

THIRTY-SECOND YEAR

# The Editor & Publisher

## and The Journalist

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

Vol. 48, No. 16

NEW YORK, SEPTEMBER 25, 1915

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It forms a real connecting link between Chicago Tribune Advertisers and the 500,000 housewives in Chicago. It shows those housewives *where to go* to get the best Food Products in the world—the products advertised in *The Chicago Tribune*.

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*Food Product Advertising* in The Chicago Tribune will have an even greater value from this time on than it has had before, and wise Food Product Makers will be quick to take advantage of it.

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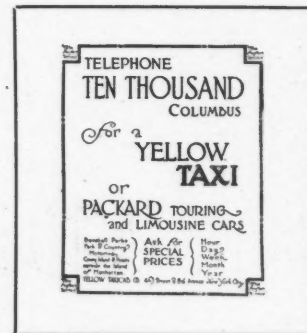
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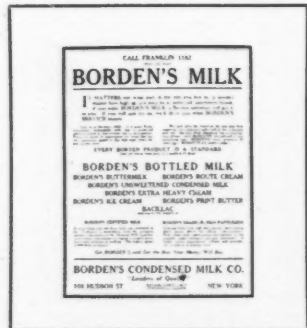
It's just where it will do the most good.

It's in sight day and night near every telephone.

It's bound to be seen and read.

It has brought big results for others. It can do the same for you.

*Make Reservations Now for Space In Future Issues*



For rates or further particulars, inquire of your own agency or telephone, call or write

P. W. ELDRIDGE, JR., SALES MANAGER

**NEW YORK TELEPHONE COMPANY**

CORTLAND 12,000

15 DEY STREET

NEW YORK CITY



# The Editor & Publisher

## and The Journalist

Vol. 48, No. 16.

NEW YORK, SEPTEMBER 25, 1915.

10 Cents a Copy.

### URGED NEWSPAPER ADVERTISING FOR THE FAIR, BUT WAS OVERRULED

"I at First Made My Acceptance Conditional on My Being Allowed a Large Sum for the Purchase of Space," Says Mr. Perry—A Highly Interesting Interview with "Wanamaker's" Publicity Manager and a Vigorous Expression from a Leading Exhibitor

Readers of THE EDITOR AND PUBLISHER are pretty well aware, naturally, of the fact that this paper has persistently contended that the management of the Panama-Pacific Exposition at San Francisco has been decidedly remiss in not carrying out a publicity campaign in its behalf by means of paid advertising in the newspapers. It has been the impression around this town that George Hough Perry is the man who has been behind the policy of "free reading matter" that has actually been pursued. A few days ago, however, a rumor reached this office of a somewhat different character. Hence the following telegram was sent to Mr. Perry by THE EDITOR AND PUBLISHER:

"The impression has hitherto been in this city that the course of the Fair authorities in not using paid newspaper publicity was due to the fact that you represented that paid advertising was not necessary, because you could obtain sufficient free reading matter to meet all requirements.

"It is now stated that your attitude was different from this and that you favored paid newspaper advertising, but were overruled by your employers, and hence were compelled to do the best you could without being given any money to spend.

"Please wire us as to this, as it seems important that there be no misconception as to your personal attitude."

To this Mr. Perry sent us the following telegram, dated Exposition Grounds, San Francisco, September 20:

"The decision of the management not to use paid advertising was made before my appointment. I strenuously endeavored to have this reconsidered, and at first I made my acceptance conditional on my being allowed a large sum for the purchase of space. This condition was afterward withdrawn by me, in view of my belief that I could secure an equivalent result by organizing the co-operation of the railroads; and in view, further, of my realization that even if the policy were changed it would be impossible for me to get the amount necessary for an adequate campaign, and that an inadequate campaign would be worse than no campaign.

"President Moore's decision against the purchase of space must not be ascribed to niggardliness or to ignorance of conditions. It was really based on high ideals and a keener insight into the situation than has been shown by some of his critics. He could not believe that the editors of American publications would assume a purely commercial attitude toward a National celebration of a National achievement. The superb results are a triumphant confirmation of his opinion.

"GEORGE HOUGH PERRY,  
"Director Exploitation Exposition."

This statement of Mr. Perry's position clears the atmosphere somewhat. It confirms the stand of THE EDITOR AND PUBLISHER to the effect that it was the patriotism of the editors and publishers of this country that saved the Fair from disaster, coupled with the money spent by the railroads in advertising.

Probably there will be pretty general agreement with the statement that there isn't a man in the country better qualified to express an opinion as to the Fair's attitude regarding paid publicity than Joseph H. Appel, head of the Publicity Bureau in the store of John Wanamaker in New York, who has just returned from the exposition. To a representative of THE EDITOR AND PUBLISHER he said:

"Beyond a doubt the Fair should have been advertised. It is perfectly plain to me that had newspaper 'display' been used there would have been a very large-

that the woeful lack of attendance during the first months of the Fair, and the possible small attendance during the last months of the Fair, are due largely to lack of advertising.

"My point is, that advertising and manufacturing interests will be slow to spend their money and time to participate in another exposition that does not give advance assurance that it will use the best known means of publicity to ex-

### BUSY DAYS AT FAIR

Various Meetings Held—Women Voters' Convention Attracts Many—Printing Trades Day Brings Publishers from Afar—Joy Zone Not Forgotten—California Writers' Club Meets.

SAN FRANCISCO, September 16.—A party of 125 persons from Los Angeles arrived at the Inside Inn at the Panama-Pacific Exposition on September 13 as the guests of the Los Angeles Times. This is the fourth special excursion that the Times has sent to the Exposition. Irving R. Smith, advertising manager of the Times, is in charge of the party. The special de luxe train came via the Coast route, making a detour to Santa Cruz, where the Chamber of Commerce entertained the tourists with an automobile trip to the Big Trees. The Times will send its last excursion here during the first week in October. These excursions have proven remarkably popular, and the bookings for the last excursion are more than half completed. This kind of enterprise is much appreciated by the Times readers.

### SEVERAL IMPORTANT CONVENTIONS

Several important conventions and congresses have helped to swell the attendance at the Exposition during the week. The Woman Voters' Convention, which perfected plans for congressional union for woman suffrage, closed this evening with impressive ceremonies in the Court of Abundance at the Exposition. Mrs. O. H. P. Belmont, chairman of the National Committee on Organization, was a prominent figure at the convention. Among the women, connected with the press or belonging to the families of prominent newspaper men, who took part in the convention activities were: Mrs. Fremont Older, Mrs. M. H. de Young, Mrs. Marshall Darrach, Miss Frances Jolliffe, Mrs. Phoebe A. Hearst, Mrs. Frank P. Deering and Mrs. George Hough Perry. Among other prominent women participating were: Miss Mabel Taliaferro, New York; Dr. Yami Kim, China; Miss Janet Richards, D. C.; Dr. Maria Montessori, Italy; Miss Margaret Anglin, New York; Madame Ali Kuli Kahn, Persia; Mrs. S. M. B. Young, Montana, and Miss Susan P. Frost, South Carolina.

### PRINTING TRADES DAY

Many publishers of world-wide fame were welcomed today at the Panama-Pacific Exposition by Vice-president M. H. de Young at the exercises in observance of Printing Trades' Day. There was a large gathering of newspaper and magazine publishers and employing printers at the California Building at 2 P. M. Mr. de Young presented a commemorative bronze medal to the Franklin Printing Trades Association, under whose auspices the celebration was held. A number of the publishers, including those of the Century and Scribner's magazines, came from the East on the "Fifty Million Dollar Special," as their train de luxe was nicknamed here.

F. H. Abbott, president of the association, received the medal and made a brief speech of acceptance.

Among the other speakers were: State Treasurer Friend W. Richardson, who represented Governor Hiram W. Johnson; Albert W. Finley, president of the United Typothetae and the Franklin Clubs of America; James D. Roantree, secretary of the Franklin Trades Association, and James Rolph, Jr., Mayor of San Francisco.

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### Alabama Gives "Coupons" a Mighty Hard Blow

[Special Telegram to THE EDITOR AND PUBLISHER.]

Birmingham, Ala., September 22, 1915.

The new trading stamp law adopted by the Alabama Legislature, imposing a tax of three per cent on the business, with a minimum tax of \$1,000 in the cities and \$500 in each county, and requiring them to make a full report of their business to the state treasurer, and with other provisions, will probably make Alabama business so disagreeable for the trading stamp people and the people who put coupons in packages of goods for sale that their business will be greatly curtailed here.

The law applies to all manner of coupons and will probably force those who give away coupons in the packages of goods they sell to remove them from goods sold in Alabama. The trading stamp and coupon business had been overdone, and the sentiment in Alabama seems to be in favor of getting the full value of the goods we buy instead of part value and part coupons.

E. W. BARRETT,

Publisher Age-Herald.

The bill introduced in Alabama follows the general outline of the measure fostered in Pennsylvania during the last legislative session with a view to taxing out of existence the activities of the coupon and trading stamp companies.

Companies doing business in every county of the State of Alabama will, in addition to the \$1,000 demanded of each of them by the State, pay for the benefit of the counties about \$34,000.

The measures advocated both in Alabama and Pennsylvania are comparable in many respects to the "model bill" formulated by the National Retail Dry Goods Association under the advice of legal counsel and which has been recommended for introduction in every State Legislature. Resolutions endorsing similar legislative action, both in States and in Congress, have been passed by numerous bodies of retailers and large department stores.

ly increased attendance over present figures. It is no sufficient answer to say that the Fair is now 'paying.' The great purpose of any such exposition is to draw within itself the greatest possible number of people, because the going to the Coast and the view of the Fair could not fail to make a better citizen of every visitor. Success—here as elsewhere—is not wholly a matter of figures on a balance sheet. The true test is service. The real question is, Did the Fair 'serve' as many people as it might have done? It seems plain that the answer must be a negative one; and to the extent that it is negative, the Fair fell short in doing its full duty.

"Do you think there is time left to remedy the error?"

"No. Advertisements could be quickly prepared and placed, of course, but there isn't time for the people to 'react' suitably to the advertising."

Mr. J. R. Kathrens, general manager of the Yellowstone Park Concession—one of the most attractive exhibits at the exposition—writes thus to THE EDITOR AND PUBLISHER, under the title "The Crime and Tragedy of a Great Exposition":

"There seems to be a necessity for someone familiar with the facts to tell the truth about the lamentable failure of this Exposition to exploit its beauty through advertising. Everyone now sees

exploit it. I do not think it is any too early to plant this idea.

"Inasmuch as I have participated in five expositions, have been in the advertising business all my life, and have created, built and maintained the biggest single participation at this Exposition, I feel qualified to speak upon this subject.

"The Panama-Pacific Exposition will stand, not as a horrible example, but as a beautiful example, of an international effort, dwarfed and retarded through failure to grasp the importance and value of judicious advertising."

### Mr. Lawrence Not to Be Interviewed

The Chicago correspondent of THE EDITOR AND PUBLISHER last week sent a statement, that was published in these columns, to the effect that Andrew M. Lawrence, formerly publisher of the Chicago Examiner, is shortly to begin the publication, in Chicago, in connection with his brother Fred, of a weekly newspaper called Truth.

In response to telegraphic instructions, the San Francisco correspondent of THE EDITOR AND PUBLISHER interviewed Mr. A. M. Lawrence in that city, this week, and telegraphs this office that "Mr. Lawrence declined to talk for publication on proposed Chicago weekly, as it is not yet absolutely certain."

## CLEVELAND, BUFFALO, DETROIT AND ROCHESTER, JOIN AD CLUBS OF THE WORLD

Noteworthy Meetings This Week at Cleveland and at Indianapolis—Membership Increased About 1400—Addresses by President Houston and Others—Much Enthusiasm.

(Special Correspondence)

CLEVELAND, September 22.—One of the most significant steps taken by advertising men in the Middle West occurred today at the first Fall meeting of the Cleveland Advertising Club, when that body was informed by telegram that it had been admitted to membership in the Associated Advertising Clubs of the World. The admission of this club into the national body also means that the affiliated organizations, including the clubs of Buffalo, Detroit, and Rochester, have become members of the parent association.

This is the outcome of an initial step taken on Monday, when applications were received by President Herbert S. Houston, who was the guest of honor at a luncheon. Mr. Houston was on his way to Indianapolis and was glad to give his personal assistance to the members here in their efforts to broaden their field.

The luncheon was attended by 350 men and was held in the ballroom of the Hotel Statler. President Wm. G. Rose, of the affiliation, presided, and there were present President Herbert S. Houston and Secretary P. S. Florea, of the A. A. C. of W.; Executive Committee men Wm. H. Johns, John Clyde Oswald, and Frank C. Black; Lewellyn E. Pratt, chairman of the National Educational Committee, and Frank E. Morrison, advertising manager of Associated Advertising.

President Rose, of the Cleveland Club, explained the purpose of the meeting, and introduced President G. W. Bitling, of the Buffalo Club; President C. W. Campbell, of the Rochester Club; President Henry Ewald, of the Detroit Club. Each of these gentlemen, including Mr. Rose, proceeded in turn to present a written application recording the unanimous vote of his club to join the big international organization. There was tremendous enthusiasm as each man told how his club had reached its decision and pledged hearty support to the A. A. C. of W. and to President Houston personally.

President Houston, on behalf of the Executive Committee, welcomed the four Great Lake organizations into the association in a forceful and enthusiastic address. He remarked that it was a great day in the history of the associated clubs and the happiest of his own business life.

Lewellyn E. Pratt was called upon and told briefly of the activities of the National Educational Committee, and said that he expected hard work from all the new clubs, because it is only through the better understanding of advertising and merchandising that more efficient advertising is made possible.

John Clyde Oswald, publisher of the American Printer, spoke for the great Federated Trade Press, which decided only a few days ago to join as a departmental of the associated clubs.

Frank Black, of William Filene & Sons, of Boston, talked about what part the retail merchants of the country expect to take in the work, and predicted that there would be several thousand retailers in the ranks before the Philadelphia convention.

William H. Johns, vice-president of the George Batten Company, of New York, spoke for the agents, and explained that he was particularly glad to see the Cleveland Club join the association, since he had for a long time been one of its non-resident members.

President Houston's party left at midnight for Indianapolis.

On Tuesday the first act of the Executive Committee was to accept the four clubs of the affiliation, which means an addition of about 1,400 members, the largest number ever received at one time into the great movement for better advertising.

[Special Telegram to THE EDITOR AND PUBLISHER.]

INDIANAPOLIS, September 22.—The executive committee of the Associated Advertising Clubs, meeting here yesterday and today, approved, with unanimous thanks, plans for a mammoth campaign to advertise advertising as outlined by William C. D'Arcy, of St. Louis, chairman of the committee in charge.

The campaign, which will consist of a series of advertisements to show the public benefits of advertising, will be ready about the first of the year, and the report of the committee showed that many leading publishers and those in control of other advertising mediums had gladly thrown their columns open for the advertisements, which will, of course, be promotive of more and better advertising.

Lafe Young, Jr., of the Des Moines capital, who is high in the councils of the Associated Clubs, as representative of the newspapers, expressed the belief that the newspapers of the country, when they receive definite information about the campaign, will use the copy.

A. A. Gray, Chicago, recently elected president of the Federation of Trade Press Associations, and John Clyde Oswald, retiring president, declared that the columns of the trade press are open to the campaign. It was shown that magazines that have been made familiar with the plan have expressed a similar view, and a number of national advertisers have said that they would give up some of their contracted space to the campaign because they believe the effort will make all advertising more effective.

Lewellyn E. Pratt, chairman of the National Educational Committee, showed that his committee had ready for publication a new set of programmes for the first year's life of a new ad club, and that a new program for Y. M. C. A. study courses was being prepared by Frank L. Blanchard.

P. S. Florea, manager of the association, reported that work toward the organization of new clubs was progressing rapidly. The membership of the association is growing by leaps and bounds. At this meeting, the applications of the strong clubs at Detroit, Cleveland, Buffalo and Rochester for membership in the association were accepted, as were those of new clubs at Reading, Pa., and Marietta, Ohio. All told, the increase in membership is nearly fourteen hundred.

Merle Sidener, chairman of the National Vigilance Committee, reported great activity in a number of new cities. He said that in every case where newspapers and local business men are made thoroughly to understand the methods, purposes and benefits of the truth-in-advertising movement, local committees receive their heartiest co-operation. The campaign, based upon the idea of co-operation, rather than coercion, is taking hold.

H. J. Kenner, formerly of Minneapolis, new secretary of the committee, made his first appearance before the committee, and his recent work along constructive lines was heartily approved.

William H. Ingersoll outlined the wonderful plans of the National Commission for the development of better advertising through the co-operation of the various great advertising interests, and a plan was approved by which it is hoped to interest thousands of retailers in the retail departmental of the commission, of which Frank A. Black, of Boston, is chairman. Mr. Black explained his plans, and they were approved.

In much detail, plans for forwarding the movement to obtain sustaining memberships, for the support of the work, were discussed. Representatives of the various departmentals of the National

Commission will be appointed on the ways and means committee in charge, of which Walter B. Cherry, of Syracuse, is chairman. It was declared that the association has reached the point where it is ready to expand and carry its message into every large community and into every branch of advertising as never before, and this movement, which has already proved very popular, will be the means of raising the necessary funds.

This meeting was held in Indianapolis because the headquarters of the association are here and members wanted to see the plant. Mr. Florea was complimented on the headquarters arrangements.

At a beautifully appointed dinner, given the officers of the association at the Claypool by 300 leading business men, last night, Messrs. Ingersoll, Black, and Young, and President Herbert S. Houston, spoke. Mr. Young, speaking on the service he believed a newspaper should render its readers, said in part: "Newspapers are mirrors. They reflect our everyday life. They crystallize the moral sense of the community and the State. They are rarely better than the constituency that they serve. They have been quickened and improved by the great moral awakening that has been so marked a feature of our industrial progress during the past ten years. But what should the publishers' responsibility be? As for myself, I believe that every newspaper should be conducted as a big, manly man would conduct his life—clean, honorable, just, sympathetic; considerate, thoughtful, patient, generous, charitable and helpful to every good cause; willing to assume more than his share of burdens and responsibilities; watchful for the instruction and education of his family; anxious to labor always for the public good; a supporter of the church; a patriot to his state and country; enthusiastic about life and its healthy, worth-while pleasures; buoyant, good-natured and cheerful; a friend of the oppressed; a champion of human betterment; a lover of the beautiful; a patron of music, art, the drama, and literature; always anxious to improve; and, over and above all, believing in the philosophy of the Author of the Sermon on the Mount: 'He who would be first among you must be the servant of all.'"

## CANADIAN ADVERTISERS

### General Space Users Organize for Mutual Information and Benefit.

The general advertisers of Canada have formed an organization known as the Association of Canadian Advertisers, in order to create a means of interchange of information and carry out plans to create better conditions, so that its membership may expend their advertising appropriations more intelligently and more effectively.

The association will investigate the circulation and standing of newspapers, magazines, trade papers and other advertising media; collect data from all available sources in regard to such media and report on the same to its members. The plans of the association are rapidly getting under way and include arrangements for a competent audit of the circulations of Canadian publications in verification of the reports furnished to it, the aim being to establish a reliable source of advertising information in Canada also on similar lines to what has already been accomplished in the United States by the Association of National Advertisers and the Audit Bureau of Circulations.

The board of directors consists of President L. R. Greene, Tuckett, Ltd.; vice-president, J. G. Palmer, Canadian Kodak Co., Ltd.; treasurer, J. R. Kirkpatrick, E. W. Gillette Co., Ltd., and R. M. Allworth, F. F. Dalley Co., Ltd., B. H. Bramble, Goodyear Tire & Rubber Co., Ltd., A. T. Channel, Channel Chemical Co., Ltd., H. H. Cluse, P. C. Larkis & Co., O. C. Dorian, Columbia Graphophone Co., H. E. Mihell, Imperial Varnish & Collor Co., Ltd.; secretary, W. A. Lydiatt, 53 Yonge street, Toronto.

The membership is limited to general advertisers.

## PRIZES FOR WINDOW DISPLAYS

Activity in Des Moines, Ia., by the Register-Tribune of That City.

As a feature of the International Newspaper Window Display week, October 11-18, a contest for the merchants of Iowa has been arranged by the Register-Tribune of Des Moines.

One hundred and fifty dollars in prizes is being offered by the two Des Moines newspapers for the best window displays of goods advertised in Iowa newspaper.

The contest is open to any retail store in Iowa, and is planned to further the art of window displays in Iowa, as well as to enliven the interest in the International Newspaper Window Display week, which is held each year under the auspices of the Bureau of Advertising of the A. U. P. A.

The displays may be made up of any number of brands of goods which have been advertised in any Iowa newspaper within the last year.

## BUSY DAYS AT FAIR

Continued from page 371.

After the close of the formal exercises the visitors viewed the principal features of the Exposition and were entertained at a dinner dance at the Grizzly Bear Cafe on the Joy Zone. Mrs. Charles Poulter sang "I Love You, California," and Miss Marjorie Shaw led in an amateur cabaret show.

Frank H. Abbott, who extended the welcome of the local employing printers to the distinguished visitors and introduced M. H. de Young, said: "We have with us one of the officers of the Exposition, who will be the first speaker of the day. The Exposition has selected a publisher to represent the Exposition—a gentleman who was the director-general of the Mid-Winter Fair in 1894, which was a very marked success."

Vice-president de Young then delivered an instructive address, in the course of which he sketched the rise of the modern newspaper, referring particularly to the important features, which have cheapened the cost of printing papers and books, such as the perfecting of wood pulp paper, as a substitute for rag paper, which cost 13½ cents a pound during the Civil War. He referred, also, to the aid of the telephone and telegraph in collecting news and the railroads, which enable the metropolitan newspapers to deliver to the surrounding towns so that subscribers can have the morning papers at their breakfast tables.

Albert W. Finlay, of Boston, who presided over the convention in Los Angeles, expressed his gratification that the printing industry is fifth or sixth in aggregate business in the United States, and congratulated the San Francisco representatives of the craft that here it is rated first.

### ADVERTISING MEN'S LUNCHEON

The San Francisco Advertising Men's Association was addressed yesterday at its weekly luncheon at the Techau Tavern by Frank Stockdale, of Chicago, the magazine writer whose articles on "Keeping Up With Rising Costs," are widely known. His topic was "The Spirit of the Hour." Last night he gave the principal address at the opening of the Y. M. C. A. School of Commerce. Today he addressed the Commercial Club of Oakland. His final address will be given in this city on Friday in the Y. M. C. A. building, his concluding subject being "Keeping Up With Rising Costs."

The California Writers' Club opened its autumn programme with a dinner at the Hotel Oakland, on the evening of September 14, at which the guest of honor was Kenneth C. Beaton—"K. C. B."—of the Examiner. Dr. William S. Morgan, the president of the club, presided and K. C. B. made a speech. Songs were rendered by Earle Little. Among the writers who accepted invitations to be present as guests of the club were Annie Laurie and Edward Markham.



## LARGE NEW ADVERTISING ACCOUNTS SHOW THEIR HEADS ALL ALONG THE LINE

Publishers and Special Agents in Pennsylvania, New York, Illinois, Arkansas and Massachusetts All Tell Just the Same Story of Important New Contracts and of the Persistence of Old Ones—Opinions That Are Full of Interest.

Information continues to reach this office to the effect that the publishing business is steadily on the upward move.

The California Fruit Distributors are advertising the Garden of Eden grapes in large-size copy. Skinner macaroni of Omaha is doing a large amount of business with the papers. So are the Hawaiian pineapple growers; and it is understood that the California raisin growers are coming right along with substantial copy. Then old-timers like American Radiator, Wrigley's Gum, Hart, Schaffner & Marx, Kuppenheimer, David Adler & Sons, etc., are "sitting in" as vigorously as ever, while there are rumors of a large campaign for a Milwaukee shoe firm and for several accounts of food products in St. Paul and Minneapolis.

Agency collections are reported normal, and in Chicago it is noteworthy that local advertising holds up remarkably well.

Supporting the belief of this paper that the publishers of the country are on the eve of a great expansion in newspaper advertising, the following opinions, additional to the many already published in these columns will be found of interest:

*John J. Mead, business manager Erie (Pa.) Times.*—"We have had more than we expected both in local and foreign advertising so far during 1915. We feel so confident of the future that we have invested \$11,000 to increase our mechanical facilities in the composing room so far this year, and are spending \$9,000 cash for circulation campaign now in progress. We have every reason to believe that we shall be well repaid. It looks good to us, and we feel that everything points to an unusually good Fall and Winter season. We have had some lean years recently, all of us, and we could stand a few good years without being spoiled."

*Robert W. Sykes, Jr., New York.*—"I am very much pleased to advise you that the prospects for Fall and Winter advertising are very promising. I know of one or two instances where the larger advertisers are increasing their space over previous seasons; and this, in addition to prospects for new business, leads me to look forward to the coming season as one of our best."

*F. C. Stevens, Jr., publisher Lockport (N. Y.) Journal.*—"Our experience is that business conditions were never quite so bad as people imagined in their own minds, and that within the past few months there has been quite a decided turn for the better. We are carrying as much advertising from local merchants now as we ever have at this season of the year."

*Frank R. Northrup, New York.*—"Please pardon my delay in answering your letter. Business has been so good, that I really have not had time. There is no doubt that Fall business looks good. A year ago, practically no advertiser was thinking of advertising. This year there are very few advertisers who are not making some plans. Already some accounts have started, and more are going to follow."

*Knill-Chamberlain-Hunter, Inc., Chicago.*—"There is no question about it—business will be good during the coming year, and it should be good. It is better now—much better than it was a year ago."

"No business in the world is so good a barometer of conditions as is the advertising business. When business slumps the first thing the average business man will do is either to cut his advertising appropriation or discontinue it altogether—thus eliminating his one best salesman. It is a poor policy—nevertheless it is quite prevalent.

"Now, what is the condition at the present time? What does the advertis-

ing barometer have to say about it?

"Practically all of the old general advertisers have planned to increase materially their expenditure for advertising—they are planning also to start their campaigns earlier; and quite a number have already started. They are not acting blindly. The tentacles of their organization reach into every nook and cranny of the country. They have the machinery with which to feel the pulse of the business world with unfailing certainty. They know.

"New accounts are starting, also, and many of these are either already running try-out campaigns or are planning to do so early in the season. Such concerns as the California Raisin Growers' Association, Skinner's Macaroni, Hawaiian Pineapple and many more are trying out copy in a limited number of cities with the intention of extending their campaigns to other towns as rapidly as their goods become established.

"There is no doubt about it—business will be good during the coming year."

*Parke M. Walker, business manager Fort Smith (Ark.) Southwest American.*—"Every one is crying hard times, but I believe that in every case where comparison is made every firm will find its business has shown an increase this year over 1914. I am very glad to say that advertising, both foreign and local, surpassed last year's business by about 15 per cent., and the prospects for fall are very flattering in this section."

*Fred L. Weede, general manager, Erie (Pa.) Herald.*—"The outlook for Fall advertising in Erie is much better than one year ago. Locally retail business is improving rapidly and the newspaper accounts are growing larger. Quite a number of merchants are planning on using increased space. We are getting a larger number of inquiries from agencies and national advertisers than has been the case for more than a year. We have been given assurances of a number of foreign accounts that have been absent for a long while."

