

1914

# THE EDITOR AND PUBLISHER AND JOURNALIST

Vol. 14, No. 8

NEW YORK, AUGUST 8, 1914

10 Cents a Copy

## BUY PORTLAND PAPER.

WHEELER BROTHERS AND J. F. CARROLL PAY \$85,000 FOR EVENING TELEGRAM.

Oregonian Publishing Company Disposes of Pacific Coast Daily to Wealthy Lumber Men—Paper Was Founded in 1877 and Will Remain Republican in Politics—Carroll to Continue as Editor and Manager.

(Special Correspondence.)

PORTLAND, ORE., Aug. 1.—The sale was consummated this week of the Evening Telegram, owned by the Oregonian Publishing Company, also publishers of the Portland Oregonian. The new owners of the evening paper are J. E. Wheeler, his brother, L. R. Wheeler, and John F. Carroll, the latter for the last eight years its editor and manager. The purchase price is understood to have been in the neighborhood of \$85,000. Mr. Carroll will continue in his present official capacity.

The Telegram has heretofore been printed by the Oregonian mechanical plant and that arrangement will be continued for several months until the paper can secure its own quarters and mechanical outfit. The paper will be Republican in politics.

### NEW OWNERS LUMBER MEN.

The Wheeler brothers are young men, sons of the late W. E. Wheeler, of Portville, N. Y., who died about three years ago. He was one of the largest timber operators in the State of Pennsylvania and had other extensive interests. These interests are still being operated as the Wheeler estate.

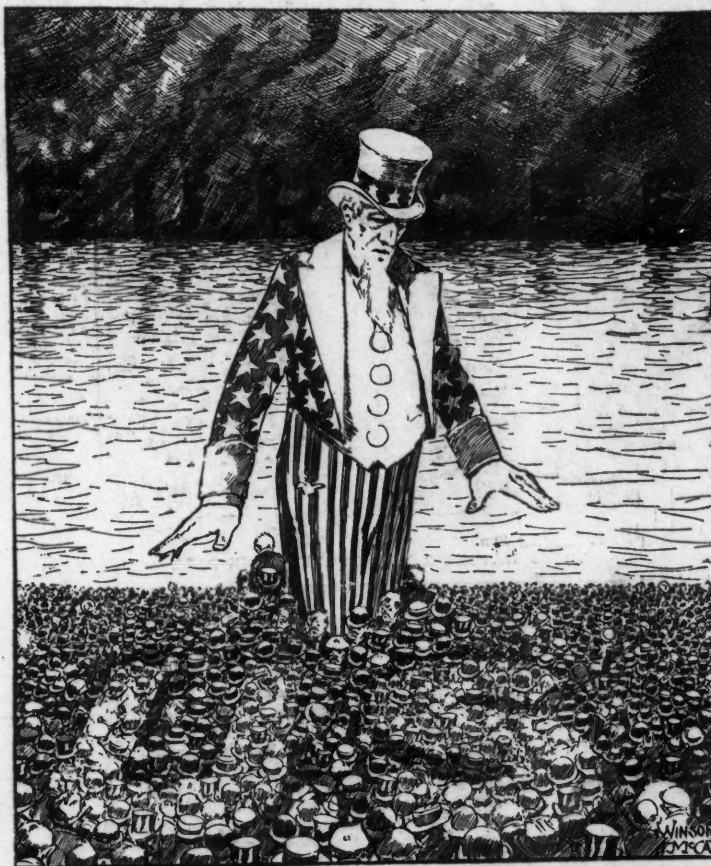
J. E. Wheeler came to Portland nine years ago and has offices in the Yeon building. He is interested in large timber holdings in this State and is president of the Wheeler Timber Company. He is also president of the McCormick Lumber Company in the Willapa Bay country, in southwestern Washington, and is a director of the Lumbermen's National Bank. L. R. Wheeler, who was graduated from Yale in the class of 1911, has recently made his residence here and has joined his brother in his several enterprises.

### REPUBLICAN IN POLITICS.

The Evening Telegram was owned by the Oregonian Publishing Company, of which H. L. Pittock is president, and C. A. Morder, secretary. The paper has been published since April 16, 1877, when it was founded as the Bee. It was published for three years and then transferred to the Oregonian Publishing Company and its name changed to the Evening Telegram. For two years it was leased to Colonel Moffett, who ran it as a strictly Democratic paper. At the expiration of the lease the management reverted to the Oregonian Publishing company.

### Abell Estate in Probate.

Letters of administration on the personal estate of the late Arunah S. Abell, treasurer of the Baltimore (Md.) Sun Company have been granted to Mr. Abell's widow, Mrs. Anna Schley Abell. Bond was fixed at \$38,500. This amount does not represent Mr. Abell's entire estate, but merely the value of his personal property. He owned real estate and other property, including his share in the Abell estate, which will not pass through the Orphans' Court. Since Mr. Abell died without a will his property will be distributed to his wife and children under the testamentary laws.



Courtesy N. Y. American.

See Leading Editorial.

KEEPING HIS HEAD AND HIS NERVE.

### TROY PAPER'S PLANT BURNS.

#### Second Fire in Standard-Press Building Destroys Structure.

The plant of the Troy (N. Y.) Standard-Press and four adjoining structures were destroyed by fire early Saturday morning, with an estimated loss of about \$100,000. William F. Comers owns the paper, an evening daily, and the buildings.

Failure of fire engines to work properly when the blaze was discovered was a handicap to the firemen and gave the fire a big start. The pressure was so low the streams of water hardly reached the roof of the buildings which were three stories high. The fire was discovered just over the boiler room of the Press Building, where it had burned for a time before it was noticed.

Fire started in the Press Building about two months ago but was checked before it did great damage. Since that fire the Standard Press has been printed at a plant in Franklin square. All the old machines, however, were still in the old building.

### Cleveland Has Polish Daily.

The first Polish daily in Cleveland, O., the Kruger, or Courier, has appeared with sixteen pages, and will be printed every day, with the exception of Sunday. K. Gluchowski is editor, and W. S. Rylski manager. The new paper is published by the Polish Daily Courier Publishing Company, 7731 Broadway. Dr. K. Bogacki is president, H. Du-Laurence Niedzwiedzki, vice-president and general manager; Ch. Dora, treasurer, and E. Czechowski, secretary of the company.

### Kokomo (Ind.) Newspaper Sold.

The Kokomo (Ind.) Dispatch, the only morning paper in Howard County, has been sold to a company headed by V. J. Obenauer of the Logansport Pharos-Reporter. The majority of the stock is held by Kokomo persons and R. C. Kloefer, a Logansport dry goods man, is appointed for the distribution of the stock. Mr. Obenauer will manage the paper, which will continue to be the Democratic organ. The deal was closed by J. O. Henderson of Indianapolis and Frank Henderson of Muncie, executor of the estate of his father, the late H. E. Henderson.

### Countersuits in \$25,000 Libel Case.

The Evansville (Ind.) Journal-News has filed a suit for \$35,000 against Edward Miller, Jr., recent candidate for Mayor of that city on the Socialist ticket, alleging libel as the result of a statement made by Miller in a recent Socialist meeting in which he is quoted as charging the Journal-News with bribing the publicity committee of the Socialist party to cause a boycott of another afternoon paper. Miller last week sued the newspaper for \$25,000 also, alleging libel.

### The Hempstead (N. Y.) Journal Now.

With its issue of August 1 the Hempstead (N. Y.) Republican, founded by the late Edward N. Townsend, passed over to the ownership of Harry D. Neach, who, in the issue of the paper, this week, changed the name to the Journal, and also changed the general make-up. The Journal will be an eight-page paper. Mr. Neach was for two years the editor and manager of the Inquirer.

## CENSOR-ALL WAR NEWS

STRICT REGULATIONS WILL CONFINE DESPATCHES TO OFFICIAL BULLETINS.

England Applies Stringent Rules to All Cable and Wireless Communications—French War Office Forbids Special Editions of Newspapers and Compels Submission of Final Proofs—No Code Messages Permitted.

One of the immediate results of the European conflict has been the strict censorship of news emanating from the stricken zones. Latest despatches pre-empt a restriction of unofficial news in all countries now at war and complete supervision at the various cable and wireless centers that will close down entirely on war news save what is communicated through official channels. At this writing England is reported as having established a more rigid news censorship.

The French War Office has forbidden the publication of any news referring to the war or to the movement of troops in any way which is not communicated by the press bureau which has been organized by the Ministry of War. These communications will be made three times daily. Periodicals must inform the War Department regarding the regular day and hour of their publication.

All special editions are forbidden, also any announcements posted on bulletin boards or announced by news vendors in the streets. Final proofs of each number of a paper or periodical must be submitted to the Ministry of War press bureau as soon as the last page is made up. Immediate confiscation is the penalty for the insertion of any military news not communicated by the press bureau.

The British government has established a strict censorship over all telegrams and cable despatches. The censors also have taken charge of all messages reaching England over the Atlantic cables. Messages in code may not be transmitted.

A strict censorship of cable messages from France has been established at Paris. Cable messages for places in Great Britain and Ireland must be in plain language, English or French, and will be subject to censorship. Code and cipher messages are prohibited.

Unusual delays will follow necessarily the enforcement of orders for censorship, and the cable companies in this city have announced that while their services were normal so far as the sending of the messages was concerned there probably would be a hold-up at the European ends of the wires through the submission of all cablegrams to the censors. No fear is expressed of actual suppression of messages that are openly conveying nothing having a military or political tone; but anything that carries a hidden meaning or is unintelligible will be held up.

The strict censorship will confine the news of the war to such despatches as the various army headquarters deem advisable to pass. Uncensored despatches will be sent out of the war district only with the greatest difficulty.

Melville E. Stone, General Manager of the Associated Press, said the cable service to all parts of the world was as good as could be expected. "The cable companies," declared Mr. Stone, "are doing the best they can. There is no reason to fear the cutting of the trans-Atlantic cables, certainly not in the near future."

## MEET WAR EMERGENCY

**Press Associations of the Country Well Prepared for Situation Abroad—Correspondents Being Rushed to News Centers and Regular Staffs Are Re-enforced—Alliances with Foreign Agencies and Papers.**

News from Europe's stupendous war is being handled with expedition and high efficiency by the great press associations of the country, subject, of course, to the restrictions of a close censorship in the countries involved in the gigantic struggle.

The Associated Press has reinforced its staff at the various strategic points and has already made arrangements for war correspondents with the various armies in the field. The association has ruled not to disclose the names of its staff members in active service on the Continent.

### A. P. MAN ARRESTED.

Seymour Beach Conger, of Grand Rapids, Mich., the Berlin representative of the Associated Press, has been a prisoner since last Saturday in Gumbinnen, East Prussia. He was arrested while making for St. Petersburg. Ambassador Gerard conferred with officials of the Ministry of Foreign Affairs, who promised to make an investigation of the case at once. But Ambassador Gerard was informed that Conger would not be allowed to continue his journey into Russia. The Russian government has decreed that it will not allow a single correspondent with its army or headquarters' staff.

Roy Howard, president of the United Press Associations, in talking to a representative of THE EDITOR AND PUBLISHER, said that his organization had for the past three years been getting its foreign bureaus in shape to meet the situation which has developed in Europe within the past ten days.

### UNITED PRESS ASSIGNMENTS.

"As a result," continued Mr. Howard, "the United Press is depending very largely on its regular organization for the news which it is receiving at the present time, in London, Paris and Berlin, extra men, some of whom have been under emergency contract with us for three years, have joined the regular agency staff. Each of these men months ago had assigned to him the work which is now engaging his attention. In a number of instances the contracts which are now being put into force were entered into by the men engaged, in a half bantering spirit. No one of the men, however, has failed to report for duty in the crisis which has developed. Most of the men, especially Warrington Dawson, who has joined the Paris forces, and William Slater, who has returned to the London staff, are men with long foreign experience with the United Press.

"Ed L. Keen, the general European manager of the United Press, is in charge in London and, so far as the cable limitations will permit, is assuming a general directorship over the other bureaus. William Philip Simms is in general charge of the Paris office. Henry Wood is in Rome. Karl H. von Wiegand in Berlin and W. F. Harper at St. Petersburg. The Vienna correspondence is in the hands of F. C. Bryk.

### SARL MAY GO WITH FLEET.

"Percy J. Sarl, assistant manager in the London Bureau, is on duty there under assignment to go with the British fleet in the event of any newspaper dispatch boats being permitted to accompany it. Warrington Dawson, for six years manager of the Paris Bureau, and the man who accompanied Colonel Roosevelt through British East Africa and Uganda, has rejoined the Paris staff and will accompany the main French army to the front as soon as events determine the probable point of the main German land attack.

"William G. Shepherd, who has been the staff correspondent of the United Press at Vera Cruz, for the past few months, has been recalled and will be

rushed to Europe at the earliest possible date. In the event of the Berlin government allowing foreign correspondents to accompany the Kaiser's army, Shepherd will be detailed for service with the German forces. Shepherd has spent a great deal of time in Europe and is thoroughly familiar with German army conditions.

"John E. Nevin has been recalled from the Washington Bureau and placed in charge of the United Press cable department in New York. J. W. T. Mason, for five years general European manager of the United Press and for the past three years one of the leading foreign correspondents of the London Standard, has joined the New York staff for special service during the war.

"Despite a number of demands on it for twenty-four hour service, the United Press has elected to maintain its normal



Courtesy N. Y. Evening Sun.

CROWDS WATCHING WAR BULLETINS IN PARK ROW.

position of a strictly afternoon service and will make no attempt to extend its report so as to cover morning papers, or morning editions of its regular afternoon clients. The service has been opened somewhat earlier each morning for a special bulletin service and is held open each evening until 7 p. m., eastern time. A dog watch is maintained throughout the night in both New York and London but no attempt is being made to handle any night service other than an occasional protective bulletin."

### CENTRAL NEWS WAR STAFF.

"The Central News of America," said J. B. Shale, president of the company, when asked how his organization was handling the war news, "has the unique advantage of an exclusive alliance with the oldest, and probably the most efficient and enterprising of British news organizations, the Central News Ltd. of London. The Central News of London possesses excellent facilities for securing rapid and first hand news of the momentous events now occurring in every part of Europe. In addition to regular staff men stationed in the capitals and other important cities on the continent, the Central News Ltd has highly valuable working arrangements with several leading continental news-gathering organizations and has dispatched several special representatives to the more important points in the war zone.

"Owing to this valuable alliance the Central News of America was enabled to give to the newspapers in New York and other parts of the United States the first news of the declaration of war between Great Britain and Germany and all other news from Europe furnished by the Central News of America since the outbreak of the present war has been unsurpassed as regards promptitude, comprehensiveness and reliability."

Alfred J. Rorke, special representative of the Central News of America at Vera Cruz during the Mexican trouble, sailed last week for London, where he will join the staff of the Central News, Limited.

The International News Service has greatly extended its activities because of the present war situation. In combination with the London Telegraph the International has appointed Dr. E. J. Dillon as its representative in Austria.

(Continued on page 166.)

## BEFORE THE BULLETIN BOARDS.

**Many Thousands, Day and Night, Read the War News Which Comes by Cable.**

During the present war excitement the bulletin boards of the newspaper offices are in New York City second in interest to only the papers themselves. Police on duty in Times Square a few nights ago estimated that from 300,000



to 400,000 saw the bulletins there. Park Row has been jammed with a serious crowd, watching the Sun and the Tribune bulletins. Throngs gather at all hours before the bulletin boards of the American, Journal and other papers.

In front of the bulletin boards of the Herald and the Evening Telegram, in Herald Square, Briton and German, French and Austrian, Servian and Greek, piled tight in a pressing jam of humanity, read, in momentary silence, the portentous news of the declarations of war between Great Britain and Germany.

In front of the Sun office, in Park Row, where countless thousands had this summer watched the baseball machine and cheered for favorites of the diamond the crowds now gather and read eagerly the only sort of news that has ever superseded in interest baseball doings for two successive weeks. A reflection of this interest is shown in the accompanying photograph.

Wherever a newspaper office displays war bulletins, crowds varying in number from hundreds to thousands, gather. At the Staats-Zeitung office the Germans predominate, but in most of the throngs are Britons, Frenchmen, Germans, Austrians, Russians, Italians and others. Many languages are heard, but despite the differences of nationality and patriotism there have been no serious clashes. The majority of the gazers at the bulletins look very grave at each posting of announcements that the situation grows worse instead of better.

### Gil Blas of Paris Suspends.

Gil Blas, the literary and artistic journal of Paris, which strongly defended Mme. Caillaux throughout the Calmette affair and the editor of which, Pierre Mortier, testified on her behalf, published Wednesday a valedictory editorial by M. Mortier headed: "A Bientot." He says: "Gil Blas is a paper of youth, produced by young men. Hardly a member of the staff or a printer remains. We have other duties now—to the frontier. This is our last edition till the war is needed."

### Germans Imprison Danish Editors.

All the editors of the Danish papers at Hadersleben, a seaport of Prussia, in Schleswig, have been arrested by the German authorities and imprisoned.

## PUBLISHERS HELD ABROAD.

**Prominent Newspaper Men Caught in Europe, Lose Automobiles and Baggage.**

Few newspaper men in Europe were fortunate enough to escape from the war stricken zones before the cessation of general transatlantic traffic. Several publishers lost their automobiles and horses by confiscation.

James Gordon Bennett, owner of the New York Herald, who is in Paris, was among those called upon to give up their automobiles and horses to the French Government. Mr. and Mrs. Hugh McAtamney are staying at the Hotel Continental in Paris. Frank A. Munsey is at Carlsbad. His automobile was confiscated.

Ralph Pulitzer, head of the New York World, who was touring Switzerland, is in Chemnitz, Germany. Joseph Alsheler, editor of the Tri-Weekly World, is in Vienna; Charles H. Hand, Albany correspondent of the World, is in Paris, and Louis Seibold, chief political writer on the World, is reported in London.

Philip T. Dodge, president of the Mergenthaler Linotype Company and of the International Paper Company, is marooned in London. He cabled to New York on Wednesday that the English metropolis was in pandemonium over the war situation.

