coupon company.

As indicated by the last two items in the Wanamaker table, the coupon company makes a semblance of maintaining the manufacturer's list price on trade-marked articles, but as every department store in the land cuts the price on such goods to some extent, even this class of article is not a "good buy" at the coupon company's emporium.

This is exemplified still further and even more extensively in the following list of comparisons made at the store of R. H. Macy & Co., which list is far more diversified than the other simply because it happens that Macy's carries in stock regularly a larger number of the identical articles distributed by the United Corporation in exchange for its coupons.

This Macy list shows also in interesting fashion how the excess of profit taken by the coupon company increases in direct ratio as the real value or initial cost of the articles ascends, and as the popular demand for them in exchange for coupons decreases by reason of the enormous numbers of the coupons required in exchange for such articles. Thus, for instance, you can get from the coupon company an "Ever-Ready" safety razor with 12 "Radio" steel blades, for 250 coupons (50 certificates), equivalent, according to the company, to one dollar in cash; and you can buy the same thing at Macy's for 94 cents—a difference of only six cents. But, for a "Fireside Wing Rocking Chair," "covered with genuine brown Spanish or black

leather, or fine tapestry; back 29 inches high from seat; finest steel springs; filling topped with curled hair, solid mahogany legs," you will have to give up 9,500 coupons (or 1,900 certificates) which the company counts the equivalent of \$38 in cash; and Macy's will sell you the same chair for \$18.74, which is less than half the price exacted by the coupon company, and means an excess profit to that corporation of \$19.26 on this single article.

Here, arranged in tabulated form in columns two and three, page 628, are other price comparisons obtained from R. H. Macy & Co.

These figures speak more convincingly than any comment could do. Indeed, comment is entirely unnecessary. If the department stores can make a satisfactory profit and prosper at the prices they charge, is it any wonder that, with such enormous excess profits as are indicated by the facts regarding the fifty odd articles enumerated in these tables—is it any wonder that the coupon companies flourish like the grass of the earth?

As has been said above, the United Profit-Sharing Corporation is typical of all the coupon concerns, typical of this whole cancerous poison with which, as Mr. Louis Brandeis has pointed out, the tobacco interests have infected American business. Similar comparisons, for instance, of the prices charged for their premiums by the Liggett & Myers Tobacco Company, and by the American Tobacco Company, with the prices asked by leading department stores for the same articles, show just about the same excess charges by the tobacco companies. On some articles the coupon price figures out exactly the same as that of the United Corporation; on others there will be a variation of a fraction either upward or downward, but throughout any extended list of goods the excess over department store prices will be found to keep pretty close to the same high average.

Whereas the United Cigar Stores Company has always listed the premiums it offers as "profit-sharing" articles, Liggett & Myers Tobacco Company and the American Tobacco Company go further in their attempt to convey the impression that they give something for nothing, and call the articles they list in their premium catalogs "Presents offered for tobacco coupons."

The coupons of these companies have different values; there are "half-coupons," "whole coupons," and "one and one-half coupons." According to their own representation, each whole coupon (which is given with a ten-cent purchase of tobacco) has a redemption value of one cent in cash. On this basis, the adjoining table of comparisons of Liggett & Myers prices with Macy's prices for the same

articles provides further proof of just what the coupon concerns are doing.

On the face of it, isn't this coupon system just about the most colossal scheme ever devised for getting more for merchandise than it is worth?

And, is it not perfectly evident, beyond the peradventure of a doubt, that he who is induced to buy anything to get the coupons packed therewith, and "cashes in" those coupons for any of the premiums so alluringly offered by the coupon companies, is not by any means getting something for nothing, but in fact is paying high for what he gets—paying vastly more than it is worth?

The coupon companies might answer: "Well, suppose our 'redemption value' prices are higher than the department stores charge for the same goods—the man who turns in the coupons gets his safety razor, or his rocking chair. He gets the goods for the coupons."

To be sure he does; but first he has paid, and paid high, for the coupons in the original purchase of merchandise, and since he pays twice before the whole transaction is completed he pays exorbitant prices for everything he gets by the coupon system.

The unsophisticated but greedy old farmer who goes to the city and buys a "gold" brick, gets a brick all right, and it may make a pretty glittering ornament on his "parlor" mantel-board. But the confidence man has got the farmer's money.

Mister Dooley was right!

## PACIFIC NORTHWEST

Suit Over County Printing—Spokane Stock Exchange to Work the Newspapers for Free Publicity—Christmas Shopping to Be Encouraged By a Letter-Writing Project.

SPokane, Wash., November 13.—Suit has been filed by W. M. Hollenbeck, of Sandpoint, Idaho, doing business as the Review Publishing Company, against County Commissioners Frank J. McBride and C. E. Hagman, asking that they be restrained from paying certain bills for printing done by the Northern Idaho News in the last two months. The complaint avers that he made a contract last May with the former county commissioners, under which he agreed to do the county printing and advertising for certain rates. This he still stands ready to do and alleges that the printing given by the county officers to the News at the direction of the commissioners should have gone to him. A restraining order was issued by the presiding judge directed to the commissioners, and returnable November 19.

Wednesday was Library Day for the Spokane Ad. Club, City Librarian George W. Fuller, explaining in detail to the members the work and functions of the local Carnegie institution.

A publicity bureau has been formed by the Spokane Stock Exchange, the purpose of which will be to secure the publication of information about mines and mining activities in this section. At a meeting of the members this week the committee in charge stated that New York brokers, in pledging their support, have offered to distribute news matter from the department free of charge, promising to get articles printed in prominent eastern papers. Already \$1,000 has been subscribed for the work and an effort will be made to secure \$4,000 more. It has been suggested that some keen newspaper man will be given the disposition of the appropriation.

D. C. Coates has gone to Fargo, North Dakota, to assume the management of the Nonpartisan Leader, a weekly paper representing an organization with a membership of 30,000, mostly farmers.

In a campaign to encourage early Christmas shopping the Chronicle is offering cash prizes for the best letters describing appropriate gifts advertised in its columns.

# THE CHICAGO DAILY NEWS

HAS ALREADY SPENT OVER

## \$5,000.00 IN ADVERTISING

### DAILY TALKS BY MARY PICKFORD

During the week of November 1 two full-page announcements of "Daily Talks by Mary Pickford" appeared in The Chicago Daily News.

On the day the service began a page announcement appeared in The Chicago Daily Tribune and a page in The Chicago Examiner.

The wagons of The Chicago Daily News have been covered with posters advertising "Daily Talks by Mary Pickford."

When the most successful evening paper in the United States "stars" a feature to this extent it is very significant.

Over forty papers have contracted for this service, among which are:

The Chicago Daily News

The St. Louis Times

The Philadelphia Telegraph

The Dallas News

The Buffalo Enquirer

The Denver Times

The Atlanta Journal

Syracuse Herald

Pasadena Daily News

Tacoma Ledger

Raleigh Times

Birmingham News

Montreal Herald

The Boston Post

The Pittsburgh Dispatch

The San Francisco Bulletin

The Cincinnati Enquirer

The Detroit News

Albany Knickerbocker Press

New Orleans Times Picayune

Scranton Daily News

Youngstown Telegram

Vancouver Sun

Regina Leader, Sask.

Ithaca Journal

Sioux City Journal

etc., etc.

Orders are arriving by every mail for the biggest continuous circulation-making feature that has been offered in years.

Wire us, and if your territory is still open we will forward you samples and full particulars, quoting you price for the service in proof or mat form, as desired. To every subscribing paper we are supplying full-page advertising in mat form and a number of recent photos of Miss Pickford.



## THE McCLURE NEWSPAPER SYNDICATE

120 WEST 32d STREET, NEW YORK CITY



GROUP OF TEXAS CIRCULATION MANAGERS AT DALLAS

Front (seated, left to right)—M. W. FLOWER, superintendent of circulations for the publications of A. H. Belo & Co., of Dallas and Galveston; E. C. WHITE, Houston Chronicle, retiring president; HAROLD HOUGH, Fort Worth Star-Telegram, former secretary and newly elected president.

**SMALL DAILIES; RURAL WEEKLIES**

**Plan to Help Their Circulation Effectively and at Small Expense.**

W. Clement Moore, of New Egypt, N. J., sends us the following that will prove interesting to a large class of publishers:

"If you publish a daily in a town of 50,000 people or less, or a weekly in a town of 10,000 or less, you need only to refer to your books to find that those people who lived in the town for a long time, or who have relatives and friends living in it at the present time, are the best subscribers you have, so far as the prompt payment of bills is concerned, and also in respect to real appreciation of the contents of the paper. They are the ones who write you little complimentary notes occasionally, and who usually say nice things about the paper's growth when they send in their checks for renewals. In fact, they help to make your life worth living.

"Now, do you really think that you have on your list one-fourth of these good friends that might possibly become subscribers, and stay subscribers for many years?

"Well, here is a way to find out. It's as easy as can be. In your next issue devote about a ten by twelve-inch space or a twelve-inch four-column ad to the following:

"To Our Subscribers. We Want Your Help. Will You Do This For Us?"

"We are anxious to tell all of your friends and relatives about the kind of a town we have here, and the good things we are doing to improve it. We want you to fill out the blanks below with the names and addresses of people whom you know that have at one time been residents of this place, or have a number of friends and relatives living here at the present time. We will send each of them several copies of ..... absolutely without charge to

them or to you, and we shall greatly appreciate your kindness. You may mail this to us or hand it in at our office. This little service will help boost our town and we feel sure that every resident will be willing to help. Thank you.

"Name: .....

"Address: .....

"The above will produce results that will surprise you if you run it several weeks; but if you wish, you may offer a couple of post cards for each complete list sent in. This will pay.

"When the names are received, print a good circular letter and send it to each with a sample copy of the paper soliciting subscriptions on a basis of three months, six months or a year, as you wish."

**BIG CHRISTMAS FUND**

**New York American Once More Starts Work to Aid Poor of City.**

While few newspapers "do good by stealth and blush to find it fame," many of them earn by creditable deeds an increased circulation. An example may be found in the frequent charitable acts of Mr. Hearst's newspapers.

Once more the New York American has begun its great Christmas work for the poor of this city. William Randolph Hearst has given \$1,000 to start the big 1915 Christmas Fund. Many other prominent men and women have written to the American to say they will give their time and money to insure the unprecedented success of the work this year.

This is the seventh annual Christmas Fund raised by the New York American. Over 300,000 poor have been made happy on these seven successive Christmases. This great army of little children and their parents who dwell in the cheerless tenements of the big city would have

known no Christmas joys had it not been for the generosity of thousands of persons who contributed to the Christmas Fund.

**CIRCULATION FIGURES IN IOWA**

**Des Moines Papers Compile List of Towns in Fifty-Mile Radius.**

THE EDITOR AND PUBLISHER has received from Des Moines, Iowa, a tabulated statement which is remarkable in exhaustive details, and which shows exactly how much publicity advertisers may expect at any point of the territory covered by the Des Moines daily newspapers named in the list.

This list includes every postoffice within a fifty-mile circle of Des Moines (the city's best shopping territory) and shows the number of subscribers of the Des Moines Sunday Register, the Daily Register, the Evening Tribune and the Daily Capital in each town.

The Register and Tribune figures are the average net paid circulation for September, 1915. The Capital's figures were copied from a detailed statement published in that newspaper on October 12, 1915. All of the towns shown in the Capital's statement are shown. Outside the city the circulations of the Register and the Tribune are entirely separate—no combination subscription rates. All the figures are arranged in parallel columns showing at a glance the circulation of each paper in every town and hamlet.

The statement named is followed by another, the second one showing the comparative circulation of the Daily Register-Tribune, Sunday Register and Leader, and the Des Moines Capital in twenty-five towns throughout the State of Iowa, all of which are more than fifty miles from Des Moines. The Des Moines Capi-

**Can the Government Officially Investigate Fraudulent Advertising?**

[Special Telegram to "The Editor and Publisher."]

Washington, D. C., November 19.—The Federal Trade Commission has announced that next Tuesday it will hear representatives of the Associated Advertising Clubs of the World on the subject of dishonest advertising. The commission will seek to determine whether it has jurisdiction to investigate dishonest advertising practices as a form of unfair competition under the trade commission act.

Herbert S. Houston, president of the Associated Advertising Clubs, recently suggested that this could be done.

tal figures are taken from the Auditor's Report of the Audit Bureau of Circulations, while the Register-Tribune and Sunday Register and Leader figures are compiled from their office records.

**Newsboys Guests of Morris Gest**

Seven hundred newsboys belonging to Boston Newsboys' Welfare Association, were the guests of Morris Gest, manager of the morality play, "Experience," at a performance of the play at the Boston Opera House on Wednesday evening. During the play Joe Schneider, on behalf of his comrades, presented Mr. Gest as a token of their appreciation a copper statuette of a typical newsboy, for which he himself had posed.

## The Majority of Those Advertisers Who Spend Money for Advertising Have Found That the New York State Newspapers Pay Well— They Lead in Bulk of Circulation and Stand Very High in Quality

As advertising mediums, as builders of business on substantial foundations, these representative New York State Newspapers hold a very high place.

The reason is obvious.

New York State has an approximate population of 10,000,000 inhabitants.

These ten million people are great producers and liberal buyers.

They buy everything of quality that appeals to them.

Their combined wealth is over \$11,385,137,127, an excess of almost four billions over the next richest state in the Union.

These New Yorkers have at their disposal more than the aggregate wealth of California, Illinois, Indiana and New Jersey, and this vast wealth is concentrated in a field which the accompanying list of Newspapers covers effectively, with a circulation of 3,935,096.

Assuming that there are three readers of each Newspaper, the advertiser can talk every day to 11,805,288 readers who have money to spend.

If he makes trade-marked articles, and desires to get his wares before buying people, where can he find a richer field?

If he contemplates an experimental campaign, to make tests in his own way, where can he launch his campaign with greater certainty of success?

Every Newspaper here represented has been tested time and time again, and the advertisers who have made the tests are among the largest and most persistent advertisers in the state.

These shrewd people who are spending their money never remain long mistaken. There is nothing more certain than their combined and final judgment.

Every Newspaper here represented has a specific value of its own, in its own territory, and an individual and a local influence.

In the combined list, this specific value is proportionately multiplied and intensified; so it is with the personal influence which each particular unit exerts in its own locality.

There is no worthy merchandise in which the millions of the daily readers of these representative New York State Newspapers have not some personal interest.

Then there are hundreds of thousands whose interest can be so aroused in the constantly coming new things that they are easily influenced to buy them.

There is nothing of merit under the sun that can not be sold in New York State, if it is properly advertised in these New York State Newspapers.

Circulation has something to do with it.

But mere bulk of circulation means less to the modern advertiser than quality of circulation.

Bulk of circulation combined with quality of circulation make this list of New York State Newspapers a very formidable list.

The majority of those thousands who spend money for advertising have found that the New York State Newspapers lead in circulation, lead in quality and pay exceptionally well.

That fact is conspicuously decisive.

The Newspapers listed on this page offer 3,935,096 average Circulation at a total combined cost of \$6.33 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
	Circ.	Lines	Lines
Albany Knickerbocker Press (M)...	41,229	.05	.05
Albany Knickerbocker Press (S)...	33,836	.05	.05
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
Newburgh 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	.45	.405
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 6.8253 6.3351

\*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.

## MOTION PICTURE PUBLICITY FROM THE STANDPOINT OF A FAMOUS CRITIC

Newspaper Men Who Have Become Scenario Writers—Many Receive Large Sums for Their Work—The \$2-a-Seat Play—Harry R. Raven's Big Effort—Joe Brandt's Successful Ideas—Harold MacGrath's \$50,000—Some Novel Publicity "Stunts"

BY ROBERT GRAU.

[Mr. Grau is a dramatic critic and writer upon theatrical topics. The Grau family, to which he belongs, has been identified with grand opera and the theatre for many years.]

No branch of the wondrous film industry has developed with a greater impetus than that one dealing with the publicity given to the camera man's productivity. Yet as recently as two years ago the producers of picture plays were reluctant to provide appropriations for newspaper advertising, but their attitude was largely due to the editors who were slow, indeed, to recognize the importance of the infant art.

But when the affiliation between the publisher and the film producer did come, the results were unparalleled in the history of public amusements. Perhaps the greatest influence was the serial photoplay, the first of which was produced by the Edison Company with the co-operation of a monthly magazine, in 1913. It is conceded that this publication increased its circulation by over 300,000 within a few months, and ever since there has never been an issue which has not had at least one movie feature.