*Carroll J. Swan, Boston.*—"Prospects here are awfully good. On a trip through the eastern part of New England this month I found the newspapers are very much alive to their possibilities and look for a splendid year. The inflated circulations caused by the war last fall are over with and the papers are back to a normal steady output—which is greater, however, in nearly all cases, than before war was declared. This present circulation is a fixed one in practically all cases and is growing constantly.

"Many new advertising accounts have been developed. Many so-called 'conservative' New England manufacturers have 'seen the light' and taken to printers' ink.

"Another factor I feel that will help the business in general is the increase of the agency situation in Boston, such as the new A. E. Greenleaf Co., a very strong organization, which is developing business; the opening of the Boston office of Taylor, Critchfield & Clague, under the management of D. J. MacNichol; and the opening of the Boston office of the Bayer-Stroud Co. in charge of E. B. Brown."

### Why Not Advertise in Newspapers?

Preliminaries to the organization of the Workmen's Compensation Act for Pennsylvania have been arranged. One of the interesting features will be an elaborate system of advertising of its advantages. This will be done through the legislative handbook (which will devote six pages to the fund), through folders, and by placing of matter in envelopes sent on State business. The insurance fund itself will be created out of the premiums paid by employers. The State will pay the expenses.

## ON PRICE MAINTENANCE

T. C. Sheehan Points Out Some of the Difficulties in the Way—J. W. Morton Holds That a Patentee Should Control Both Wholesale and Retail Charges.

The subject of price maintenance is just now engaging the attention of merchants, manufacturers and advertising men throughout the country. It is being discussed by the advertising clubs, at editorial conventions, and by boards of trade. While the liveliest interest is taken in the European war its events happen beyond the sea—far away. A man may be influenced through his pocket book, his emotions or appeals to his reason. Price maintenance directly affects his pocket book, and is more vitally important to him than the conflict between distant nations.

Because of its importance THE EDITOR AND PUBLISHER will, during the next few weeks, present the views of a number of prominent New York business and newspaper men on the subject for the benefit of our readers. The following is the first installment:

T. C. Sheehan, vice-president of the Durham Duplex Razor Co., has some decided and original views on the subject of price maintenance. A representative of THE EDITOR AND PUBLISHER found him at his desk in the office of the company at 500 Montgomery street, Jersey City. He has a pronounced personality, a strong face, and a direct way of speaking that is refreshing.

### SERVANTS OF THE PUBLIC.

"Manufacturers and dealers alike are servants to the public," said Mr. Sheehan, lighting a fresh cigar and looking the visitor directly in the eye. "And it is their duty to get the article they handle into the hands of the consumer at the least possible cost. When you fix the retail price you include in it a fair profit for the jobber and for the retailer. The department store is able to buy the article at a lower cost than the small dealer because it buys in larger quantities, which, of course, is a distinct advantage in merchandising.

"On the other hand, the small dealer in a limited community has a smaller overhead expense in proportion to his sales than the big store in the larger city with enormous sales. Therefore some of the advantages possessed by the latter are offset by advantages possessed by the former.

"In marketing an article having a general appeal, the selling price must be sufficiently large to cover the charges for freight, the cost of salesmanship and the overhead expenses, and at the same time must give a profit to the distributor and to the retailer. Naturally the cost of an article manufactured here is less to a New York jobber than to the Pacific Coast jobber, who has heavy freight charges to pay and a wide territory to cover. In buying, however, he is on the same footing as the jobber located right here within a block or two of the factory.

"If prices are not maintained the combination department store with its superior buying power can give the consumer a lower price on an article than the smaller dealer. This does not indicate superior service ability, but rather the ability to get from the manufacturer exceptional discounts which it can use to take business away from the little shopkeeper.

### BACKBONE OF BUSINESS.

"Now, the backbone of a manufacturing business is not the large combination store, but the vast army of small distributors. The Claffin corporation, buying \$30,000 worth of razors a year and failing for \$30,000,000, would not begin to have such an effect on our business, for instance, as the failure of 6,000 dealers buying only \$5 worth each. If the manufacturer is not allowed to enforce the maintenance of prices, the big combination store can make it impossible for the small dealer to compete on almost any article, and this in spite of the fact that the latter has 3 or 4 per cent. the advantage in overhead charges.

"What I favor is one price to all at the factory, and that price advertised so

that the public may know the cost of service between the factory and their homes. That is practically what we are doing here in our own business. We publish our sheet of discounts to the jobber, and will fill orders for like quantities of razors for a like price from anybody.

"When this company was organized it started in to market a safety razor at \$5 and maintain the price; but although we pushed it hard, and had a fairly large sale, we found we were losing a heap of money, as the profit to us was only a cent on each razor. We then decided to change our plan and manufactured a razor that retails for \$1, in which our profit per razor is much greater, and have succeeded in building up a large and prosperous business.

"When the department store sells a package of Duplex Razor blades for less than the advertised price it does not create an increased demand. No one is going to buy the package unless he owns a Duplex razor and has the money representing the cost in his pocket. It is readily seen that the cut rate store uses the money it saves in securing excessive discounts from the manufacturer to rob the small dealer of sales to which he is entitled. We would be glad if we didn't sell a single razor to combination stores.

"The crime of American business today is the superfluous dealer who adds to the cost of living. The closer together we can bring the manufacturer and the consumer the lower will be the price at which goods can be sold."

### MR. MORTON'S VIEWS.

Over in Irving Place is the office of J. W. Morton, Jr., who handles the Nemo Corset and other sizable newspaper advertising accounts. He was up to his ears in work, hadn't even had a chance to eat his lunch, but he paused long enough to say to the reporter:

"Ten years ago I expressed my belief that the Patent Laws of the United States did not give a patentee the legal right to fix the retail prices at which his product should be sold, though many manufacturers were assuming that legal right and getting away with it. Decisions by the highest courts have since sustained that opinion.

"As a matter of abstract justice, I believe that a patentee should have the legal right to fix the prices, both wholesale and retail, at which his product is sold; but I have long doubted the wisdom of putting forth the patent right as a basis for arbitrary price-fixing by the patentee, or of using this argument to influence legislation.

"To the average voter, the word 'patent' suggests monopoly and high prices. Wherefore, Congressmen shy at it.

"The only reasonable and effective basis for demanding the legal right to fix prices is the trade-mark, which guarantees some particular quality or excellence, and which, therefore, is popular with the public.

"Recent discussion has 'thrashed' out the pros and cons of the ethical and practical sides of the price-maintenance problem; but one fact seems to have been largely overlooked, viz.: that no manufacturer or patentee who does not maintain his wholesale prices has any right to demand the privilege of fixing his retail prices. To put it another way, the manufacturer who sells his merchandise to very large retailers at the same prices (or less) he charges wholesale dealers or jobbers, helps to defeat one of the most admirable purposes of price-maintenance—the protection of the small dealer.

"Common sense and experience amply disprove the assertion that fixed prices mean high prices. A trade-marked article that is not superior, or for which the price is too high, cannot survive a campaign of publicity. The people are good judges.

"The manufacturer, whether a patentee or not, who creates an article of superior merit, and makes it accessible to the masses who want and need it, richly deserves protection, especially against the professional price-cutter, who often stoops to underhand methods to secure mere handful of the merchandise marked for slaughter, thereby displaying the morals of a pirate and the ethics of a sneak thief."

## A WOMAN—WHY NOT?

Mrs. Beulah Brown Fletcher, of the United Press, Tells "The Editor and Publisher" How She Got That Rockefeller Interview That Made Financiers "Sit Up" on Both Sides of the Water.

BY BEULAH BROWN FLETCHER.

"Go to Forest Hill and interview John D. Rockefeller. Ask him whether he will participate in making war loans to the warring nations. Find out if he will enter into the negotiations with the Allies' commission now in New York."

This was my assignment for the United Press.

It was given me in the Cleveland Press office Thursday morning, September 17.

And it looked like a big job. Not the interview, for I had covered Rockefeller



BEULAH BROWN FLETCHER

assignments before; but the information demanded. I had every reason to believe that this would be difficult to obtain.

It was one of the hottest days of summer. Pat Lynch, the veteran gate-keeper of Forest Hill, was wiping the perspiration from his face when I approached the lodge at the Euclid avenue entrance to the estate.

"Will you ring up Mr. Rockefeller and ask him if he will see Mrs. Fletcher of the Press?" I asked Pat.

"I surely will," he responded, and invited me to take a bench in the shade of the lodge. I heard the telephone tinkle and Pat's question as to whether I would be received.

"Shall they send the machine down for you, or will you walk?" he came out to ask me. "Mr. Rockefeller will see you at the house."

"I shall walk," I answered, "I shall enjoy it through this park."

"You know the way," said Pat, who remembered me. "Keep to your left and past the lily pond."

I finally reached the top of the long hill and approached the big white-and-gray house. A maid announced me. Then the Rockefeller valet came to say:

"Mr. Rockefeller always is busy at this hour, but he will be on the links in a few minutes. Will you wait, or join the others there?"

I told him I would go to the links. There I met Captain Levi T. Scofield. Soon Mrs. E. B. Rhodes and Mrs. F. H. Peters arrived and started their game. Then Dr. J. H. Lowman and Dr. H. F. Biggar, with Charles Wadsworth of Chicago, arrived. Finally Dr. Rhodes.

"Mr. Rockefeller is late this morning," remarked Dr. Biggar. And the men dropped into a discussion of the billion-dollar war loan.

"Here comes Mr. Rockefeller," Captain Scofield suddenly interrupted. The oil magnate wore light flannel trousers, blue-and-white silk shirt, Panama hat and tan shoes. His glasses were amber lenses in tortoise shells.

It was at the seventh hole that I got my opportunity to put my questions to Mr. Rockefeller. He invited me to sit

with him on a bench shaded by an oak tree. And there, in the presence of Dr. Biggar, he gave me the interview that stirred the financiers of two continents.

For I had it from Mr. Rockefeller's own lips that he had refused to help England and Russia finance the war; that the Allies' billion-dollar loan commission knew it would be useless to call on him for money; that he would not be a party to lending money to continue the war, and that he thought the war awful.

I had covered my assignment.

## STRIKING NEWS FEATURE

McClure Syndicate's Forthcoming "Seen and Heard in New York."

Since the days of the famous Joe Howard and "Gath" letters, no thoroughly worth-while letter from New York has been produced. After a careful survey of the field for the best-equipped man in the country, the McClure Newspaper Syndicate has secured the services of George Miner to produce a daily column under the general title of "Seen and Heard in New York," which will consist of most captivating and interesting anecdotes, news beats and personality stuff—not of New York, but picked up in New York.

As the most cosmopolitan city in the world, New York offers the greatest opportunity for the collection of material not only from all over the United States but from all over the world, which is of national and international importance and interest.

George Miner knows nearly everybody—he knows about nearly everything. He has had a most varied experience, and his eyes and ears have always been open—and are still open—to pick up things which interest the newspaper reader.

For several years Mr. Miner was Sunday editor of the Philadelphia Press, then successively editor of the Cosmopolitan Magazine and Sunday editor of the New York Herald, which paper he later represented in London and Paris for six years. His famous "First Nighter" letters from London appeared in sixty-five papers throughout the United States. Returning to America Mr. Miner was for three years Sunday editor of the New York Sun. He has come in contact with and knows intimately the big people in all walks of life in this country and abroad. His newspaper work has carried him at various times to most of the countries of Europe. Only this summer he looped North America by way of the Panama Canal. Since his return he has got in touch with the big people that have come to New York and gathered material for his forthcoming daily service.

## "Accuracy and Fair Play"

The New York World's "Bureau of Accuracy and Fair Play" completed two years of existence on June 30. A report of its activities during that period has just been issued. THE EDITOR AND PUBLISHER understands that a copy of it will be sent to any newspaper publisher who may apply for one. A note on the title page says this: "This pamphlet is not copyrighted. It is circulated for the purpose of spreading the gospel of accuracy and fair play in journalism."

The general purpose of the World in establishing this bureau was twofold: First, to make its news accurate; second, to "play fair" with those who might show that they had been damaged, or even annoyed, by incorrect statements in its columns. The report of the work of the past two years shows how well this double effort has achieved success.

## Congratulations

George B. Forristal, advertising manager of the Galveston (Tex.) Tribune, is the father of a baby daughter, born September 13. Mr. Forristal was formerly classified advertising manager of the New York Times and of the Boston Traveler.

## BOSTON NEWS BUDGET

More Than 100,000 People See the Boston American's Annual Swimming Race for Girls—Post's Financial Editor Now Trust Company Director—Excitement Over a Flashlight Photograph.

BOSTON, Sept. 22.—The Boston American's eleventh annual swimming race for girls on the Charles River last Saturday was in many ways the most successful aquatic event ever staged by this newspaper. It was for the championship of New England, and was won by Miss Marion Gibson of Dorchester. Her time was 1 hour 1 minute and 12 seconds. Last year her time was 58 minutes 2 seconds. This is the fifth consecutive year that she has won the race. At the crack of the pistol Miss Gibson took the lead of the field of 43 starters and never was headed. She finished 200 yards ahead of Miss Elizabeth McArdle of South Boston, her nearest competitor. It is estimated that this race, which has come to be the blue ribbon swimming event of New England through the publicity given it by the American, was witnessed by upwards of 100,000 people, massed along the river esplanade and on the great Harvard Bridge. Thousands of other spectators gazed from the West Boston bridge, from roof tops along the water side and from other places of vantage.

A matter that has attracted much attention in newspaper and financial circles during the past few days is the election of Arthur J. Bean, financial editor of the Post, to the directorate of the newly merged Metropolitan Trust Company. Mr. Bean, who is in the early thirties, is a native of Candia, N. H. A dozen years ago he secured a position in Manchester, N. H., in one of the big factories, and immediately enrolled as a night student in a business college. He studied hard and became a proficient stenographer. When he arrived in Boston he went from the office of a large provision company to the staff of the Boston News Bureau, where he remained for several years. Thoroughness is the watchword of Mr. Bean. At the time the matter of a new director for the banking institution came up, several names were under consideration for the position, but Mr. Bean was chosen because of his admittedly wide knowledge of financial matters. Although a young man, the street has learned to respect his judgment on financial affairs, and he is often called into consultation by leading Boston bankers and trustees on appraisal matters. He is treasurer of the Boston Press Club, and is a director and chairman of the Finance Committee of the Pilgrim Publicity Association.

Harry B. Center, instructor in the course of journalism at Boston University, evidently believes what he preaches, for he has been using some advertising space in the Boston newspapers, under the head of "Educational," in telling about the uses and value of the courses in newspaper work. He informs THE EDITOR AND PUBLISHER that the courses at the University this Fall and Winter will be unusually complete. While he does not guarantee that he can give a man a "nose for news," he does claim that he can train him in such a manner that he will know much more about various phases of newspaper work when he gets through than can be obtained in any other manner.

The sensation of Newspaper Row Tuesday was the story of the assault on two Post reporters and a Post photographer who were attempting to cover the wreck of an automobile laden with supporters of a local political candidate. The affair occurred on Mozart street, Jamaica Plain, when the big sight-seeing machine became unmanageable while climbing an incline and slid backward into the piazza of a dwelling house. Thirteen people were hurt, one of them seriously. The two Post reporters and a photographer, who were dispatched to the scene of the accident, were forced to telephone for police protection when the occupants of the machine punched one of the men, jostled all three and threatened

to demolish the valuable camera if a flash-light picture of the wrecked machine were taken. The photographer could not get a picture of the car. He did, later, get a flash of the wrecked piazza, which the Post ran three-column size.

An editorial feature service has just been launched by what is known as "The Eastern Editors' Bureau," of Boston, located at 36 Bromfield street. H. N. Punkham, Jr., is president and editor; A. W. Bailey, treasurer and general manager.

ROY ATKINSON.

## HELD ON A SERIOUS CHARGE

Harold D. Wilson, a Massachusetts Publisher, Indicted for Conspiracy.

BOSTON, September 23.—Harold D. Wilson, of Sumerville, candidate for the Republican nomination for county treasurer in Middlesex county, proprietor of a Cambridge paper and interested in a Somerville publication, has been arrested on a secret indictment alleging conspiracy and four counts of larceny, aggregating about \$2,000.

The indictments are the result of a recent subscription contest in connection with the Cambridge publication, in which two automobiles and 11 other prizes were offered. Two well-known Cambridge men spent considerable time and money in an endeavor to win the automobiles, it is claimed, but neither was successful. Phillip C. Barry and Leonard F. Williams, associated with Wilson, were also arrested.

Both the automobiles—one to be given to the person receiving the highest number of votes in the contest and the other to the one showing the greatest gain during a stated period—were awarded to Miss Florence King, of 12 Dover street, North Cambridge.

According to District Attorney Corcoran, neither of the automobiles was delivered to Miss King. The district attorney said the arrests were delayed until after the primary campaign so as not to influence the voting. He added that one of the men had made a complete confession, but he would not say which one.

## WORCESTER POST'S NEW HOME

Work Has Begun on the New Building, Which Will Be Seven Stories High

Work has begun on the new home of the Worcester (Mass.) Evening Post, of which John H. Fahey is publisher, which is to be erected at the corner of Federal street and Allen Court, that city. The new structure, which is to be 70 by 80 feet, will be seven stories high, of reinforced concrete construction throughout. The outside walls will be veneered in buffed brick, enhancing the beauty. It will be equipped with freight and passenger elevators of the electric type, insuring speed and safety. The passenger elevator will be installed in the corridor off the main entrance.

The building will be strictly fireproof and equipped with sprinkler systems on all floors. Some of the distinctive features are its fireproof qualities, excellent light and sanitary arrangements, and for large consumers of power, an exceptionally low power rate. It will be modern in every respect and all partitions to be set up in any part of the structure will be fireproof. The construction of the building and its fireproof qualities will give to the tenants one of the lowest possible insurance rates. Each floor will be equipped with gas and electric power, both available for the tenants that desire them.

## Real Estate Paper for San Francisco

The San Francisco Real Estate Board has decided to organize and maintain a publicity department and an official publication, and has added membership and statistical committees to its working forces. These innovations were decided upon at a meeting of the directors at a dinner by Samuel G. Buckbee, president of the board, at his home in Pacific avenue. The publication will be known as the "Real Estate Board Bulletin."





## Do You Know Boston Grocers?

Do you know how many grocers there are in each of the 39 cities and towns of Metropolitan Boston?

Do you know how these grocers feel toward advertised goods?

Do you know how they feel toward coupons in advertisements—premiums, sampling and demonstrating?

Do you know what Boston grocers think of direct by mail advertising and which they give more consideration, letters or folders?

Do you know what they think about window displays and indoor displays—

which they consider the most effective, hangers, shelf-signs, counter cards or counter cards holding goods?

Get this information covering Boston grocers and you will have valuable information regarding the buying habits of Bostonians.

It will help you eliminate waste in your advertising and merchandising.

We will be glad to supply this information upon request and help you analyze trade conditions in Metropolitan Boston as related to your product.

*The net paid circulation of the Boston Evening American is now almost 400,000. It is greater than the circulation of all the other Boston evening papers combined. The Sunday American has the largest net paid Sunday circulation in New England.*

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

80-82 Summer Street, Boston, Mass.

New York Office  
1789 Broadway

Chicago Office  
504 Hearst Building

**ADVERTISING MEN'S LEAGUE OF N. Y.  
FINDS CLUB IDEA BRINGS MEMBERS**

**Vice-President Harn Says Nothing Is Easier Than to Sell League Memberships, and Proves It by Breaking the Record—Some Interesting Pictures of the New Club House, Both Within and Without**

At the recent meeting of the Advertising Men's League of New York, called to ratify the acquirement of new club rooms, O. C. Harn made the statement that he had found memberships in the league the easiest things in the world to sell. Some men thought that a pretty strong statement, even for a cartridge man (United States Cartridge Co.) to make in war times; but it seems that, although he has thus far secured more members than any other man, the members as a whole have also found selling memberships easy and pleasant. The

ship of Harry D. Robbins. The work of organization will be financed by the league, for a period of several months, or until other organizations can be lined up with merchants, publishers, etc., for properly incorporating and continuing the bureau. The league heads the subscription list to the work with a pledge of \$1,000 a year for three years, contingent upon the permanent establishment of such organization.

All in all, as President Tipper is telling everybody, things in league and advertising circles are developing so fast and so advantageously that there is no telling where the acorn is going to stop growing.



HARRY TIPPER, President.



DAVID D. LEE, Treasurer.

board of directors elected to membership 43 new members at its meeting on Thursday, a list of whom is given herewith.

Feeling quite elated at the amount of money that has already been paid in dues on account of the new proposition, the directors also felt that, instead of having the \$7.50 paid by old and new members apply to the end of November, it would extend the period so that all

The list of new members follows: George A. Nofka, Associated Farm Papers; M. C. Robbins, David Williams Co.; W. L. Miller, The Spur; H. M. Kiese-wetter, M. P. Gould Co.; Franklin T. Root, Dry Goods Economist; Hugh Mc-Vey, Successful Farming; Willard R. Downing, Wallace C. Richardson, Inc.; J. L. Gibbs, American Lithographic Co.; M. L. Griswold, Rogers & Co., Inc.; W.



FRED. H. DIBBLE, Secretary.



HERMAN DAYCH, Assistant Secretary.

payments made now will be dated from October first, giving the membership the benefit of one month.

Quite an important piece of work the League has undertaken is the launching of a Vigilance Bureau, the purpose of which will be to take care of the cleaning up of advertising in New York City. A paid secretary, A. J. Harding, has been put in charge, under the chairman-

Schoenlank, Rogers & Co.; A. O. Eldridge, Sinclair & Valentine Co.; Wm. R. Malone, Postal Life Insurance Co.; R. L. Whitton, Nichols Finn Adv. Co.; Manning Wakefield, John M. Branham Co.; Arthur M. Morse, the Outlook Co.; Sidney J. Hamilton, American Poster Co., Inc.; Wm. J. Neal, Doubleday Page & Co.; Wm. Darling, Wm. Darling Press; D. W. C. Martin, Rand McNally & Co.; Thomas Cusack, Thomas Cusack Co.;

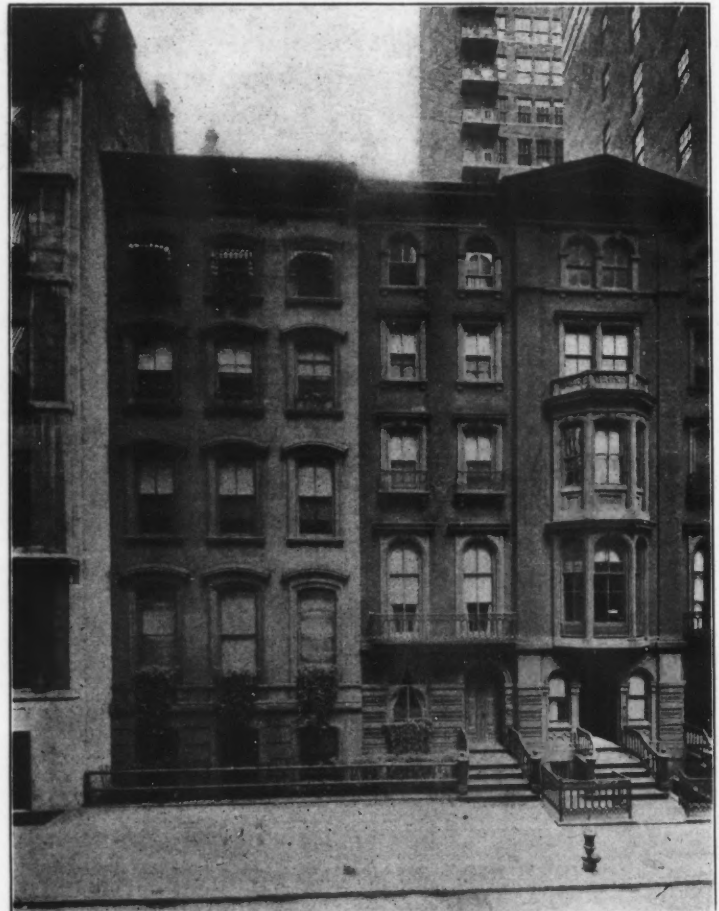
Elliot Reid, Westinghouse Lamp Co.; W. Cogswell Rogers, Rand McNally Co.; A. L. Blaik, Architectural Record; J. B. Harris, N. W. Halsey & Co.; Henry L. Jones, Doubleday Page & Co.; N. J. Schless, N. J. Schless & Co.; A. O. Lynch, Thomas Cusack Co.; Harold W. Slau-son, Leslie's Weekly; A. H. Billingslea, special representative; Floyd Keeler, J. W. Lyon & Sons, Inc.; J. W. Bothwell, the DeVinne Press; Geo. W. Vos, the Texas Company; Charles H. Barre, the Texas Company; C. S. Dennison, the Texas Company; L. A. Jacob, the Texas Company; Herbert Durand, Nelson Chesman & Co.; H. T. Collord, the Art Stamp League of America, Inc.; Roscoe C. Chase, Farm and Fireside; Geo. J. Donovan, Angle Mfg. Co.; Richard E. Brown, Architectural Record; H. H. Charles, Charles Advertising Service, Walter J. McIndoe, the Continent.

**NEWSPAPER REFERENCE LIBRARY**

**Excellent New Idea of the Coming Governor of Mississippi.**

When Theodore G. Bilbo becomes governor of Mississippi next year, he is going to introduce several innovations. One of these is to furnish all callers at his office with copies of daily and weekly newspapers of the State.

He has already placed an order for a large filing cabinet, with 205 small compartments—one for each publication. This will be placed in the main waiting room of the executive suite, and the general public will have access to the newspapers, with the understanding that none of the papers shall be clipped or mutilated, and that all shall be immediately replaced as soon as read. The idea meets general approval.



NEW HOME OF THE ADVERTISING MEN'S LEAGUE OF NEW YORK.



GRILL ROOM.



**SUSTAINED Approval, Loyalty and Support of readers through a long period of years represent a newspaper's greatest asset as an advertising medium.**

The NEW YORK AMERICAN has consistently represented ONE-FOURTH of New York for nineteen years. The increase in population during that period did not diminish its percentage of representation.

It is a great achievement for a newspaper in a big community like New York to hold twenty-five per cent. of all of the people who buy and read newspapers—as the NEW YORK AMERICAN has done and is doing.

Old readers stick as long as they live. New ones come along and add to the total in proportion as the population increases. The NEW YORK AMERICAN occupies a remarkable position, when you come to think about it.

Such a newspaper, approved of by so many people, is an unusual advertising medium. The very fact that readers are so loyal to the paper and believe in it so thoroughly gives advertisers a larger percentage of readers of their messages than they can obtain in any other newspaper.

The NEW YORK AMERICAN is regarded by its readers with genuine family sentiment—the strongest possible link. This gives the paper unusual power as a distributor of business news as furnished by advertisers.

Readers look for business news because the NEW YORK AMERICAN persists in telling them all of the time that their best interests are served by buying from advertisers.

**NEW YORK AMERICAN**

DAILY and SUNDAY

*Member Audit Bureau of Circulations*

# The Home and the Business Man

are both reached by the



more completely than by any other Los Angeles newspaper.