Rodman Wanamaker, owner of the Philadelphia Evening Telegraph, is in London. He is said to be keenly disappointed in the enforced abandonment of the trans-Atlantic flight of the America, which he was financing. Harry B. Nason, for twenty years Sunday editor of the Philadelphia Inquirer, in Central Europe, but has not been heard from. John P. Kenny, a New York newspaper man, is safe in London.

Col. N. G. Osborn, editor of the New Haven (Conn.) Journal, and F. A. Quier, one of the owners of the Reading (Pa.) Eagle, are in London. Samuel G. Blythe and F. Hopkinson Smith are somewhere on the continent.

Frank Presbrey, president of the Frank Presbrey Co., Advertising Agency, is at present in Stockholm, where he went from Hamburg. Willis J. Abbott, chief editorial writer on the New York American, is in Europe.

Rev. Frederick Lynch, editor and proprietor of the Christian Work and Evangelist of New York, and secretary of the Church Peace Union, who was abroad as delegate to the Constance conference, is now in London. Also the Rev. Dr. H. A. Bridgman, editor of the Congregationalist, Boston. Dr. James R. Joy, assistant editor of the Christian Advocate, is reported to be in Switzerland.

R. L. Goldberg, cartoonist of the New York Evening Mail, left on La France, August 5, from Paris. "Rube" had intended a long tour of the Continent but was glad to take the only ship back for the U. S. A.

## PARIS PAPERS REDUCE SIZE.

**News Print Famine Threatens Countries in War Zone.**

Most of the Paris newspapers have reduced the size of their editions for the sake of economy, the eight-page sheets cutting down to four pages and the four sheets to two. There is a scarcity of white paper. La Patrie says the demand of the public for news has been so great that it has been obliged to print 1,500,000 copies, and it would have continued to do so, but the leading firm which supplies the paper cut short the supply. The firm has decided to ration out the paper proportionately to each newspaper in the city, otherwise there would not be enough to go around.

La Patrie now appears as a single sheet, 18x12 inches. The Temps and the Figaro appear with four pages. The Matin and other influential morning newspapers appear as a single sheet of their ordinary size.

There are prospects of a paper famine in London. Most journals are already beginning to cut down the size of their issues, particularly evening papers.

**NO U. S. PAPER FAMINE.**

**Publishers Are Overbought and Mills in Position to Supply Any Near-Future Demand—Situation Here Differs from That in Europe—Prices May Rise—Metropolitan Newspapers Well Supplied With Stock.**

There is little prospect of a news print paper famine in this country, according to the views of a prominent International Paper Company official and several important publishers in this city. The metropolitan dailies have yearly contracts with the mills, and there is a large reserve stock of paper, both here and in Canada, which can be called on in any emergency.

A prominent official of the International Paper Company, in the absence of President Philip T. Dodge, who is marooned in London, in an interview with a representative of THE EDITOR AND PUBLISHER said:

"The paper outlook is at the present time purely speculative. It is impossible to estimate the supply of paper in this country and Canada, which must now be regarded as a unit source of production, since there is now no duty on wood pulp importation. The paper in transit, in storage and the slack must all be added to the visible supply before any adequate result can be obtained as to stock and this is practically impossible of accomplishment.

**FULL CAPACITY NOT TAXED.**

"At all events the full capacity of the United States and Canada is by no means taxed at the present time. There has, of course, been an increase in news print paper consumption since the opening of European hostilities but no adequate estimate of the stock depletion on this account has yet been possible, owing to the shortness of the time of the war.

"The importation of pulps will be shut off. The American manufacturers are, however, confident of their ability to cope with the situation as it exists today or may develop in the future.

"If hostilities continue there will be a tending toward the hardening of prices, but there is a disposition on the part of the manufacturers in this country to refrain from taking advantage of the situation.

"With long continued army manoeuvres there will be a lifting of paper prices as a war consequence.

**OPENS UP AMERICAN MARKET.**

"Germany has in the past been a considerable shipper of paper to South America. Scandinavia and England have been sources of paper supply for Australia, Cuba and other countries which will now be forced to concentrate upon the United States as a paper market. The curtailment of European production opens up a market for American products which means a large outlet if shipping facilities are to be procured. The International Paper Company has already had insistent demands made upon it from foreign sources.

"Our production of paper amounts to 1,700 tons per day. This includes all classes of paper product.

"Advices have been received here of the dispatch of an Argentine Cruiser for this port for the purpose of procuring at least 2,000 tons of news print paper. Shipments to South America have hitherto been made for the most part in English ships but under the present stress the expedient of sending a cruiser has been resorted to. The International Paper Company has the paper desired by Argentina, manufactured, and at the seaboard, pending the arrival of the cruiser.

"In the meantime representations have been made to the State Department in the effort to interest it in finding some solution to the existing shipping problems in reaching not only South American points but Cuba and other countries that are affected by the war situation."

William C. Reick, president and publisher of the Sun and Evening Sun, said:

"The war in its concert form comes at a particularly opportune time especially for the afternoon papers. During July we issued papers containing 12 to 14 pages and expect to continue this during August. In January the paper would have been expanded to from 18 to 22 pages.

"The Sun's contracts for print paper run to January 1. Since the beginning of active hostilities we have been offered paper under our present contract price so that the outlook is good insofar as the Sun is concerned. The tendency before the present European war situation developed was toward lower news print prices.

"If the war continues for more than three months there may be an advance in the price of white paper but I am not apprehensive."

**PAPERS ARE OVERBOUGHT.**

Don C. Seitz, publisher of the New York World, declared to a representative of THE EDITOR AND PUBLISHER that all the leading papers were overbought as to their supply of white print paper. The World has 4,200 tons in storage at the present time. The paper's ordinary consumption is 900 tons per week or about 45,000 tons per year.

"Existing contracts," said Mr. Seitz, "call for the delivery to us of 55,000 tons for this period, which gives us a margin of 10,000 tons, so that with the present increase of approximately 20 per cent. in consumption due to war extras, we would come out about even."

"All print paper mills are at present undersold and machinery now devoted to the production of other classes of paper could easily be diverted to the manufacture of print paper so that there is no prospect of a paper famine in this country at present or in the near future.

"If the European disturbances should continue for some time the situation might change. France and England are short of paper, or soon will be, but this does not apply to the United States."

Louis Wiley, business manager of the Times, stated that his paper anticipated no white print paper famine in this country. Dispatches from Europe dealt with such a condition in France and a similar impending situation in England that has caused certain of the London publishers to curtail the size of their papers. There is, however, a large reserve stock of paper both here and in Canada, so that there is not likely to be any shortage in America.

"The war will, of course, create an increased foreign demand," continued Mr. Wiley, "which could be supplied from American sources provided the carrying bottoms could be secured. The Times uses nominally about 25,000 tons of news print. The daily circulation of the Times has recently increased by 25,000 to 30,000 copies."

A recent bulletin from Financial America states as follows:

"So far there has been no increase in prices as all of the International Paper Company's principal customers are covered for the full year at a price at about 2.15 cents per pound. It is anticipated, however, demand from the customers will result in a stiffening of prices in the near future."

**War Causes Shamrock Withdrawal.**

Because of the declaration of war by Great Britain, Sir Thomas Lipton has notified the Associated Press that he has withdrawn his yacht, Shamrock IV, from the races that were to be held off New York for the America's cup. Existing hostilities have caused the abandonment of the overseas flight of the Wanamaker aeroplane "American," which was to have been operated by Lieutenant Porte.

**Publishers Dissolve Partnership.**

R. C. McClymonds and W. A. Proud, for the past few years editors and proprietors of the Edinboro (Pa.) Independent and the Albion News, have dissolved partnership. Mr. McClymonds becoming owner of the News and Mr. Proud becoming owner of the Independent. Both papers are prosperous country weeklies.

**SHE SAW THE CECILIE.**

**And Then Mrs. Pulitzer Got Busy on a Long Distance Phone to the World and Sent Big Scoop.**

If the press associations and newspapers of New York City, except The World, are still wondering how it happened that the Evening World "scooped" them all last Tuesday morning with the news of the arrival of the German



MRS. JOSEPH PULITZER.

treasure ship Kronprinzessin Cecilie at Bar Harbor, Me. THE EDITOR AND PUBLISHER can tell them.

When the Cecilie dropped anchor outside the stretch of land which forms one side of the harbor, a woman, looking from a window of her summer home saw and recognized the ship. She knew how international interest centered in the Cecilie and instantly surmised that the liner had rushed back to safety. This woman's favorite paper is the New York World. She hurried to the 'phone and called up the Evening World. A few minutes later the World's extra was on the streets.

The woman was Mrs. Kate Pulitzer, widow of Joseph Pulitzer, and she saw the Kronprinzessin Cecilie's arrival from the window of "Chetwold," once a favorite resting place of the late proprietor of The World.

For many hours, even in The World office, the identity of the sender of the important news was known to but few persons and then the fact leaked out.

Of course, The World staff is very proud of Mrs. Pulitzer's demonstration of her possession of the news instinct and of her ability to "get the late news in early." She will probably be given a credit mark in the record book of The World's Bureau of Accuracy.

**WAR AFFECTS TOBACCO ADS.**

**Two Concerns Cancel Newspaper Display But Others Take No Action.**

The American Tobacco Company has sent out suspension orders covering all newspaper advertising of its brands of smoking tobacco, chewing tobacco, and cigarettes. The corporation has not yet made such orders applicable to magazine advertising.

The P. Lorillard Company took similar action on Tuesday. Upon inquiry a representative of the concern was careful to set forth that such suspensions were not due directly to the war but to the mass of news relating to it, which, the company believes, submerges its advertising and thereby renders it more or less ineffective.

The Frank Seaman agency in charge of the advertising of Leggett & Meyers, tobacco merchants, has not cancelled any of this client's advertising.

The Blackman-Ross Company, which handles the advertising of the United Cigar Manufacturing Company, has made no cancellations.

**MOST CABLES STILL WORKING.**

**No Serious Interruption to Submarine Communication With Europe Because of War.**

Thus far the European war has not seriously interfered with cable communication between Europe and America and it is believed that the vital mutual interests of many nations will prevent interruption with submarine wire service. There is not even much apprehension as to future developments. Cable men say that even if something did happen to the Atlantic cables European countries could still be reached by way of South America or by way of the Pacific.

Seventeen cables connect North America with Europe. Two have been cut east of the Azores, belonging to the German Atlantic Cable Company and operated at the New York end by the Commercial Cable Company, run from New York to the Azores, and thence to Emden, Germany. The connection being broken between the Azores and Emden, there are fifteen cables in use at present, but these connect only with England, Ireland and France. Germany's isolation from the rest of the world accordingly is now complete save for such wireless communications as may reach her. These also are in momentary danger of being cut off. A dispatch from Washington said the Army General Staff was investigating the neutrality of the German owned wireless stations at Tuckerton, N. J., and Sayville, L. I.

The two cables belonging to the French Telegraph Cable Company connect New York and Cape Cod with Havre, France. Indirect routes run from this port to other countries, but no messages to any of the belligerent nations, except France, are accepted. Messages to Italy are transmitted by this company. The company accepts messages written in English, French or Italian, and sent to France and Italy.

According to the latest report relating to the ownership of cables by nations, Norway has the greater number, being possessed of 770 lines, covering 1,400 miles, while the French republic has the greatest mileage, its cables having a length of 11,343 nautical miles. Great Britain and Ireland have a combined mileage of 2,271 in 223 lines, while Germany has 100 lines of over 2,827 miles; Russia has 32 cables over 739 miles; Spain maintains 24 cables, having a length of 2,128 miles; Italy, 59 cables; Austria has 50, and Turkey, 25.

**TO KEEP WIRELESS NEUTRAL.**

**Proclamation by President Wilson Prohibits Messages to Belligerents.**

President Wilson issued on August 5 an executive order laying a strict censorship on all wireless messages within the jurisdiction of the United States. From now on only such messages will be transmitted by radio stations in this country as are of an entirely neutral character. This action has been taken by the President as a necessary step for the preservation of the neutrality of this country in the European conflict.

Authority for the action is found in a recent act of Congress governing radio communication in the United States which authorizes the President to adopt such a course in time of war or national peril. It is feared that the strict requirements of neutrality may be violated by the sending of messages from shore stations in the United States to ships of the belligerents in the north Atlantic. The only way the belligerents have of controlling the movements of their vessels in these waters is by cable to the United States and relaying messages by radio.

It is understood that the Telefunken station at Sayville, Long Island, has for several days been engaged in sending messages which have given material aid to the interests of the German Government. This question never before had arisen in a war and the President's action establishes a precedent.

## SUE FOR THE CENTURY.

**R. W. McBride and R. S. Yard File Action to Compel Magazine Directors to Deliver Publication Into Their Control.**

Assertions that the Century Magazine had lost \$100,000 in the last two and one-half years were made in an action filed on August 5 in the Supreme Court by Robert W. McBride and Robert S. Yard, to compel the directors of the company publishing the magazine to turn the publication over to them.

Messrs. McBride and Yard purchased the Century about one month ago. George G. Hazen, president of the Crowell Company and holder of sixty shares of stock in the Century, began an action to restrain the directors from turning over the magazine to its purchasers, on the ground that the directors had no right to make the sale. That action was discontinued, but still the magazine was not transferred, the plaintiffs state.

Douglas Z. Doty, secretary of the company, explained the desire of the directors to sell the magazine, retaining for the Century Company a financial interest, as follows:

## EFFECT OF SALE.

"The immediate effect of this important step will be to stop the heavy annual loss incurred by this magazine—a loss which has continued for several years." Mr. Doty, upon advice of his counsel, refused, however, to sign an affidavit concerning these losses.

The affidavit was presented by Mr. McBride through his attorneys, Leary & Goodbody, and said that in 1912 the magazine lost \$18,000, in 1913 \$46,000, and during the first half of 1914 \$31,000. It also said that the magazine carried a total debt of \$200,000 and had paid no dividends for some years.

President W. W. Ellsworth of the Century Company gave his opinion of the project of selling the magazine, in a letter to the stockholders in which he said: "No one can feel the loss of the old magazine more than I do, but we are making a most favorable alliance with the new concern."

## MCBRIDE OFFERED \$500,000 FOR STOCK.

A complete reorganization of the Century Company, the details of which are to be announced shortly, was effected during the time the restraining order was in force. These plans contemplate retaining control of the magazine and changing it from a liability to a profitable asset of the Century Company. For this reason, although Mr. McBride has made an offer of \$500,000 for the majority stock of the Century Company, his proposal has been declined, and it is not likely that any figure he names will be accepted.

According to Mr. Hazen, the estate of Roswell Smith, founder of the Century Magazine, owns 300 of the 500 shares of the stock of the Century Company, and, under the reorganization plan, this stock has been vested in three voting trustees who will have active charge of the business. The trustees are: W. Morgan Shuster, formerly Treasurer-General of Persia; George Inness, Jr., and Mr. Hazen. Mr. Shuster will have direct charge of the business management of the company, while Mr. Inness will not only be the active representative of the estate of his father-in-law, Roswell Smith, but his advice on all artistic features of the Century Company's affairs will be controlling.

Mr. Hazen said Thursday that while the magazine had lost money for sev-

## WAR EXTRAS IN DEMAND.

**Metropolitan Newspapers Issued Sunday News Specials.**

The demand for the latest news brought about the issuance on Sunday of special war extras by the metropolitan papers. The Evening Sun, the Evening World, the Evening Journal and the Evening Post had extras out, and several extra editions of the Evening Telegram were on the streets with up-to-the-minute news.

Four hundred thousand copies of the Evening Telegram, which sells for 2 cents, were reported to have been sold last Sunday, and orders for nearly 40,000 papers still remained unfilled. They were distributed by the earlier trains to Philadelphia, Baltimore, Washington and points immediately south of the capital, and through New York State as far as Syracuse. Boston read them eagerly, and their circulation reached even into New Hampshire.

Thousands of copies of the first European war extras issued by the Evening Sun Sunday were sold as rapidly as they were run off the presses. Throughout the city, at the beaches and all amusement resorts along the Jersey and Long Island coasts war extras were eagerly sought.

During the Franco-Prussian War and several times during the Civil War the New York Evening Post issued Sunday extras. This rule was again broken on Sunday.

Every part of New York and suburbs, Philadelphia, Washington and other cities were covered with two extras, the first issued at 1:15 and the second at 3:15, both selling to the public for 5 cents. The demand far exceeded expectations.

## EAGLE PLANS RELIEF SHIPS.

**Brooklyn Paper May Bring the Marooned Citizens Home**

The Brooklyn (N. Y.) Eagle is negotiating with several steamship companies in an effort to charter a vessel to bring home Brooklynites stranded in Europe. Believing that many residents of Brooklyn now abroad will have difficulty in obtaining passage home, the Eagle is endeavoring to engage an ocean-going passenger steamship flying the American flag to bring them back.

The Eagle has appeared to the Washington authorities for assistance in completing its plans. Secretary Daniels, of the Navy Department, said that such a vessel sent abroad by the Eagle would be entitled to the regular protection of the American flag, and that no arrangements have yet been made to give special protection to passenger ships.

Hundreds of Brooklyn residents have registered at the Eagle's Paris Bureau during the past few weeks and many others have been pouring into the French capital from all over Europe during the past few days. Instructions have been cabled to the Eagle's representatives to keep the Paris Bureau open day and night.

Several years, the Century Company has made a large profit in other branches of its business and could afford to shoulder the magazine losses because of its value as an adjunct to the other activities of the company. He said he believed that the good will of the company alone was worth a million dollars, and that if the company were liquidated now its debts could be made and a large dividend distributed, irrespective of the value of good will.

## NEW PUBLICATIONS.

**GALENA, ILL.**—The Free Press will presently begin publication. It will be independent in politics. E. S. Harkrader will be the editor.

**PARK RIVER, N. D.**—Win S. Mitchell, one of the owners of the Journal, who recently bought the Lankin Reporter, will remove the plant to Park River and begin the publication of the Park River Herald.

**KINGWOOD, W. VA.**—The Rough Rider, a new Bull Moose paper, has just appeared.

**CLARKSBURG, W. VA.**—O. C. Fluharty, formerly editor and manager of the Oil Review, and the proprietor of the Exponent, a morning paper in Clarksburg, has begun the publication of the American.

**JACKSON, MISS.**—The Echo has been established here by Tom C. Brown, formerly of Kosciusko. Mr. Brown will act as editor and publisher.

