

THE EDITOR AND PUBLISHER

AND JOURNALIST

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

Vol. 47, No. 47

NEW YORK, MAY 1, 1915

10 Cents a Copy

MAIN STREET, CHICAGO

In hundreds of American cities the leading thoroughfare is called Main Street. There the people congregate, and there are the principal stores.

Chicago has a Main Street. It is not listed in the directory. It is not paved with asphalt or macadam. But it is the busiest highway in Chicago.

Main Street in Chicago is The Daily News

—where the people congregate. (The Daily News is bought by more than four hundred thousand people a day—read by over a million. The Daily News sells more papers in Chicago than any other newspaper, daily or Sunday.)

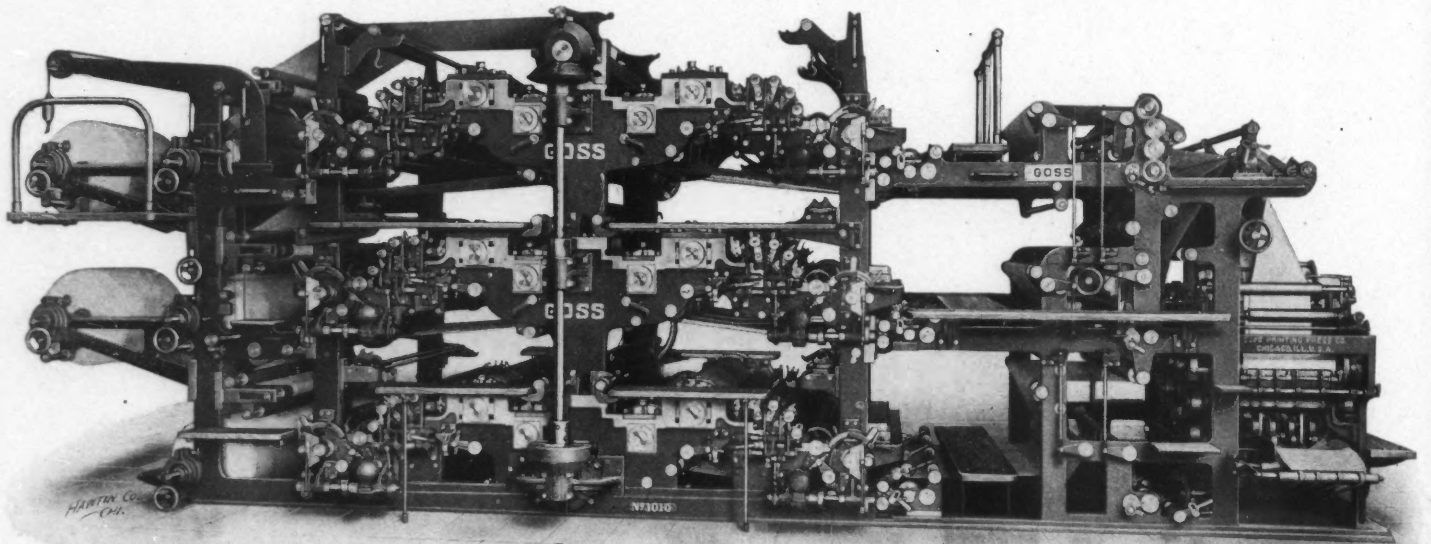
—where the principal stores are. (The Daily News prints more advertising of local merchants in six days than any other Chicago newspaper in seven.)

Advertise in The Daily News—where the most Chicago people congregate and where they look for buying information.

THE CHICAGO DAILY NEWS
THE MAIN STREET OF THE MARKET OF CHICAGO

Over 400,000 Daily

THE FINAL DECISION



The Chicago Herald

HAVE RECENTLY ORDERED *FOUR*

GOSS HIGH SPEED STRAIGHTLINE
SEXTUPLE PRESSES

"The Most Efficient Newspaper Press Built"

THE GOSS PRINTING PRESS CO.

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

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

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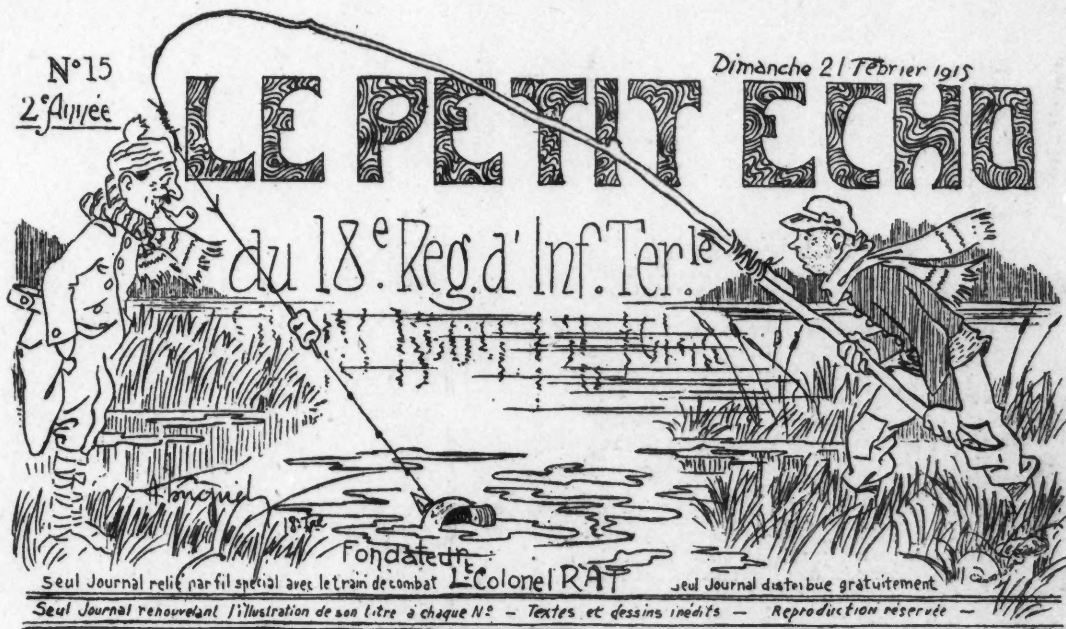


Tableau d'Honneur du 18^e Territorial

L'adjudant Choffel a reçu à vous son devant son bataillon assemblé, la Médaille militaire, qui lui a été conférée par décret de M. le Président de la République pour le motif suivant: "Le 1^{er} octobre, avec la compagnie, dont il avait pris provisoirement le commandement, entraîna vigoureusement ses hommes en avant, sous un feu violent, pour repousser une attaque ennemie. Blessé d'un éclat d'obus à l'épaule, puis une deuxième fois à la jambe gauche de deux shrapnells, resta à son poste jusqu'à ce que ses forces l'aient trahi."

La semaine militaire

Excellente semaine pour nous: les Anglais ont bien travaillé, au sud d'Ypres. Nos poilus ont enlevé des tranchées boches dans le secteur d'Aras, de Reims, au-dessus du camp de Châlons, dans le bois de la Guerre,

dans les Vosges et en Haute-Normandie; et malgré de violentes contre-attaques renouvelées jusqu'à dix fois en Champagne, ils ont conservé les positions prises infligeant à l'ennemi des pertes qui atteignent en certains endroits la moitié des effectifs engagés; ils ont fait de nombreux prisonniers enlevés des mitrailleuses, des lance-bombes et une grande quantité de munitions. En Belgique, un raid brillant

de quarante avions anglais et huit français a permis de détruire des nids de tourelles et de Zeppelins.

Les Russes ont à faire face à une offensive

énorme contre leurs deux ailes: en Prusse orientale et en Bukovine. Ils ont reculé, mais en tuant de nombreux soldats à leurs adversaires. Leur sort sera sans aucun doute de reprendre pour le terrain perdu: de grandes batailles en masse, campagne sont annoncées de ce côté par tous les tacticiens militaires; elles nous réservent probablement d'agréables surprises.



GOLDEN GATE TOPICS.

San Francisco Press Club Participates in Big "Nine Years After" Celebration—Ad Association Issues a New Paper—Norman E. Mack Speaks on National Advertising and Its Influences—A Few Personals.

(Special Correspondence.)

SAN FRANCISCO, April 28.—The San Francisco Press Club took the most prominent part in the big events which have signalized the "Nine Years After" celebration in connection with the Panama-Pacific Exposition. An elaborate programme, extending over several days, was carried out, with parades through the streets of the city and pageants at the exposition grounds.

The Press Club has made a practice of holding an annual celebration of its own on the anniversary of the great fire each year since 1906 and on each occasion has featured an original play staged and acted by its members.

This year the Press Club's annual entertainment eclipsed all of the others. On the evening of April 17th, the new Municipal Auditorium at the Civic Center was decorated lavishly and a great spectacular pageant preceded the annual show.

The pageant and ball were together one of the first of the big events arranged by the exposition officials for the three days of celebration. The night was one of hilarity, and dull care was forgotten in the spirit of the times.

DAZZLING GRAND MARCH.

The programme started at 8.30 and continued for two hours. Then came the grand march, which was a dazzling spectacle. Dancing and various amusements continued until after the dawn of April 18th—the date which will always remain engraved in the memories of San Franciscans.

A splendid program had been arranged with over 300 in the cast, all gorgeously costumed. Special numbers preceded the pageantry. First came the grand entry of the entire company, headed by a band of forty pieces, under the direction of Herman Heller.

There was an exhibition drill by the California Grays. Scenes from the lives of such well-known characters as Don Quixote, Dick Turpin and Falstaff were enacted in pantomime. There was fancy roping by "Skeeter" Bill Robbins, assisted by Miss Jane Fuller, both of the 101 Ranch from the Zone. Miss Aldanita Wolfskill and Scotty, the cowboy Caruso, were heard in selections. La Estrellita, assisted by Senor Garcia, was seen in Spanish dances.

The grand pageant, which was the finale to the programme, was a magnificent spectacle. There were fully 150 horses in line and San Francisco's society riders, men and women, had the mounts. A tan bark track, eighteen feet wide, was laid entirely around the Auditorium floor, and the horses passed over it twice, as well as over the mountain divide, which formed the stage setting. After the conclusion of the pageant came the opening of the dance and the numerous side shows. In the side shows were seen local girls doing the dances of Somali Land, Samoa, Tehuantepec, the Turkish dance and, in fact, those of all nationalities, in the native costumes. A bevy of diving nymphs furnished special numbers.

ADAGE A STURDY INFANT.

The Advertising Association is showing a great deal of ginger in these stirring Exposition days, and its activities are creating a good impression among prominent visitors from the East.

The Adage, a publication just a few weeks old, is being issued weekly by the Advertising Association of San Francisco to acquaint its members with the doings of the club. This little publication is gathering strength each day, and at the rate it is improving will soon be able to walk without assistance. It is full of catchy conversation and bright, snappy talks. The program of each weekly luncheon is published, and a short summary of the last meeting is also written up.

Wednesday, April 21st, marked an epoch in the history of the Ad Club luncheons. Over 200 members crowded the Techau dining-room to hear Mr. Norman E. Mack, publisher of the Buffalo Times and former chairman of the Democratic National Committee, speak on the subject of National Advertising and its influences, using examples from Presidential campaigns. Mr. Mack handled his subject as only a veteran can, and as the man behind the gun of the big eastern dailies, representing a vital force in the newspaper field, he received a rousing ovation.

WOMAN WAR CORRESPONDENT.

Sophie Treadwell, who has made an enviable record as a feature writer on the San Francisco Bulletin during the past few years, recently left for the East, en route to Europe, where she expects to reach the war front and join the ranks of the enterprising American women writers who have been resourceful enough to get there. Miss Treadwell created quite a sensation here, last year, when she successfully impersonated a woman of the underworld seeking to escape from the night life and find an opportunity to make an honest living. In a series of articles entitled "An Outcast at the Christian Door," she enlightened the Bulletin's readers with the details of how she met with rebuffs, or half-hearted offers of assistance, at some of the churches and charitable institutions, but finally discovered just one place in all this city where genuine, practical help is offered to fallen girls.

The Bulletin has pursued a policy for the past year or two of publishing in serial form articles on topics of vital importance to the people, but it is claimed, without an intention of making an appeal to sensation seekers. Despite some adverse criticism, these articles have helped to build up the paper's circulation among thinking people. Among the serials that have been run are; Donald Lowrie's "My Life in Prison," and "My Life Out of Prison," and "The Story of Alice Smith," giving the true conditions in the underworld.

SOME PERSONAL NEWS.

Richard Webb, publisher of the Amador Ledger, and a resident of Jackson, Amador County, fell from a California street cable car on the night of April 18th, only a few hours after he had arrived in San Francisco. He died on his way to the Emergency Hospital in the ambulance. Webb was about seventy years of age.

Harry Wilson, night editor and assistant managing editor of the Philadelphia Record is touring the Pacific Coast. The following story has drifted down here from Portland, where he recently spent a few days:

NEWSPAPER VISITORS.

Among the newspaper representatives who recently signed the Register in the Press Building at the Panama-Pacific Exposition are the following:

Mrs. Jennie E. Francoeur, proprietor Everywoman, San Francisco; H. B. Shell, Manchester News, Manchester, N. H.; Hazel Houston, Tacoma Ledger, Tacoma, Wash.; Esther Nathan, Grays Harbor Post, Aberdeen, Wash.; H. W. Sunkins, Palo Alto (Calif.) Daily Times; Isabella Ramsey, Sydney Sun, Australia; C. W. Johnston, Register & Trade Tribune, Des Moines, Ia.; Wm. E. Smyth, Western Empire, Los Angeles; N. Allen Lindsey, Marblehead (Mass.) Messenger; Henry St. George, East Washingtonian, Pomeroy, Wash.; Wayne C. Smith, Meriden (Conn.) Morning Record, Meriden; Walter C. Fry, Newcastle (Calif.) News; W. S. O'Brien, Marysville (Calif.) Evening Democrat; O. N. Osborn, New Brunswick (N. J.) Times; Alois Porieky, Bohemian Benedictine Press, Chicago; Marian McRae, Portland (Ore.) Journal; Mrs. Roy L. McCordell, New York World; W. J. Pardie, North Adams (Mass.) Herald; John C. Miles, Pharmaceutical Journal, Montreal, Canada; Adolph Edgren, Pacific Tribune, Seattle; Joseph Gorman, Victoria (B. C.) Daily Times; George P. Mayer, Milwaukee (Wis.) Germania; George F. Cornwall, The Timberman, Portland, Ore.

IN THE WASHINGTON FIELD.

Press Club Holds Entertainments—More Publicity Urged for Alaska.

(Special Correspondence.)

WASHINGTON, D. C., April 28.—State Department Officials accept as authentic the press despatches from El Paso, Tex., stating that Phillip McCleary, an American newspaper man, under sentence of death for sending out uncensored news, has been released and has left Vera Cruz. Mr. McCleary was employed as publicity agent by the Carranza government in Mexico.

Army and navy officers saw more of the war at the Kinemacolor exhibition of war pictures given for the members of the National Press Club at the Belasco Theater, April 27, than many correspondents who have spent months endeavoring to get to the front. Brigadier General Hugh L. Scott, U. S. A., chief of the general staff, remarked that the pictures were as instructive as a trip to Europe. They have been on view in London, Paris, and Petrograd for several months, but are now being shown for the first time in the United States. A notable feature was the manner in which the horrors of the war were eliminated, showing, rather, the spectacular side of the movements of large bodies of troops.

The domino tournament of the National Press Club, the first of its kind ever held in this country, is now in progress. The contest began on April 26 and will continue for about a week, the preliminary rounds being already finished. A handsome silver trophy will be awarded the winner of the tournament.

Several feature acts from Ringling Brothers' Circus will furnish the entertainment at the opening of the National Press Club roof garden next week.

Dr. E. Lester Jones, director of the U. S. Coast and Geodetic Survey, delivered a lecture on Alaska before the National Geographic Society on April 26. Dr. Jones advocated newspaper publicity as the best means of developing the country, and condemned the attitude of certain government officials, who seek to suppress publicity.

N. Y. Tribune Night Editor Retires.

E. A. Fletcher, for thirty-eight years a member of the staff of the New York (N. Y.) Tribune, and for the last four years night editor, retires from active work on May 1st. His associates will give him an informal luncheon in the composing room of the paper, at 1:30 o'clock, Sunday morning, May 2. Ogden M. Reid, owner of the Tribune, will present Mr. Fletcher with an appropriate present in recognition of his years of faithful service.

Bresnahan to Every Week.

J. F. Bresnahan, who organized the Publishers' News Company while in an important managerial capacity with the Butterick Publishing Company, has resigned to accept the general management of Every Week, the new Sunday supplement for newspapers, produced by the American Lithograph Co., of which John Hawley is president, which now is an integral part of thirty-five Sunday papers.

Audit Bureau of Circulations.

The growth of the Audit Bureau of Circulations is indicated by the fact that it has now 952 members, and requires the services of thirty-five people to handle the work. A force of nineteen people is required in checking up publishers' statements and audits. Over 200 audits have already been made. The new office in the Venetian Building is located only half a block east of State street on East Washington street near Marshall Field & Co.'s store.

Henry G. Evans, five years with the Siegfried Company, Inc., has been appointed sales manager for the Northman Warren Corporation, 9 West Broadway, New York, manufacturers of Cutex Manicure Products and Phoebe Snow Toilet Preparations.

NO WISCONSIN PRINTERY.

Legislature Refuses to Adopt Constitutional Amendment Permitting Its Installation.

Last week the Wisconsin Assembly refused overwhelmingly to adopt a resolution for a constitutional amendment permitting the State to establish a printshop of its own, thus abandoning the system in vogue since the admission of the State of letting the printing by contract to the lowest bidder. In the exhaustive debate preceding the action of the Legislature the fact was disclosed that printing in public plants is unduly costly, and that, at best, only five such plants exist in this country—the \$10,000,000 Government shops at Washington, California's \$250,000 plant at Sacramento, the little Nevada State plant whose lucky management gets \$6,000 a year, the relatively new Kansas State plant costing up to date over \$140,000, and the Boston municipal printing office representing over \$200,000.

Milwaukee Socialists were behind the Badger measure. Two years ago the scheme was endorsed by both houses of the Legislature, which then was Socialistic in tendency, or La Folletteized, as they say in that State. This year the body is conservative.

The Government plant at Washington is the biggest in the world and does a business approaching \$7,000,000 a year. It came out in the discussion that Boston's city printing cost \$150,000 to \$160,000 a year in the municipal shops, about \$100,000 more than the city printing of any other American city of the Boston class in population; also that the California office had been denounced by two Governors, Budd and Gillett, in official messages as more expensive than when the work is done by private contract, and that Governor Budd, by veto, actually shut up the shop for eighteen months because of its extravagance.

The Kansas printing office is so far producing the best results of the five public shops in existence in this country. Government work at Washington admittedly is several times more costly than it would be if executed commercially. All these facts, and many more of a convincing nature, were brought to light in the debate in the Legislature.

Issued by Soldiers in the Field.

On the front news page of this issue will be found a reproduction of the first page of Le Petite Echo, a newspaper published in the trenches by the French soldiers. The original, consisting of four small pages, in the possession of this office, is probably the first one of newspapers of this character to reach America. It is written with a pen and copies are made by the use of the mimeograph or a similar method of reproduction. The contributors include some of the brightest writers and the best known artists of the gay city of Paris.

Humorists to Plant Tree.

The newspaper joke writers, organized thirteen years under the name of the American Press Humorists, will hold their annual convention in August at San Francisco, where their day, August 25, is to be celebrated with the planting of a tree, a chestnut tree of course, by the delegates. Member W. E. Lowes of Baltimore is in charge of plans to have a special car for members to start from Chicago, while arrangements at the San Francisco end are in the hands of Secretary-Treasurer Fred Schaefer, with the Newspaper Enterprise Association at 340 Ninth street, and a committee of Pacific Coast humorists.

Henry Varian Recovering.

Henry Varian, of the New York World staff, who was seriously injured by a trolley car several weeks ago, underwent, on Thursday, what is hoped to be the last of a series of operations in the Prospect Heights Hospital.

It was a success, and barring complications Mr. Varian's physicians predict his rapid recovery.

The Big Factor in Any Successful Advertising Campaign In New England

New England's Greatest Home Newspaper

BOSTON AMERICAN

The Boston Sunday American has a greater circulation than any other Sunday paper in New England (now over 335,000). The Evening American has a greater daily circulation than all the other Boston Evening Papers combined (now over 400,000). The advertising rate of Sunday and Daily American per line per thousand of circulation is the lowest in Boston.

The big bulk of this tremendous circulation is concentrated within 50 miles of Boston
And—

Within 50 miles of Boston there are more people than within the same distance of any other city in the United States (except New York.)