### CLOSE TO HALF A MILLION PROFITS.

Today there are a half dozen serial picture plays being shown simultaneously while the story is presented in chapters in the newspapers. The profits on one of these serials released by the Thanhouser Film Company were close to half a million dollars. As high as \$25,000 has been paid to authors for the story. Not a few former newspaper and magazine writers have been enticed from the editorial sanctum to the film studio where their earnings are enormous. Harold MacGrath has been paid over \$50,000 in the last year. Roy L. McCardell has won a dozen scenario contests. The last one brought him a check for \$10,000 for the mere suggestion of the story of "The Diamond from the Sky."

Daniel Carson Goodman has just signed a contract with the Lubin Film Company through which he is guaranteed \$75,000 for one year. Pathé Freres, a foreign film concern, with large American interests, paid \$25,000 for the story of one of its serials. The Vitagraph Company was so successful with "The Goddess" that the heads of the institution plan to release at least one new serial yearly.

These serials, which brought about the removal of the last barrier between the press and the screen have created a demand for publicity experts to such an extent that the advertising department of the modern film concern has become almost as important as that of production, while the advent of the two dollar a seat photo spectacle and the final capitulation of the world's greatest players has already beckoned men and women of letters to change their environment until the slogan "All roads lead to the film studio" has become an actuality.

### FROM NEWSPAPERS TO FILMS.

Margaret and Hector Turnbull have both left the New York Tribune to become firmly entrenched in the massive studios of the Lasky Film Company at Hollywood, Cal. Mr. Lasky has also induced J. E. Flinn, long time dramatic critic of the New York Herald, to assume charge of the company's publicity. Never in the history of theatricals have there been so many publicity "stunts" evolved by one man as are already to Flinn's credit in the exploitation of Geraldine Farrar, who is shortly to make her debut on the screen in a picturized "Carmen."

Acton Davies, for twenty years dramatic critic of the New York Evening Sun, is writing scenarios for several of the larger film concerns, his latest effort being the five-reel comedy picture for Marie Dressler called "Tillie's Tomato Surprise."

When the two-hour photoplay came to New York's playhouse zone it was predicted that the film magnate would come to a cropper through sheer lack of showmanship, but more money was made out of "Quo Vadis" (which was a failure as a spoken play) the first photoplay to be exploited in the best theatres, than on "The Old Homestead" or "Ben Hur," though the life of a film production is far shorter than that of a stage offering.

When "Cabiria" followed "Quo Vadis" Harry R. Raven, representing the Italia Film Corporation, of Italy, was given



JOE BRANDT

carte blanche in the matter of its exploitation. Showmen began to ask "Who is Raven?" but in all the annals of the theatre no showman ever surpassed this product of a new industry in concrete advertising methods, or in the result accomplished. Yet the closest scrutiny of theatrical records fails to reveal any previous experience on Raven's part. In fact, from the very outset the policy was to avoid theatrical methods.

The very first move was to lease the ballroom in the Hotel Astor for a private showing of "Cabiria." Thousands of dollars were spent on elaborate souvenirs. One could recognize scarcely a familiar face among the 1,500 invited guests, but the audience was on a par with that of a Caruso night at the Metropolitan Opera House. Raven then went to Washington to exhibit the "Cabiria" films before the President and his Cabinet, and from this alone "Cabiria" was given a publicity nation wide in its effect.

### "THE BIRTH OF A NATION."

When D. W. Griffith came to New York to invite a public and press verdict on "The Birth of a Nation" it was with the greatest timidity that the two-dollar-a-seat scale was adopted. The theatrical syndicate wanted no part in this scheme to compete with the spoken play. Instead it rented outright the Liberty theatre to the Aitken-Griffith interests. The theatrical powers had not reckoned with the determined publicity campaign for which Griffith and associates had assembled a literary staff and had appropriated a quarter of a million dollars for mere newspaper advertising.

It is a fact that no such prodigious advertising campaign was ever undertaken in theatricals. The gentlemen who con-

trol the destiny of the theatre along older lines looked on in utter amazement while full-page advertisements were meted out to all New York dailies, weeklies and what not. On the third day of the run of "The Birth of a Nation" one could not buy a seat a week ahead. Instead of only one-third of the lower floor being held at \$2, the majority of the seats were at that price. The amazing spectacle of men and women standing in line to pay \$2 to see a photo spectacle was on view daily. Not a few sane humans even paid speculators as high as \$5 for seats on the first Saturday night.

Yet here was a motion picture based on a play that had failed on the speaking stage, and to exploit which not one showman was called upon; the modern film magnate had proved beyond all argument that he knows how to attract the public.

### HYPOCRITES.

As an illustration of the difference between theatrical publicity and that of the screen the ease of the photoplay "Hypocrites" lends itself concretely. In this film production the sensational feature was the nude figure of "Truth." On the stage this character would have been exploited above all else, but Harry Reichenbach, who had charge of the advertising campaign, did not emphasize it in the least in his announcements.

But Reichenbach's handling of "Hypocrites" made him famous. Film producers have enticed him from one brand of pictures to another until at the time of this writing he is engaged by the new Equitable Film Corporation at a weekly salary that a grand opera diva might envy.

### THOSE WHO MAKE FILM PUBLICITY.

Joe Brandt less than three years ago was the publicity manager for a not very important film concern. Today Brandt is the general manager of the Universal Film Corporation, a position he has attained through herculean endeavor. In all the history of amusements one may not point to a rise to fame and affluence more meteoric. Yet it was Brandt's nose for publicity that got him where he is today. No showman could have competed with Brandt. If he was ever before in the show business the writer has no record of it.

There are a half dozen men and one or two women now doing publicity work for the same Universal film company who stand just such a chance to attain the goal Brandt has reached. Not one is known for any unusual service in theatricals. All are youthful and industrious students of a new field. As an entity they have created a publicity "plant" which is the wonder of all picturedom.

Ben Schulberg, of the Famous Players Film Company, is another product of film publicity. One would suppose Schulberg was an old-timer judging from his record, yet he is still in his 20's, and he came to Famous Players less than three years ago.

### Seattle Times Installs Monotypes

The Seattle (Wash.) Times is installing two monotype type and rule casters and a complete non-distribution system. This system is being adopted by many newspaper and job offices throughout the country, which find it not only effective but economical.

### Great Help to Retailers

Retail merchants of Chicago and vicinity find much that is of value to them in the Co-Operator—a monthly bulletin issued by the Chicago Tribune for the purpose of supplying retail merchants with ideas, plans and suggestions as to developing their business.

### Mr. McCormick Comes to Town

Medill McCormick, formerly publisher Chicago Tribune, has been in New York this week, and almost immediately the rumor got abroad that he was here to see Col. Roosevelt and to tell him that everybody in Illinois wants the Colonel to be the next Republican candidate for President.

### STAMPS NOT ADVERTISING

#### U. S. Supreme Court Hears Arguments Regarding Validity of State Laws

More than two days was devoted by the Supreme Court of the United States, Washington, D. C., last week, to hearing the arguments in the "trading stamp cases," which bring to that court for the first time the validity of state laws forbidding the issuance of trading stamps.

More than 30 states have legislated against the trading stamp, and in 28 of them the law has been declared unconstitutional, but in Florida, in Washington and in the District of Columbia the law has been upheld by the local courts, and these two states have appealed to the Supreme Court of the United States to sustain their laws, which impose such taxes on the trading stamp companies as to be practically prohibitory.

"It is contended," said D. V. Halberstadt, assistant to the attorney general of Washington, who argued in support of the anti-trading stamp laws, "that the trading stamp is a form of advertising, but the record shows that it advertises nothing but the trading stamp. If any business and the trading stamp are separated, it is the trading stamp business that dies, and not the other business."

Attorneys for the various companies involved in the two Washington cases, argued that the laws were in violation of the right of an individual to transact a proper business, and dwelt on the fact that 28 of the state courts had already so decided.

### NEWS AND STAR REFUSE

#### Two Indianapolis Papers Decline Quaker Oats "Coupon" Ad, but Times Takes It.

The Indianapolis News and the Star of the same city lately took an important stand against a certain form of publicity by declining to accept a coupon scheme put out by the Quaker Oats people through Lord & Thomas.

The coupon was at the top of a big square ad and read thus:

This Coupon is good for 10 trademarks toward this Quaker Cooker. Cut it out. Then buy a package of Quaker Oats, see our offer, and note how much this means. But only one of these coupons can be applied on a cooker.

The News and the Star declined the copy because they held it to be unfair to local dealers, and also because they considered the coupon to be in the nature of a trading stamp plan to give "something for nothing." The big merchants of Indianapolis are unalterably opposed to coupons or any scheme conveying the impression that the purchaser is getting a "prize package."

The only Indianapolis paper to accept the advertising was the Indiana Times.

### Seeks Facts About Coupons

Dr. Lee Galloway, chairman of the investigating committee, of the Fair Trade League, on coupons and trading stamps, has sent out a questionnaire to merchants and others regarding their use.

### A Dinner to Mr. Palmer

Nearly 200 political leaders, officials and public men of all the parties joined with the newspaper men of Brooklyn in a testimonial dinner on Tuesday evening to Eric H. Palmer, president of the Brooklyn Press Club, who has just been made secretary to Borough President Pounds.

### Billy Sunday's Secretary

"Smiling Bob" Matthews, private secretary to Billy Sunday, the evangelist, used to be a newspaperman—first with the United Press in Chicago, then with the Inter-Ocean of that city, and later with the Tribune. He was a good newspaper man and he makes a good secretary.

## ***We asked Mr. William C. Freeman to present, in his own way, the merits of THE EDITOR & PUBLISHER as an advertising medium, and the following is what he wrote:***

THE EDITOR & PUBLISHER, as an Advertising Medium for Newspaper Publishers, has strengthened its position immeasurably during this year.

Its consistent policy of making itself an informative and reliable chronicler of happenings of vital interest to business men has given it a place in the publication world far removed from the position occupied by the average Trade Press publication.

Newspaper Publishers, as a body, are willing to concede that THE EDITOR & PUBLISHER is serving both them and the advertising world in a very helpful and constructive manner.

But the Newspaper Publishers, as a body, do not advertise in THE EDITOR & PUBLISHER as regularly as I think they should.

There is nothing so good as a consistent advertising policy to make a newspaper successful with its own advertising. Irregular appearance is not nearly so beneficial. Besides, it furnishes an opportunity for business men to forget, and nobody can take the chance of being forgotten in these busy days, when competition is so keen.

Many newspaper Publishers do advertise regularly in THE EDITOR & PUBLISHER, and all of them are reporting marked increases in their business.

I am not so foolish as to assume that these business increases are due entirely to their advertising in THE EDITOR & PUBLISHER.

But I am justified in contending that their advertising policy, as carried out in THE EDITOR & PUBLISHER, indicates their general, regular policy in the conduct of their business.

That impresses business men favorably—first, because of its continuity, and second, because business men understand the force and wisdom of never letting up in a progressive policy. They very properly figure that consistency in an advertising policy on the part of newspapers indicates a general policy of consistency and enterprise on their part in their home towns.

Such newspapers are invariably selected first by the alert general advertiser when he decides upon an advertising campaign in the cities where they are published.

One thing that all Newspaper Publishers urge upon their advertisers is to use their publications every day if possible—certainly a minimum of one insertion a week for a specified time.

Their claim is—it is a very logical and sound one, too—that no business can get the full benefit of a newspaper's power as an advertising medium unless it uses its columns regularly.

What newspaper folks preach to others they should themselves practise.

THE EDITOR & PUBLISHER believes thoroughly in the policy of REGULARITY IN ADVERTISING. It knows that an advertisement in every issue will help the newspaper that appears in every issue.

Its principal concern is that all newspapers advertising in its columns shall receive maximum benefit from their advertisements.

The Newspaper Publisher now using the advertising columns of THE EDITOR & PUBLISHER occasionally will derive greater results by appearing every week, even though he uses smaller space and spends no more money. A page once a month, if that is all a publisher feels that he can afford to use, would better be divided into four parts—say one full column each issue.

The big point THE EDITOR & PUBLISHER makes is that it devotes its energies to producing a publication which emphasizes the value of newspaper advertising.

It specializes in one department of advertising—NEWSPAPER ADVERTISING—which covers a big enough field to command the serious thought and work of any one publication.

All of the advertising printed in its columns has a direct bearing on the development of newspapers and the placing of advertising. All of the editorial comment and all of the news it prints has but one purpose—to show all business interests how economical and efficient newspaper advertising is and to urge the maintenance of the highest ideals in Journalism.

The cost of a regular message, printed every week in the columns of THE EDITOR & PUBLISHER, is a very small matter—not any more than the average publisher pays to the solicitor on his staff drawing the smallest salary.

Yet this message, carefully prepared and containing facts about the newspaper employing it, will talk to many thousand business men every week—men who want to know how to invest their money wisely in newspapers.

A receptive audience awaits every advertisement in THE EDITOR & PUBLISHER every week. The message goes where it is intended to go—to men vitally interested. And its constant appearance, always frankly, forcefully and accurately representing the paper, cannot fail to make a favorable impression.

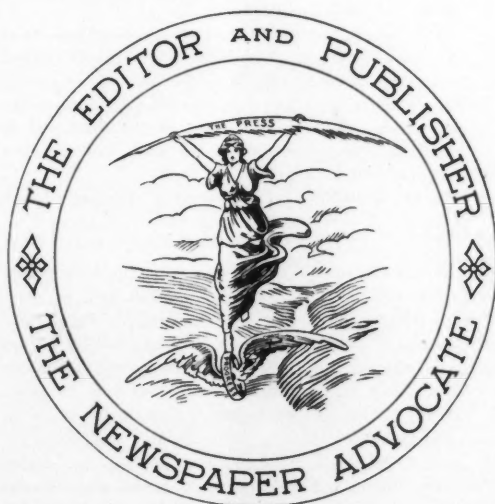
I believe THE EDITOR & PUBLISHER to be, in all respects, a very forceful, interesting, honest and consistent exponent of newspaper advertising. More than that—it is a great constructive force in the present day movement for better and reliable advertising.

I believe that this fact is generally recognized and appreciated by advertisers, advertising agents, advertising writers, advertising space buyers, as well as publishers.

I know that the great membership of the Associated Advertising Clubs of the World regard its work with special favor and recognize that its policy has been shaped by men of wisdom and of vision.

Every newspaper of influence and character in every community in this country can well afford to advertise every week in THE EDITOR & PUBLISHER—The Newspaper Advocate.

Frankly, THE EDITOR & PUBLISHER solicits their advertising—not as a recognition of its efforts, but because it knows after careful demonstration that it can produce a profit for the investor on all such investments.

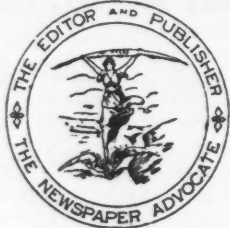


## The Editor & Publisher and The Journalist

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 1117 World Building, 63 Park Row, New York  
City. Private Branch Tel. Exch. Beekman 4330 and 4331.



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

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

New York, Saturday, November 20, 1915

### COUPON PURCHASES COME HIGH

Elsewhere in this issue the EDITOR AND PUBLISHER presents its readers the results of a careful investigation made by a member of its staff as to the price values placed upon the goods with which the United Profit Sharing Corporation, the leading coupon concern of the United States, and the Liggett & Myers Tobacco Company, redeem their coupons and certificates.

The public will be surprised to learn that it is paying much more for many of the articles offered than they can be purchased for at the department and other stores. It has been the boast of this corporation that because of the immense quantities of merchandise it handles it is able to buy at a much lower figure than most merchants, and, therefore, can furnish the articles to their patrons at a smaller cost.

That the company does not give its coupon-holders any such benefit, but on the contrary charges more for the goods than they can be secured for elsewhere, is made apparent by the figures named by Wannaker and Macy buyers in the article referred to.

In an address before the New England Dry Goods Association, in Boston, Alexander McGregor, of the Houghton & Dutton Co., declared that "stamps and coupons are a cancer" on business. People have become so accustomed to look upon the coupons given them with their cigars and other purchases as gifts or bonuses that it is difficult to remove that impression, even when proof to the contrary is submitted. It is to be hoped that sooner or later the public will be made to see that coupons are a delusion and a snare and that the less they have to do with them the better it will be.

### THE ADVERTISING CLUB OF NEW YORK

All eyes are turned, just now, to the Advertising Club of New York.

This is wholly natural, because of the rapidity with which it has recently gone forward in respect to its commodious clubhouse (speedily to be enlarged) and its phenomenal increase in membership.

Excellent work has been done all along the line, ever since the club was started. President Ingersoll and his associates were not discouraged in the day of small things—when one room of moderate size would suffice for all the members to dine together in comfort—but they pushed forward on lines that were intelligent and helpful.

Service was the keynote of the organization in those days, and emphatically it is so now. President Tipper and the able men who are about him have certainly done wonderful work in putting the club where it is today; but even so, they would themselves be the first to say that a club is not to be gauged by the building it occupies, by the fittings and furnishings or by the size of its membership.

