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10 Cents a Copy

CYRUS CURTIS ON BUSINESS OUTLOOK.

Publisher of the Philadelphia Ledger Does not See How the Country Can Help Being Prosperous—New Evening Edition a Success—Will Inaugurate an Extensive Advertising Campaign in Behalf of His Three Magazines.

When you enter the new building of the Curtis publications in Philadelphia and walk across the marble floor of the foyer, you have difficulty in making yourself believe that you are in a magazine office and not in the lobby of a beautiful temple of art. The great paintings, the decorations, the marble pillars, the vases filled with flowers and growing plants and the rich rugs give the place an air of refinement and of unobtrusive artistic elegance that pleases you.

Of the building itself I had considerable to say in these columns when it was first opened two or three years ago. Its arrangements for the carrying on of the work of the publication of the Saturday Evening Post, the Ladies' Home Journal and the Country Gentleman seems as nearly perfect as human ingenuity could devise.

On the fourth floor in a quietly elegant office opening from a long hall-like reception room, on Monday when I called to see him, sat the directing force of this great establishment, Cyrus H. K. Curtis, a quiet, keen-eyed man, with an expressive face. He dresses in excellent taste. He looks like a man who enjoys life in its broadest aspects. A trifle below medium height, but of good figure, he gives the impression of possessing great reserve force. His manner is alert, and he expresses his ideas briefly and to the point. I had met Mr. Curtis on several occasions and had always found him cordial and willing to talk upon subjects in which he was interested.

BUMPER CROPS OUR MAINSTAY.

In response to my request for an expression of opinion upon the business outlook Mr. Curtis said:

"I do not see how we can fail to be prosperous. We have had bumper crops, the creators of great wealth. The South, to be sure, has been hard hit, through the loss of export trade in cotton, and at present the product is a drug on the market. In the end, through the popularizing of cotton dress goods by our women, it is quite probable that a market for the surplus crop will be found right here at home.

"In 1907, soon after the panic struck us, we were told that people were withdrawing their deposits from the banks and hoarding it. The country was short of ready money, and this was the explanation given for it. I didn't believe this was true, and set to work to find out. I am a director of one of the banks in this city. In that capacity I called upon a number of banks and trust companies in Eastern and Middle West cities and asked them if their depositors were taking out their money.

"I was told that such was not the case. I was shown vaults filled with gold, silver and banknotes. The banks had plenty of money—enough to meet all reasonable demands.

REASSURED AS TO CONDITIONS.

"When I returned home I felt that the panic had little foundation for its existence. I was confident that general conditions were such that we would have a speedy recovery from the adverse conditions that prevailed. With these things in mind we went ahead with one of the largest advertising campaigns in the history of our publications.

"Conditions are now considerably different. The war has cut off our export trade, but many of the articles

hitherto manufactured abroad will now be made here.

"I believe that now is a good time to advertise our publications, and we are planning an extensive campaign for the fall and winter months. We are going to exploit the Country Gentleman in the agricultural sections of the United

PAPER MILLS COMBINE.

Concern to Operate in Washington, Oregon and California.

PORTLAND, ORE.—Organization of the Crown-Willamette Paper Company, with an authorized capitalization of \$13,000,000, has been completed by Portland and San Francisco capitalists for the purpose of purchasing the properties of the Crown-Columbia Paper Company and the Willamette Pulp and Paper Company, operating plants in Washington, Oregon and California.

The purpose of the organization, it is understood, is to reduce operating ex-



JOHN CLYDE OSWALD,
NEW PRESIDENT OF THE NATIONAL FEDERATION OF TRADE PRESS ASSOCIATIONS.

States. The advertising copy will be written upon the contents of the several issues. That is, when the magazine contains an article of special interest to the people of a certain section of the country we will use the leading mediums of that section to call attention to the Country Gentleman. The same course will be followed in reference to the Saturday Evening Post. In advertising the Ladies' Home Journal, which is an entirely different kind of a publication, another plan, will, of course, be adopted.