## Bridgeport Post Increases Its Capital.

The Bridgeport (Conn.) Post Publishing Company has filed a certificate of an increase in capital stock from \$200,000 to \$300,000. The certificate states that the common stock remains the same, namely 1,400 shares, each of the par value of \$100. The shares of preferred stock are increased from 600 to 1,600, each of the par value of \$100. The dividend payable on the preferred stock is increased from 6 to 7 per cent. per annum. Provision is made for the retiring of the preferred stock and limiting the right of the common stockholders to share in the earnings of the corporation. The right of the corporation to vote and pay salaries and to create mortgages is limited. The certificate is signed by Frank W. Bolande, Archibald McNeil, Jr., and Kenneth W. McNeil.

## New Weekly in Atlanta, Ga.

A new, high-class weekly to be known as Atlanta Saturday Night, will appear in Atlanta, Ga., about September 12. Prominent men and women of Atlanta will be concerned in the publication of the new paper, and it is promised that Atlanta Saturday Night will embody the pictorial value of the leading national magazines. The paper has substantial backing and support. The various departments of the new weekly will be conducted by experts in every instance. Interested in the organization of Atlanta Saturday Night is J. Bernard Lyon, recently of Birmingham, but who has been connected with several prominent southern newspapers.

## Chattanooga Times Sued for \$50,000.

N. W. Hale, former Congressman and resident of Knoxville, has brought suit against the Chattanooga (Tenn.) Times for publication made by it of the Southern Agency case, which was before the Chancery Court a year ago, for \$50,000. The Southern Agency case was tried before a jury and was against the board of directors of the company, of which Mr. Hale was a member.

## Ohio Paper Burned Out.

The office of the Hancock County Courier in New Cumberland, O., was entirely destroyed by fire on July 30. The paper was established thirty-five years ago by the late James Plattenburg at Pughtown, when the county seat was located there. It was owned by his widow, Sarah J. Plattenburg, and was being published by her son's widow, Mrs. Mary Plattenburg. The building and plant were valued at \$5,000.

## CHICAGO NEWS HAPPENINGS.

**Some of the Week's Doings in Press 'Circles in the Windy City.**

(Special Correspondence.)

**CHICAGO, Aug. 5.**—John R. Polach, editor of the United Serbian and the Balkan World, is an authority on European war affairs. He addressed the Advertisers' Club last week on the war situation in Europe.

Members of the Press Club were given a moonlight excursion one evening last week on the steamer Entland. There was music, dancing and vaudeville.

By physician's orders, "Jack Lait" editor and play writer, is taking a rest at a secluded spot. He is not idle, however, but is writing a new play for Oliver Morosco.

The Rev. Jesse Young, a veteran minister and religious editor and author, died here last week. He was for eight years editor of the Central Christian Advocate at Kansas City, Mo.

The American College of Advertising has been incorporated by Leroy J. Gandler, Rudolph J. Mehr and Elizabeth McFall with \$2,500 capital, to conduct a school to teach advertising and publish books on advertising.

Chicago daily papers have been obliged to speed up greatly the last few days to accommodate the demand for war news. The morning papers issued extras Sunday afternoon, an unusual occurrence, and also gave out war bulletins.

Editors of Republican newspapers of the Eleventh Congressional District will hold their annual meeting at the Briggs House here this Saturday. There will be a banquet in the afternoon.

## EDITOR'S HOME DYNAMITED.

**Lives of Youngstown, O., Newspaper Man and Family Put in Peril.**

Shortly after midnight on August 1 at Youngstown, O., a murderous attempt on the life of Samuel G. McClure, proprietor and editor of the Youngstown Telegram, was made when a heavy charge of dynamite, placed under the front porch of Mr. McClure's home, in the exclusive residence district, exploded, tearing off the porch and badly wrecking the front part of the house.

Mr. McClure, his wife, a son and a daughter, asleep in the house, were badly shaken up by the explosion, which awakened residents in all parts of the city. Detectives and police could find no trace of the perpetrators, but Mr. McClure is said to have supplied the police with an important clue which may develop a sensation.

Mr. McClure is a strong temperance worker, and the activity he has displayed against the liquor interests and the police department has caused unusual comment since the dynamite outrage. For several months Mr. McClure has devoted columns of his newspaper to attacks on both the liquor interests and the police department and in the recent "wet" and "dry" election held here he was one of the hardest workers for the "dry" cause.

In a recent police shake-up, which resulted in the dismissal of five policemen, he took the initiative and exposed several alleged grafting schemes which the police are said to have taken part in. Charges, instituted as a result of McClure's allegations, are said to be pending against other members of the police and detective force.

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## QUALITY

The Intertype has been successful because it is "the better machine."

Superior quality is the factor that sells Intertype parts, matrices and space-bands to thousands of Linotype users.

International Typesetting Machine Co.  
World Building, New York

KANSAS DAILIES ORGANIZE.

Newspaper League Formed to Promote Foreign Advertising.

The Kansas Daily Newspaper League was formed at Emporia last week. The organization is for the express purpose of promoting foreign advertising. Plans will be formulated by which eastern advertisers will be shown the advantage of advertising in live Kansas dailies.

Kansas crops and Kansas schools and Kansas climate will be set forth clearly and concisely to eastern advertisers, and each paper will furnish to the advertisers bona fide statements of its subscription list.

George Marble, of the Fort Scott Monitor, was elected president of the league, and A. M. Clapp of the same paper was made secretary-treasurer. Mr. Clapp will work out plans for the promotions of the league, and the next meeting will be in Topeka at the call of the president.

Much printed matter will be sent to the eastern advertisers, and a system of dues from the members will provide the funds for this purpose. About twenty-five Kansas newspapers are expected to enter this league.

Kansas newspaper men who attended the meeting were: W. Y. Morgan, Hutchinson News; Clyde Knox, Independence Reporter; George Marble, Fort Scott Monitor; Charles F. Scott, Topeka Register; W. C. Simons, Lawrence Journal-World; R. F. Bailey, Salina Journal; Harry Montgomery, Junction City Union; J. W. Coleman, Atchison Globe; A. M. Clapp, Fort Scott Monitor; Jess Napier, Newton Kansas-Republican; Ralph Harris, Ottawa Herald; P. W. Morgan, Topeka; F. W. Parrott, Clay Center Republican; W. E. Dupuy, Manhattan Nationalist; W. E. Hughes, Emporia Gazette; L. W. Bloom of the Concordia Blade and Harris of the Clay Center Dispatch.

WHAT'S AN EDITOR, ANYHOW?

Real Thing is a Missing Link, Declares Precocious Essayist.

A little village boy was given the stunt by his father to write an essay on editors and here is the result:

"Don't know how newspapers came to be in the world. I don't think God does for he haint got nothing to say about them and editors in the Bible. I think the editor is one of the missing links you read of, and stays in the bushes until after the flood, and then came out and wrote the thing up, and has been here ever since. I don't think he ever died.

"I never saw a dead one and never heard of one getting licked. Our paper is a mighty good one; but the editor goes without underclothes all winter and don't wear any socks and paw ain't paid his subscription since the paper started. I ast paw if that was why the editor had to suck the juice out of snowballs in winter and go to bed when he had his shirt washed in summer. And then paw took me out to the woodshed and licked me awful hard. If the editor makes a mistake folks say he ought to be hung, but if a doctor makes any mistakes he buries them and the people dassent say nothing, because the doctor can read and write Latin.

"When the editor makes a mistake there is a lawsuit and swearing and a big fuss; but if a doctor makes one there is a funeral, cut flowers and perfect silence. A doctor can use a word a yard long without him or anybody knowing what it means; but if the editor uses one he has to spell it. If the doctor goes to see another man's wife he charges for the visit; but if the editor goes he gets a charge of buckshot.

"When the doctor gets drunk it is a case of being overdone by the heat and if he dies it is from heart trouble; when the editor gets drunk it's a case of too much booze, and if he dies its the jim-jams. Any old college can make a doctor; a editor has to be born."—Exchange

The Bancroft (S. D.) Register has suspended publication.

Offers to Indemnify Stockholders.

In a notice issued last week to stockholders of the Commonwealth Publishing Company, which in 1898 published the Columbia (Pa.) Daily Commonwealth, devoted to Prohibition interests, Dr. Silas C. Swallow, the president, offers to indemnify, as far as he is financially able, all stockholders, who lost money in the venture. While declaring that there is no legal claim upon him Dr. Swallow says that the obligation is a moral one and that he means to do all he can to relieve any distress occasioned by the failure of the concern. "I felt greatly impressed and distressed," said Dr. Swallow, "by the death of a woman stockholder who was in indigent circumstances. I realized that the fault of her circumstances was not my own, but at my age in life, perhaps things are different and I decided to do all I could."

Editor Sues Virginian-Pilot.

At Norfolk, Va., on July 30, Alfred B. Williams, editor of the Roanoke Times, swore out a warrant for criminal libel against the Virginian-Pilot. The basis of his complaint is the publication by the Virginian-Pilot on July 13 of remarks said to have been made by the Rev. B. Lacy Hoge in a sermon concerning Mr. Williams' reports on prohibition in Georgia. Mr. Williams has brought civil suit against Mr. Hoge, who denies the language attributed to him by the reporter, while the reporter, who gave the account of the sermon, insists that his report was accurate. It is impossible now to have the civil case heard before October 1.

New Home for Youth's Companion.

The Perry Mason Company, of Boston, Mass., publishers of the Youth's Companion, has purchased a valuable building site at Commonwealth avenue and St. Paul street, where it will erect a new home for the paper. The Youth's Companion was established in 1841 by Deacon Nathaniel Willis, father of N. P. Willis, and was the first regular weekly paper published for young people. It was the outgrowth of the children's department of the old "Boston Recorder," a popular publication for boys and girls. Forty years later it became the property of Daniel S. Ford, its editor.

Kanawha Citizen Plant to Be Sold.

The newspaper and printing plant of the defunct Kanawha (W. Va.) Citizen will be sold at public auction to the highest bidder on August 22. The sale order is the result of a court decree in the chancery cause of Moses W. Donnelly against the Citizen Publishing Company.

OBITUARY NOTES.

E. A. MORALES, editor of the Panama Morning Journal, at Panama, and son of the Panamanian Minister to the United States, died in that city Saturday night of bright's disease.

CAPT. P. K. MAYERS, editor of the Pascagoula (Miss.) Democrat-Star, died on July 28 at his home in that city. He was born in Winchester, Miss., in 1833 and had been in the newspaper held all his life. After an apprenticeship on the Paulding Clarion he founded the Handsboro Democrat. Captain Mayers was one of the founders of the Mississippi Press Association and was the last survivor among the organizers. He served as president of the association, and for twenty years was its treasurer.

CHARLES FRANCIS BOURKE, a former editor of Collier's Weekly and a well-known short story writer, died at his home in this city Tuesday afternoon, after an acute attack of gastritis. Mr. Bourke was born in Detroit, Mich., and was 49 years of age. In 1898 Mr. Bourke sent a story from Detroit to Wenzell, the artist, who sold it to P. F. Collier. Mr. Collier sent for Mr. Bourke and offered him the editorship of Collier's Weekly, which position he held for seven years. Since that time, in

collaboration with his wife, Mrs. S. Ten Eyck Bourke, he had written for the magazines, including Harper's Weekly, Munsey's Magazine, Leslie's Weekly, and the Associated Sunday Magazines.

MORRIS WEINBERGER, editor and publisher of the German weekly Die Neue Heimath (The New Home) died of heart disease, at his home in Cleveland. He was one of the founders of the German paper Cleveland Herald but severed his connection before it failed and established the Neue Heimath, devoted to the interests of the German-Hungarians.

J. WILLIAM BAUGHMAN, of Frederick, Ind., brother of the late Gen. L. Victor Baughman and Charles H. Baughman, the latter formerly editor of the Frederick Citizen, died on a train last week. He was a native of Frederick County and a son of the late J. William Baughman, a pioneer newspaper editor of Frederick. When a young man he served as reading clerk in the Senate and House. Later he was successively appointed Tax Collector of the County.

MATTIE W. HARRIS, wife of Henry F. Harris, editor of the Richmond (Mich.) Review, died on July 23 at Richmond, after a long illness, from tuberculosis. She was born in Mechanicstown, O., in 1876, and was married to Mr. Harris in Mansfield, O., in 1905. The burial was in Brookfield, O., on July 26. She is survived by her husband and an eight year old son, Ralph.

C. C. Norris, Toronto Ad Man, Dead.

Charles C. Norris, president of Norris-Patterson, Limited, advertising agency, Toronto, Can., died last week at his home in that city. He was born at Keokuk, Iowa, 55 years ago and was at various times connected with the advertising departments of the Toronto Saturday Night, and the Globe. Subsequently he became advertising manager of the Mail and Empire, and during his eighteen years' incumbency in that office he was conspicuously successful. He resigned from the Mail and Empire to enter the advertising field on his own account, and entered into partnership with J. H. Woods' Advertising Agency under the style of Woods-Norris, Limited. Mr. Woods withdrew several years ago, and later the firm became the Norris-Patterson Advertising Agency, with Mr. John P. Patterson, who had been associated with Mr. Norris on the Mail and Empire, as vice president.

The Twenty-Six.

By MIRIAM TEICHNER.  
q w e r t y u i o p  
a s d f g h j k l  
z x c v b n m  
Here they sit, so still, serene,  
On my little type-machine.  
What they think of who can say  
As they sit here day by day?  
But what service they have seen—  
Letters on my type-machine!

q w e r t y u i o p  
a s d f g h j k l  
z x c v b n m  
See—they're really just a few;  
Ah, but think what they can do.  
Think of all the magic hid  
If my fingers do not skid.  
Think of all the bookish tricks  
Done with just these twenty-six.

q w e r t y u i o p  
a s d f g h j k l  
z x c v b n m  
Milton had no more than these,  
Nor did Shakespeare, if you please.  
Sonnets, ballads, books may troop  
From this silent little group.  
Aye, the Bible—think of it—  
Of these twenty-six is writ.

q w e r t y u i o p  
a s d f g h j k l  
z x c v b n m  
Just to think what they can do—  
Problem plays and novels too.  
Ah, but 'tis a magic power  
I'm endowed with in this hour.  
Guide, ye gods, my hand and sight;  
May I strike the keys aright!  
—New York Globe.

PRESS ASSOCIATIONS.

Discussion of various subjects of direct interest to newspaper workers of the State forms a large part of the literary and business program for the thirty-fifth annual meeting of the Louisiana Press Association at New Orleans. President A. J. Frantz of the Shreveport Journal and Secretary L. E. Bentley of News Orleans arranged the program. The newspaper men will convene Monday, August 10, in the auditorium of the Association of Commerce. Some of the speakers and addresses follow: "Truthful News Columns," by Conrad J. Lecoq of the Pointe Coupee Banner; "How to Better the Country Weeklies of Louisiana," by Leo DeCoux of the Kentwood Commercial; "Truthful Advertising," by A. G. Newmyer of the New Orleans Item; "What the Club Movement Means to the Country Publisher," by E. E. Edwards, president of the Ad Club of New Orleans; "Working for Glory, or Paying for the Privilege of Being a Parish Printer," by Dr. C. J. Edwards of the Abbeville Meridional. President Frantz's address is expected to furnish material for profitable discussion on at least three live questions affecting the welfare of the publishers in this State.

About thirty-five members of the Connecticut Editorial Association had a thoroughly enjoyable time on their annual outing to Port Jefferson, L. I., last week. The members of the association left New Haven on the regular trip of the steamer Elm City, which plies daily between that city and Port Jefferson, and those who had not taken this delightful sail before expressed their pleasure at the kind of outing planned by the officers. Arriving at Port Jefferson the party went to dinner at the Townsend house. Singers entertained the crowd. After dinner the party took automobiles for a tour of the numerous points of interest about Port Jefferson.

The Wayne County Editorial Association met at Newark, N. Y., last week. After a discussion of editorial matters, the following officers were elected for the ensuing year: President, Warner Mills, Sodus Record; vice-president, R. E. Wilder, Newark Courier; secretary, W. W. Kennard, Palmyra Journal; treasurer, A. C. Baggerly, Savannah Times.

In the neighborhood of 100 editors of Nebraska papers were in Omaha last week, the guests of the Commercial Club and of Ak-Sar-Ben. The editors were guests of the Commercial Club at lunch and after a tour of the city were entertained at the Omaha Field Club, and were guests of Ak-Sar-Ben at the den.

N. Y. Sun Files New Home Plans.

Plans have been filed for the alteration of the American Tract Society Building, Nassau and Spruce streets, looking toward its occupancy by the New York Sun. Extensive changes will have to be made in the basement for the Sun presses and other structural alterations costing about \$50,000 are required to equip the editorial and general news rooms. Five floors will be occupied towards the end of the year by the Sun in its new location.

Thoughtful American Women find much matter of interest in The New York Evening Post. It assumes that in all affairs of general importance the point of view of the educated woman is identical with that of the educated man. It reports fully and faithfully the doings of the representative Women's organizations and devotes adequate space from time to time to authoritative and widely-quoted articles on dress and domestic economy. The woman suffrage question is treated fairly, and the attitude of The Evening Post has won commendation from both sides for its rational view point. The women's big specialty shops in New York City use advertising space liberally in The Evening Post to make their announcements for goods of quality.

**Take small classified ads over the phone**  
and promptly collect all the money due for same by using the  
**WINTHROP COIN CARD BILLHEAD**  
We print below a letter from one of our 400 daily newspaper customers:  
"It would be almost impossible for us to transact our business in our Classified Advertising Department without the use of Winthrop Coin Cards. They make that department satisfactory and profitable."  
Write for details, prices and samples, or send copy now for trial order.  
**THE WINTHROP PRESS**  
Coin Card Dept. 141 East 25th St., N.Y. City

**John B. Gallagher & Co.**  
Feature Industrial Trade Editions  
**Tulane-Newcomb Building**  
**NEW ORLEANS, U. S. A.**  
Eastern Office: Equitable Bldg. Baltimore, Md.