The Examiner's news columns are replete with local happenings, society events and matters that interest the home circle.

The A. B. C. reports show that 80% of its circulation is delivered by carrier direct into the homes.

The Examiner's Market and Financial Pages, Telegraphic News and its constant and aggressive work for the Industrial Expansion of the Los Angeles territory have made it indispensable to the business man.

Its work for the public good has been endorsed by practically every civic and commercial body of Southern California.

The Home and the Business Man do all the buying. They are yours in the highest degree through the

## Los Angeles Examiner

M. D. HUNTON  
Eastern Representative  
220 Fifth Ave., NEW YORK

W. H. WILSON  
Western Representative  
Hearst Bldg., CHICAGO

### COUPONS HIT AGAIN

Southern Cotton Oil Co. Dissatisfied with Its Experience with United Profit Sharing Coupons—How the Litigation Has Progressed to Date—Significant Statement by Sales Agent Ashbury.

The United Profit Sharing Corporation's application for a temporary injunction to prohibit the Southern Cotton Oil Company from selling Snowdrift or Wesson Oil that does not contain United coupons has been denied. The Southern Cotton Oil Company is not compelled to pack United Coupons with Snowdrift or Wesson Oil and will not adopt any selling or advertising plan that tends to encourage trading stamps in any way whatever.

The Southern Cotton Oil Company and the United Profit Sharing Corporation entered into a contract which became effective October 1, 1914, and which provided that the Southern Cotton Oil Company would pack United Profit Sharing coupons with its Snowdrift and its Wesson salad oil.

In July, 1915, after having packed United coupons with all Snowdrift and Wesson Oil for a little less than one year, when the Southern Cotton Oil Company learned that the United Profit Sharing Corporation's coupons were being sold by it to retail grocers, to be used as trading stamps or to be given out over their counters with all purchases as trading stamps are given out, it served notice on the United Profit Sharing Corporation that it would no longer pack United Profit Sharing coupons with Snowdrift or Wesson Oil.

#### INJUNCTION ASKED FOR

The United Profit Sharing Corporation, in the United States District Court for the District of New Jersey, sitting as a court of equity, asked for an injunction to restrain the Southern Cotton Oil Company from shipping out any Snowdrift or Wesson Oil with which United Profit Sharing coupons were not packed.

The Southern Cotton Oil Company set up a claim that when it entered into the contract with the United Profit Sharing Corporation, it was represented to it by the United Profit Sharing Corporation that United Profit Sharing coupons would not cost the retail dealers anything, and that they were not a trading stamp proposition; that it would not have entered into the contract if, at that time, United coupons had been sold to retailers and used by them as trading stamps. The Southern Cotton Oil Company further claimed that there is, and has been for a long time, decided opposition on the part of retail grocers to trading stamps or anything that is susceptible to being confused with trading stamps, and that the Southern Cotton Oil Company knew this at the time that the contract was entered into; and that it would not have entered into the contract except for the representations made to it by the representatives of the United Profit Sharing Corporation that United Profit Sharing coupons were not in any sense a trading stamp proposition. The Southern Cotton Oil Company claimed that United Profit Sharing coupons, at the time it discontinued packing them with its Snowdrift and Wesson Oil, were being sold by the United Profit Sharing Corporation to a large number of independent grocers in and around New York and in and around Pittsburgh, and to retail dealers in Boston and vicinity, among them being a large chain of grocery stores.

#### APPLICATION DENIED

Judge John Rellstab in the United States District Court for the District of New Jersey, sitting as a Court of Equity, on September 13 denied the application of the United Profit Sharing Corporation for a temporary injunction to compel the Southern Cotton Oil Company to pack its coupons with Snowdrift shortening and Wesson salad oil.

The Southern Cotton Oil Company makes the following statement through Sales Agent T. O. Ashbury:

"It has been reported that immedi-

ately on discontinuing packing United Profit Sharing coupons with Snowdrift and Wesson Oil, the Southern Cotton Oil Company adopted another premium service. This is not true. The Southern Cotton Oil Company has not adopted any other premium service of any kind or description; nor does it contemplate packing with Snowdrift or Wesson Oil any premium token of any nature for the consumers of these products. The Southern Cotton Oil Company realizes that there is a widespread—and the officers of the company think a well-founded—opposition on the part of retail grocers and other retail merchants selling groceries to trading stamps and to all selling schemes which savor of trading stamps or which are susceptible of being confused with them. The Southern Cotton Oil Company depends upon the support of the retail merchant for its success, and it will not knowingly take a step which it believes is against the best interests of retailers, realizing that the manufacturer, in the long run, can prosper only as the retail distributor prospers. We do not contemplate adopting any selling plan or scheme that might in any way foster or be confused with trading stamps."

#### WHAT MR. KIRBY SAID AGAINST COUPONS

In this connection there is interest attaching to the address in Rochester, a few days ago, before the National Retail Dry Goods Association by Field Manager John T. Kirby, who said:

"The so-called profit-sharing coupon or premium giving practice is one of the greatest menaces legitimate business has today.

"Through such methods the merchant or retailer actually becomes the agent of the premium companies. When he sells goods in which such premiums are packed he sells merchandise, plus some so-called profit sharing scheme whose certificates are supposed to represent other merchandise. On this merchandise he gets no profit, although he is put to as much expense in selling this class of goods for others as in selling his own stock.

"The 'profit-sharing coupon' practice has grown to such an extent that it has become of national importance and cannot be ignored. This practice has not one element of sound business. It exists on the basis that one man's gain is another man's loss. It is acknowledged by some of the profit-sharing companies that if more than 85 per cent. of their coupons and premiums were redeemed, they would go out of business.

"If business generally were conducted on these lines, in a few years, it would spell disaster.

"The inducement to the public in buying coupon-packed merchandise is that they are getting something for nothing, which, on its face, is a fallacy, always has been and always will be."

#### News Print Shortage in England

Several English newspapers call attention to the growing scarcity of paper, and notify their distributing agents to revise their orders to avoid "left overs." The United Kingdom in 1914 imported 296,000,000 pounds of newspaper on reels, valued at \$7,000,000, of which 52/5 per cent. came from the United States, and nearly 40 per cent. from Newfoundland; also 93,000,000 pounds of paper not on reels, worth \$3,500,000, of which 41 per cent. came from Norway and 5 per cent. from the United States. British imports of paper during the first half of this year fell off slightly. Increased purchases of American paper on reels was counterbalanced by a decrease in American paper not on reels.

#### Will Publish Daily at the Fair

H. Gailbraith, of the Terrel (Texas) Daily and Weekly Transcript, will publish a daily newspaper in the grounds of the Texas State Fair at Dallas. The fair, which opens on October 16, will continue sixteen days and during that time Mr. Gailbraith's paper will be distributed gratis. It is his intention to install two linotypes and a press.



# The Detroit Sunday News Tribune

Produces Remarkable Direct Results

**Read  
This  
Significant  
Testimonial**



DAE HEALTH LABORATORIES, INC  
WOODWARD BUILDING

DETROIT, MICH Sept. 17th 1915.

Publishers  
Detroit News Tribune  
Detroit.

Gentlemen:--

I am sure you will be greatly interested to learn of the exceptional results which I obtained in advertising Nuxated Iron in your issue of Sunday Sept. 12th.

Nuxated Iron is a new article on the Detroit market and we had difficulty in securing the interest of local druggists. After the advt. in last Sunday's "News Tribune" their attitude however was completely changed owing to the fact that they were sold out of Nuxated Iron before noon on Monday. I visited them all personally on Saturday to see if they were sufficiently stocked up and I was informed that they had a great abundance, and I inferred from their manner that they thought they had enough to last them for a week or more.

I have also advertised the Tokalon with you and different other products and while I recognize that you offer a liberal circulation for the money, still I never had such a good opportunity before to check up your exact returns.

My New York address is 20 West 22nd St. My permanent address is 7 Rue Auber, Paris, but I shall probably remain in America during the war.

Most cordially yours,

*Virgil Neal*

The Detroit Sunday News Tribune advertising rate is based on 100,000 circulation, but the actual net paid circulation of the News Tribune has exceeded its guarantee from 24% to over 44% since January 1st, 1915. Here are the figures:

	Net Paid Average Per Sunday
January 1st to May 1st, 1915.....	124,223
June, 1915 .....	131,056
July, 1915 .....	130,806
August, 1915 .....	137,538
September (first 3 Sundays).....	143,886

**INCREASE SINCE JANUARY 1ST, 27,729**

The examiner for the Audit Bureau of Circulations found that the Detroit Sunday News Tribune exceeded its only competitor, The Detroit Sunday Free Press, by over 4,264 in total net paid circulation, by over 14,007 in total city circulation, and by 21,479 or over 50% in home delivered or Carrier circulation in Detroit.

New York Office  
Metropolitan Tower  
I. A. Klein, Mgr.

Chicago Office  
Peoples Gas Bldg.  
John Glass, Mgr.

## THE ORANGE LEADER

is the only Daily (Evening) and Weekly Paper published in ORANGE, TEXAS and Orange County, and the only paper that covers the richest section of Southeast Texas and Southwest Louisiana.

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

W. H. Stark, Owner.

Hugh K. Taylor, Mgr.

Foreign Representatives  
Robert W. Sykes, Jr. Walter U. Clark  
1 Madison Ave., Advertising Bldg.,  
New York. Chicago, Ill.

## THE NEW ORLEANS ITEM

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

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

## R. J. BIDWELL CO.

Pacific Coast Representative of  
LOS ANGELES TIMES  
PORTLAND OREGONIAN  
SEATTLE POST-INTELLIGENCER  
SPOKANE SPOKESMAN-REVIEW  
THE EDITOR AND PUBLISHER  
PORTLAND TELEGRAM  
CHICAGO TRIBUNE  
ST. LOUIS GLOBE-DEMOCRAT  
KANSAS CITY STAR  
OMAHA BEE  
DENVER NEWS  
SALT LAKE HERALD REPUBLICAN  
NEW YORK TIMES  
742 Market Street  
SAN FRANCISCO

## Topeka Daily Capital

Average net paid circulation for six months ending April 1, 1915 (Sworn)

# 33,971

*Arthur Capper*

TOPEKA, KAN. Publisher

## Over \$51,000 In New Subscriptions

Adding over 12,000 New Subscribers is our record on contest just closed on Courier Journal and Louisville Times, Louisville, Ky.

If interested in More Circulation, Write or Wire

C. B. HOLLISTER, Mgr.

The North Eastern Circulation Co.  
DAVENPORT, IOWA

## PHILADELPHIA NEWS

Highly Interesting Observance, by the Evening Ledger, of Its First Birthday—As to Telegraph Tolls for Evening Papers—A "Gentlemen's Agreement"—New Building for the Bulletin.

PHILADELPHIA, September 22.—The Evening Ledger celebrated its first anniversary on September 14, with a special edition of 24 pages. There was the usual back page of pictures and a full page of a continued story. At the head of a two-column editorial which proudly reviewed the "splendid record" of the year and proclaimed a wholly ideal policy, stood the lines by Scott:

Flery vehemence of youth  
Forward and frolic and glee was there  
The will to do and the soul to dare.  
This frank avowal of youth surely should disarm criticism. Says the editorial: "To furnish the news and present it fairly is the first duty of a newspaper. It is fundamental. But a great journal has the privilege, and on it rests the responsibility, for doing far more than that. It must sense the aspirations of a community; it must know its people and their wants intimately; it must be their attorney in fact and their lasting protection against any and all exploitation no matter by whom attempted; it must glimpse the future and formulate public opinion in support of great enterprises the achievement of which is requisite to the comfort and prosperity of coming generations; it must be in the full performance of its functions a builder of character, an exponent of religion, an educator, a calm and sure counsellor in time of need, a great light beating on all the activities of a whole people, exposing vice and graft and the dark places, and mantling with a new lustre the myriad glories of a magnificent metropolis."

### IMPRESSIVE CIRCULATION GROWTH

Brave words, and well said. If, in the light of all this, there is a marked opinion in some quarters that at times there has been a suspicion of a yellow gleam, it is offset by the undoubted interest which the public has shown in the venture, which is amply proved by the circulation, which "beginning with a normal of approximately 40,000, reached in January the 60,000 mark and is now approximately 100,000."

"This marvellous growth," continues P. H. Whaley, the executive editor, "upsets precedents, journalists in particular having doubted the ability of an afternoon paper to succeed without the liberal use of canned or syndicate material. The Evening Ledger adopted the policy of producing its own matter and its own features, buying very little from other newspapers. Philadelphia is a big enough city to produce a newspaper of its own, not dependent on the offerings of contemporaries elsewhere."

Scrapple—which term was originated by the Evening Ledger before its adoption by a Boston sheet—fills half of the back inside page every night and is made up chiefly of pictures from foreign periodicals and syndicated jokes. It must be admitted that this city is not strong in press humorists. A feature of the editorial page, which also carries an excellent daily cartoon by Sykes, are the two well-written special articles on topics of news interest contributed by writers and public men throughout the country. In the Anniversary number one of these was by the Mayor of Cleveland, and the other, "Dramatic Color in Journalism," was a capital exposition of the personal and human touch in journalism—that invaluable, vivid quality lacking which a newspaper, like any other thing, becomes either a dead body or a terribly deadly machine. It was written by Burton Kline of the editorial staff of the Boston Evening Transcript, and was full of concentrated beef. "The great American novel is the great American newspaper," he says, but truthfully adds further on, "the reporter still lacks art; the power of restraint; the gain of leaving things out."

### A "KEEP UP THE GAIT" DINNER

The staff—editorial, mechanical and

business—held a rousing dinner at the Continental, at which James F. McCoy, assistant managing editor, was toastmaster. Cyrus H. K. Curtis was smilingly present and spoke. Speeches also were made by John C. Martin, Henry M. Eaton, Ben K. Raleigh, Frank Clark, circulating manager; G. Warfield Hobbs, George W. Douglass, C. F. Jenkins, composing-room foreman; Sherman H. Bowles, owner of the Springfield Republican, and A. F. Haise, mechanical superintendent. Allen R. Eckman was the chairman of the highly successful dinner committee, assisted by John J. Collins, Van Vechten Hostetter, Charles W. Ludwig, Oscar W. Magnuson, Irwin L. Gordon, Charles P. Russell and David D. Friedman. A very precocious "Baby Ledger," filled with cartoons and jests, was one of the souvenirs. This was edited by "Doc" Hostetter, Wm. C. McGarry and Charles P. Russell.

I am told that it was not a newspaper dinner of the usual variety, but that the spirit which pervaded the speeches and the whole celebration, while elate, was one of earnestness, a "Keep Up the Gait," for more stimulating to future performances than gallons of cocktails.

John C. Martin, business manager of the two Ledgers, expressed himself somewhat conservatively in regard to the letter of G. P. Brown, publisher of the Daily Mail, Anderson, S. C., advocating lower telegraph tolls for afternoon papers, but made the following statement:

"The Evening Ledger would be perfectly willing to go along with the other evening papers, in any campaign which would tend to reduce the present tolls. I do not think that there should be the present discrepancy between day and night rates."

Henry M. Eaton, managing editor of the Evening Ledger, was of a similar opinion, saying that the present day rate was about double the night rate, and that while he could understand the reason why the telegraph companies, because of the press of commercial business during the day, might feel justified in charging the higher rate, he could see no reason why there should be so great a disparity.

### WAS THERE AN AGREEMENT?

There has been much gossip up and down the street regarding H. T. Craven, former dramatic and musical editor of the North American and one of the cleverest and best informed of the local critics; Asa Bushnell Dimond, also a rattling good man, formerly of the Inquirer, who went over to fill Craven's place while the latter went abroad after coming into a pile of money, and James S. Benn, city editor of the North American, who not only has nothing at all to say in the matter but characterized the inquiry of the earnest little seeker after facts as "impertinent." Both of the critics involved are also as dumb as oysters, and in consequence I simply "tell the tale as 'twas told to me"—second-hand. Mr. Craven is now editor of the Sunday magazine of the Press and Mr. Dimond is on the copy desk of the Evening Telegraph.

The story runs that when Mr. Craven fell heir to a tidy fortune, 18 months and more ago, he asked for leave of absence for a year and a half, with the understanding that when he returned he was to have his old desk back, and that Mr. Dimond, whom he had procured as substitute in his absence, would be placed elsewhere on the sheet. Exit Mr. Craven, well content, to journey to England and France. He was in Paris when the war broke out and sent several articles from that city to the North American. When he finally was able to get back to America, he married and fared forth to the South Seas, "to get as far away from war-torn Europe as possible." He went across the continent by the southern route, crossed to Hawaii and the Philippines, and returning to San Francisco turned outward-bound once more to Tahiti and other points in the Polynesian tropics. On that isle of enchantment, in company with his wife and the Danish futurist painter, Ebbe Kornerup, he went on a walking tour of the palm-fringed coral coast, which he recently described

delightfully in one of a series of South Sea travel articles in the Press magazine.

On arriving in Philadelphia, so the little bird says, he went to his old office, to he met with the statement that his desk was filled—and acceptably—and that there was no idea of making any change and no recollection of any "gentlemen's agreement" having been made before his departure. Dimond on bearing of the situation, at once resigned, and Harold Quicksall, of the staff, has succeeded to the vacant chair.

### LEDGER CIRCULATION PRIZES

The Evening Ledger circulation manager offered five prizes to those newshours in each of the 21 districts in Kensington (105 districts in all) who on the 21st showed the biggest percentages of increased sales as compared with September 14, the Anniversary Day, when a similar contest was conducted. The first prize was one dollar, the second 75 cents, etc. The circular was dated September 18, and had the caption, "The Evening Ledger, the Star of the Philadelphia Evening Newspapers."

The Bulletin is erecting a fine new building adjoining its present property at the northeast corner of City Hall Square. It was begun in July, will be of nine stories, will be ready for occupancy next July, and is being put up chiefly that the present press room, 63 feet in width, may be increased some 42 feet. The paper gangs its ain gait very steadily, not "mixing" much or concerning itself with any matters whatever outside its own office. The average daily circulation last year was 326,714; this year it has hovered around 350,000 daily. The Bulletin and the Record, by the way, were the only local newspapers to carry more advertising in July than they did last year in the same month.

Many Philadelphia newspapermen have bought automobiles lately and on Sunday the 5th, the Pen and Pencil Club held its first "sociability run," to the two-mile motor race course being built at Warmister, Pa., by the Philadelphia Motor Speedway Association. Starting from the club-house in the afternoon, Fred C. Whitney, city editor of the Telegraph (president of the club), and William C. Rowan, the secretary, led the procession. The entertainment features arranged by Mark W. Wilson, chairman of the committee, included a baseball game and a "Night in Bohemia" in the garden of the club after the return to town. Among those who have cars are "Cap" O'Brien, night desk man of the Ledger, who takes many a long solitary run under the waning stars after his nocturnal stunt is concluded, and William Hay, business news editor of the same paper.

The Ledger published some time ago a very interesting and spirited letter from W. E. Boies, of Knoxville, Tenn., who, although "93 years young" is still contributing to the editorial page of the Sunday Journal-Tribune alternate leading columns of prose and verse which he signs with his initials; and judging from the poem he sent along, he writes most excellent verse, too, filled with a charming good cheer and optimism. He is one of two men who are the only surviving members of the class of 1844, Yale, which numbered originally 104. I am wondering if the country can show any other old newspaper man still in harness, to vie with the energy and undiminished buoyancy of this one. He says he considers journalism tends to longevity more certainly than the mystic Fountain of Youth, and advises the editor of the Ledger therefore, to "stick to his tripod."

Editors of five local Italian newspapers were present at the meeting in this city, yesterday, of the Italian Civile Mobilization, and joined in denouncing the scheme proposed by Dr. William Forgo, of Brooklyn, to send Bryan to Europe on a "Peace Mission." Joseph Bruno, owner of the Mastro Pavlo, accused the former secretary of state of "trying to tie the bands of the United States in its dispute with Germany." The meeting formally endorsed the stand taken by the Italian newspaper L'Opinione.

CURTIS WAGER-SMITH.



## NO "STAMPS" FOR HIM

Manager of San Francisco's Biggest Department Store Declares that Merchants Must Choose Between Newspaper Advertising and Coupons.

*Mr. B. F. Schlesinger is general manager of "The Emporium"—the largest department store in San Francisco. In the accompanying article, written specially for "The Editor and Publisher," this prominent merchant takes a decided stand against trading stamps and coupons, and gives convincing reasons for so doing.*

We are against the use of trading stamps or profit-sharing coupons or schemes of any kind, and we class them both as one and the same thing because they are one and the same thing:

Firstly: From a purely commercial standpoint, no merchant in the long run can afford to use both newspaper publicity and the publicity of trading stamp or coupon devices—if it be publicity. Both of them average up about the same cost to the ordinary merchant's business; that is, in the neighborhood of three per cent. A good merchant will approximately spend up to three per cent. of his cost of doing business for newspaper advertising. If he adds a like sum for trading stamp or profit-sharing coupons, he is adding six per cent. to his cost of doing business, and no business will continuously stand this.

So, in the long run, the merchant will have to choose whether he will spend his three per cent. in the newspapers—the public press—or whether he will spend his three per cent. of his total cost of doing business for trading stamps or coupon devices.

Secondly: If a merchant has to choose between the trading stamp and the coupon, he should take the trading stamp by long odds, because it is out in the open. A coupon packed in packages or in insidious folders, of the numerous wrappings of various kinds of merchandise, confronts the merchant with the trading stamp device without his knowing it, and before he knows it, he is so deep in the mire of a lottery scheme that he has to cumulatively pile up his devices to stimulate trade.

Thirdly: There are few startling examples of publicity by trading stamps which have made good—that is, in the department store line. The largest stores that have used trading stamps consistently for a number of years in the larger cities have either gone out of business or into the receivers' hands.

The reason is that trading stamps do not give the publicity that newspapers do, and the stores cannot afford both.

It is for these reasons and many others that this store some time ago came out very strongly in an editorial saying that it had never believed in trading stamps, and this was evidenced by the fact that it did not give them—and that it did not believe in coupons, which were another form, a more insidious one, of the trading stamp; but that, without its knowing it, coupons were given in certain kinds of merchandise, and that from thence on we intended to make a clean sweep of all these coupon-bearing forms of merchandise, including such staple articles containing coupons as Gillette Razors, Wrigley's Chewing Gum and all sorts of groceries, which we did. Since that date, some months ago, our store has been purged of such coupon-bearing devices and merchandise bearing same.

In two departments they were most largely used—the grocery and the cigar and tobacco departments. Enough time has elapsed since the discontinuance of coupon-bearing merchandise in these two departments to demonstrate that neither the cigar and tobacco department nor the grocery department will suffer in sales by such discontinuance.

B. F. SCHLESINGER.  
San Francisco, September

## "AS THE TWIG IS BENT"

## Children of Houston, Texas, Entertained and Instructed by the Chronicle.

Children and grown-ups to the number of 125, at the ratio of six children to one grown-up, accompanied by lunch baskets and other outing paraphernalia, explored the Houston (Tex.) Ship Channel from Main street to Clinton on September 11.

The trip was made on the yacht Nicholas, commanded by Captain Ditchman, who joined hands with the Houston Chronicle in arranging for the excursion; which was without cost to the school children.

The main purpose behind the trip was to familiarize the school children with the port facilities of Houston. Mr. R. A. Howard had charge of this phase of the work.

At the municipal wharves ocean liners were loading and unloading cargoes.

Big industrial plants that line the channel were pointed out and their outputs explained to the children.

Prior to the departure of the Nicholas the children were filmed for the Chronicle-Majestic Film News, and the youngsters will have the pleasure of seeing their outing reproduced on the local "screen."

The Nicholas carried an abundance of ice water and plenty of soda pop for the children, and these, fortified by lunch baskets, gave the outing a genuine picnic atmosphere. The party was under the charge of E. C. White, business manager of the Houston Chronicle.

## Free Course in Proofreading

The Board of Education of New York City announces a free course in Proofreading and Typography at the Stuyvesant Evening Trade School, 15th street, near First avenue. Men and women engaged in the printing and allied trades—job compositors, linotype and monotype operators, proofreaders, editorial workers, and others—are invited to join the class, which will be conducted by Arnold Levitas. Sessions are to be on Monday, Tuesday, Wednesday, and Thursday, evenings, from 7:30 to 9:30, beginning Sept. 20.

## Highly Successful "Dollar Day"

Schenectady, N. Y., had a "Dollar Day," last month, that was a big success. Throngs crowded the local stores and goods moved with unprecedented rapidity. The day before "The Day," the Schenectady Gazette printed 1,736 inches of advertising; and many shoppers carried copies of the paper with them.

## A Typographic Romance

She held her sweet mouth up to him,  
And then remarked, to wit:  
"You may 'print' a kiss on my lips, dear Jim,  
But you must not 'publish' it."  
—Boston Transcript.

And in another moment Jim,  
Unless we miss our guess,  
Had gathered her "form" up close to him  
And rushed right off "to press."  
—Youngstown Telegram.

Jim often told his lady true  
Their kisses were perfection;  
And she agreed, but told him to  
Submit "proofs" for correction.  
—Personal Efficiency.

Submitted "proofs" were quickly passed,  
Her pretty "form" he "chased."  
Then "locked it" close and tight and fast  
And fondly it embraced.  
—The Craftsman.

He found he'd made such a good "im-  
pression"  
He married the girl by next "chapel"  
session.  
—F. D. C.

The Newburgh (N. Y.) Evening Journal will hereafter be issued two and a half hours earlier on Saturday than on other days. It is believed that by issuing the paper at 1:30 on Saturdays, those taking advantage of the early closing may still have their afternoon paper and that the staff of the Journal will have a half holiday.

## The Columbia Record

W. B. SULLIVAN, PUBLISHER

PUBLISHED DAILY

SOUTH CAROLINA'S FASTEST GROWING NEWSPAPER

FULL ASSOCIATED PRESS SERVICE

BENJAMIN & KENTNOR COMPANY

MANAGERS FOREIGN ADVERTISING

225 FIFTH AVENUE  
NEW YORK

PEOPLES GAS BUILDING  
CHICAGO, ILL.

New York, September 15th, 1915.

The Editor & Publisher,  
Suite 1117, World Building,  
New York City.

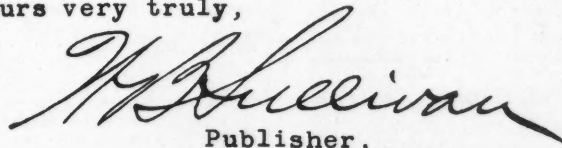
Gentlemen:-

Like some publishers I have always been under the impression that the Editor & Publisher circulated only among newspaper men. Accepting your invitation, I visited your offices last Saturday in my capacity as chairman of the Advertising Committee of the Southern Newspaper Publishers Association and spent several hours in an exhaustive examination of your mailing, list, circulation records, etc.

I was very much surprised to find the large percentage of subscribers that you have among the agents, advertisers and manufacturers. Another thing that surprised me was that these men receive your publication at their homes.

I am now convinced that the Editor & Publisher must be used by newspapers who desire to reach the trade.

Yours very truly,

  
Publisher.