"Advertising conditions in our publications are quite satisfactory. When the war broke, several of our largest advertisers cancelled their contracts on the

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penses in the paper mills by eliminating a duplication of fixed charges, thus enabling them to compete with British Columbia and Norway and Sweden, which countries have been active in the markets of the Pacific coast since the removal of the tariff.

The principal plant of the Willamette Pulp and Paper Company is at Oregon City, Ore., where it operates one of the largest print, or newspaper, mills in the country. This mill has a daily capacity of 200 tons.

The daily capacity of the various plants to be owned by the new company will be in excess of 450 tons.

The Vancouver German Press has quit publication.

WASHINGTON TOPICS

Congressman Lafferty, of Oregon, Lambastes the Newspapers Because They Do Not Support Him—Jefferson Tery's Bill Likely to be Killed—Hoskin's Gets "Movies" of Congress—War Revenue Bill.

(Special Correspondence.)

WASHINGTON, Oct. 15.—One of the latest attacks made upon the second-class mail rate was by Congressman A. W. Lafferty, of Oregon, who, under the "leave to print" privilege, has published in the Congressional Record a campaign speech, bitterly attacking his opponents in Portland, and the newspapers and periodicals, mainly on the ground that they do not support him. He says he occupies a peculiar position as not a single daily paper in the country supports him. Then he turns loose on the newspapers and periodicals and charges that they receive a subsidy in postage rates. Mr. Lafferty's speech, in which he abuses the newspapers and periodicals for enjoying a rate of postage fixed by Congress, will be sent by the thousands under frank, free of postage, all the way across the continent and circulated free in his Congressional district. It is believed here that the "press" will survive the attack.

Since the hearing upon the bill introduced by Representative Jefferson Levy, aimed to destroy the common law rights in names of books and firms after the expiration of the copyright, very little has been heard of it, and the prospects seem to be that it may be killed. Under that bill the name of any publication could be taken as the copyright of a publication that has generally expired, all of the older publications at least. The name of an established publication is often more valuable than the copyright. Members of the committee do not expect the bill to be reported now, and it will likely not be called up during this Congress.

Frederic J. Haskin, of the Flaskin Syndicate, has succeeded in getting moving pictures of the Senate and other government departments. He will dramatize his book—"The American Government." The newspaper men were caught at work in the Senate Press Gallery by the "movie man."

OF INTEREST TO PUBLISHERS.

The war revenue bill, as pending in the United States Senate contains the following paragraph of interest to publishers:

Express and freight: It shall be the duty of every railroad or steamboat company, carrier, express company, or corporation or person whose occupation is to act as such, to issue to the shipper or consignee, or his agent, or person from whom any goods are accepted for transportation, a bill of lading, manifest, or other evidence of receipt and forwarding for each shipment received for carriage and transportation, whether in bulk or in boxes, bales, packages, bundles, or not so enclosed or included; and such shipper, consignee agent, or person shall duly attach and cancel, as in this Act provided, to each of said bills of lading, manifests, or other memorandum, a stamp of the value of 1 cent; Provided, That but one bill of lading shall be required on bundles or packages of newspapers when enclosed in one general bundle at the time of shipment. Any failure to issue such bill of lading, manifest, or other memorandum, as herein provided, shall subject such railroad or steamboat company, carrier, express company, or corporation or person to a penalty of \$50 for each offense, and no such bill of lading, manifest, or other memorandum shall be used in evidence unless it shall be duly stamped as aforesaid."

Senator Oliver, of Pennsylvania, publisher of the Pittsburgh Gazette-Times, has offered an amendment to the provision of the paragraph, which reads:

"Provided, That no bill of lading shall be required on bundles or packages of newspapers when inclosed in one general bundle at the time of shipment, but in lieu thereof the stamp may be affixed to such bundle by the shipper: And provided further, That no stamp need be affixed to newspapers consigned to points within the same county in which such newspaper is published."

Senator Oliver desires to further amend the original paragraph by inserting after the word "memorandum" the following words: "or in lieu thereof to affix a stamp on each bundle of newspapers."

The Pittsburgh, Pa., newspaper publishers are agitating an amendment to this proposition, suggesting that, in view of the fact that time limits are, as a rule, so very close, such an act would greatly retard the prompt distribution of papers, and an equal, or even greater, revenue producer would be the levying of a tax at so much per 1,000 for each 1,000 not in circulation, said tax being based on sworn circulation statements now required by the government.