**THE TEST**  
CIRCULATION is the big asset. To earn it and HOLD it you must "deliver the goods." RESULTS are the true test. ASK OUR CLIENTS what the output of Newspaper Feature Service has done and is doing in the way of circulation-making. LET US SEND YOU samples of our colored comics, daily magazine pages and Sunday magazine pages in black and colors.  
**NEWSPAPER FEATURE SERVICE**  
M. Koenigsberg, Manager.  
41 PARK ROW, NEW YORK

**Pony Reports**  
BY TELEPHONE  
**Day or Night**  
All the news up to press time.  
For rates and details write to  
**International News Service**  
200 WILLIAM ST., NEW YORK CITY

**MOST CONVENIENT**  
News matrix service in the market—save time, patience, money.  
Central Press Association, Cleveland

**PACIFIC COAST NEWS**  
(Special Correspondence.)  
San Francisco, Aug. 1, 1914.  
Thomas McCarthy, for several years a reporter in the Oakland office of the San Francisco Chronicle, and who has been studying Blackstone in the minutes intervening between the late watch and noon of the next day, is about to be rewarded for this strenuous life in the shape of a sheepskin, permitting him to practice law within the great Commonwealth of California.

Joseph Byrd, former reporter on the San Francisco Examiner, has entered politics. He is holding down a nice job in the office of County Clerk.  
Bruce Spencer, an advertising man known on both sides of San Francisco Bay, has entered the employ of the United Cigar Companies, representing that concern in Humboldt County. Miss Hope Cortelyou, a writer of society items for bay papers, became the bride of young Spencer just prior to his retirement from newspaper activities. They will make their home in Eureka.

**NEW DEAN OF SPORT WRITERS.**  
Since the passing of old "Bill" Naughton of the Examiner, Harry Smith, head of the sports department of the San Francisco Chronicle, has acquired the sobriquet of "father of the bunch." In other words he is generally recognized as dean of the sporting writers in San Francisco and vicinity.  
Once more we see the name of T. P. (Tay-Pay) Macgilligan gracing the sports page of the San Francisco Bulletin. Macgilligan's well-liked stuff has been denied the fans of this section of the woods for some time and expressions of much pleasure have been dropped from the lips of the rabid ones since his return.

Andrew McPike, a well-known advertising man, recently returned from a trip to Honolulu and took up his favorite pastime as an advertising specialist on the San Francisco Chronicle. The last time I saw "Mac" he was rounding up the town for a grand special edition, with considerable success.

Edward Soules, veteran Bay City newspaper man, has forsaken the chosen field to uncover topics of interest relating to that modern day contrivance—the automobile. For, let it be known, that Soules, who for the past twenty years has been grinding out stuff for the leading coast papers, is now engaged in grinding out a fortune as owner of an auto repair shop right here in our midst. Soules was always strong for those Saturday Evening Post stories, having to do with the life work of the down-trodden reporter who finally made a big success raising chickens or rounded out his life in some other useful occupation. That he met success face to face is easily attested when Mr. Soules rides by in his nice, new, shiny buzz wagon.  
**DE ROME ON EASTERN TOUR.**

A. T. De Rome, manager of the art department of the J. Charles Green Co., San Francisco, is making a tour of the principal Eastern cities.  
John F. Scanlon, a New York City newspaper man, is the new editor of the Visalia Press, Visalia, Cal.

Edward R. Allen, city editor of the Alameda Times-Star, has, for the time being, forgotten all about "makeup," big stories and other evils connected with the life of the ordinary newspaper man, and is rustivating in the beautiful Feather River Canyon. Besides serving as the Alameda correspondent for the San Francisco Chronicle, Allen represents the Oakland Tribune in that territory, and on Saturday nights reads copy for the Tribune's big Sunday edition. He does all this in connection with the no small job of getting out a classy eight-page sheet in his own town.

Sanderson Ilderton is the owner of a new face that daily puts in an appearance in the press box at San Francisco's new ball fields. "Sandy" covers the games for the Oakland Enquirer, and is getting away with it in great shape, too, for a mere beginner at this sounds-easy-but-hard-to-write stuff.  
**CLEVER AD WRITER.**

A. D. Smith, advertising manager for Barker Brothers' big department store in Los Angeles, is one of the cleverest writers in the West. Not only can he prepare good stuff for the ad page but this man is right up at the top when it comes to writing common-sense articles for business men.

Lewis W. Farwell, San Francisco advertising expert, is handling some of the biggest accounts in this vicinity. Farwell has lined up the biggest retail stores in the Golden Gate metropolis and still finds time to contribute an article or two on the subject of advertising for the big periodicals.

J. A. Drummond, owner and advertising man for the Pacific Coast Architect, San Francisco, is planning a jaunt to Southern California.

H. F. Crossand has taken over the business of the Lakeport, (Cal.) Bee.  
**CLARENCE P. KANE.**

**WITH CLOVER LEAF PAPERS.**  
**General Manager Reay in Boston—Composing Rooms Re-equipped With Steel Furniture.**

N. W. Reay, general manager of the Clover Leaf Newspapers, is spending a month in Boston visiting his brother, John Reay, of the Queen City Ink Company. Mr. Reay is accompanied by his family, and will spend a part of his time motoring in New England.

The Clover Leaf Newspapers have recently re-equipped all of their composing rooms with new steel furniture especially designed to meet the requirements of each room and publication. The expenditure in all of the plants is said to have amounted to more than \$35,000.

The Omaha Daily News is out with an August 1 estimate of Nebraska's record breaking crops for 1914 showing 90,000,000 bushels of wheat, 230,000,000 bushels of corn, 50,000,000 bushels of oats and 7,000,000 tons of hay and alfalfa.

Artist T. H. Foley, formerly of the St. Paul Daily News, has joined the staff of the Minneapolis Daily News, Vice C. R. Weldon, staff photographer, resigned.

**A Great Feature Service**  
in mat form—eight pages—the output of *The Philadelphia Press* organization. Every feature is high grade and a puller.  
Beauty—Health—Home—Housewife—and other strong pages—See for yourself—Send for sample pages!

**World Color Printing Co.**  
ST. LOUIS, MO.  
Established 1900 R. S. Grable, Mgr.

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

**Newspaper Correspondents**  
Increase your list of papers by registering in the forthcoming edition of the *Newspaper Correspondents Directory*. A stamp will bring you information which should be of material help to you.  
**National Association Newspaper Correspondents**  
Germania Savings Bank Building  
PITTSBURGH, PA.

**Weekly Children's Page**  
Lately placed with *Minneapolis Journal*. "Nuff Sed."  
**The International Syndicate**  
Features for Newspapers, Baltimore, Md.

**Inform Your Readers**  
What Commission Government is Doing.  
What Labor Reforms are Doing.  
What Good Road Apostles are Doing.  
What Civic Clubs are Doing.  
Start Now—Write Today  
**BRUCE W. ULSH,**  
Sold by Mail - Wabash, Indiana

# REAL WAR NEWS

THE CENTRAL NEWS OF AMERICA

has the unique advantage of an exclusive alliance with the oldest, most efficient and most enterprising of British news organizations, the CENTRAL NEWS LTD. OF LONDON. Our report, entire, or in part, furnished to morning or evening newspapers at PEACE rates

**CENTRAL NEWS OF AMERICA** 26 BEAVER STREET  
NEW YORK

# The Globe

reaches more of the better class people in Greater New York than any other Evening paper.

Net paid circulation for year ending July 31, 1914

155,602

Net paid circulation for July 30, 1914

169,194

## THE PITTSBURG PRESS

Has the Largest

Daily and Sunday

CIRCULATION IN PITTSBURG

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

There is no Duplication or Substitution in

### Pittsburg Leader Circulation

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

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

We are ready to prove that only through these two papers can you reach their readers.

THE PITTSBURGH POST (Morning)  
THE PITTSBURGH SUN (Afternoon)  
CONE, LORENZEN & WOODMAN  
Foreign Representatives  
New York, Kansas City, Chicago

### Get the Best Always

The Pittsburg Dispatch  
Greater Pittsburg's Greatest Newspaper

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

### THE NEW ORLEANS ITEM

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

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

## PHILADELPHIA NOTES.

**Precedence of War News in Papers of Quaker City—Public Ledger's Sunday War Extra—Rumor of a New Afternoon Daily—Evening Bulletin's War Correspondents—Bulletin Board Controversy.**

(Special Correspondence.)

PHILADELPHIA, Aug. 5.—News of a war slant takes precedence of course this week. Perhaps the most interesting item concerns the whereabouts of Harry B. Nason, for twenty years the Sunday editor of the Inquirer, and at the present moment marooned somewhere in central Europe; where it is to be hoped his strong newspaper instincts will not get him into any serious trouble. Two years ago, Mr. Nason's eldest daughter, Evelyn, married a Hungarian physician, Dr. Joseph Imre, and went with him to live in Buda-Pesth. This summer, Mr. Nason, accompanied by his wife and second daughter, went across for a visit. The last word from then was a letter received by Harry Nason, Jr., who is on the local staff of the Inquirer, dated July 24 from Florence. The party was leaving at once for Hungary and no news has been received from them since. Dr. Imre is unquestionably on active military service, and the former Miss Nason, her friends say, is sure to be not far behind, with the Red Cross nurses.

RETURNED HOME IN TIME.

E. A. Van Valkenburg, president of the North American, was in Carlsbad but returned two weeks ago, as did also William H. Rocap, sporting editor of the Public Ledger, who has been in Paris and London, reporting famous battles of another variety. A. M. Gillan, sporting editor of the Record, is concerned over the welfare of two sisters who are in London.

The Public Ledger came out last Sunday with a special "war extra" of 40,000 copies, at 3 o'clock in the afternoon, following it with another edition at 4 o'clock.

At present, no paper has as yet appointed a "war editor" or sent out any special correspondent. The Evening Bulletin will use the despatches of Richard Harding Davis and Herbert Corey. It is persistently rumored that the Public Ledger will soon start an evening paper. There was much talk some months ago of a possible purchase of the Evening Telegraph but the reputed negotiations fell through.

Bernard Gelles, a young Austrian who is now staying in Philadelphia, is sending general correspondence to Der Montag and the Neue Wien Frei Worte in Vienna.

BASEBALL BULLETIN SITUATION

Dr. R. Kendrick Smith of Boston, formerly connected with the Boston Herald, the Journal and the Advertiser, has been in the city this week as the National Publicity Chairman of the American Osteopathic Association which has been holding its annual convention at the Bellevue-Stratford. Dr. Smith, who is president of the Smith Family Association, is a bred-in-the-bone newspaper man, his father and grandfather having both been well-known journalists in Massachusetts.

There are no new developments in the local controversy over newspaper baseball scoreboards. The Athletics come home on the 13th and it is probable that the Record will then try out a test case. The difficulty is entirely an affair of the business office, for which the sporting department of that paper is naturally not at all responsible, in which it has no concern, except to protect the rights of its staff. When William E. Brandt, the baseball reporter, and a member of the Baseball Writers' Association, was shut out of Shibe Park because his paper continued to run flashes of local games, a vigorous protest was made to President Jackson of the Baseball Writers' Association by George W. Mason, acting sporting editor, in order that the department might not be handicapped in its news getting. This is

the only part of the quarrel with which the editorial end of the paper has connection, but it is certain that the rights of the sporting department will be defended to a finish, the business side of the question being left entirely for the business office to settle.

George W. Mason, assistant sporting editor of the Record, will leave for Peak's Island, Portland and other Maine points on Saturday.

The Press is making tremendous strides in its advertising. A showy folder just issued records the fact that 757 columns of display matter have been gained in the first six months of 1914 over the same period last year, which fact is making the other papers sit up and take notice.

Mrs. Alice McGill, society editor of the Press, has gone to Montreal on her vacation.

Charles R. Bacon, New Jersey editor of the Record, has gone to Canadensis, Pa., for his summer sojourn.

Howard Shelley, who has severed his connection with the Philadelphia Grand Opera Company and will be the publicity representative of the Century Opera Company in New York next season, is now on the staff of the Inquirer.

### THE NIGHT THE PAPER DIED.

Scenes in the Chicago Inter Ocean Office When the End Came.

William Hurt the other day contributed to the New York Morning Telegraph a touching story on the death of the Chicago Inter Ocean. The following is only a portion of his description of the scene in the Inter Ocean office the last night of the paper's existence:

"When the last page of copy had been sent up, one of the boys suspended across the main entrance to the local room a huge placard blackly inscribed with the legend '30,' inclosed with a mourning border. Upon the editorial bulletin board some sympathetic hand had posted this crude but significant rhyme:

When it's "30" for me and the forms are locked

By the hand of the Foreman grim,

What sort of a story can I concoct

Sufficient to satisfy Him

And square myself for the things I've knocked—

For the craftsman's crowning sin—

When it's "30" for me and the forms are locked

And the last edition is in.

Mindful of the boys on the desks below the composing room had set a staff souvenir and a galley proof was pulled for each member. It carried this head: THE LAST SHIFT ON THE INTER OCEAN DIED SUNDAY MORNING, MAY 10.

Followed the editorial roster. Beneath this list were the words "We Died Hard," and lastly, like the closing symbol on a piece of copy, the cabalistic "30." The whole was bordered with inverted rules.

Then from the City News Bureau came this parting message:

"To the Inter Ocean Staff: Good-by and good luck, old boys. Here's to those of you who stuck to the old ship to the last."

Followed a farewell note from the Associated Press, reading:

"To the Veterans of the Inter Ocean:

"Three cheers for the boys who went down with the ship, all colors flying. The fellows at the A. P. believe you got out a good paper in spite of your handicaps. If we helped any we are glad. No ship ever sank that was not replaced by a better craft. Cheer up! You sailed the sinking ship and you surely can sail a new one.

"A. P. NIGHT STAFF."

Finally, as has been said by a better pen than mine, "the last box ever sent through the tube into the Inter Ocean office clicked into the receiver." When the man on "dog watch" opened this box he drew forth a single sheet of copy paper which read:

THIRTY.

The A. P.

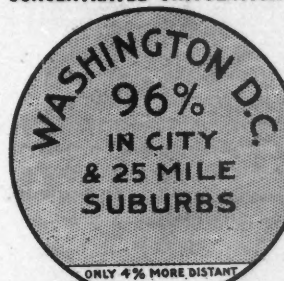
The tale was told.

## New Jersey's Leading 7 Day Paper Trenton Times

More circulation than corresponding period in 1913  
U. S. Report, 23,985 Paid  
and 200,000 more lines of display advertising

Kelly-Smith Co.  
CHICAGO NEW YORK  
Lytton Bldg. 220 Fifth Ave.

CONCENTRATED CIRCULATION



96% of the Evening Star's circulation is in Washington, D. C., or within 25 miles of the national capital.

## It Pays

to advertise in a paper that has the confidence of its readers and one that plays fair with its advertisers.

"The sun shines on four sides" of

The Evening Mail  
New York's Home Newspaper.

## Buffalo News

EDWARD H. BUTLER  
Editor and Publisher

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

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

If your Product or Proposition is Worthy, tell about it in the

## NEW YORK TRIBUNE

and be fully assured of Satisfactory Response.

## The Peoria Journal

"Guarantees a larger bona fide circulation than any other Peoria newspaper and also guarantees as much city circulation, in Peoria and Pekin, as both other Peoria newspapers combined."

H. M. Pindell, Proprietor

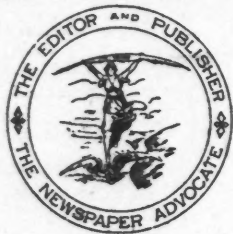
Chas. H. Eddy, Fifth Ave. Bldg., New York  
Chas. H. Eddy, Old South Bldg., Boston  
Eddy & Virtue, People's Gas Bldg., Chicago

# THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS  
AND ADVERTISING AGENTS

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

Issued every Saturday, forms closing one o'clock on Friday preceding date of publication, by The Editor and Publisher Co., Suite 1117 World Building, 65 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; Frank LeRoy Blanchard, Editor; George P. Leffler, Business Manager.

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

See Publisher's announcement for subscription and advertising rates

New York, Saturday, Aug. 8, 1914

## EDITORIAL COOLNESS NEEDED.

While the American newspapers are editorially singing, as well they may, the praises of peace and American neutrality, there is one sort of neutrality which the press of the United States should observe—and that is editorial neutrality regarding the nations now involved in the European conflict. The news from hour to hour is in itself enough to inflame the passions of the hundreds of thousands of aliens in this country as they read of the success or failure of the arms of their respective mother countries. The editorials which these aliens read should tend to pacify and not to infuriate. This is true not only of American papers printed in English but it applies with double force to American papers printed in foreign languages. There is neither fairness, sense or decency in making American newspapers a European battle ground.

The words which President Wilson addressed on Monday to the Washington correspondents of newspapers should be remembered and heeded in editorial sanctums and at news desks. Mr. Wilson said:

"Gentlemen, before you question me I want to say this: I believe it is really unnecessary, but I want to tell you what is in my mind. It is extremely necessary, it is manifestly necessary, in the present state of affairs on the other side of the water that you should be extremely careful not to add in any way to the excitement. Of course, the European world is in a highly excited state of mind, but the excitement ought not to spread to the United States. If I might make a suggestion to you gentlemen, therefore, I would urge you not to give currency to any unverified rumor, to anything that would tend to create or add to excitement. I think that you will agree that we must all at the present moment act together as Americans in seeing that America does not suffer any unnecessary distress from what is going on in the world at large."

When it comes to printing the news, the newspapers cannot, of course, refuse to publish important rumors until the truth of the stories has been verified. In such times as these even rumors, if from authentic sources, are news of perhaps vital importance. But caution can and should be exercised in filling both the news and editorial columns. The United States is not at war with any nation and the newspapers should be so conducted that the fact will be made clear to all who read.

## THE PRESIDENT'S DARK HOUR.

If President Wilson could sound the depths of the profound sympathy of the nation for him as he sits overpowered with grief at the bier of his noble wife, he would realize that the heart of the people throbs with his heart in its sorrow. Forgetting all political differences, every American would like to grasp the President's hand with a grip of silent earnest condolence. Mrs. Wilson was a woman of high type as wife, mother, husband's helpmeet and public service. Even as she was dying, her efforts to reclaim the slums of Washington were taking the resultant form of a Congressional law which will be a monument to her interest in civic affairs. The worn and weary President has suffered the heaviest blow of his life. It is to be hoped that he may soon have rest and a chance to recuperate. In the meantime, he has the considerate and anxious heart-throbs of countless millions of his fellow citizens.