The Advertising Club of New York is really just gathering itself for a tremendous forward movement in respect to service—and not merely service to its members but to the advertising business as a whole. It is a very great thing for the advertising men of this city, and indeed of the whole country, to have a common and attractive meeting-place, for the first time. Acquaintance is education. For men to see each other and come to know each other is of the highest importance. Just how the future of the club is to be shaped no one assumes to know; but it is reasonable to feel that President Tipper and his associates not only well understand their full responsibility but that they also know that their work is really but beginning, and that service—and ever still greater service—is the one watchword for them.

And—to quote the Latin sentiment without the Latin words—under that sign they will conquer. Success to them.

### WHAT OF TOMORROW?

Success is intoxicating. When business is rushing and money is flowing in good volume into our pockets; when we are in excellent health and everything is lovely at home, we are apt to become chesty, our ambition expands, imagination carries us to new heights, and we become possessed of the idea that at last all our dreams of position and power are to be realized. At such a time it is difficult for us to look at things rationally and exercise the same degree of common sense that formerly characterized our acts.

These thoughts are suggested by the era of prosperity upon which this country has unquestionably entered. Business is fairly humming with activity. Most of the big industrial concerns have more orders than they can execute for months to come, there are not ships enough to carry the mountains of merchandise and ammunition that are piled up at the ocean terminals, the railroads are staggering under the burden of freight offered them for transportation. Good times are here, backed by the biggest crops the country has ever known.

We have been hoping and praying for prosperity and now that it is here let us not become intoxicated by it and led into extravagances of thought or action that we will regret when the lean years come, as they undoubtedly will, some time.

The European war has stimulated some of our manufacturing industries to an unbelievable degree. Immense factories are being erected to turn out supplies and ammunition for the belligerents. New cities are springing up with populations of from 5,000 to 25,000 inhabitants wholly devoted to the work.

When peace is at length declared there is bound to be a great readjustment in business. Many factories will be closed for lack of orders, and many persons will, for a time at least, be thrown out of employment. We believe that the period of readjustment will not last long, but while it does last serious losses will be incurred by quite a large group of manufacturers and their employees.

It is believed by many close observers of industrial and commercial affairs that the new markets opened for our goods in foreign countries will consume such large quantities of our products that the prosperity now prevailing, largely because of the war, will be continued when it comes to an end. Let us hope that this will be true.

In the meantime we should keep our feet on the ground and not lose our heads.

We are in receipt of a letter from the Ross Gould List & Letter Co., of St. Louis, containing a proposition that, we presume, has been made to other publishers. It asks us to run a two inch single column advertisement "as a filler" as often as we have room for it, and billing same to the company at usual rates. In return the concern generously offers to supply whatever mailing lists we may need from its stock to the amount of the charges made for advertising. It is astonishing what nerve some people display in dealing with publications. A few years ago such an offer as is made by the Ross Gould List & Letter Co. would not have been surprising. Every newspaper, daily or weekly, was formerly besieged

with propositions, under which it was possible for the editor or publisher to become possessed of pigs, anchors, patent medicines, pictures, or stock in mining companies in exchange for advertising space. But things have changed since then. Publishers no longer bite at the bait. They have found that when they do make an exchange they pay from two to four times more for the article than it would cost when purchased for cash. Today only the little country weeklies—those that are conducted by men who cannot see beyond the end of their noses—yield to the allurements of these specious offers. Advertising should be paid for in cash and cash only. If the editor wishes to possess an article sold by an advertiser he should pay for it in cash and not in advertising.

Ninety-eight thousand dollars is a lot of money to spend on a one time advertisement, and few business concerns, even with large resources, would be brave enough to do it. In fact there is only one manufacturing corporation, so far as we know, that ever paid this amount for such an advertisement—the Reo Motor Car Co. The advertisement referred to appeared a short time ago in 160 daily and Sunday newspapers, 38 farm journals, 4 national weeklies—Collier's, Leslie's, Christian Herald and Literary Digest—and 5 trade journals. The results have been of a most satisfactory character. As the Reo product is oversold and has been for some time, the spending of \$98,000 for publicity seemed like a waste of money, but the Reo people believe in keeping up the momentum—they are looking ahead and so do not hesitate to incur an unusual expense. Le Roy Pelletier wrote and placed the advertisement.

### AMONG THE NEW BOOKS

TYPICAL NEWSPAPER STORIES. Selected and edited by H. F. Harrington, joint author with T. T. Frankenberg of "Essentials of Journalism," and Instructor in Journalism in the University of Illinois. Foreword by Merle Thorpe, Professor of Journalism in the University of Kansas: Ginn & Co., Boston and New York.

In teaching journalism it is essential that the instructor shall have at hand plenty of material to illustrate the various kinds of stories the students are called upon to write. Usually such articles are filed away in clipping form or in scrap books and are passed from one student to another for individual study. This, of course, is a somewhat cumbersome method, but it was the best available until within a few months when Prof. J. W. Cunliffe and Prof. Gerhard R. Zomer of Columbia University brought out a volume filled with such articles.

Prof. Harrington's book is the second, of the kind, to make its appearance. The matter selected is taken almost entirely from the leading daily papers and from Associated Press and United Press reports. In making his selections the compiler has endeavored to assemble typical stories illustrative of the best kinds of newspaper writing. The largest number taken from any one newspaper was from the Kansas City Star.

Some of these stories are newspaper classics and are worthy of being preserved and made available for the instruction of aspirants for future journalistic honors. All are worth reading.

### The Derelict

JAMES C. McNALLY

What might he not have been but for the ban  
That masked its folly under friendly glow,  
When bright ambition lured him long ago,  
And beckoned upward to the great domain?

Itching to do big things for glory's gain,  
See him at manhood's door, gifted to go  
Far as the spirits fine he envied so—  
Truth astir in his soul, art in his brain.

See him today, in shameless aftermath,  
Stripped of his dare and dream, his force and fire,  
Begging of better men his bite and sup;  
Say, luckier scribes, keeping the cleaner path,  
As to this brother craftsman in the mire,—  
What could he not have been, but for the cup?





# WOULD YOU LIKE TO SUPPLY LORD SHIPS OR

By RICHARD A. FOLEY

**A**T frequent intervals "K of K", which is Morse Code for "Field Marshal Lord Kitchener," strolls into Lloyd-George's sanctum and says:

"George, old chap, I've raised another little army of a million or so. Have you a trifle of fifty million pounds about you? I'd rather like to have it." And out goes K. of K. with fifty million pounds sterling to spend on the latest addition to his army.

Now, wouldn't you, always supposing your sympathies are not too strongly the other way, like to get a cablegram reading something like this:

"John Smith,  
America,

"Ship a million pairs of shoes (or sticks of sealing wax as the case may be) at once.

K. of K."

You would begin right away to figure what you were going to do with all that money.

But have you ever thought of the great army of peace—totalling more than eleven million people—which inhabits the States of Pennsylvania, New Jersey and Delaware and must daily be supplied with the necessities of life?

## AN ARMY OF CUSTOMERS MORE THAN 11 MILLION STRONG

The exact strength of Kitchener's army at the present time is an unknown quantity. But this we do know: It isn't eleven millions and never will be. And poor Tommy Atkins will never have the amount of money spent on him that is spent by the average American on himself.

You see what we mean.

Establishing yourself as a vital factor in the markets of Pennsylvania, Jersey and Delaware will mean a whole lot more to you than an appointment as "Sutler in Extraordinary to the Armies of His Majesty, King George."

Kitchener's Army and this great European War are things of a few months more, or at the very worst, a few years.

Our peaceful army of eleven millions and over is an ever-increasing and permanent organization which will flourish an infinite number of generations.

[The following newspapers, each prominent in Pennsylvania

	Circulation	Rate	
		2,500	10,000
Allentown Call (M)	13,411	.025	.0171
Allentown Chronicle & News (E)	7,159	.0178	.0107
Allentown City Item & Democrat (EM)	10,785	.015	.015
Altoona Times (M)	13,411	.025	.02
Chester Times & Republican (EM)	12,654	.0335	.0218
Connellsville Courier (E)	6,415	.0143	.0122
Easton Free Press (E)	11,977	.0214	.0214
Erie Dispatch (MS)	8,822	.03	.0225
Erie Herald	{ (E) 8,957 (S)**7,428	.0171	.0143
Erie Times (E)	24,019	.04	.04
Harrisburg Telegraph (E)	20,672	.03	.03
Johnstown Leader (E)	7,254	.0214	.0142
Lancaster New Era (E)	9,205	.0208	.0208
New Castle News (E)	9,075	.0178	.0128
Norristown Times (E)	7,100	.0178	.0143
Philadelphia North American (MS)	171,660	.25	.25
Philadelphia Press (M)	*72,738	.165	.15
Philadelphia Press (S)	*157,908	.25	.25
Philadelphia Record (M)	167,046	.25	.25
Philadelphia Record (S)	141,086	.25	.25
Philadelphia Telegraph (E)	110,047	.175	.15
Pittsburg Leader (E)	80,238	.08	.08
Pittsburgh Post & Sun (S and E combined)	133,079	.14	.14
Pittsburgh Post & Sun (M and E combined)	107,625	.12	.12
Pittsburgh Dispatch (M)	64,753	.12	.08
Pittsburgh Dispatch (S)		.19	.14
Pittsburgh Press (E and S)	118,068	.13	.10
Pottsville Journal (E)	8,875	.0142	.0142
Scranton Republican (M)	34,104	.06	.05
Scranton Times (E)	37,397	.05	.05
South Bethlehem Globe (E)	7,449	.0214	.0178
Washington Observer & Reporter (ME)	13,132	.025	.025
West Chester Local News (E)	12,450	.03	.03

Twenty-four leading magazines have a circulation in these three states of 1,668,771 and a combined line on pro rata basis of approximately \$7.60 per line. One-ninth of the population of the United States is in these three states.

# KITCHENER'S ARMY WITH SHOES OR SEALING WAX?

*its own field, have purchased this space]*

## Pennsylvania (Continued.)

	Circulation	Rate	
		2,500 1	10,000 1
Wilkes-Barre Times-Leader (E) .....	16,620	.035	.025
<b>Total</b> .....	<b>1,632,619</b>	<b>2.7025</b>	<b>2.4591</b>

Population, 8,245,967.

## New Jersey

	Circulation	Rate	
		2,500 1	10,000 1
Asbury Park Press .....	7,942	.02	.0142
Atlantic City Review .....	8,213	.025	.02
Elizabeth Journal (E) .....	12,769	.0286	.0214
Jersey City Journal (E).....	21,459	.06	.06
Newark Eagle (M) .....	20,672	.05	.05
Newark Evening Star (E).....	44,949	.07	.07
Paterson Chronicle (S) .....	6,801	.025	.0214
Paterson Press-Guardian (E) .....	**14,000	.0178	.0142
Paterson Morning Call .....	12,825	.0357	.025
Paterson News (E).....	10,307	.05	.03
Perth Amboy News (E).....	5,877	.0157	.0121
Rainfield Courier (E) .....	5,742	.0157	.0124
Trenton State Gazette (M).....	10,653	.025	.02
<b>Total</b> .....	<b>182,209</b>	<b>.4385</b>	<b>.3707</b>

Population, 2,815,663.

## Delaware

	Circulation	Rate	
		2,500 1	10,000 1
Wilmington Journal (E) .....	15,479	.025	.02
<b>Total</b> .....	<b>15,479</b>	<b>.025</b>	<b>.02</b>

Population, 209,817.

Government statement, April, 1915.

Publishers' statements.

Other ratings Government statements, October, 1915.

	Population	Circulation	Rate	
			2,500 1	10,000 1
Pennsylvania .....	8,245,967	1,632,619	2.7025	2.4591
New Jersey .....	2,815,663	182,209	.4385	.3707
Delaware .....	209,817	15,479	.025	.02
<b>Total</b> ....	<b>11,271,447</b>	<b>1,830,307</b>	<b>3.166</b>	<b>2.8498</b>

Forty-Six daily newspapers with a circulation of 1,830,307 you can buy at a rate of \$2.8498, less than one-half the cost of the magazines, reaching the homes of the people who purchase more than one-ninth of your products.

The Anglo-French Allies have recently raised a loan of half a billion dollars in this country. And that amount of money is but a drop in the bucket as compared with the total amount which will be spent by England and France in the carrying on of the titanic struggle in which they are engaged.

But how infinitely small that half billion seems as compared with the uncounted millions spent by our peaceful army in carrying on the ordinary affairs of its daily life!

It is impossible to estimate even roughly what it costs to keep 11,000,000 men, women and children clothed, fed, housed and amused, but we can give a few figures in regard to one city among the many great centres of population embraced in the three states mentioned.

### A MILLION-DOLLAR PAYROLL

If we take Pittsburg as the subject of our investigations we find it expending more than one million dollars a day for its industrial payroll. The workmen of Pittsburg have a daily buying capacity of more than a million dollars.

The banking surplus of Pittsburg exceeds \$100,000,000, while before the war the combined surplus of the Bank of England, the Bank of Germany and the Bank of France was \$43,500,000.

The goods coming into and going out of this city in a year are over 180,000,000 tons, which is 40% greater than the combined import and export tonnage of New York, London, Hamburg, Liverpool and the Suez Canal.

And, as we said before, Pittsburg is but one of many. There are Philadelphia and Harrisburg, Jersey City, Newark, Camden and Wilmington—to mention some of them.

You have the best chance in the world to get your share of this wonderful market.

If you were supplying "K's" army perhaps there would be wires to pull and sealed bids to offer that might cut down your profits. And yet would you hesitate as to whether it was worth while to try for your share of the war orders?

Supplying the great army of peace is a different matter. You may fix your price. If your product is worth what you ask, you will get that price. Practically every man and woman of our eleven million reads a newspaper at least once a day. You can reach these people through their newspapers. Is there need to say more?

# 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 Building, N. Y., Steger Building, Chicago, for any information desired.

## THE PITTSBURG PRESS

Has the **LARGEST** Daily and Sunday CIRCULATION IN PITTSBURG

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

### In PITTSBURGH

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

The Post <sup>A</sup>ND The Sun  
**WHY?**

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

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

### Get the Best Always

The **Pittsburg Dispatch**  
Greater Pittsburg's Greatest Newspaper

WALLACE G. BROOKE,  
Brunswick Building, New York  
HORACE M. FORD,  
Peoples Gas Building, Chicago

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

**\$32,000,000**

Is the PAYROLL IN PITTSBURGH, PA., Per Month.

**Gazette Times**

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

**Chronicle Telegraph**

Evening Except Sunday

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

**FLAT COMBINATION RATE**

Of 22½c. Per Apage Line.

And give you the largest net circulation. For further information and co-operation, write

URBAN E. DICE

Foreign Advertising Manager

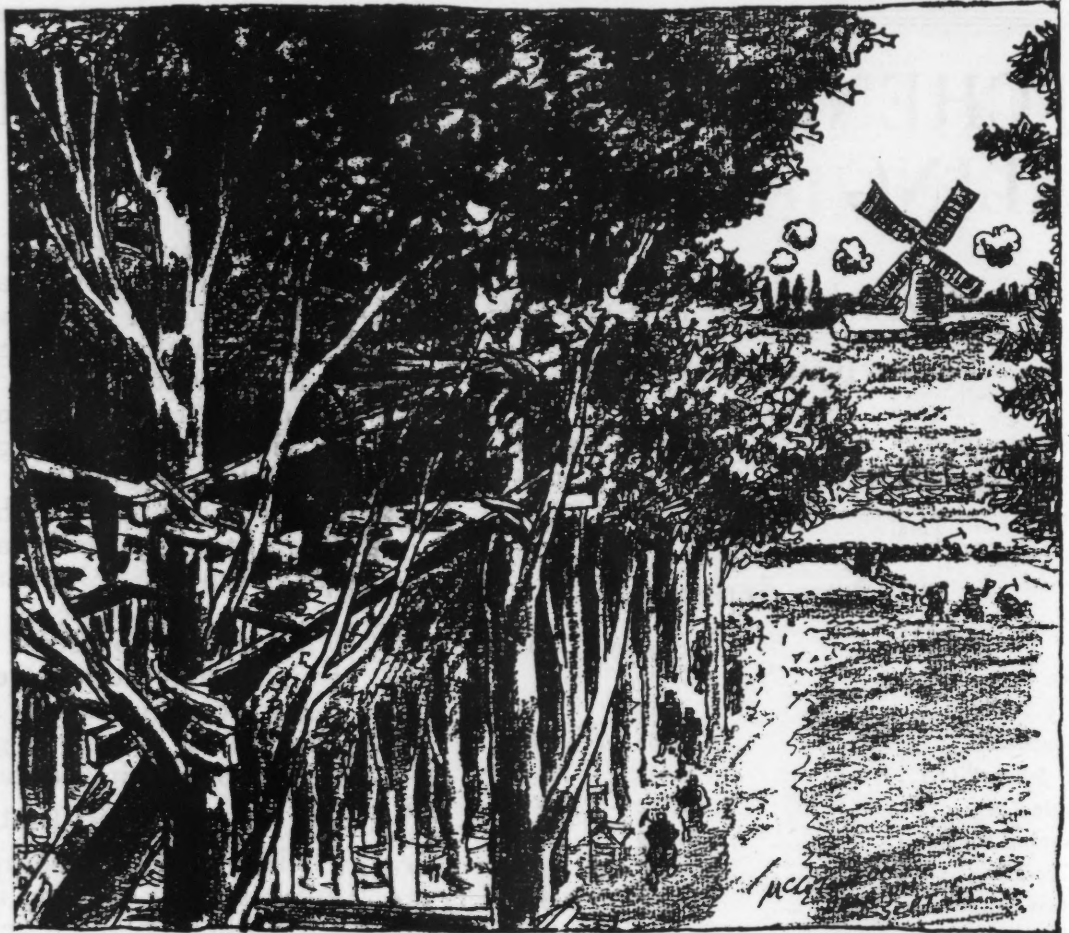
Pittsburg, Pennsylvania.