This, they say, is a practical solution of the problem, and it is urged that newspaper publishers everywhere take the matter up with their Senators and Representatives at Washington.

By a unanimous vote the Senate has adopted an amendment to the bill providing that instead of requiring separate bills of lading on shipments on bundles of newspaper and attaching tax stamps to them, the newspapers could pay the tax monthly with a sworn statement as to the number shipped. The amendment was further softened in its effect by a provision that a number of small bundles consigned to the same destination could be wrapped together and classed as only one. All shipments of newspapers within the county in which the paper was published were exempted from the tax.

NORTHWESTERN NEWS.

Inland Empire Press Association Holds Its Annual Meeting.

After discussion of ways and means of preventing national periodicals from getting the greater part of manufacturers' advertising and deciding that an effort should be made to prevent the sending of state, municipal and county printing to eastern states, the Inland Empire Press Association at a meeting in Spokane last week appointed committees to aid in bringing about these reforms.

The association re-elected its former officials, as follows: President, J. C. Harrigan, editor of the Colville Examiner; vice-president, Dale Strong, Spokane, and secretary, N. Russell Hill of Davenport. The organization expects to hold its next meeting in Spokane.

Others who attended the meeting were W. W. Sampson, Inland Empire News, Hillyard; J. H. Johnson, Union, Deer Park; P. C. McCreary, News, Genesee, Idaho; B. C. Johnson, Gazette, Kendrick, Idaho; Ben Spear, Press, Waterville; H. J. Mooney, News, Chesaw; James Goodwin, Tribune, Davenport; A. Tollman, Whitefish, Montana; Fred L. Wolf, Miner, Newport; B. M. Martin, Index, Endicott; E. G. Bonney, Tribune-Register, Connell; E. A. Walker, Gazette, Reardan; J. C. Harrigan, Examiner, Colville; W. W. Holmes, News, Libby, Montana; J. P. Simpson, Herald, Wardner, Idaho; Arthur A. Dodd Reporter, Pateros, A. L. Earin, Herald, Spirit Lake, Idaho; Howard Whaithe, Herald, Spirit Lake, Idaho.

The Pocatello Chronicle, one of the leading papers of southeastern Idaho, has started the publication of a morning edition under the management of G. R. Scott, formerly connected with the Evening Press.

Miss Helen Ross, formerly of the Town Crier in Seattle, has assumed the editorship of the News-Letter, a weekly paper published at Republic, Washington. Miss Ross was graduated from the school of journalism of the University of Washington, where she was editor of the Daily.

CHICAGO HAPPENINGS.

Court Upholds Inter-Ocean Bond Sale—The Hornet, a New German Paper—Press Club's Weekly War Talks—R. G. Maxwell Wins Laurels at Ad Golf Tournament—Opie Read Goes South—Personals.

(Special Correspondence.)

CHICAGO, Oct. 15.—The Appellate Court has just rendered a verdict in an appeal involving the case of the defunct Inter-Ocean. It upheld the verdict of the Circuit Court in the case of the Central Trust Company selling for \$200,000 bonds of the Inter-Ocean of a face value of \$400,000 to George W. Hinman, then president of the Inter-Ocean company.

In order to give the German side of the war stronger than it has so far been written, a number of local Germans have established a newspaper, called the Hornet, which is to publish war news. It will comment sarcastically on some of the pretty stories that have come from the sides opposed to Germany. Sigmund Krause is editor of the new paper, which is described as "A Critical Review of War and International Events."

At an informal dinner of the members of the Chicago Bar Association at the Mid-Day Club, the other day, Arthur Brisbane was one of the speakers. He said in the course of his remarks that when a lawyer is old he can retire on his income while a newspaper man must, like a hen, continue to lay an egg each day and when he can do so no longer his head is chopped off and he is made into a stew. He said St. Paul was a correspondent and St. James a yellow journalist.

Editor James Keeley of the Herald was one of the speakers at a luncheon given at the Hotel La Salle last week by the Illinois Manufacturers' Association. Canadian trade prospects were discussed.