## DO NOT EXPECT PAPER FAMINE HERE.

Elsewhere in this issue are printed interviews with men who ought to know what effect the European war will have upon the cost of white print paper. It is gratifying to learn from these men that at present, notwithstanding a severe curtailment in the supply of foreign pulp, the outlook is not discouraging. American paper manufacturers have a good supply of pulp and many newspaper concerns are well stocked with rolls ready for the press.

What may happen in event of the war being prolonged is a matter of speculation, but just now there is no ground for supposing that a boost in the price of white news paper or of newspapers, will be necessary. To the contrary, none but a pessimist will fail to see in the interviews in this issue of THE EDITOR AND PUBLISHER a determination on the part of the paper manufacturers to keep down the cost, and on the part of newspaper publishers to allay fears that one's favorite daily will cost a penny more.

One reason for believing that abnormal demands will not soon be made upon the present great supply of print paper in the United States and Canada, is that the transportation problem will be involved where foreign orders are concerned. While Argentina may be able, as she has just done, to spare a cruiser to carry 2,000 tons of news print paper to South America from here, the European nations now at war cannot spare cruisers for such a purpose, and many buyers and sellers will be loth to trust to merchant vessels cargoes of paper which may be seized as contraband. It will be soon enough to worry when American and Canadian capacity to produce paper fails to meet the call for it.

## EDITORIAL COMMENT.

A few days ago in Washington, D. C., orders to deport Fred. L. Boalt, the Vera Cruz correspondent whose charges against Ensign Richardson for having boasted of applying the law of flight were found baseless by a Naval Board of Inquiry, were issued by Secretary of War Garrison. While the Secretary's orders to Gen. Funston were that the general should take Boalt's credentials from him and deport him, it was reported that Boalt had already surrendered his credentials and gone to Mexico City. The court-martial investigations are said to have "established beyond any doubt" the falsity of the charges made by Boalt. Whether he was a deliberate faker or was simply overzealous has not been stated. In either case he deserved his punishment. His accusation was one which reflected upon the honor of American bluejackets, and the Navy could not afford to ignore the apparently incredible story put into print by Boalt. Fortunately, men like Boalt are few and far between in newspaper ranks, and that they are more severely condemned in newspaper offices than anywhere else is good evidence that faking does not pay.

Ministers have frequently given editors pointers on how to run a newspaper, and perhaps, on occasions, editors have made suggestions on how clergymen might conduct their churches to better advantage. For the first time, so far as we know, ministers are going to be given a chance to get out a newspaper themselves. According to the Chicago Tribune, the publisher of the Calumet Index is to turn over that newspaper to the clergymen. They are to fill every position on the paper, even that of sporting editor. It will be interesting to see what they will do with the Index. The Rev. Charles M. Sheldon once ran the Topeka (Kan.) Capital for a week, but Arthur Capper did not think he made such a success of it that he wanted to engage the clergyman permanently as editor-in-chief.

We are glad to note the recent improvement in Standard Advertising, published by Seth Brown, in Chicago. It is about one hundred per cent. more readable than it was a year ago. The improvement is seen not only in the text matter but also in the typographical appearance of the magazine. In the earlier issues there was too much Seth Brown. People want variety of authorship in magazines and newspapers. No matter how clever an editor may be he cannot write well enough to hold his readers' attention month after month through a thirty-two page magazine. E. Hubbard, of East Aurora, editor of a somewhat well known publication called The Philistine, discovered this fact several years ago and invited other writers to contribute to it. Standard Advertising ought to be a better business proposition now than every before.

## DIVERS DASHES.

Inasmuch as the great reading public has but a faint notion of the cost and labor necessary to the issuing of a big daily newspaper it is not surprising that most people imagine that such newspapers welcome so stupendous and horrible an event as a European war. The popular idea is, of course, that the increased circulation due to the important news makes newspaper publishers rapidly grow rich. The contrary is the fact. It takes a lot of money to pay cable tolls alone, and the getting out of extras is never profitable. Expenses increase out of all proportion to return from sales or advertising. But the people want the latest news and the papers must give it—all for a cent or two. And only the man on the inside knows how great is the strain upon every department of the paper; how editors, sub-editors, reporters, proof-readers, compositors, stereotypers, artists, pressmen, circulation men and all the others of the staff are driven by their respective duties in keeping up to schedules. Days "off" are suspended and every employe is "called to the colors" in his office. No one knows how, when or where events will turn so as to give local interest in the war situation. The ramifications of the news are such that an international conflict touches the vital concern of countless millions all over the earth. And as war stuff overshadows everything else, other news is curtailed or goes into the discard, no matter what it may have cost. No, indeed; apart from their natural aversion as peace lovers to any sort of conflict newspaper men do not rejoice when nation wars upon nation.

Obviously, the German Folk News, of Vienna, needs either a more reliable cable service or better informed editors. A copy of that paper containing an account of the execution of the Rosenthal murderers recently reached District Attorney Whitman, of New York. The vivid description says that "brisk trading was indulged in at the sale of admission cards, one of which brought 700 crowns (about \$140). The ladies—if such an expression can be applied to the henyas present—appeared in the grandest of costumes in the yard of Sing Sing Prison, where the execution took place in the presence of about three hundred witnesses, a proceeding approximating a premiere."

The story also tells how "Judge Goff, with the cold-bloodedness of a Yankee, conducted the executions;" how the victims pleaded in vain to him for mercy; how, when he would count three, the "chief of the electric chair" would lower a metal headpiece to the prisoner's head, press a button and apply the current; how Judge Goff "winked" at the executioner as a signal to kill, and so on. To an American, of course, the story is so radically wrong that but for the seriousness of the subject it would be funny. And yet more than one foreigner has told me that our own papers print just as absurd stories about some European happenings. Maybe so.

JIM DASH.



**PERSONALS.**

Governor Glynn, owner of the Albany (N. Y.) Times-Union, and Mrs. Glynn are resting with friends at Dexter Lake, in the Adirondacks.

St. Clair McKelway, of the Brooklyn Eagle, and Herman Ridder, of the New York Staats-Zeitung, have been named as members of a citizens' committee to co-operate with the State Department in facilitating the return of Americans stranded abroad.

James Gordon Bennett, millionaire owner of the New York and Paris Herald and the New York Evening Telegram, according to a special dispatch to the New York World, "is acting as a reporter for his newspaper," going daily to the American Embassy to collect stories.

Governor James M. Cox, owner of the Dayton (O.) News and the Springfield (O.) News, members of the News League of Ohio, is a candidate for reelection.

Arthur Capper, of Topeka, Kan., owner of the Capper publications, has received the Republican nomination for Governor of Kansas.

Colonel James C. Wickes, the publisher of the Dover (Del) State News, is spending two weeks at Atlantic City, New Jersey.

William B. Collins, publisher of the Gloversville (N. Y.) Leader-Republican, is a candidate for the Republican nomination for State Senator in the Thirty-third New York District.

Colonel J. Lindsay Johnson, editor of the Rome (Ga.) Tribune-Herald, has left for the Philippines, and will make a complete census of the population, wealth, manufactures, etc., of the insular possessions of the United States. The work will occupy two years. Colonel Johnson sailed from San Francisco on August 5.

Chester C. Platt, editor of the Batavia (N. Y.) Times, and secretary to former Governor Sulzer, delivered an address on Pioneer Day at Silver Lake, N. Y., on August 6.

George R. Lanning, editor of the Eagan (S. D.) Express, has sold that paper and retired, at the age of 70, to private life.

Charles H. Betts, publisher of the Lyons (N. Y.) Republican, and president of the New York State Press Association, says that Utica is being considered as the location of the 1915 convention of the association. Editor Betts has just enjoyed a vacation in the Adirondacks.

John C. Peele, of Muncie, Ind., is the business manager of the New Castle (Ind.) Progressive Herald, a semi-weekly which was started last week.

Professor Robert W. Neal, of the journalism course at Massachusetts Agricultural College, is at the New York Post Graduate Hospital, after a serious operation.

Col. G. W. Perry, publisher of the Chillicothe (O.) Daily Gazette, was elected president of the Associated Ohio Dailies at the twenty-ninth annual summer meeting of the association to fill the vacancy caused by the death of Hon. John T. Mack.

George C. Woodruff, editor of the Litchfield (Conn.) Enquirer, is being actively boomed by his friends for the Republican Congressional nomination in his district.

Edward F. O'Brien, editor of the Times of Cuba, Havana, formerly night telegraph editor of the New York Tribune, who has many friends in the east, is expected in New York City within a fortnight.

**GENERAL STAFF PERSONALS**

James Creelman, associate editor of the New York Evening Mail, has resigned. He was formerly civil service commissioner of New York. He obtained an exclusive story of ex-Governor Sulzer's trouble with Tammany and has recently been writing special correspondence on the Ulster situation in Ireland.

John Temple Graves has been recalled from Washington to take charge of the editorial division of the New York American.

Dr. Frederick Glaser, American representative and Washington correspondent of the Berliner Tageblatt, has returned to Germany.

Charles S. Smith, of the Associated Press, who was ordered to London by his association to assist in covering the European war news, started on the Kronprinzessin Cecilie which returned to this country, landing at Bar Harbor, Maine.

Herbert Corey sailed on the Lusitania for the Philadelphia Bulletin on Wednesday. He will proceed to Liverpool.

Howard D. Wheeler, a San Francisco newspaper man, has been appointed managing editor of Harper's Weekly, to succeed Norman Haggood. Haggood will continue as editor, but Mr. Wheeler will be in direct charge.

J. W. Stout, Jr., who has been managing editor of the Dover (Tenn.) Courier since May, 1913, has sold his interest in the paper to his brother, H. B. Stout, and removed to Elko, Nevada, to assume a similar position on the Elko (Nev.) Free Press, a daily newspaper published at that place.

J. Otis Parsons, assistant financial editor of the New York Evening Sun, is spending two weeks at the home of his parents in Gouverneur, N. Y.

Morton Watkins, night representative of the St. Louis (Mo.) Post-Dispatch in New York, is again at his desk in the World office after a vacation in the White Mountains.

James E. House, a newspaper man of Topeka, Kan., has announced his willingness to be a candidate for mayor of Topeka in the 1915 primaries, "if conditions next winter appear to be favorable."

Charles E. Morris, of Dayton, O., who has been Sunday editor of the News League of Ohio, in personal charge of the Sunday edition of the Dayton Daily News, has been temporarily called to Columbus to edit the Democratic textbook for the coming campaign and to look after publicity matter.

Charles H. Clark, city editor of the Ogdensburg (N. Y.) Daily News, has severed his connection with that paper and will go to the Thousand Islands as the representative of the Utica (N. Y.) Daily Press.

Brooks Dudley has resigned as assistant advertising manager of the Lexington (Ky.) Herald. Miss Margaret McLaughlin has been added to the editorial staff of the paper.

John Caldwell, who represents the Associated Press at Havana, has been sent to Vera Cruz temporarily.

Raymond Willoughby, late city editor of the Greensburg (Ind.) Times, has been made assistant telegraph editor of the Indianapolis (Ind.) News.

Edward J. Deninger, who has been engaged in the newspaper business in that city twenty-one years, tendered his resignation as City Hall reporter of the Reading (Pa.) Telegram to engage in the insurance business.

**JOURNALISTIC CHRONOLOGY.**

**Coming Week's Anniversaries of Interest to Newspaper Folk.**

Aug. 9—Charles H. Ludington, magazine publisher, secretary and treasurer of the Curtis Publishing Co., of Philadelphia, Pa., born in New York City (1866).

Aug. 11—Arthur Fitz James Crandall, news editor of the New York Evening Post, born at Easton, N. Y. (1854).

Aug. 11—William Conant Church, founder and editor of the Army and Navy Journal, born at Rochester, N. Y. (1836).

Aug. 11—Frederic Gregory Mather, journalist and author, born at Cleveland, Ohio (1844).

Aug. 13—William Seaver Woods, editor of the Literary Digest, born at Bath, N. Y. (1872).

Aug. 13—James Earl Clausen, newspaper and magazine editor and writer, born at Troy, N. Y. (1873).

Aug. 15—Walter Hines Page, of Doubleday, Page & Co., late editor of World's Work, now American Ambassador to England, born at Cary, N. C. (1855).

The Montana Press Association held a three-day convention at Lewiston last week. About 150 editors and publishers were present. Mayor W. D. Symmes and President Edward H. Cooney of the association were among the speakers and papers were read on topics of vital interest to the delegates. There was also an entertainment program.

**PUBLISHER'S NOTICE.**

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

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

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

The columns are 13 picas.

Advertising will not be accepted for the first three pages of the paper.

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 ten cents a line, and Situations one cent a word; see classified pages.

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

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

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

Pittsburgh—Davis Book Shop, 416 Wood street.

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

Chicago—Morris Book Shop, 71 East Adams street; 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.

**ADVERTISING MEDIA**

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

**THE BLACK DIAMOND** Chicago—New York—Philadelphia, for 20 years the coal trader's leading journal. Write for rates.

**BUSINESS OPPORTUNITY**

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

START NOW in the Publishing Business and enjoy the boom about to begin. We have several good propositions. Harris-Dibble Company, 71 West 23rd Street, New York City.

Owing to other business, suburban weekly near Detroit, established 25 years is for sale. Clearing over \$2,500 yearly. City 12,000. One other paper, smaller. Part down, balance easy. Excellent chance for young man to start for himself. "Suburbanite," Wyandotte, Mich.

**CENTRAL WEST DAILY**

which has been returning owner \$4,500 annually for personal effort and investment, can be bought for \$14,500. Proposition K. E.

**C. M. PALMER**

Newspaper Properties  
225 Fifth Ave., New York

**NEW YORK STATE WEEKLY**

in publishing which the owner does no practical work in the composing or printing departments, merely looking after the editing and advertising ends, can be bought for \$10,500. Cash payment required \$6,500.00. Owner's profit for services last year around \$3,500, can be easily increased.

**HARWELL, CANNON & McCARTHY**  
Newspaper and Magazine Properties,  
Suite 1201-1202

Times Building, New York City

**SITUATIONS WANTED**

Advertisements under this classification one cent per word each insertion.

Editorial executive—Either city or managing editor's position, where new ideas, clean work, energy and popularity are needed. No salary under \$35 considered. D. 1274, Care The Editor and Publisher.

Successful man with 20 years' experience as advertising and business manager on growing papers; capable of handling both advertising and business end at same time on moderate size paper, desires to make a change. Knows all parts of newspaper like a book. Trebled advertising on paper in two years. Address D1277, Care The Editor and Publisher.

"Live Wire," 28, with nine years' experience at all ends of editorial department, wants position, news, city or telegraph editor. Sober. Plenty of references. Nothing less than \$35. Address D 1272, Editor and Publisher.

**MISCELLANEOUS**

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

**DAILY NEWS REPORTS.**

Special and Chicago news. YARD'S NEWS BUREAU, 167 W. Washington St., Chicago, Ill.

**LINOTYPE MACHINES**

All models, bought and sold. Complete line of Printers' machinery and supplies on hand for immediate shipment.

**RICH & McLEAN,**

51 CHIF ST. New York.

**HELP WANTED**

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

Wanted, an energetic, experienced circulation manager to handle the largest dailies in Connecticut. Address P. O. Box 588, Bridgeport, Conn.

WANTED—By September 15, subscription solicitor with or without crew to cover small city and surrounding territory. Address "Solicitor," Care The Editor and Publisher.

**WHERE THE GOLD COMES FROM!**

THE FAIRBANKS (ALASKA) DAILY NEWS-MINER, the oldest paper in Interior Alaska, where the gold comes from, reaches the highest-paid class of workers in the world. There are only 16,000 people in the News-Miner's district, but they produce and spend from \$5,000,000 to \$10,000,000 a year. The smallest piece of money there is 2c. piece—which is the price of a newspaper, cigar or drink. One million was sent out of Fairbanks in one year to mail-order houses. The average per inhabitant annually is \$135 freight paid. Everything is dear except advertising—advertising agents take notice—and the people buy whatever they want when they want it.

Seven strong newspapers-- each wields a force in its community that honest advertisers can employ to advantage.

**THE CHICAGO EVENING POST**  
(Evening Daily)

"The Star League" (INDIANAPOLIS STAR (Morning Daily and Sunday) TERRE HAUTE STAR (Morning Daily and Sunday) MUNCIE STAR (Morning Daily and Sunday))

**THE ROCKY MOUNTAIN NEWS**  
(Morning Daily and Sunday)

**THE DENVER TIMES**  
(Evening Daily)

**THE LOUISVILLE HERALD**  
(Morning Daily and Sunday)

**The Shaffer Group**

**The Seattle Times**

"THE BEST THAT MONEY CAN BUY"

Circulation for June, 1914--

Daily, 69,152 Sunday, 89,318  
47,000--In Seattle--50,000

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

During June, 1914, The Times gained 1,480 inches, leading nearest paper by 23,400 inches--Total space 64,138 inches. The foreign advertising gained 364 inches over June, 1913.

LARGEST QUANTITY-- BEST QUALITY CIRCULATION

Buy the best and you will be content

**The S. C. BECKWITH SPECIAL AGENCY**  
Sole Foreign Representatives  
NEW YORK CHICAGO ST. LOUIS

**Los Angeles Examiner**

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

Circulation } Week Days, 69,560 Net  
Sundays, 144,979 Net

The only non-returnable newspaper in Los Angeles. Over 90% delivered by carrier into the homes. Reaches 78 1/4% of families listed in Blue Book of Los Angeles.

M. D. HUNTON W. H. WILSON  
220 Fifth Ave., New York Hearst Bldg., Chicago

**The Florida Metropolis**

FLORIDA'S GREATEST NEWSPAPER  
\* JACKSONVILLE, FLA.

GUARANTEES TO ALL ADVERTISERS MORE DAILY, NET PAID, HOME DELIVERED CIRCULATION IN JACKSONVILLE AND WITHIN A RADIUS OF 100 MILES IN FLORIDA THAN ANY OTHER NEWSPAPER.

FOREIGN REPRESENTATIVES  
**KELLY-SMITH COMPANY**  
New York, 220 Fifth Ave.  
Chicago, Lytton Building.