The per capita wealth of municipal Boston is \$2,246.35, while that of New York is but \$1,760.09.

In the manufacturing industries alone over \$93,000,000 is paid annually to the wage earners in this territory while hundreds of millions more are paid to workers in other occupations. The big majority of these people in this territory buy the Sunday and Evening Boston American.

They buy this paper because it appeals to them—They'll buy your product just as readily and consistently if you tell them about it in the pages of their favorite paper.

In New England is produced one-seventh of the goods manufactured in the United States and money in pay envelopes makes ready buyers.

The value of New England-made goods reaches the enormous total of \$2,670,065,000 annually. This money comes into New England every year.

The Advertising Value of the Boston American is unquestioned because with a Sunday circulation of over 335,000 and a daily evening circulation of over 400,000, it is absolutely supreme in the newspaper field of one of the richest advertising territories of the United States.

BOSTON AMERICAN

80 Summer Street, Boston, Mass.

New York Office
1789 Broadway

Chicago Office
504 Hearst Building

BOSTON BRIEFS.

Jordan Marsh & Co. and Boston Journal Determine Who's Who as to Conduct of Editorial Policy—New York Herald Uses Full Page Copy in Post for Paris Edition—Activities in Press Club.

(Special Correspondence.)

BOSTON, April 28.—Newspaper circles have been deeply stirred of late by the attempt of the Jordan Marsh Company, the largest department store in town, to control the news policy of the Boston Journal.

The controversy, that resulted in an apology from the Jordan Marsh Company to the Journal, started over the publication of a series of articles on unemployment under the title "Mary's Story."

"To anyone who reads the particular installment of 'Mary's Story' (reprinted on page 12) together with the subjoined account of the withdrawing of this advertising, the meaning of this action must be reasonably obvious; the firm of Jordan Marsh Company seeks to dictate to the newspapers of Boston the conduct of their news columns; and to enforce such dictation this great firm deliberately 'punishes' the offending newspaper by withdrawing its advertising," said the Journal in its opening statement of the case. "Such insolent financial coercion as this the Boston Journal will not tolerate," the article adds.

In the issue of the Journal following this statement are printed letters from Governor Walsh, Mayor Curley and others commending the Journal on its stand.

The climax is reached the next day, when the Journal appears with these headlines on the front page:

A SATISFACTORY ENDING TO THE BOSTON JOURNAL-JORDAN MARSH CO DISAGREEMENT.

Below this headline follows a "statement" from the Jordan Marsh Company, which says in part:

"Jordan Marsh Company does not seek to dictate in any way whatsoever as to how any newspaper shall conduct its news columns. Like the representatives of every great branch of industry, we are extremely jealous of the good name and standing of our branch—the department store. The article that appeared in the Boston Journal of recent date did not in itself bring about the condition of mind that caused us to take action; but the steady stream of morbid and malicious sensationalism connecting women and the department store that has flowed through press and magazine in recent years has simply caused, in our case, a raw nerve. The Journal article though much less objectionable than some others, proved very irritating to us, and in a moment of what seemed to us righteous indignation, we gave instructions to stop advertising in the Journal. We are frank to acknowledge that we have made a mistake.

"And in closing we cannot place ourselves too strongly on record as being in absolute accord with that public opinion which insists that the press shall not be subjected to censorship on the part of advertisers.

"JORDAN MARSH COMPANY."

Following this the Journal made a statement, as follows:

"With the publication of this frank and manly acknowledgement of error by the Jordan Marsh Company the Boston Journal is glad to consider the incident of 'Mary's Story' at an end.

"The declaration of principle contained in the last sentence of the Jordan Marsh statement reflects much credit upon that concern; it was in support of this principle that the Journal made its recent appeal to the public; when the advertising of the Jordan Marsh Company reappears in the columns of the Boston Journal, it will conform with the principle of that statement."

Since the above was printed the advertising of the Jordan Marsh Company has been resumed in the Journal.

The New York Herald recently ran a full page advertisement in the Post of the Paris edition of the Herald. The rates per line were quoted and arguments advanced why Boston and New England advertisers should use the columns of the Paris edition of the Herald for the forwarding of European business.

The peculiar feature of the advertisement was the fact that the advertisement was of eight column size, the same subject matter being contained in each column.

Elizabeth Marsh, cook at the Press Club for 23 years, has just celebrated the anniversary of her appearance in the club. Mrs. Marsh has cooked for two presidents, several Governors and other well known people without number for years. She is famous for her apple pies, on one occasion receiving a letter of commendation from Governor Eugene Foss for a pie that was sent to the executive chamber from the club.

The Press Club is planning a membership campaign. The committee in charge consist of the following members of the club: James C. White, political editor of the Herald, chairman; Roy Atkinson, hotel man, Boston Post, secretary; H. D. Vittum, advertising manager Riker Jaynes Company; William E. Foster, capitalist; I. Wendell Gammons, advertising man; William Hardy, feature writer, Sunday Post; Patrick O'Keefe, advertising man.

Governor Walsh was recently interviewed by the Editor and Publisher representative regarding his opinion of newspapermen. Said the bachelor governor of Massachusetts:

"I have always found that I could place confidence in the newspaper men I have met. To me the reporters are the life of the newspapers. Great skill is not required to be an editor of the sort most often seen. But a good reporter is something, somebody to be cherished. The editor may become narrow in his views and be bowed down with a great weight which he fondly imagines is his own importance. It behooves the reporter to keep a light and free mind, receptive and always awake to the unique.

"To me the editorial end of the newspaper is the only end that has interest. When one reaches the business office all the romance, the so-called glamor, is lost. Nothing is to be found there but the sordid, cold and calculating facts.

"I have always found that I could trust newspapermen. They are poorly paid as a rule, I am told, but true to their traditions. They are, to use a bit of slang, a 'great bunch.'"

An active membership campaign for new members for the Press Club has been started by President Jack Connolly, assisted by a large committee of club members. It is desired to have more out of town, or non-resident members, on the club's roster.

The Christian Science Monitor has come in for many good words of late from the Chicago Press Club "Scoop." This publication, which considers that reporters have a right to be represented in print as well as advertising men and business office employees, says that the Monitor is one of the best written papers in the United States.

SUFFRAGETTES AND AMERICAN

Boston Paper Edited by Leading Suffragettes Makes Novel Appeal.

(Special Correspondence.)

BOSTON, April 21.—The most intense interest was displayed in the recent issue of the Boston American, edited by many of the leading suffragettes of this city. The American advertised the special edition widely, and when it finally appeared on the streets the sale was correspondingly good.

Well known suffragettes took the papers under their arms like regular newsies and sold them to all comers. While several well-known suffs were advertised as contributors to this edition, the name of only one man appeared. This man was Louis D. Brandeis, who had a lengthy signed story on the progress of suffrage.

The Boston American has received many congratulations on this issue. The mechanical part played was expensive, for it was necessary to add several pages to the regular size of the paper. The suffs did not attempt to cover or edit the news of the day, but confined their efforts to preparing articles on suffrage and selling the paper afterwards.

Three Chinese publishers, members of a commission appointed by President Yuan Shi-kai, to inspect newspapers of the United States, have arrived in San Francisco and are studying the papers of that city.

St. Paul, Minn., newsboys have been burning the midnight oil putting the finishing touches on their essays written in a prize contest held by the Newsboys' Club of that city. "What Kind of a Man I Want to Be," "The Best Club in the World" and "How to Make the St. Paul Newsboys' Club Better" were the subjects of the papers.

Soldier journalists, working in all kinds of weather, with shells hissing through the air, instead of the noise of the printing press, are publishing several papers in the war trenches. The firing line issues are all brimmingfull of cheerful items.

In Pittsburgh
 The most successful newspaper advertising mediums are the
GAZETTE TIMES
 Morning and Sunday
CHRONICLE TELEGRAPH
 Evening except Sunday
 They educate the public and create a buying impulse.
 It is known by actual test that they are vitally necessary in order to insure the Greatest Possible Return from an Advertising Appropriation.
 Flat combination rate is 2 1/2¢ per agate line.
 For further information or co-operation write
URBAN E. DICE,
 Foreign Advertising Manager,
 Pittsburgh, Pa.
 J. C. Wilberding,
 225 Fifth AvenueNew York City
 J. M. Branham Company,
 919 Mallers' BuildingChicago
 Chemical BuildingSt. Louis

San Francisco Examiner

Was the Only Morning Newspaper that dared open its books to the Audit Bureau of Circulations. Its Certificate from the A. B. C. showed for the **THIRD QUARTER OF 1914:**

Daily only, 124,566
Sunday only, 232,962

The EXAMINER'S present circulation exceeds—

126,000 Daily
250,000 Sunday

The SAN FRANCISCO EXAMINER enjoys the largest circulation in America of any newspaper selling at 5c. per copy every day. Results to advertisers are unequalled.

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

W. H. WILSON
 Western Representative
 Hearst Bldg.
 Chicago

4-4;5—not a cipher code, simply states that you get for your 5c. every Saturday four big sections of The New York Evening Post: News, Feature, Financial Sections and Illustrated Saturday Magazine.

THE BOSTON POST

Has the Largest Circulation of Any Morning Newspaper in the United States

NET PAID CIRCULATION

Reported Under Oath to the United States Postal Department for the Six Months Ending March 31, 1915

Boston Daily Post Average

425,943

Boston Sunday Post Average

301,593

☛ According to the official sworn reports, the Boston Post's Daily Net Paid Circulation exceeds by a wide margin that of any other Boston newspaper, Morning or Evening or Morning and Evening combined. It shows a growth of 65,087 copies per day in One Year. The Boston Sunday Post's circulation is Second in New England.

DISPLAY ADVERTISING

in Boston newspapers having Daily and Sunday editions. Classified advertising not included. Advertising in all Sunday Magazines is included.

	January Agate Lines	February Agate Lines	March Agate Lines
Boston Post	501,461	447,160	594,259
Boston Globe	432,045	343,949	487,765
Boston American	320,886	314,702	418,132
Boston Herald	270,498	239,504	321,752

Totals For First Three Months of 1915

Boston Post	1,542,880 Lines
Boston Globe	1,263,759 "
Boston American	1,053,720 "
Boston Herald	831,754 "

Post Led Globe by - 279,121 Lines
 Post Led American by 489,160 "
 Post Led Herald by - 711,126 "

In Boston "It's the Post"

OPTIMISTIC VIEWS ON ADVERTISING.

BIG NEWSPAPER MEN FROM ALL PARTS OF THE COUNTRY TELL OF CONDITIONS IN THEIR LOCALITIES AND PREDICT A RAPID IMPROVEMENT IN NATIONAL BUSINESS.

Charles Hopkins Clark, editor of the *Hartford (Conn.) Courant*—"I was out to dinner with a friend of mine the other day and during the evening he remarked, 'We hear a lot of complaint about the high cost of living in these days. I have been told that the world is spending two billion dollars a year in advertising. Now if people would stop advertising they would save all that money and thus reduce the cost of living.'

"I told him I had no patience to talk with a man who entertained such a foolish idea. Before I got through with him I had convinced him that if it wasn't for advertising he would find the cost of living would be twice as great as it is now."

R. M. Johnson, editor and publisher *Houston (Tex.) Post*—"I am glad to say that the business outlook in Texas is much better than it was last fall. One of the principal industries of Houston is lumber. Unfortunately just at present lumber is low in price and the demand is away below normal. We are in much the same condition as the Northwest in this respect. But when the war is over we expect there will be an unprecedented demand because of the destruction of cities and towns that must be rebuilt. Our lumber men are getting ready for it and when it comes they will have enough lumber ready to rebuild the half of Europe."

W. F. Wiley, editor *Cincinnati (Ohio) Enquirer*—"Cincinnati was probably less affected by the breaking out of the war than almost any other city in this section. This was due to the diversified character of our manufacturing industries, of which there are nearly three thousand. Of course, we were hit, but when we look around and see the cities in which the business depression has been acute, we are thankful that we got off so easily. At present there is great activity in the saddlery and in the machinery tool industries. All of the factories are working overtime to fill war orders which are very heavy. The volume of our local and foreign advertising has kept up wonderfully well. We believe that we are entering upon a period of unusual prosperity and the only thing that may possibly put a kink in it is the over-expansion of foreign credits."

R. A. Crothers, publisher of the *San Francisco (Cal.) Bulletin*—"There has been a decided improvement in business during the last two or three months in San Francisco. I do not think our city was affected by the war as much as some of the eastern cities were. The opening of the Panama-Pacific Exposition has, of course, had a stimulating effect. Already thousands of visitors from distant points have been in town to visit the exposition, and, of course, left considerable money behind them. It is quite probable that if the war continues through the summer, we shall have a much larger attendance at the fair than we would have had had there been no war, as many thousands of people who usually go abroad will find their way to the Pacific Coast to take in the wonders of the great exposition."

"Our foreign advertising is ahead of last year; our local advertising, too, has improved. I am not prepared to say how much of the foreign advertising is due to the fair—undoubtedly quite a percentage is due to the fact of the great exposition being held in the city. We are all expecting that with the close of the war will come great activity in the exportation of lumber. The indications are that the grain and fruit crop of the State will be larger than usual. We are therefore anticipating a very prosperous fall and winter on the Pacific Coast."

W. G. Sullive, managing editor, *Savannah and Georgia Press*—"Things are looking up in our section of the country. March was a much better month

with us than March of last year. During January we began to get ships in which to forward our cotton, for which there seems to be a very good market. Recent sales of naval stores have been very heavy. Savannah is the largest market for these articles in the country. One day last week 25,000 barrels of rosin went out on a single order, the biggest known in the South in many years. The farmers are looking forward to good crops throughout our section. We have been preaching diversification of crops in the press and for that reason less cotton will be grown this year than usual. The land which has been devoted to cotton, in many instances, will now be devoted to edibles—potatoes, corn and other crops of similar character, which we can consume at home.

"In the southern part of the State many neighborhood packing plants are being established for the convenience of farmers, instead of waiting, as they have hitherto been compelled to, for cold weather. They can now take a single steer or a pig to one of these plants and have it killed and put in cold storage until sold. This is going to have a stimulating effect on the raising of cattle throughout the district."

Clark Howell, editor, *Atlanta Constitution*—"Business conditions in the South are improving every day. The depression through which we have just passed has, in some respects, been beneficial. It has given business men a chance to put their houses in order and get ready for the boom, which everybody confidentially expects will follow the war. The foreign advertising is increasing in volume and local advertising has never been in a more healthy condition. We are optimistic on the Constitution, and believe we are going to enjoy an unusual period of prosperity."

Isaac Newton Stevens, of the *Pueblo (Colo.) Chieftain*—"The war has helped us sell a few more papers, yes, but not nearly enough to make up for our loss in local and foreign advertising. But it's all back now. Everything we raise and take out of the earth is in demand at higher prices and labor is in demand. We are no longer 'war refugees'."

A. N. McKay, of the *Salt Lake Tribune*—"Our circulation went up, but not materially. You see, we deliver the paper for a dollar a month and sell it on the street for five cents. So a very small rise in street circulation helps a lot. Expenses were high because we had to compete with three other papers in a town of 100,000. But with the demand for copper, beef and cereals going as strong as it is, our advertising has come back. Until the general situation came to the rescue and we began to share in the return wave of good times we were hit mighty hard in the publishing business."

John Stewart Bryan, of the *Richmond (Va.) News-Leader*—"We're too busy to talk calamity any more in Richmond. We are in the centre of the tobacco market. The war stimulated the demand for tobacco very much. We have the oldest iron mill in the country, the Tredegar works. From the very outset they have been making shrapnel day and night. Our only setback was in the breaking down of the cotton market—we clear for South Carolina and North Carolina. They are all straightened out now. The Richmond Locomotive Works are doing a big shrapnel trade. Richmond has never been so prosperous, and I'm glad to say we seem to be earning our share."

N. A. Huse, of the *Norfolk (Neb.) Daily News*—"The farmers of the northwest and west states are doing a whaling big trade at war prices and advertising is coming in now from the east to an extent which has made up for earlier newspaper slumps in revenue. The one difficulty of the northwest pub-

lishers is to secure a news service which is satisfying to the very large German element in the population.

"They view with suspicion any news, even when it is taken from the German newspapers of the east and the German news bureaus, unless it indicates the imminent destruction of the Allies. Losses on this account are considerable but not enough to interfere with the general increase in prosperity. We are making more money in spite of a loss in circulation, month to month, than we did last year."

E. Lansing Ray, of the *St. Louis Globe-Democrat*—"The cotton smash hit St. Louis, but we have recovered from that. Whatever harm the war did to us is being made up rapidly by the general agricultural prosperity of our part of the country. News is costing a lot more than we get out of our rise in circulation, and advertising is recovering slowly but steadily."

Samuel G. McClure, publisher of the *Youngstown (Ohio) Telegram*—"Probably no section of the country was more seriously affected by the business depression following the outbreak of the war than the Mahoning Valley in which Youngstown is located. No more than 20 per cent. of all the workmen employed in the mines and manufacturing concerns had anything to do until after the beginning of the year since which time the improvement has been so rapid that at present 95 per cent. are employed. Local merchants are still complaining somewhat about business but I believe that within the next few weeks there will be a decided improvement in that direction. Advertising had been fairly satisfactory; in fact, I am glad to state that last month it was heavier than during March of last year. We are optimists in Youngstown and therefore have great hopes for a splendid fall business."

Theodore Bodenwein, editor and publisher *New London (Conn.) Day*—"So far as New London is concerned, business prospects for the present year are good. Our industries are nearly all working on full time although they have been shut out from foreign markets. The good prospects of New London are due largely to the present carrying out of several large local enterprises. One of these is the building of the big ocean terminal for which the State of Connecticut sometime ago appropriated \$1,000,000. This pier, when completed, is designed to accommodate the very largest ocean going steamers, and there seems to be but little question of its being in great demand when it is ready for business."

"We are also erecting four handsome buildings for the Connecticut College for women and hope to start the institution this fall. This college is designed to be of equal importance with the leading woman colleges of the country, and already has an endowment fund of a million dollars. The New York, New Haven & Hartford Railroad is also getting ready to build a two million dollar bridge across the Thames River and to put into operation their improvements which will call for the expenditure of several million dollars. It will be seen that these enterprises will cause a great deal of business activity in this locality."

"The Day, during the past year, increased both its advertising and circulation despite the general depression that existed. Our only dull season during the year is during the months of Feb-

ruary, March and April. So far this year, we have done as much business as last and will be disappointed if we do not do more in the balance of the year than we did in 1914.

(Continued next week.)

Eight Page Magazine Mat Service

Big illustrations of timely happenings. Mats made 20" or 21".

An opportunity to save in your composing room and improve your paper immensely. Saturday or Sunday release date.

Want proofs?

World Color Printing Co.

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

THE TEST

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

NEWSPAPER FEATURE SERVICE

M. Koenigsberg, Manager.
41 PARK ROW, NEW YORK

Sport Service

Everything for Your Sport Page
News Pictures
Letters Box Scores

DEMAREE CARTOONS

Write or Wire for Samples and prices

International News Service

238 William St., New York City

USE UNITED PRESS FOR Afternoon Papers

General Offices, World Bldg., New York

PUBLICITY MEN

Who want to cover the Middle and Southern states BEST always use our clipping service. It's prompt, thorough and discriminating. Special rates to advertising agencies. Mailing lists furnished.

THE CENTRAL PRESS BUREAU

Pittsburgh, Pa.

460 Daily Newspapers

are profiting by the use of WINTHROP COIN CARDS

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

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

CHICAGO HAPPENINGS.

Journalistic Activities in Convention City—Personal Notes Mostly About Newspaper People.

(Special Correspondence.)

CHICAGO, April 27.—The Journal has instituted a new editorial feature which it calls the Journal's University Extension Course. The purpose of the feature, as explained in advertisements and news accounts, is "to extend to Journal readers some of the benefits of college education by the leading universities of the Middle West." Three times a week, the Journal publishes a lecture written by the member of a university faculty.

R. C. Cornell, night city editor of the Examiner, has been chosen first vice-president of the Press Club by the board of directors to fill the vacancy caused by the resignation of Col. Perley H. Boone. Colonel Boone is assistant editor of the Tribune.

Ben McCutcheon, brother of John T. McCutcheon, cartoonist and war correspondent for the Tribune and of George Barr McCutcheon, the novelist, is drawing cartoons for the Herald.

Michael Ahern, dean of Chicago reporters in point of years and length of service, is writing his reminiscences for which he already has found a publisher. Mr. Ahern, who now does space work for the Tribune, has been "on the street" continuously in Chicago since 1867 when he joined the Journal. He is the only living active newspaperman in Chicago who covered the great fire in 1871. Mr. Ahern is 68 years old.