The Press Club of Chicago is holding weekly war talks at its rooms at which various authorities give their versions of the struggle. Seymour Stedman, a member of the legislature, gave last week a review of the part played in the present war by the Socialists of Germany.

At the closing tournament of the Western Advertising Golfers' Association at the Westmoreland Country Club, R. G. Maxwell won the low gross laurels. After being tied with Graham Patterson, Maxwell took the gross prize and Patterson the net. R. L. Whitton was elected president of the association for the ensuing year: G. T. Hodges, vice-president; J. A. Buchanan, second vice-president; L. R. Maxwell, secretary, and W. D. Henderson, treasurer.

Elaborate ceremonies took place Sunday in Garfield Park at the unveiling of the fine monument to the memory of the late John F. Finerty, soldier and editor. A parade preceded the ceremonies and a banquet followed the speaking.

Glenn Dillard Gunn, the local musician and critic, has arranged to manage a series of popular American concerts to be given by the Chicago Symphony Orchestra shortly.

Miss Marv B. Humphrey, of the Detroit Free Press, who had many most unusual experiences in Europe this summer during the breaking out of the war, is to visit this region soon and give her illustrated lecture on "Russia and Refugeeing."

Jack Lait will go to San Francisco shortly for the premiere production of his new play.

The Press Club of Chicago held its inauguration banquet and dance on Monday evening, celebrating the installation of its new president. The club's Woman's Auxiliary committee is arranging to hold an entertainment soon to raise a fund for the Herald's Christmas scheme.

Members of the Chicago Advertising Association held a dinner in honor of President James Dunlap and other retiring officers in its rooms on Monday evening.

The Old Time Printers' Association has conferred honorary memberships

upon Assistant Secretary of Labor Post, Thomas A. O'Shaughnessy, James Keeley and Miss Clara J. Shepard, daughter of the late Henry O. Shepard, late publisher of the Inland Printer. These honors grow out of the recent unveiling of a memorial to Mr. Shepard.

Judge Carpenter, in the United States Court, has refused to enjoin the city of Chicago from enforcing the ordinance providing that only Chicago newspapers may be sold on newsstands licensed by the city. The Curtis Publishing Company, Philadelphia, Pa., publishers of the Saturday Evening Post, filed the bill. The case was continued until October 19.

TRADE PRESS ASSOCIATION.

New Ideas and Interesting Reports and Discussions at Meeting Last Evening.

The first meeting of the Trade Press Association since the Chicago convention was held Friday evening, October 17, at the Hardware Club.

The following program was presented: General Report of the Convention, by M. C. Robbins; Policy and Plans of the Federation for the Coming Year, by John Clyde Oswald; Report of the Publishers' Symposium, by James H. McGraw; Report of the Editorial Symposium, by David Beecroft; Report of the Advertising Symposium, by Franklin T. Root; Report of the Circulation Symposium, by S. T. Henry.

Denies Jurisdiction in Marconi Suit.

The Marconi Wireless Telegraph Company of America is meeting with resistance in their attempt to obtain a preliminary injunction restraining Secretary of the Navy Daniels and four officers of the United States Navy from interfering with the receipt and dispatch of wireless messages. The United States Attorney General's office contends that, inasmuch as none of the parties to the suit was a resident of the district in which the action was brought, consequently the jurisdiction of the court was denied. This contention has been taken under advisement by the United States Court in Brooklyn.

New Magazine Soon to Appear.

The Board of Foreign Missions of the Methodist Episcopal Church in December will begin the publication of the World Outlook, the object of which will be to present to its readers the whole world, section by section. Its cover is to be printed in colors; the text is to be generously illustrated, and the articles are to be timely and valuable. It is to be a magazine for those who want to keep in touch with world events. The first issue will treat of North Africa.

Red Cross Press Bureau.

The American Red Cross Division of Information, War Department Building, Washington, of which Austin Cunningham is chief, is sending to editors a weekly bulletin of its doings and advance stories of the articles to appear in the Red Cross Magazine.

News Must Be Five Days Old.