YOU MUST USE THE  
**LOS ANGELES EXAMINER**

to cover the GREAT SOUTHWEST  
Sunday Circulation  
MORE THAN - - 150,000

**CIRCULATION NOTES.**

James A. Mathews, circulation manager of the Daily Oklahoman, showed the stuff of which he is made when he concluded arrangements this past week with the officials of the Rock Island system for a special edition of the Oklahoman, carrying the latest results of the state-wide primaries. Arrangements were made for a transfer at El Reno. This move of Mr. Mathews' put the Oklahoman into fifty towns in Texas many hours before any other paper.

E. C. White, for some time circulation manager of the Memphis (Tenn.) News-Scimitar, has resigned to take a similar position with the Houston (Tex.) Chronicle, succeeding L. J. Van Laeys, who retires from the business management to accept a similar position with the St. Louis Star. Mr. White has had an all-around experience. Prior to taking charge of the News-Scimitar circulation he was circulation manager of the New Orleans (La.) Daily States.

"Judge" Henry Neil, the Chicago publisher, who of recent years has become known to fame as the father of Mothers' Pensions, related one of his "exciting experiences" to a reporter for THE EDITOR AND PUBLISHER. The Judge was rusticated at Bar Harbor, Me., last Tuesday morning, when the great German liner, Cecilie, came steaming into that harbor and, as the Judge put it, anchored under his cottage window. "I chartered a motor boat at once," said the Judge, "and went out to the big steamer, boarded her and went straight to Capt. Pollock. I said, 'Captain, why did you come into Bar Harbor, instead of New York or Boston.'"

"Well," he said, "if you would have guaranteed me that a warship would not have gotten me I would have, but the wireless told me that gunboats were watching for me, so I stole in here."

The Judge went to the forward top deck, mounted an idle anchor and made a speech to hundreds of third-class passengers, telling them where they were and why--the first real war news they had received. Neil said the first-class passengers had smoked up all the cigarettes and tobacco on board and that on landing at Bar Harbor they made a bolt for the tobacco stores.

Judge Neil's daughter, Miss Edna Neil, arrived yesterday at Halifax on the White Star steamer Cedric from Liverpool. The Cedric put into Halifax instead of New York to avoid capture.

**Newspaper Circulation in Far East.**

Circulation of newspapers in the Far East is a far more complex problem from the newspaper's standpoint than it is in the United States, according to T. J. Brown, secretary of the China Press, the only American newspaper in China. In some of the interior cities one man subscribes to a newspaper, paying a stipulated sum. The carrier delivers the paper. The next day, however, the carrier returns for the paper and delivers it to another subscriber farther along the route who pays a lesser sum. One paper sometimes goes to four or five subscribers in this way.

**Bull Moose Paper Fails.**

The Queensboro (N. Y.) Press, the only Bull Moose newspaper in Queens County, has ceased publication, and the plant at Corona will be sold to satisfy a mortgage of \$400 held by Mrs. Agnes Hannar of Maspeth. John De Lorme of Corona, who acquired the Queensboro Press three years ago, has left Corona. He was at first a Republican. He joined the Bull Moose movement as soon as Colonel Roosevelt withdrew from the Republican party. The Queensboro Press then became the only Bull Moose paper in the county. Mr. De Lorme acquired the Queensboro Press from the late Henry P. Huling of Elmhurst, who died about two years ago. Mr. Huling started the paper about 1904.

**LIVE AD CLUB NEWS.**

Advertising schemes not having the indorsement of the Dallas (Tex.) Advertising League will probably be frowned upon by merchants and Dallas business men if the work of the vigilance committee of the Ad League is looked upon with proper favor in the future. A movement for the investigation of schemes was taken into consideration last week by the Ad League at its regular luncheon. O. S. Bruck, chairman of the vigilance committee, presented the matter of fake advertising to the league. A resolution was passed by the league binding the members not to advertise in any advertising scheme except in such mediums which are recognized by the Ad League until the vigilance committee may have time to investigate such schemes. The service of the vigilance committee was offered to the Chamber of Commerce and the Merchants and Manufacturers' Association.

Since the formation of the present Portland (Ore.) Ad Club in 1910 this group of men not only has made itself effective in raising the standard of advertising, but has proved a valuable civic asset. Its present membership is 500, with a waiting list of many names. Its regular meetings are held every Wednesday noon in the Portland hotel, where the dining room, which seats between 350 and 400, often is taxed to its capacity. The law and ethics committee has done and is doing effective work in eliminating untruthful advertising. Several convictions have been obtained and merchants and the buying public alike are acknowledging the fact that truth in advertising is worth while.

Fifty-six members of the Advertising Club of Salt Lake heard last week's reports of the organization's delegates to the new Associated Advertising Clubs of the World held in Toronto in June. Garner Curran, representative of the World's Insurance Congress, who is a member of the Ad Club of San Francisco, talked to the club on "Clean Advertising." The reports of the delegates to the annual convention were on the following subjects: "Toronto and How it Took care of the Convention," T. F. Thomas; "A Survey of the Convention From an Educational Standpoint," Malcolm McAllister; "Exhibits and Outdoor Advertising," H. S. Anderson; "What I Got Out of the Convention From an Advertiser's Standpoint," Stringham A. Stevens.

Twenty women in advertising and publicity business in Los Angeles, Cal., held a meeting at the Clark Hotel last week to discuss an organization for the upbuilding of their profession for women. The promoters of the new association are Miss Mabel Black, Miss Lyla Hawkins and Miss Anna Boyd.

Advertising study was the principal subject at the regular weekly luncheon of the Houston (Tex.) Ad Club, held at noon in the rooms of the Press Club. A number of educational topics have been prepared by Director Leo Smith for discussion at future meetings. "What Is Meant by Psychological Advertising?" will be discussed at the next meeting. Mr. Smith stated that about 50 per cent. of the advertising in Houston newspapers was an expense, and that by studying and discussing these questions the expense could be turned into an investment.

The Lincoln (Neb.) Ad Club will hold its annual election of officers this week. The nominees are: For president, Frank I. Ringer and J. W. Thomas; for vice-president, A. E. Evans and Leo Soukup; for secretary, Paul Goss and Roscoe Taylor, and for treasurer, W. R. Boyd and E. E. Smith. The defeated candidates for these offices and the following six men are the ten candidates from which five members of the board of governors will be elected: J. S. Brown, Will Hite, E. W. Nelson, E. R. Sizer, L. B. Tobin and H. V. Westfall.

**R. J. BIDWELL CO.**

Pacific Coast Representative of

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

742 Market Street  
SAN FRANCISCO

(96% in Nebraska)

**OMAHA DAILY NEWS**

July Average

**73,959**

Has 20,000 More Circulation than any Other Nebraska Paper. Largest Sunday Circulation. First in Quality Circulation.

**C. D. Bertolet**  
Boyce Building, Chicago  
New York Representative:  
A. K. Hammond, 366 Fifth Ave.

**THE HERALD**

HAS THE  
**LARGEST MORNING CIRCULATION**  
IN

**WASHINGTON**

C. T. BRAINARD, President.

Representatives:  
J. C. WILBERDING, A. R. KEATOR  
Brunswick Bldg., 601 Hartford Bldg.  
NEW YORK. CHICAGO.

**THE Detroit Saturday Night**

guarantees the reliability of every advertisement appearing in its columns.

Whiskey, Beer, Cigarette and Patent Medicine advertising is taboed.

The publishers reserve the right to reject any advertising which in their opinion is undesirable or does not conform to the general policy of the paper.

Foreign Advertising Representatives  
**CHAS. SEESTED F. STANLEY KELLEY**  
41 Park Row Peoples Gas Bldg.  
New York City Chicago, Ill.

**THE NEW HAVEN Times-Leader**

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

**The S. C. BECKWITH SPECIAL AGENCY**  
Sole Foreign Representatives  
New York Chicago St. Louis

**ALONG THE ROW.**

**CINCH.**

The Big League Magnate is a man  
Who has an awful gall.  
He wants two pages ev-ry day  
To boost the game of ball.  
But when he's asked to advertise  
To do so, he declines,  
Excepting maybe once a week  
He gives two agate lines.

**HEAVY TASK.**

In selling his newspapers Mr. Astor  
of London has accomplished more than  
the newsdealers of the United King-  
dom ever did.

**FALSE.**

The rumor that the Dramatic Editor  
of the Journal of Commerce devotes  
himself entirely to criticisms of stock  
companies, is absolutely untrue.

**QUERY.**

Are libel suits made out of whole  
cloth?

**GOING TO PRESS.**

Taking a rush hour subway train.

**MAKING OVER—**

Mexico.

**FOREWARNED.**

A youthful reporter who covers the  
East New York section for a Brooklyn  
paper got ahold of a story a few days  
ago, which he considered might not be  
exactly safe. So he sent it in with the  
following note: "City Editor—You had  
better be careful with this story as it  
may get the paper in a libelous condi-  
tion."

**TOUGH AND TERRIBLE.**

This is awful: Just as telegraph edi-  
tors, copy and proof readers were con-  
gratulating themselves that they would  
probably pull through the fierce heat  
of summer without undue exertion,  
Austria, Servia, Germany, France and  
Russia get into a mixup and prepare to  
rough-house Europe. Just think of be-  
ing compelled to handle copy with the  
mercury at 100 in the shade, full of  
names like Herzegovina, Salonoffi,  
Soukhomlinoff, Lazarovich, Hrebeliano-  
vich, and Radimor Putnik. Gee! It's  
enough to drive a man to Highball  
Land. Yes, it's awful on the fellows  
at the desks when the European con-  
cert starts to play rag time.

**THE BLOW FALLS.**

Extracts from the address of a press-  
man, delivered at the corner of Nassau  
and Frankfort street, on his night off,  
and after visits to several wet places in  
the Swamp:

"I tell you, gentlemen, that the slimy  
snake of greed has at last clutched  
Part Row in its hands of steel. It has  
come forth from its lair, lashing its tail,  
and seeking to crush us in its coils. In  
fact, it is already crushing us. Think  
of it, gentlemen, the price of Beef and  
Beans is now fifteen cents—think of it  
again. Fifteen cents for Beef and  
Beans, and God only knows what it  
may be next week—and sinkers are all  
trembling in the balance. Thus are all  
traditions of the past shattered by one  
foul blow. Beef and Beans have passed  
through many financial and business  
panics, gentlemen, but always stood firm  
at ten cents. But now the power of the  
trust falls with a dull sickening thud  
and up they go. Let us fight this mon-  
ster. Agitate — Educate — Organize  
and—"

Here the oration concluded at the re-  
quest of a person in uniform whose  
business address is in Oak street.

**PREPARATIONS.**

"Now take the maps of Mexico  
And throw them in the pot;  
There is a row in Servia  
And things are growing hot.  
We'll cast them into war maps new  
With Turkey on the side

With many lines to indicate  
Where all the armies hide.  
"We'll stipple in some fly specks too.  
And on them there will be  
A caption that will say they are  
The Adriatic Sea.  
Some zig zag lines for Austria—  
Will make the job complete—  
And let us hope it won't look like  
A new dress pattern sheet."

**FROM THE SKINNERSVILLE SIGNAL.**

Ezra Doolittle of this town died last  
week. He is survived by his widow,  
two nephews, and a three years' sub-  
scription bill. TOM W. JACKSON.

**RECENT COURT DECISIONS.**

The Supreme Court of Iowa, in an  
action of libel reviewed by it, holds that  
newspaper articles referring to plain-  
tiff's former candidacy, and charging  
that he and his supporters debauched  
the electorate with intoxicating liquors,  
and comparing him with Chanticleer,  
and ridiculing him for suing the pub-  
lisher for libel, are libelous *per se*. The  
same case holds that the term "malice,"  
as applied to libel *per se*, does not mean  
hatred or ill-will toward the person to  
whom the libel is directed, but the want  
of legal excuse; that persons asking the  
patronage of the public lay themselves  
open to comment, and, so long as that  
comment is fair, published with good  
motives and without malice, it is priv-  
ileged.

The United States Court of Appeals  
holds that a contract between a press  
association of New York and a news-  
paper company of Missouri for the fur-  
nishing of news relates entirely to in-  
terstate business and is within Secs.  
3039 and 3040 Revised Statutes of Mis-  
souri which provide that foreign cor-  
porations doing business in the state,  
which have not complied with their  
provisions, shall not maintain actions on  
their contracts.

**NEW AD INCORPORATIONS.**

NEW YORK, N. Y.—Criterion Adver-  
tising Company, \$5,000 capital; incor-  
porated by E. E. Whig. Henry Hesse  
and J. H. Adams.

NEW YORK, N. Y.—O'Mara & Orms-  
bee; general advertising business; cap-  
ital, \$25,000; incorporated by J. F.  
O'Mara, M. H. Ormsbee and H. J.  
Groot.

The Wenatchee Daily Republic has  
suspended publication after three and  
a half years of existence.

COLUMBUS, O.—The Merchants' Ad-  
vertising Company; general advertisers;  
\$10,000 capital; incorporated by W. L.  
Mackey, D. L. Smith, Barton Griffith  
and C. L. Corey.

**Feast for Raleigh Times Newsies.**

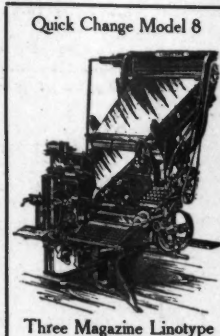
The Raleigh (N. C.) Times gave a  
dinner in honor of its newsboys on  
July 31. There was a simple but at-  
tractive menu. John A. Park, publisher  
of the Times, acted as toastmaster. Ad-  
dresses were made as follows: "What  
Becomes of the News Boys," Col. Fred  
A. Olds; "The Business of Being a  
Man," Edmund B. Crow; "Boys and  
Business of the Future Raleigh," John  
C. Drewry; "How to Be a Good Citizen,"  
Mayor James I. Johnson; "Good Car-  
riers Make a Good Paper Better," Edi-  
tor Sam H. Farabee; "Sticking on the  
Job Brings Results," W. Henry Bagley.

**Editor of the Paris Temps Dead.**

Adrien Hebrard, editor of the Paris  
Temps and one of the leading journal-  
ists in France, died July 29 at the age  
of 80. M. Hebrard was born in Gris-  
loies in the province of Tarn-et-Garonne,  
and had his country home at the Cha-  
teau de Pompignan in that city. He  
was editor of the Temps before 1870,  
and had been both editor and manager  
since that date. M. Hebrard was a  
Senior Senator from 1879 until 1897. He  
was one of the committee of the Syn-  
dicate Press of Paris.

**BIG WAR EDITIONS**

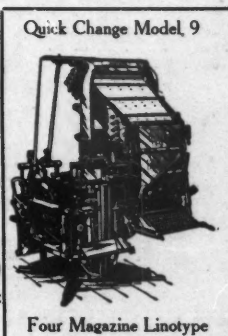
Heads, sub-heads, bold news,  
text, etc., — all produced  
with ease and rapidity on



Quick Change Model 8

Three Magazine Linotype

**MULTIPLE  
MAGAZINE  
LINTYPES**



Quick Change Model 9

Four Magazine Linotype

In addition these versatile  
machines set all other matter,  
display advertising, etc., for  
the modern **quality** newspaper

**THE MULTIPLE LINTYPE WAY IS THE MODERN WAY**

**Mergenthaler Linotype Company**

Tribune Building, New York

CHICAGO  
1100 South Wabash Avenue

SAN FRANCISCO  
638-646 Sacramento Street

NEW ORLEANS  
549 Baronne Street

TORONTO: CANADIAN LINTYPE, LIMITED, 35 Lombard Street

**BOYCE'S IN DAILY FIELD**

For more than a quarter of a century the W. D. Boyce Co. has held the first  
place in the U. S. in the weekly newspaper field, as publishers of the Chicago  
Blade and Ledger, with 1,250,000 weekly circulation. The Boyce organization  
is recognized as setting the pace in getting circulation and advertising  
and giving results. Naturally this organization is composed mostly  
of high-class, well-paid daily newspaper men in the news, advertising  
and mechanical departments. Being perfectly equipped with men and having  
ample capital, we enter the daily field by taking over as our first daily the

**INDIANA DAILY TIMES**

A SQUARE DEAL AND FAIR PLAY FOR EVERYBODY

New name of THE EVENING SUN

In January, 1913, Mr. Boyce became personally interested in the Evening Sun of  
Indianapolis. The circulation at that date was less than 30,000 daily. The  
average daily paid circulation of the Sun for first six months of 1913 was 33,258;  
for first six months of 1914, 51,156. Net gain first six months of 1914, over  
1913, 53%. The average circulation for July, 1914, the first month after  
the W. D. Boyce Company took over the Sun and changed its name to  
Indiana Daily Times, was 54,573 daily. Now watch the Daily Times grow. The  
foreign advertising rate of 6c. a line flat rate will remain the same until Decem-  
ber 31st. After that date it will be 8c. a line. Having nearly doubled the cir-  
culation the past eighteen months, we expect to double it again during the next  
eighteen months.

**INDIANAPOLIS, IND.**

Indianapolis is located in the center of a state noted for its wealth and pros-  
perity. It is also a great manufacturing city of nearly 300,000 population. It is  
said to be, in proportion to its population, the second retail city in the  
U. S.—Pittsburgh being considered the first. The many interurban rail-  
ways radiating from Indianapolis enable the Home Edition of Indianapolis  
afternoon papers to reach 125 miles by six o'clock.

## COMBINATION ORDERS.

**How They Work to Mutual Benefit of Metropolitan Papers and Local Sheets in the Smaller Cities and Towns—Elimination of Premiums Can Be Accomplished—Other Advantages of the System.**

By J. M. SCHMID.

*Circulation Manager, Indianapolis News.*  
(Part of a paper read at the recent convention of the I. M. C. A., on board the SS. "Naronic." The Result of Practical Tests.)

How to get circulation on a newspaper that does not use premiums, in a field where nearly all other newspapers give inducements, conduct contests and coupon schemes of every conceivable nature, has been a "stone-wall" proposition for a long time.

In my opinion, the real circulation manager is the one who can keep on increasing the circulation of his paper without premiums or schemes of any kind. In his case, his methods must be reduced to a science; he must necessarily have a good newspaper, one that is in demand, and with this important requirement to back him up, he will have but little trouble to maintain the circulation he already has, and will keep on adding more to his list every year. The great problem he must face is the competitor, which is also considered a good newspaper, and who is always giving an attractive premium and offering other inducements.