"The Diamond From the Sky" wins the \$10,000 prize for the best photoplay story in the contest conducted by the Tribune and the American Film Company. The author of the winning scenario will be announced later. The contest was announced in December and 19,846 manuscripts were received. The story will close with a mystery unsolved. For the best solution the Tribune and the American Film Company pay another \$10,000.

John W. Postgate, an active newspaperman in Chicago since 1874—excepting a few years when he was with the New York (N. Y.) Sun—has resigned his position as special writer on the Post and gone to Pittsburgh, to reside with his son.

Former Alderman W. R. Hazen, who retired from the city council this week after serving many terms as representative of the Thirty-third Ward, has become a special writer on the Austin Recorder.

Richard Finnegan, city editor of the Journal, has been appointed a member of the Dixie Highway Commission by Governor Dunne.

John C. Eastman, editor and publisher of the Journal, with Mrs. Eastman has gone to San Francisco in connection with his duties as a member of the Illinois Commission to the Panama-Pacific Exposition.

W. A. Blinn is telegraph editor of Journal, having succeeded Justin H. Forrest, who resigned to join the American copy desk.

Samson Horn has left the City News Bureau for the Tribune staff.

Max Annenberg, circulation manager of the Tribune, is in New York on business.

Mrs. Floyd Gibbons, wife of the Tribune's Mexican war correspondent, went to El Paso, Texas, Monday, where she will board a special train to be sent to Juarez, Mex., by General Villa and join her husband in Monterey.

William E. Moore, formerly managing editor of the Inter Ocean, and more recently chief editorial writer on the Daily News, has gone to Monett, Mo., to assume charge of a daily paper and job printing establishment he has purchased there.

Announcement was made Monday of the marriage on April 21 of Miss Edith Elizabeth Hinz to Fontaine T. Fox, Jr., formerly cartoonist for the Post. Miss Hinz was widely known in Chicago as a dancer, pianist, swimmer and tennis

player. Mr. and Mrs. Fox have gone to New York, where Mr. Fox is a cartoonist for the Wheeler syndicate.

Albert H. Bowman, editor of the Evanston News-Index, was arrested on a charge of criminal libel made by Carl Harrison, former city fire marshal.

R. C. Cornell, news editor of the Examiner, has been chosen by the Press Club directors vice-president to succeed Perley Boote, of the Tribune, who resigned.

Several ministers met some advertising men at luncheon and discussed church advertising. The Congregational Church at Kenosha, Wis., is running full page "ads" prepared by a professional advertising man.

Mrs. B. P. Lord has been elected president of the Chicago Press League, with Miss Meta Wellers, first vice-president; Mrs. Robert McCall, second vice-president; Mrs. Rena Tuthill, recording secretary; Mrs. L. M. French, corresponding secretary, and Mrs. Mark Henry, treasurer.

PREMIUMS ARE ADVERTISING.

At Least That Is the Decision of the National Commission of the A. A. C. W.

At the meeting of the National Commission of the Associated Advertising Clubs of the World recently held in New York the National Premium Advertising Association was proposed for membership in the organization. The premium interests were represented by C. E. Barker, vice-president of the United Profit-Sharing Corporation, John Hall Jones, attorney for the same concern, Sidney A. Kirkman, of Kirkman & Son (Kirkman's Borax Soap), Brooklyn, and president of the National Premium Advertising Association, and H. S. Bunting, of the Novelty News, Chicago. Several instances were cited by them of decisions of various high courts which have held premiums to be properly classified as advertising.

The final vote on this point by the members of the Commission who were present was 16 in favor of classifying premiums as advertising and 14 opposed.

Concerning the admission of the Premium Advertising Association the point was raised that the premium association is made up of buyers of premiums as well as sellers, and that inasmuch as all the other member organizations of the Commission come from one class, either buyers or sellers, the premium organization is not eligible. The application for membership was, as a consequence, referred to the Credentials Committee, with the recommendation that the organization of the premium association be changed so as to conform to the membership requirements of the Commission.

In the meantime, it was decided that the premium interests would be heartily welcomed at the Chicago Convention and would be given an informal place upon the program.

Before reaching this decision regarding the premium association, the Commission admitted to membership the Affiliated Associations of Advertising Agents and went over in some detail the departmental program of the Chicago Convention.

Will Issue No Fraud Directory.

It is not the intention of the Associated Advertising Clubs of the World to issue a Directory of Known Frauds, as has been reported. The National Vigilance Committee of that organization is assembling what it calls a "Rogues Gallery" at the headquarters in Indianapolis. This is merely a record of questionable and fraudulent advertising and is for reference purposes only. From it data is furnished to publishers and others interested, which will assist in determining whether offered copy is acceptable. It is not the thought of the committee to issue any printed directory, and the report that such was to be done was evidently the outgrowth of the knowledge that the "Rogues Gallery" was being arranged.

KANSAS CITY POST GAINS.

Under the Management of J. H. Smyth the Paper Makes Marked Progress.

James H. Smyth, who, on February 1, became publisher of the Kansas City Post, was formerly business manager of the Boston Herald, having learned the newspaper business in and around Bos-

ton. After leaving the Herald he went to Denver as general manager of the Rocky Mountain News and Times for Mr. Shaffer, the owner. He was, a short time afterward, made publisher of the Kansas City Post. Under his management the paper has made really wonderful growth in both local and foreign business.

Mr. Smyth has personally closed contracts covering over 500,000 lines with Emery, Bird & Thayer Company, and the Kline Company and other large advertisers, and the paper has gained under his management during the last three months over 7,000 in circulation. The foreign advertising gain for March was over 819 inches.

Mr. Smyth is a clean-cut, high-class business man, a man of the world in every sense and a man whose previous experience and success fits him exactly for the position as publisher of the Kansas City Post. The Post has made money every month under his management.

Automobile Is King.

The Wilkes-Barre (Pa.) Record's issue of Saturday, April 24, contained eleven pages of automobile advertising and news. There is probably no daily paper in the country, certainly none published in a city with a population no greater than that of Wilkes-Barre, that devotes so much space to automobiles. This eleven-page section was in no sense a "special" or an "extra," the Saturday Auto Section having been a regular weekly feature of this paper for the past four years.



JAMES H. SMYTH.

Circulation Plus Results!

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

SAN FRANCISCO CHRONICLE

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

Year Ending December 31, 1914

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

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

We Blanket Northern California

With a single exception, there is no other metropolitan morning newspaper within a wide radius—Los Angeles, 500 miles to the south; Portland, Ore., 800 miles to the north; Denver, 1400 miles to the east. Our trading population in Northern California alone is A Million and a Half. Reach them through the

San Francisco Chronicle

EASTERN OFFICES:
WILLIAMS, LAWRENCE & CRESMER CO.
New York—Brunswick Building, 225 Fifth Avenue
Chicago—Harris Trust Building, 111 West Monroe Street.

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

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

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



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

Western Office: 601 Hartford Bldg., Chicago, A. R. Keator,
Manager. Telephone, Randolph 6065.
San Francisco Office: 742 Market St. R. J. Bidwell, Manager.
Telephone, Kearney 2121.

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

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

New York, Saturday, May 1, 1915

FIGHTING THE COUPON EVIL.

That the coupon evil is a menace to be reckoned with, as has been maintained in these columns during the past month, was made evident by the prominence given the subject at the annual convention of the American Newspaper Publishers' Association held last week. Although the program was crowded with topics the members considered the coupon matter of sufficient importance to devote nearly an entire session to its consideration. The ideas expressed upon this occasion were finally crystallized in a resolution disapproving of the use of coupons.

It was quite evident to those who listened to the discussion that many of the publishers were not aware of the seriousness of the situation. Some of those who are now printing the advertisements of goods with which the so-called profit sharing coupons are packed, had not had their attention called to recent developments in regard to them, and were therefore considerably surprised at the statements in regard to the evil made on the floor of the convention. When they learned that at least some of the contracts they now hold were to be canceled they at once appreciated the seriousness of the situation. The final action taken by the association in condemning coupons met with their hearty approval.

That the stand taken by THE EDITOR AND PUBLISHER has aroused general interest among advertisers, advertising agents and publishers is indicated by the many letters already received at this office. Elsewhere in this issue will be found a vigorous letter of protest from Frank Seaman, who handles the advertising of the United Profit Sharing Company, in which he states that he does not know of a single dollar that has been diverted from the advertising appropriation to coupons. We have been informed on reliable authority that one large advertiser two weeks ago canceled \$450,000 worth of advertising contracts in a single day solely because of the heavy expense he has incurred through the use of coupons.

If coupons are of such value as their supporters assert, why have such concerns as John Wanamaker, of New York and Philadelphia; Marshall Field & Co., of Chicago; Filenes, of Boston and Macy & Co., of New York, refused to handle merchandise in which they are packed?

During the next few weeks there will undoubtedly be considerable agitation of this subject in editorial and business conferences. The result will be a discussion of the subject in the columns of the

several newspapers. By fall, this sentiment ought to be so well developed that when Congress assembles a bill will be introduced for the control of the entire coupon business. If the publishers only realized the seriousness of the situation, as they should after acquainting themselves with the facts, it is quite certain that in the near future they will be able to bring about a much needed reform and thus protect their own interests.

AN OPTIMISTIC OUTLOOK.

No one can read the interviews with newspaper publishers printed elsewhere in this issue without feeling that the country has already entered upon a new period of prosperity. Not one of them is pessimistic. In fact every publisher says that general business has greatly improved during the last two months and in several instances it was reported that March advertising records had been broken.

The importance of these statements cannot be over emphasized as they represent the opinions of men whose duty it is to accurately record the business conditions that prevail in their several localities. They are acquainted with the unfavorable as well as the favorable developments, and are, therefore, in a position to give an impartial view of the situation. They sit, as it were, in a watch tower from which they can view everything that is going on with a free mind.

One opinion that seems to be shared by all is that for several years after the war ends the United States will be in a position to do a tremendous export business. England and Germany, our two foremost commercial rivals, have been forced by circumstances to almost entirely cease their activities in the foreign trade field. Hence the countries that have heretofore depended upon them for their supplies of merchandise must look elsewhere. Owing to the fact that our own country is the one great nation not engaged in the conflict now raging in Europe, and the only one in a position to supply their needs, it follows that the resources of the United States must be drawn upon by the belligerent countries as well as those that are not involved.

Hundreds of thousands of skilled workmen have already been killed or crippled by the war. The loss of these men is even more serious than those engaged in other occupations because it takes years of experience to develop them to the high state of efficiency required by the manufacturing industries. When peace is once more declared many of the factories that have figured conspicuously in the business world will remain closed, and those that open will, for a long time, be compelled to operate with only a fraction of the number of men they once employed.

One of the immediate results of the resumption of business will be the unprecedented expansion of the volume of advertising. In opening up new fields manufacturers must use this great commercial force—there is no escape from it.

Next week THE EDITOR AND PUBLISHER will print the first of a series of three articles telling of the present condition of the newspaper business in England, France and Germany. The war has wrought such inconceivable changes in the papers themselves and in their management and distribution that a readjustment of ideas concerning the journalistic situation has become necessary. Entire staffs of newspapers have left their posts to go to the front and others have taken their places. Many newspapers have suspended publication or gone out of existence. The articles, which are written by correspondents who are at present in Europe and know whereof they speak, will be worth reading.

The statement from our Washington correspondent in last week's issue that the New York Times had offered Mr. Ralph, the director of the Bureau of Printing and Engraving, the position of mechanical superintendent of the New York Times, while quite true, does Charles F. Hart, the present me-

chanical superintendent an injustice. The Times was after Mr. Ralph a year or more ago before Mr. Hart decided to leave London, where for seven years he had charge of the Northcliffe group of papers, and come back to his native heath and take charge of the New York Times, which he did in June last. Mr. Hart's many friends were quite surprised at last week's announcement; hence this explanation.

One of our esteemed English contemporaries refers to the Skinnerville Signal, which Tom W. Jackson has made famous in his "Along the Row" column of THE EDITOR AND PUBLISHER, as "An American newspaper which has achieved worldwide fame because of its amusingly outspoken comments."

ALONG THE ROW.

Since Adam in the Garden fell
And with Eve went away,
Something for nothing—no one has
Received unto this day.
'Tis claimed that trading stamps are free
That coupons are the same,
But for them suckers pay their coin
And plug along the game.

FROM THE SKINNERSVILLE SIGNAL.

"We are glad that it is spring. The birds are singing in the trees—and Rosenstein Brothers are advertising four piece parlor suits for \$17.98. All nature is beautiful, and our circulation books are open to all. Spring improvements are the order of the day in the Signal office. We have cut down war news to three sticks per day and are devoting more space to society, crime, pinochle parties, suffrage, garden hints, mosquito extermination, and our country's foreign policy. See our new classified ad department. It contains all the comforts of home from teething rings to lawn mowers. Subscribe now and avoid the rush."

AS WRITTEN BY A BROOKLYN CUB.

"Henry Strassman, while crossing Broadway this morning, was struck by a Hamburg avenue car bound for Williamsburg Bridge, and painfully injured in the Plaza."

MAY INSIST LATER ON.

The Kaiser-Americans, and their papers, have not as yet insisted that the City Record be published in German as a proof of New York's neutrality.

WHY NOT?

Notice that the editors of foreign speaking papers published in the United States have drawn up a petition to have the Government stop the shipping of war material to Europe so as to hasten the end of the conflict. They might have gone a little further and asked Bertha Krupp to quit making guns.

GROWING SENSITIVE.

A. Toxen Worm has turned on Alexander Woolcott, dramatic critic of the New York Times, and refused the latter admission to a theatre because of his criticism of a certain play. Betting on the row is ten to one that the critic will finally get the best of it. There have been worms that got the hook.

CLASSIFIED ADVERTISING.

"Where shall I put that furniture van ad?" asked the man who makes up the advertising pages. "It's the only one of the kind we've got."

The manager thought a moment and then said: "Put it on the theatrical page, under the head of 'Movies.'"

FOR THE LADIES.

Frank A. Regan, recently of the Brooklyn Citizen, and Charles T. Heaslip, formerly of the Evening Mail, are now located in Harrisburg, Pa. They are doing press work for the Pennsylvania Woman Suffrage Association, and expect to cause a political revolution in the Keystone State. They are a pair of hustlers and before they get through will probably land some Quaker dame in the Governor's chair.

FROM THE SKINNERSVILLE SIGNAL.

"Our able assistant editor, Hiram Bloodgood, is resting for a few weeks in the Hill Top Sanitarium. Mr. Bloodgood recently suffered a nervous breakdown, caused by trying to put such names as 'Fontaine-aux-Charles' and 'Hartmannsweiderkopf' in headlines that will only admit of twelve letters and spaces. All the victims of this terrible war are not wounded, or meet death on the battlefield."

TOM W. JACKSON.

PERSONALS.

Oswald G. Villard, publisher of the New York (N. Y.) Evening Post, urged the creation of a new Cabinet officer to be known as Secretary of Peace, and the submission of war issues to the people, at a meeting of a branch of the American League to Limit Armaments, held in Boston, Mass., on April 23.

E. H. O'Hara, publisher of the Syracuse (N. Y.) Herald, accompanied by his wife and family, was in New York several days this week on their way to the exposition in San Francisco.

T. F. McPherson, recently connected with the business department of the United Press Association, has become editor of the Hanover (Pa.) Independent, the name of which will next week be changed to the Sun.

William F. O'Connell, city editor of the Buffalo (N. Y.) Evening News, has been appointed editor, succeeding John R. Joslyn.

Hector Trumbull, dramatic editor of the New York (N. Y.) Tribune, has resigned to join the producing staff of the Jesse L. Lasky Feature Film Company of Los Angeles, Cal.

Alexander H. Brooks, who has been engaged in newspaper work in Philadelphia, Pa., for thirty-two years, was given a testimonial dinner by his newspaper associates, at the Rittenhouse Hotel, April 21.

A. R. Holcombe, city editor of the St. Louis (Mo.) Times, has been made managing editor, to fill the vacancy caused by the resignation of John E. Wright. F. E. Aufenger, who has been acting managing editor, will be transferred to another department.

J. Harry Carey, a Pottstown (Pa.) newspaper correspondent, has been appointed Deputy Internal Revenue Collector for that district.

Val J. Aldshue, city editor of the Pittsburgh (Pa.) Gazette-Times, was given a dinner in the Fort Pitt Hotel by the members of the news staff of that paper, April 21, the eve of his departure on a trip abroad to visit the war zone.

John D. Wells, editor of the Buffalo (N. Y.) News, addressed a meeting of the Olean, N. Y., Chamber of Commerce, April 22.

P. Benson Oakley, of Norwich, N. Y., clerk of the Senate Committee on the Affairs of Villages, in the New York Legislature, was formerly connected with the Norwich Sun-Telegraph, the Binghamton Republican-Herald and the Syracuse Herald.

J. V. Sloan, who was formerly in charge of the syndicate of the New York Press, has launched a newspaper service of his own, at 303 Fifth avenue.

Ray Chadbourne, formerly city editor of the Waterville (Me.) Morning Sentinel, is now a reporter on the Bisbee (Ariz.) Daily Review.

Fred I. Cook, circulation manager of the Scranton (Pa.) Republican, is passing choice cigars among the newspaper men of that city, on account of the arrival of a daughter on April 17.

Harold D. Partridge, assistant city editor of the Rochester (N. Y.) Herald, has resigned to become advertising and correspondence manager for the W. P. Davis Machine Company.

One of the oldest newspaper men in America, in point of service, is J. P. McCaskey, formerly mayor of Lancaster, Pa., who has edited the Pennsylvania School Journal for 49 years.

George L. Magee, assistant editor of the Janesville (Wis.) Gazette, and Miss Elizabeth MacDonald, of Janesville, were married at the home of the bride's parents on April 22.

Four courses in journalism will be given in the summer session this year by Prof. W. G. Bleyer and Alvin H. Kessler of the Department of Journalism, the subjects being "Newspaper Writing," "The Writing of Magazine Articles," "Journalism in the High Schools," and "The Newspaper and the Community."

WASHINGTON PERSONALS.

Robert Zackery, of the Brooklyn Eagle, and Mrs. Zackery are the parents of a newly arrived son.

Grafton S. Wilcox is the acting president of the National Press Club in the absence of Frank Lord, who accompanied the Congressional party on the trip to Hawaii.

William Leavitt Stoddard, of the Boston Transcript, will have a leave of absence from the Washington Bureau from June 1 to October 1.

Scott C. Bone, formerly managing editor of the Washington Herald and now editor-in-chief of the Seattle Post-Intelligencer, is in Washington for a few days en route home from attending the Associated Press meeting in New York.

Oswald F. Schuette, formerly of the Chicago Inter-Ocean and Leslie's Weekly, who is now in Berlin for the Chicago Daily News, has written friends here some interesting experiences that he has had as war correspondent.

W. A. Hildebrand, formerly Washington correspondent of the Charlotte (N. C.) Observer, now owner of the Greensboro Daily News and Asheville Gazette-News, has recently purchased the High Point Enterprise, all of which are independent newspapers.

Howard S. Fisk, automobile editor of the Washington Star, and H. E. Duckstein, automobile editor of the Washington Post, were in an automobile which broke the record between New York and Washington last Saturday. The distance of 250 miles by road was made in nine hours and nine minutes, time taken from the start of the machine from the ferry boat in Jersey City to its arrival at the Washington Post Building in Washington.

Ashmun Brown, noted for his brilliant pen sketches of prominent men in addition to other correspondence is now Washington correspondent for the Seattle Post-Intelligencer.

Richard Metcalf, of Omaha, Neb., formerly associated with Secretary Bryan's paper, "The Commoner," has just returned to Washington from Vera Cruz. In an interview Mr. Metcalf censures General Villa and eulogizes General Carranza.

George H. Conn, former Washington correspondent of the Manila Cable News-American, and more recently publicity agent for the Columbia Theater, died in this city last week.

TEXAS PERSONALS.

Oscar Cooper, who has been private secretary to C. Lombardi, president of A. H. Belo & Co., of Dallas and Galveston, has accepted a position with the MacMillan Company, of New York, on their magazine staff and will leave in a few days. Mr. Cooper was tendered a farewell dinner at the Oriental Hotel by the Beta Theta Pi Association on April 2.

Meigs O. Frost, formerly railroad editor on the Galveston (Tex.) Daily News, is now city editor on the same paper after one year as secretary of the Galveston Commercial Association.