Under a recent notice sent to the newspapers by the British Press Censorship Bureau, no cable will be passed which purports to describe any operation of war which has taken place during the preceding five days, as the result of observations made within twenty miles of the front.

NEW PUBLICATIONS.

TROY, MONT.—The Troy Echo, H. J. Saunders editor and publisher, appeared October 3.

PORTSMOUTH, O.—The Morning Star made its initial appearance October 7.

PRATT, KANS.—Cecil F. Rich, editor and owner of the Syracuse Republican News, is to establish a new paper here.

LAUREL, KY.—The Daily News, published by Col. Matt Ayers, is a new one.

MAY INCREASE PRICE.

Canadian Publishers, Facing Advertising Revenue Losses, May Conclude to Revise Subscription Rates—Apple Ad Campaign a Success—Metropolitan Dailies Reprimanded for Printing Certain News.

(Special Correspondence.)

TORONTO, October 15.—The decided falling off in general advertising during the past two months has led Canadian dailies to consider seriously the necessity for deriving more revenue from circulation than in the past. It is felt that the public who are benefitting more than ever from the news distributing facilities of the daily press should be called on to bear some of the loss that the publishers are experiencing. The matter is receiving the careful attention of quite a number of publishers and it is understood that at the meeting of the Western Associated Press this week at Winnipeg it was one of the most important items on the program of business.

APPLE AD CAMPAIGN.

The apple advertising campaign of the Dominion Department of Trade and Commerce is meeting with splendid success, if one may judge by the number of requests that have been received at Ottawa for a booklet issued by the department containing recipes for cooking apples in various ways. The government campaign is being vigorously supplemented by several fruit growing associations. The United Fruit Growers, Limited, of Nova Scotia, have started extensive publicity in Quebec and Maritime Province papers through the agency of J. I. Gibbons, Limited, Toronto. The Okanagan United Growers, Limited, embracing three-fourths of the apple growers of British Columbia, have launched a campaign direct in western dailies. Other associations are placing newspaper advertising in the press of adjacent cities. Altogether it was a happy stroke to get the government to spend money in this publicity.

A. W. Roehuck, one of the most prominent newspaper men in New Ontario, has sold his paper, the New Liskeard Herald, to E. G. Hand and will move to Toronto to enter Osgoode Hall as a law student.

Lieut. Col. Watson, editor and proprietor of the Quebec Daily Chronicle, has gone to the front with the first Canadian contingent as officer commanding the Quebec battalion.

W. M. Scanlan, latterly on the staff of the Regina Leader, and formerly well-known in Toronto and Montreal journalistic circles, is another newspaper man with the first contingent.

John R. Robinson, editor of the Toronto Evening Telegram, is back from an extended holiday trip in England and on the continent. He has been away from his desk for six months.

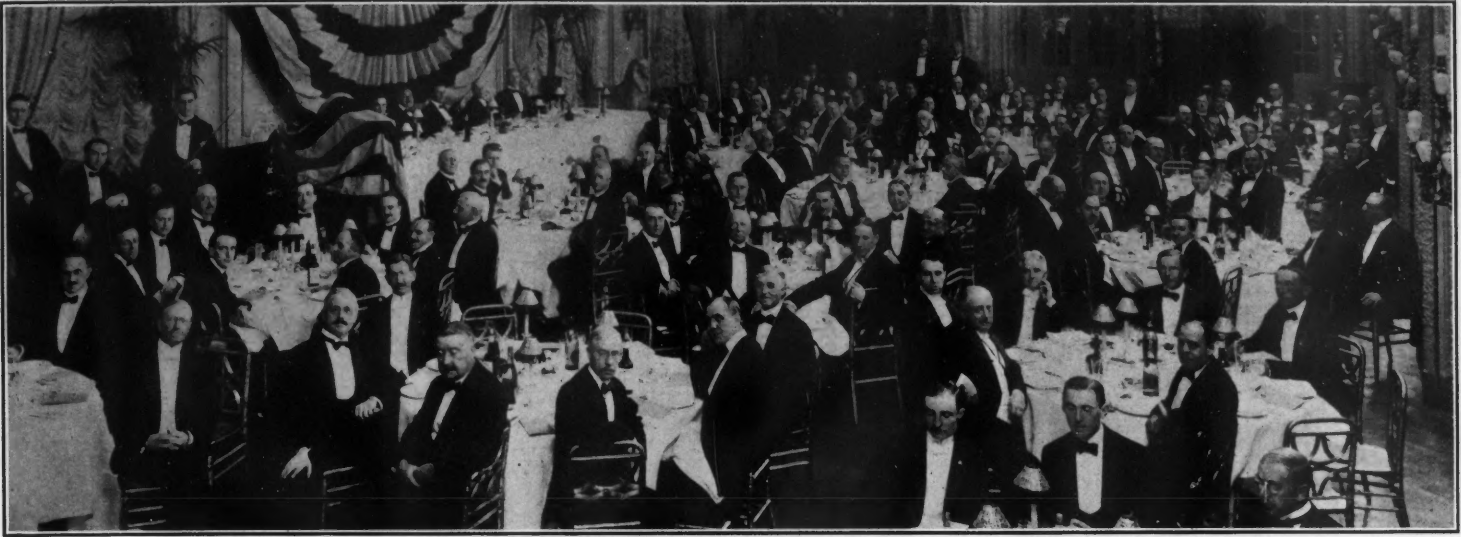
MONTREAL STAR CORRESPONDENT.