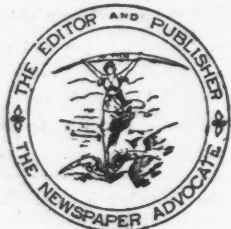
WBS:C

# The Editor & Publisher and The Journalist

FOR NEWSPAPER MAKERS, ADVERTISERS  
AND ADVERTISING AGENTS

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

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



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

Chicago Office: 332 South Michigan Avenue. Ryan & Inman, Managers. Telephone, Harrison 2161.

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

See Publisher's announcement for subscription and advertising rates.

New York, Saturday, September 25, 1915

## PUBLISHERS' STATEMENTS

Under the publicity law the next report of ownership and circulation must be filed by the newspapers with the government Oct. 4 instead of Oct. 3, because the latter date falls on Sunday. Those publishers who formerly spoke disparagingly concerning the value of these semi-annual reports now favor them because, much to their surprise, advertisers accept the figures given as authoritative. Indeed they are regarded in much the same way as bank statements. Their reliability is rarely ever disputed. As they are sworn to before a notary public and are filed with the government at Washington, few publishers care to run the risk of being caught in a lie through a deliberate misstatement of facts.

Three years ago the EDITOR AND PUBLISHER predicted that within a brief period all opposition to the law would disappear and that the circulation figures given by the publishers would be regarded as authoritative by advertisers. That time has already arrived. It is doubtful whether the A. B. C. reports carry any more weight as these statements made to the government.

That the government is keeping a watchful eye on these reports is shown by the activity in examining through its agents disputed circulations in Pittsburgh.

A notable fact in connection with these semi-annual statements is that more newspaper reports are printed as advertisements in the EDITOR AND PUBLISHER than in any other medium. Last May we carried a twelve-page summary of the statements containing the names of fully seventy-five per cent. of all the publishers making such reports. It was the most complete record printed anywhere.

Publishers realize that the EDITOR AND PUBLISHER is an authority on newspaper advertising, and as such carries weight with the large number of space buyers who read it.

## KEEPING CLASSIFIED ADS CLEAN

It is a source of genuine satisfaction to see great newspapers awaking to the need for keeping their advertising columns clean and honest. This is not only good morals but good business. Many millions

of dollars are spent in advertising every year. Ask any experienced advertiser what is the most difficult thing that he has to do, and he will tell you: "It is to make the readers believe what I say." Putting it another way around, the greatest waste in advertising expenditure is caused by distrust and unbelief.

This serious handicap upon the full success of an enormous and constantly increasing business is now fully recognized and is being offset by the papers in every possible way. And the business reason is plain: The greater the trust in advertising the greater its "pulling" power; and the greater the returns, the greater the benefit to manufacturer, to retailer, to newspaper publisher and to consumer.

Never was there a time when so great care was exercised as right now, by publishers of newspapers and magazines, in respect to statements made by advertisements in their columns. Proofs are required, investigations made, records kept. But while this can be done in respect to the larger advertisements (known as "display"), it is far more difficult to adopt a like course regarding "classified"—the small "help wanted" or "situations wanted" announcements, and the like.

Banks rightly watch closely for forged checks, but if one slips through it works less injury than many of the fraudulent classified ads. The latter are not only a vehicle for the faker who aims at a financial fraud but also for the even more seriously criminal.

Will it ever be possible, by means of an agreement between publishers in a city like New York, to make it practically as difficult for an unworthy classified advertisement to get into print as for a bad check to get past the teller in a bank? Perhaps it can be done. Ability exists. Will there be co-operation?

## WATCH THE LEGISLATURE

That the newspapers are not, as a rule, as active in looking after legislative matters that affect their own interests as they are in looking after those of the public they serve, is a well known fact in the world of journalism. If they had paid more attention to such matters in the past, the newspaper business would not now be hampered by several unjust laws that have been placed on the statute books.

It is a good sign that several of the State editorial associations are waking up to the importance of safeguarding the newspapers against the predatory attacks of their enemies, and are appointing committees to study the situation and make recommendations. Such a committee of the South Florida Press Association, which recently saw the light, after serious consideration declares that the present libel law of the state which works an injustice to the newspaper publisher should be amended; and that a law should be passed allowing newspapers to publish any matter contained in public records, and forbidding legal action against editors or owners of newspapers publishing such records unless it can be shown that such publication was prompted by malice. It recommends the enactment of a law prohibiting the publication of legal notices in newspapers that have not been established three years; also that the law prohibiting the exchange of advertising for transportation by railroads be repealed.

To none of these proposals can serious objection be raised, as they are all reasonable and involve no difficult legal questions. Nevertheless, the publishers will have to get busy when the legislature meets, and do some real hard work if they expect to secure the relief they seek.

Newspapers in many other states are in much the same predicament as Florida, and should take similar action. They are to blame for the present legal conditions that obtain in the newspaper business, through inaction or a lack of aggressiveness. Ohio is one of the states in which the publishers are alert in legislative matters. Through their two press associations, representing respectively the dailies and weeklies, they keep in close touch with everything going on at Columbus. Every inimical bill introduced is brought instantly to the attention of their legislative committees, which immediately get busy to bring about its defeat. Not in several years has a

bill affecting newspapers been passed to which they offered objection.

The return this week of William Randolph Hearst to New York, after an absence of three months, was coincident with the appearance in the American and the Journal of several editorials from his pen vigorously and ably opposing the half billion dollar loan which representatives of the Allies are trying to negotiate in the United States. These editorials, which were also printed in all the Hearst newspapers throughout the country, created a profound impression and will doubtless carry considerable weight with the bankers who are conferring upon the proposition.

Elsewhere in this issue will be found the views of several New York business men upon price maintenance, which will be found interesting reading. There is, it will be seen, a divergence of opinion as to what can be done to correct what is considered by many a great trade evil. The United States Supreme Court has decided that the manufacturer cannot, under the present laws, control the price at which his product is sold to the consumer. In order to give the manufacturer the right of control a bill will be introduced at the next session of Congress.

Announcement has already been made in THE EDITOR AND PUBLISHER of the proposition, seriously and publicly proclaimed, to use daily papers for advertising matters relating to public health. And now comes the Wesley Hospital, of Oklahoma City, and shows the rest of us how effectively, and yet ethically, a hospital's story may be told to the public. Advertising managers may readily find new customers by following these "leads."

## JACKSON'S ALONG THE ROW.

### STAMP OF APPROVAL.

They take his copy as it is  
On ev'ry sheet in town;  
They never kick about its length,  
They never cut it down.  
They never say "This stuff is poor—  
Dull as a streak of rust!"—  
Because it bears a stamp like this  
ADV.  
And that, you bet, is *must*.

### HOW NOAH GOT 'EM.

"Some people can get along without advertising," said the elose merchant to the agent. "Now, take the case of Noah. He filled the Ark with animals from all parts of the world without advertising, didn't he?"

"You are wrong," answered the agent. "The fact that the Ark was preparing to sail was announced to the animals by Herald Angels."

### TO INQUIRE.

You lose your bet. Guttenberg, N. J., was not founded by Guttenberg, the man who invented type. Guttenberg never founded anything—not even type—because he had to carve them out of wooden blocks. See exhibit in front of Staats Zeitung office.

### ALL READY.

After reading the current number of The Commoner, we are satisfied that Mr. Bryan is in a state of preparedness—to lecture.

### TRUE BLUE.

"See here," said the enraged young man to the editor of the Rural Banner. "I'm an American, and I want you to understand that I don't like the way you put up my wedding notice in your last issue."  
"What's the matter with it?" asked the editor, gently.

"It's too foreign!" shouted the visitor. "Here, look at this." He threw down a marked copy of the paper and pointed to the wedding notice headed

### SMITH—JONES.

"That's what's the matter!" he yelled. "It's hyphenated. Me and Sarah is good Americans, and dead against that foreign stuff. We won't stand for any hyphenation, and you just say so in your next issue, or I'll stop your paper."

TOM W. JACKSON.



## PERSONALS

Victor Murdock, of the Wichita (Kans.) Eagle, was the guest of honor at a dinner in New York this week, given by George W. Perkins. Mr. Murdock is in town to attend a conference of Progressive leaders.

Maurice Arby, a member of the Ottawa Parliamentary Press Gallery, who enlisted and went to the front "somewhere in northern France," has been seriously wounded.

Arthur J. Bean, financial editor of the Boston Post, has been elected a director of the Metropolitan Trust Company.

Cornelius B. O'Rourke of the Chicago Daily News won first prize in the monthly golf tournament of the Chicago Press Golf Club, on September 15, at the Edgewater Press Club.

Joseph A. Lasecki, city editor of the Polish Daily News of Chicago, has been appointed a member of the West Park Board by Governor Dunne.

Edward Albright, editor of the Sumner County (Tenn.) News at Gallatin, and an ex-president of the Tennessee Press Association, has been selected as campaign manager of Congressman K. D. McKellar, of that State.

William Ridgeway, for the past twelve years on the staff of the Paterson (N. J.) Guardian, has resigned to become a representative of the Curtis Publishing Company.

Byron J. Kelly, of the Pontiac (Mich.) Press-Gazette, has resigned as business manager to take up the management of the Matthews Abstract Co., of which he is the owner.

Albert E. Layman, city editor of the Newburg (N. Y.) Daily News, has severed his connection with that paper. His plans for the future are unknown.

David Rodick, newspaper correspondent at Bar Harbor, Me., while attempting to take photographs of the wedding of Bishop Codman of the Episcopal diocese of Maine and Miss Porter last week, was assaulted and beaten up by the sexton of the church, who later paid a fine of \$20 for his zealousness in repelling the newspaper man.

Claire E. Snively, chief of police in Los Angeles and a former Chicago reporter, is the son of C. E. Snively, editor of the Canton (Ill.) Daily Register.

Barrett Andrews will shortly join the publishers of Every Week and the Associated Sunday Magazines.

## BOSTON PERSONALS

Irving Humphrey, a well-known advertising man, is making up a complete collection of newspaper clippings of the recent governors' convention for Governor Capper of Kansas. Already he has worked 84 hours on the job. Governor Capper was the only newspaper governor present at the convention.

The piano trade has started a lively fall campaign in the advertising columns of the Boston newspapers.

Ernest Goulston is starting a campaign for Congress shirts in some New England newspapers.

Carroll Swan tells THE EDITOR AND PUBLISHER that he found business very good in Maine on his recent trip. "The Maine papers are doing well," he said. "The circulation of the Bangor News is on the rise, with 16,000 copies selling today, and also that of the Portland Press, of which Tom McLaughlin is business manager."

H. E. Beveridge, Portland, has just taken over the L. A. Hinds Advertising Agency. Mr. Beveridge was formerly with Lord & Thomas of Chicago.

Leighton H. Blood, who has been doing press work for Congressman Frederick S. Deitrick, Cambridge, candidate for the Democratic nomination for Governor of Massachusetts, has returned to his work on the city staff of the Journal. Mr. Blood and "candidate" toured the State in an armored motor car. Previous to this spectacular trip Mr. Deitrick walked through the State, a distance of 333 miles. Mr. Blood says that he is glad to be out from under the cover of armor

plate, for his sojourn there illustrated to him the terrors of European warfare.

Ralph Clifford, former sporting writer of the Record, has returned to town from an engagement with the Syracuse, (N. Y.) Herald.

Charles Bowen, of the Manchester (N. H.) Mirror, is planning to attend law school in Boston this winter. Mr. Bowen was formerly employed on the Post and the American. He is well known in newspaper offices in New England.

Elias McQuaide, who was formerly secretary to Governor Walsh, is back in harness for the American. Mr. McQuaide says that he applies for, gets and holds an outside job for a time, but that the call of the press becomes so loud and insistent that he always gets back to the city room.

## WASHINGTON PERSONALS

Robert L. Marelay, assistant secretary of the National Press Club, has been commissioned a notary public by President Wilson.

Ben F. Allen, of the Cleveland Plain Dealer, recently gave a chicken dinner to a number of his friends at Marlboro, Md.

Marshall Morgan, of the Nashville Tennessean, has been called home by the illness of his wife.

James M. Thompson, publisher of the New Orleans Item, was a visitor to the city for a few days this week.

John R. Crown, of the Baltimore Sun Bureau, will be married Monday to Miss Elizabeth Lipscomb. Miss Lipscomb was formerly of Mississippi.

William Jennings Bryan, editor of the Commoner, and former Secretary of State, will remove his residence from Washington. He has offered his house for rent.

Hal H. Smith, of the New York Times Bureau, and Lawrence Todd, of the International News Service, are shown in moving pictures at one of the local theatres this week interviewing Count von Bernstorff, the German Ambassador.

Charles Frederic Stansbury, well-known author and newspaper man, who has many friends in New York, Norfolk and Washington, is now located in London.

Wallace R. Farrington, vice-president and business manager of the Star-Bulletin of Honolulu, Hawaii, visited Washington last week for the first time in eighteen years. He will visit in Los Angeles two weeks before returning home.

James L. West, who has been ill for the last month in Newport News, has returned to his desk here.

W. F. Keohan, chief of the New York Tribune Bureau, has been transferred to Albany, and will be succeeded here by Telegraph Editor Frost, of the Tribune. Mr. Keohan has had considerable experience in New Jersey politics, and his transfer to Albany will make him familiar with all politics of local interest to New York City. He will leave on October 1.

Otto Praeger, formerly Washington correspondent of the Galveston and Dallas News, and more recently postmaster of Washington, has been appointed Second Assistant Postmaster General by President Wilson.

Arthur B. Kroek, former Washington correspondent of the Louisville Courier-Journal, and now its news manager, was the guest of honor at many functions before he left Washington last week. Dinners were tendered him by Walter J. Fay, Thomas F. Logan, and associates of the National Press Club. Mr. and Mrs. Essary of the Baltimore Sun gave a dance in his honor, and he was presented with a handsome scarf pin by his associates on the eve of his retiring.

"The Man Who Forgot," the prohibition novel by James Hay, Jr., the well-known newspaper man and author of this city, is to be produced in motion pictures early this Fall.

## IN NEW YORK TOWN

Stuart Acheson is a newcomer on the Evening World's copy desk.

Charles Bayer has moved from the

Press to do rewrite work on the Evening Sun.

Edgar B. Hatrick, head of the photograph department of the International News Service, has returned from a business trip to the Pacific Coast.

H. B. Swope, city editor of the World, who has been away ill for sixteen weeks, has returned to his desk.

J. A. Butler, district relief man on the World, is ill with grippe.

R. A. Wilson, of the New York City News Association, has joined the staff of the Evening Sun.

George McAneny, president of the Board of Aldermen, gave a dinner Saturday night, September 18, at Healy's, Long Beach, to the members of the City Hall Reporters' Association. This dinner to the newspaper men is an annual event. Forty City Hall men and political writers were present.

John W. Harrington, for many years city editor of the New York Herald, has resigned to accept a position with the New York Times.

Frank M. Davis, business manager of the Merchants Journal and Commerce, of Richmond, Va., was in New York this week.

John J. Finegan, formerly of the New York Times, is doing publicity work for the defense committee of the Cloak and Skirtmakers' Union, seven of whose members are on trial for murder in the first degree, before Justice Tompkins, in the Criminal Branch of the Supreme Court. Mr. Finegan, who has covered all of the big strikes in the East during the past ten years, has been retained to present the unionists' side in the labor war that has been waging in the garment industry.

## CHICAGO PERSONALS

M. E. Coleman, chief inspector general of the central division of the Associated Press, is ill of ptomaine poisoning.

Nelson J. Evans, formerly with the Tribune, the Herald and the Examiner in turn, but now on the News out in Denver, was in town last week.

A card from Oscar Beckman of the Tribune tells of the joys of floating down the Mississippi in a houseboat. Oscar is bound for New Orleans, thence to San Francisco.

"Bill" Griffin, just in from San Francisco, is head of the Examiner copy desk. He held the same job on the San Francisco Examiner.

J. C. Royle, division manager of the Associated Press, and Roy Atkinson, night editor of the Herald, are taking a three weeks' tour of Wisconsin in Royle's roadster.

Robert J. Casey, of the Journal, is a citizen soldier at the Fort Sheridan Camp. That's nothing, though; Richard Henry Little, the Herald's humorist is a corporal.

Harry W. Alexander, formerly of the old Inter-Ocean, is in town from New York, where he directs publicity for the Society for Electrical Department, Inc.

F. S. Mackerly, who makes up the Herald's feature pages, is on the sick roster.

Robert Strong, a Chicago newspaper veteran, has joined the copy desk crew on the Journal after a long period of enforced idleness while mending from the effects of an automobile accident in which he was seriously injured. The accident took place in Florida, where Mr. Strong was editing a paper. His last Chicago work was on the Inter Ocean of which he was telegraph editor.

## CLEVELAND PERSONALS

Eric C. Hopwood, managing editor of the Plain Dealer, is back at his desk after his automobile tour through Canada and New York State.

Henry P. Edwards, sporting editor of the Plain Dealer, is letting the baseball magnates worry along with the game alone for the present, while he enjoys a much needed vacation fishing at the St. Clair Flats, near Detroit.

W. H. Keeling, who until recently was a Plain Dealer reporter, has assumed secretarial duties for the Dry's fall campaign. He also is looking after part of the publicity work for that organization.

Harold Hichens, a well known newspaper man in Cleveland, has joined the managerial forces of the Colonial Theatre.

D. C. Doigherty, of the Plain Dealer, is enjoying a vacation at Steubenville, Ohio, his old home town.

## SAN FRANCISCO PERSONALS

Edgar Sullivan, of the class of 1913, has been appointed "Instructor in Journalism" by the Regents of the University of California at Berkeley.

Herbert L. Bridgman, proprietor of the Standard Union, of Brooklyn, spent the past week in this city, doing the Exposition.

F. Howard Hooke, editor of the Financial Age, of New York, is in the city viewing the Exposition. He is accompanied by Mrs. Hooke and Miss Hooke.

Among the printers and publishers who have arrived in the city to view the Exposition, while en route from Los Angeles after attending their convention, are the following: T. B. DeVinne, vice-president of the De Vinne Press, New York; Charles Francis, president of the Charles Francis Press & Waverly Bindery, New York; Rufus C. Williams, of the Williams Printing Company, Richmond, Va.; J. F. Gounley, vice-president, Royal Electrotyping Company, Philadelphia, and H. V. Horton, of New York City.

Among the editorial representatives who registered at the Press Building at the Panama-Pacific Exposition during the week were the following: Mrs. J. F. Townsend, Public Ledger, Philadelphia; E. P. Meredith, Successful Farmer, Des Moines, Ia.; O. R. Nation, News, Nevada City, Cal.; E. H. Benson, California, Bakersfield, Cal.; Robert J. Bender, United Press, New York; Frank E. Stouffer, Sun, Sac City, Ia.; Fredk. E. Nickels, Auzeiger, Boston, Mass.; Belle Gray Curtis, Daily Press, Iowa City, Ia.; J. Mishkin, Yiddish Folk, New York; L. Feigebaum, Humboldt Standard, Eureka; R. Richer, International Studio, New York; Mrs. G. S. Cull, Woman's World, Tampa, Fla.; M. D. Sapiro, Evening Times, Bayonne, N. J.; E. L. Powers, Good Roads, New York; R. L. Clairmont, Western Union News, El Paso, Texas; W. R. Sharkey, Daily Standard, Martinez, Cal.; Robert L. Wright, Cleveland Leader, Cleveland, Ohio; C. W. Fletcher, Fresno Herald, Fresno, Cal.; C. D. Barnett, Mason Republican, Pt. Pleasant, W. Va.; Anne E. Tomlinson, Dry Goods Economist, New York; John Bruns, Port Jervis Union, Port Jervis, N. Y.; Turbesi Lammis, Arizona Daily Star, Tucson, Ariz.; Fank Fiske, Seattle Post Intelligence, Seattle, Wash.; George D. Steele, Better Roads & Streets, Philadelphia; William Miller, Holton Recorder, Holton, Kansas; A. H. Gardner, Tombstone Epitaph, Tombstone, Ariz.; Ora H. King, Triple Link, Los Angeles; Edwin A. Sutphin, New York Evening Post, New York; R. H. Aseltine, Commercial & Financial Chronicle, New York; J. P. Matthews, The State, Columbia, S. C.; A. B. Stovel, Western Home Monthly, Winnipeg, Man.; M. S. Lloyd, Electrical Review and Western Electrician, Chicago; Harry L. Wittman, Philadelphia Record, Philadelphia; Frederick E. Jarman, Daily Oklahoman, Oklahoma City, Okla.; Mrs. F. M. P. Hough, Houston Post Wharton (Texas) Correspondent; Walter Thomas Mills, Social Democrat, Los Angeles; E. M. Boschke, Spokesman-Review, Spokane, Wash.; Louise Welch—"Cholly Francisco"—Examiner, San Francisco; Henry S. Richmond, Oil Record, Coalinga, Cal.; H. H. Ross, News-Bee, Toledo, Ohio; Les. B. Henry, Tribune & Express, Los Angeles, Cal.; Avis Lobdell, Journal, Portland, Ore.; George M. Williams, Twin City Sentinel, Indiana Harbor; Robert French, Times, Cherokee, Ia.; Ossian Johnson, Puget Sound Mail, Mt. Vernon, Wash.; F. R. Peters, Evansville Press, Evansville, Ind.; Walter J. Hirst, Chicago News Bureau, Chicago; G. M. Cornwall, Timberman, Portland, Ore.; Fred H. Gilman, Pacific Coast Mgr. American Lumberman, Seattle; Kate Coleman, Union, Yreka, Cal.; Ernest F. Otis, Surf, Santa Cruz; S. L. Beiney, Tribune, Newark, Ohio.

Other Personals on pages 393 and 394.

**THE SEATTLE TIMES**

"The Best That Money Can Buy"  
Average Circulation for Aug., 1915  
**Daily, 71,998**  
**Sunday, 83,430**  
**54,000 in Seattle**

A copy to every family.  
Largest circulation by many thousands of any daily or Sunday paper on the North Pacific Coast.  
Largest Quantity Best Quality Circulation  
**The S. C. Beckwith Special Agency**  
Sole Foreign Representatives  
New York Chicago St. Louis

**Deutsches Journal**

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

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

**Buffalo News**

**EDWARD H. BUTLER**  
Editor and Publisher

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

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

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

**THE EVENING STAR**  
**THE SUNDAY STAR**  
Washington, D. C.

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

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

**PROMOTION DEPT.**  
**SHAFFER GROUP**

12 S. Market Street, Chicago

**LIVE STUFF FROM TEXAS**

Dallas Advertising League Meets, Likewise Northeast Texas Press Association—Various Editorial Changes—Appointment of a Committee to Censor Dallas Advertising Schemes—Personals.

Harry Spillman, of New York, head of the educational department of the Remington Typewriter Company, was the speaker at the last regular meeting of the Dallas Advertising League. "Enthusiasm" was his subject. He had been on a speech-making tour from New York to San Francisco, and was on his way back to New York via the Southern route.

At the seventh semi-annual convention of the Northeast Texas Press Association, held at Commerce on September 17 and 18, a resolution was adopted indorsing Dallas for the National Democratic Convention in 1916. Officers were elected as follows: Sam Holloway, Deport Times, president; Sterling Hart, Commerce Journal, vice-president; Joe M. Moore, Lone Oak News, secretary-treasurer; executive committee, H. P. Nelson, Greenville Banner; R. W. Fanning, Sulphur Springs Gazette; O. G. Campbell, Mount Pleasant Times-Review; R. C. May, Leonard Graphic, and Z. Star Armstrong, Garland News.

The Texas Editorial Association, composed of newspaper men in Texas who have seen thirty or more consecutive years of service, has accepted the invitation extended by the city of Dallas and will hold its next convention there on November 18-20.

William Grady Kinsolving, for several months city editor of the Galveston Daily News, and prior to that sporting editor of the News and of the Dallas Evening Journal, has resigned. Mr. Kinsolving took passage from Galveston for Havre, France, and expects to gather notes in the European war zone which will be used as a basis for magazine articles on his return to America.

N. E. Thatcher, recently night editor of the Galveston Daily News, has resigned his position and returned to Fort Worth. Mr. Thatcher has worked on a number of Texas papers, among them the Fort Worth Record, the Houston Post and the Houston Chronicle.

C. R. Stone, for the past year sporting editor on the Dallas Morning News, has been transferred to Galveston, where he becomes city editor of the Galveston News, another of the Belo publications in Texas.

The Dallas Press Club has laid plans for a sweeping membership campaign. With a view to assisting the special committee that was appointed to take charge of this campaign, a special dispensation in the amount of initiation fees and dues was authorized for associate members. According to the constitution of the organization, associate members are required to pay an initiation fee of \$10 and quarterly dues of \$3. Under the special dispensation the initiation fee is placed at \$5, which also includes dues for the first quarter. E. J. (Ned) Hardy, of the advertising staff of the News-Journal, was appointed chairman of the membership committee, and he announced the following assistants: Dr. Harrison B. Cave, James E. Record, Robert Egan, Hugh Fry and Dan A. Kivlen. Hereafter monthly business and social meetings will be held by the club.

Sam Harben, editor of the Richardson Echo and chairman of the committee on Press Day at the Texas State Fair to be held at Dallas, October 16-November 1, has announced that October 18 will be Press Day at the fair. The newspaper men and their families will be guests of the State Fair management during the day.

Mayor Henry D. Lindsley, of Dallas, has been invited to address the Cleveland (Ohio) Advertising Club at some time during the coming winter.

Herbert J. Rumsey, of Sydney, Australia, agricultural expert and noted writer on the staff of the Farmer and Settler, one of Australia's biggest farm newspapers, has been visiting in Dallas. Mr. Rumsey has been making a tour

of the United States gathering ideas for a series of articles which he will write on his return to Australia on agricultural conditions in this country.

The wedding of Basil Manly Hanks, circulation manager of the Abilene Daily Reporter, and Miss Bessie L. Brown, took place at Abilene on the evening of September 14, Rev. A. D. Ellis officiating. After a brief honeymoon Mr. and Mrs. Hanks will make Abilene their home.

A. C. Simmons, who for the last two years has been connected with the advertising staff of the Fort Worth Record, has severed his connection with that paper and has established an advertising agency in Fort Worth. Mr. Simmons has been engaged in advertising work in Texas for several years and is well known throughout the State.

E. R. Bullock, late of the Sherman Daily Signal, has leased the Jefferson Jimplecute, and will have entire management and control of the publication. Miss M. L. Taylor, owner of the Jimplecute, will remain in the employ of Mr. Bullock. The Jimplecute was established by the late Ward Taylor in 1865, and during its existence of half a century has never missed an issue.

Jeff D. Cox, veteran Texas newspaper man, who was formerly a member of the Texas House of Representatives and later chief deputy game, fish and oyster commissioner under William G. Sterret, has again entered the newspaper business. He has purchased the Yoakum Daily Herald, which he will edit.

The Folly is the name of a new paper established at Cleburne by Joel Williams, editor. The paper is progressive in its policies and gives considerable space to civic betterments.

The Dallas Chamber of Commerce and Manufacturers' Association has appointed a committee on advertising, whose duties it will be to censor all advertising schemes presented in the city of Dallas before they can have any standing with the members of the association. Members of the committee are: Gus W. Thomasson, chairman; Tom P. Thornton, B. B. Lowery, W. A. Green, J. H. Payne, A. T. Loyd, W. C. Everett, Frank M. Jackson and H. E. Spalti.