Brice Hoskins, sporting editor on the Dallas (Tex.) Morning News, and H. G. Crawford, railroad editor, have been designated as major generals in the Texas Army of Elks for the reunion at Waco in May.

H. W. Blakeslee, Texas manager for the Associated Press, with headquarters at Dallas, has been on the Texas-Mexican border at Brownsville since the critical situation at Matamoros developed. The Dallas office is in charge of Blakeslee's assistant, F. S. Stiles, during his absence.

William Grady Kinsolving is back on his desk as sporting editor of the Galveston (Tex.) Daily News, after about a year on the Dallas (Tex.) Morning News and Dallas Evening Journal in reportorial work and in other capacities.

Oswyn K. King, recently of Topeka, Kansas, has become telegraph editor on the Dallas (Tex.) Evening Journal.

Fred Johnson, of Dallas, will be one of the Ad Club delegates to the Chicago Convention.

OBITUARY NOTES.

SAMUEL W. DIBBLE, editorial writer on the Atlanta (Ga.) Constitution, died at a private sanitarium in that city, on April 19, aged 37 years.

CORNELIUS YOUNG, formerly on the staff of the New York (N. Y.) Times, died in Jersey City, N. J., on April 25, aged 81 years. Mr. Young began his newspaper work on the Jersey City Telegraph in 1851.

FRANK W. BOWEN, editor of the Oil City (Pa.) Blizzard, died at his home in that city on April 18, of pneumonia.

SAMUEL BANCROFT, JR., owner of the Wilmington (Del.) Every Evening, died in Philadelphia, Pa., on April 22. He was one of the wealthiest men in Delaware.

PHILLIP EPSTEIN, manager of the New York (N. Y.) Volks Zeitung, died at his home in New York, on April 24, aged 70 years.

THOMAS F. McCUNE, a reporter on the Troy (N. Y.) Record, died in that city on April 21, aged 34 years. He was a former president of the Troy Newswriters' Association.

GEORGE P. CONN, a reporter on the Washington (D. C.) Times, died there on April 20, aged 44 years.

EUGENE W. TAYLOR, city editor of the Denver (Colo.) Post, died in La Jolla, Cal., on April 19, of a nervous ailment. Mr. Taylor was formerly city editor of the Denver Republican, but had been with the Post since 1907.

FREDERICK W. SEWARD, son of Secretary of State Seward, and from 1851 to 1861 one of the owners and editors of the Albany (N. Y.) Evening Journal, died in Brooklyn, N. Y., on April 25. Mr. Seward, who was Assistant Secretary of State under Presidents Lincoln and Hayes, nearly lost his life on April 14, 1865, in trying to save his wounded father, who was attacked by Henry Paine-Powell, at about the same time John Wilkes Booth assassinated President Lincoln.

GEORGE W. ROBERTS, former editor of the Dover (Del.) Sentinel, and the Wilmington (Del.) Sun, died at his home in Wilmington on April 21, aged 76 years. Mr. Roberts was president of the department of city elections at the time of his death.

DONALD NICHOLSON, former managing editor of the New York Tribune, died at his home in Pleasant Valley, N. Y., on April 11, aged 81 years. After graduating from Christ College, Cambridge University, Mr. Nicholson came to New York in 1868, where his first literary work was done by collaborating with Albert D. Richardson in writing a life of General Grant. Later he became the private secretary of Whitelaw Reid, who made him managing editor of the Tribune, which position he retained until his retirement on June 1, 1905.

Finds the E. & P. Invaluable.

Howard C. Kegley, of The Pomona (California) Progress, writes THE EDITOR AND PUBLISHER as follows: "There is no other paper that I read upon which I place so much value as THE EDITOR AND PUBLISHER. It would be difficult for me to say just how much it has taught me about the newspaper business. It has helped me as a writer, as a business man and as an advertisement maker. The newspaper man with an open mind ought to get 100 times the cost out of every year's subscription. I am a borrower of ideas when the ideas are worth borrowing, and your paper publishes a wide digest of helpful ideas. Keep sending it until the doctor turns sadly away and tells my wife that there is no hope."

Quits Newspaper for Films.

Hector Turnbull, dramatic critic of the New York Tribune, went Monday to join the scenario department of the Jesse Lasky Feature Film Company at Hollywood, Cal. Mr. Turnbull was a magazine writer before he joined the Tribune two years ago. At seventeen he enlisted in the United States Field Artillery, and served in the Philippines during the native insurrections which followed the Spanish War.

MEMPHIS EDITOR RETIRES.

Gilbert D. Raine Relinquishes Control of the Majority Stock of the Scimitar.

Gilbert D. Raine on Tuesday retired from the Memphis (Tenn.) News Scimitar. Official announcement of his retirement from the editorship was made in the several editions of the paper. It is understood that through his retirement he surrenders the presidency of the company and the general management of the paper. Mr. Raine will go to his farm, a few miles north of Memphis, and raise chickens and garden vegetables.

The retirement was brought about by a financial readjustment of the News Scimitar. The Central State National Bank holds a majority of the stock in pledge for an indebtedness which Mr. Raine made a couple of years ago, when that bank took over the affairs of Martin Raine, bankers, the junior member of which firm was Mr. Raine's son. Mr. Raine's recent inability to take up these notes and clear the hypothecated stock of encumbrance caused the Central State National Bank to take over the majority stock.

While Mr. Raine retains \$110,000 of the stock of the News Scimitar, he retires from the Board of Directors.

FIRED BECAUSE HE HIT TRAIL.

Dramatic Critic of Newark Star Loses His Position.

Irving R. Bacon, former dramatic editor of the Newark (N. J.) Evening Star, asserts that he was dismissed because he hit the Billy Sunday trail in Paterson, N. J., on April 19. Mr. Bacon had been covering the evangelist's meeting for his paper and on the night mentioned went up the sawdust trail with his wife. The next morning he was relieved of his assignment, told to work the week out, then take an extra week's pay and go. It is understood that he left at once.

Various newspapers quote Frank A. Higgins, city editor of the Star, as saying that Mr. Bacon's action made the Star ridiculous. He is also reported to have said that Mr. Bacon failed to cover the assignment in the manner the Star desired. At any rate, Mr. Bacon is out of a job and the success of the first reporter who hit Billy Sunday's trail is not apt to prove an incentive to other journalists to go and do likewise.

Adams Now in New York.

The Adams Newspaper Service has moved its general offices from Chicago to 8 West 40th street, New York City. The transfer was made because of New York's value as a creative market, and because the company felt it would enable them to be of greater service to newspapers. Eight years ago the Adams Newspaper Service started in a little twenty by twenty room in Chicago. Their new offices occupy half a floor in one of New York's most modern structures and are equipped with every modern office appliance.

Delegates to Press Congress.

Governor Rye of Tennessee has announced the appointment of the following delegates to the International Press Congress, to be held in San Francisco, Cal., July 5 to 10: Frank W. Lewis, Nashville Tennessean and American; George F. Milton, Chattanooga News; Wiley L. Morgan, Knoxville Sentinel; C. P. J. Mooney, Memphis Commercial Appeal, and Gilbert D. Raine, Memphis News Scimitar.

Feast Printer on Eve of Retirement.

Morris Van Vliet, superintendent of the mechanical departments of the New York (N. Y.) Evening Post for thirty-two years, was given a dinner by his newspaper associates, at Haan's Restaurant in New York City, on April 14. Mr. Van Vliet, whose newspaper work has taken him all over the country, retires from active duty on May 1, and will live with his grandson on a farm near Rochester, N. Y.

EDITOR AND PUBLISHER'S CAMPAIGN AGAINST MERCHANTS, PUBLISHERS AND

Arguments Presented Showing that the Expense Must Eventually be Borne by He Otherwise Would---How the Premium Scheme Cuts Into New Profit Sharing Company's Advertis

THE EDITOR AND PUBLISHER'S editorial, published April 17th, asserting that "Manufacturers' Coupons were Newspaper Advertising's Greatest Menace," received official recognition at the convention of the American Newspaper Publishers' Association. James Keeley, publisher of the Chicago Herald, introduced a resolution condemning coupons and premium schemes. The exact wording of the resolution, which was unanimously adopted, is as follows:

WHEREAS, The alleged profit distribution coupon plans and similar schemes having obtained such growth and having, in the judgment of merchants, become such a menace to legitimate business that legislation prohibiting the same is pending in various state legislatures, and,

WHEREAS, In the opinion of close students of economics such schemes are believed to be fundamentally opposed to the growth of trade and the expansion of legitimate business; therefore, be it

RESOLVED, That the American Newspaper Publishers' Association hereby expresses its belief that the best interests not only of the newspapers of the country, but of all business enterprises, are not served by such methods of exploitation.

Following the adoption of both resolutions and its publication in THE EDITOR AND PUBLISHER inquiry was made at a number of the leading retail establishments as to their attitude regarding premium schemes.

John Wanamaker's personal opinion follows:

"I have never believed in profit-sharing coupons of any kind to promote the sale of specialties, because the expense must be borne by someone, and the probability is that it will be added to the price of the manufactured article before the retailer gets it in hand.

"The fight of the store-keeper is to get these goods from the maker of them and to cut out all expenses that stand between him and the first hand, and put the lowest possible price upon the articles to sell to the consumer. The lower the price to the consumer the more of the goods he uses, and in the end the lower price increases the output of the manufacturer. If the manufacturer has any money to give away, let him give it to the retailer to make a rebate to the purchaser in cash.

"This, in brief, is a hurried statement of my mind.

"In pursuance of this policy the Wanamaker stores long since issued instructions that no goods containing trading stamps or coupons will be placed on sale."

Filene, the big Boston Store, has thrown out every line of merchandise carrying coupons or premiums of any kind. Their first fight against the evil was the removal of the coupons and telling the customer of the removal, which was later followed by discontinuing the line of merchandise.

MARSHALL FIELD & CO'S ACTION.

Merchants Approve of the Firm's Course in Rejecting Coupon Goods.

The announcement, recently printed in these columns, that Marshall Field & Company, Chicago, would not hereafter sell merchandise in which profit-sharing coupons are packed, has attracted wide attention among merchants all over the country. Retailers declare that the example of Marshall Field & Company will be followed by other big houses during the next few weeks. Because of the receipt of many letters from customers of its wholesale department unanimously approving of the stand taken, the company has issued a letter containing some of them. Here are a few of them:

A big concern in Peoria endorses the movement in this manner: "Your attitude toward profit-sharing coupons is so favorably received by us that we hasten to commend you in all sincerity; and to express the earnest desire that all manufacturers,

(Continued in last column page 1005)

TRADE COUPONS DEFENDED.

Frank Seaman Presents Arguments in Support of Their Use by Manufacturers.

Continuing its investigation among the leading advertising agencies for opinions on the coupon question, THE EDITOR AND PUBLISHER asked Frank Seaman, president of the Frank Seaman Co., Inc., to give his views on the subject. He responded with the following article. In this connection it should be noted that the Seaman agency places the United Profit Sharing Company's business and therefore the interview may be considered as a semi-official statement of the Profit Sharing Company's viewpoint. Mr. Seaman says:

"It really is a surprise to us that a publication like THE EDITOR AND PUBLISHER AND JOURNALIST, which usually examines every side of a proposition before taking a decided stand upon it, should have put forth their recent editorial manifestly with very limited investigation of same.

"I say the investigation was manifestly limited because the statement was made that already over one million dollars' worth of advertising which had been planned to be placed in the newspapers, has been diverted into the coupon business. Within our capacity of advertising agents for the United Profit Sharing Corporation, we are, of course, familiar with the plans of the individual manufacturers who have adopted this coupon, and in not one case has an advertising appropriation, or an intended appropriation, been decreased by one dollar by any of these firms since their adoption of United Profit-Sharing Coupons, either directly or indirectly as a result of their adopting coupons.

LEAD TO INCREASED "ADS."

"Moreover, it is our duty to keep pretty well posted as to what our client's competitors are doing, and the actions of manufacturers packing our competitors' coupons naturally is one of the things watched, and we are not aware of any of these firms having reduced their appropriation.

"We therefore feel absolutely certain that it could not be shown that either one million dollars, or one per cent. of one million dollars has been diverted from advertising to coupons. We make this statement thus strong because quite often we find people who at first glance get the impression that coupons and advertising are antagonistic to each other, and that money spent in one direction must necessarily mean a reduction of money spent in another. Nothing can be further from the fact. As a matter of history, as well as a matter of theory, coupons lead to the increase rather than the decrease of an advertising appropriation. The reason for this is quite plain. Coupons are not so much a business-getting device as they are a business-holding device. It is rare indeed that anyone would buy a given piece of goods simply because they pack coupons, but when once a person has tried a given piece of goods and found it good, and finds that it gives a coupon and that this becomes a distinct advantage over other makes of similar goods of similar merits, it makes the consumer careful, therefore, to continuously insist upon securing a brand with which the coupon is given.

"Today one of the greatest wastes

that any advertiser has to face is the waste which comes from substitution, and this is particularly true in what is often called 'convenience goods'—that is, goods like soap, thread or men's collars—where convenience of purchase is perhaps the prime factor. With 'convenience goods,' the most that newspaper or magazine advertising can hope to accomplish is to make the consumer inquire for the brand advertised. If the grocer or other neighborhood dealer does not carry that particular brand and suggests some others equally as good, the consumer is pretty sure to take the substitute, even though he preferred the brand he asked for and liked it.

"For instance, what man asking for Boston Garters would, if offered Paris Garters instead, leaves a store and goes to another in order to get his Boston Garters? Would you do that? Of course not. You would take what the dealer offered you and the result of the Boston Garter advertising in getting you started as a user of Boston Garters has been wasted and your trade has been diverted to another maker.

"ACCEPT NO SUBSTITUTE."

"So serious has this matter of substitution become that we are all familiar with the frequent caution, 'Accept no substitute,' and the implication that the dealer who sells anything but the brand you first ask for is dishonest. We even have the 'Anti-substitution' League which has been formed to further and systematize this attitude. The net result of all this is not to cut down substitution very much, though it certainly creates dealer resentment. For, after all, there is only one kind of dishonest substitution—that which furtively wraps up and delivers to you one article when you have been given every reason to believe that another article was being wrapped up and given to you.

"When a dealer hasn't a brand in stock and suggests another, he is not really substituting—he is exercising his right as a merchant to sell that which he has in place of that for which the consumer asks. The effective, economical way of combatting this is to put some inducement in the hands of the consumer which will make the consumer insist on the brand, rather than to accept another of even equal merit. That is what the coupon does. It gives the consumer what is essentially a discount for loyalty, or to express it in another way, for quantity purchase. One coupon by itself is worth nothing—a series of coupons earned by buying a series of times has a substantial and desirable value to the consumer. Hence, the consumer stays loyal and receives a premium as a benefit, while the manufacturer cheerfully pays the cost of this coupon because the brand loyalty he thus secures makes his advertising more effective and reduces his selling expense.

"So we have seen that coupons are primarily a matter of holding business rather than of getting business, and that they are economically justified for the manufacturer by the decreased sales policy by not having to sell and resell the same consumers over and over again. We have also seen that such merits as the merchandise possess still have to be advertised, and indeed that the coupon has to be advertised as one of the advantages which the goods possess, so as to draw people's attention

to the coupon until the habit of collecting has been started. After the habit of collecting has been started, it is still necessary to advertise the merits of the goods in order that people may not be deflected and fall into the feeling that they are giving the coupon inducement undue importance in making their choice between brands.

"One of the largest users of United Profit-Sharing Coupons is Wrigley's Chewing Gum. The Wrigley business, it may be interesting to remember, was built up by premiums until it reached a point where street cars first in one city and then in a number of cities, and later where newspapers and magazines could be used for general advertising purposes, and the Wrigley advertising thus developed to the enormous amount it has now reached. Wrigley, since he has added United Coupons, has been a more successful advertiser than ever. Instance after instance of this sort can be cited.

ANSWERING ONE OBJECTION.

"The newspapers and the magazines should rather support coupons as being one of the greatest aids to the creation of new advertisers' accounts that has yet been devised. Any agency or big publication solicitor will tell you that the most frequent objection to advertising that is raised by a non-advertising concern is this: A manufacturer will say, 'Yes, my goods are better than the usual run of goods in my line and I would like to advertise them to make people realize the difference between my quality and the common, ordinary goods of my sort. But if I should do so, there are several other manufacturers who make practically the same goods that I do and I would be helping them just as much as I would myself. I cannot afford to advertise for the common benefit.'

"At present the only answer we can make to such a manufacturer is that immediately that he brands his goods, he has taken his goods out of the line of staples which are just the same as other well made staples of his sort, and have made his line into a specialty, for no one else can sell Smith's Thread except Smith. To a certain extent this is absolutely true and yet we all know that in cases like this the waste through substitution is abnormally large. But let Smith pack the coupon in his goods and immediately he has set it apart from all other threads of the same quality, and made it, therefore, a fit subject for advertising with every reasonable assurance that the result of his expenditure will not be diverted to his competitors through substitution.

What has been somewhat startling was that one of the biggest individual users of premiums—the United Cigar Stores—who have decided to commit other premium users to use this same system on a co-operative basis, have established the United Profit-Sharing Corporation for that purpose.

"This proposition is so desirable that a great many large manufacturers have already come in, and a great many more will shortly be added. But, as startling as the growth has been of the use of United Coupons, it really has added very little to the total coupon business.

So I say that the coupon should have the support of every newspaper and every publication because it is one of the biggest forces that is available to them for producing new advertising.

AGAINST THE GROWING COUPON EVIL DISCUSSED BY PUBLISHERS AND ADVERTISING AGENTS

Defended by the Consumer who is Made to Pay a Higher Price for His Purchases than by Newspaper Advertising---Frank Seaman, who Handles the United States Advertising, Defends the Use of Coupons

REPLY TO MR. SEAMAN.

Some Facts That He Has Apparently Overlooked or Ignored.

In considering the effect of coupons upon newspaper advertising appropriations and merchandising generally, we must look squarely at both sides of the case. The statement of Mr. Frank Seaman published in the adjoining columns of this issue is so ingenious that it should be carefully analyzed and answered.

First—"In not one case has an advertising appropriation, or an intended appropriation, been decreased by one dollar by any of these firms since their adoption of United Profit-Sharing Coupons, either directly or indirectly as a result of their adopting coupons." Also, "It could not be shown that either one million dollars, or one per cent. of one million dollars has been diverted from advertising to coupons."

Second—"The coupon is a measure of prevention against substitution—and is used by manufacturers to hold business, and not to develop business."

Third—"Coupons stimulate other forms of advertising."

Let us take up these statements in the order of sequence. We note that one of the largest users of coupons is Wrigley's Chewing Gum, and the claim was made that the Wrigley business was built up by premiums until it reached a point where street cars were used and later, newspapers and magazines, and that this company, since it has adopted the use of coupons has been a more successful advertiser than ever.

TO WHAT WAS SUCCESS DUE?

This statement is rather ambiguous. It must be apparent to anyone familiar with the advertising business that the company's success was not due to coupons. It has been an extensive advertiser in many directions—newspapers—magazines—street cars—outdoor display, etc. Therefore the statement that it laid its foundation by the use of premiums and coupons can hardly be accepted by thinking men. There is, however, an implication that since its adoption of the coupon system this company has been a larger newspaper and periodical advertiser and as a result has been more successful than ever. Whether or not they have been more successful they have curtailed or reduced the amount of advertising in newspapers and periodicals. And this curtailment can be directly, we believe, traced to the adoption of the coupon. There are other advertising appropriations that have been materially reduced or have been totally discontinued, due to the adoption of the coupon form of advertising. The statement in this article that \$1,000,000 had been diverted in a very recent time, is a specific case. There is scarcely a publisher of a newspaper and absolutely not one publisher of a magazine, who cannot, of his own experience, name an advertiser who has already dropped out because of the adoption of coupons.

DO YOU WANT NAMES?

There are approximately at least a "baker's dozen" of national advertisers now spending in excess of \$100,000 per year each in magazines and newspapers, who will not be in either magazines or newspapers in 1916. And further, this "baker's dozen" represents the oldest, and most substantial advertisers in the whole list, most of whom have been steady, consistent advertisers for up-

wards of fifteen years. When they drop out of the newspapers and magazines it will be impossible to replace them.

Placing coupons in a package necessarily entails expense. This expense is invariably charged to advertising. In placing any commodity before the public there is a limit in expenditure for advertising beyond which a manufacturer cannot profitably go. The insistent demand for advertising appropriations for developing new fields and enlarging efforts in territory already under process of development, almost invariably calls for as much money as a manufacturer can consistently spare. Any additional expenditures must, of necessity, be diverted from some other channel. If we are to add to present expenditure for advertising the expense of coupons, it means the money must come from the newspaper advertising appropriation.