H. M. Moore has gone with the first Canadian contingent as correspondent for the Montreal Star. Like all the other representatives he has been gazetted a lieutenant with the force.

It is announced that the National Printing and Publishing Company, of New Westminster, B. C., publishers of the New Westminster News, have assigned and the paper has suspended publication.

The Electrical Contractor is the name of a new paper catering to dealers in electrical supplies which the Commercial Press, Limited, Toronto, are about to launch.

There was a rumor afloat early in the week that three Canadian metropolitan dailies would be forced to suspend publication at the instance of the military authorities because of the way they had made public information about the despatching of the troops to England. The matter probably did not go any further than a reprimand. Telegraphic despatches to United States papers are now being carefully censored. W. H. C.



SPHINX CLUB BANQUET AT THE WALDORF-ASTORIA, OCTOBER 13, 1914.

See page 355.

PACIFIC COAST NOTES.

Newspaper Men Talk Optimistically About Business—Opening of Panama Canal Already Benefits the Coast—Rumor About Spreckles and the Call Proves False—New Farm Magazine Started—Personal Notes.

(Special Correspondence.)

SAN FRANCISCO, Oct. 9.—Business conditions remain good in the Pacific Coast territory. Up to date the war has certainly had no deterrent effect in the newspaper trade. This was vouched for at the recent meeting in San Francisco of members of the Western Division of the Associated Press, who spoke optimistically about conditions in the various sections.

With the year drawing to an end, advertisers of Christmas goods are beginning to spend money. This is especially noticeable in that class of trade publications which reach the retailers of the coast. Christmas offerings and novelties of all kinds are being brought to their attention through the medium of trade publications. This in turn will be followed by considerable newspaper advertising on the part, not only of the dealers, but the manufacturers as well—a small item in Western advertising.

Then again, this is the best season in the year for general advertising of all kinds, and the present period is proving no exception to past good seasons, despite war troubles.

WAR'S EFFECT ON COAST.

The Pacific Coast seems indeed to be most fortunate as compared with other parts of the country, which might feel the slightest depression in trade conditions. While war might hurt business elsewhere, it is proving a desired stimulus locally. In the first place, it has provoked the consumption of home industry products to a great extent, and, secondly—and of far-reaching importance—has opened up wonderful trade possibilities with South America, which in no wise have been neglected.

That this coast will be a great exporter of goods can be evidenced by the actions of two or three of the largest New York exporting journals who, are taking immediate steps for the establishment of branch offices here. These people have rightfully sensed the trend of trade and have taken steps to encompass new advantages resultant thereto.

RUMORS ABOUT SPRECKLES.

The opening of the Panama Canal has already made itself keenly felt on the coast. Eastern stocks are being brought here via the Canal in quantities estimated at ten times the value and size of such commodities formerly shipped here. Eastern manufacturers are placing stocks at the disposal of Western agents, whereas, in the past, direct shipping was the rule.