In face of such opposition, he can only rely upon a superior organization, and resort to scientific principles in maintaining his circulation and supremacy.

### CO-OPERATING WITH SMALL DAILIES.

When the News' circulation solicitors visited small towns they could offer no premium inducements and were met with the statement that the home paper was the only one the people cared to buy.

With a condition of that kind confronting us, we conceived the idea of combining with local afternoon papers in various towns, with the result that we have greatly increased our circulation in these particular towns, and have helped the local daily as well.

The circulation of both newspapers can be handled by one man just as easily as one paper alone. The chief benefits derived by the News when combinations are in force are:

1. A larger and better carrier organization.
2. Headquarters with the local newspaper, which provides office help, telephone service, furniture, etc., without cost.
3. It is easier to get business for a good local paper and a State paper at low cost, than for a State paper alone.
4. Premiums and contests are unnecessary, as the combination in itself is a big inducement.

### CONTROLS CIRCULATION SYSTEM.

5. The News controls the circulation of both papers, and consequently is able to introduce a better system for handling the circulation than the local paper can, because in most instances the local circulator is a reporter, advertising solicitor and "maid-of-all work," as well, and can't do the circulation department justice.

6. As the combination embraces small surrounding towns, therefore the circulator in charge is in constant touch with these places, saving frequent calls by regular traveling men.

7. Rural route circulation is easier to

get under this arrangement on account of the low price for both papers. Commission usually paid to solicitors goes to the subscriber.

8. The News gets the benefit of publicity in the local press without cost.

9. "Dead-head" circulation is almost entirely eliminated, excepting to advertisers, employees, and charitable institutions. Every Tom, Dick and Harry who usually thinks he is entitled to a "free" copy of the local paper must pay for it under this arrangement.

10. The combination can be made with any local paper of good standing, regardless of political affiliations or policy.

### THE BENEFIT IS MUTUAL.

There are many other good reasons why the combination is a good thing for the News, the most important of which is the profit derived from the sale of the local paper, which helps maintain the organization, in some cases even exceeding the expense.

The local newspaper is benefited as follows:

1. It receives a net revenue for each copy, regardless of returns, losses on collections from carriers or subscribers, or other shrinkage usually incident to the circulation department. It knows positively what it will get for its circulation from week to week.

2. It saves the expense of a circulation man and frequently several boys around the plant who carry bundles or make delivery to newsdealers, etc.

3. It has a direct supervision of everything that goes on, because all business is conducted in its office with a competent man in charge, which is not usually the case when it handles the circulation alone.

4. In all cases where a competent circulator is employed by the local paper, he is put in charge usually at an advanced salary.

5. The system being uniform throughout the State, the News is able to send a substitute circulation man to relieve the regular man, if absent for any reason.

### OTHER ADVANTAGES OF COMBINATION.

6. All solicitors, who canvass for new business, work as hard for the local paper as they do for the News; in fact, they work for a "combination" order first, which is of mutual advantage.

7. The local publisher has nothing to worry about circulation at all. He is relieved of all his troubles in that respect and as a rule they are many in a small newspaper office.

8. Carriers receive more profit for delivering a "combination" than they do for delivering one paper alone, consequently their efforts are directed toward inducing prospective subscribers to take both papers.

9. The local paper receives the advice and counsel of a big organization with a large staff of competent men, and consequently is able to meet stronger local competitors on even ground.

As with the News, there are other benefits derived by the local paper which can not be mentioned here. Every publisher who considers a plan of this kind will find that local conditions will invariably govern the minor details of any combination arrangement, but as a general proposition the contract drawn up by the News will usually answer the purpose. It provides for everything that might arise at any time, and is considered a strong, fair and equitable agreement.

### St. Louis Post-Dispatch's Gains.

The St. Louis Post-Dispatch has made a notable gain in advertising during the past six months, as will be seen by its advertisement in this issue. It printed 168,000 more lines than its own best record, while the other newspapers of the city lost. During this period the Post-Dispatch carried 5,834,360 lines of advertising. There are said to be but five newspapers in the United States having a larger Sunday edition—two in New York, one in Boston, and two in Chicago. This record is interesting and significant, in face of the general business depression.

## FORSYTH PUT IN CHARGE.

**Eastern Manager of Miller Saw-Trimmer Company in New York Office.**

Will E. Forsyth, the eastern sales manager of the Miller Saw-Trimmer Company, of Pittsburgh, Pa., who has been put in charge of the new office of the company, in the Pulitzer Building, New York City, is in the up-to-date class of efficient men.

Mr. Forsyth has worked about twenty years through all the mechanical and executive departments of the printing



W. E. FORSYTH.

business. He was Public Printer of the State of West Virginia from 1896 to 1898. He was connected with the Jones Gordon Press Works, Palmyra, N. Y., as treasurer and general manager from 1898 to 1903. When this plant was sold to the Chandler & Price Co., in 1903, he was retained as manager by the Chandler & Price Co. until the plant closed down in the fall of 1904.

Mr. Forsyth was Pittsburgh representative of Barnhart Bros. & Spindler from December, 1904, until February, 1912, during which time he covered the territory composed of the western part of Pennsylvania, West Virginia and some of the Ohio River towns of Ohio. From February, 1912, to the latter part of May, 1914, he was with the Harris Automatic Press Co.

## BEECHAM, A STATE PILLAR.

**Newspaper Error Proved a Striking Pun on Famous Pillar.**

The London Daily Citizen tells the following story about Sir Joseph Beecham, the millionaire pill manufacturer, who has just bought the Duke of Bedford's Convent Garden estate:

A certain journalist a couple of years ago thought he might earn a few sovereigns by suggesting that an advertisement consisting of the words "Beecham, a Pillar of the State," would be helpful in selling pills.

Thomas Beecham replied that at a dinner to his father a number of years previously a local dignitary had referred to the guest of the evening in the same facetious manner.

"And the local press," he added, "which is a model of correctness, reported the observation as 'Pillar of the State.'"

### Wildman Staff News.

Edwin Wildman, president of the Wildman Magazine & News Service, has returned from a two months' tour of Europe and Great Britain. Mr. Wildman attended the Book Fair at Leipzig. E. L. Fox, managing editor of the Wildman service, has returned from Labrador, where he has been doing a series of articles. Mr. Lewis Allen Browne, the humorous and feature writer, of the same service, is vacationing in Strousburg, Pa.

A Kansas Daily in City of 35,000 and evening paper now making net about Six Thousand Dollars a year is offered for sale at \$20,000. Terms Half Cash. Time on balance. (Proposition D 314.) We have also several other good newspaper properties in various States. Write us.

**American Newspaper Exchange**  
Rand McNally Building, Chicago

## FOR SALE

**Duplex Angle Bar, Flat Bed Press**

Prints 4, 6, 8, 10 and 12-page, seven-column papers at 4500 an hour, folds to 1/2 and 1/4 page size. Can ship promptly.

**WALTER SCOTT & CO.**  
Plainfield, New Jersey

### Canadian Press Clippings

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

**The Dominion Press Clipping Agency**

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

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

74-76 CHURCH ST., TORONTO, CAN.

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

**We can increase your business— you want it increased.**

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

**BURRELLE**

60-62 Warren Street, New York City

Established a Quarter of a Century

*Most Far Reaching Newspaper Reading Concern in Existence*

**ATLAS PRESS CLIPPING BUREAU**

CHARLES HEMSTREET, Manager

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

Our Motto—RESULTS COUNT

218 East 42nd Street New York

Send for samples of Half-tone Diamond Black. This Ink will print Jet Black on the most difficult paper. 40c. net.

Every pound guaranteed

**F. E. OKIE CO.**  
PHILADELPHIA, PA.

TAKE IT TO

**POWERS**

OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

ON TIME ALL THE TIME

**POWERS PHOTO ENGRAVING CO.**  
154 Nassau St. N. Y. Tel. 4800-4 Beckman

### FIRST POWER PRESS.

It Was Used One Hundred Years Ago Next November by London Times and Caused Much Commotion—Interesting History

Marco Morrow, director of advertising for the Arthur Capper publications, has courteously sent to THE EDITOR AND PUBLISHER two editorials from the London (England) Times, regarding the first printing of that paper by power. These editorials ought to interest newspaper men. The first was printed in the Times on the morning of November 29, 1914. It says:

"Our journal of this day presents to the public the practical results of the greatest improvement connected with printing since the discovery of the art itself. The reader of this paragraph now holds in his hands one of the many thousand impressions of the Times newspaper which were taken off last night by a mechanical apparatus. A system of machinery, almost organic, has been devised and arranged, which, while it relieves the human frame of its most laborious efforts in printing, far exceeds all human powers in rapidity and despatch. That the magnitude of the invention may be justly appreciated by its effects, we may inform the public that, after the letters are placed by the compositors, and enclosed in what is called 'the form,' a little more remains for man to do than to attend upon and watch this unconscious agent in its operations.

"The machine is then merely supplied with paper. Itself places the form, inks it, adjusts the paper to the newly inked type, stamps the sheet, and gives it forth to the hands of the attendant, at the same time withdrawing the form for a fresh coat of ink, which itself again distributes, to meet the ensuing sheet, now advancing for impression; and the whole of these complicated

acts is performed with such a velocity and simultaneousness of movement, that no less than 1,100 sheets are impressed in one hour.

#### AN HOUR OF TRIUMPH.

"That the completion of an invention of this kind, not the effect of chance, but the result of mechanical combinations, methodically arranged in the mind of the artist, should be attended with many obstructions and much delay may be readily admitted. Our share in the event has, indeed, only been the application of the discovery, under agreement with the patentee, to our own particular business; yet few can conceive, even with this limited interest, the various disappointments and deep anxiety to which we have for a long course of time been subjected.

"Of the person who made this discovery we have little to add. Sir Christopher Wren's noblest monument is to be found in the building which he erected; so is the best tribute of praise, which we are capable of offering to the inventor of the printing machine, comprised in the description, which we have feebly sketched of the powers and utility of the invention. It must suffice to say further, that he is a Saxon by birth; that his name is König, and that the invention has been executed under the direction of his friend and countryman, Bauer."

In a note to THE EDITOR AND PUBLISHER Mr. Morrow says: "I don't know the date of the second paragraph, but it contains an interesting story. Here it is:

#### THE SUPREMACY OF STEAM.

"The night on which the curious machine was first brought into use in its new abode, was one of great anxiety and even alarm. The suspicious pressmen had threatened destruction to anyone whose inventions might suspend their employment—"destruction to him and his traps." They were directed to wait for expected news from the continent.

"It was about 6 o'clock in the morning when Mr. Walter went into the press room, and astonished its occupants by telling them that the Times was already printed by steam; that if they attempted violence, there was a force ready to suppress it, but if they were peaceable, their wages should be continued to every one of them till similar employment could be procured. The promise was no doubt faithfully performed; and having so said he distributed several copies among them. Thus was this most hazardous enterprise undertaken and successfully carried through; and printing by steam, on an almost gigantic scale given to the world."

#### A CENTURY AGO AND NOW.

To the foregoing may be added by way of comparison and to show the wonderful progress made in the manufacture of printing machinery that a double-octuple, newspaper web perfecting press of today can print 300,000 four, six or eight-page papers an hour; 150,000 ten to sixteen-page papers an hour; or 75,000 twenty-two to thirty-two page papers an hour. These giant presses are 48 feet long, 19½ feet high and eight feet wide. They weigh 350,000 pounds and are composed of approximately 65,000 separate pieces.

#### Publisher Falls Off Car Platform.

George F. Deisler, publisher of the Cincinnati Sunday News, while trying to board a car recently was thrown to the street. His trousers were badly torn and both his knees were cut. "The car crew saw they had caused me to fall," stated Deisler, "but they did not stop the car, nor did they come back to see if I had been injured."

#### London Advertiser Sues Free Press.

The London (Ont.) Advertiser, the local Liberal organ, has instituted a \$50,000 libel action against the London Free Press, Conservative, for alleged blackguardly attacks for some time past. The plaintiff demands complete retraction of certain statements published.

### STORIES FROM THE CITY ROOM.

#### How McWade Got a Raise of Salary on the Boston Traveler.

When John A. Fahey was editor and publisher of the Boston Traveler, a young reporter on that paper, named McWade—who later became one of the leading political writers of Boston—walked into Fahey's office and said that he desired to quit his job. Fahey asked why. Oh, explained McWade, he was dissatisfied and thought he could do better if he made a change.

"We might pay you more money," suggested Fahey.

"No," replied McWade, "I don't like to come to an employer and threaten to quit unless I have more money. I'd rather just stop and take my chances on getting a better job."

Fahey tried to persuade him to stay, telling him how sorry he was to lose his services, but McWade wouldn't listen.

"I'll tell you what I wish you would do, though," suggested McWade. "I'd like to have a good strong letter of recommendation that I could show when I seek other employment. It might be a great help."

Fahey gladly complied with this request and the two said goodbye.

The following day, as Fahey sat in his private office, McWade's card was

brought to him. A moment later McWade was ushered in.

"You're Mr. Fahey?" inquired McWade. "Ah, then I believe you're the man I desire to see. I came to seek employment on your paper. Here is a letter of recommendation from my last employer that speaks for itself. I think you will agree after reading it that I would be a valuable addition to your staff. I left my last place because I was dissatisfied with my wages, and if we can agree on that important point I should like to start in with you at once."

So Fahey hired the applicant at a salary that was mutually satisfactory.

#### Big Paper from Small Town.

The Byron (Cal.) Times has a right to strut a little over its 156-page edition de luxe with gorgeous covers and many fine illustrations. It is the fourth "booster edition" of the Times and proves its claim to being one of the finest publications ever issued in the West. The interests of Central California are presented in an appealing way, and 1,200 of the 6,000 copies printed have been mailed to prominent railroad agents and representatives in the Eastern and Middle States. The big edition, like the others that preceded it, was issued under the sole supervision of Harry Hammond, editor of the Times.

### Greatest Circulation Getter Ever Known NEIL'S NEW BOOK

## "EUROPE AT WAR"

BY JUDGE HENRY NEIL  
Known Throughout the World as the Father of Mothers' Pensions

Judge Neil, under the pen name of "Marshall Everett," is the author of several books, millions of copies of which have been sold, namely, "History of the Japanese-Russian War," "History of the Spanish-American War," "Life of Wm. McKinley," "Story of the Titanic Disaster," etc., etc.

The War Footing—The previous relations with each other—The National traits—The Historical High Lights, of each nation now at War. A large book of solid literary meat in relation to the Greatest War the World Has Ever Known.

A Book of historical facts made intensely interesting by the present War, without opinions or editorial matter.

Startling Illustrations, 328 pages. Substantially Bound in Book Cloth.  
Sample Copy sent postpaid on receipt of 35c. in postage stamps.

Published by The Bible House, 443 S. Dearborn St., Chicago, Ill.

### BUILD YOUR CLASSIFIED MEDIUM RIGHT

Increased volume, improved service to readers and advertisers, efficient constructive sales organizations, and additional increased revenue, are the results of our methods for several of the largest classified mediums in the United States.

#### THE BASIL L. SMITH SYSTEM

will build for you a perfect and profitable classified medium.

Cost of our service entirely dependent on increased business.

Philadelphia Address, BASIL L. SMITH, Haverford, Pa.

### LIFTING THE LID

(By Our Veteran Hickey Carrier)  
No. 1

#### "WHAT'RE YER GONNA DO WID 'EM?"

Yer think yer 're gettin' away wid it when yer think yer ain't payin' nothin' fer cerkulashun and distrebushun, but how about dem returns and freight bills dey run up wid der magazeen guy? Yer call it cirkulashun and distrebushun and yer think yer makin' money. Yer think 'cause the junkie gives yer money fer der painted stuh dat yer not in wrong.

Don't fool yerself. The junkie don't pay sixty a hundred copies or six cents for a ten-cent magazeen—nevaah—He's jest payin' yer erbout one-tenth wat yer would get if yer backed up yer distrebushun wid a canvass dat the Duhan staff furnishes. Twenty-two years in the newspaper distrebushun game wid a live wire organizasbun is wat counts if yer want sales insted of big returns fer der junkie. Tell the boss yer want ter talk bizness wid him.

### DUHAN BROTHERS

Newspaper distributors who have made good since 1892.

TRIBUNE BUILDING Telephone: 3584 Beekman NEW YORK

## The Leader

July Advertising in The New York Times was 96,282 agate lines in excess of the similar period last year. This is a far greater gain than the combined July gains of all other New York morning newspapers which showed any gain during July.

## 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 101,153 six months ending June 30, 1914.

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

### IN WESTERN PENNSYLVANIA

You will make no mistake by using

## The Johnstown Leader

The only newspaper between Philadelphia and Pittsburg printing an eight-page two color Saturday Feature Magazine Section.

S. G. LINDENSTEIN, INC.

Special Representative

118 East 26th Street New York City

**TIPS FOR THE AD MANAGER.**

J. T. Wetherald, 221 Columbus avenue, Boston, Mass., is renewing contracts for three years with Southern papers for Chester Kent & Company, "Vinol Saxo Salve, etc."

Frank Presbrey Company, 456 Fourth avenue, New York City, is making 5,000-line contracts with Western papers for the American Tobacco Company.

W. B. Jones Agency, Binghamton, N. Y., is renewing contracts for one year with Western papers for "Othine." It is also renewing contracts for one year with Southern papers for Dr. Howard.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., are placing 27-inch (nine to come) one-time orders with Southwestern papers for the Curtis Publishing Company, "Ladies' Home Journal."

The Centaur Company, 250 West Broadway, New York City, is putting out direct copy orders for 30-inches for ten times.

La Grange College, La Grange, Ga., is issuing two-inch, double column, four-time orders to Southern papers direct.

Lyddon & Hanford Company, 200 Fifth avenue, New York City, are placing one-time copy with Western Thursday papers for Duffy's Pure Malt Whiskey.

Van Cleve Company, Inc., 1790 Broadway, New York City, is forwarding copy to Western papers for the Bobbs-Merrill Company. It is also issuing copy to Southern and Western papers for the Maxwell Motor Company.

M. C. Weil Company, 38 Park Row, New York City, is sending out nine-line, till-forbidden orders to Wednesday Western papers for the Vita Company.