We simply cite these instances to prove the inconsistency of the argument that coupons do not curtail advertising, and the fact that the annual appropriation of \$100,000,000 made for premiums as against less than \$30,000,000 for magazine and periodical advertising, is a very convincing argument that coupons do, very materially, interfere with other forms of publicity.

One of the arguments used by the coupon promoter is that "it is not adopted for the purpose of developing business but is to aid the manufacturer in preventing substitution." One of the greatest dangers of the coupon system is its effective aid to substitution. The public is being taught that it will receive, in the form of certain coupons, a rebate on commodities carrying these coupons. Right here the manufacturer should pause and consider the effect upon his trademark; the establishment of which, in many instances, has cost millions of dollars and untold effort. A standardized coupon induces the consumer to purchase a certain line of goods—it can, or it has absolutely no value.

BUILDING UP A FRANKENSTEIN.

If this be true in aiding and educating the public to purchase goods carrying coupons, the manufacturer of the trademarked article is building up a "Frankenstein" that will ultimately destroy the old value of his trademark. We have many times had this demonstrated in experiences with United Cigar Stores Company—one of the companies mentioned in the article under discussion. We have called for a certain brand of cigars or cigarettes—brands upon which large sums of money have been expended to establish it—and had the clerk suggest to us that some other brand was being sold "with double coupons" or other premium.

We believe that practically every reader of this article, who smokes, has had the same experience. Did coupons in this case protect the manufacturer against substitution? It was actually used as a method to promote substitution. It is certainly one of the strongest and most effective methods that can possibly be used for the promotion of substitution.

ONLY PARTLY TRUE.

We note in the article the following: "It gives the consumer what is essentially a discount for loyalty, or, to express it in another way, for quantity purchased. One coupon by itself is earned by buying a series of times has a substantial and desirable value to the consumer." We can readily imagine

that there might be a very good argument along this line, if it were not for the fact that the whole truth has not been stated. It is true that one coupon is of very small value; but the inference that the consumer must continue to buy this single commodity in order to collect a sufficient number of coupons to make them valuable is untrue.

In other words, I may buy a pair of Boston Garters and receive a coupon, but need never buy another pair in order to make my Boston Garter coupon valuable—as I can receive the same or interchangeable coupons for many other commodities. The question therefore "of the reward for loyalty" does not hold. But if, however, the public is educated—and it is continually being educated—to purchase goods containing the coupons, we are placing in the hands of a group of men a weapon that can be used against as well as for the building up of any manufacturer's business—and this is an extremely dangerous menace.

DOES NOT STAND ANALYSIS.

Third—"Coupons stimulate other forms of advertising." This statement does not and cannot stand under careful analysis. Coupons do not stimulate other forms of advertising. Let us again cite the United Cigar Stores Company. Before the coupons had been sufficiently advertised to make them familiar to the public generally, the United Cigar Stores Company ran large campaigns in the newspapers and some of the magazines. These campaigns amounted to from 20,000 to 30,000 lines in a single year. If the publishers will check over their books for a period of 10 or 12 years the fact as to whether or not United Cigar Store coupons have stimulated or suppressed this advertising appropriation will be told to them in cold figures. You will note, Mr. Publisher, that your advertising schedules from this company have been gradually and steadily decreasing from year to year, until at the present time they are practically nil.

The writer of the article states "in his experience of seven years with the tobacco companies—the largest users of coupons—he has yet to find an instance where newspaper or magazine advertising was cut out or cut down through the use of coupons." He may never have found the instance but it is a self-evident fact that it is there. Look over the files of your papers for the past five or six years and when you find copy for certain cigarettes or tobacco not now appearing in your columns, go to a tobacconist and buy these packages and look for the coupon. It is there. When the advertising campaigns were running in your columns the coupon was not in the package.

Look over a list of manufacturers who do no newspaper or magazine advertising; or very little, as compared with the amount of their total business—and then look for the coupon. You will find it. It is either a wrapper like Babbitt's or Larkin's, or a coupon. There are many of these firms who depend largely on premiums and coupons; and premiums and coupons do not, never have and never will stimulate advertising. On the contrary, as any man or boy connected with any newspaper in America knows, the manufacturers can do only one of two things—use newspaper advertising or coupons—not both. Any statement to the contrary cannot be proven by the facts in the case.

THE EDITOR AND PUBLISHER CO.

(Continued from opposite page.)

wholesalers, retailers, etc., will go and do likewise."

From Muncie, Indiana, a prominent merchant writes: "In reference to trading stamps, this is nothing more than a curse to the neighborhood or town that they operate in. They increase the cost of living and do no good to any one merchant or customer and help no one but the stamp concerns themselves."

RETAIL MERCHANTS FIGHT COUPONS.

National Dry Goods Association Prepares a Bill For Introduction in Legislatures.

One of the first mercantile organizations to begin an active campaign against profit sharing coupons was the National Retail Dry Goods Association. Its fight has been a vigorous one all along the line. Recently it has prepared for introduction in the legislatures of various States a bill to prohibit dealings in the coupons in connection with the sale of goods. In some States there are existing laws which are a deterrent to the operation of the coupon plan, and it is the aim of the National Retail Dry Goods Association, supported by many of the prominent retailers throughout the country, to conduct a drastic campaign in all States which are minus similar measures at the present time.

The text of the proposed bill is as follows:

"Dealing in certain coupons, certificates, etc., forbidden. The selling, transferring or issuing of coupons, certificates, contracts or written or printed promises, intended to be used in connection with the sale of goods and entitling the owners or holders thereof to select or obtain other articles or things of value than the goods sold, where any profit, gain, income or receipts from said selling, transferring or issuing shall accrue to or be received by any person or be contemplated to accrue to or be received by any person from or through the failure of some of said owners or holders to make said selection or from the failure of some of said owners or holders to present some of said coupons, certificates, contracts or written or printed promises for redemption, is hereby declared illegal and contrary to public policy; and any person, firm or corporation engaged or about to further engage in so selling, transferring or issuing such coupons, certificates, contracts or written or printed promises, shall at the suit of the attorney general on relation of any citizen, be enjoined from selling, transferring or issuing any such coupons, certificates, contracts or written or printed promises, but without impairing any other remedies of parties aggrieved thereby."

It is the plan of the National Retail Dry Goods Association to organize united opposition on the part of retail grocers, hardware dealers, druggists, clothing, confectioners, tobacco dealers and dry goods merchants, both through their associations, local and national, and to arouse sentiment against the coupon plan among all associations of manufacturers and chambers of commerce. It is a part of the campaign to use publicity in the form of articles and interviews in magazines for creating public opposition on the part of the consumer and in trade journals for creating opposition among the retailers.

Field secretaries will be requested to address meetings with a view of securing the adoption of an agreement recommending that every proper effort be made to discourage the use of articles containing coupons, and to establish information bureaus to educate all retailers as to expenses, profits and methods of coupon companies.

It is stated that the United Profit Sharing Corporation has written a second letter to the Retail Butchers' and Grocers' Association of Chicago, not having received any reply to a previous communication which asked a retraction of the circular sent out by it attacking profit-sharing coupons.

The United Profit Sharing Corporation took similar action when the Providence Chamber of Commerce, through its retail merchants' division, adopted and sent out a resolution referring specially to the United Corporation. As a result of a letter to the Providence Chamber, threatening suit under the "restraint of trade" clause of the Sherman law the Providence Chamber modified its resolutions.

MAKING SMALL PAPERS PAY PROFITS

Expert Points Out Simple Ways to Become Prosperous, Even Though a Publisher—Value Received Should Be Demanded for Every Service Given in News or Advertising.

By Don C. Seitz.

[Editorial Note—This Paper was read before the Indiana Newspaper Conference yesterday.]

The popular impression about running a newspaper is that it is a sort of pastime, wherein the editor or publisher has a chance to air his mental vagaries and get even with the neighbors. This impression has been fostered more or less by the profession, particularly those of us who print rural newspapers. The country publisher, in the vast majority, seems to regard himself as a hanger-on in the community, instead of its most vital factor. He does not seem to know that when he issues a newspaper in a country town he is doing that town a far greater service than he is being paid for. In a cheerful sort of way the country editor is apt to think himself a public camel, upon which any load may be safely piled, until the local banker, or money-lender tosses the last straw across his spine.

There is no reason why a newspaper cannot be a public servant and collect a proper remuneration therefor, just as any other enterprise does, that serves some popular need. The fact that it fails to do so is mainly because of a state of mind on the part of an editor. This has for its backing the theory that he must get out the paper anyway.

WHAT THE PRESS AGENT FORGETS.

Therefore, every press agent with a matrix, every circus with a stock-cut, every movie show with a string of electrotyped actresses is welcome to the full use of his space. The press agent for the movies probably reinforces his cuts with some interesting points about the movie industry, showing that it represents \$275,000,000 of invested capital, and that one-fifth of all the people of the United States blink at the screen every day. He forgets to add that they pay from five to fifty cents apiece for this privilege, and that some of it might go to the editor and publisher, if he had sense enough to go after it.

The theater in the small city or country town is another of the overfed and overplayed burdens to the publisher. He takes the advertising at a pitiful price and then trebles the space with free reading notices written by the agent for the show. The editor has no opinion about it, but all the boys in the office have gallery seats. In many parts of the country the politicians think that because an editor has Democratic, or Republican, or some other kind of principles that he should print all their flubdub for nothing and let the children go barefoot. When he declines to give up his space for this purpose he is charged with disloyalty to the party, and usually read out of the camp.

SHOULD INSIST ON VALUE.

Now I think that the editor or publisher, whichever you choose to call him, in such instances, is wholly to blame; from the lack of a little stamina, from a poor idea of his own merits and perhaps to ease his poverty, he perpetuates the latter by failing to have the courage to demand a proper return for what he does. If he did this he might not win out the first time, nor the second, but he would the third and thereafter, because it is a trait of human nature that when people fix a value upon something it has a tendency to make it valuable. People like graft but they do not respect it. Value received is the true standard. This insisted upon, most of our printer publishers would be prosperous and would not have to be afraid of anybody. Why should an editor be afraid? He speaks with a thousand tongues and he sees with a thousand eyes. The crowd should be afraid of him—not he of the crowd.

One of the great troubles in a country newspaper office, and these I have in mind mainly, is that the proprietor never seems to think that he personally is entitled to any wages. He pays the journeyman occasionally and once in a while

gives the apprentice boys a quarter—but for himself he is apt to take his recompense at the store and his subscriptions in firewood, leaving money to be dreamed of but not procured. In figuring his costs he does not set down as a rule, any price for his own services such as he would receive were he employed by another man.

HOW TO FIGURE IT RIGHTLY.

Therefore, in telling a publisher how he could make his business pay, I would just have him set down a proper valuation for himself, add up his wages and that of his employes, and to this total add 150 per cent. for overhead and then get out and chase business on that basis. The news columns, instead of being viewed as a dumping ground for electrotypes and press puffery, should be regarded as valuable for the conveying of news, and the advertising columns, instead of being filled on the theory that an electrotype block does not require any composition, should be figured at the cost of composition, of the white paper and of the value of the circulation to the advertiser. Many newspapers have no knowledge whatever of the earning power of their columns. I presume I have asked one hundred publishers, many of them in charge of large enterprises, what was the daily net earning power of their columns and not one could tell me, and yet until the publisher knows what each column brings in each day, he cannot possibly figure out a just basis for securing his profits. Moreover, the column furnishes a ready way of adjusting his financial needs.

INDIVIDUAL TAX SMALL.

Many country publishers print a thousand columns a year, some of them two thousand and three thousand columns on a basis where they make no money, when a tax of 50 cents or \$1 a column laid upon the advertiser would bring prosperity, if not affluence. This tax split by many different users of space would be very small. If the advertiser objected to pay more he should be persuaded to curtail his space a trifle enough to balance his expenses to himself. In preserving the rate for the publisher in this way a sure return is secured for the use of the white paper and puts the editor in the class of the man who made two blades of grass grow where only one had sprouted before. These suggestions are very simple. They require nothing more than moral courage, common sense and a lead pencil, the latter to be used in computing the necessary figures. Thanks to the postoffice it is incumbent upon an editor to have his subscriptions paid for in advance, yet many of them have resented this protection and feel that they ought to be allowed to trust the subscriber forever, forgetting that the subscription money probably conveys a profit in itself of not more than 15 per cent. and that this is readily consumed in the arrearages.

REMEMBER HORACE GREELEY!

I suppose 40,000 editors have been ruined in the last hundred years because they were afraid to ask a man for \$1.50, thinking it might cause him to stop his paper. They should remember Horace Greeley, who was ordered to stop his paper by an indignant subscriber, and he explained that this would not do because he had to get it out for a large number of other persons who were still subscribers, and some of whom had paid in advance. I know a country publisher who has made a fortune in a town of less than three thousand inhabitants. He is the wealthiest man in the place and he had made it all by observing the ideals laid down in the foregoing. In other words, he has secured advertising at a rate that was profitable, and has received his pay for

it. He has wasted none of his space in puffery for the sake of saving composition or securing favors.

When a subscriber failed to pay up he stopped his paper and if necessary gave the account to a lawyer to collect. He was not afraid of his community, or anyone in it. And above all, and best of all, he was not afraid of himself!

URGES PICTURE "ADS."

Dallas Agency Head Tells the Fort Worth Ad Club These Are the Ones That Catch Casual Reader's Eye—Home Industry Movement Is Launched to Boom Business in Texas—Veteran Editor Dies.

(Special Correspondence.)

DALLAS, TEX., April 27.—"Advertising should appeal to the eye," said F. A. Wynn, president of the F. W. Wynn Advertising Agency of Dallas, in an address before the Fort Worth Ad Club. The speaker called attention to the fact that it is the picture "ad" that gets the results, the ad that will catch the casual reader's eye.

The address by Mr. Wynn was the first of a series to be delivered during the summer, the Dallas and Fort Worth Ad Clubs exchanging speakers.

The Temple Ad Club has launched a "Home Industry" movement which seems likely to spread over the State. A Home Industry Club has already been organized at Temple and similar clubs are being organized in other cities and towns. The purpose is to induce consumers to purchase in Texas, and to induce manufacturers to manufacture here.

Estimates show fully \$200,000,000 leaves the State annually for products which could be manufactured or produced at home.

"The ad man must largely create the demand, the buyer satisfy it," said H. H. Landauer, advertising manager for Titcher-Goettinger Co., department store, of Dallas, before the Ad Club here on "Why Titcher-Goettinger Co. Sends Its Ad Men to the Chicago Convention."

Mr. Landauer said that the matter of expense and the inconvenience and shifting made necessary by the absence of their ad men were outweighed by the good derived from the convention.

At the meeting of the Dallas Ad League the special feature was the "On-to-Chicago" movement. The dining room of the Oriental was arranged as a Pullman, and a uniformed porter called the fare.

The general scheme was enhanced by a miniature railroad train and a large locomotive bell, arranged under the direction of Jack H. Estes, publicity man in Texas for the On-to-Chicago movement.

The meeting was in charge of Gus W. Thomasson, chairman of the On-to-Chicago committee.

The Chamber of Commerce at El Paso has refused the request of the El Paso Ad Club for \$1,000 for a special car to the Chicago convention.

The plant of the Houston Telegram Publishing Company, which recently suspended publication is for sale. It is rumored a stock company is being formed to publish a new morning paper.

Henry Meyer of Brenham, Texas, editor of the Texas Volksbote, died at his home, April 14. Mr. Meyer was 70.

He began his newspaper career at Austin, and later went to Galveston, where he was connected with the Galveston Daily News until 1900. After the Galveston storm, Mr. Meyer moved to San Francisco. There he and his family went through the earthquake and fire. From there he came to Brenham.

The Dallas Press Club has elected H. H. Malone, of the Dallas Times-Herald, to the board of governors.

D. K. Doyle has sold his interest in the San Angelo Morning Sun and has become a member of the staff of the San Angelo Standard, the afternoon paper.

Canadian Press Clippings

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

The Dominion Press Clipping Agency

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

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

74-76 CHURCH ST., TORONTO, CAN.

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

We can increase your business—you want it increased.

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

BURRELLE

60-62 Warren Street, New York City

Established a Quarter of a Century

Most Far Reaching Newspaper Reading Concern in Existence

ATLAS PRESS CLIPPING BUREAU

CHARLES HEMSTREET, Manager

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

Our Motto—RESULTS COUNT

218 East 42nd Street New York

THE EMPIRE STATE ENGRAVING COMPANY

165 WILLIAM STREET
NEW YORK

Open Day and Night

Tel. 3880 Beekman

TAKE IT TO

POWERS

OPEN 24 HOURS OUT OF 24

THE FASTEST ENGRAVERS ON EARTH

ON TIME ALL THE TIME

POWERS PHOTO ENGRAVING CO.
154 Nassau Street Tel. 4800-4 Beekman

THE PROVIDENCE JOURNAL

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

Let Us Figure It Out for You.

Walter Scott & Co.
Plainfield, N. J.

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

There is no Duplication or Substitution in

Pittsburg Leader Circulation

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

VERREE & CONKLIN
Foreign Representatives
Steger Building, Chicago
Brunswick Bldg., New York

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

The Post and The Sun WHY?

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

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

Get the Best Always

The Pittsburg Dispatch

Greater Pittsburg's Greatest Newspaper

WALLACE G. BROOKE,
Brunswick Building, New York
HORACE M. FORD,
People's Gas Building, Chicago
H. C. ROOK,
Real Estate Trust Building, Philadelphia

Buffalo News

EDWARD H. BUTLER
Editor and Publisher

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

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

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

COBB, GUEST OF HONOR

Seven Hundred of His Friends and Admirers Pay \$7.50 Each to Entertain Him at Dinner.

It was 12:20, Monday morning, when Irvin S. Cobb arose from his seat at the guests' table at the Waldorf-Astoria to reply to all the speeches that had been made in his honor and to extend to the 700 actors, artists, journalists and business men, who had tendered him the dinner, his heartfelt thanks.

Few men not in public life have been so signally complimented as was Mr. Cobb on this occasion. Had he been the Mayor of the city or the Governor of the State no greater social honor could have been accorded him. More newspaper men were present than have been assembled in one spot since the Prince Henry dinner. The leading actors of the city, men of affairs, doctors, and other professional men were there as a personal tribute to him, not only as a story writer and a correspondent, but as a man. To assemble such a distinguished body of men at dinner on a Sunday evening is unusual, to say the least.

Back of the speakers' table, to the left, was a big Van Buren billboard. The dinner had just started when a regular bill-poster came into the room and, mounting a ladder, proceeded to put up a big poster, section by section. When he had completed his work the diners saw on the board a huge angry-looking bull, with an excellent portrait of Mr. Cobb on his side and on either side this inscription: "Irvin S. Cobb, Throwing the Bull. Town Hall To-night."

One of the surprises of the evening was a moving picture entitled "From Paducah to Popularity; or the Life of Mr. Cobb," which had been compiled from reliable data by Paul West, and produced exclusively for the occasion by the Vitagraph Company of America under the personal direction of J. Stuart Blackton and Winfred North. Charles Somerville had taken the part of Cobb as a child (?) and Lindsay Dennison had acted the hero's role in later life. The burlesque character of the representation was seemingly enjoyed by Mr. Cobb fully as much as by his amused hosts.

The souvenirs included "Irvin Cobb, His Book," containing cartoons by his friends among the artists, issued by George H. Doran, one of his publishers, and a statuette of Mr. Cobb made by James Montgomery Flagg.

Frank I. Cobb, editor of the New York World, who, by the way, is not a relative of Irvin S. Cobb, the toastmaster, got the speakers lined up for action at a few minutes before ten o'clock. He said that the dinner was given to a reporter by reporters, for whatever fame he had achieved as a writer of stories he was still, and he hoped he always would be, a reporter.

George McAneny, who represented the City of New York in the absence of Mayor Mitchel, said that the city valued, appreciated and understood Mr. Cobb as "one of our big men." "His greatness is evident," said Mr. McAneny, "from the fact that the foremost men in our letters, art and music, and in that great world of newspaperdom, which is the best of that quartet (applause) is here to honor him."

Former Governor Glynn spoke of Cobb's wonderful gift of humor, and then turning to the guest of the evening said:

"I advise you to go into politics. If you had only gone into politics a few months ago, maybe—I say, maybe—no joker in Albany would be able to put over an eighteen million dollar tax on New York."

Job E. Hedges said he had found on inquiry that he was the only speaker who had paid for his ticket.