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

### WHY IS IT?

that the Times-Leader is the only one of the three evening newspapers in New Haven, Conn., that is a member of the Audit Bureau of Circulations. Think it over.

BRYANT, GRIFFITH & FREDRICKS  
225 Fifth Ave. 718 Peoples Gas Bldg.  
New York City Chicago



John T. McCutcheon, the cartoonist of the Chicago Tribune, has just returned from a trip to a portion of the French battle-front. He writes interestingly of his experiences, but it appears that he did not get very near to where actual fighting was in progress. These extracts are illuminating:

From time to time the French Foreign Office sends parties of correspondents to various parts of the line, usually to those parts of the front where nothing very exciting is happening at the moment. . . . It was my lot to draw the tour to the French, Belgian and an edge of the English front in Belgium and northwestern France, the trip to occupy very exciting is happening at the moment. . . . The goal of almost all the correspondents is the first line of trenches, but in our experience this line is as difficult of access as it is for the Germans. At another time we were in an observation tower in a wood 3,000 yards from the Yser canal and the German trenches, but at the moment the shells were bursting off to our right toward Ypres, about five miles away. . . . But the fact remains that we were not under fire and at no time had we a serious sense of being in danger. . . . However, the trip to the observation tower may be described in two ways, both really true, but subject to different interpretations, as follows:

**WITHOUT THRILLS OR COLOR.**

After leaving a little cluster of farmhouses, where a company of French soldiers were busy working on some heavy earthworks, we were

**WITH THRILLS AND COLOR.**

We stopped for a while at a little cluster of farmhouses. A number of French soldiers were standing under the protection of a shed screened from the

led along a fringe of wood to a great trench, newly built but not yet occupied. Upon all sides were mazes of barb wire entanglements cleverly concealed in the wood. An immense bombproof for machine guns looked down through an open space in the wood to where, several hundred yards away and toward the German trenches, a new line of earthworks was being built. Near the latter was an observation tower, cleverly concealed in the trees and guarded by a soldier who stood at the bottom. The tower was about sixty feet high, strongly built and painted a mottled green as a protective coloring.

Only three of us were allowed to go up at a time, it being explained that a greater number might make the position more visible to the enemy, 3,000 yards away.

The view from the top platform was interesting as seen through the screen of leaves. The big trench in the foreground, further on a deserted windmill, deserted fields and houses, and still further the line of trees that fringes the Yser canal.

A few puffs of shrapnel appeared and faded above these positions, but the heavier firing seemed to be fur-

sight of enemy aeroplanes, while near by an officer was directing a large force which was feverishly digging some new trenches. Among the trees to the right was a formidable battery of big 120 French guns hidden under canopies of leaves. At each gun stood the gun crews with shells in readiness for action. They were probably awaiting the signal to begin firing, and the first shot would mean that answering shells would come from the German guns, and the quiet wood would instantly become a pandemonium of bursting shells. A tense stillness—an atmosphere of expectancy—prevailed.

After some delay we were allowed to go forward, carefully concealed by a fringe of trees. Acres of barbed wire entanglements were on all sides. Presently we reached a trench, along which we walked, momentarily expecting a shell from the German guns. These trenches were formidable and at one place commanded a clean sweep of the terrain ahead. It was decided that we might venture on to the next line of trenches, but in doing so we kept well concealed in the edge of the woods, not knowing how soon a keen eyed German sentinel in a distant

ther to our right.

After a time we climbed down and by skirting along the edges of the woods we were led up to a heavy battery of French 120 guns.

treetop would spot us and order a shell dropped in our direction. We talked in low tones.

At the forward edge of the wood we found an observation tower, cleverly concealed and guarded by a soldier with a bayonet. There was a discussion as to whether we might go up in the tower, but after a time we were permitted to go up three, at a time.

"They're likely to spot you if too many go up."

So up we went, sixty feet up on unsteady ladders and reached a little platform from where the position of the German trenches was visible.

The landscape was lifeless except for the tense soldiers in the French trench below and ahead of us.

Suddenly the German guns began and the sky was white with the smoke of bursting shells. But fortunately, the shells fell off to our right. If the Germans were trying to hit us they were doing poor shooting. We were hurried down, and by carefully skirting the wood reached a position of comparative safety once more.

We stopped at the battery and waited a while for the big guns to launch their messengers of death at the enemy.

#### New Goss Press in Three Rivers

The Three Rivers (Mich.) Daily Commercial has just put in a Goss Comet press. This is the second time within the past five years that the press facilities of the Daily Commercial have been increased. Four years ago a two-revolution cylinder press was installed, doubling the capacity. This has now proven inadequate and the present machine was installed.

#### Editors to Meet in Hays, Kan.

The semi-annual meeting of the Golden Belt Editorial Conference will be held in Hays, Kan., in the buildings of the Fort Hays (Kan.) Normal School, Monday, November 29. Merle Thorpe, head of the department of journalism of the University of Kansas, will be the headline speaker. Ex-Gov. E. W. Hoch and Mrs. Cora G. Lewis are also on the program.

#### Editorial Elysium

"Fellow dropt into the office the other day and ordered the paper, and we were pleased. Said it was a good paper, and we were glad. Said it was more than worth the money to any man of intelligence, and we were tickled. Said it was the mainstay of the town, and we were supertickled. Said it was the greatest booster and the most reliable town-builder and developer in this whole community, and we yelled with joy. Paid for his paper, and—we slid gently to the floor in blissful unconsciousness. Nature had reached its limit."—Afton Tribune

## ALONG THE ROW

## AT THE WINDOW.

"How much," said she to the cashier,  
 "Do you charge for an ad.  
 In the Death Notice column, sir?"  
 And oh, her voice was sad.  
 "One dollar for an inch," he said.  
 She sighed, and answered "Nix."  
 "That rate would bankrupt me," she said,  
 "My John was six foot six."

## ALWAYS SOMETHING DOING.

The men who cover the Williamsburg section of Brooklyn certainly earn their money. Government statistics show that Williamsburg leads all other places in the number of suicides. Fire department figures show that it also leads in the number of incendiary blazes and fatal fires. Moreover, there have been more hold-ups in McCarren Park, and more pickpockets caught on the bridge plaza, than in any other section of the Greater City. Fatal fights in the foreign section at weddings have grown so common that they only get a stickful.

## GOOD, BUT NOISY.

The United Press has installed six of its new multiplex telegraph printers in Manhattan and Brooklyn newspaper offices. It must be said that it makes good copy and an awful racket, the sound being something like a cross between a planing mill and a pile driver. What the machine seems to need most is a set of rubber tires. However, it is only being tested at present, and may grow more quiet with use and age.

## JUST BY ACCIDENT.

Here is the true story told for the first time of how a free lance on the Row, years ago, did a good turn for a worthy couple by mere accident which netted him \$5 space, and made a man and wife comfortable for life. When the Windsor Hotel on Fifth avenue was destroyed by fire several persons were burned to death, and the papers were filled with the story as a matter of course for two or three days. About a week after the fire the free lance met a friend, who said: "You newspaper men missed a big incident at that fire. My boss was a guest there, and he tells me that one of the elevator men made a half-dozen trips with his car through smoke and flame and saved many lives. In going up on his last trip he was caught between floors and roasted to death."

The free lance looked at the clock. Yes, he thought he could verify the story and catch the last edition. He did both. He reached the Daily News office twenty minutes before press time, tossed the story over to Bob McIntyre, the city editor, and it came out with a big black head. The morning papers carried it the next day, with the result that a fund was started for the family of the hero who was burned to death in the elevator car, and the fund was large enough to buy them a home in the Bronx.

## FROM THE SKINNERSVILLE SIGNAL.

With this issue of the Signal we close our great Prize Poem Contest. It has been a great success, some hundreds of our readers having sent in effusions on all sorts of subjects from death to doughnuts. After looking them over we feel safe in asserting that Longfellow, Whitier and Byron never wrote anything like them. We have not space to publish all the poems submitted in the contest and therefore only present a few of the gems. Little Elsie Tompkins sent in the following, which she entitled "Revenge":

"A turkey gobbler  
 He chased me;  
 Thanksgiving Day I'll  
 Gobble he.  
 I hope that sweet he'll  
 Prove to be."

We now pass on to the next exhibit called "Love," by Oscar Onderdonk, business manager of Judge Reed's herd of cows.

"With love I am  
 A-burnin' up.  
 My heart jumps like

A brindle pup,  
 I'll ask her soon  
 To change her name,  
 If she don't, it's sure  
 A dog-gone shame."

"In Autumn" is the title of a pastoral by Miss Hannah Scudder, which is full of the tang of the woods.

"A hungry boy  
 Out in the wood  
 Ate leaves because  
 He had no food.  
 But for his home  
 How he did yearn  
 When all them leaves  
 Began to turn."

John Hightower, who is of a practical turn of mind, sent in these lines under the caption of "Salt":

"We must have salt  
 Or we would die.  
 To live without  
 It, do not try.  
 When making bread  
 Please bear in mind  
 Not to mix in  
 The Rochelle kind."

The gem of the contributions, however, is the following by Reuben Hopper, which wins first prize:

"The Signal, it  
 Is just immense,  
 And if its price  
 Was thirty cents  
 In my mail it  
 Would still come hence."

Thank you, Mr. Hopper. Tell your friends that now is the time to subscribe.

## FOR PRACTICE.

A number of New York newspaper men have formed a golf club. It's a great game. To practise it at home throw a collar button on the floor in a dark room, and try to find it and whack it with the handle of a cane.

## Aulsbrook Joins N. Y. Tribune

On Monday, F. G. Aulsbrook re-entered the newspaper advertising field, after an absence of slightly over two years, during which time he has been associated with Delico Food Products Company, Inc. Mr. Aulsbrook resigned as vice-president and manager to become assistant advertising manager of the New York Tribune. With the exception of the two years, he has been continuously in newspaper work since 1898. At that time he joined the Omaha World-Herald as a reporter, after an experience with a small Western newspaper, but soon devoted his efforts to the advertising side. He was advertising manager at the time he left, in 1904, to become advertising manager and assistant business manager of the St. Paul News. From there he came, in 1906, to the New York American, remaining until he went to Delico, in 1913. Mr. Aulsbrook is a member of the National Advertisers' Association.

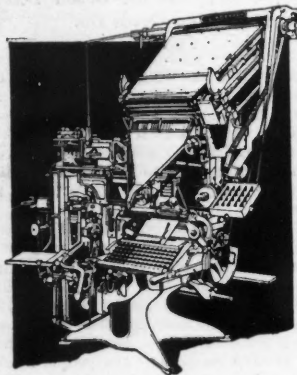
## A Busy Newspaper Woman

The "Martha Hart" who writes excellent verse for the Des Moines (Ia.) Register and the Des Moines Tribune, is Mrs. Helen Cowles Le Cron, eldest daughter of Gardner Cowles, publisher of the Register and the Tribune. She also collaborates with Louise Bennett Weaver in another Register-Tribune feature, "Bettina's Adventures in Home-making." Incidentally, Mrs. Le Cron is the mother of two bright children.

## Mr. Villard Speaks to the Teachers

"The Possibilities of Journalism" were presented before the Schoolmasters' Association of New York and vicinity, at the Princeton Club, New York, last evening, by Oswald Garrison Villard, editor of the Evening Post. Mr. Villard discussed the subject from the angle, particularly, of co-operation with teachers in influencing good taste in reading.

## The Pittsburg Dispatch



Model 8, Three Magazine  
 Quick Change Linotype

makes a drive on  
 its ad alley work  
 by installing four

**MULTIPLE  
 MAGAZINE  
 LINOTYPES**

The Dispatch is the fourth of the Great Pittsburgh dailies to endorse, with an order for Multiple Linotypes, our slogan:

*The Multiple Linotype Way is  
 the Modern Way*

**MERGENTHALER LINOTYPE CO.**

TRIBUNE BUILDING, NEW YORK

CHICAGO SAN FRANCISCO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

There is some question as to the best advertising ever put out. But the worst is often found in the advertising newspapers do for themselves. Perhaps it is another case of the shoemaker's wife going worst shod.

The Foley Agency has done yeoman service in bettering the advertising of some of the country's leading publications.

*Have you a newspaper to  
 advertise?*

**The Richard A. Foley  
 Advertising Agency, Inc.**

**Bulletin Building  
 Philadelphia**

## Selecting Your Medium

O yes I know, but you haven't quantity circulation. My clients are buying quantity—where they can reach the most people at the lowest cost per capita.

Indeed, Mr. Agent, but why not consider buying power and take into account the fact that money is a precious article these days and every Tom, Dick and Harry don't have it to spend? If you were selling something, wouldn't you rather take a chance on a New York Evening Post reader?

Publication Office, 20 Vesey St., New York.  
Member Audit Bureau of Circulations.  
Eastern foreign office Western Office  
1163 World Building McCormick Building  
New York, N. Y. Chicago, Ill.

## The Jewish Morning Journal

The Only Jewish Morning Paper  
New York City

**CIRCULATION IN NEW YORK CITY LARGEST OF ALL FOREIGN LANGUAGE PAPERS.**

Next to the "World" in Want Ads.

## DETROIT SATURDAY NIGHT

guarantees and stands back of every advertisement it publishes.

G. LOGAN PAYNE CO.  
New York Chicago Boston Detroit

## Editors Who Know



GUY FLENNER, Managing Editor, Idaho Daily Statesman.

I think the man who said the editorial was the soul of the newspaper was mistaken. It's the picture instead. But it must be a good picture if it is to be a good soul.

The Statesman has used the Bain service and it is a good one. We have never been offered anything we regard as being better or more up-to-date.

**BAIN NEWS SERVICE**  
32 Union Sq., E., N. Y. City

## The Detroit Free Press

"Michigan's Greatest Newspaper"

The Largest  
2-Cent Morning Circulation  
in America

Rates and information  
direct, or from

**VERREE & CONKLIN, INC.,**  
Brunswick Bldg. Stager Bldg.  
New York Chicago

## THE NEW ORLEANS ITEM

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

## HOW ABOUT THIS, NOW?

Here's a Successful Retail Grocer Who Tells the Advertising Men That "We Must Cast Aside" the Idea That Advertised Goods Cost the Dealer Less to Sell Than Other Goods Do.

Yesterday's luncheon of the New York Advertising Club was enlivened by an address from George Stadlander, formerly president of the Retail Grocers' Association and now at the head of an important chain of grocery stores in New York City. His topic was: "Selling Groceries to the Consumer." He said in part:

"To operate a retail grocery store in these times of advertised foods, and make it pay a fair wage, takes a great deal more brains and skill than you realize. Advertising men generally believe that when a retailer handles advertised goods it does not cost him as much to sell them as if he sold goods that the people needed of a similar line not advertised. That idea we must cast aside. It may look so on paper, but no retailer has been able to reduce the cost of doing business because the goods he sells are extensively advertised. I will try to show you how advertised goods figure in this statement.

"It is a known fact that the main staff of life sold in every grocery store amounts to over 50 per cent. of any store's output, and it is sold at a loss, taking the cost of doing business into consideration. That's not your fault, but nevertheless these are the conditions. These goods referred to consist mainly of flour, sugar, butter, eggs, milk and soaps. You can see that the retailer has to be well posted in order to make up the loss of 50 per cent. of his sales on the balance of his business, in order to cover and make a fair wage. Now, then, here come your advertised goods.