**RECLAMATION THE SOLUTION**

So Says a Cleveland Man Regarding Difficulty in Getting White News Print.

CLEVELAND, September 22.—O. T. Frash, business manager of the Reese & Crittendon Co., publicity promoters, takes issue with the statement of A. E. Wright, vice-president of the International Paper Co., in THE EDITOR AND PUBLISHER, in regard to the scarcity of aniline dyes necessitating a use of other than pure white news print.

"The lack of dye materials to bleach news print is only partly the cause of the reduction in output of pure white paper," says Mr. Frash. "The real difficulty, in my mind, is the exhaustion of the basic materials from which pure white paper is, or rather was, made. Up to say fifteen years ago birch and other woods were plentiful and no bleaching process was needed to any great extent. These woods are now almost out of the market, and the mills must turn to other materials. Hence we find the need for the bleaching process. The war has merely hastened the stringency in these latter materials. Reclamation probably is the one solution of all paper problems."

Mr. Frash gained his knowledge of paper conditions during several years of work in paper mills prior to coming to Cleveland.

**Advertising Company to Raise Funds**

The National Index Advertising Company, of San Francisco, has been granted permission by the State authorities to issue 1,000 shares of common stock to Eric G. Scudder for legal services, to sell 2,500 shares of preferred at par, a share of common to go with each share of preferred, and to sell 5,000 shares of common at \$5 per share. The permit is conditional upon the company's raising \$12,500 within six months.

**The Detroit Free Press**

"Michigan's Greatest Newspaper"

The Largest  
2-Cent Morning Circulation  
In America

Rates and information  
direct, or from

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

**DETROIT SATURDAY NIGHT**

refuses to accept advertising that does not hold out honest value to the reader. We include in this generalization, beer, whiskey, cigarette and patent medicine. Also DISHONEST MERCHANDISE, no matter by whom it is offered for sale.

Foreign Advertising Representatives

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

**Prosperity Returned to Pittsburgh FALL LISTS SHOULD INCLUDE GAZETTE TIMES**

Morning and Sunday—**CHRONICLE TELEGRAPH** Evening except Sunday  
They are the **TWO BIG NEWSPAPERS** in a metropolitan district of 1,042,855 people.

**FLAT COMBINATION RATE 22¢ PER AGATE LINE**

For further information and co-operation write  
**URBAN E. DICE**  
Foreign Advertising Manager  
**PITTSBURGH, PENNSYLVANIA.**  
J. C. WILBERDING  
225 Fifth Avenue, New York City  
The J. M. BRANHAM COMPANY  
Mallers' Building, Chicago  
Chemical Building, St. Louis

**Get the Best Always**

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

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

**THE PITTSBURG PRESS**

Has the **LARGEST**

Daily and Sunday  
**CIRCULATION**  
**IN PITTSBURG**

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

**WHY IS IT?**

that the Times-Leader is the only one of the three evening newspapers in New Haven, Conn., that is a member of the Audit Bureau of Circulations. Think it over.  
**BRYANT, GRIFFITH & FREDRICKS**  
225 Fifth Ave. 716 Peoples Gas Bldg.  
New York City Chicago



## FROM BUSY CLEVELAND

The Ad Club's Torch Is Something Bright—Publicity Firm Shows Creditable Growth—The Austro-Hungarian Mixup—All Sorts of Live News Notes, Including a Mansfield Merger.

CLEVELAND, Sept. 20.—The Torch, the official organ of the Cleveland Advertising Club, has grown so strong in circulation that it has been changed to a weekly from a monthly, beginning this week. Ernest L. Colegrove is the editor. This paper is chock full of hot stuff for advertising men, strong editorials by experts and special articles. For instance, in this week's issue is a strong story by Andrew E. Coburn, advertising manager of the Cleveland Twist Drill Co. and editor of "Drill Chips," in which the writer tells how to reach the buying units through house organs.

At today's meeting the speaker was Henry D. Estabrook, a New York attorney. Next week the guest of honor will be Senator Theodore E. Burton, who is said to be about to throw his hat into the Presidential nomination ring.

The Reese & Crittendon Co., a publicity firm which claims its work to be exclusive in the United States, as far as is known, has outgrown its present quarters, and is moving into its new building at 221 East 131st street. The firm was established seven years ago by C. K. Reese, the man with ideas, and C. H. Crittendon, who was the artist. They realized the need for direct advertising, and their big business today indicates that the need for this work met a ready response. Everything in the new plant will be the latest in the mechanical art. Included in the equipment are two Harris offset presses and two automatic color presses. There will be a large battery of flat-bed presses. A complete engraving plant is included in the equipment. This company will specialize in big runs and quick work. The concern comprises C. K. Reese, T. M. Reese, R. R. Watson and C. H. Crittendon. O. T. Frash is chief of business promotion and J. B. Garvey chief of the copy department.

## THAT AUSTRO-HUNGARIAN MIXUP.

Following an interview with Judge Reed, of counsel for Count Ernest Ludwig, Austro-Hungarian consul at Cleveland, and John Pelenyi, vice-consul, it seems there is no immediate danger of the New York World and the Detroit Free Press facing \$500,000 and \$100,000 suits, respectively. "We are still awaiting developments," said Judge Reed, but what these developments are or when they will occur, he refused to say. In a lengthy statement to THE EDITOR AND PUBLISHER representative and other reporters, Count Ludwig has given his view on the situation. He says in part: "The attacks by the New York World and the Detroit Free Press and other papers, on the Cleveland and other Austro-Hungarian consulates in the United States in connection with alleged strike plots in munitions plants, have been more or less freely invented. We have been neither directly nor indirectly concerned or involved in any way with these alleged strike plots. If there has been some little unrest, it has been due to general war conditions, and, perhaps, to the efforts of detectives, who, as admitted by the World, were employed to ferret out plots. The World evidently has to give a background to its story. But it is a malicious and false charge to drag my name and that of Mr. Pelenyi into this newspaper campaign, and as soon as formalities are completed, we shall give both the World and the Free Press an opportunity to prove these charges in the Federal courts."

The Times Publishing Company, of Cleveland, of which B. Bryant is general manager, has added a complete newspaper and job plant to its office of the Willoughby Delta. This newspaper is one of ten in suburban cities operated from Cleveland.

Following a merger of interests by Mrs. W. B. Gongwer, of Cleveland, and Mrs. Mary E. Miller, of Cincinnati, the Evening News, of Mansfield, will have a new plant. The building and equipment will

give the News one of the best plants of any town of the size in Ohio. The present building will be remodeled and made fireproof, a four-story addition will be built, and a new press installed. The new annex will occupy land 40 x 60 feet, owned by Mrs. Miller. The composing room will be almost double its present size. Construction has been planned so as not to interfere with the publication of the paper.

## "PAY UP WEEK" IN PROSPECT.

Cleveland newspapers are considering the merits of a "Pay Up Week" campaign here, a movement which has been given great impetus by M. J. Callahan, editor of the Bellevue (O.) Gazette. This newspaper advertised the plan so well that virtually every citizen in that suburb felt that he or she simply had to wipe out all debts. Mr. Callahan says several hundred dollars' worth of accounts were cleaned up in his office alone.

The Plain Dealer school essay contest, which closed recently, brought out a tremendous number of pathetic and human interest letters from girls and boys who told why they were glad to go back to school. It took several days to award the prizes, and among the heart throbs printed it was difficult to distinguish the winners.

The Dundee (Mich.) Reporter, which has been controlled for the last year and a half by F. J. Boyd, of that city, has been sold to E. E. Brown, of Maricopa, Cal. Mr. Brown formerly was the owner of the Morenci Observer and the Grass Lake News, both Michigan papers, but for the last few years has been confining his newspaper activities to California.

The News-Courier is the name of a new daily newspaper started at Monroe, Mich., by public spirited citizens of that city.

The daily press of Michigan and adjacent states is giving much space to the campaign being carried on by the alumni of the University of Michigan for a \$1,000,000 club house for the student body at Ann Arbor, Mich. Charles A. Hughes, of Ann Arbor, is publicity manager for the campaign. The Ohio Architect, Collier's Weekly and Leslie's Weekly are among the class publications aiding the movement.

John W. Moore, of Cleveland and Columbus, is making improvements in his plant of the Journal-Gazette, of Logan, Ohio. These improvements include new equipment and changes in the buildings at Logan. It has been said Mr. Moore planned to enter the Columbus field, but this is denied at the Cleveland offices.

## Allbee Now With Paterson (N. J.) News

Burton H. Allbee, for three years a member of the Paterson (N. J.) Guardian staff, has now gone to the Paterson Evening News, to occupy a responsible place on the editorial staff.

Mr. Allbee has traveled widely, and has done excellent work in a number of the large cities of the country. He left the New York Commercial some years ago to go to New Jersey, and since then has been continuously employed on papers in that State. It has been said of him that no newspaper worker in northern New Jersey knows so many of its prominent men. In late years he has made himself an authority on New Jersey history, and has a number of illustrated lectures upon this subject which have been commended by exacting critics. He is a worth-while addition to the News staff.

## Lots of New York "Newsies" in Camp

Almost 1,500 New York newsboys have been provided for during the last nine weeks at the newsboys' camp at Woodland Beach, Staten Island. Each boy is permitted to spend a week there.

The camp is run by directors, who outline the day's work. After breakfast at 7 the grounds are policed, tents aired and beds made. Most of the morning the boys play baseball or go bathing. In the afternoon they indulge in outdoor sports and go to bed at 9 o'clock.

Most of the vegetables served in the camp are produced on the camp farm. All the other work, including waiting on tables, helping in the kitchen and pantry and washing dishes, is done by the boys.

## National Advertisers

Desiring to Thoroughly cover New York City Should Investigate

IL PROGRESSO  
ITALO-AMERICANO

the Leading Italian Daily Newspaper in the United States.

The daily average circulation of *Il Progresso*, 134,831, audited by the A.B.C., represents a good-sized city in itself.

The many advertisers who have investigated what *Il Progresso* offers in the matter of real home-circle circulation and have tested its great advertising value are satisfied friends.

It is reasonable to expect that 134,831 newspapers going straight to the center of the family circle of thrifty people should bring satisfactory results if the rate is right.

*Il Progresso Italo-Americano* has the circulation and a right rate AND

The utterances and announcements in *Il Progresso* are believed, because of the prestige of the paper as the leader of its class in the United States.

Reliability has bred confidence, and announcements in their native tongue make the claims of advertisers clear to the readers of *Il Progresso*.

Confidence in a newspaper plus copy that is comprehended are bound to give advertisers profitable returns.

*Il Progresso* has the circulation, the rate, the confidence and respect of its readers, and a copy department that will arrange your copy in clear, comprehensible Italian.

It will be a pleasure to furnish facts and figures on request.

## Il Progresso Italo-Americano

Member Audit Bureau of Circulations.  
Member American Newspaper Publishers' Association.

42 Elm Street NEW YORK CITY

Net Daily Average Circulation, 134,831

Built by maintaining the standards  
of the best American newspapers.

*Il Progresso Italo-Americano Della Sera*

(which latter phrase means "of the evening,") is second in circulation in the evening field. In combination with the morning edition the advertising rate is 30c. per inch additional.

USE  
**UNITED  
PRESS**  
FOR  
**Afternoon Papers**  
General Offices, World Bldg., New York

**Good News Service**  
Is that which reaches you **FIRST**  
Is **WELL WRITTEN, IS ACCURATE**  
This is the Specialty of  
**International News Service**  
238 William St. New York City

We have one of the  
very best weekly  
**Children's Pages**  
on the market. Only original  
matter is used—no continued  
stories.  
Write us if you want an exclu-  
sive high-class feature of this  
character.  
**THE INTERNATIONAL SYNDICATE**  
Features for Newspapers  
Established 1899 Baltimore, Md.

**NEWSPAPER**  
prosperity is based on circulation.  
**FEATURE**  
elements of the right kind make  
and hold circulation.  
**SERVICE**  
by experts means material and  
methods that have been **PROVED**.  
Let us send you samples of our col-  
ored comics, daily and Sunday pages  
in black and colors.  
**Newspaper Feature Service**  
M. Koenigsberg, Manager  
41 PARK ROW NEW YORK

**LIVE PAPERS**  
will heed this call and wire im-  
mediately for full particulars of  
Scenario Contest Lessons furn-  
ished gratuitously.  
Greatest circulation builder  
brought out in a long time.  
**The Vitagraph Company**  
**of America**  
East 15th St. & Locust Ave., B'klyn, N.Y.  
NEW YORK LONDON  
CHICAGO PARIS

**Felt Blankets**  
The Famous  
**REPPRESSED FELT BLANKET**  
(Trade Mark Registered U. S. Patent Office)  
as used by all the large newspapers  
and press builders.  
The best printing and longest  
wearing blanket manufactured. No  
increase in prices since the war.  
Send for samples and prices for  
your sizes. Quality guaranteed.  
**New England Newspaper Supply Co.**  
Worcester, Mass.

## WILL MAKE A WISCONSIN SURVEY

Result of a Liberal Proposition by the  
Proprietor of the N. Y. Globe.

By Telegraph to The Editor and Publisher

MILWAUKEE, Wis., Sept. 22.—As a re-  
sult of the offer made Wednesday by Ja-  
son Rogers, publisher of the New York  
Globe, to pay for the maintenance of of-  
fices at New York and Chicago, the Wis-  
consin Daily League, an association of  
twenty-six Badger dailies, will make a  
complete commercial survey of every Wis-  
consin city having a daily. A compre-  
hensive survey of the entire State will  
be made subsequently under the auspices  
of the Wisconsin Press Association, an  
organization of publishers of weeklies,  
which was formed at the University of  
Wisconsin in May, the Franklin Clubs  
and the Daily League.

Each of the organizations will con-  
tribute to the cost of the survey, which  
will be made under direct supervision of  
the University of Wisconsin Extension  
Division, as suggested at the May con-  
ference of Wisconsin publishers, at Mad-  
ison, by Dean Louis E. Reber. A com-  
mittee consisting of D. B. Worthington,  
Beloit Daily News; F. R. Starbuck,  
Racine Journal News, and H. H. Bliss,  
Janesville Gazette, will direct the survey.

Mr. Rogers will make another trip  
west to meet with members of the League  
on October 6. "New York City is the  
hardest and last place in Christendom  
which an advertiser cares to break into,"  
said Mr. Rogers. "An advertising cam-  
paign there can hardly be conducted for  
less than \$50,000 to \$150,000. The at-  
tempt is too costly.

"If you want to increase your adver-  
tising you will have to make a com-  
plete survey of the State," said Mr.  
Rogers. "It will pay you to engage a  
permanent paid secretary to aid in getting  
this information and to maintain head-  
quarters where large advertisers may se-  
cure any commercial information they  
may want. You will have facts at your  
fingers' tips and will be far more efficient  
mediums of advertising than anything  
else imaginable. After you have done  
this for six months you will find the cost  
insignificant compared with the returns  
and increased business."

Mr. Rogers explained how a campaign  
of instruction of pure food, followed by  
a pure food directory, could be used profit-  
ably by newspapers. He explained and  
demonstrated how successfully the plan  
had been conducted by his paper.

"The magazines make the most ab-  
surd and foolish claims about reaching  
buyers," he said. "They strike only the  
high spots. It is only the newspapers  
that actually cover the field thoroughly,  
and it is the papers that pave the way for  
magazine advertising.

"One opportunity that newspapers  
generally have neglected to grasp is that  
of creating business. We are cultivat-  
ing and stimulating new business through  
new ideas every day. Because the news-  
papers are in so close contact with peo-  
ple they can stimulate and get more busi-  
ness continually.

"Have an Ivory Soap day, or any other  
sort of a day, on which you ask your  
readers to buy Ivory Soap in order to  
demonstrate to merchants the influence  
of advertising. Run a fashion service.  
We spent \$100,000 getting fashion read-  
ing stuff from Paris. We are now able  
to give a fashion service that everybody  
likes. This daily fashion cut we have  
is a business-getter and strengthens us  
with the women, who are the family pur-  
chasers. Every issue of the Globe con-  
tains one. Use that and other schemes  
to increase your business. If we can open  
four new accounts a day we feel re-  
paid for our efforts to serve advertisers."

Old officers of the League were re-  
elected. They are: Frank H. Noyes,  
Marquette Eagle-Star, president; O. J.  
Hardy, Oshkosh Northwestern, vice-  
president; H. H. Bliss, Janesville Gaz-  
ette, secretary and treasurer.

## Thank You!

"We congratulate THE EDITOR AND  
PUBLISHER upon its continued marked  
improvement."—Field and Faneby Pub.  
Co., New York.

## NOW EDITOR RALEIGH TIMES

Robert L. Gray Takes the Reins of the  
Well-Known North Carolina Paper.

Robert L. Gray has returned to  
North Carolina, and is now editor of the  
Raleigh Times. He was for several  
years a practicing lawyer, and later was  
editorial and special writer for the News  
and Observer, Raleigh, N. C.; editor of  
the Morning Star, Wilmington, N. C.;



ROBERT L. GRAY,  
Editor Raleigh (N. C.) Times.

chief editorial writer of the Richmond  
Virginian, Richmond, Va.; editorial  
writer for the Frank A. Munsey publi-  
cations, when he served on the editorial  
staffs of the Baltimore News, Munsey's  
Magazine and the Washington (D. C.)  
Times. For two years before becoming  
editor-in-chief of the Raleigh Times he  
was editorial writer for the State,  
Columbia, S. C.

Many Southern papers have had good  
words to say of Mr. Gray and his new  
connection.

## EDITORS CALL ON BRYAN

Foreign Language Papers Urge Him to  
Go Abroad in Peace Interests.

William J. Bryan a few days ago told  
a committee representing a number of  
foreign language papers of this country  
that he would take under advisement  
their invitation to go to Europe, and do  
what he can to bring the great war to  
a close. About forty editors went to  
Washington, but only a committee of  
eight called upon Mr. Bryan at his home.  
He said: "If I decide to go it will be  
at my own expense."

Louis Hammerling, of New York,  
president of the American Association  
of Foreign Language Newspapers, has  
issued the following statement:

"We wish emphatically to state that  
this association, comprised of 742 foreign  
language newspapers, is not identified  
in any way with this conference. Our  
editors are not interested in Mr. Bryan's  
proposed trip to Europe."

## Gillam an Inventor

Manly M. Gillam, of New York, is an  
inventor as well as an advertising ex-  
pert, for he is placing on the market a  
machine for the daylight projection of  
photographs, engravings or printed mat-  
ter, woven fabrics, etc., in natural colors,  
up to 144 lines. It operates automati-  
cally and is called Gillam's Radioscope.  
It is of special value to storekeepers,  
lecturers and others who desire to pre-  
sent pictures for entertainment or ad-  
vertising messages.

The Memphis (Tenn.) News Scimitar  
has established an advertisers ad service  
and promotion bureau, under the direc-  
tion of R. D. Sanche, a man of wide ex-  
perience in the work.

## CANADIAN NEWS NOTES

Eastern Press Association Holds Conven-  
tion at St. John.

Toronto, September 22.—The annual  
meeting of the Eastern Press Associa-  
tion, being the maritime province divi-  
sion of the Canadian Associated Press,  
was held yesterday in St. John, N. B.  
C. C. Blackadar, Acadian Recorder, Hal-  
ifax, was elected president; P. D. Mac-  
Neill, Post, Sydney, vice-president; B. F.  
Pearson, Chronicle, Halifax, secretary-  
treasurer; F. B. Ellis, Globe, St. John;  
E. H. Keating, Times, Moncton; H. B.  
MacKinnon, Standard, St. John; Senator  
Dennis, Herald, Halifax, directors.

The British and Colonial Press, Limit-  
ed, Toronto, which supplies a news fea-  
ture and picture service to many Cana-  
dian newspapers, has purchased the plant  
and business of the Commercial Engrav-  
ers, Winnipeg, and will hereafter operate  
its western business from that city.

The Dominion Department of Agricul-  
ture is at present conducting an advertis-  
ing campaign in the Canadian press on  
behalf of the peach growers of the Ni-  
agara Peninsula. Both display copy and  
readers are being used. An interesting  
feature in connection with the campaign  
is that a change was made in the original  
plan, whereby, instead of devoting part  
of the appropriation to providing prizes  
for window displays, the whole amount  
was diverted to the newspapers. This  
course was recommended by representa-  
tive grocers and fruit dealers, who  
thought that better results would be  
gained by enlarging the scope of the  
newspaper advertising.

Canada has a very drastic law pro-  
hibiting the publication and sale of news-  
papers on Sunday. It applies not only  
to local publications, but to United States  
papers as well, so that the sale of Sun-  
day papers from over the border is de-  
cidedly limited. Yesterday a deputation  
of citizens from Windsor, Ont., the Cana-  
dian city across the river from Detroit,  
waited on the attorney-general of Onta-  
rio and asked that permission be grant-  
ed for the distribution and sale of De-  
troit papers in Windsor on Sunday. The  
attorney-general, however, gave the dele-  
gation little encouragement, as he point-  
ed out that the law was most specific  
on the point.

Mayor Martin, of Montreal, has begun  
an action against La Patrie, a French  
evening paper of that city, for \$100,000  
damages for alleged defamation of char-  
acter. The article complained of by the  
mayor was contained in an editorial, pub-  
lished a few weeks ago, criticising the  
present civil administration, and the  
mayor claims that allegations in the  
editorial were slanderous and defama-  
tory. His solicitor, Joseph Demers, mem-  
ber for St. Johns, Quebec, wrote to the  
newspaper in question, demanding that  
an apology be published in heavy type  
on the front page, but La Patrie failed  
to do this, hence the legal proceedings.

## Canadian News in American Papers

A rather amusing result of the war  
and the consequent censorship of Cana-  
dian newspapers has been that news of  
the war and of matters relating thereto  
reaches Canada via American papers.  
Canadian newspaper men very naturally  
point out the futility of preventing them  
from publishing matter which crosses the  
border with every mail from the United  
States. Recently the Mail and Advocate  
of St. John's, N. F., quoted from the  
New York Times an innocent looking  
paragraph to the effect that a patrol was  
about to be established in Newfoundland  
waters to render impossible the location  
of a German submarine base. The edi-  
tor received a letter almost immediately  
from the censor notifying him that all  
copies of the paper which came into the  
hands of the authorities would be sup-  
pressed and warning him that if neces-  
sity should arise action would be taken  
"to effectually stop the publication of  
any such items." The next step was the  
imposition of a censorship on all mail  
matter from the United States and other  
foreign countries, addressed to news-  
papers in the Dominion, or to the mem-  
bers of their staffs in the Dominion.



# NEW YORK STATE 100% GOOD

**How Manufacturers Advertising in the New York State Newspapers Secure Highest Proportion of Available Sales at Minimum Percentage of Cost**

By **GEORGE F. BARIGHT**, New York Advertising Agent

The Statistician used to be regarded as a Long-Haired Misanthropic Individual who had hypnotized the "Old Man" into paying him a Salary for furnishing Useless Figures that the Salesman laughed at, and who could be Shoved off into a Corner, under the Stairs, to Dream away His Life while the Boys were Entertaining the Buyer from Kankakee.

Nowadays, when the Salesman is called in on the "Carpet" to Explain why, on an Increased Expense Allowance, the Net Profits on his Business figure 43.6 per cent. below Par, it is the Figures prepared by the Statistician that the "Old Man" holds in his Hand, and the day of Laughter is over.

Now, the Statistician has the Office right next to the Boss, and he is Lucky if he has any Hair at all.

That's why the Advertising Salesman who tries to Peddle Strips of Blue Sky to the Manufacturer who comes from Missouri, with the Statistician looking over his Shoulder, finds that his Happy Optimism is given the Chilly Stare, while the Boy who shoots off the Automatic with Facts and Figures is the Lad who Coaxes the Check-book out of the Safe.

They used to tell us that while Advertising was Mysterious it was also Easy, and that all you had to do was to use Space Enough and use it Often Enough, and the Sales would come, Somehow.

Some concerns survived it, of course, but the Tombstones decorating the Graves of Advertising Failures have made the Man who Pays the Money do some Hard Thinking.

Now we have learned that there are certain Advertising Laws and the more closely we Observe them, the smaller the Waste and the Bigger the Dividend Check.

**Advertise your goods to people who need them and have the money to buy them.**

**The largest population of possible purchasers will produce the greatest number of prospects.**

**The greater the concentration of Population, the lower the cost of Advertising and Distribution.**

**The larger the number of Towns in a given Territory, and the greater the facilities of communication between them, the easier buying and selling becomes.**

**A sale consists of two acts: getting your goods on the shelves of the dealers, and then moving them off again, and the business of Advertising is to assist in the first and accomplish the second.**

**IN ALL THESE THINGS NEW YORK STATE STANDS 100% GOOD.**

It has the largest population; over ten millions of people, with the highest earning power, who can use practically every kind of product on the Market.

A concentrated population, with a large number of the wealthiest Cities in the Country, with ease of inter-communication.

Its Newspapers have high standing and great influence with their readers, and are ready to help and co-operate with the Manufacturer to get his merchandise on the shelves of the dealers and storekeepers, and by their tremendous Advertising Force, move it off again at a profit.

That is why no Manufacturer can afford to neglect New York State, and why the Newspapers of New York State enjoy the prestige with the advertisers, which they do.

**THEY MAKE GOOD**, by giving the highest returns in Service and Sales at the smallest outlay.

Any Manufacturer or his Advertising Statistician, who wants to get the most out of his Sales opportunities in New York State can secure a lot of valuable information regarding New York Newspapers and how they will help by consulting **THE EDITOR AND PUBLISHER**. This publication will help him study out his problem and give him some good facts and advice. This is one of the few good things in Life that are both valuable and free.