"I didn't think Cobb was worth \$7.50 apiece," he said. "This evening is a revelation to me, and doubtless to his family. The difference between Glynn and me, outside of politics, is the dif-

ference between a memory and a hope. You can live longer on a hope. I feel more drawn toward Glynn than Cobb. Maybe we can get up a non-partisan movement yet.

"I tell you, Cobb, it's a great thing to have people pay \$7.50 to tell you how great they want you to think they think you are. And, oh, Cobb, some time when Glynn and I are running, remember, I paid to-night!"

One of the speakers in whom the diners took special interest was Judge Hal Corbett, of Paducah, Ky., one of Mr. Cobb's home town friends, and the original of "Judge Priest," who has been made famous in his stories. Judge Corbett talked about Mr. Cobb's earlier years, when he was no nearer to literature "than the hurricane deck of an ice wagon," which the author guided through the streets of his native town. Following him came Rennold Wolf, dramatic critic of the Morning Telegraph; De Wolf Hopper, Wilton Lackaye and Martin Littleton.

A few moments before midnight an oil painting by James Montgomery Flagg was unveiled amid the cheers of his friends.

When Mr. Cobb was given a chance to talk back he said:

"This is the proudest moment of my life. To think that 600 people think \$7.50 each of me! I shall preserve this list of those present until an hour of adversity, for the public that greets one to-day with brass bands sometimes turns to brass knuckles on the morrow.

"I am also proud of the fact that so many of my friends have the appearance of owning their own dress suits. There was just one phase of my youthful career that has not been touched upon, and that is my early religious training. I was taught that there was a hell where the waiter would come in with an asbestos napkin and ask the devil, 'Would you like your lost souls fried on one side this morning?' A man gets all the hell that's coming to him at a dinner in his honor.

"Again I thank you all for coming here to-night, and I'm mighty much obliged to you all."

CARSON C. PECK DEAD.

Owner of Brooklyn Times Died on April 29th, Aged 57 Years.

Carson C. Peck, who purchased the Brooklyn Times six months ago and who was vice-president of the Woolworth Co., died Thursday at his home, 381 Clinton avenue, Brooklyn, from diabetes, after an illness of ten weeks.

Aside from his owning the Times and having large interests in the Woolworth enterprises, Mr. Peck was president of the Wiscasset, Waterville & Farmington Railroad, in Maine; a director of the Lawyers' Title & Trust Company, and was interested financially in several other institutions. He is survived by his widow, a son and a daughter.

IN NEW YORK TOWN.

George S. Dyer, formerly sales and advertising manager of the Tokalon-Pharmaceutical and Perfume Company, of Paris, France, has joined the Promotion and Special Service Department of the New York (N. Y.) Tribune.

E. L. Morse, formerly of the New York Press, has joined the staff of the New York Evening Sun.

Walter B. Haywood, assistant city Editor of the New York Evening Post, is spending his vacation in Bermuda. Mr. Haywood is the author of "Beautiful Bermuda, Past and Present."

H. C. McMillan, a political writer for the New York Evening Post, has been subpoenaed as a witness in the Barnes-Roosevelt libel suit. Mr. McMillan is also covering the trial for his paper.

Howard C. Hillegas, city editor of the New York Herald, has recently returned from his vacation, the first he has taken in two years.

George H. Stearns, formerly of the New York Morning Sun, has joined the staff of the New York Globe as copy reader.



"From Press to Home Within the Hour"

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

During the three years in which circulation reports have been required by the Federal Government, the combined circulation gain of the seven morning newspapers was 115,514. Of this total The New York Times alone gained 88,497.

The circulation increase of The New York Times in the last six months—38,575—is the greatest gain reported to the Post Office Department by any morning newspaper in the United States.

DETROIT SATURDAY NIGHT

has built up its present valuable clientele—valuable to the advertiser because it is a responsive clientele—by keeping

Every Column Clean

This means that our advertising columns are edited with a view to eliminating whatever is unworthy.

Foreign Advertising Representatives

G. LOGAN PAYNE CO.
748 Marquette Building, Chicago
200 Fifth Ave., New York City
Publicity Building, Boston

The Jewish Morning Journal

NEW YORK CITY
(The Only Jewish Morning Paper)

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

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

The Jewish Morning Journal prints more HELP WANTED ADS.

than any paper in the city, excepting the New York World.
I. S. WALLIS & SON, West'n Representatives
1246 First National Bank Bldg., Chicago

THE NEW YORK EVENING MAIL

is marching steadily onward. Its circulation and advertising show healthy increases. It is a paper that enjoys the absolute confidence of its readers and advertisers.

The daily average NET PAID circulation of The Evening Mail for the year ending March 31, 1915, was

146,267

It pays to advertise in THE EVENING MAIL

THE NEW ORLEANS ITEM

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

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

PROFITABLE NEWSPAPER ADVERTISING.

WANAMAKER'S—THE DIFFERENT KIND. HOW AND WHY.

Copy that is the despair of all competitors—Copy with a personality back of it. Mr. Wanamaker dominates the copy, the policy and the spirit of the advertising, but does not see ads. until they are in papers.

By H. R. DRUMMOND.

Wanamaker's advertising is perhaps the best known, the most frequently quoted and most generally imitated retail advertising in the country. Still, with all the imitation, it is different—distinctly and distinctively different from anything else in its field.

Merchants everywhere look with longing eyes at the Wanamaker ads and either reveal or conceal a wish that their advertisements could be made as striking, as productive and as impelling as Wanamaker's; but they merely wish.

Wanamaker's two stores, one in New York and the other in Philadelphia, annually distribute more merchandise than do any other stores in their respective cities, and the Wanamaker retail business is the largest in the United States in point of sales.

Wanamaker's advertising has been studied, questioned and analyzed for years, and it still stands alone, unique—splendid. Why?

IS IT THE MEN?

Is it the men who write it? No! Many of these men whose work was positively brilliant have been lured away from Wanamaker's, only to fall down ignominiously in other jobs. Men who, apparently, were bulwarks and fountain-heads of this advertising have been succeeded by other men, and the change has not been noticed.

What, then, is the secret? There is a secret somewhere. There is something different that is not in the man.

Wanamaker's advertising has two powerful forces back of it: personality and institutionalism; and these two forces are responsible for Wanamaker advertising.

John Wanamaker's personality is unique, compelling, dominant. It is so strong that it has grown into institutionalism, which rules the whole organization.

With all due respect to the men whose names have been and still are linked to the Wanamaker advertising—to Jos. H. Appel, the present head of the advertising bureau; Gordon H. Cilley, chief of the Philadelphia store; W. K. Hotchkiss, George H. Perry, Thomas Moore, Warner H. Bell, Frank A. Black, Manly M. Gillam, J. B. Sheffield and other Wanamaker advertising men who have made good and made mighty good in the Wanamaker service—John Wanamaker is a better advertising man than any of them.

A NEWS SYSTEM.

In a recent article regarding Filene's store of Boston it was said that they have a system by which they can tell, months ahead, just what particular stunt is to be exploited on a given date, and the advertising department knows exactly what, when and where it will perform at a given time.

At Wanamaker's it is different. There is no fixed policy; there are no fixed sales, with the exception of the Semi-Annual Clearance sales, the January White sale, the February and August Furniture sales and the March China and Glassware sales. All other merchandising is a day-by-day, hand-to-mouth proposition, so to speak.

The merchandising department is constantly alert as to buying opportunities, and ready to take advantage of every market condition.

The advertising department is at all times prepared to co-operate with the merchandise office, and is, of course, called upon, generally on short notice, to do quick work in exploiting goods.

Now, as to how it is done: The average advertising manager of the average store is, in reality, merely an office boy whose principal duty it is to please the boss, prepare copy and submit it, first to the buyer for his approval and then, after assembling it, to

the boss for corrections, changes and general working over.

The buyer must be satisfied—although this is an almost impossible thing to do; and the boss must revise; consequently, the pep and individuality of the ad are practically eliminated before it goes to the paper.

Not so at Wanamaker's. Mr. Wanamaker writes the editorials he signs, and then he puts all the rest of it up to the advertising department. He does not even see the ads until he sees them in the papers. If he has any comments to make, he makes them after the ad has been published.

ONLY ONE BOSS.

And John Wanamaker is the only man who has any authority to butt in on the advertising department.

The general manager, the merchandise manager, the buyers, everybody take what they get from the advertising department.

That is why Wanamaker's advertising cannot be duplicated elsewhere. That is why it is so hard for a Wanamaker man to make good elsewhere, and that is why they do make good at Wanamaker's.

The advertising manager of Wanamaker's is much like the managing editor of a newspaper. He has his writers, and he assigns them certain departments. They go to the department, and it is up to the manager of that department to sell his goods to the ad writer first.

Each writer takes the attitude of a customer, not a salesperson, and is expected to look on the goods with the eyes of a customer.

WHAT MAKES COPY.

If the "sale" is made, the merchandise is written up, and the managing editor assigns it space and position as he sees fit—large or small, top or bottom, illustrated or plain type just as he sees fit.

The buyer then sees a proof and checks it for prices. He may not like the way it is set; but he has nothing to say. He may not like its size; but that is none of his business. He may even think it is not properly worded; but again that is none of his business.

The advertising department tells the news and judges the value of the news. It injects personality, virility and the customer's viewpoint as far as possible.

There are few, if any, stores elsewhere where a man has as free a hand to do as he sees fit in this work as at Wanamaker's.

The very power given these men makes them very careful to try to please everybody, and it is pleasing to note that, bringing in the institutionalism, the Wanamaker advertising is particularly harmonious. Any man, when given practically absolute authority, knowing that all praise and blame are to be his, will strive harder to please than will the man who is given to understand that his work is to be picked to pieces, that his judgment is to be overruled and that his individuality segregated, stifled and eliminated.

Wanamaker's advertising is the advertising manager's idea of truth, for Mr. Wanamaker tells them to go as far as they like so long as they tell the truth.

MR. APPEL'S IDEA.

In speaking of the matter of comparative prices, which are used in New York and are not used in Philadelphia, Mr. Appel said:

"In advertising a reduction in prices we tell what those reductions are. For instance, if we reduce a taffeta silk from \$2 a yard to \$1.50 we say so. If we buy taffeta to sell at \$1.50 a yard and say it is "worth" \$2, we are careful to see to it that it measures up to our \$2 standard in every way and do not make

comparisons against prices charged in other stores.

WHAT MAKES SALES.

"Special buying opportunities are presented every day; there is a constant fluctuation in values in the wholesale market, and when a purchase is made here it is understood that it is to be a criterion for the customer to judge our regular goods by—not from the standpoint of what was paid for it, but from the standpoint of what we say it is worth."

A competitor's advertisement was cited, in which a special purchase of imported hats was exploited at a very cheap price. A footnote was added, stating that to this assortment had been added a number of hats of domestic manufacture, to be disposed of at the same price. The domestic hat paragraph, which was set in smaller type, was, of course, the "joker."

"That is my idea of dishonest, misleading advertising, and is the kind that hurts all advertising," he said. "We do not countenance such practice here."

Mr. Appel frankly says that the big majority of sales made at Wanamaker's are of regular goods at regular prices, and that the advertising is not advertising unless it is news, and news of an unusual character.

THE BIG IDEA.

But the big thing about the Wanamaker advertising is its news value—nothing commonplace, nothing ordinary, nothing stilted—just simply news, good news, optimistic news, human news.

There are few if any advertising ideas that have not had a try out at Wanamaker's. Everybodys magazine was started as a "house organ" for this store, and, in the course of the last fifty years, bill boards, magazines, booklets, prizes of all kinds, have been tried out, and now the policy is to spend over 90 per cent. of the advertising money for daily newspaper space.

A few years ago contracts were made whereby page copy was used daily in certain papers. That was a stunt, and a good one. Later the space was reduced and more papers added, and now smaller copy in more papers is the ruling idea.

ON PREMIUMS.

Wanamaker's store will not carry any merchandise of any kind that carries coupons, trading stamps or any profit-sharing proposition. This is an emphatic rule of the business. Mr. Wanamaker's own statement upon this subject, which is included in this article, is very valuable and illuminating.

"I have never believed in profit-sharing coupons of any kind to promote the sale of specialties, because the expense must be borne by someone, and the probability is that it will be added to the price of the manufactured article before the retailer gets it in hand.

"The fight of the store-keeper is to get these goods from the maker of them and to cut out all expenses that stand between him and the first hand, and put the lowest possible price upon the articles to sell to the consumer. The lower the price to the consumer the more of the goods he uses, and in the end the lower price increases the output of the manufacturer. If the manufacturer has any money to give away, let him give it to the retailer to make a rebate to the purchaser in cash.

"This, in brief, is a hurried statement of my mind.

"In pursuance of this policy the Wanamaker stores long since issued instructions that no goods containing trading stamps or coupons will be placed on sale."

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

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

PROMOTION DEPT. SHAFFER GROUP

12 S. Market Street, Chicago

THE SEATTLE TIMES

"The Best That Money Can Buy"

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

A copy to every family.

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

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

LARGEST QUANTITY
BEST QUALITY CIRCULATION

The S. C. Beckwith Special Agency
Sole Foreign Representatives
New York Chicago St. Louis

San Francisco Examiner

FIRST IN INFLUENCE
IN CIRCULATION
IN ADVERTISING

Covers Greater San Francisco more completely than any other American city is covered by one newspaper

Sells at 5c per copy, or \$9.00 a year

Circulation } 122,000 DAILY
} 226,000 SUNDAY

M. D. HUNTON W. H. WILSON
220 5th Avenue Hearst Bldg.
New York Chicago

IL PROGRESSO ITALO-AMERICANO

Established 1880

(Member Audit Bureau of Circulations)

Largest quantity and best quality circulation of any Italian newspaper published in the United States. National advertisers will be assisted with information regarding trade territories, methods of placing goods on sale, distribution, etc.

IL PROGRESSO ITALO-AMERICANO
CHAV. CARLO BARSOTTI, Ed. and Pub.
42 Elm Street, New York City

Monday Morning Finance

On account of the Saturday half holiday and Sunday, there is in many papers a dearth of financial news on Monday morning. Morning papers desiring to continue the business man's interest, should write for special financial feature. Address: Syndicate Department, The New York Evening Post, New York.

ON "PUTTING THE HUMP INTO HOPE."

Readjustment of Sales and Advertising Plans Made Necessary by the War Is Followed by Some Interesting Developments—How the Situation Looks to an Experienced and Observant Special Representative.

By DAN A. CARROLL.

The great European war made necessary readjustment all down the line. Manufacturers and business houses foreseeing a falling sales percentage for 1915 applied the acid test to the selling and advertising forces of their organizations to ascertain the best method to keep business at normal state. In some lines the advertising had gone on for years and years on a regular appropriation and the sales had increased, due, more perhaps to an aggressive sales organization than to the advertising. In a time of depression and general retrenchment following, each department (the sales and advertising), is made to bear its just proportion of the business getting cost and exerted to a considerable degree in every direction to make every dollar pull one hundred cents in real work. In consequence, there has been a general trend toward localization of sales and advertising efforts, particularly the past year. Certain territory mapped out for aggressive local campaigns and a quick contact with the trade to connect up with the local advertising. It is noted that general advertising in the leading newspapers shows a healthy condition, except, of course, the advertising of such goods that are imported and the sale directly retarded by reason of the European war.

RETAIL DEALERS INTERESTED.

Retail dealers are more directly interested in concentrated campaigns appearing in local newspapers. It is also a big help to the sales force, because consumer appeal is easily influenced by good and intelligent newspaper advertising. Then again, newspaper campaigns are today being better handled by advertising agents and advertising and sales managers. This inspires confidence and the results are more easily obtained and satisfactory. No longer is the astute dealer misguided by the national advertising bug-a-boo—advertising everywhere and concentration nowhere. There is no question, however that advertising in the leading periodicals goes a long way toward standardizing a product with the trade. Consumer demand, however, is a local proposition in no small way and must be tackled locally to reach a high percentage of sales.

LACK OF PERSPECTIVE.

It is my personal opinion that many general advertisers and their agents lack the proper perspective of newspaper advertising. This is caused somewhat from the fact that there is a certain type of newspaper that continue to solicit the business of the national advertiser, not as a legitimate sales force but purely on a stunt basis. This so-called "co-operation" can mean almost anything—free write-ups; selling goods for the manufacturer; and other things not consistent with the proper conduct of a newspaper advertising department or the intelligent development of newspaper advertising. Other forms of local advertising, such as street cars, billboards, painted signs, etc., I understand sell space as a straight business proposition and the type of newspaper that insists on tying up their selling plan on a stunt basis injures the whole newspaper advertising structure. Fortunately, the "weak sisters" are getting fewer each year, because general advertisers are finding out that advertising in this style of publication is not productive and apparently the newspapers themselves are gradually realizing the fact that when they cheapen their own selling commodity—white space—they are really retarding the development of permanent accounts.

Co-operation with national advertiser, and their agents to a certain extent is quite legitimate; beyond this point it is dangerous and mostly piffle as far as

net results are concerned. I believe every newspaper should have a department prepared to meet the representatives of national advertisers and discuss intelligently trade conditions in each market in advance of a campaign. This information should not be merely guess work but should be carefully compiled and represent real investigation. Also, I believe, it is within the province of a newspaper to ascertain just the extent of a manufacturer's distribution in each city and if there are any defects in the distribution which come to the knowledge of the newspaper organization, they should be pointed out to the manufacturer's salesman when he comes to town. Then the solicitors on the newspapers can be instructed to talk to dealers in conjunction with their other work whenever the opportunity presents itself on the advisability of handling standard advertised goods. This serves three purposes—the public, the newspaper, and the manufacturer. Standard advertised goods must naturally stand the test of competition and are generally the best.

I also believe as far as conditions will permit that the newspaper in each town should protect in some way the national manufacturer on this subject of price maintenance, and examine and censor all copy from local dealers where comparative prices are offered on articles that are advertised at a regular price in other parts of the paper and for which the manufacturer is paying.

HELPING MANUFACTURERS PAY.

The newspapers represented in my organization, the Washington Star, the Indianapolis News, the Philadelphia Bulletin and the Montreal Star, have cooperated with advertisers along intelligent lines with success for a great many years, showing that this type of work can be carried out with success to both newspaper and advertiser. Many express the thought now and then that experienced advertising men feel the selling of daily newspaper space in the general advertising field needs 60 horsepower ginger and constructive purpose to replace some of the single cylinder methods in vogue today. The newspaper publisher is often prone to take for granted that because he knows his paper wields a wonderful influence and has a big circulation in the community, that everybody outside of his immediate horizon must know it also. The fact that the local merchants use the newspaper almost exclusively, and not the street cars and billboards, it is assumed that the general advertiser will do likewise. The premise is wrong, however. The general advertiser only lives in each town by proxy. While the interests of the local dealer are centered in one community, the national distributor of trademarked merchandise has interests in all sections where dealers dovetail distribution. Therefore, it would seem patent that the national manufacturer must be appealed to in a more unusual way than is the local dealer.

NEW ORGANIZATION PROPOSED.

The time is not far hence when an organization will undoubtedly be formed representative of the leading newspapers, comprising the selling ideas of other successful advertising organizations harnessed up to the sales force represented in local newspaper advertising. I believe such an organization will be welcomed by the leading general advertisers of the country. Some general agents would take a lukewarm interest in such an organization, claiming they know all they want to know now about the newspaper as an advertising medium. Granted this condition may be true, but "knowing all they want to know" is not enough, when it is considered that manufacturers are coming

to the newspaper idea in greater numbers each year. This is being brought about primarily through investigations in their own sales organizations relative to the value of concentrated advertising and the part it plays in getting dealer good will and stimulating consumer demand.

LUNCHEON TO DAN SMITH.

Sunday World Artist Guest of His Friends at Farrish's Chop House.

Dan Smith, "an artist by profession and a gentleman by nature," as F. D. White, the financial manager of the New York World, aptly described him, was the guest of honor at a luncheon at Farrish's Chop House, in John street, New York, on Saturday afternoon, April 24. The occasion was his retirement from the Sunday World art staff, of which he has been a valued member for fifteen years. Seventy-five artists and editors from various New York papers were present. Frank C. Drake, art director of the World, presided. At Dan Smith's left sat J. Angus Shaw, one of the trustees of the Press Publishing Company.

Brief speeches were made by George Kerr, of the New York American; E. V. Nadbery, of the New York Herald; Carl E. Schultz, "Foxy Grandpa," of the New York Press; Harry Grant Dart, Charles H. Wright and others.

A leather-bound album, containing over a hundred original drawings and verses, was presented to Mr. Smith. A letter from Ralph Pulitzer and a telegram from Joseph Pulitzer, Jr., saying nice things about Smith were read at the luncheon.