"Within the past few years the retail grocer has added another 10 per cent. of his sales to the unprofitable side of his ledger, namely, very extensively advertised items—principally due to keen competition. So it is that goods advertised to be retailed at 10c. are now universally sold at 8c., and some 25c. goods at 21c. The large majority of housewives know by now that when the retailer does not sell 10c. cans of goods for 8c. he is not a reasonable grocer, thus compelling every retailer to cut the advertised goods as close as possible in order to keep his customers coming back.

"Now, then, the wise retailer, you will find, has a few questions in his mind when a manufacturer's salesman comes along with some new item, on which the retailer has enjoyed a profit, put up in a nice package and with a satchel full of magazines showing how many million dollars the manufacturer is going to spend of the retailer's profit. Do you see what I am trying to make you understand? A retailer, let us say, has enjoyed 40 per cent. profit on an item that the housekeeper needs, not advertised; but just as soon as that item is put up in a nice package and advertised, you will find one retailer after another reducing it, in order not to appear high-priced, to almost no profit at all.

"With these conditions existing, and with the retailer unable to change them, it has become necessary for a retailer either to become efficient or quit. He not alone must buy or own his goods right, he must also work out a selling plan, which is being done in various ways.

"First of all, a retailer and his clerks must know the quality of the goods they sell—even advertised goods. If I were to put goods on the market I would spend part of my allowance on full-size samples and would try to see to it that every grocery clerk got a package of any new food for nothing. If he likes it, your battle is won as far as he is concerned. I tell you, a grocery man saying 'My family likes it,' will make \$5 worth of advertising look like \$5,000; but so many manufacturers do not see it in that way. They believe that if a boss has seen or tried the merchandise, that is sufficient. Not so. I believe that everybody connected with our firm—even the delivery

boy—is just as important to the business as the president, the business itself being the real boss.

"Now, then, we all try—from the delivery boy up—to work for the boss (meaning the business). Window dressing is very important; also clean stores, profitable goods put to the front mixed with enough well-known goods to create confidence in new customers and keep the regard of the old ones; clean-shaven clerks with clean hands; and let the boss be strictly truthful, with the following rule: stay in your office. You have more power over your customer when in it. Your office is behind the counter. Treat every customer equally well, whether the purchase be large or small. Be quick and quiet, and have no conversation with customers except what is necessary. Be always polite with impatient customers. Make good the rule: 'Your money back if any of our goods fail to please.'

"I do not believe in selling customers more than they can conveniently pay for. A housewife when patronizing a grocery store every day does not want to be pounded nor does she enjoy a clerk who has something new to offer every time she enters the store. A clean clerk with a habitual smile, quiet and soft, with little talk and some power in asking a few questions from a customer is the most valuable man for a retailer. You will find that this sort of a clerk keeps customers coming back and sells more goods in the long run than a fellow who has always something new to offer. He is the clerk who drives customers from the store."

## LIVE AD CLUB NEWS

The Cleveland Advertising Club had for its speaker at their noon meeting on Friday, November 12, Warren S. Hayden, of Hayden, Miller & Co., of Cleveland, who spoke on "Finance and Its Relation to Manufacturing" from the standpoint of the financier. A series of subjects along this line will be handled by the most able financiers during the winter.

Edward James Cattell, statistician of the city of Philadelphia, was the guest of honor and speaker at the mid-week luncheon and meeting of the above club on Wednesday last. His subject was "The Dawn of a Brighter Day." Mr. Cattell is the editor of several technical publications in the Quaker City and a member of the Pen and Pencil Club.

Harry C. Goodwin, former reporter, city editor, advertising manager, and now a member of Fish, Lyman & Goodwin, Rochester, N. Y., will address the Cleveland Advertising Club next Friday on "What Constitutes Practical Cooperation Between the Manufacturer and the Distributors of His Goods?"

Herbert L. Connelly, of the Iron Age, et al., and H. M. Faust, of the Root Newspaper Association, are among recent new members to join the Cleveland Advertising Club.

"What Amount Should a Retail Merchant Appropriate for Advertising?" was the subject discussed at the Lynchburg (Va.) Ad Men's Club on November 9, the discussion being led by Dr. D. B. Ryland. The meeting was presided over by Mr. Clyde Jennings, president of the club.

The Norfolk (Va.) Ad Club was addressed on November 11 by J. F. Jacobs, of Clinton, S. C., the topic being "Advertising in Relation to the Problems of Distribution." Mr. Jacobs, who is one of the foremost advertising men in the South, dealt with his subject from the double viewpoint of the manufacturer and the second-hand distributor.

Newspaper advertising, with a small amount of outdoor publicity, is the best way to advertise a business in Texas, according to a decision reached by the Dallas (Tex.) Advertising League at its meeting this week. This decision was reached when it was decided how the theoretical appropriation of \$2,500 for advertising for the "Wantmore Pickle Company," a fictitious company, should be spent. The decision was reached after every manner and form of publicity had been thoroughly discussed and representatives of outdoor advertising, newspapers, advertising agencies and other forms of publicity had presented their claims. "Advertise Advertising" has

been adopted as the slogan of the league.

W. C. Williams, assistant secretary of the Texas Cattle Raisers' Association and editor of The Cattleman, issued by that organization, was the chief speaker before the Fort Worth (Tex.) Ad Club at its weekly meeting. "House Organs" was his subject. Mr. Williams also told how house organs should prove an aid to salesmen and should be used to help retailers to a better knowledge of the goods they sell and also to a knowledge of better methods of salesmanship.

Under the leadership of the new president, S. DeWitt Clough, the Advertising Association of Chicago has inaugurated a new membership campaign. The benefits of the association are to be exploited at noonday meetings to be held in loop theaters and especially to young men in the advertising field will be extended an invitation to join. There already is a junior association, a feature of which is an advertising school. The juniors are addressed each week by a member of the parent association. The Chicago association aims to take a phalanx of 700 delegates to the Philadelphia convention of the Associated Advertising Clubs of the World next spring. Monday night the annual harvest home dinner and frolic of the association was held in the club rooms.

In an address before the Philadelphia Business Science Club at the first fall luncheon on November 12, R. N. Durbin, president of the Poor Richard Club, told of the advance in modern advertising. In part he said:

"Every business man should advertise. It is his best investment. Without advertising he is unknown, virtually dead."

## AD FIELD PERSONALS

R. J. Kaylor, who was formerly connected with the Johnstown (Pa.) Journal and Altoona (Pa.) Gazette, and later with Youngstown (O.) Telegram, has been appointed advertising manager of the Youngstown Tube and Steel Company.

R. F. R. Huntsman, advertising manager of the Brooklyn Standard Union, is on his annual turkey shoot to Virginia.

R. T. Gray has been made advertising manager of the Haynes Automobile Company, Kokomo, Ind., succeeding H. A. Minturn.

Dick Adams, of the advertising staff of the New York World, is on a leave of absence on account of illness. He will spend some time in Canada.

Miss Louise Porter has joined the advertising department of Bonwit, Teller & Co., New York City, coming here from Los Angeles, Cal., where she was president of the Woman's Advertising Club, and for several years she was well known in department store work.

Herman G. Halstead, of Paul Block's office, publishers' representatives, New York, gave a dinner to his friends at Churchill's last week in honor of his tenth wedding anniversary. Mr. Halstead presented his wife with a circle containing ten diamonds.

F. Porter Caruthers, of the S. C. Beckwith Special Agency, New York has been appointed secretary of the Tennessee Society.

H. H. Imray, for six years with N. W. Ayer & Son, Philadelphia, has formed a partnership with H. Sumner Sternberg, New York, to do an advertising agency business under the name of Sternberg-Imray, Inc.

The E. P. Remington Advertising Agency, Buffalo, has appointed Alex F. Osborn business manager. Carl J. Balliett continues as general manager.

Stavrum Thomson & Bennett, Inc., advertising, announce the removal of their offices from 56 East Congress street to larger and more convenient quarters in the Lytton building, suite 1729 and 1730, 14 East Jackson Boulevard, Chicago.

## Central Strengthens Washington Bureau

Nelson M. Shepherd has been added to the Washington bureau of the Central News of America and will cover the United States Senate. A. N. Jankon has also been added to this bureau and will cover the war, state and navy departments for this concern.

**LIVE TOPICS DISCUSSED BY READERS**

*[Under this caption we will print each week letters from our readers on subjects of interest connected with newspaper publishing and advertising. Any publisher who desires help in the solution of his problems, or who has pronounced views on any subject connected with the business, is invited to contribute to this column. We are confident that such a column can be made of great value through the co-operation of our readers.—Ed.]*

**"Good (Free) Fillers On Quiet Days"**

TURNER'S ALMANAC  
Issued Annually by  
Times Publishing Company  
Publishers of  
The Raleigh Times  
Raleigh, N. C.  
November 12, 1915.

To the Publisher:  
Here's a copy of the 1916 Turner's Almanac.  
If you will only glance through it, we will not have to tell you what a wonderful book it is. This copy is for your individual use. If you need any more we will gladly send them.

If you care to make any comments of your own about the new edition, we will appreciate your courtesy very much. We enclose proof of some items already written if you want to use them instead of going to the trouble of writing something yourself.

Now we want your help in making the book even more widely known through North Carolina. The profits are not large enough to provide for any elaborate advertising campaign, so we have to be content with whatever publicity our newspaper friends are willing to grant.

We have a series of attractive display ads in plate form arranged for Western Newspaper Union bases. The sizes are 7 inches single column, 14 inches single column, and 8 inches double. They would make good fillers on quiet days.

Can you use any of this material?  
A reply at your very early convenience, using our stamped envelope, will be highly appreciated.

Yours very truly,  
TIMES PUBLISHING CO.,  
John A. Park,  
Publisher.

**Read Before Times Staff**  
New York Times, Nov. 10.

THE EDITOR AND PUBLISHER:  
Permit me to congratulate you upon your admirable and instructive article on "Offset Press May Revolutionize Newspaper Supplement Printing" in last week's issue of THE EDITOR AND PUBLISHER. I suggested that the article be read at this morning's meeting of the advertising staff of the Times, which was done, to the welcome edification of all present. W. F. HARDING.

**Good Illustrations Are Needed**

In a recent talk before the members of the Pilgrim Publicity Association, Boston, Herbert W. Dana, advertising manager of the Paine Furniture Company said in part:

"Much representation has been practised by using fine illustrations with cheap merchandise, so arranged as to give the readers the impression that they will get the choice article at a very low price. This practice became so common in some of the larger cities the reputable stores were forced to 'mark out' or put prices under each cut. Illustrations cannot be handled too carefully. In the first place they occupy valuable and costly space and must bring results or fail in their mission. They must have a reason. Some advertisers will not use illustrations unless they contain life. For example, trunks and bags must be illustrated with people, travel scenes, or something of the sort."

**Appealing to Women in Your Ads**

R. T. Snodgrass, of N. W. Ayer & Son, New York and Philadelphia, spoke before the Chelsea School Advertising Class (23d St. Y. M. C. A.) Wednesday evening on "The Human Element in Advertising." In the course of his remarks Mr. Snodgrass alluded to the fact that eighty-five per cent. of all the purchases made in retail stores are made by women. If an advertiser would succeed in getting their patronage he must study their tastes and peculiarities and embody what he has learned in his advertising. He said that before writing some advertisements on veils he spent the better part of three days at the veiling counters of several big department stores listening to the conversation between the clerks and their customers.

**FLAT RATE FAVORED**

Collin Armstrong, Well-Known Agent, Addresses the Six-Point League.

The principal speaker at Tuesday's luncheon of the Six-Point League of New York City was Collin Armstrong, an advertising agent of prominence. He said in part:

"I do not consider the cordial invitation that has brought me here so much a personal compliment as evidence of the desire of your organization to work in close harmony and co-operation with the Association of New York Advertising Agents. As you doubtless know, that association has accomplished a good deal of various directions during the four years of its existence, notably in the magazine field, and it is the desire of the Committee on Newspapers of this association, of which I have the honor of being Chairman, to accomplish something well worth while in the interest of publishers, advertisers and agencies.

"To that end the committee has unanimously decided to take up the matter of extending the flat rate proposition, provided, of course, that is the wish of the association. We believe that the association, or at least a large proportion of its members, are in favor of the flat rate, and the committee hopes to get an informal expression from the association at its next meeting later in the week; consequently, I am exceedingly gratified at having the opportunity to discuss the proposition with you before making a report of progress to our members.

"I do not need to submit to you the arguments in favor of a flat rate, as you are all unquestionably familiar with them, the salient points being, briefly, the simplification of the work of publishers, advertisers and agents; the fact that it places the large and small advertisers on the same basis; namely, each paying his share of the cost of producing the medium used, and last but not least, the effect it has in minimizing rate cutting both by publishers and by agents. I will not say that if universally adopted it will abolish rate cutting, for that condition of affairs will only take place when we reach the millennium; but it certainly will eliminate dishonest practices which some publishers may indulge in voluntarily and many others are compelled to become parties to by the persistency of their advertising patrons.

"With a view of collecting data for as strong an argument as can possibly be made in favor of the proposition, the committee addressed a circular letter to something over 300 newspapers which are now conducting business on a flat rate basis, asking for their reasons for doing so, and more especially the results of the experience. A large number of replies have been received, and they are exceedingly interesting. In due time the substance of them will be incorporated in a report to our association, and possibly in time the report may find its way into your hands.

"I have not come here to indulge in post-prandial oratory, but to state to you briefly what we have undertaken with a view of eliciting an expression of opinion from you, and that expression will unquestionably have a bearing upon the deliberations and work of our committee."

Mr. Armstrong also brought to the attention of the League criticisms that have been made of certain clauses in the series of contract clauses that were adopted by the Advertising Agents' Association last year after consultation with The Six-Point League. These matters, as well as the first subject introduced by the speaker, were then informally discussed by the members of the League, with the result that the Chairman of the Newspaper Committee expressed himself as much enlightened regarding the matters to which he had called the attention of the League.

Both subjects were referred to the League's new committee on Relations with Agents, of which M. D. Hunton is the chairman.

**NEWSPAPERS ARE BEST**

So Declares an Earnest Advocate of Church Advertising.

The religious department of the Baltimore News issues regularly a handsome four-page "house organ" in the interest of better church publicity. Its current issue contains an article quoted from the Watchman-Examiner from which the following extract is made:

"Of course, the newspapers afford the largest opportunity for church advertising. In the large cities such advertising is expensive, but in small cities, towns and villages it is generally inexpensive. If we take into consideration the number of people reached by the newspaper, it is always the cheapest kind of advertising. Every church should avail itself of the use of newspapers. To fail to do so on the ground of economy is a penny wise-and-pound-foolish policy."

**Suburban Shopping Days**

The Indianapolis Star and the News of the same city are co-operating very effectively with the local Merchants' Association in promoting suburban shopping days. The idea is to build up mid-week business, and it is working out very satisfactorily.

**BIG ADVERTISING LIKELY**

Mutual Tobacco Company Is a \$20,000,000 Merger.

Announcement was made on Wednesday of the formation of the Mutual Tobacco Company with a capital of \$20,000,000.

These concerns figure in the merger: Allen & Dunning Company, Paterson, N. J.; Campbell Tobacco Company, Newark; Mrs. G. B. Miller & Co., of this city; Hoffman & Co., Red Hook, N. Y., and Lane & Lockwood Company, Caldwell, N. J.

William H. Dunning, of the Allen & Dunning Company, is president of the company. The other officers are James C. Tansy, Isaac L. Evans, William S. Massonneau, T. Star Dunning, and Henry S. Pfeil.

It was said yesterday that the Mutual Tobacco Company had plans to acquire other factories in the East. It is planned to launch a national campaign of advertising.

**Useful List of Trademarked Goods**

The Minneapolis Tribune has just issued a catalogue of trademarked commodities, prepared by its general manager, W. L. Halstead. The list fills 17 pages of close type.



Bell Telephone Exhibit, Panama-Pacific Exposition

**A Wonder of Wonders**

"It is the most beautiful and inspiring Exposition the world has ever seen."—President Hadley of Yale, in speaking of the Panama-Pacific Exposition.

EVERY American should feel it a duty as well as a privilege to visit the Panama-Pacific Exposition and view its never-equalled exhibits of achievements in Art, Science and Industry.

In all this assemblage of wonders, combining the highest accomplishments of creative genius and mechanical skill, there is none more wonderful than the exhibit of the Bell Telephone System.

Here, in a theatre de luxe, the welcome visitors sit at ease while the marvel of speech transmission is pictorially revealed and told in story. They

listen to talk in New York, three thousand miles away; they hear the roar of the surf on the far-off Atlantic Coast; they witness a demonstration of Transcontinental telephony which has been awarded the Grand Prize of Electrical Methods of Communication.