**General Advertisers seeking further light in respect to marketing conditions and distribution facilities in New York State are requested to communicate with THE EDITOR AND PUBLISHER, Suite 1117, World Building, New York. Phones, Beekman 4330, 4331.**

**If you could select the New York State circulation of twenty-four (24) leading Magazines you would secure a circulation of 1,787,119, at a total combined cost of \$8.44 per line.**

**The Newspapers listed on this page offer 3,065,384 average daily circulation at a total combined cost of \$5.27 per line.**

**That is to say, 1,278,165 more circulation at less than three-fourths the cost and with more Intensive effect.**

**Make your own comparisons, bearing in mind, of course, that in order to get the New York State circulation of these Magazines it would be necessary to purchase their whole National circulation, which would cost \$79.56 per line.**

	Circulation	2,500 Lines	10,000 Lines
Albany Knickerbocker Press (M)...	*37,718	.05	.05
Albany Knickerbocker Press (S)...	*31,480	.05	.05
Brooklyn Eagle (E) 3c.....	***44,552	.16	.16
Brooklyn Eagle (S) 3c.....			
Brooklyn Standard Union (E)....	***61,390	.15	.15
Brooklyn Standard Union (S)....	***65,551	.15	.15
Buffalo Courier-Enquirer (M&E)...	***105,384	.14	.12
Corning Evening Leader (E).....	***8,306	.0179	.0129
Elmira Star-Gazette (E) .....	19,577	.035	.03
Gloversville Leader-Republican (E)	***5,376	.0143	.0108
Gloversville Herald (M).....	***6,774	.02	.015
Ithaca Journal (E).....	***6,154	.035	.015
Newburg Daily News (E).....	*8,337	.0358	.0214
*Mt. Vernon Daily Argus (E).....	*5,959	.0214	.015
New York American (M).....	**333,345	.40	.38
New York American (S).....		.60	.57
New York Globe (E).....	***181,347	.28	.27
New York Herald (M).....	***106,580	.40	.40
New York Herald (S).....		.50	.50
N. Y. Journal of Commerce (M)...	***17,728	.18	.15
New York Evening Mail (E).....	135,861	.32	.29
New York Evening Post (E).....	***22,010	.225	.20
New York Sun (M&S).....	***71,708	.40	.36
New York Sun (E).....	***140,203	.30	.27
New York Times (M&S).....	***298,248	.45	.405
New York Tribune (M&S).....	°°82,089	.25	.21
New York Telegram (E) .....	***220,679	.285	.27
New York Telegram (S).....	***225,958	.20	.18
New York World (M).....	**376,590	.40	.40
New York World (S).....			
New York World (E).....	***390,068	.40	.40
Oneonta Star (M).....	°°°6,149	.1143	.0857
Poughkeepsie Star (E).....	***6,531	.0215	.0115
Schenectady Gazette (M).....	*20,502	.06	.04
Troy Herald (M&E).....	*23,230	.035	.035

\* A. B. C.  
 \*\*\* Gov. Report.  
 °° Pub. Report.  
 °°° Pub. Sworn Statement.

## Special Autumn Number The N. Y. Times Book Review

Sunday, October 10

List of 500 books of the season

### —WAR BIBLIOGRAPHY—

The world's latest literature

The New York Times publishes more book advertisements than any other newspaper in the United States, morning or evening.

## The Jewish Morning Journal

NEW YORK CITY

(The Only Jewish Morning Paper)

The sworn net paid average daily circulation

of

The Jewish Morning Journal for

112,056

six months ending March 31, 1915.

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

The Jewish Morning Journal prints more

HELP WANTED ADS.

than any paper in the city, excepting

the New York World.

I. S. WALLIS & SON, West'n Representatives

1246 First National Bank Bldg., Chicago.

## The New York Evening Mail

enjoys the confidence of its readers.

Its readers have a buying power, per capita, second to that of no other daily paper published in America.

Its average net paid circulation for August was in excess of

158,000

A desirable advertising medium.

## 114 YEARS RECORD BROKEN

The circulation of the New York Evening Post is highest in its history of 114 years. During the year ending August, 1915, the paid circulation of The Evening Post was the greatest daily average net sale in 114 years.

The discriminating readers of The Evening Post are its circulation-getters. Advertised by its friends, its hold upon the individual reader was never stronger than it is today.

Advertisers reach a concentrated financially able class when they advertise in the New York Evening Post.

Member Audit Bureau of Circulations  
Publication Office Western Office  
20 Vesey Street McCormick Bldg.  
New York Chicago

## You can now lease for small monthly rental National Electric Bulletins

Publishers everywhere should investigate. Write or wire for particulars.

National Electric Bulletin Corp.  
New York City

## For Sale

### DUPLIX FLAT-BED NEWSPAPER PRESS

Prints from type, 4-6-8-10-12-page papers, length of page 22½", 7 columns to page, folds to half or quarter page size. Speed up to 4,500 per hour. Press is in good condition and was replaced by a Scott Three-Tiered Stereotype Newspaper Press. Write for price.

Walter Scott & Co.  
Plainfield, N. J.

## INLAND PRESS MEETS

Meeting of the Association in Chicago on Tuesday—James O'Shaughnessy, the Chicago Advertising Agent, Argues for the Flat Rate—Jason Rogers of the New York Globe Also Speaks.

CHICAGO, September 23.—Before the assembled publishers of the Inland Daily Press Association, James O'Shaughnessy, president of the Chicago advertising firm that bears his name, stood up and told the newspaper men why they didn't make more money. The association held its first fall meeting at the Hotel LaSalle on Tuesday. Mr. O'Shaughnessy assailed the practice of some publishers of placing a higher rate on foreign than on local advertising, and combated the sliding scale of ad rates. He argued for a flat rate for advertisers old and new, large and small.

With Mr. O'Shaughnessy on the speaking program was Jason Rogers of the New York Globe and W. D. Grandon of Sterling Ill., both of whom made stirring talks. A. L. Miller of Battle Creek, Mich., president of the association, presided. Hereafter the association will meet in Chicago on the first Tuesday in February, May, August and October of each year.

### MUST MEET OFTEN.

"So rapid are the changes in the publishing business," said Will V. Tufford, the secretary, "that to keep in touch with conditions we have concluded to meet four times a year."

Mr. O'Shaughnessy asserted that it was imperative that the publisher and the advertising agent meet frequently and discuss things of common interest. "If they do not understand each other it will be bad for both," said he.

"There are many things," he asserted, "that the publisher could do a little better or a little more effectively than he oftentimes does do. He must study out conditions in his own city, and if new conditions are interfering with the selling power his paper formerly exerted, he must shift to meet conditions. In some cases he can do this best by co-operation with the advertising agent."

"All of the business the advertising agent places with you is foreign business under your classification. This foreign business does not seem to have been thoroughly understood by most publishers."

"It is to the publisher as overseas trade is to the nation. A wise manufacturer makes a lower price to his foreign customer because it gives him volume, maintains it, and takes the peak load from his overhead. The same logic applies to the foreign advertiser for the publisher."

### VALUE OF FOREIGN ADVERTISING.

"Yet we are face to face with abnormal conditions. Instead of being encouraged as favorite business, foreign advertising is restricted by rate penalties. Every dollar that goes into your newspaper in the shape of foreign advertising is a full dollar in the channels of business in your city. Every business man in your city is benefited by this new dollar, come to stay."

"The local business man who demands a lower advertising rate than the foreign advertiser gets is doing himself an injury. The publisher who gives local business a lower rate is doing himself and his city an injury. The agencies are not rate cutters. The scalping days are gone in the agencies and we hope they are gone for good."

Mr. O'Shaughnessy made a plea for more effective advertising. He urged that merchants be taught the value of ads that "pull," and to either have their copy prepared by a trained adman or turn it over to an agency.

"If the situation is as we see it," he continued, "then it is one that should be corrected, for it is killing business at the root. While you are studying the question I would like for you to keep before you the problem of the sliding scale of rates. Some publications slide almost to the vanishing point. This is the one big reason I imagine for the two rates. It is the justification for

penalizing foreign advertisers and it is the club that you use at home to discourage small advertisers and beginners.

"There is no good reason why every publication should not have a flat rate. I mean an absolutely flat rate. Whether the advertiser uses 14 lines or 60,000 I mean a flat rate for everybody at home and abroad. The flat rate does more to dignify a rate card than any other fact I have ever seen printed on one. It is easier to sell a flat rate, it is easier to buy a flat rate, it is more comfortable to pay a flat rate. The successful merchant has the flat rate and the publisher should be as good a business man as the one who sells other forms of commodity."

### SPECIALTY MEN TO CO-OPERATE.

In line with the movement started during the recent convention here of the Associated Advertising Clubs of the World, 100 prominent specialty advertising firms have volunteered to co-operate to establish permanent advertising exhibits in Chicago and New York. For that purpose \$20,000 will be set aside, according to a decision reached at the twelfth annual convention of the National Association of Advertising Specialty Manufacturers held at the Hotel Sherman on September 16 and 17. The 1916 meeting will be held in Chicago. These officers were chosen: T. T. Gerlach, Joliet, Ill., president; C. H. Meeker, Chicago, vice-president; L. A. Lemke, Chicago, treasurer; Miss E. White, Chicago, secretary. E. J. Sulzer, of Red Wing, Minn., was chosen president of the Advertising Specialty Sales Managers' Association, which met contemporaneously.

Robert M. Eastman, Chicago publisher and owner of Photoplay magazine, sued for \$150,000 by Mrs. Cecil M. Virginia Davis, will fight the case. James H. Wilkerson, former district attorney, is his counsel. Mr. Wilkerson in a statement for Mr. Eastman calls the suit a plot.

The recent activity on the Mexican border has called three Chicago newspaper men to that troubled section. Julius B. Wood and Clyde T. Brown for the Daily News are reporting the news in story and picture. Floyd Gibbons, the Tribune's Mexican war veteran, is back on the job, also.

The Daily News printed an interesting page the other day. It was made up of some of the answers received in reply to its offer of a series of prizes for the best articles in answer to the question, "What Shall Bud Fisher Do With His Yearly Salary of \$78,000?" The News recently began using the "Mutt and Jeff" comics syndicated by Wheeler. The News received thousands of letters, and, of course, they fell into two categories—the humorous and the serious. Serious articles won the two capital prizes of \$100 each and a facetious one took the second or \$50 prize. There were several other prizes.

## ADVERTISING CONFERENCES

Mr. Ash's Plan for Bringing Manufacturers and Ad Men Together.

Theodore E. Ash, secretary of the Convention Committee of the Poor Richard Club, of Philadelphia, suggests that a series of conferences between manufacturers and publishers representatives be held in that city the week before the convention opens in June 1916.

"It strikes me," says Mr. Ash, "that if we could set aside one afternoon for the textile group, another afternoon for the hardware manufacturers, another afternoon for men's clothing manufacturers, and another afternoon for women's clothing manufacturers. A powerful preaching on advertising and the value of advertising could be delivered. I would suggest that the publishers select only expert and capable speakers, who can talk convincingly on the subject at hand."

"I believe that we could make these meetings so interesting that the manufacturers would be glad to attend. It strikes me that such a series of talks would prove so helpful and inspiring that our local manufacturers would even want to attend, and would attend many of the educational meetings at the regular convention the following week."

## ONLY FOR A DAY

Sound not the dirge; leave bitter tears unshed

Over the bier, for lo! they are not dead! God gave, and in His wisdom took away. But not forever, only for a day, And when the beams of yonder fading sun Shall cease to shine, and evening has begun In that fair night, when hearts shall cease their pain,

Somewhere, united, we shall meet again.

CHARLES R. ANGELL.

These lines, written by a staff man of the Grand Rapids Evening Press, were read at the funeral of City Editor Paris C. Jameson, one of the three Evening Press men who lost their lives by drowning in Reed's Lake August 31. The words came suddenly to Mr. Angell, and he wrote the verse in three minutes. His work appears frequently in magazines. The Evening Press had printed "Only for a Day" at the top of the front page of its issue September 2. The Rev. F. R. Godolphin, now of Chicago, formerly of Grand Rapids, was the clergyman who recited the verse. The others who were drowned were Arthur G. Hunter, assistant city editor, and W. Paul Weston, court reporter.

WINIFRED GRAY,

September 21. Newaygo, Mich.

## A Great Place for Ducks

Ed. McKeever, of the Aberdeen (S. D.) American, sends to this office a most realistic postcard apropos of duck shooting. It makes the editor want to pick up his knife and fork and gun and other duck-shooting and duck-eating paraphernalia, and start at once for Aberdeen. Who would be in New York, anyhow, if he could help himself, when he might be in Aberdeen, S. D.—ducks or no ducks?

## Kansas City (Kan.) Paper in Trouble

Involuntary bankruptcy proceedings were begun in the office of the clerk of the district court at Kansas City, Kan., on September 2, against the Gazette Printing and Publishing Company, publishers of the Kansas City Gazette, by Mollie Hey, the owner of the Gazette building, and Barnhart Brothers & Spindler, of Kansas City. In the petition the creditors allege that the Gazette company owes rent to the amount of \$1,028.75 and seven notes to Barnhart Brothers & Spindler amounting to \$144.35. The Gazette company was organized and filed its charter June 4, 1888. The company was reorganized two years ago with Grant Harrington as editor. Its report filed with the state charter board December 31, 1914, showed a paid up capital stock of \$50,000 and an authorized capital stock of \$100,000.

## Church Going Campaign a Success

At the recent session of the New York District Conference of Methodists, held in New York City, a report from the Get Them Out Committee proved most interesting, because of its bearing on the old question of advertising for churches. One peculiar feature of this campaign which was conducted in Newburgh was that it was participated in by both Catholics and Protestants. In all, it was estimated that about \$600 was expended. As a result in a city of 27,000 population a Sunday attendance of 18,000 was obtained. People who had not been inside churches in years are now regular attendants. The campaign met with such success, in fact, that the committee was made permanent.

## Sioux City Tribune Thirty-One Years Old

The Sioux City (Ia.) Tribune celebrated its thirty-first birthday on September 15. John C. Kelly, the present owner, took possession of the property in 1880 and ran it as a weekly for four years. On September 15, 1884, he began issuing it as a daily.

## Good at Golf, as at Other Things

Prominent figures at the golf links of the Apawamis Club at Rye, N. Y., at this week's tournament, were Messrs. Rollo Ogden, editor of the New York Evening Post, and Frank Presbrey, the well-known New York advertising agent.



**AN AD "ADVISER" LIKELY**

**Prominent Proprietary Medicine Man Foresees Such An Official, to Whom Advertisers Will Have to Submit Copy, Labels, etc.—Those Who Do Not Comply Must Certainly Drop Out.**

"I submit, in view of the many restrictions which are placed about the manufacture and sale of package medicines—in view of the proven value and wonderful sale of many preparations—that no other line of business so completely and so clearly meets the claims of capacity, usefulness and results as does the package medicine business."

So stated E. F. Kemp, of Chicago, secretary of committees of the Proprietary Association of Chicago, in an address last week before the Ad Men's League of St. Louis.

Continuing he said: "I am not deterred or embarrassed by the fact that there is a controversy over the business. I can easily fathom the opposition. It is commercial, not moral. It is of that type which, in the labor movements, leads to jurisdictional disputes—the controversy which results when one trade or class or set of men claims the right to perform exclusively any given service or labor.

**TO ADVERTISE OR NOT TO ADVERTISE.**

"Advertising is the bone of contention, and if package medicine advertisers should concertedly stop advertising tomorrow the attacks on them would immediately cease.

"Our responsibility to the public is the same as that of any other advertiser. We are in morals bound to give them honest merchandise at honest prices, and we are in morals bound, just as any other advertiser, not to misrepresent our merchandise to the public to induce them to buy it. We are bound to make good the claims made by our advertising, and how well we have done it is shown by the fact that in the Proprietary Association are about 200 manufacturers who have advertised their products for years—some of them 50 to 100 years, and many of them more than 25 years.

"Before a man may belong to the Proprietary Association he must submit all his labels and his packages and the printed matter which accompanies his package to the scrutiny of a careful and competent attorney, and he must revise his packages, if this attorney says so, before he can be admitted.

"The time is coming when each member may also have to submit each individual schedule of advertising copy to an advertising adviser who will check his advertising claims with the label claims—and, allowing for reasonable puffery and reasonable pride in good merchandise, these claims must check. If there is a deviation it must be on the side of conservatism. His label claims are probably true, for if untrue they subject him to prosecution and punishment as a violator of the Food and Drugs Act. We believe that, allowing for reasonable puffery, there is no reason why any manufacturer advertiser should deviate from his label claims.

**WHAT THE ADVERTISER WILL DO.**

"This advertising adviser, if we ever get that far, will perhaps stamp each schedule of copy with a seal or an emblem, and the advertiser can exhibit it as an evidence that the advertising checks in all essentials with the label claims, which, if untrue, bring his preparation within the reach of the Government. We know that this service must be voluntary, that it cannot be forced upon anyone, and we do not want to force it upon anyone; but we believe that the majority of manufacturers will ask for it. The standard outlined is so high that no man who is dishonest in his heart can get by, but any manufacturer who is honest in his heart will have no difficulty in complying with them.

"I expect that within a few years you will see displayed in most of the medicine copy the emblem of the advertising adviser. I say in most of the copy, for I believe that copy which cannot meet the requirements will not be accepted by any

considerable number of publications in the United States, and manufacturers will apply for the insignia. Those who cannot comply will drop out, and the business will be well rid of them."

**MEDICINES FALSELY LABELED**

**Government Schedule of Interest to Publishers and Ad. Managers.**

"Traffic in medicine for which false and fraudulent claims are made is not only an economic fraud of the worst kind—in that a worthless preparation that costs but a few cents is frequently sold for a dollar or more a bottle—but that health, and even life, is endangered by failure to secure the service of a physician until too late, in serious diseases such as tuberculosis, diphtheria, pneumonia and scarlet fever, because reliance may have been placed in the curative powers of some worthless preparation which is claimed to be a never-failing remedy. The deluded victim may not realize his danger until the disease has reached a stage too far advanced for even the ablest physicians to cope with it. Effective treatment depends in most cases on applying it during the early stages of the disease."

Such is the striking statement of a news bulletin recently issued by the U. S. Department of Agriculture. To it is appended the following list of falsely labeled medicines:

Cranionic Scalp Food—Hair Food; Dr. David Kennedy's Cal-Cura Solvent; Schenk's Pulmonic Syrup; Keller's Flaxseedine; Tutt's Pills; Universal Rheumatic Remedy; Green Mountain Oil; Weber's Genuine Alpine Herb Tea; Montague's Linctant; Coe's Cough Balsam; White Stone Lithia Water; Kalamazoo Celery & Sarsaparilla Compound; Quality Damiana Compound; Dennis Eucalyptus Ointment; Cassidy's 4X The Great Blood Purifier; Porter's Antiseptic Healing Oil; Ballard's Horehound Syrup Comp.; Dr. Shoop's Night Cure; Dr. Shoop's Restorative.

Rheumacide; Rice's Mothers' Joy Salve; Milam; Old Jim Fields' Phosphate Dill and Gin; Laxative Quinine Tablets; Mrs. Joe Person's Remedy; Maligne Antiseptic Powder; Carswell's Liver Aid; Dr. Shoop's Twenty Minute Cramp Remedy; Stuart's Buchu and Juniper Compound; Ozomulsion; Jones' Break Up; Rogers' Consumption Cure and Cough Lozenges; Family Physician (a product of The Houschens Medicine Compound of Baltimore); Dr. H. A. Ingham's Vegetable Expectorant Nervine Pain Extractor; Father John's Medicine; Bad-Em-Salz; Radam's Microbe Killer; Hillton's Specific; Smith's Agricultural Linctant; Dr. Sullivan's Sure Solvent; Russell's White Drops.

Stramolline; Tetterine; Moreau's Wine of Anise; Dr. Herman Koch's Brand Phosphate, Celery & Gin Compound; Swissco Hair & Scalp Remedy; Rogers' Inhalent; Dr. Mozley's Lemon Elixir; Sa-Yo Mint Jujubes; Gray's Glycerine Tonic Compound; Dr. Martel's Female Pills; Quikstep; Frye's Remedy; Sawright's Magnesian Lithia Water; Hill's Aromatic Ext. Cod Liver Oil (Hollander-Koshland Co.); Black's Pulmonic Syrup.

**Seoundrelly**

On the morning of the recent wedding day of two young people of Los Angeles, Cal., somebody inserted this classified ad in a newspaper of that city:

"WANTED—250 men to take part in grand production of moving picture; will not pay over \$2.50 per day. Call this morning, 9:30, at 1771 North Cahuenga avenue, Hollywood. Universal Company."

As a result of this, the wedding, scheduled for nine o'clock, was postponed for several hours, while a squad of police dispersed the crowd of 400 or 500 applicants.

There is a general desire, in that region, to capture the silly "joker," and punish him severely—he having, evidently, no consideration whatever for the loss in time and money of the defrauded men who answered the ad.

**Address Wanted**

It is desired to secure the present address of James Alfred Tyson, formerly of the Baltimore Star. Kindly notify THE EDITOR AND PUBLISHER.

The best time to subscribe for THE EDITOR AND PUBLISHER is now.

**Northcliffe Papers Face Trouble**

A London dispatch of Tuesday said: "A sequel to the sensational story of the destruction of the great Russian ammunition factory at Okhta, a suburb of Petrograd, recently published by the Northcliffe newspapers, was foreshadowed by a reply made in the House of Commons today by Sir John A. Simon, Secretary for Home Affairs, to a question. The Home Secretary said the story had been published without being submitted to the censor, and he added that the fact had been brought to the notice of the Public Prosecutor.

"The story said thousands of workmen were killed when the factory was blown to pieces last April, and that the

destruction of the plant caused such an extreme dearth of ammunition that nothing could be done by the Russians against the German artillery."

**Fort Worth and El Paso Changes**

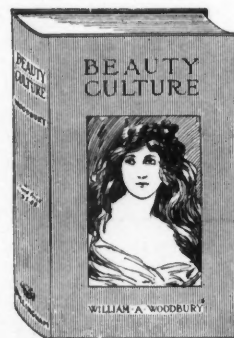
On September 15 Wyehe Greer became general manager of the Fort Worth (Tex.) Record. He also became financially interested in the paper.

J. Montgomery Brown became business and advertising manager of the Record on the same date.

Mr. Greer resigned as general manager of the El Paso (Tex.) Morning Times in order to enter upon his new duties. He received a hearty send-off from his many friends in El Paso.

It is a Moral Obligation of Men as well as Women to follow within sane limits some of the rules laid down by Wm. A. Woodbury in "Beauty Culture."—Boston Herald.

**A** NEWSPAPER that uses Premiums at all can hit on nothing better than Wm. A. Woodbury's Book.—M. M. GILLAM.



**Y**OUR readers and some others will eagerly buy the Book if you offer it.

When you can say that hundreds have bought it no further argument is needed to prove your paper of special value to advertisers of Lingerie, Jewelry, Bonnets and every feminine adornment.

The author's name means Beauty Culture everywhere—It Sells the Book—The Book Pleases.

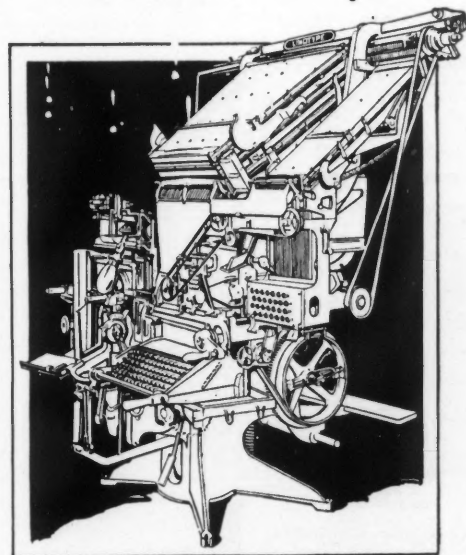
Only one Paper in a City.

**ELIOT LORD**

110 W. 34th Street, New York

The Book contains the Secrets for Beautifying Woman, or Keeping Her Beautiful, from Her Toes to the Hair of Her Head.—New York Sun.

**The Multiple Linotype Way Is the Modern Way**



Model 14 with Auxiliary Magazine

**MERGENTHALER LINOTYPE CO.**

TRIBUNE BUILDING, NEW YORK

CHICAGO SAN FRANCISCO NEW ORLEANS

CANADIAN LINOTYPE, LIMITED, TORONTO

TAKE IT TO  
**POWERS**  
 OPEN THE FASTEST  
 24 HOURS ENGRAVERS  
 OUT OF 24 ON EARTH  
 (ON TIME ALL THE TIME)  
 POWERS PHOTO ENGRAVING CO.  
 64 Nassau St. N.Y. Tel. 4900-4 Bookman

SPECIFY  
 CLINE-WESTINGHOUSE  
**Motor and Control  
 Equipments**  
 FOR WEB PRESSES  
 SPECIAL MOTOR DRIVES FOR  
 STEREOTYPE MACHINES  
 LINOTYPE MOTOR DRIVES  
**CLINE ELECTRIC MFG. CO.**  
 Fisher Bldg., Chicago

We can increase your business—  
 you want it increased.

You have thought of press clip-  
 pings 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

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

**Canadian Press Clippings**  
 The problem of covering the Canadian  
 Field is answered by obtaining the service of  
**The Dominion Press  
 Clipping Agency**  
 which gives the clippings on all matters of  
 interest to you, printed in over 95 per cent.  
 of the newspapers and publications of CAN-  
 ADA.  
 We cover every foot of Canada and New-  
 foundland 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.

**Successful**  
 Men in every walk of life are all familiar  
 with  
**Romeike's Press Clippings**  
 Among our patrons are professional and  
 business men and women, public personages  
 and the leading Banks, Trust Companies and  
 Corporations.  
**Romeike Clippings**  
 are an indispensable adjunct in every busi-  
 ness, if you have never used them, write  
 for information and terms today.  
**HENRY ROMEIKE, INC.**  
 106-110 Seventh Ave., New York City.

### ON NEWSPAPER MAKING

THERE are reasons why so many newspapers about the country are unsuccessful. They have no more right to be successful than would any other business that is badly managed from cellar to attic and which does not produce an article of commerce that the people recognize as being at least equal to other similar articles laid before them for consumption.

As I stated in a previous article, there is no valid excuse for the production of an inferior newspaper these days except sheer laziness, and incompetency. Yet despite this fact there are many alleged newspapers produced which are conclusive proof that their makers were rather cut out for blacksmiths and plumbers than newspaper makers.

I have in mind one newspaper owner whose chief inspiration comes in bottled form over the bar. His father left him a property of fine reputation rather than striking prosperity. He had been trained for the job, but through gross mismanagement is killing the property about as fast as possible.

Another newspaper (?) that flashes through my mind is owned by a man who years ago had political ambitions and thought that newspaper ownership was the easiest route. He got possession of a hot stove as it were, and has never been able to cut loose from it. He is without doubt the least qualified to own and run a successful newspaper of any man I have ever met.

In another city a lawyer once got tangled up in newspaper ownership and, like most lawyers, thought himself qualified to run any sort of a business. His marked indolence and exercise of the slow gymnastics of the judicial mind has uniformly left him and his property miles behind competitors whom he frequently could have distanced.

Still another newspaper has been the plaything of a whole chain of millionaire aspirants for fame or dollars. The managers have always fed the owners on the hope that swells from the incompetent to the good angels who, shrewd in ordinary business, are worse than fools when it comes to newspaper control.

An interesting note reflecting the remarkable inability of a man who has scored recognition for success with one property, to repeat his success on another, is being enacted in another city. The lack of substantial progress stands as striking proof that any success must be the result of team work rather than through the remarkable ability of any individual.

The day of the impersonal, non-committal newspaper seems to be fading into the "has been" class. Our people seem to demand something live and definite in their newspaper, just the same as they do when they buy a dog, a horse, or an automobile. They don't want a spineless product which is neither fish, fowl nor flesh.

Too many newspapers are devoid of the human-like touch that has made the pianola a success. The men who produce them do not study the desires of the people on the streets and in the houses like the managers of the moving picture theaters who show to new crowds every day with increasing profits.

Few newspaper men run their papers with the same careful study of what the mass of the people are interested in today and to-morrow. Too many of us try to make our product what we assume—from superficial investigation or imagination—the people should have.

I once saw a man sink a "cold million dollars" in a rat hole to prove that the people want a four-page paper for their pennies in preference to the sixteen to thirty-page papers of the day. He stayed game to the finish of his bank roll unconvinced that he was wrong.