Publishers' Supplies Market.

Antimony	30-30½
Tin	40½
Lead	4 1-5
Copper	18¼-18 95-100
News Print	2.09-2.25
Craft Paper	03¾-4

The Editor and Publisher

For May 8th

will carry the

Full Report

of the

Advertising Bureau

of the

A. N. P. A.

LEGAL NOTICE.

TO THE STOCKHOLDERS OF THE EDITOR AND PUBLISHER COMPANY:

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

JAMES W. BROWN, *President.*
FRANK LEROY BLANCHARD, *Secretary.*

FOR SALE

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

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

\$5,000 CASH

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

C. M. PALMER

Newspaper Properties

225 Fifth Ave., New York

ALL CASH

We have a customer ready to pay **all cash** for the ownership or controlling interest in a New York or New England Daily newspaper in a good city of from twenty to fifty thousand population.

HARWELL, CANNON & MCCARTHY

Brokers in Newspaper and Magazine Properties
Times Bldg., New York City

MISCELLANEOUS

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

WANTED.

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

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

REAL EDITORIAL SERVICE. Not doped out printed stuff, but original Mss. on any subject you wish by many different authors. Exclusive territorial rights. Make your paper a power editorially. Address Literary Bureau, EP2, Hannibal, Mo.

SITUATIONS WANTED

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

Mr. Publisher: Can you use an Advertising Manager with 10 years' successful newspaper experience, and an absolute determination to succeed?

I have advanced from counter clerk on a Chicago daily to my present position (Advertising Manager, in town of 40,000) by hard work and close application. Have done big things and can prove it. Can handle men and am an exceptionally good salesman. Well acquainted among Western Agencies. Know the game thoroughly.

For full particulars address A. B. C., care Editor and Publisher.

Position on reporter or editorial staff of newspaper. College graduate and former managing editor of small daily; now in school of journalism. Best references. Ready to work June 1. Address "Ambitious," care Editor and Publisher.

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

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

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

ARE YOU IN NEED OF AN ADVERTISING MAN?

One who is capable and experienced in writing as well as soliciting copy, with the ability and willingness to give real, efficient service; active; reliable; accustomed to handling foreign as well as local advertising; first-class references; employed, but wish to get in larger field. Address Worker, care Editor and Publisher.

PRESS ASSOCIATION NEWS.

The new home of the New Orleans (La.) Press Club was recently opened with an informal reception to the business men of that city. The formal opening which will be marked by an entertainment and dance will be held within the next few weeks.

A Chinese banquet at which many public men, including the Consul General of China in New York, were present, was given by the members of the Boston (Mass.) Press Club, on April 22.

Two hundred editors from all parts of the State attended the sessions of the Nebraska Press Association's Convention in Omaha, Neb., April 19-21. Entertainment banquets and theater parties relieved the serious work of the meetings. Resolutions were adopted urging the establishment of a school of journalism at the State University and Federal espionage of the press was censured. H. M. Davis, of the Ord Journal, was elected president; Clark Perkins, Aurora Republican, vice-president; C. C. Johns, Grand Island, secretary; and Eunice Haskins, Stella Press, corresponding secretary. H. A. Brainerd,

of the Hebron Champion, the retiring president, was presented an engraved gold lapel button.

The Fossils, an organization of men, who as boys published amateur newspapers, held their annual dinner at the McAlpin Hotel in New York City, on April 24. Josephus Daniels, Secretary of the Navy, and a member of the club, was unable to be present, but telegraphed his regrets and good wishes.

The annual convention of the Texas Women's Press Association will be held in Waco, Texas, on May 4 and 5. A large attendance is expected as an interesting program has been arranged.

The Rhode Island State House Press Club held its annual banquet at the Crown Hotel in Providence, R. I., on April 22. Two hundred guests, including the Governor, Lieutenant Governor, and many State officials, were present to enjoy the "knocks" the newspaper men had prepared for their amusement.

The Associated Press Goodfellowship Club of Michigan, held its annual banquet at the Hotel Statler in Detroit, Mich., on April 25. Paul Cowles, of Chicago, superintendent of the central division of the Associated Press, addressed the gathering.

Oscar W. Underwood was the guest of honor at a dinner given by the active newspaper men of Birmingham, Ala., on April 20. It was an informal affair, a continuation of the established custom of the working newswriters of Birmingham to entertain Mr. Underwood during his vacation.

OF INTEREST TO PUBLISHERS.

The Sullivan Mfg. Co., Inc., Camden, N. J., has started a newspaper campaign on "Ducks-Shedwater White Shoe Dressing." The claim is made that this dressing makes all white shoes waterproof and mudproof. It is put up in two sizes, 25 and 10 cent. In the cities where this copy appears the names of the stores selling the dressing are mentioned in the ad.

The Allen B. Wrisley Co., Chicago, is conducting a newspaper campaign in Cleveland on "Olivilo" soap. For one day only a full size, 10 cent cake of Olivilo is given free in exchange for a signed coupon presented to the dealer. The coupon is redeemed either through the jobber or direct for 10 cents.

One large department store ran an ad on the same page, offering to give away 8,000 cakes of Olivilo, one for each coupon presented.

The Complete Service Co., Baltimore, Md., is using newspapers in advertising Bruno's Olive Oil, which is claimed to be packed in Italy. "From the Tree to You" is the slogan for all advertising copy, which is illustrated with a drawing of an olive tree.

W. C. Collins, a haberdasher in Newark, Ohio, recently illustrated an advertisement with a "skull and crossbones." Beneath the gruesome illustration, which was surrounded generously with white space, was the message: "Bring your skull with three bones and we will fit you with an Easter hat."

The W. W. Harper Co., Zanesville, Ohio, which has advertised "Tastewell Coffee" extensively through various kinds of contests, announces that \$125 will be given away in prizes for the five best compositions, affirmative or negative, on "Resolved, Woman's Suffrage Should Be Universally Legalized in This Country" in not more than 500 words each. Six persons have been selected for judges, and in order to let the contributors elect these judges, the six names are placed on a ballot inside the cans of Tastewell Coffee and the contributors are asked to place an X in front of the three they prefer.

JAMES F. RYAN

HARRY P. INMAN

RYAN & INMAN

McCormick Building, Chicago

ADVERTISING REPRESENTATIVES**NEW YORK EVENING POST**

Can represent three more good dailies.

Have greatly increased western revenue of the Evening Post.

—Ask the publisher how much—

Many years' successful experience in buying, selling and creating advertising.

R. J. BIDWELL CO.

Pacific Coast Representative
of

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

742 Market Street
SAN FRANCISCO

THE ORANGE LEADER

is the only Daily (Evening) and Weekly Paper published in
ORANGE, TEXAS
and Orange County, and the only paper that covers the richest section of South-east Texas and Southwest Louisiana.
"Circulation books open to all"

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

THE NEW HAVEN Times - Leader

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

IN
Colorado Springs
IT'S
THE TELEGRAPH
J. F. McKINNEY & SON
New York Chicago

CHARLES SEESTED

DIRECT REPRESENTATIVE

41 Park Row

New York

Telephone 569 Cortlandt.

THE secret of successful foreign representation lies in knowing what business is going out, where it is going from and how and where to go to get it.

I have sixteen years of experience, sixteen years of cultivation, of acquaintanceship, of intimate knowledge of the field to offer to publishers—and am prepared to make the most liberal terms imaginable.

Can add a few more good papers to my list. Write for particulars.

A' TOP O' THE WORLD

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

THERE WAS A MIGHTY GATHERING OF THE CLANS at the Waldorf hyphen Castoria tavern in New York City this week, an aggregation of brains, ability and knowledge from all parts of the country. There were talkfests a plenty, some full of meaning, some meaningless and now and then a good story.

One of the best stories of the session was told us by J. F. Ryan, of Chicago, who, in a high, wide and handsome career over the country, has had many experiences and made many acquaintances.

It so happens that many years ago Mr. Ryan was assisting the management in running the old Omaha, Neb., World. At that time Frank J. Burkley was business manager, and he was a man with a smooth, oily way of handling people a few kind words in such a way that misunderstandings were not easily made.

In the course of business it naturally became Mr. Burkley's duty to employ new men in various capacities, and after much experience he learned a little set speech which ran something like this:

"Mr. Jones, you are now on the staff as a reporter. Your salary has been arranged, your duties will be assigned to you from time to time. Now, Mr. Jones, after you have been here a few weeks, you will find out that this paper is not properly run. You will learn that everything about the shop is wrong. Please, when you find this out, keep it to yourself. I know it, of course, but I want it to be a secret between us, and I am free to confess that the subject is painful to me, so that I know that you will refrain from alluding to it in my presence. You will just go along and do the best you can, and that will do much toward making things better. Thank you. Kindly close the door as you go out. Good afternoon."

It is said that this little talk had the desired effect in most cases, and that it was one of the few newspaper offices where every new employee does not try to tell the management how to run their papers.

THE STANDARD ELECTRIC STOVE CO. of Toledo, Ohio, through its secretary, L. D. Smith, is sending out feelers to newspapers, endeavoring to find out how many of them are looking for opportunities to run press agent stuff in the news columns for this enterprising corporation.

After carefully going over a sample of this stuff, which has been forwarded to this office by a friend, and which was tastefully decorated by said friend before it reached here, our humble opinion is that Mr. Smith is a very raw amateur at press agency work.

He is too honest in his statements, and he fails utterly to mention anything about any large advertising contracts which are to follow at two o'clock next week. Neither is there anything about the story being a life saver for suffering humanity, which is fairly gasping for the information it contains.

It is simply a bid for free publication in choice position, of "special copy" which this kindly disposed corporation will arrange to furnish without any cost to the publisher.

Naturally the copy is boosting electric stoves and naturally, as Mr. Smith frankly states, the Standard Electric Stove Co. anticipates some benefit from its publication.

There is nothing in the letter to indicate any intention on Mr. Smith's part to spend any money for advertising. He takes it for granted that the publisher understands, that if the stuff is run free there will be no call for any advertising expenditure.

The whole thing is the raw work of an amateur.

IT must be gratifying to those who attended the A. N. P. A. Convention, to realize what a really fine bunch of men make up this organization, and how mighty well they behaved while away from home.

There was a striking dearth of "journalists" at the convention, and the proportion of "newspaper men" was correspondingly heavy.

The old fashioned, long-haired, self-important political wielder of destinies of his community has apparently given way to the alert, up-to-date merchant who is a dealer, a buyer and seller of news.

It was a busy business meeting of a large body of big business men, a large body of really representative citizens who had scant time for politics, speeches or booze, but who were all busy doing real things.

ONE of the niftiest little press agent stunts that has been put over, and is being put over is being worked by the versatile and wide-awake genius who is getting first page news stories over for D. W. Griffith's big movie, "The Birth of a Nation."

This film is being shown in New York and Boston, so it is the New York and Boston papers which are falling for this very smooth press agency.

Here is the how of it. The story of the film is founded on Dixon's novel, "The Clansman," and the colored population of these two cities are "worked" to file protests, which, of course, are turned into first page news stories which seem to get by the editorial rooms easily.

They are so good, in fact, that more than once they have had first page position.

Of course any film that can get this kind of stories printed in this kind of position is sure to get the attention of people with the price to see just what there is about the film that can draw so much attention—and there you are.

The movies are surely moving along nicely, thank you, and this is about the best of the many press agent stunts yet attempted successfully.

THERE SEEMS TO BE a general, not to say concerted opinion amongst advertising men everywhere that trading stamps, premium coupons and prizes are not just the best thing for business.

When houses like Wanamaker's, of New York and Philadelphia; Macy's, of New York; Marshall Field & Co., of Chicago, and Filene's, of Boston, refuse to handle any merchandise carrying coupons of any kind it begins to look as if there is a pretty good reason why this idea is wrong.

Newspaper men can do their stunt in this, too. It is a business that can be handled, if handled right.

Suppose that publishers would refuse copy from coupon people, refuse to handle advertising of stores that gave coupons of any kind. Golly!

That would put a question on this particular phrase of commercialism that would pay.

Mr. Advertiser:

You cannot afford to ignore an advertising medium which is read by practically **ONE-SIXTIETH** of all of the readers of newspapers in the United States.

Do you grasp that statement?

There are about 2600 daily newspapers printed in the United States.

Here is one seven-day newspaper whose readers equal **ONE-SIXTIETH** of the total of the readers of all of them.

Pretty big proposition, is it not?

The City of New York and its nearby neighborhoods are peopled by about **ONE-FIFTEENTH** of the total population of the United States.

This seven-day newspaper is backed up by **ONE-FOURTH** of the population in New York City and its environs.

It is a simple, mathematical proposition to prove the power of this seven-day newspaper.

Printed in a section of the country which represents **ONE-FIFTEENTH** of the total population of the United States and representing, as it does, **ONE-FOURTH** of the population in its section, its actual representation in the whole country is, therefore, **ONE-SIXTIETH** of the total.

PROOF: 1-4 multiplied by 1-15 equals 1-60.

The purchasing power of its readers, therefore, must equal **ONE-SIXTIETH** of that of all of the people in the entire country.

You cannot afford to overlook the importance of this seven-day newspaper to your business.

What paper is it?

The New York American
DAILY and SUNDAY

Member Audit Bureau of Circulations

CONVENTION OUTLOOK.

Executive Committee A. A. C. W. Receives Cheering and Satisfactory Reports—Publicity Committee Tells of the Arrangements for Carrying on Its Campaign—Robert D. Heintz to Run News Division.

(Special Correspondence.)

CHICAGO, April 27.—At the meeting of the Executive Committee of the Associated Advertising Clubs of the World, held here a few days ago, the members expressed great satisfaction both with the plans of the committee of Chicago advertising men in charge of the entertainment for the annual convention, to be held in Chicago in June, and with the arrangements made by the general program committee, headed by Douglas N. Graves, Boston.

The Chicago committee is determined that the delegates shall not experience a dull moment while not engaged with the serious day-time work of the convention, and arrangements are also going forward for the entertainment of visiting ladies, this entertainment to fill the days so that the men folk can attend the sessions with full assurance that their wives and sweethearts will be well cared for.

A TEACHERS CONFERENCE.

The Executive Committee believed this convention would be of more interest than usual to business men generally, because of the addition of a conference on community advertising. There will also be conferences for teachers of advertising, club secretaries and the editors of club papers.

Lewellyn E. Pratt, who had, in the last three months, visited practically all the advertising clubs east of the Mississippi River, made a report of his work and the committee complimented him on his success.

P. S. Florea, secretary and manager of the A. A. C. of W., reported arrangements for the registration of delegates this year, which the committee believes will make registrations less irksome to delegates than ever before. The plan calls for registrations by delegations rather than by individual members alone, as heretofore, and Mr. Florea will have representatives at the leading hotels who will be prepared to receive the registration fees of delegates and issue badges, etc.

Progress was the keynote of a report submitted by Richard H. Waldo, who again will serve in the capacity of chairman of the General Publicity Committee.

MUCH PUBLICITY COMING.

Mr. Waldo reported a flattering response to requests for space. He informed President Woodhead that the leading magazines and weeklies have arranged to run the copy with full-page plates provided by the Chicago Advertising Association. Mr. Hammesfahr, of Collier's, has the matter in charge. As president of the Quoin Club, he is giving splendid service.

The Copy Division is being handled by Theodore E. Ash, of Philadelphia. Mr. Ash has made a big name for himself as publicity man for the Munsey publications. All copy problems will pass through the hands of his committee. W. J. McIndoe, as director of the Religious Press Division, has given assurances of co-operation in excess of what was obtained last year, when the results were extremely satisfactory.

The all-important Newspaper Division again commands the services of Louis Wiley, of the New York Times. Mr. Wiley secured excellent co-operation last year from the Bureau of Advertising, American Newspaper Publishers Association. There is every reason to believe that a much larger volume of space will be provided by the newspapers of the country in connection with this convention than ever before. Arrangements have been made to bring up the matter of co-operation on the part of newspapers generally, at the forthcoming convention of the A. N. P. A.

The News and Press Division is to be in charge of Robert D. Heintz, associate

editor of the Nation's Business, the official publication of the Chamber of Commerce of the United States. Mr. Heintz is an old New York Sun man, and the chairman of the Publicity Committee of the National Press Club of Washington, D. C. He had charge of the News Division at Toronto last year, and will be at Chicago next June.

Looking after the field of agricultural publications, Frank W. Lovejoy, of the Wisconsin Agriculturist, anticipates a big response to the request for space. William G. Rook, so well remembered at Toronto, has notified Mr. Waldo that in spite of the war Canada will be on deck. Mr. Rook has done splendid work for the last three years, and even in the face of the fact that his country is involved in an international conflict, he can be counted upon to do his share this time. Far from being disturbed by present conditions.

N. Y. AD MEN'S SPECIAL.

To Be Run to Chicago For the A. A. C. W. Convention, June 20-24.

The Advertising Men's League of New York City has issued a booklet giving detailed information concerning the special trains to be run over the New York Central lines to the Chicago Convention of the Associated Advertising Clubs of the World which will be held in that city June 20 to 24.

A train made up of drawing-room, observation, sleeping and a gentlemen's and ladies' club cars will leave the Grand Central at 3:30 p. m. June 19 and 6:30 p. m. June 20. The first train will arrive in Chicago in time for dinner at the Auditorium Hotel on Sunday. Reduced railroad fares have been made for those attending the convention. These with the Pullman accommodations, hotel accommodations for four days and a charge of \$5 per person to cover publicity expenses, make the total individual amounts payable range from \$54.20 up.

The committee having the trip in charge have arranged so that if any member of the party wishes to make the trip to Chicago a part of a tour to the Panama-Pacific Exposition, round trip tickets from New York to California will be valid for passage on the special train and will admit of a stop-over in Chicago during the period of the convention. The fare from New York to California and return is \$98.80. All applications for hotel and sleeping-car accommodations should be made to John Sullivan, chairman, On-to-Chicago Committee, Advertising Men's League of New York, Fifth Avenue Building, New York City.

The New York office of the Philadelphia North American, San Francisco Call and Post, Los Angeles Evening Herald and the San Diego Union and Tribune, of which E. C. Trowbridge is manager, is now located at 347 Fifth avenue.

Herbert N. Casson has been elected president of the Publicity Club, of London, succeeding C. F. Higham. This is a signal honor for Mr. Casson, who has resided in London only two years.

Changes in Basham Agency.

L. E. Stockard, Louisville manager of the Massengale Advertising Agency of Atlanta, and W. B. Greenlaw, Jr., of the Greenlaw Agency, of Memphis, Tenn., have purchased an interest in the Thomas E. Basham Co., Louisville, Ky., becoming vice-president and secretary of the company respectively.

The interest of S. Margon in the Basham Agency were purchased by Thomas E. Basham, the president of the company. The Basham Agency handles some fifty good accounts in the South and South-Central States and have been in business for nearly six years.

The officers of the company are Thomas E. Basham, president; L. E. Stockard, vice-president; W. B. Greenlaw, secretary, and F. M. Turner, treasurer.

At the annual election of officers of the Pilgrim Publicity Association in Boston, on the 22nd, George B. Gallup was elected president, succeeding Major Patrick O'Keefe; Arthur J. Crockett, first vice-president; Harold F. Barber, second vice-president; Raymond E. Huntington, secretary, and Charles B. Marble, treasurer.

The last Six Point League Luncheon of the season will take place at the Hotel Martinique, Tuesday, May 4, at 12:30 p. m. Major Patrick F. O'Keefe, president of the Pilgrim Publicity Association, of Boston, will speak on "The Newspaper Advertising Possibilities in the New England Field."

The Atchison (Kan.) Champion, one of the oldest papers in that State, has decided to leave the morning field and will shortly begin publication in the afternoon using the United Press Association's service.

PUBLISHER'S NOTICE.

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

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

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

The columns are 13 picas.

Advertising Rates: Transient Display, 25c. an agate line.

Liberal discounts are allowed on either time or space contracts.

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

The Editor and Publisher can be found on sale each week at the following newsstands:

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

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

Pittsburgh—Davis Book Shop, 416 Wood street.

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

Chicago—Post Office News Co., Monroe street.

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

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

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

Publisher's Representative

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

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

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

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

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

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

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

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

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

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

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

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

Advertising Agents

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

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

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

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

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

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

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

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

Established 1882

DUHAN BROTHERS

WHOLESALE DEALERS IN

**NEWSPAPERS AND
PERIODICALS**

**TRIBUNE BUILDING
NEW YORK CITY**

Telephone 3584 Beekman

**Distributing
Specialists
Daily
Weekly
Monthly
Newspapers
Periodicals**

**Circulation
Builders
Bill
Posting
Advertising
Display
Periodical
Promotion**

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 cooperation of our readers.—Ed.]