This Transcontinental Line has taken the thought, labor and ingenuity of some of the greatest minds in the scientific world. Yet it is but a small part of the more wonderful universal service of the Bell System, which makes possible instant communication between all the people of the country.

AMERICAN TELEPHONE AND TELEGRAPH COMPANY AND ASSOCIATED COMPANIES

One Policy

One System

Universal Service



## Leads in General Advertising

In ten months of 1915 The New York Times printed a greater volume of advertising by more than a million agate lines (help and situation advertisements alone excepted) than any other New York newspaper, morning or evening.

The average daily and Sunday sale of The New York Times for the six months ending September 30, 1915, was 318,274.

## Buffalo News

EDWARD H. BUTLER

Editor and Publisher

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

Foreign Advertising Representatives

KELLY-SMITH COMPANY

220 Fifth Avenue Lytton Building  
NEW YORK CHICAGO

According to a compilation made by the Mail Order Journal for the first six months of 1915, The Washington Star carried not only a greater volume of display advertising, but also a greater volume of local display advertising, than any other American newspaper, whether morning or evening and Sunday.

## THE EVENING STAR THE SUNDAY STAR

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.

## 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 Street, 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.

## 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.

Just before the recent election in New Jersey, the students in news writing and news reporting took a straw vote of the male passengers on the ferry boats and commuting trains of the New Jersey railroads during the rush hours one evening. The object of the vote was to find out how the men stood on the matter of suffrage in that state. The results were published in New York evening papers.

William C. Roberts, who edits the Topics of the Day Department of the Literary Digest, has just been appointed to the Faculty of the Department of Journalism. He is now giving the course in Current Topics.

James Eaton Tower, formerly editor of Good Housekeeping and now editor of The Designer, addressed the class in Magazine Fiction last Tuesday evening, November 16, on the subject "Fiction That Appeals to Women."

A number of the journalism students visited the plant of Harper & Brothers, through the courtesy of Elizabeth Jordan, of Harper's Magazine, Wednesday of this week.

Arthur Guiterman, of the editorial staff of the Woman's Home Companion, will give his course in Magazine and Newspaper Verse during the first semester only, this year. Mr. Guiterman has just brought out a book of verse, entitled "The Laughing Muse."

Miss Eva vom Baur, editor of the Woman's Page of the Evening Sun, is giving a course in Woman's Work on Tuesday evenings during the present college year. On December 14, Dorothy Dix, of The Evening Journal, will lecture in this course on the subject, "Reporting."

The first meeting of the Scoop Club, an organization composed of journalism students, will be held on Saturday of this week.

The women students in journalism are unusually well represented in the November magazines. Hazel H. Adler contributes to the Century an article on "Open-Air Schools for Normal Children"; Mary Carolyn Davies has a little verse in the Editor's Drawer of Harper's Magazine; Clara Tarbell tells in Country Life in America how her aunt, Ida Tarbell, runs a little Connecticut farm; Ruth Danehower has a story in McBride's Magazine, entitled "Miss Millie's Reconstruction"; Nina Sutherland Purdy has another of her Mandy stories in the November Woman's World.

J. M. L.

### University of Illinois

Newspapers furnish the main sources for discussion, in the journalism classes, although Mr. Harrington's "Essentials in Journalism" is used for some class work, and his more recent book, "Typical Newspaper Stories," just received from the press is being devoured by the classes. More than 40 representative newspapers from all parts of the country are on file in the office, and 20 of the best magazines on writing, editing and printing are received regularly.

The course in editorial and feature article writing is given by Prof. F. W. Scott, of the department of rhetoric. Magazine work, book reviews and criticism are all considered. Twenty are taking this advanced work, which doubles the enrollment in the class last year. Mr. Scott also conducts classes in the history of journalism and writing for the agricultural press.

Lectures by a number of the country's leading newspaper men are planned for the coming winter. The Illinois chapter of Sigma Delta Chi, honorary journalistic fraternity, is planning to present the Chicago Tribune's newspaper film,

"Racing the Deadline." The fraternity is also offering a prize to the freshman who does the most consistent work in journalism. Another celebrity was added to the membership of the fraternity when Ring W. Lardner, famous sport writer who was at the University to report the Illinois-Minnesota football game for the Tribune, was initiated into the local chapter.

Great as has been the beginning, even bigger plans are being made for the future. A complete shop for the Illini and all University printing is one of the plans under consideration. Then the rattle of the linotypes and the grind of the presses will help to intensify the newspaper atmosphere still more.

### Columbia University

President Nicholas Murray Butler in his annual report, just issued, has this to say regarding the work of the School of Journalism:

"The three years' experience which has already been had suggests some changes of policy, not very great or very important, which will undoubtedly increase the effectiveness of the School of Journalism and make its relation to the rest of the university more definite and more helpful than at present. It has already been demonstrated that for the training of such journalists as Mr. Pulitzer contemplated when making his benefaction more time is required than was supposed at the outset, and greater concentration of energy and purpose. To make this possible it will be desirable so to restate the conditions of admission to the School of Journalism as to secure students somewhat more mature and somewhat more effectively trained in the preliminary subjects."

### Kansas State Agricultural College

The Department of Industrial Journalism has the largest enrollment in its history, the total now being 125. A number of these students expect to take a degree in journalism for which the college offers a four-year course. Agricultural writing and women's feature matter are emphasized.

William A. Sumner, a graduate of the course, resigned this fall his position as instructor in the department to accept a similar position at an advanced salary, in the Department of Agricultural Journalism, University of Wisconsin. He has been succeeded by F. L. Snow, who for the past six years was on the staff of the Topeka State Journal and previously was engaged in newspaper work in British South Africa. N. A. Crawford remains head of the department.

Two new subjects are being offered in the journalism department this year—the Economics of Journalism, which deals with circulation and advertising problems, and an advanced course in the History of Journalism.

Cost finding is receiving careful attention in the work in printing, which is required of students taking the journalism course. The Kansas State Agricultural College was the first college in the United States to offer instruction in printing, work in the subject having been begun in 1875.

H. M. Ziegler, who was graduated from the course in 1914 and is now associate editor of Farm and Fireside, addressed the journalism students recently on "Writing the Farm Story."

### Iowa State College

More calls for agricultural writers are coming to the department of agricultural journalism at Iowa State College than can be supplied. Not only are the farm papers wanting recruits but the daily newspapers are adding agricultural reporters to their staffs, and the live country weeklies of Iowa are putting in pages of agricultural news and need men to gather it.

S. E. Conybeare, who did graduate work in agriculture and journalism before becoming a member of the department, has recently gone to the staff of the Orange Judd Publications at Spring-

field, Mass., where he is an assistant managing editor. E. G. Rudolph is on the staff of the Dakota Farmer of Aberdeen, South Dakota. Fred Koenig, a recent graduate, is now with Kimball's Dairy Farmer of Waterloo, Iowa. The Twentieth Century Farmer of Omaha has just taken O. D. Davidson for one of their staff writers. L. S. Herron, of the class of '08, has been for some time, editor of the Nebraska Farmer. C. V. Gregory, '10, who was put in charge of the journalism teaching at Iowa State College on his graduation, has been since 1912, editor of the Prairie Farmer, one of the strongest farm papers in the corn-belt region.

Herman Steen has been put on the staff of the Des Moines Register and Leader as a farm reporter and agricultural writer. He edits each day a special farm page in this paper. While in college, Steen was editor of the Iowa Agriculturist, the student agricultural organ. Floyd Wambeam, 1914-1915 editor of The Student, the tri-weekly newspaper of the College, is on the staff of the Des Moines News and edits bi-weekly a farm section of that paper.

William Brand is agricultural editor of the New Hampton Tribune, a hustling weekly paper. Last summer Floyd McCray, a senior agricultural student, conducted a farm news department for the Alton, Iowa, Democrat. H. E. Wilkinson is conducting a similar department for the Ogden (Iowa) Reporter. He is a senior agricultural student, but he goes to Ogden each week for a day and gets up his page. Requests from other weekly papers have come in for men to do this line of work.

### New Idea in Louisville

The retail merchants of Louisville, Ky., have started a new sales plan in the form of a monthly catalogue for out-of-town buyers issued as a supplement to the Courier-Journal and the Times. Articles advertised in the catalogue that can be sent by parcel post will be delivered free within first and second zones; articles by freight will be prepaid for 150 miles.

### Mr. Appel's First Cigarette

Joseph H. Appel, advertising manager for John Wanamaker, says his cousin caught him smoking his first cigarette and threatened to tell on him. Young Appel then "beat it" home and confessed. His father wound up the interview with: "If you feel like smoking again, come to me and we will have one together." A few years afterwards he had his first cigar in his father's library.—Philadelphia Record.

### - Now in Directory Work

Edwin J. Smith, formerly business manager of the Newburgh (N. Y.) Journal, has been appointed manager of the New York office of Lowe's International Commercial Directory. Lowe's has been chiefly a European publication, having been published abroad for ten years. The great interest shown by American manufacturers in international trade development caused the opening of American headquarters in New York City.

### Mr. Curtis to Talk on Advertising

Cyrus H. K. Curtis, president of the Curtis Publishing Company, of Philadelphia, will be the speaker at a luncheon of the Cincinnati Chamber of Commerce on Wednesday, January 27. His subject will be "Advertising." The Advertisers' Club has been invited to attend and take part in the reception to Mr. Curtis.

### New Press for Hagerstown Herald

Bernon N. Simons, publisher of the Hagerstown (Md.) Herald, is having the Duplex Printing Press Company, of Battle Creek, Mich., install a 12-page duplex press.

### Craft Goes to St. Louis Star

Frank L. Craft, of the Chicago Daily News, previously with the Chicago Examiner, has been appointed advertising director of the St. Louis Star.



**PULITZER SCHOOL LEADS**

The School of Journalism at Columbia University, New York City, Founded by Joseph Pulitzer, at the Head of Such Institutions in the Entire Country—Graduates in Responsible Posts.

Since the opening of the Pulitzer School of Journalism, which was founded three years ago at Columbia University, New York City, by the late Joseph Pulitzer, of the New York World, it has been in entirely successful operation and takes its place as the leading school of journalism in the country. This is the finding of Dr. Nicholas Murray Butler, president of the university, in his report given out this week, and he adds that the success of the school is a matter of common knowledge.

In view of these facts, Dr. Butler states that it is to be assumed that the executors of the will of Mr. Pulitzer will now feel warranted, under the terms of the testament, to turn over to the school the whole principal set apart for it, or \$1,000,000, which is in addition to the \$1,000,000 turned over to Columbia University by Mr. Pulitzer. The establishment of a system of prizes and scholarships will soon be completed, thus fulfilling all of the standards for the school set by Mr. Pulitzer before the principal left by him was to be paid over.

Many graduates of the school are already holding responsible positions on the staffs of New York dailies. Other graduates have gone out from New York to fill editorial positions on other papers. The high quality of scholarship demanded by Dr. Talcott Williams, the director of the school, and his staff of able professors, some of whom are editors of large dailies, also attests to the success of the school.

**PROVISIONS OF THE WILL**

In discussing the School of Journalism Dr. Butler says:

"By the provisions of the will of the late Joseph Pulitzer, it was provided that 'if at any time within seven years after my death my executors, then acting and qualified, shall be satisfied that for three years the School of Journalism has been and then is in successful operation, and if at or before that time a plan for the awarding of prizes of scholarships, contemplated by said agreement, shall have been agreed upon and adopted, they shall pay the whole principal (\$1,000,000) to Columbia University.'

"The three-year period has now been completed, and it is a matter of common knowledge, which the university has supplemented by a marshalling of the specific evidence, that the School of Journalism has been, and now is, in successful operation. A plan for the award of the prizes and travelling scholarships to be established under the terms of Mr. Pulitzer's will was approved by the Advisory Board of the School of Journalism on May 24, 1915.

"This plan was agreed to by the trustees of the university on June 7, 1915, and was tentatively approved by the executors and trustees of Mr. Pulitzer's estate on June 10 following. It may, therefore, be assumed that, as soon as the necessary formalities can be completed with, the additional sum of \$1,000,000 will be paid to the university and the plans of Mr. Pulitzer will go fully into operation.

**SUGGESTS SOME CHANGES**

"The three years' experience which has already been had suggests some changes of policy, not very great or very important, which will undoubtedly increase the effectiveness of the School of Journalism and make its relation to the rest of the university more definite and more helpful than at present. It has already been demonstrated that for the training of such journalists as Mr. Pulitzer contemplated when making his benefaction, more time is required than was supposed at the outset, and greater concentration of energy and of purpose.

"To make this possible, it will be desirable so to restate the conditions of

admission to the School of Journalism as to secure students somewhat more mature and somewhat more effectively trained in the preliminary subjects. Students of greater maturity and better preliminary training will then be able to devote themselves, as in the case of students of law, medicine and engineering, exclusively to preparation for the work of journalism.

**READJUSTING ADMISSION REQUIREMENTS.**

"They will no longer be required to spend a considerable part of their time either in supplementing the deficiencies of an earlier education, or in acquiring that elementary knowledge that should be obtained elsewhere than in a professional school. It is to be hoped that such a readjustment as is here outlined can be made in season to take effect at the beginning of the academic year 1917-18.

"The carefully planned system of prizes, as established by the terms of Mr. Pulitzer's will, puts a new and difficult obligation upon the university. The plan for the award of these prizes will, however, assure to the university the best possible counsel in making selections for those to receive the awards. This plan, including a statement as to the number, character and amount of the prizes, will be made public just as soon as the fund for the endowment of the prizes is received by the trustees."

**SCOTT HEADS PORTLAND CLUB**

Portland Journal to Print a Midnight-Morning Edition, an Innovation.

PORTLAND, Ore., November 6.—Leslie W. Scott, vice-president of the Oregonian Publishing Company and a son of the late Harvey W. Scott, was elected president of the Portland Press Club at the annual meeting held November 1.

Other officers chosen were: E. A. Beals, district weather forecaster, first vice-president; James V. Sayre, of the Evening Telegram, second vice-president; Rex Lampman, of the Journal, third vice-president; Monroe Goldstein, secretary; Carl S. Kelly, cashier of the Lumbermen's Trust Company, treasurer; C. N. Ryan, assistant secretary, and A. A. Rosenthal, librarian-historian.

Directors elected were: C. M. Bristol, city hall reporter Journal; F. I. McGettigan, publicity representative Orpheum theatre; P. E. Sullivan, editor Catholic Sentinel; C. W. Myers, publisher Motoroad; W. P. Strandborg, publicity representative Portland Railway, Light & Power Co.; E. N. Blythe, northwest editor Oregonian, and Stuart O. Blythe, Journal.

Starting November 15 the Journal will publish a midnight-morning edition in addition to its forenoon and several afternoon editions. The new edition will be sold on the streets to after-theatre crowds and will compete in distant corners of the state with the Morning Oregonian.

Charles W. Myers has resigned the management of the Press Club to get out the big New Year's edition of the Oregonian.

Paul J. Feely, until recently editor of the American Motor magazine, and formerly automobile editor of the Oregonian, has returned to Portland to edit Motoroad.

Samuel G. Blythe, staff writer for the Saturday Evening Post, and Jay E. House, mayor of Topeka and author of the "On Second Thought" column in the Topeka Daily Capital, were recent Portland visitors.

**Mr. Hearst Contributed \$1,000**

The Chicago Examiner, which annually sends Yuletide cheer down thousands of chimneys into homes where otherwise Christmas would be only a name on the calendar, has started its 1915 fund. William Randolph Hearst started the list with a \$1,000 contribution. Working through the organized charities and with its own organization, the Examiner again expects to be a bountiful Santa Claus. The task will be smaller than it was last year though. Boom times have brought an actual, and in certain lines, an acute shortage of labor; whereas in 1914 there were 200,000 out of work here.

**EVENING MAIL'S EDITIONS**

New Scheme of Designating Them Wins Public Approval

The New York Evening Mail's plan of definitely designating each of its editions, so that the readers may know when the edition was published, seems to have met a hearty response from both readers and advertisers, and is also being widely discussed in newspaper offices about town.

The Mail now has six editions, as follows: "Noon Mail," "Afternoon Mail," "Home Mail," "Wall Street Mail," "Evening Mail," and "Complete Night Mail."

In discussing the innovation with a representative of THE EDITOR AND PUBLISHER, Frank Parker Stockbridge, the managing editor, said:

"You can't fool all the people all the time. I think it a fraud on the public for a reputable newspaper to issue a 'Home' edition at 10 o'clock in the morning or a 'Night' edition at noon. Our people are with us in this change, both advertisers and readers.