The average newspaper publisher and editor living in conditions of luxury and affluence, would do well every now and then to get down on the street with the people and try to find out what they are thinking about and want, or hire reliable and intelligent investigators to do it for him.

### WISCONSIN EDITORS ORGANIZE

#### First Steps Taken Toward a Nation-Wide Association

The city editors of Wisconsin met in Sheboygan, that State, on Sunday, September 19, for the purpose of organizing a state organization to be known as the Wisconsin City Editors' Association. The purpose of this body is to foster good fellowship and co-operation.

The officers elected at this first meeting were: President, Paul F. Hunter, Sheboygan Press; vice-president, Walter T. Marlatt, Kenosha News; secretary, L. H. Torreyson, Oshkosh Northwestern; treasurer, J. R. Wolf, Milwaukee Evening Wisconsin. The executive committee chosen are E. W. Mackey, Manitowoc Herald; David Atwood, Janesville Gazette; Lyle G. Phillips, Fond du Lac Reporter; George F. Kull, Appleton Post; President Paul F. Hunter, Sheboygan Press, member ex-officio. President Hunter and Walter T. Marlatt, the vice-president, were elected delegates to the national convention. Hassal T. Sullivan, of The Palladium, Richmond, Ind., president of the Indiana Association of City Editors, assisted in organizing the Badgers and a constitution similar to the Hoosier document was adopted. Meetings will be held semi-annually in January and July. The charter members include, besides those already mentioned: Carl Schneider, Green Bay Press-Gazette; T. Byron Beveidge, Appleton Crescent; George J. MacFarlane, Manitowoc News; J. P. Holland, Watertown Times; William H. Heath, Grand Rapids Reporter.

It is expected that a national organization of city editors will be effected in Indianapolis in January, of which this Wisconsin association will be a member.

### GALVESTON IS "COMING"

#### Business Brisk, Everybody Confident, the Outlook Most Encouraging.

The welcome information reaches this office that Galveston, Texas, is bracing right up in grand style after the hurricane of a month ago.

Advertising Manager George B. Forristall, of the Galveston Tribune, writes to THE EDITOR AND PUBLISHER as follows:

"September, 1914, was the dulllest month of the year here; but now, four weeks after the tropical hurricane swept over the city, business is booming as if it were the middle of a busy season.

"I have never seen business so good in an off month as it is now. We are carrying from 45 to 50 columns more business each week than we did last year, and indications point to a record-breaking Fall.

"Everybody in Galveston is working, and I believe that we shall have hundreds, if not thousands, of highly paid workers here during the next two years.

"While at first it may have seemed that the storm would hurt the city, it is now seen that the city of Galveston will be better than ever, because the sea-wall has stood a real test, and has proved that it is a success.

"Of course there will be lots of building, and right now workers cannot be secured fast enough to handle all the jobs in sight.

"Bank clearings are larger than last year, and shipping is big. We look for a rattling business right along now."

#### Swain With the N. Y. Sunday Herald

Maxwell Harvey Swain is doing the "Solemn Swain" page for the New York Sunday Herald, the page being syndicated throughout the country. Mr. Swain is a well-known newspaper man, having been connected with the Pittsburgh Press, the United Press Associations and the Associated Press. He comes to the Herald under the employ of Mr. Winfield W. Dudley, the recently appointed Sunday editor of the Sunday New York Herald.

A subscription to THE EDITOR AND PUBLISHER is a good investment.

### MERGER AT XENIA, O.

#### Gazette and Republican Now Issued by the Chew Publishing Co.

A newly organized corporation has taken over the two Xenia (O.) daily newspapers, the Gazette and the Republican, and will issue them from one central plant—the Republican as a morning paper, and the Gazette as an



J. A. CHEW.

evening paper. The new corporation will be known as The Chew Publishing Company, with a capitalization of \$70,000.

The Gazette for nearly 40 years, and the Republican for nearly three and one-half years, have been issued separately.

J. A. Chew is president of the new corporation, and business manager of both papers, with J. P. Chew and J. F.



C. F. RIDENOUR.

Orr editorial writers, and C. F. Ridenour managing editor.

The equipment of the Republican has been moved to the Gazette building.

Since making the consolidation, the management of the two papers has adopted a unique "boosting" plan in respect to circulation, by offering a prize of a pair of shears, without charge, to every family in Greene county into which neither the Gazette nor the Republican now goes. Up to September 14 less than 25 families had acknowledged themselves as non-subscribers.

#### Ft. Madison (Ia.) Changes

The Ft. Madison (Ia.) Democrat has changed the date of issue to every other day except Saturday, and it will have a Sunday issue in future. It has also discontinued its weekly.



## MAKERS OF COLORED PRINTING INKS ARE URGENT FOR A PROTECTIVE TARIFF

War Conditions Show Our Serious Dependence Upon Germany, Which Country Has the Only Potash Mines in the World and Also Leads Greatly in Producing Aniline Colors—Important Interviews with Big Ink Firms

Printers and publishers are naturally querying, just now, as to the prospects of their being able to continue to get colored inks, owing to the serious interruption of trade with Germany—the great headquarters of the world for colors.

Desiring to get reliable first-hand information as to this, THE EDITOR AND PUBLISHER has procured the following statements, which have been prepared specially for it:

*Philip Ruxton, Inc., New York.*—"Notwithstanding the reports in the newspapers by government officials that dyes are being made in this country, and that the famine in dyes is about to be ended, the fact remains that no dyes of any consequence have reached the consumer, and the chances are that none will, in the near future. These reports are misleading and simply tend to keep matters upset. It would be much better to come out with the facts, which are that even if any one went into the manufacture, it would probably take a year or two before he could put out a supply that would amount to anything; and why any sane person would be willing to invest the amount of money necessary for such an undertaking, without Government protection, is beyond me. Even though the present administration gave the protection, who could guarantee what the next administration would do?"

"Germany's coal tar factories and her various chemical works are located close together. They swap their by-products, making monthly settlements with each other. In this way they get their material at the lowest possible price. To compete successfully with them, we should manufacture all these chemicals, so as to make use of the by-products. They pay their factory hands \$7 per week. Our lowest-paid hands get from \$12 to \$15. One German dye factory employs 100 chemists at an average wage of \$25 per week. Can you hire a chemist here for that money? Not much. Fifty dollars would be low wages for a chemist capable of research work, and more often they demand \$100 per week.

"At this writing no dyes are to be had except in very small quantities, at prohibitive prices. The last quotation on an alkaline blue was \$6.50 per pound, the normal price of which was 70 cents.

"Potash is the basis of iron blues, and is also an important ingredient of explosives. The Germans have the only potash mines in the world, and they have placed an embargo on its exportation, stopping shipments to this country. Chemicals of all kinds have advanced in cost, as have also lead, zinc and other ingredients used in manufacturing ink and colors."

*Sigmund Ulman Co., New York.*—"As is pretty generally known, Germany produces almost all of the so-called aniline colors used in the printing trades. All of these are converted into what are usually known as dry colors, and these in turn are ground into inks.

"It will be seen, therefore, that as almost all colored inks are made from dry colors, and all these dry colors are made from dyes which come from Germany, this country is almost entirely dependent upon Germany for its colored ink supply. For the past year, very little of these dyes has come over, and the wonder is that the supply has lasted as long as it has; but in many cases there is no question that the present supply in this country has been entirely exhausted.

"There are, however, some classes of colors such as the blues, known under the trade names of Milori, Prussian, bronze, or Chinese blues and chrome yellows, which are being made in this country; and although the prices have gone, in the case of the blues, to three or four times what they were before the war, still there will be no actual shortage, as

the materials for making these can be procured in the desired quantities, if a high enough price be paid. But, in the case of the colors made from aniline dyes, the situation is different. Their manufacture is a very complicated and difficult one; and, notwithstanding the fact that in theory we should be able to make them, when it comes to actually turning them out the case is very different.

"There are all sorts of tricks in this trade, known only to the foreign chemist, whose expert knowledge, gained after many years of hard work, cannot be transferred at a moment's notice; and it is this knowledge which, in many cases, produces the brilliant and powerful effect which is needed in the printing industry—for it must be known that for printing, the most powerful of colors are needed. In printing there is a very, very thin film of color spread on the paper, and in order to produce the impression desired, this film must be very intense. It is different in textiles and other industries where colors are used, where the colors can be piled on. No other industry requires so powerful and brilliant colors as the printing industry; and, unfortunately, in spite of all the newspaper talk, there does not seem to be the slightest possibility of any relief, unless the blockade be lifted and we get the German dyestuffs over."

*The Ault & Wiborg Co., Cincinnati.*—"The situation is growing extremely critical so far as an actual stock of dyes in this country is concerned on the one hand, whilst, on the other hand, tremendous efforts are being made by a few manufacturers of dyes in this country to furnish a supply.

"Should the present conflict in Europe continue for another twelve months, in our judgment this country will be producing practically everything necessary for the textile and colored pigment industries by that time; but meanwhile a decided pinch will be experienced and high prices for dyes generally will prevail.

"We furthermore believe that if the National Administration will give a proper degree of protection at the earliest possible moment to the dyestuffs industry, this country will never again be caught in the absurd position that it held in the manufacturing world in this connection at the outbreak of present hostilities.

"We believe that there is no good reason in the world why every particle of dye required in the United States should not be made, and made economically, just as has been our experience in the tinplate industry, within the confines of our own country, for our own consumption. What is necessary, though is protection to the dyestuffs industry until it gets fairly established here."

At the Grand Central Palace, New York, there has been held, this week, the National Exposition of Chemical Industries. Thomas A. Edison was a visitor. He made a beeline for the dye exhibits. "That's the stuff," he exclaimed, "keep it up. All we need here is a better tariff and an anti-dumping law and we can make dyes as well as anybody in the world, I am very much interested."

The Warner-Klipstein Chemical Company has been incorporated to manufacture dyes in Charleston, W. Va., with a capital of \$500,000. Work has already started on the erection of a large plant in South Charleston. The incorporators, all New Yorkers, are Lucien C. Warner, Ernest C. Klipstein, Franklin H. Warner and Harry R. Nelson. Mr. Klipstein is one of the largest dye importers in the United States. It is reported that the plant will use a new process by which dyes and colors heretofore procurable only in Germany will be made.

## Successful Manager

of large metropolitan dailies, with 25 years' experience, including years of actual work in composing room, editorial room and business office, seeks new connection. Am thoroughly versed in management and organization, and can give unexcelled references. Address P1534, care Editor and Publisher.

## Hidden Factors of Service



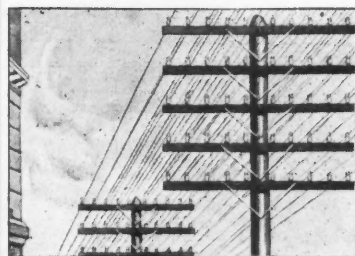
Records kept like this are practically useless for the management of a business. Efficiency is impossible and funds for improvement cannot be obtained.



Records, statistics and accounts kept like this are available for a complete knowledge of the cost and efficiency of each department of the business.



Such methods result in a telephone line which can give only poor service.



The result of such records is a telephone line like this, which gives good service.



The subscriber knows the difference! He demands a well-informed, intelligent business management.



AMERICAN TELEPHONE AND TELEGRAPH COMPANY AND ASSOCIATED COMPANIES

One Policy One System Universal Service

## In PITTSBURGH

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

# The Post <sup>A</sup>ND <sup>D</sup>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.

## IL PROGRESSO ITALO-AMERICANO

Established 1880

(Member Audit Bureau of Circulations)  
Daily average net circulation last  
postoffice statement, 134,286 copies

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

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

## Editors Who Know



R. J. BEAMISH  
Philadelphia Press

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

Your service is entirely satisfactory. It shows that you are in close pursuit of the news and that your resources are extending daily.

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

Liberal discounts are allowed on either time or space contracts.

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

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

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

Philadelphia—L. G. Ran, 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.

## OREGON NEWSPAPER TOPICS

Arno Dosch Tells of His Experience in the War Country as Correspondent.

PORTLAND, ORE., September 22.—Arno Dosch, until recently war correspondent in Europe for the World's Work and the New York World, is spending a few days here visiting his father, Colonel H. E. Dosch, after thrilling experiences at the front.

Dosch, who is a former Portland newspaper man, was a member of that party of writers made celebrated by Irvin S. Cobb, who went to war in a taxicab. With Will Irwin, John T. McCutcheon and Cobb, Dosch followed the German army from Brussels to Louvain.

With Mrs. Dosch he went over the battlefield of the Marne on a wheel while it was still covered with unburied bodies and both were present at the battle of the Yser. They spent months with the Belgian army. Mr. Dosch says Mrs. Dosch has seen more fighting and has been under fire more than any other woman in the present war. She became ill with typhoid, however, and they were obliged to come home.

Mr. Dosch is now in the Pacific Northwest, writing for the Sunset Magazine, of which he was once editor. He is looking into the lumber and unemployment situations.

F. S. Tisdale, one of the "stars" of the Evening Telegram staff, severed his connection with that paper September 4 to free-lance in the Orient. He has engaged passage on the Japanese steamer Sado Maru from Seattle and has Hong Kong as his destination.

## AN ADVERTISING MAN AGAIN

Horace F. Smith Joins the Freeman Agency of Richmond, Va.

Horace F. Smith, manager of the Manufacturers' Exhibit of Richmond, Va., since its establishment two years ago, has tendered his resignation to the executive committee. Mr. Smith will be associated with the Freeman Advertising Agency of Richmond, returning to a field in which he labored before becoming head of the Manufacturers' Exhibit.

"Richmond," the Chamber of Commerce magazine, in its August number, carries a brief sketch of Mr. Smith, and the concluding paragraph says:

"People have tried him and found him to be a tiptop and energetic worker in public movements. Some of the accomplishments which are to be credited to Horace Smith will leave their impression on Richmond for years. If he had done nothing more than launch the Manufacturers' Exhibit, he would have justly been due lasting praise."

Mr. Smith is secretary of the Rotary Club, and is a former president of the Advertisers' Club of Richmond.

## League of Advertising Women

The League of Advertising Women of New York held its first meeting of the season on Tuesday evening at the regular headquarters—the Rose Parlor, Prince George Hotel—and arranged the program for the coming year. The plans include a very interesting and comprehensive list of subjects. The program will be printed and can be had on application at the office of the secretary, Miss Mabel Graswinckel, 381 Fourth avenue.

The president of the league is Miss J. J. Martin, advertising manager of the Sperry-Hutchinson Company, and the vice-president is Mrs. Caroline L. Overman, of Churchill-Hall.

## The World Still "At It"

The New York World continues to be in the rays of the journalistic spotlight by reason of its revelations of German and Austrian movements in this country. James F. J. Archibald, the American who was the messenger of Dr. Dumha, the Austrian ambassador (now recalled) is now back in this country, but so far has not been arrested.

## THAT SMART YOUNG N. Y. POST

Handed A. B. A. Members a Wall Street Pudding, Daily, on Recent Trip.

Everybody who is "in the know" as to financial matters understands full well the high value of the financial news published every day by the New York Evening Post. In order that the members of the American Bankers' Association, in convention lately in Seattle, Wash., might not get nervous at suddenly realizing how far they were from the real, actual Wall Street, it was decided by the Post to convey Wall Street to them each afternoon; and not only while in Seattle, but at leading cities en route in both directions—getting them "going and coming," as it were.

In Seattle, the New York paper arranged for a special Seattle edition, issued daily under the direction of Messrs. Gehle and Sutphin of the home staff. This contained the Post's daily financial article, sent by direct wire from this city, with stock quotations and news of special interest to Eastern bankers. While en route, the bankers' special trains were not only served with the latest available editions of the Post at various cities, but at certain leading points published locally were supplied, containing the Post's daily financial article.

## GREAT STUFF FOR THE NAVY

Official Wireless Gives Distant Ships All Important News Every Evening.

Secretary Daniels has been bitterly assailed as the man who took the Demon Rum out of the navy; but the officers and men in Southern waters bless his name as the man who gave them baseball scores every night.

Not only baseball scores, but the latest general news as well penetrates the tropical evenings.

The secretary worked the scheme through the innate patriotism of a telegraph company and a big press association. Every night the day's news is boiled down to 200 words and is telegraphed to the naval wireless station at Key West, Fla. Then the wireless sparks begin to jump, and out over the Gulf, the Caribbean and the South Atlantic flashes the news "from home."

This news bulletin service contrasts strongly, old officers say, with the methods of only thirty years ago, when naval vessels on distant duty never got news from home except at rare intervals.

## VISITORS TO NEW YORK

A. H. Messing, publisher Chicago Examiner.

James H. Callanan, Schenectady Union-Star.

H. C. Adler, Chattanooga Times.

James J. Smith, Birmingham Ledger.

M. H. Rowzee, president and general manager of the Austin (Tex.) Statesman, called at the EDITOR AND PUBLISHER office.

## Merchandising of Metropolitan Boston

The Boston Herald has compiled a booklet, now being distributed to advertisers, giving the results of an exhaustive inquiry into family incomes and expenditures in eastern Massachusetts, and showing the relation existing between per capita wealth and buying power. This booklet also presents data concerning wealth, automobile ownership, residence, telephones and food shops in the 39 cities and towns that constitute Metropolitan Boston, and it may be had free upon application to W. R. Ellis, advertising manager of the Boston Herald.

## A Chicago Tribune Success

The "real war movies" at the Forty-fourth Street Theatre in this city, this week, have been a remarkable success. The throngs have been enormous and the approval strong. At each performance Edwin F. Weigle, of the Chicago Tribune, who made the pictures, delivers a brief lecture.

## BIG ADVERTISING COMING

Anti-Prohibition League to Spend \$150,000 to \$200,000 with N. Y. State Dailies

There is going to be expended, with the newspapers of the city and State of New York, in display advertising, during the next year, the tidy sum of between \$150,000 and \$200,000 by the manufacturers of alcoholic beverages—distillers, brewers, etc.

The business will be put out by Edward Schott, a well-known advertising man, of No. 39 West Thirty-second street, this city.

The interests favoring the sale of alcoholic beverages have formed the Anti-Prohibition League; and an important meeting of the Advisory Publicity Committee of the organization, consisting of well-known advertising men, was held on Tuesday in this city.

Bernhard Ridder presided, and brief addresses were made by some of the most prominent advertising men in New York. The unanimous view was that persistent advertising should be done in every daily paper in the State, and that the campaign of education should be wholly confined to newspaper publicity. It was the opinion that the total abstinence movement had gained ground only because it had never been met with organized, steady, intelligent opposition in print.

After a full discussion of publicity plans the following resolutions were unanimously adopted:

"Whereas, We, the Advisory Committee of the Anti-Prohibition League of the State of New York, composed of business men and representatives of New York newspapers, have assembled in session to take up and discuss the future policy of the league as to the best means of accelerating public opinion. Therefore be it

"Resolved, That we heartily endorse the Anti-Prohibition League of the State of New York, and the object for which it was incorporated, and hereby recommend to the board of directors of the league, that after careful consideration of the question of publicity, we unanimously advise the exclusive use of newspapers published in the State of New York as the proper medium to acquaint our citizens with the fallacies of prohibition."

A further meeting of the committee to select papers and to prepare a campaign has been set for an early date.

The office of the league is 510 St. James building—Broadway, corner Twenty-sixth street.

## By No Means a "Sun" Man

A New York lawyer received a call this week from a man asking for a loan to pay his rent and representing himself as Joseph Wharton Thurston, a representative of the New York Sun. "Thurston" presented a card on which was an imitation of the Sun's letter head. He did not get the loan, because the lawyer knew that real Sun men are not that sort. "Thurston" is a humbug, the Sun states, and warns the public against him.

## New Offices for N. Y. American

Announcement is made that the New York American has this week removed its business and advertising offices to the American-Circle Building, at 59th street and Columbus Circle. The telephone number is Columbus 7001.

Branch offices are located at Broadway and 38th street, 1 Park Place, 161 West 125th street; also at 298 Washington street, Brooklyn.

## Last of the Sun Building

The old home of the New York Sun is now disintegrating rapidly under the hands of the wreckers, and soon will be but a memory. In its place there is to stand, according to the plans filed recently, a three-story store and office building. It will have a frontage of 58.6 feet and a depth of 58.1 feet. The Sun Printing and Publishing Association is the owner. Frederick Putnam Platt, the architect, has placed the cost at \$65,000. The Schulte Realty Company has leased the ground floor and basement of the proposed building.



## TO MOVE GREELEY STATUE

Talk of Locating It in City Hall Park, New York.

The New York Tribune announced on Wednesday that it has made arrangements for the removal of the statue of Horace Greeley from its present site, partly on the property occupied by the Tribune building and partly on the sidewalk, as soon as the authorities settle upon a new site for it.

Its removal is due to the order requiring the removal of all obstructions beyond the house lines on Nassau street and in other streets. The order was suspended, for the reason that the statue which was erected by public subscription, with the aid of the Tribune Association, and presented to the city, was not the property of the Tribune and could not legally be removed by it.

The statue is the work of the late John Q. A. Ward, and the movement in favor of it was started in 1873, one year after the death of Mr. Greeley. At the time most of those interested favored having the statue placed as near as possible to the scene of his labors, and hence its place in front of the Tribune building. The Tribune says:

"It is the hope of the officers of the Tribune Association and many others who admire the memory of Mr. Greeley for the great work which he accomplished by his public service that a new site may be found for the statue, at least as near to the scene of Mr. Greeley's journalistic labors as the City Hall Park."

One of the contributors to the statue was James Gordon Bennett of the New York Herald, who gave \$1,000.

## TO DISCUSS ADVERTISING

Real Estate Men Preparing to Take Up Publicity Problems

Next January there will be a big three-day convention of real estate men here in New York under the auspices of the National Association of Realty Brokers. Special attention is to be given to advertising matters, to whose discussion practically one entire day will be devoted.

Real estate men are usually big advertisers, and yet few have studied advertising from a practical standpoint.

Addresses will be made by prominent advertising men and will cover the following subjects: "The Real Estate Man and His Advertising;" "Why Newspapers Form the Best Advertising Medium for Real Estate Brokers;" "The Value of Magazine Advertising for Certain Branches of Real Estate;" "Real Estate Catalogues and Their Importance," and "Novelty Advertising."

The meeting will be open to the public.

## HUTCHINSON CHARGES FRAUD

Sperry's Partner Declares Latter "Fraudulently Withdrew" Money

Shelly B. Hutchinson, of Ypsilanti, Mich., has brought suit in the United States District Court, at Trenton, against William H. Sperry, of Cranford, N. J., charging that he "fraudulently withdrew" from Sperry & Hutchinson, distributors of trading stamps, more than \$100,000. It is also contended that Sperry had caused wrong entries to be made in the books of the company, in order to conceal defalcations.

Hutchinson asks for an accounting and an injunction against the Sperrys voting 4,790 shares of stock in the company. The question of having an investigation into the alleged fact that the Sperrys are getting big salaries is also brought up in the suit.

George B. Caldwell, president of the Sperry & Hutchinson Company, states that the suit "has absolutely no bearing or effect whatsoever on the business of the Sperry & Hutchinson Company as now conducted."

Mr. Caldwell said that Mr. Hutchinson has had no connection with the company since 1904, at which time he sold his stock interest to Mr. Sperry.

## OBITUARY NOTES

WILLIAM H. S. HILL, head make-up man on the Boston Traveler, died at his home in Watertown, Mass., on September 10; aged 44 years.

FRANK MARKLE, treasurer of the Milwaukee Press Club and the friend of the Milwaukee newspapermen, died on September 17, at a hospital in that city, after a month's illness. Mr. Markle was born in Waukesha, Wis., 60 years ago. After a period of activity, both as private secretary of several Washington notables and as Washington correspondent of Milwaukee newspapers, he returned to Milwaukee, where he became telegraph editor on the Evening Wisconsin. In later years his chief concern was the success of the Milwaukee Press Club.

JOHN TOOLE, publisher of the Paterson (N. J.) Morning Call, died on September 10, at his residence in Paterson, of paralysis. He was 53 years old. Mr. Toole, who was born in Manchester, England, came to this country at an early age. Twenty-eight years ago he obtained work on the Morning Call as a book-keeper and from that position he worked himself up to be publisher.

JAMES J. STOKES, of the advertising staff of the San Francisco Examiner, died at the Red Cross Hospital at San Mateo, Cal., on September 13, from a fractured skull which he sustained from being thrown from his horse. He was 45 years old. Mr. Stokes was advertising and sales manager for Marshall Field & Co. at Chicago for eight years. After two years spent with the Mid-West Advertising Company, he joined the staff of the Examiner.

WILLIAM A. VARTY, a veteran North Carolina editor, died September 19, at Neuva Gerona, Isle of Pines. He is said to have been the first correspondent with the American fleet to land in Cuba during the Spanish-American War.

## WEDDING BELLS

James E. Carrick, city editor of the Mahanoy (Pa.) American, and Miss Catherine B. Dougherty recently book-keeper and stenographer for the Shenandoah (Pa.) Herald, were married in Shenandoah on September 14 by the Rev. James V. McEnery. Many members of the staffs of both papers witnessed the ceremony.

Julian R. Maddox, circulation manager of the Macon (Ga.) News, and Miss Ruby Beall, also connected with the circulation department of the News, were secretly married on August 16, 1914, in Chattanooga, Tenn. The fact became known but a short time ago. Mr. and Mrs. Maddox will continue to live in Macon.

Miss Mae Seely, for some time the efficient circulation manager of the Milwaukee (Wis.) Free Press, has just been married, and is now Mrs. Henry Solomon, of Cleveland.

Samuel S. Paquin, assistant general manager of the International News Service at 238 William street, and Miss Josephine F. O'Hara, who also had been employed in the International News Service, were married in Brooklyn, Aug. 29.

## CLUBS AND PRESS ASSOCIATIONS

The San Francisco Press Club at its annual meeting on September 16 elected the following officers for the ensuing term: President, E. C. Persons; vice-president, Clyde Westover; secretary, Harry H. Dempsey; librarian, Louis J. Stellan; treasurer, Thomas F. Boyle; directors, Al. C. Joy, Gilbert H. Parker and W. H. Barry.

The Southern Illinois Republican Editorial Association, at a banquet at the Elks' Club in East St. Louis on September 10, unanimously indorsed Senator Laurence Y. Sherman for the Republican Presidential nomination.

The National Press Club, of Washington, D. C., expects to receive as new members Dr. Manuel Estrada Cabrera, the president of Guatemala, and Dr. Alberto Membreno, president of Honduras.

At a meeting of the Essex County (Mass.) Press Club held at Nahant on

September 15, Horace Atherton, Register of Probate of Salem, was elected president. The association plans to hold its outing on September 25 at Suntaug Inn, at which time it is expected that ex-Senator Beveridge of Indiana will speak on "What Is Behind the War?"

C. E. Persons of the Associated Press staff has been elected president of the San Francisco Press Club by a vote of 74 to 65, after a stiff fight. Peter B. Kyne, the author and short story writer, is the retiring president.

The other officers chosen were as follows: Clyde C. Westover, vice-president; Harry H. Dempsey, secretary; Thomas F. Boyle, treasurer; Louis J. Stellan, librarian, and Al. C. Joy, Gilbert H. Parker and William H. Barry, long term directors for two years.