Jules P. Storm, Marbridge Building, New York City, is handling 1,500-line, one-year contracts in Southern papers for the Metropolitan Life Insurance Company.

Morse International Agency, Dodd-Mead Building, New York City, is placing copy as ordered in Western weeklies for the Pittsburgh Steel Company of Pittsburgh, Pa.

W. T. Hanson Company is renewing contracts for Dr. Williams Pink Pills.

Scott & Bowne, Bloomfield, N. J., are renewing contracts generally direct.

George W. Edwards Company, 328 Chestnut street, Philadelphia, Pa., is placing 63-line, one-time with Western papers for the Electric Storage Battery Company.

A. M. Stockman Agency, 20 Vesey street, New York City, is issuing four-times to Western papers for the Vermilax Co.

J. Scheck Agency, is making 1,000-line contracts with Southern papers for I. Lewis Cigar Manufacturing Company.

George L. Dyer Company, Inc., 42 Broadway, New York City, is forwarding two-time-a-month copy beginning September 11 to Western papers for the Remington Arms U. M. C. Co.

The United Drug Company, "Rexall Remedies," is renewing contracts direct with North Western papers.

L. A. Sandlass, 7 Clay street, Baltimore, Md., is renewing 100-inch contracts with Western and Southern papers for the Resinol Chemical Company.

Walter Baker & Company are sending direct to Western papers four-inch, top-column, 18 time orders.

Wyckoff Advertising Agency, Inc., is placing copy orders with Southern and Western papers for Dr. Williams Company.

W. B. Jones Advertising Agency, is forwarding 125-line double column contracts to Eastern papers for "Sargol."

The Bloomingdale-Weiler Advertising Agency, 1420 Chestnut street, Philadelphia, Pa., is placing three-inch, eight-time orders with Eastern papers for the Roman Auto Co.

**Cloud Heads Baltimore Ad Club.**  
William Woodward Cloud was elected president of the Advertising Club of Baltimore at its annual meeting held last week. Other officers were elected as follows: Vice-presidents, P. E. Graff and E. Lyell Gunts; secretary-treasurer, Norman M. Parrott; counsel, Rignal W. Baldwin; governors for three years, Henry S. Sanders and Edward J. Shay, and governors for one year, Samuel J. Blight, Joseph Castleberg, Daniel E. Derr, Frank T. Ellis, William H. Fehsenfeld, Harry B. Green, M. E. Harlan, A. H. Hecht, Francis A. Hyde, J. M. Keeler, Jr., Benjamin B. Long, Thomas J. Pyle and D. H. Stevenson. Alfred I. Hart holds over as a governor.

**Asks \$20,000 for Alleged Libel.**  
Christopher Himmler has entered suit against the Cumberland (Md.) Daily News Company, for \$20,000 damages for an alleged libel. The complainant states that the News published his name among a list of witnesses alleged to have been subpoenaed in a gambling case.

(Continued from page 154.)

He will proceed to Berlin if possible. The same arrangement applies to Ashmead Bartlett as Russian correspondent. Luigi Barzini, at present in France, will be ordered to Italy if that country becomes engaged in the war concert.

Colonel Repington, the well known military expert of the London Times, will send dispatches to the International News Service as well as to the Thunderer. Frederick Villiers, the veteran war correspondent, who is in Belgium, will be in special service.

Fritz Jacobsohn will jointly represent the Lokalanzeiger of Berlin and the International. In addition to these special representatives this bureau will have the entire service of the London Times and Daily Telegraph as well as the Lokalanzeiger.

A combination calling for the exchange of photographs taken in the field has been effected between the news service and the London Daily Mirror and the Paris Martin.

The New York Tribune is augmenting its staff of war correspondents in the field. The stars are Richard Harding Davis, Gerald Morgan, Philip H. Patchen and J. A. Piquard. From its London Bureau Fred B. Pitney will take active service and will be assisted by Joseph W. Grigg of the New York staff, who was in Europe on a vacation when the war broke out. From the Paris Bureau of the Tribune C. W. Barnard will go, accompanied by Charles Millington of the New York staff, whose European vacation also led to his being appointed. E. W. Feibelman of the Berlin Bureau has also been assigned to field work.

**ROLL OF HONOR**

Publications examined by the Association of American Advertisers, of which a COMPLETE EXAMINATION of the various records of circulation was made and the ACTUAL CIRCULATION ascertained, with later figures in some instances furnished by the publisher.

<b>ARIZONA.</b> GAZETTE—Av. Gross Cir. Mar., 1914, Government Statement, Apr. 1, 1914 ..... 6,544 Gross ..... 7,001	<b>NEW JERSEY.</b> PRESS ..... Asbury Park JOURNAL ..... Elizabeth COURIER-NEWS ..... Plainfield
<b>CALIFORNIA.</b> THE NEWS.....Santa Barbara BULLETIN .....San Francisco	<b>NEW YORK.</b> BUFFALO EVENING NEWS.....Buffalo BOLLETTINO DELLA SERA, New York EVENING MAIL.....New York
<b>GEORGIA.</b> ATLANTA JOURNAL (Cir. 57,531) Atlanta CHRONICLE .....Augusta LEDGER .....Columbus	<b>OHIO.</b> PLAIN DEALER.....Cleveland Circulation for July, 1914. Daily .....128,967 Sunday .....150,068 VINDICATOR .....Youngstown
<b>ILLINOIS.</b> POLISH DAILY ZGODA.....Chicago SKANDINAVEN .....Chicago HERALD .....Joliet HERALD-TRANSCRIPT .....Peoria JOURNAL .....Peoria STAR (Circulation 21,589) .....Peoria	<b>PENNSYLVANIA.</b> TIMES .....Chester DAILY DEMOCRAT.....Johnstown DISPATCH .....Pittsburgh PRESS .....Pittsburgh GERMAN GAZETTE.....Philadelphia TIMES-LEADER .....Wilkes-Barre GAZETTE .....York
<b>INDIANA.</b> THE AVE MARIA.....Notre Dame	<b>SOUTH CAROLINA.</b> DAILY MAIL.....Anderson THE STATE.....Columbia (Sworn Cir. Mch, 1914. D. 22,850; S. 23,444)
<b>IOWA.</b> REGISTER & LEADER...Des Moines THE TIMES-JOURNAL....Dubuque	<b>TENNESSEE.</b> NEWS-SCIMITAR .....Memphis BANNER .....Nashville
<b>KANSAS.</b> CAPITAL .....Topeka	<b>TEXAS.</b> STAR-TELEGRAM .....Fort Worth Sworn circulation over 30,000 daily. Only daily in Fort Worth that permitted 1912 examination by Association of American Advertisers. CHRONICLE .....Houston The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday.
<b>KENTUCKY.</b> COURIER-JOURNAL .....Louisville TIMES .....Louisville	<b>WASHINGTON.</b> POST-INTELLIGENCER .....Seattle
<b>LOUISIANA.</b> DAILY STATES.....New Orleans ITEM .....New Orleans TIMES-PICAYUNE ....New Orleans	<b>CANADA.</b> <b>BRITISH COLUMBIA.</b> WORLD .....Vancouver <b>ONTARIO.</b> FREE PRESS.....London <b>QUEBEC.</b> LA PATRIE.....Montreal LA PRESSE.....Montreal Ave. Cir. for 1913, 127,722
<b>MARYLAND.</b> THE SUN .....Baltimore has a combined net paid circulation of 127,000 copies daily, 80,000 of which are served in Baltimore homes.	<b>MICHIGAN.</b> PATRIOT (No Monday Issue). Jackson Average 1st qu. 1914: Daily 10,963; Sunday 12,354. Member "American Newspaper Pub. Ass'n." "Gilt Edge Newspapers." and Am. Audit Ass'n.
<b>MINNESOTA.</b> TRIBUNE, Mon. & Eve....Minneapolis	<b>MISSOURI.</b> POST-DISPATCH .....St. Louis
<b>MONTANA.</b> MINER .....Butte	<b>NEBRASKA.</b> FREE PRESSE (Cir. 128,384) .Lincoln

**Boys May Sell Newspapers Only.**  
Three newsboys made an unsuccessful appeal before the Toronto Board of Works last week to have the restrictions removed preventing the sale of several weekly periodicals from newsstands on street corners. Alderman F.

S. Spence moved that the restrictions be rescinded, but the motion was voted down, leaving the question precisely in the same state as when the argument began. Consequently, they must utilize the newsstands exclusively for the sale of newspapers.

**New Orleans States**

Sworn Net Paid Circulation for 6 Months Ending April 1, 1914

28,427 DAILY

Per P. O. Statement

Carrier circulation averages over 19,000 per issue. We guarantee the largest carrier and the largest white home circulation in New Orleans. It is less expensive and easier to create a new market in a limited territory by using concentrated circulation. The States fills that position in New Orleans.

**The S. C. BECKWITH SPECIAL AGENCY**  
--- Sole Foreign Representatives  
New York Chicago St. Louis

**AD FIELD PERSONALS.**

G. H. Youngren has resigned as vice-president of the Constantine Advertising Company, Seattle, Wash., to become a representative of the Hutcharz, Ltd., advertising agency.

L. E. Honeywell has been made advertising manager of the National Acme Manufacturing Company. He succeeds Paul E. Ryan, who resigned to become general sales manager of the Osborn Manufacturing Company, Cleveland.

F. H. Ralsten has offered his resignation as general sales manager of the Butterick Publishing Company to become binding on September 1. He will join the staff of N. W. Ayer & Son.

Newton A. Fuessle has joined the publicity department of the Packard Motor Car Company, Detroit. He has incidentally resigned as managing editor of the Mediator.

G. A. Baker, of Fort Wayne, Ind., has assumed charge of the service department of Chappelow Advertising Company, St. Louis. He had been the Western Representative of the Thomas Advertising Service, Jacksonville, Fla.

Frank P. Foster, Jr., has joined forces with the J. F. Singleton Company, Cleveland. Mr. Foster was formerly advertising manager of the Glidden Varnish Company, Cleveland. He was also at one time connected with the advertising and selling departments of the Mellin's Food Company, Boston.

Edward E. Powers has resigned from the Parsons-Powers Advertising Service Company, Columbus, which he assisted in organizing. He will establish a new service organization.

Robert C. Byler is now connected with the Arnold, Louchheim Company, Philadelphia, makers of Alco Clothes. At one time he was with the Donovan Armstrong Agency, Philadelphia.

Walter E. Bowen, who was for many years in the advertising business in Boston, is now associated with Cleveland A. Chandler, vice-president of the Amsterdam Advertising Agency, New York, and manager of their Boston office.

A. E. Haswell has bought a one-fourth interest in the Fred L. Kimball Company, Waterloo. He was for many years advertising manager of the William Galloway Company, producers of agricultural implements. His new duties will include the advertising management of Kimball's Dairy Farmer, the Creamery Journal, the Milk Trade Journal and the Egg Reporter.

**Chicago Examiner's New Section.**

The Chicago Examiner, of which Andrew M. Lawrence is publisher, on July 27 began the publication of a weekly business section which will appear every Monday hereafter. The section is designed to appeal to every consumer and investor, as well as to the banker, broker, manufacturer, farmer and tradesman generally. It will contain statistical and analytical articles dealing with the condition of finance, the markets, etc. A special staff of experts will have charge of the publication.

**He Had a Fit.**

An advertising man tells this one: "The heavy advertiser of a certain Indiana town entered the editorial offices of the daily paper, and in angry and disgusted tones delivered himself as follows: "What's the matter with this sheet, anyhow? That was a fine break you people made in my ad yesterday!" "What seems to be the trouble?" asked the editor anxiously. "Read it and see!" said the advertiser; and he thrust a copy of the paper into the editorial hands. "The unhappy editor read: 'If you want to have a fit, wear Jones's shoes.'"—Lippincott's.

**CO-OPERATION IN MONTREAL.**

**La Patrie Believes in Selling Service as Much as Selling Space.**

The La Patrie Publishing Company, of Montreal, Canada, has issued a large postcard, which is reproduced below and which is one of the forms of co-operation taken by La Patrie. These particular announcements are being mailed to every responsible grocer in Montreal.

We have pleasure in announcing to the grocery trade that the Malcolm Condensing Company, manufacturers of a superior grade of condensed and evaporated milk and cream have begun an extensive advertising campaign in

**La Patrie**

The consistent stand taken by this paper on national questions affecting our people is resulting in a vastly increased circulation of an exclusive character and the advertising in "La Patrie" of an article of merit is bound to create an unprecedented demand.

Malcolm goods are good goods and will receive good advertising in "La Patrie".

**La Patrie PUB. CO., LIMITED.**

a total of 842. Under ordinary circumstances the card would contain the address and telephone number of the advertiser, but as the latter want to sell through jobbers this information was not given.

S. R. Gordon, of La Patrie, commenting on the postcard effort, writes: "We have followed with interest the numerous articles in THE EDITOR AND PUBLISHER on the subject of greater co-operation between advertiser and publisher and cannot understand why so many otherwise progressive newspapers do not take a definite stand on this important matter. For years La Patrie has constantly advocated and practiced the selling of service as well as space."

**CHANGES IN INTEREST.**

FORT SMITH, ARK.—W. A. Harrison and W. E. Baker of Waldron and D. A. Shaw of Poteau have purchased the Poteau (Okla.) Weekly Sun. Mr. Baker was at one time in the newspaper business at Waldron.

MACY, IND.—The Monitor has been sold to Progressives of Miami County. They will convert it into a party organ.

KILGORE, TEX.—R. M. Gilmore has bought the Chronicle from Willis Palmer.

EATONTON, GA.—H. Reid Hearn, formerly editor of the Messenger, has sold it to G. B. Callaway, who has been associated with the Oglethorpe Echo.

OSYKA, MISS.—J. A. Doyle, of Magnolia, Miss., a well-known and successful newspaper man, has taken charge of the Herald, succeeding W. L. Hunter, who has moved to Gulfport, Miss.

PARK RIVER, N. D.—W. S. Mitchell, for several years publisher of the Minto Journal, has purchased the Lankin Reporter, in this county, and will move the plant here. The new paper will be called the Herald.

**Utica Times Suspends Publication.**

The Utica (N. Y.) Times, a Progressive weekly, has gone out of business. The promoters are now winding up the affairs of the company. The death of the paper was brought about by the resignation of E. J. Waldron, the editor and publisher, it is said. Mr. Waldron's health compelled him to cease work for a time and he will go to a camp on Seneca Lake to recuperate.

**Directory of Advertisers Aids.**

**Publishers' Representatives**

**ALLEN & WARD**  
Brunswick Bldg., New York  
Advertising Bldg., Chicago

**ANDERSON, C. J., SPECIAL AGENCY**  
Marquette Bldg., Chicago, Ill.  
Tel. Cent. 1112

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

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

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

**CARPENTER-SCHEERER-SULLIVAN SP. AGENCY**  
Fifth Ave. Bldg., New York.  
People's Gas Bldg., Chicago

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

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

**HENKEL, F. W.**  
People's Gas Bldg., Chicago  
Metropolitan Bldg., New York

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

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

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

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

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

**FIRST ADVERTISING CLUB.**

**Byron W. Orr Corrects History As Recorded By E. Hubbard.**

GODBOLD ADVERTISING AGENCY.  
DALLAS, TEX., July 25, 1914.  
THE EDITOR AND PUBLISHER:

It is rather amusing to note how many "first ad clubs" were organized about a dozen years ago, or as Elbert Hubbard made the claim in the July 18 issue of EDITOR AND PUBLISHER that "the first advertising club in America was organized in New York a scant dozen years ago, when it consisted of the few men who prepared advertising copy."

Evidently the "Fra" has not been a close reader of EDITOR AND PUBLISHER, otherwise he might have noted the story of the organization of the first ad club, as published in the July 29 issue, 1911, which tells of the little gathering of ad men that met in Detroit in 1890 and organized what was probably the first ad writers' club formed in America.

The organization was due mainly to D. J. McDonald, then advertising manager of Mabley & Co., at whose instance a number of professional ad writers employed by large houses in different parts of the country were invited by Mabley & Co., to a social gathering at Detroit, mainly for a friendly interchange of ideas relating to their advertising work.

**Advertising Agents**

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

**ARMSTRONG, COLLIN ADV. CO.**  
115 Broadway, New York  
Tel. 4280 Rector

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

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

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

**G JENTHER-BRADFORD & CO.,**  
Chicago, Ill.

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

**THE EXPORT ADV. AGENCY**  
Specialists on Expo.: Advertising  
Chicago, Ill.

The conference proved a fertile one and out of this grew the idea of forming a permanent ad club. It was decided to hold the next meeting in Cincinnati the first week in January, 1891, when it was expected that a larger membership would be secured by that time. Only persons who earned their living by writing advertisements were eligible to membership.

The officers and directors of the first ad club as organized at Detroit were: President, D. J. McDonald, Detroit; Secretary, Geo. P. Gardner, Baltimore; treasurer, Henry Curtin, Cincinnati; Board of Directors, Byron W. Orr, Louisville; W. M. Bradley, Cleveland; and Hugh Capper, Detroit.

The growth and wide influence of the Associated Ad Clubs of the World may or may not attribute that its movement was begun in this humble way—and yet its power and influence in the world today is as the Fra says "beyond human imagination."

BYRON W. ORR.

**Sandusky Special Edition.**

The Sandusky (O.) State Journal on July 15 issued a home-coming edition, consisting of fifty-four pages, which the publishers claim is the largest newspaper ever printed in that city. The number was filled with articles about the public and private institutions, business concerns, leading merchants, and the history of Sandusky.

# Do it the Easy Way

When you want to place a new line of goods in Chicago, or materially increase the sale of goods already placed, find out what's what in Chicago---get complete information covering every angle of the Chicago trade situation as it affects your goods.

*The Chicago Tribune's Advertising Promotion Department* is able to furnish you with information that you didn't know had ever been compiled. It can place before you a complete "war map" showing the strategic strongholds in every part of Chicago.

In writing for this information please state the name and character of the product you wish to exploit.

**In daily city circulation and in volume of advertising printed THE TRIBUNE nearly equals the other Chicago morning papers COMBINED.**

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**The World's Greatest Newspaper**

(Trade Mark Registered)

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Pacific Coast Advertising Office: 742 Market Street, San Francisco





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