"Circulation shows a nice, healthy growth, and advertising is coming along in great shape. The Mail now leads all New York afternoon newspapers in the number of items printed. To be sure we print fewer pages and more news. We have both the A. P. and the U. P. service, and beat our esteemed contemporaries all the way from 20 to 40 items a day.

"I tell my boys in writing our stories to think of the cameo and the miniature. Thereon and therein may be depicted a giant statue—all there—and yet it's a gem. That's the way we're writing our stories."

**AN INDEPENDENT PUBLISHER**

He Doesn't Use His Paper to Advance His Other Financial Interests.

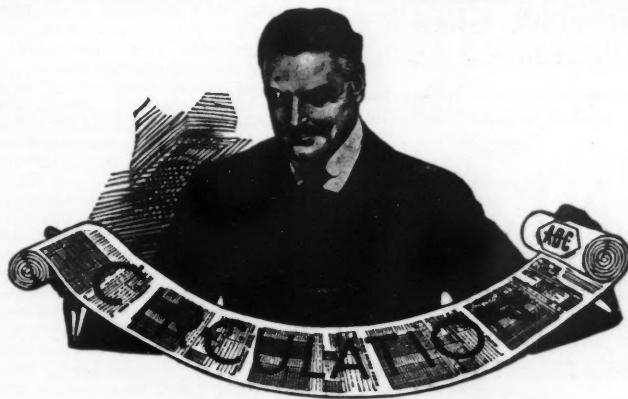
SPokane, Wash., November 13.—An emphatic, clean-cut expression of the guiding principles of a big newspaper appeared in the editorial columns of The Spokesman-Review last Sunday in refutation of statements made during the city's recent political campaign:

"It is right and proper that the public should know that the publisher of The Spokesman-Review, over a long range of many years, has held firmly to a policy and practice of refraining from any form of investment that might give even an appearance of a personal interest that was in conflict with or apart from the broad general interest and welfare of all the people.

Neither The Spokesman-Review nor its publisher has any connection, direct or indirect, with any public service corporation either in Spokane or in the Inland Empire or any bank that holds or might hold city deposits. The holdings of the publisher of the Spokesman-Review are solely real estate in different parts of the city. The Spokesman-Review and its publisher, therefore, can have no interest to advocate at the city hall or elsewhere that would not be in complete harmony with the interests of the entire community.

It is reasonable to assume that ownership of real estate in Spokane and a newspaper whose success is dependent on the general prosperity of all the people is a guarantee that The Spokesman-Review will advocate only those measures that are of benefit to Spokane and the Inland Empire.

As a matter of fact, at no time has The Spokesman-Review or its publisher, directly or indirectly, asked any commissioner or other city official for a favor of any nature. They have never, save through the open columns of The Spokesman-Review, even suggested the appointment of any subordinate official or employe, nor asked for the removal of any such official or employe. It is the belief of The Spokesman-Review that a newspaper always should openly advocate or oppose measures or men in its columns."



**"A. B. C. Service"**  
Puts Circulation Facts Before You

If you could have one hundred men travelling all over the country gleaning facts and figures about circulations of the various publications in which you advertise, you would have just what we offer you in "A. B. C. Service."

Think what it would mean to you to have an absolutely impartial and exhaustive audit on the actual and comparative value of the various publications in all fields, giving quantity, qual-

ity and distribution—covering the same period of time. Each audit is exhaustive, and all are made on uniform, standardized blanks.

No advertiser or advertising agent who desires to place and plan his campaign on the highest basis of efficiency can afford to get along without "A. B. C. Service." He wouldn't think of doing so if he knew what information he was missing.

Why not post yourself today?

The Audit Bureau of Circulations is a co-operative organization—not for profit—its membership includes over one thousand Advertisers, Advertising Agents and Publishers, in the United States and Canada, who believe in standardized circulation information. Complete information regarding the service and membership may be obtained by addressing—Russell R. Whitman, Managing Director.

**AUDIT BUREAU OF CIRCULATIONS**  
15 East Washington Street, Chicago



**THE SEATTLE TIMES**

"The Best That Money Can Buy"

Average Circulation for Sept., 1915

**Daily, 71,875**  
**Sunday, 83,745**  
**54,000 in Seattle**

A copy to every family.

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

**I**f 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

USE

**UNITED PRESS**  
 FOR  
**Afternoon Papers**

General Offices, World Bldg., New York

**Good News Service**

Is that which reaches you **FIRST**  
 Is **WELL WRITTEN, IS ACCURATE**

This is the Specialty of

**International News Service**

238 William St. New York City

**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. Koonigberg, Manager

41 PARK ROW NEW YORK

**EDITORS WILL STUDY**

Oklahoma to Have a Newspaper Week at Stillwater—One Thousand Club Pleased with Results of Advertising—Perkins Addresses Rotary Club on the Associated Press.

DALLAS, November 20.—Newspaper week will be observed for the first time at any Oklahoma school when the Oklahoma A. & M. College at Stillwater presents a week's course of practical newspaper lectures from January 3 to January 8, inclusive. This short course will be held at the same time as the Farmers' Short course, and the program will be arranged so that the farmers can get the benefit of the newspaper lectures and the editors can get the benefit of the farmers' course. The lecture course will be under the charge of Prof. Freeman E. Miller, head of the English department, who is now offering through the English department courses in elementary journalism for those who desire to take advantage of the work. More than 70 students are now taking this course. The program is arranged for 25 lectures, covering all phases of the newspaper business.

Members of the "One Thousand Club," of San Antonio, Texas, are much gratified at the results so far obtained by the advertising matter which this club is now running in the Northern and Eastern newspapers. Many letters of inquiry emanating from these advertisements are now being received. In answer to these ads copies of the recently published booklet, which contains views and a world of information concerning the southwest Texas country, are being sent. The advertisements are considered as works of the engraver's and printer's arts. They are in display form, decorated with sketches showing outdoor pastimes, palm trees and similar suggestive-of-sunshine views. They are in "pressed tablet" form, every line being full of information telling of the hunting, and everything in southwest Texas that would attract the individual of the North.

A. J. Perkins, managing editor of the Galveston (Texas) Tribune, was the chief speaker before the Galveston Rotary Club at its weekly meeting last Tuesday. Mr. Perkins discussed the Associated Press, telling in detail how the news was gathered by its thousands of correspondents, and handled through its traffic department to the nearly 4,000 newspapers subscribing to its service. He said the Associated Press was not a money-making enterprise, but was purely cooperative; that the expenses of its operation were paid by a pro rata assessment on its members, and that last year more than \$3,000,000 was distributed through this channel.

The Dallas Democrat, James C. McNealus, editor, has just appeared in new form, with other very pleasing improvements. The size of the paper has been reduced, and it is being published with more illustrations and decorations.

Plans are being considered by the Dallas (Tex.) Labor Council for the establishment of a labor paper in Dallas. It is planned to launch the labor organ soon after the completion of the new Labor Temple that is now being built, which will be about December 15.

Following the fire in the warehouse and pressroom of the Beaumont (Texas) Enterprise, on the night of Sunday, November 7, an employee of the Enterprise mailing division was arrested on a charge of arson. The youth is said to have admitted that he started the fire which caused damage estimated at \$30,000 to the Enterprise plant.

**Five Hundred Editors Think Movie O. K.**

One thousand editors were recently asked whether the word "movie" should be recognized as a legitimate English word to be used without quotation marks. Five hundred voted in its favor, and 220 declared that the word is still on probation.

When others are discouraged, the successful man keeps his confidence.

**SPY STORY CAUSES TROUBLE**

Mrs. Reilly Placed Under Guard in France Until Released by Consul.

CLEVELAND, Ohio, November 17.—Word has just been received here at the headquarters of the Newspaper Enterprise Association of the thrilling experiences of Mrs. Mary Boyle Reilly, London correspondent of the N. E. A., while at the war front in France. For more than a week Mrs. Reilly was detained in a room at a hotel in Boulogne, virtually a prisoner, and not knowing whether she would get out of the predicament alive.

It all came about because Mrs. Reilly wrote a good, and what the censors considered, too personal a story about a supposed spy. Mrs. Reilly went to the French war front at the behest of English noblewomen, who sought her assistance and advice in carrying on their charitable work behind the fighting lines. After her work in the field had been completed Mrs. Reilly went to Boulogne to take the boat to England.

Just before she was to sail she heard of a good spy story, and wrote it and mailed it to Samuel T. Hughes, of the N. E. A., in Cleveland. Before it left the French post office, however, the censor got hold of the letter, read the story, and decided Mrs. Reilly knew too much about spies. So she was clapped into a small room in her hotel, and denied communication with anyone while the French authorities investigated her.

Not knowing what might be the outcome of the trouble, Mrs. Reilly awaited her chance, and while the guard was not looking she threw a note out of her window, addressed to William Whitman, American consular agent at Boulogne and explaining her situation. By good fortune the note was taken to the consular office, and Mr. Whitman at once got busy.

The English noblewomen with whom Mrs. Reilly had been at the front were notified, and they in turn informed the English military authorities at Boulogne. English officers were sent immediately to the hotel, and the French guard ordered away. Accompanied by the officers Mrs. Reilly was escorted to the dock, where a boat for England was about to sail.

"The trouble must have been, not in the story Mrs. Reilly wrote," says Editor Hughes, "but rather in the inability of the foreign censors to understand American journalistic methods."

**SPORT WRITERS INTERESTED**

Mr. Bang Urges Standardization of Amateur Code in College Athletics.

CLEVELAND, Ohio, November 17.—Ed. Bang, sporting editor of the Cleveland News, in a recent talk to the Cleveland alumni of Cornell University, took up the delicate subject of the amateur code as applied to college athletes and more particularly the situation which has arisen regarding "summer baseball." Mr. Bang's audience agreed that regardless of what solution is reached in the matter some standardization of rules should be observed, and that if it is impossible for the colleges to live up to the present rules, the rules should be changed. The question does not include professionalism within colleges but only the case of college athletes who are made professionals by earning their pin money during the summer vacation playing baseball.

In a pointed article Mr. Bang states the weakness of certain football teams this year, notably the Yale team, is a result of a determination to live up to the letter of the amateur rules, while other schools under the same rules, openly play men who have been prominent in professional athletics. According to Mr. Bang the results of athletic events between schools with different standards of eligibility are worthless.

"Whichever way the question is decided there should be but one standard for all colleges."

TAKE IT TO  
**POWERS**  
 OPEN 24 HOURS THE FASTEST ENGRAVERS  
 OUT OF 24 ON EARTH  
 ON TIME ALL THE TIME  
**POWERS PHOTO ENGRAVING CO.**  
 154 Nassau ST. N. Y. Tel. 4900-4 Boothman

ELBERT HUBBARD made a little journey to the Atlas press clipping community. If you want to read of something new and original, send 10c. for this Journey, to Charles Hemstreet, 218 East 42nd Street, New York City.

We can increase your business—you want it increased.

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

**BURRELLE**

60-62 Warren Street, New York City

Established a Quarter of a Century

**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 personages and the leading Banks, Trust Companies and Corporations.

**Romeike Clippings**

are an indispensable adjunct in every business, if you have never used them, write for information and terms today.

**HENRY ROMEIKE, INC.,**

106-110 Seventh Ave., New York City.

**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.

**\$3,000 for a Day in Jail**

The Court of Civil Appeals for the First Supreme Judicial District of Texas, sitting at Galveston, has affirmed the case appealed from the district court of Harris County, wherein judgment was rendered for \$3,000 against the Houston Chronicle Publishing Company in favor of Paul P. Bowen. Bowen sued the Houston Chronicle, charging libel, for the publication on May 6, 1913, of an article alleging that he had been arrested as a suspect in connection with the murder of Mary Phagan in Georgia, and asked recovery of \$20,000 as actual and \$10,000 as exemplary damages. Bowen's home was in Newman, Ga. He was held by the police of Houston for one day, but was then let go.







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

**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

### Advertising Agents

**COLLIN ARMSTRONG, INC.,**  
Advertising & 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.

**ARKENBERG SPECIAL AGENCY,**  
Publishers' Representatives,  
Classified Advertising Exclusively,  
406A Madison Ave., Toledo, O.

### Publishers' Representatives

**M. L. KATZ,**  
Peoples Gas Building, Chicago, Ill.

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

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

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

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

### DEALER CO-OPERATION

Members of the New York League of Advertising Women Listen to Mr. Martin and Miss Kennard—Various Interesting Matters Touched Upon—Good Attendance.

"Dealer Co-operation" was the topic at the monthly meeting of the New York League of Advertising Women at the Prince George Hotel on Tuesday evening. E. W. Martin, Jr., advertising and sales manager of D. E. Sicher & Co., manufacturers of a trademarked brand of women's undermuslins, gave in detail the methods of his house in maintaining dealer-interest in its goods.

Miss Beulah Kennard, of the Department Store Educational Association, said in part:

"We have been particularly interested in salesmanship for women, as it has not been considered so seriously by people as salesmanship for men. I find a most interesting difference in the attitude of people in thinking of salesmanship for men and for women, although so large a proportion of our sales people in the retail stores are women. The boy who is interested in selling, and goes into it for his trade or profession, gets right down into it and thinks of it seriously, and tries to get the most out of it; and if he has ability, opportunities are given him in various ways. Within the store and outside there are many courses for those who are really ambitious as salesmen; but there have been very few such opportunities for girls and women, and largely because it has been considered for women just a short-time occupation, where it did not matter as long as they were able to make good to a certain degree for a little while, and so it was not necessary for them to become in the genuine sense skilled."

### CLEVELAND HAPPENINGS

Press Goes to Twenty-four Pages on a Week Day.

CLEVELAND, Ohio, November 17.—For the first time in the history of daily newspaper work in Cleveland, according to W. G. Chandler, advertising manager of the Press, his paper went to twenty-four pages last Friday. There have been special editions in the Sixth City requiring as many or more pages, but for a regular day's business more than twenty pages is said to be unique. The unusual demands upon the advertising space made this move necessary, 3,115 inches being run Friday, while from 300 to 500 inches had to be turned away. Mr. Chandler believes this is the largest volume of mercantile advertising ever printed on a week day.

The Press also accomplished a feat in going to press half an hour ahead of time on the home edition and twenty minutes on other editions. This was made possible, according to C. J. Johnston, mechanical superintendent, by use of the Ludlow typograph, which is being used in this plant for both advertising and news composition. The Press is said to be the first daily in the country to come out with a complete Ludlow set front page.

The Central Press Association has closed a contract with Irvin S. Cobb, of the Saturday Evening Post, who will write about the Republican and Democratic conventions for this organization.

The Analad Division of the Cleveland Advertising Club, of which R. E. Fowler, of Chicago, is instructor, now has 125 members, who will meet every week for ten weeks and receive instruction in the analysis of advertising. The course is self-supporting, being \$6, with a rebate of 50 cents for each attendance at class.

The Leader is conducting, in conjunction with H. B. Wayman, of the Metro Picture Corporation and the National News Weekly, a novel motion picture contest. Forty girls, already selected through a previous contest, will be filmed, and shown in small groups at

the end of a Leader Animated Weekly. Of the forty girls, six will be selected by Mr. Wayman to go to New York and appear in regular Metro films, which will be shown in Cleveland. Girls who show up well in the films will be given permanent positions by the Metro. The Leader is among the first to use this method of increasing its circulation, and there are about forty more throughout the country, Mr. Wayman says, who will use it.

The Press is developing an entirely new method of handling news. It prints news of every day conversation, as against the orthodox items generally accepted as news. The matter is given small space, the items being generally a stick or less, with two line 10 point heads. The stories are written in bright and breezy form, and border almost upon the "around the town" class.

"Electrical Prosperity Week," starting November 29, is being observed by the Plain Dealer, by running an essay contest for grade and high school pupils, with electricity as the subject. The event will close November 30 and \$145 will be distributed among winners.

### CLEVELAND PERSONALS

William P. Leech, vice-president and general manager of the Leader-News, has returned from New York, where he spent his vacation.

Harvey Hennes has been made general manager of the Lorain (O.) Daily News.

James G. Monnett, Jr., is now real estate editor of the Leader, going from the corresponding position on the News.

J. D. Riordan, who was real estate editor of the Leader, has resigned to take up work with the William Fox Film Co. in the Cleveland office. Bob McCammon and Bruce Copeland, formerly of the Press, are new members of the general staff. Carl D. Ruth, Columbus correspondent, has been placed in charge of the Washington Bureau.

H. H. Daugherty, for many years with the Ohio State Journal, Columbus, and familiar with political affairs at the Ohio capital, will replace Mr. Ruth as the Leader's Columbus correspondent.