Col. Nelson and His Star.
New York Globe, April 26.

Few newspaper men who have read the obituary notices and stories regarding Col. W. R. Nelson, of the Kansas City Star, who died a few days ago, will ever appreciate or take home to themselves some of the most valuable lessons which his most remarkably successful newspaper career clearly has taught.

The writer had the great honor and privilege of knowing the Colonel quite intimately and of getting from him information first hand which, applied with slight modifications to suit local conditions, has materially assisted him in making a marked success in another city, and takes this opportunity for paying a sincere tribute to the memory of this truly great man.

Every newspaper man who looks at the Kansas City Star finds it different from other newspapers. There are no scare heads and no half-tone cuts. Its leading editorial of the day may be at the top of the second column of the first page, and letters from readers will be found scattered around throughout the paper.

The average editor cannot help thinking that such a newspaper is a freak, but must admit that its long continued and enormous success is proof to the contrary. The Star is unique among newspapers because the Colonel wanted it so. He had built it up from a simple start and having found the way to success stuck keenly to the trail.

No other newspaper owner would have the courage to make his paper as big one day and as small the next day as the Colonel did. If advertising was light and no important news was stirring the Star did not burden its readers with more than ten or twelve pages, while if advertising was heavy, and big news broke, no newspaper in the country would go as far or spend any more money to cover it thoroughly than would the Star.

The Star probably maintains the largest force of exchange editors or readers of any paper in the country. Everything printed is read by them, and the Star reprints with credit the best of everything printed, for the information and entertainment of its army of readers. The Colonel thought that it was better to thus present the output of the best brains of the world past and present than to fill up with ordinary stuff.

If ever a newspaper was dedicated to the best interests of a city, community, state and nation, it was the Kansas City Star. There has not been a selfish thought that ever made the Star deviate an inch from the straight path of independent public service. It may have made mistakes and pursued hopeless causes, but that was because humanity as reflected in the person of the Colonel was not infallible.

It was the Colonel's basic principle to make the Star the best he knew how, free from any possible influence arising from the way other newspaper men made their newspapers. He was ever on the alert for new ideas and new subjects, but always treated them in the way that he knew would be most acceptable to the constituency he had built up. He said that it was foolish business to do a thing just because a competitor did it, because if you did everything all competitors did, all newspapers would be alike, and it would be ruinous business policy to try to do so. He never did anything half-heartedly. He went the limit or did not start.

A few years ago, in speaking to me about a series of articles, he said, "set the very best or none; I will stand for \$1,000 a week if necessary, as my share, to get the best that grows." That was typical of the man. He wanted no dealings with what he termed "pikers."

When it came to publishing serial stories, and the Colonel placed a large degree of faith in good stories for his readers, he would frequently pay a very high price for the serial rights and then publish a page of the story in the Star and a page in the Times every day, just as if it had been bought for a mere song.

The Colonel was hard-headed and knew what he wanted and got it. He was the biggest hearted and broadest minded man to be found anywhere. His newspaper is at variance with the views of most editors and publishers, but how few among them have shown that their philosophy and practice have been as effective and dominant as his? JASON ROGERS.

An Appreciation of W. R. Nelson.
Glen Ridge, N. J.

Editor and Publisher:
W. R. Nelson was unique in the journalism of America. He was a very pronounced individualist. He owned his newspaper properties as an individual, and he ran them according to his own ideas. While he was a man who associated upon terms of cordial intimacy with others in the business, he took very few of the ideas of other men into his own business. He made his own plans, and fought his own fights. This does not mean that he was selfish.

He was as far from that as possible. Even in his business his policies were such as helped and benefitted the craft in general more than they benefitted him in particular. While he built up a unique and remarkably

distinctive newspaper property, his basic endeavor ever was to establish broad principles, and free the press from the suspicion of control outside itself. He had very genuine and sharply defined ideas about the ethics of journalism, and he embodied them in his practice. There is no suspicion that his faith and belief was not always exemplified in his papers.

Looking back upon the history of the Kansas City Star, and its morning brother, the Times, it seems almost like serlo-comic opera to remember the fierce fights that centered around Mr. Nelson in his earlier days in Kansas City. The things and men he had to fight are all swept out of newspaperdom now, and we are almost inclined to doubt that they ever were very doughty opponents. So completely have those things radiated into the past that it is no longer even of interest to recall the trouble they caused Mr. Nelson.

Writing in another periodical, eight years ago, I had I then characterized Mr. Nelson just as I would characterize him today, as: "Broadminded, able, clear-thinking, tolerant, fair, brainy, he is a very positive force, and he exerts his force to serve his constituency with the best newspaper to be made. While he is a shrewd and successful business manager he never forgets that the chief aim of the good newspaperman must be the interests of his readers, his city, his state, and the nation."

The great object lesson Mr. Nelson enforced in America was that the greatest measure of success for a newspaper lies along the enforcement in practice of the highest ideals in business—that the interests of the readers of the newspaper are the interests of the owner. He showed that it is possible to build up a very profitable business and at the same time absolutely protect the interests of his readers. Indeed, he showed that it is by thus protecting the interests of the readers that the wise publisher takes full advantage of the surest road to success for his paper.

Mr. Nelson was not the only editor-owner of an American newspaper who stood for those things that made his a notable figure, but he stood for them in a more efficient and practical manner than any other in the field. His judgment was singularly clear and acute, and his will to follow his judgment was inflexibly determined. With him to know and to believe was to do. He brought into startling relief that peculiar, distinctive, newspaper under-motive that is based upon the rights and necessities of the readers of newspapers—a motive the like of which is not to be found in any other phase of the publishing business. He was true to this conception of his obligations; and he proved that to be true to such an ideal brought to him the greatest substantial benefits, in the way of business, and the greatest professional benefits, in the way of powerful influence for his newspapers. GEORGE FRENCH.

Glen Ridge, N. J.

Worthless Government Statements.
THE PHOENIX PRINTING COMPANY,
Muskogee, Oklahoma, April 21, 1915.

The Editor and Publisher:
We believe more advertisers are being fleeced out of their money through the post office statements than there ever were with the information that they secured in other ways about circulation.

The post office department makes absolutely no effort, so far as we know, to cause the publisher to make correct statements. On the contrary, it places its stamp of approval upon any statement he may send in and the advertiser "falls" for it. If you would publish, instead, the circulation credited to the newspapers who are members of the Audit Bureau of Circulations by the Bureau in its annual audits, you would have some facts that are worth while and that can be absolutely depended upon.

When a publisher makes a post office statement he knows it is not going to be checked up by anyone, but when he makes a statement to the A. B. C. he knows it is going to be audited and he knows that if his competitor is also a member and thinks the Bureau has credited him with more circulation than he is entitled to, his said competitor can demand a reaudit and himself participate in it. We are looking at the proposition from the standpoint of the publisher, and when we say publisher, we mean a publisher who is a member of the Audit Bureau of Circulations and who is making an absolutely correct and honest statement of his circulations. H. H. HORTON, Manager.

What is a Fair Ad Rate?

Hagerstown, Md., April 6, 1915.
What is a fair minimum rate to charge for display advertising in a daily with 4,000 circulation in a live town of 25,000 population? We have railroad shops and diversified manufacturers, none specially large, but employing from 25 to 500 hands. There are three, ours, the Herald being the only morning paper. What would be a reasonable rate on contracts of 1,000 inches or more? With the display rate as a basis, what would be a fair rate for local readers per line, also for classified and legal ads set in nonpareil? V. N. SIMMONS, Manager Herald.

The Danbury (Conn.) News is a live newspaper, published in a city of about the size of Hagerstown, and having about the same circulation as your paper. It charges, when electros are furnished, 14 cents an inch for the run

The Multiple Linotype Way Is the Modern Way

It needs the same kind of skill and genius to set type well by hand that it takes to set type well on the Linotype. The hand compositor, who fails in appreciation of beauty of type form and arrangement, fails by hand—he would also fail with the Linotype

MERGENTHALER LINOTYPE COMPANY
TRIBUNE BUILDING, NEW YORK
CHICAGO SAN FRANCISCO NEW ORLEANS
CANADIAN LINOTYPE, LIMITED, TORONTO

of the paper, 15 cents next to reading matter and 16 cents for full position. When the ads are set in the office, the charge is 18 cents for run of the paper, 19 cents next to reading and 20 cents for full position. If you desire any further information, write F. B. Dalton, the business manager of the Danbury News, who will be glad to answer your questions.

TRADE AND TECHNICAL NEWS.

W. Hetherington Taylor Tells of Trade Paper's Work in Business.

W. Hetherington Taylor, president and treasurer of the David Williams Company, publishers of the Iron Age, and other trade papers, delivered the sixth lecture of the New York University Forum in Individual Journalism, on April 28. "The News Service of the Trade and Technical Press," was the subject of the lecture, which was heard by a large and attentive audience.

The speaker dwelt at length on the important place which the trade journal occupies in the American business field of today, and told how transactions involving millions of these dollars were based on the weekly market reports of papers. "This means," continued Mr. Taylor, "that all news contained in the trade journal must be reliable and veri-

fied, and that the editor must be an expert in the field in which the paper circulates. Trade news is not sensational, but a calm review of any great event and giving the reason therefor.

"The trade paper must keep pace with the wonderful growth of our country, and be ready at all times to assist the business man, for the trade news which these papers supply furnishes most important data for the carrying on of business."

U. S. Needs National Agency.

N. W. Ayer & Son, the advertising agents of Philadelphia, Pa., with branches in New York, Boston and Chicago, are advocating the establishment of a national advertising agency. They believe that the United States is developing such a quality of nationalism along all lines, particularly in the way of the manufacture and distribution of products, which is being studied on a national scale, that national advertising has likewise arrived and that a national advertising agency must be established in the near future.

The Dubuque (Ia.) Telegraph-Star and the Marietta (Wis.) Eagle-Star have been elected to associate membership in the American Newspaper Publishers' Association.

The Jitney Bus

A new monthly magazine devoted to the Jitney interests

There are many thousands of Jitney busses in CONSTANT use. Tremendous mileage—Large orders from dealers and manufacturers —A new field for advertisers. Write for particulars.

PALMER PUBLISHING COMPANY
225 FIFTH AVENUE, NEW YORK

TIPS FOR THE AD MANAGER.

The Cheltenham Advertising Service, 150 Fifth avenue, New York City, is issuing one time copy to newspapers generally for the Packard Motor Car Company, Detroit, Mich.

E. E. Vreeland, 350 West 38th street, New York City, is making 1,470 l. contracts with five selected Southern newspapers for a tryout campaign.

D'Arcy Advertising Company, International Life Building, St. Louis, Mo., is forwarding contracts to some Eastern newspapers for the Moon Motor Car Company, of St. Louis.

B. F. Kirtland Advertising Agency, Lytton Building, Chicago, Ill., is sending out 64 l. 10 t. orders to Western newspapers for the Chesapeake & Ohio Railway Company, 71 Broadway, New York City.

Fletcher Company, De Long Building, Philadelphia, Pa., is reported, will shortly place orders with a selected list of newspapers for the Sullivan Company, "Shoe Polish," Camden, N. J.

Mahin Advertising Company, 104 S. Michigan avenue, Chicago, Ill., is renewing some contracts where they have expired for the N. K. Fairbanks Company, of the same city.

Frank Presbrey Company, 456 Fourth avenue, New York City, is placing 30 in. 30 t. orders with some Southern newspapers for the American Tobacco Company, "Marine Cut Plug Tobacco," 111 Fifth avenue; also 56 l. 10 t. orders with some Eastern newspapers for Hall, Hartwell & Company, "Slidewell Collars," and "Hartwell Shirts," 553 River street, Troy, N. Y.

Charles H. Fuller Company, 623 S. Wabash avenue, Chicago, Ill., is issuing 56 l. 6 t. orders to some large city newspapers for the Frontier Asthma Company, 462 Niagara street, Buffalo, N. Y., and placing copy to run 14 t. with some Western newspapers for the Kenton Pharmaceutical Company, Cincinnati, O.

J. W. Thompson Company, 44 E. 23d street, New York City, is placing 8 inches, 12 times, with Mississippi papers for the Orono Company.

The Morse International Agency, Dodd-Mead Building, New York City, is putting out some extra space for Beecham's Pills.

Greenleaf Company, 185 Devonshire street, Boston, Mass., is issuing 210 l. 6 t. orders to a selected list for the Foster Rubber Company.

D'Arcy Advertising Company of St. Louis, Mo., and the Massengale Advertising Agency of Atlanta, Ga., are making contracts for the Coco Cola Company of Atlanta.

Dunlap-Ward Company, Detroit, Mich., is sending out 7,000 l. contracts for the Chandler Motor Company.

Taylor-Critchfield Company, Brooks Building, Chicago, Ill., is issuing 5,000 l. 1 yr. contracts to newspapers for the Firestone Tire Company.

J. Walter Thompson Company, 44 E. 23d street, New York City, is placing 3,000 l. 1 yr. orders with a selected list for C. J. Moffet Medical Company.

Rowland, Reed & Company, 27 West 42d street, New York City, are sending out orders to some southern Sunday newspapers for the Wallace Novelty Company, "Wallace Portable Electric Lamp," 20 East 41st street, New York City.

Hicks Advertising Agency, 132 Nassau street, New York City, is placing 14-line, 17-time orders with a selected list for Ayvad Manufacturing Company.

Lord & Thomas, Inc., Mellers Building, Chicago, Ill., are making 2,400-line, one-year contracts with a few papers for J. I. Case Company.

Frank Presbrey Company, 456 Fourth avenue, New York City, is issuing 44-line, 3-time orders to Middle West papers for the Aluminum Cooking Utensil Company.

N. W. Ayer & Son, Philadelphia, Pa., are sending out 100-line, 13-time orders to Middle West papers for the Buffalo Lithia Spring Water Company.

The Federal Advertising Agency, 231 West 39th street, New York City, is forwarding 1,000-line, one-year orders to western papers for the Utica Knitting Company.

Bromfield-Field Company, 171 Madison avenue, New York City, is placing 300-line, one-time orders with a few papers for the Ajax Greib Company.

Van Cleve Company, 1790 Broadway, New York City, is putting out 220-line, 12-time with a few Sunday papers for the United States Tire Company.

Dunlap-Ward Advertising Co., 123 West Madison street, Chicago, Ill., is making 5,000-line, one-year contract with a selected list for the Chandler Motor Company.

The Federal Advertising Agency, 231 West 39th street, New York City, is sending out 7,000-line, one-year orders to Mississippi papers for the Southern Manufacturing Company.

The Metropolitan Advertising Agency, 6 Wall Street, New York City, is putting out new schedules for George P. Ide Company.

Calkins & Holden, 250 Fifth Avenue, New York City, are putting out copy for H. J. Heinz.

Federal Advertising Agency, 231 West 39th Street, New York City, is placing 7,000 l. with Mississippi papers for the Southern Manufacturing Company.

Being Argus-Eyed Gets Ads.

The Mount Vernon (N. Y.) Daily Argus recently conducted a "Dollar Day" advertising campaign with the result that on "Dollar Day" the Argus carried 135 columns of ads in 28 pages. On March 5 last it contained a double deck ad of the Mount Vernon Public Market, it being the first and only double deck ad printed in Westchester County. Other recent issues of the Argus, notably those of March 26 and March 27, show fine classified ad business.

An act, making it unlawful for anyone to post any commercial advertisement along any public highway or upon the property of another without the written consent of the owner, has been passed by the Rhode Island Legislature.

ABE "ABOVE BOARD CIRCULATIONS" ABE

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

Table listing newspapers by state: ALABAMA, ARIZONA, CALIFORNIA, GEORGIA, ILLINOIS, IOWA, KENTUCKY, LOUISIANA, MARYLAND, MICHIGAN, MINNESOTA, MISSOURI, MONTANA, NEW JERSEY, NEW YORK, OHIO, PENNSYLVANIA, SOUTH CAROLINA, TENNESSEE, TEXAS, UTAH, WASHINGTON, CANADA, BRITISH COLUMBIA, ONTARIO.

ROLL OF HONOR

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

Table listing publishers: ILLINOIS (SKANDINAVEN, CHICAGO), INDIANA (THE AVE MARIA, NOTRE DAME), NEBRASKA (FREIE PRESSE, LINCOLN), NEW YORK (EVENING NEWS, BUFFALO; BOLLETTINO DELLA SERA, NEW YORK), PENNSYLVANIA (TIMES, CHESTER), QUEBEC (LA PRESSE, MONTREAL).

Oscar S. Stern, newspaper premium specialist, has been awarded a verdict of \$1,029 in a suit brought against the Pittsburgh Post Publishing Co., and the Pittsburgh Sun Publishing Co., to recover commissions due him on account. Application for an injunction to restrain the Birmingham (Ala.) Age-Herald from publishing certain articles alleged to be in violation of the State law regarding advertising has been filed in the Birmingham city court.

New Orleans States Sworn Net Paid Circulation for 6 Months Ending March 31, 1915 33,796 Daily Gain over October 1, 1914, 525 copies Morning paper LOST 7,045 copies Other evening paper LOST 7,873 copies THE S. C. BECKWITH SPECIAL AGENCY Sole Foreign Representatives New York Chicago St. Louis

— Publishers —

ON TO CHICAGO IN JUNE

is the Slogan of the
Allied Trades

on account of

The Third National Exposition of the Printers, Advertising, Publishing, Lithographing, Paper, Business Equipment, Stationery, Paper Box Manufacturers, and All Allied Trades

BEING HELD in the COLISEUM, JUNE 19th to 26th

“CONVENTION WEEK”
of the Associated Ad Clubs of the World

Also the International Association of Manufacturing Photo-Engravers

Do you realize this **Gigantic Exposition** is only about **six weeks away** and a large part of the space is sold?

Among those who have contracted for and reserved space to date are Manufacturers of Printing Presses, Folding Machines, Perforating Machines, Numbering Machines, Offset Printing Presses, Binding Machines, Stitching Machines, Paper Box Making Machines, Mailing Machines, Printing Inks, Paper, Paper Boxes, Paper Knives, Paper Trucks and Scales, Bailing Presses, Electric Motors, Printers Blocks and Register Hooks, Gold Leaf, Engraving, Lithographing, Photo-Engraving, Printing and Printing Trade Publications.

Will You Be Among the Progressive Concerns Who Will Take Part?

Better arrange now so that you will get your share of the **orders, leads and publicity** to be obtained through an exhibit in this Exposition

Be prepared to **“Ride on the crest of the wave of Prosperity”** which is coming, by taking space in this Exposition.

For marked diagrams and all particulars address—

NATIONAL EXPOSITION COMPANY, Inc.

HARRY A. COCHRANE, President

Suite 1305, Advertising Bldg. Telephone, Randolph 883 Chicago, Illinois

Laxative!

Eat healthful bran with cream and sugar or mixed with cereal. Make bran gems. Dozens other ways. Bran is safe, NATURAL laxative

Kellogg's Bran

is clean, sterilized and steam cooked. Protected by wax wrapped package. Of good dealers.

The Kellogg Food Company
Battle Creek, Mich. Dealers: Write

New York Office, 105 Hudson St.
Phone, Franklin 119.

Read how a product was introduced on the New York market through a very small ad.

The Ad.



THE KELLOGG FOOD COMPANY
INCORPORATED

E. D. HENDERSON
Eastern Sales Agent

Phone Franklin 119

105 Hudson St.

BATTLE CREEK, MICH.

New York Office

April 23, 1915.

Mr. Jason Rogers,
Publisher THE GLOBE,
New York City.

Dear Sir:-

I am writing this letter to you because I feel you will be interested to know of the progress we are making in our distribution of Kellogg's Bran since the appearance of our 28 line advertisement in The Globe's "Pure Food Directory."

I regard the results obtained as simply marvelous. Upwards of 400 calls were made at my office either in person, by letter or telephone, inquiring where Kellogg's Bran could be purchased. In every instance they mentioned The Globe and the confidence they had in any article backed up by Mr. McCann. Our small space in the "Pure Food Directory" appeared on Tuesday, April 6th, and up until the close of my business on Tuesday, the 20th, I had placed 1160 cases of Kellogg's Bran on this market.

The Kellogg Food Company has been in business for upwards of 40 years, manufacturing nearly 150 food products. They have confined their advertising efforts almost exclusively to samples and demonstrations. Our contract with The Globe is practically their first venture in the newspaper field and the results thus far clearly indicate that we have discovered the medium through which to reach the trade of New York City.

Very truly yours,

EDH-EMD

The above is merely one of many similar unsolicited testimonials as to the proof of results.