The North Carolina State Press Association took steps at its last meeting for the erection of a memorial to the late Joseph P. Caldwell, the one time editor of the Charlotte Observer. The committee having the matter in hand consists of the following: President, R. R. Clark, of the Statesville Landmark; secretary-treasurer, Wade H. Harris, of the Charlotte Observer.

## CHANGES IN INTEREST

SEYMOUR, IND.—S. Paul Boynter, of Sullivan, and L. C. Gifford, of Russiaville, Ind., have bought the Seymour Democrat from J. Newt Gibson. The price has not been made public. Mr. Boynter is editor of the Sullivan Times and is interested in the Noblesville Times and the Jacksonville (Fla.) Times. The Democrat is an evening paper.

DOTHAN, ALA.—N. T. Cobb, former editor of the Freeport Journal, secretary of the Dothan Commercial Club, has bought the Morning News.

## NEW PUBLICATIONS

BINGHAMTON, N. Y.—It is rumored that Binghamton is to have a new daily which will voice the political opinions of Senator Hill. It is said that representatives of the International News Service, and the Hoe Printing Press Company have been in consultation with George H. Johnson, who is generally recognized as the backer of Senator Hill.

OTTAWA, KAN.—Fred Hemenway, editor and owner of the weekly Sentinel of Junction City, Kan., is about to start a daily paper here. The paper's politics will be Democratic.

COOPER, TEXAS.—A new daily afternoon newspaper has been started at Cooper called the Cooper News. R. D. Sterne, formerly of Paris, is the editor.

## NEW INCORPORATION

CHICAGO, ILL.—Suffern & Sons' Publishing Company, Decatur; capital \$35,000; incorporators, Frank L. Suffern, Ella L. Suffern, J. E. Strohm.

## SUSPENSION

GARRETT, KAN.—The Evening Review, which Richardson and Champe have been running as a daily for eight years, has suspended publication as a daily, but will continue as a weekly. The cause of the suspension is given as lack of support.

BLOOMINGTON, IND.—The Bloomington Journal, an evening paper that has been in the hands of a receiver for a year, suspended publication on September 11, with debts of about \$10,000. The paper was founded two years ago.

Robert E. Ward of Chicago and New York, has been appointed Special Representative in the Eastern and Western fields for the St. Paul daily Volkszeitung, the St. Paul Weekly Volkszeitung and the Familien-Kalender.

Max Aley, son of President R. J. Aley, of the University of Maine, has become associate editor on the Bangor, Me., Commercial. Mr. Aley is a native of Indiana and he is the author of two successful juvenile books, "The Story of Indiana" and "The Barnstormers," juvenile novel.

## \$9,000 or LESS

cash will be used as first payment on satisfactory daily or weekly newspaper property. Weeklies must be in county seats. Northern Illinois and northern Ohio locations preferred. Proposition M. V.

## CHAS. M. PALMER

Newspaper Properties

225 Fifth Ave., New York City

## \$3,500 CASH

balance deferred, will buy Evening Daily in one of the best of the smaller cities of New York State. Easy terms on balance of purchase price.

## HARWELL, CANNON &amp; McCARTHY,

Newspaper & Magazine Properties,

Times Bldg., New York

## HELP WANTED

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

WANTED—To hear from a man well versed in the knowledge of makeup for position as Foreman in newspaper composing room. Must be efficient Boss and thoroughly familiar with cost of production. State wages required and give references. New England. Address D 1533, Editor and Publisher.

## SITUATIONS WANTED

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

## LAYOUT AND COPY MAN.

A clever young man, able to make attractive pencil layouts from his own ideas or those given to him, and to prepare copy, is wanted to take charge of our Service Department. The right man can fix his own salary. Unusual opportunity for advancement and increased responsibility.

All applications, which must be in writing, will be treated in confidence. Please state these three things clearly: (1) Experience; (2) Salary expected; (3) Age. W. G. Woodward, Advertising Manager, New York Tribune.

## CARTOONIST.

Young man, doing free lance work, experienced in illustrating and ad drawings, wishes place on first class paper. Write G. W. Kunz, 201 West 20th St., Erie, Pa.

## 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.

Monthly farm paper, 100,000 circulation, located Middle West. Price \$25,000. Good opportunity. Harris-Dibble Company, New York.

FOR SALE—3-deck press, prints 4, 6, 8, 10, 12, 14, 16, 20, 24, 28, 32 pages. Will be overhauled and rebuilt. The Goss Printing Press Co., Chicago, Ill.

FOR SALE—4-deck press, prints 4, 6, 8, 10, 12, 14, 16, 20, 24, 28, 32 pages. Will be overhauled and rebuilt. The Goss Printing Press Co., Chicago, Ill.

The Boston Post has recently added to its equipment several electric trucks with a capacity of seven and a half tons.

## AD MAN'S CONFESSIONS

How a Crockery Firm Filled Its Store with Customers During the Holidays—A Suggestion That Saved a Tin Shingle Man Four Hundred Dollars.

Confession No. 6.  
Plainfield, N. J., Sept. 20.

THE EDITOR AND PUBLISHER:

The old China firm of Wilhelm and Delyroff on Fifth avenue was one of my valued accounts. I had several columns of advertising from them one year before Christmas, but was surprised to be told that on the last Sunday before the holidays there would be no advertising, Mr. Wilhelm thinking possibly that there would be plenty of business and he would save his money.

I had known the Ovington Brothers in Brooklyn years before where I was the publisher of the old Brooklyn Union. I did not wish to lose my column, so went over to the Brooklyn store to see Edward Ovington, the head of the concern. Before going I stopped at the then Fifth avenue branch near the Waldorf-Astoria. I found only two clerks and no customers in the store. It was most discouraging.

On reaching the Flatbush avenue store in Brooklyn, I made my offer suggesting

that they place the New York address at the top of a column advertisement and their Brooklyn address at the bottom. In this way they could kill two birds with one stone!

The store in New York was a failure, Mr. Ovington declared, and the following May it was to be given up. For old friendship sake, however, Mr. Ovington decided to take the column and it appeared on one of the seventy pages the following Sunday—the week before Christmas.

The store was crowded all the week. Mr. Ovington was obliged to take over a number of his clerks with him to the New York store. The sale was so successful that Edward Ovington made his headquarters in New York and his brother remained in charge of the Brooklyn store.

With good Yankee grit Mr. Ovington ran his column advertisement Sunday after Sunday for ten years, exclusively in The Herald. Their business in Brooklyn was finally given up. Later Edward Ovington made his residence in Europe as buyer for his concern. The firm continued most prosperous, and later on invested their spare funds in the new building they now occupy on Fifth Avenue. Upon the death of the two brothers the business continued under the management of a nephew, Mr. Charles Ovington, but to my regret the firm was on so strong a foundation that the extensive advertising was discontinued. I am beginning to believe that advertising can be overdone and lost by too much prosperity!

In closing this series of "Confessions" there is only one more story to relate from which friendly readers can draw their own conclusions. A postal came to the Herald one day from a tin shingle manufacturer in Jersey City. In answering the same I had a long walk on a stormy Winter's day to find his workshop. I had a talk with the proprietor and he told me he was willing to spend in the Herald \$500 for advertising. I had no faith in his securing large results—so suggested his using only a single column the following Sunday, saying if a \$100 ad did not pull he would save his other \$400. This advice seemed reasonable and at his request I sat down at his desk and prepared copy to fill the one column and it duly appeared.

Later on I heard that every paper in town had sent its solicitors over to Jersey City but all had returned empty handed. The result was no great increase in the sale of tin shingles as predicted, but I am sure that the proprietor had no hard feelings against the solicitor taking the order as he still had remaining his \$400.

The solicitors on the large metropolitan journals have at least most interesting experiences, and as I close I must give evidence that it was the immense pulling power of my paper that made my connection with it so successful. And, at the same time, I am sure that the leading business and commercial firms of New York owe much to the Herald for their prosperity and magnitude.

To be continued; perhaps—later on!  
HENRY E. BOWEN.

## AD FIELD PERSONALS

Edward G. Rosenheimer, for several years advertising manager of the Golden Rule Store of Boise, Idaho, has resigned his position there and has opened an office for himself in the Gem Building, Boise.

Frank J. Mooney, formerly advertising manager of the Hupp Motor Car Company, has joined the forces of the Taylor-Critchfield-Clague Advertising Company, and will have his headquarters at the Detroit office.

F. E. Cortright has joined the advertising force of the Corning (N. Y.) Journal, replacing George H. Marritt, who recently resigned.

John C. Hourihan, for the past two years advertising manager of the Springfield (Mass.) Daily News, has resigned to become advertising manager of the Hartford (Conn.) Post.

Clarke Heime Loomis, recently of the Vulcan Metals Company of Newark, has

become sales director of the Caslon Company of Cleveland, Ohio.

H. C. Baynard, recently assistant sales manager of the Nelson Valve Company of Philadelphia, has accepted a position with the Chevrolet Motor Company of Philadelphia.

J. W. Lane, formerly connected with the Rudolph Guenther Advertising Agency, has joined the soliciting staff of Dan A. Carroll, special newspaper representative, Tribune Building, New York.

J. W. Lane, formerly connected with the Rudolph Guenther Agency, is now a member of the soliciting staff of Dan A. Carroll, New York special newspaper representative.

## LIVE AD CLUB NOTES

The Rochester Ad Club held its annual outing on September 11, at Mexico Point, Lake Ontario. The party, which consisted of about fifty persons, made the trip in automobiles, and returned at a late hour after a ball.

The business men of Parkersburg, W. Va., are considering the organization of an ad club. It is urged that if ad clubs can be started, Parkersburg and Huntington would be able to share in the benefits of the Vigilance Committees of the Associated Advertising Clubs of the World.

The Ad-Press Club of Johnstown, Ohio, is already making preparations to be properly represented at the next meeting of the Associated Advertising Clubs of the World at Philadelphia. At a recent meeting of the club, at the Hotel Stanwix, a committee was appointed to begin the work of securing a delegation.

The Advertising Association of San Francisco is engaged in trying to find or invent a slogan with which to advertise San Francisco on the millions of envelopes annually sent out. The phrase that has won the most favor up to the present is: "San Francisco: Warmest in Winter, Coolest in Summer."

The Wheeling Ad Club has arranged for a lecture, to be given on October 5, by H. W. Prentiss, Jr., one-time president of the Pittsburgh Publicity Association and at present advertising manager of the Armstrong Cork Company, of Pittsburgh.

A recent issue of "Pep," the publication of the St. Louis Ad Club, contains an article by Robert E. Lee, giving a plan for an advertising censorship committee of the Ad Club.

At a recent meeting of the Milwaukee Advertisers' Club, the following officers were elected: President, Frank M. Bruce; vice-president, F. S. Rost; treasurer, Clifford Leow; secretary, Herbert G. Schmidt.

At the recent visit which the Lewiston (Me.) Ad Club paid the Portland Ad Club, the chief speaker at the banquet was Major Patrick O'Keefe, formerly president of the Pilgrim Publicity Association of Boston. His subject was "The Relation of Advertising Agent to Buyer and Seller of Advertising." He cited a few examples of the miracles wrought by advertising, and then remarked frankly: "I shall never be able to understand how Maine, with her exceptional natural advantages, is not one of the greatest industrial states in this country. Why is it that New England is capable of developing water power in the West, although Maine has more undeveloped water power than any other state in the Union? I can think of no more profitable task for the commercial organizations of Maine than the making of a comprehensive survey of Maine's industrial and natural advantages."

The Fort Worth (Texas) Ad Club gave a banquet on the evening of September 22, to the officials of all Texas railroads who were the guests of honor. The banquet was planned for the purpose of bringing the shippers and business men of Fort Worth and the managers of the railroad into better personal knowledge with one another.

The Birmingham Ad Club has made an arrangement whereby it will hereafter hold its weekly luncheons in the dining room of the Birmingham Press Club.

The Johnstown (Pa.) Ad-Press Club

will hold a banquet immediately after its next election, which occurs in November, to install the newly elected officials.

## NEW AD INCORPORATIONS

CHICAGO, ILL.—The Ford Parsons Company, Chicago; \$1,000; general advertising. Horace M. Ford, Fred. F. Parsons and William C. Rigby.

NEW YORK CITY.—Excelsior Advertising Company, Bronx; \$5,000. Henry Martin, Edward A. Carraber, Kastmir J. Rybicki, Bronx.

## MORE LIVE "AD TIPS"

P. F. O'Keefe Advertising Agency, 43 Tremont street, Boston, Mass., is making contracts with newspapers in selected sections for the Plymouth Rubber Company, "Slipknot Rubber Heels," Canton, Mass.

M. Volkman Advertising Agency, 5 Beekman street, New York City, is in charge of the newspaper advertising of the Kolox Company, "Kolox Hay Fever Remedy," 66 Beaver street, New York City.

Frank Presbrey & Company, 456 Fourth avenue, New York City, and Philadelphia, Pa., it is reported will place the advertising of the Welsbach Company, "Welsbach Mantles," Gloucester, N. J., after the district managers of the above company have selected the newspapers.

Frank Seaman, 116 West 32nd street, New York City, it is reported but not verified, will start a newspaper campaign for the General Electric Company, Schenectady, N. Y., and New York City. This agency is also placing 2,828 l. orders with newspapers in selected sections, to run for 23 weeks, for Runkel Bros., Inc., "Runkel Chocolate and Cocoa," 451 West 30th street, New York City.

M. Volkman Advertising Agency, 5 Beekman street, New York City, is issuing orders to mail order newspapers for the Oswald Chemical Company, 318 West 42nd street, New York City.

B. F. Kirtland Advertising Agency, Lytton Building, Chicago, Ill., is making 8,900 l. contracts with a few Western papers for J. Kessler (Cedar Broot Dist.).

Dauchy Company, Inc., 9 Murray street, is again making contracts for Parker's Hair Balsam.

A. E. Greenleaf, Inc., 185 Devonshire street, Boston, is placing 200 l. 6 t. orders with Western papers for the Foster Rubber Company of Boston.

H. H. Humphrey Medical Company is sending out copy direct to New York papers.

Doremus & Company, Inc., 44 Broad street, New York, are making 5,000 l. contracts with the Union Pacific Railway.

The Cheltenham Advertising Agency, Inc., 150 Fifth avenue, New York City, is issuing 5,000 l. 1 yr. contracts to a large list for the Triangle Film.

The United Drug Company of Boston is making contracts direct.

Other "Ad Tips" on page 395.

## "Dress Up" in Lone Star State

Fort Worth, Texas, is to have a "Dress-up Week for Men." The dates named are September 27 to October 2. The Star-Telegram is promoting the feature in Fort Worth, and Advertising Manager A. L. Sherman has secured the cooperation of practically every dealer in clothing in his city, who have raised a fund sufficient to carry a total of about ten pages of educational advertising in the Star-Telegram, telling men why they should be "dressed up" during the week specified.

## Advertising Agents

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

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

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

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

## Publishers' Representatives

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

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

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

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

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

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

PAYNE, G. LOGAN, CO.,  
747-748 Marquette Bldg., Chicago,  
Ill.; 200 Fifth Ave., New York,  
N. Y.; 8 Winter St., Boston, Mass.;  
Kresge Bldg., Detroit, Mich.

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



**TIPS FOR THE AD MANAGER**

E. P. Remington Agency, 1280 Main street, Buffalo, N. Y., is renewing some of the contracts with newspapers for the Foster Milburn Company, "Doans Kidney Pills," Buffalo, N. Y.

N.W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., are placing copy on contracts with New England newspapers for Wadsworth, Howland & Company, Inc., "Bay State Liquid Paint," "Frescaine," 39 Federal street, Boston, Mass.

Husband & Thomas Company, 25 East Washington street, Chicago, Ill., is making 2,500 l. contracts with some newspapers in large cities for the Hawaiian Products Company, "Hawaiian Pine-apple," 112 Market street, San Francisco, Cal., and New York City.

George Batten Company, Fourth Avenue Building, New York City, is issuing orders to some Southern newspapers for the Central Oil & Gas Stove Company, Gardner, Mass. This agency is also reported to be getting up a newspaper list for the winter campaign of the American Kitchen Products Company, "Steero Bouillon Cubes," 175 William street, New York City.

Irvin Jordan Rose, 39 West 32nd street, New York City, is now handling the advertising of the Empress Mfg. Company, "Instantaneous Hair Color," 36 West 20th street, New York City.

George W. Bricka, 114 E. 28th street, New York City, is again placing 28 l. t. f. orders with some large city newspapers for Sturgis & Walton Company, Publishers, 31 East 27th street, New York City.

Ireland Advertising Agency, 925 Chestnut street, Philadelphia, Pa., is sending out 300 l. 16 t. orders to newspapers in selected sections for the S. B. & B. W. Fleisher, Inc., "Fleishers Worsted," Eighth and Chestnut streets, Philadelphia, Pa.

Nelson Chesman & Company, 200 Fifth avenue, New York City, are forwarding 36 l. 26 t. orders to New York State newspapers for the National Drug Company, "Na Dru" Remedy, Buffalo, N. Y. This agency is also placing orders with New York State and Pennsylvania newspapers for the Essex Rubber Company, "Essex Rubber Heels," Trenton, N. J.

Roberts & MacAvinche, 30 North Dearborn street, Chicago, Ill., are again making contracts with some Western newspapers for George H. Mayr, "Mayr's Wonderful Stomach Remedy," 145 Whiting street, Chicago, Ill.

Chmrehill-Hall, 50 Union Square, New York City, is placing 42 l. 3 t. a. w. 15 t. orders with some Pacific Coast newspapers for the Southern Cotton Oil Company, 90 West Broadway, New York City.

Lord & Thomas, 341 Fifth avenue, New York City, are issuing mail order copy to a list of daily newspapers for C. L. Jones Company, Patent Medicine, Elmira, N. Y.

Wylie B. Jones Advertising Agency,

Binghamton, N. Y., and Buffalo, N. Y., is making contracts with newspapers for A. N. Drake Products, Parisian Sage and Rheuma Company, Buffalo, N. Y. Also with newspapers generally for the Woodward Sales Company, "Sargol," etc., Binghamton, N. Y.

Erickson Company, 381 Fourth avenue, New York City, is again issuing orders to Ohio newspapers for Valentine & Company, "Valspar," Varnish, 456 Fourth avenue, New York City.

Hugh McAtamney Company, Woolworth Building, New York City, it is reported, will use newspapers in selected sections next month for the advertising of T. Chalkiadi & Company, "Haidee Cigarettes," 503 Fifth avenue and 128 Water street, New York City.

George L. Dyer Company, 42 Broadway, New York City, is making 20,000 l. contracts with newspapers in large cities for B. Kuppenheimer & Company, "House of Kuppenheimer Clothing," 415 So. Franklin street, Chicago, Ill., and New York City. This company is also placing orders with newspapers spasmodically for the Corn Products Company, "Mazola Salad Oil," 17 Battery Place, New York City.

The National Advertiser Advertising Agency, 32 West 25th street, New York City, is preparing a list of newspapers for the fall campaign of the Emergency Laboratories, "Poslam," 32 West 25th street, New York City.

Erwin & Wasey Company, Garland Building, Chicago, Ill., and Kresge Building, Detroit, Mich., is handling the following accounts: Hupp Motor Car Company, "Hupmobile," Detroit, Mich.; Dodge Brothers, "Dodge Automobile," Detroit, Mich., and Cadillac Motor Company, "Cadillae Automobile," Detroit, Mich.

The Scheck Advertising Agency, 9 Clinton street, Newark, N. J., is gradually extending orders with newspapers in new territory for John Opitz, Inc., "J. O." Rat and Roach Paste, 183 East Third street, New York City.

A. R. Elliott, 62 West Broadway, New York City, is again placing orders with some New York State newspapers for Borden's Condensed Milk Company, "Borden's Milk," 108 Hudson street, New York City.

Jas. T. Wetherald, 221 Columbus avenue, Boston, Mass., is renewing the newspaper contracts of Chester Kent & Company, "Vinol," Boston, Mass.

Gardner Advertising Company, Kinloch Building, St. Louis, Mo., generally places about this time with newspapers the advertising of Fownes Bros. & Company, "Fownes Gloves," 119 West 40th street, New York City.

Nichols-Finn Advertising Company, 222 South State street, Chicago, Ill., is making 4,000 l. contracts with some Eastern newspapers for Morris & Company, Packers, Union Stock Yards, Chicago, Ill.

Street & Finney, 171 Madison avenue, New York City, are issuing orders to newspapers in the Middle West for Hall & Ruckel, "Sozodont," 215 Washington street, New York City.

Howard S. Haddon, 220 Broadway, New York City, is sending out orders to newspapers in selected sections for P. W. Brooks & Company, Bankers, 115 Broadway, New York City.

J. W. Morton, Jr., 21 Irving place, New York City, it is reported will shortly place orders with newspapers for the Fall Campaign of Kops Bros., "Nemo Corsets," 120 East 16th street, New York City.

Other "Ad Tips" on page 394.



**"ABOVE BOARD CIRCULATIONS"**



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

<b>ALABAMA.</b>	<b>NEW YORK.</b>
NEWS ..... Birmingham Average circulation for 1914: Daily, 36,235; Sunday, 37,762. Printed 2,207,884 lines more advertising than its nearest competitor in 1914.	COURIER & ENQUIRER..... Buffalo IL. PROGRESSO ITALO AMERICANO..... New York
<b>CALIFORNIA.</b>	DAY..... New York The National Jewish Daily that no general advertiser should overlook.
EXAMINER ..... Los Angeles A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.	<b>NEBRASKA.</b>
BULLETIN ..... San Francisco	TRIBUNE ..... Hastings Circulation A. B. C. report, 5,640. Full leased wire report United Press.
THE PROGRESS..... Pomona	<b>OHIO.</b>
<b>GEORGIA.</b>	PLAIN DEALER..... Cleveland Circulation for August, 1915: Daily ..... 133,228 Sunday ..... 163,587
JOURNAL (Cir. 57,531)..... Atlanta	REGISTER ..... Sandusky LEDGER ..... Columbus The most widely read daily published in Northern Ohio between Cleveland and Toledo.
CHRONICLE ..... Augusta	VINDICATOR ..... Youngstown
LEDGER ..... Columbus	<b>PENNSYLVANIA.</b>
<b>ILLINOIS.</b>	TIMES ..... Erie DAILY DEMOCRAT ..... Johnstown
HERALD ..... Joliet	TIMES-LEADER ..... Wilkes-Barre
STAR (Circulation 21,589)..... Peoria	<b>SOUTH CAROLINA.</b>
<b>IOWA.</b>	DAILY MAIL..... Anderson
REGISTER & LEADER..... Des Moines EVENING TRIBUNE..... Des Moines Essential to covering Des Moines and vicinity.	<b>SOUTH DAKOTA.</b>
THE TIMES-JOURNAL..... Dubuque	The Sioux Falls Daily Press is the medium that reaches the people in the towns and in the country. Largest Sunday paper of any town by size anywhere. G. Logan Payne Company, New York and Chicago.
SUCCESSFUL FARMING..... Des Moines More than 700,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations.	<b>TENNESSEE.</b>
<b>KENTUCKY.</b>	BANNER ..... Nashville
MASONIC HOME JOURNAL..... Louisville, Ky. (Semi-Monthly, 32 to 64 pages.) Guaranteed largest circulation of any Masonic publication in the world. In excess of 90,000 copies monthly.	<b>TEXAS.</b>
<b>LOUISIANA.</b>	AMERICAN ..... Austin "The Twentieth Century Paper of Texas" is absolutely independent, printing all the news all the time and printing it first. Seventy per cent. city circulation by carrier.
TIMES PICAYUNE..... New Orleans	STAR-TELEGRAM ..... Fort Worth Net Paid Circulation, 35,000 daily. Over 50% more net paid city circulation and over 5,000 more net paid Sunday circulation than any other paper in Fort Worth.
<b>MICHIGAN.</b>	CHRONICLE ..... Houston The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday.
PATRIOT (No Monday Issue)..... Jackson Average three months ending March 31, 1915: Daily, 11,349; Sunday, 13,104. Member "American Newspaper Pub. Ass'n." "Gilt Edge Newspapers," and A. B. C.	POST ..... Houston Over 80% city circulation to regular subscribers by carrier. The "Home Paper" of South Texas, 30,000 guaranteed.
<b>MINNESOTA.</b>	TELEGRAM ..... Temple Net paid circulation over 6,000.
TRIBUNE, Morning and Evening... Minneapolis	<b>UTAH.</b>
<b>MISSOURI.</b>	HERALD-REPUBLICAN..... Salt Lake City
POST-DISPATCH..... St. Louis Is the only newspaper in its territory with the beautiful Rotogravure Picture Section. Circulation first six months, 1915: Sunday average ..... 350,066 Daily and Sunday..... 204,497	<b>VIRGINIA.</b>
<b>MONTANA.</b>	DAILY NEWS-RECORD..... Harrisonburg In the famous Valley of Va. only paper in the richest Agricultural County in United States.
MINER ..... Butte Average daily, 11,684; Sunday, 17,971, for 3 months ending March 31st, 1915.	<b>WASHINGTON.</b>
<b>NORTH CAROLINA.</b>	POST-INTELLIGENCER ..... Seattle
SENTINEL ..... Winston-Salem April Gov't report, 5,655. Winston-Salem second largest city in North Carolina.	<b>CANADA.</b>
<b>NEW JERSEY.</b>	<b>ONTARIO.</b>
PRESS (Circulation 7,945)..... Asbury Park	FREE PRESS ..... London DAILY HERALD..... Stratford Largest circulation in Perth County. The paper that Perth County people want to read.
JOURNAL ..... Elizabeth	
PRESS-CHRONICLE ..... Paterson	
COURIER-NEWS ..... Plainfield	
<b>ILLINOIS.</b>	<b>NEW YORK.</b>
SKANDINAVEN ..... Chicago	BOLLETTINO DELLA SERA..... New York
<b>INDIANA.</b>	<b>PENNSYLVANIA.</b>
THE AVE MARIA..... Notre Dame	TIMES ..... Chester
<b>NEBRASKA.</b>	
FREE PRESSE (Cir. 128,384)..... Lincoln	

**ROLL OF HONOR**

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

**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..... 7,373 copies  
We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans.  
To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium.  
Circulation data sent on request.  
**THE S. C. BECKWITH SPECIAL AGENCY**  
Sole Foreign Representatives  
New York Chicago St. Louis

# Don't Know the Globe

Every now and again we hear of some advertising manager or advertising agent who says that he doesn't know about the

## NEW YORK GLOBE

Every time we hear of such a report we seek to furnish a group of facts and figures to convincingly prove to him that in some way or other he has been asleep at the switch.

There are more big vital reasons why The Globe is to-day the very best buy for anybody desiring to sell goods or stimulate sales in New York than we can ever assemble in concrete form for the consideration of any client.

Leads all New York newspapers, morning, evening or Sunday, in advertising gains.

675,000 lines ahead of 1914 so far.

Its circulation of 186,000 a day trained to read and have confidence in the advertising it prints provides a responsive audience unexcelled.

Present rates were established when The Globe had half of its present circulation.

MEMBER A. B. C.

**O'MARA & ORMSBEE, Inc.**

CHICAGO  
Tribune Bldg.

Special Representatives

NEW YORK  
Brunswick Bldg.