John Mallett, of the sporting department of the Evening Mail, New York City, was a visitor to Cleveland this week. He spent much time with Ross Tenney, sporting editor of the Press, discussing the possibility of starting a horseshoe pitching tournament in Madison Square Garden. The chances for inter-city marathon races also were talked of.

V. V. McNitt, president of the Central Press Association, is back in town after an extensive tour of the Pacific Coast, where he visited far western clients of his organization, as well as attending the Fair. Mr. McNitt plans a similar trip to New York, Washington and other eastern points next week.

Clarence Steiglitz is now head photographer for the Press.

Robert Minor, who left several weeks ago to obtain first hand sketches of phases of the war, has succeeded in reaching the French front, and his first pictures reached the Newspaper Enterprise Association yesterday.

Mrs. Zell Hart Deming, business manager of the Warren (O.) Daily Tribune, and state treasurer of the Ohio State Suffrage Association, took a prominent part in the convention of the organization held at the Hollenden Hotel here last week.

### COLUMBUS PERSONALS

Thirty-three Columbus newspapermen attended a dinner at the Neil house at which farewell was bade to two departing fellows—Dennis A. Donovan, political writer with the Columbus Dispatch, and Carl D. Ruth, of the Columbus bureau of the Cleveland Leader.

Ruth has been transferred to the Washington bureau and Donovan goes with the Goodrich Rubber Company at Akron, where he will edit its trade publication. Internal Revenue Collector Beriah E. Williamson, formerly with the Cleveland Leader, and James W. Faulkner, of the Cincinnati Enquirer, spoke.

Ruth and Donovan were presented with walrus traveling bags.

J. Louis Morrill, state house reporter for the Scripps-McRae league, was operated on at Mt. Carmel Hospital this week for appendicitis. He is getting along nicely.

The Ohio State Journal has been hit hard. Besides the loss of its political writers, Allen E. Beach and Horace H. Daugherty, C. E. Dittmer, city hall man, will take hold of the City Bulletin, a municipal publication, beginning January 1, when Columbus' new charter goes into effect. Laidlaw, a reporter, has left to go with the Detroit Free Press.

Nelson Redden has been moved from the reportorial staff of the Ohio State Journal to the state desk, replacing Roger Steffan, who bought an interest in the Durham (S. C.) Sun.

Ralph H. Henney, court house reporter on the Columbus Dispatch, has worked up a nice law practice which he handles without interfering with his duties. He was admitted to the bar about a year ago.

### Sure Thing

The coupon is out  
To get the mazuma,  
Everyone paid for  
By the consumer,  
Get them free? Nay—nay—nay.  
Coupons aren't built that way.

### WEDDING BELLS

Anthony Arnoux, war expert of the Journal, Boston, and Elsa A. Schroetter, of 87 Gainsborough street, Back Bay, Boston, were married recently. Mr. Arnoux is widely known as an expert on war affairs. He has been doing the "expert" war reviews for the Journal for a long time and has attained fame in this regard.

Vincent de Paul Fitzpatrick, of the Baltimore Sun, and Miss Marie Anita O'Connor, daughter of Mr. and Mrs. James P. A. O'Connor, of Baltimore, were married on November 10 in the St. John's Catholic church. On return from their honeymoon in the North Mr. and Mrs. Fitzpatrick will make their home in Baltimore.

Arch. McNee, a well-known figure in Canadian newspaper circles, having been proprietor of the Windsor (Ont.) Record, and president of the Canadian Press Association, was married in London to Mrs. M. E. Hobbly last week.

### NEW INCORPORATIONS

NEW YORK CITY.—King Feature Syndicate; printing, publishing, advertising; \$10,000. Incorporators: Natulie Weinberg, Julius Goldman, Harry A. Rosenberg, New York.

CHICAGO, ILL.—Universal Advertising Service, Inc.; capital, \$5,000. Incorporators: Isaac B. Lipson, Sylvanus George Levy, Thomas M. Whiteson.

### CHANGES IN INTEREST

BOWLING GREEN, KY.—An interest in the Park City Daily News and Weekly News-Democrat has been sold to J. M. Scott, of Austin, Tex., who will be its associate editor and assistant general manager. Col. John B. Gaines is editor and general manager.

BRIDGEPORT, CONN.—Dr. Victor Gondos and Alexander Gondos, publishers of the Bridgeport Daily News, have sold their interest in the printing plant to Adelbert Bodnar of Bridgeport.

KENT, OHIO.—The Kent Courier has recently been purchased by A. N. Lawson, formerly owner of the Norwalk (O.) Herald and Mansfield (O.) Shield.

### SUSPENSIONS

SALLISAW, OKLA.—The Evening Star will be discontinued after December 1 owing to its financial failure during the three years of its existence.

STREATOR, ILL.—The Streator Monitor, one of the oldest newspapers in this section of the country, having been published for almost a quarter of a century, has been discontinued owing to the financial strain which it has felt together with other newspapers.

**TIPS FOR THE AD MANAGER**

Albany Adv. Agency, Albany, N. Y., is placing orders with newspapers in selected sections for Dr. Spiegel & Sons, Albany, N. Y., and Jones Liniment, Albany, N. Y.

Bates Adv. Co., New York City, will in future place the advertising of the Auto Vacuum Freezer Co., New York City.

J. D. Bates Adv. Agency, Springfield, Mass. is asking rates in newspapers in selected sections for Barney & Berry, Inc., skates, Springfield, Mass.

Geo. Batten Co., New York City, is placing orders with some New York City and Connecticut newspapers where dealers are secured for the Duffy Motors Corporation, New York City, who are selling agents for Standard Steel Car Co. "Standard Auto," of Pittsburgh, Pa. The Batten Co. will also shortly place 1 in. t. f. orders with newspapers generally for Bell & Co., "Bell-Ans," Medical, Orangeburg, N. Y.

Andrew Cone General Adv. Agency, New York City, is placing 35 l. 1 t. orders with Southern newspapers for Copper, Curb & Mining Outlook, New York City.

Stanley Day Agency, Plainfield, N. J., is placing classified advertising with newspapers generally for Superba Co., Baltimore, Md.

Delmonico, Wallace & Cutler, Inc., New York City, are making 5,000 l. contracts with New England newspapers for D. & C. Distributing Co., Flour, Brooklyn, N. Y.

Dorland Adv. Agency, Atlantic City, N. J., is making trade deals for rooms and board with newspapers for the Indian River Hotel and Rockledge Hotel, Indian River, Rockledge, Fla.

Freeman Adv. Agency, Richmond, Va., is placing 200 in. orders with some Southern newspapers for the Gowen Medical Co., Concord, N. C. This agency is also placing orders with some Southern newspapers for C. F. Sauer & Co., "Sauer's Extracts," Richmond, Va.

Ernest J. Goulston Adv. Agency, Boston, Mass., is again placing orders with newspapers in selected sections for the American Tobacco Co., "La Corona Little Cigars," New York City.

Frank Kiernan & Co., New York City, will now place the advertising for Dr. C. L. Jones, Medical, Elmira, N. Y.

Edward D. Kollock, Boston, Mass., is placing orders with some Western newspapers for Eimer & Amend, Rheumatism Remedy, New York City.

Lyddon & Hanford Co., New York City, is making 2,000 l. contracts with some Pennsylvania newspapers for the Vesuvia Tonic Co., El Vesuvia, Joffee Ointment, Rochester, N. Y. This agency is also placing orders with some Pennsylvania newspapers for Geo. T. Matthews & Co., Teas, New York City.

Mahin Adv. Co., Chicago, is placing

orders with some large city newspapers for the General Fireproofing Co., "G.F." Allsteel Office Furniture, Youngstown, Ohio, and New York City. This agency is also placing some tryout newspaper campaign for Cornell Wood Products Co., Cornell Wood Boards, Chicago.

Marx & Angus, New York City, are asking rates in newspapers on 8,000 lines.

Modell Adv. Agency, New York City, is placing 186 l. 4 t. orders with a selected list of newspapers for the Valitone Co., Medical, Press Bldg., Binghamton, N. Y.

Parks & Weiss, New York City, are placing orders with some Pennsylvania newspapers for C. R. Borgman & Co., Financial, New York City.

J. A. Robinson, New York City, is placing special copy with a selected list of newspapers for the Wallace Novelty Co., "Wallace Portable Electric Lamp," New York City.

J. Walter Thompson Co., New York City, is again making contracts with some Texas newspapers for the Seaboard Rice Milling Co., "Comet Rice," Galveston, Texas.

Geo. W. Tyron, New York City, is asking newspapers for rate cards.

Walker, Dudley & Co., Chicago, will place some of the newspaper advertising of the Louisville & Nashville Railway Co., Louisville, Ky.

H. H. Levey, New York City, is placing some of the newspaper advertising of the Michelin Tire Co., Milltown, N. J.

The Heegstra Agency, Chicago, will soon start a big national campaign for Fairbanks, Morse & Co., Gas Engine.

The Dunlap-Ward Advertising Company, Chicago, has secured the account of the Cole Motor Car Company, Indianapolis.

C. H. Tonzalin, Chicago, is placing with weekly papers 3 in. 12 t. orders for the Department of Interior of Canada.

Sales Service, Chicago, is placing with Southwestern newspapers 5,000 l. 1 yr. orders for the Chicago & Alton R. Ry.

Hanff-Metzger, Inc., New York City, are placing with a large list of newspapers 5,000 l. orders for the Columbia Phonograph.

Blackman-Ross Co., New York City, are placing with a few papers 12,000 line contracts for the Aeolian Company.

The Fuller Agency, Chicago, is placing with a few papers 1 page 1 t. orders for F. A. Stuart, and 90 l. 7t. orders for Brecks Rupture Appliance.

**Baseball World Sues Chicago Dailies**

The Herald, Tribune, Daily News, Journal, Evening Post and The Associated Press have been sued for \$50,000 each by W. A. Stuart, owner of the Baseball World, a Chicago weekly devoted to sports. It is charged that when newspapers and the Associated Press took up the fight opened by the Tribune on the Weekly World, a publication which operates in connection with an alleged lottery at Wilkes-Barre, Pa., there was a confusion of names and the Baseball World was brought into the controversy.

As a result, Stuart claims his circulation fell off half and the standing of his paper was impaired. Stuart's attorney asserts he has evidence that 150 papers outside Chicago printed stories sent out by the Associated Press. He says these publications will be sued also. Altogether the damages asked for will be \$2,000,000 when he gets through suing, says the lawyer. The Associated Press sent out a correction on the name, after that of "Baseball World" had been used for "Weekly World." This is admitted by the plaintiff.

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>	<b>NEW YORK.</b>
NEWS ..... Birmingham Average circulation for September: Daily, 36,433; Sunday, 37,804. Printed 2,207,884 lines more advertising than its nearest competitor in 1914.	COURIER & ENQUIRER.....Buffalo IL PROGRESSO ITALO AMERICANO.....New York
<b>CALIFORNIA.</b>	DAY.....New York The National Jewish Daily that no general advertiser should overlook.
EXAMINER ..... Los Angeles A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.	<b>NEBRASKA.</b>
THE PROGRESS.....Pomona	TRIBUNE ..... Hastings Circulation A. B. C. report, 7,100. Full leased wire report United Press.
<b>GEORGIA.</b>	<b>OHIO.</b>
JOURNAL (Cir. 57,531).....Atlanta	'LAIN DEALER.....Cleveland Circulation for October, 1915: Daily ..... 134,978 Sunday ..... 166,411
CHRONICLE ..... Augusta	VINDICATOR ..... Youngstown
LEDGER ..... Columbus	<b>PENNSYLVANIA.</b>
<b>ILLINOIS.</b>	TIMES ..... Erie DAILY DEMOCRAT ..... Johnstown TIMES-LEADER ..... Wilkes-Barre
HERALD ..... Joliet	<b>SOUTH CAROLINA.</b>
STAR (Circulation 21,589).....Peoria	DAILY MAIL.....Anderson
<b>IOWA.</b>	<b>TENNESSEE.</b>
REGISTER & LEADER.....Des Moines EVENING TRIBUNE.....Des Moines Essential to covering Des Moines and vicinity.	BANNER ..... Nashville
SUCCESSFUL FARMING.....Des Moines More than 700,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations.	<b>TEXAS.</b>
<b>KENTUCKY.</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.
MASONIC HOME JOURNAL.....Louisville, Ky. (Semi-Monthly. 32 to 64 pages.) Guaranteed largest circulation of any Masonic publication in the world. In excess of 90,000 copies monthly.	CHRONICLE ..... Houston The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday.
<b>LOUISIANA.</b>	TELEGRAM ..... Temple Net paid circulation over 6,000.
TIMES PICAYUNE.....New Orleans	<b>UTAH.</b>
<b>MICHIGAN.</b>	HERALD-REPUBLICAN.....Salt Lake City
PATRIOT (No Monday Issue).....Jackson Average three months ending March 31, 1915: Daily, 11,349; Sunday, 13,104. Member "American Newspaper Pub. Ass'n." "Gilt Edge Newspapers," and A. B. C.	<b>VIRGINIA.</b>
<b>MINNESOTA.</b>	DAILY NEWS-RECORD.....Harrisonburg In the famous Valley of Va. only paper in the richest Agricultural County in United States.
TRIBUNE, Morning and Evening.....Minneapolis	<b>WASHINGTON.</b>
<b>MISSOURI.</b>	POST-INTELLIGENCER ..... Seattle
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>MONTANA.</b>	<b>ONTARIO.</b>
MINER ..... Butte Average daily, 11,684; Sunday, 17,971, for 3 months ending March 31st, 1915.	FREE PRESS ..... London DAILY HERALD ..... Stratford Largest circulation in Perth County. The paper that Perth County people want to read.
<b>NORTH CAROLINA.</b>	
SENTINEL ..... Winston-Salem October gov't report 5,843, net gain October, 1915, over October, 1914, 1,028 copies.	
<b>NEW JERSEY.</b>	
PRESS (Circulation 7,945).....Asbury Park	
JOURNAL ..... Elizabeth	
PRESS-CHRONICLE ..... Paterson	
COURIER-NEWS ..... Plainfield	

**ROLL OF HONOR**

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

<b>ILLINOIS.</b>	<b>NEW YORK.</b>
SKANDINAVEN ..... Chicago	BOLLETTINO DELLA SERA.....New York
<b>INDIANA.</b>	<b>PENNSYLVANIA.</b>
THE AVE MARIA.....Notre Dame	TIMES ..... Chester
<b>NEBRASKA.</b>	
FREIE PRESSE (Cir. 128,384).....Lincoln	

**New Orleans States**

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

# NEW YORK ADVERTISING SITUATION AT A GLANCE

For the benefit of national advertisers who desire to plan their business after knowing how local advertisers use the different newspapers.

## Sixteen Leading Department Stores and Retail Shops

### Evening Newspapers (agate lines, October, 1915)

Journal . . . . .	238,970	Mail . . . . .	176,309
World . . . . .	217,240	Telegram . . . . .	81,711
<b>GLOBE . . . . .</b>	<b>207,529</b>	Post . . . . .	70,561
Sun . . . . .	200,605		

### Morning Newspapers (excluding Sunday)

Times . . . . .	58,119	Tribune . . . . .	17,849
Sun . . . . .	31,901	American . . . . .	15,138
World . . . . .	26,428	Press . . . . .	3,521
Herald . . . . .	24,237		

## Food Advertising

### Evening Newspapers (agate lines, October, 1915)

<b>GLOBE . . . . .</b>	<b>57,841</b>	Sun . . . . .	12,999
World . . . . .	28,429	Telegram . . . . .	7,290
Journal . . . . .	25,820	Post . . . . .	2,435
Mail . . . . .	13,991		

### Morning Newspapers (excluding Sunday)

Times . . . . .	11,149	Press . . . . .	2,393
World . . . . .	9,867	Herald . . . . .	2,031
American . . . . .	9,468	Sun . . . . .	1,300
Tribune . . . . .	4,841		

## Total Display Advertising

### Evening Newspapers (agate lines, October, 1915)

Journal . . . . .	687,145	Mail . . . . .	417,970
<b>GLOBE . . . . .</b>	<b>549,042</b>	Post . . . . .	300,144
World . . . . .	474,599	Telegram . . . . .	236,361
Sun . . . . .	468,878		

### Morning Newspapers (excluding Sunday)

Times . . . . .	471,621	Sun . . . . .	203,262
World . . . . .	269,563	Tribune . . . . .	196,995
American . . . . .	230,878	Press . . . . .	101,885
Herald . . . . .	205,566		

# THE NEW YORK GLOBE

Over 1,000,000 lines ahead of 1914 is New York's fastest growing newspaper.

Member A. B. C.

## O'MARA & ORMSBEE, Inc.

CHICAGO  
Tribune Bldg.

Special Representatives

NEW YORK  
Brunswick Bldg.