Considerable discussion and amuse-

ment in newspaper circles was provoked during the week by the statement of one or two San Francisco newspapers, to the effect that John D. Spreckles had taken over the ownership of the Call. It was declared that those who had bought the paper had defaulted in payment of notes given Spreckles, and in order to protect himself the latter had taken over control of the publication.

Rival papers gave considerable space to this news. The story is believed to have originated with Spreckles' declaration before city and county officials that he was the sole owner of the Call. However, the real facts in the case are that Spreckles declared himself to be the owner of the defunct Call, the old morning newspaper, merely for the purpose of collecting some old advertising claims. When the real facts became known, the management of the new Call, the afternoon paper, had a good laugh at the expense of rival publishers. The real owners of the afternoon paper are Frederick W. Kellogg, who owns eighty per cent. of the stock, and John D. Spreckles, who owns but twenty per cent. of the stock.

A copy of the Sacramento Union, Sacramento, Cal., of 1857, was found by two young men of that city in looking over some old pictures. It is believed to be the oldest copy of a newspaper published in that county.

PRESS CLUB ACTIVITY.

The executive committee of the California Press Association was the guest of G. B. Daniels at a luncheon of the Commercial Club in Oakland this week. Those present at the luncheon were: F. W. Richardson, of the Berkeley Gazette, chairman of the committee; F. W. Blake, of the Gilroy Advocate; W. C. Brown, Pacific Grove Review; C. O. Dunbar, Press Democrat, Santa Rosa; F. B. Mackinder, of the St. Helena Star, and G. B. Daniels, of the Enquirer.

Felix G. Hail, former editor of a Quincy, Cal., paper, who was convicted of manslaughter for killing J. A. Boyle and was sentenced last November to nine years in San Quentin prison, has left the penitentiary under the \$7,500 bond, after serving ten months of his term. It is not certain that Hail will again be tried. He is now in San Francisco, where he will visit some time in an effort to regain his former health. Hail shot and killed Boyle in August, 1913, after a short dispute between the two men.

W. L. Leonard, postmaster of Oroville, Cal., will succeed M. S. Tyler as city editor of the Daily Mercury.

M. H. Edwards, publisher of Bridgeport, F. E. Pealock, publisher of Eureka, Cal., and C. O. Dunbar, a publisher of Santa Rosa, were recent visitors in San Francisco.

The Pacific Planter is a new farm magazine published in Fresno, Cal., that has just made its appearance. It is published by Albert W. Prewitt. Prewitt had considerable difficulty in getting

out the first issue, owing to a fire in his building which caused considerable damage. The magazine's first issue is one of sixteen pages, devoted to agricultural interests in the San Joaquin valley.

The Larkspur, Cal., Herald has ceased publication.

H. D. De Gaa, proprietor of the Willows Transcript, has been awarded judgment for \$249 balance due on a bill for advertisement against the county.

Leon Ferguson Stinson, editor and proprietor of the Amador Record, is dead. Stinson was long a resident of Amador county, and had been the owner of the Record for about ten years. He was fifty-six years of age.

M. J. Beaumont has purchased the interest of editor J. V. Van Eaton in the Fresno (Cal.) Herald.

CLARENCE P. KANE.

WEDDING BELLS.

L. H. McCamic, editor and manager of the Wellsburg (Pa.) Herald, was married in Coudersport, Pa., to Miss Cynthia Wood of that city.

Ferd. E. Fisher, city editor of the Chicago Post, and Mary D. Holden, who writes under the pen name of Mme. De La Vie, were married on September 28 at Indianapolis, Ind. They will make their home at the Plaza Hotel, Chicago.

Percy A. Moulton, city editor of the Portsmouth (N. H.) Times, was married on October 2 to Miss Ethel May Spaulding of Rumney, N. H.

J. C. Donnelly, state circulator of the Denver (Colo.) Post, and Miss Erma Delts of Colorado Springs were married at the bride's home October 1.

Eugene B. Roach, editor of the Carthage (Mo.) Democrat and Miss Beatrice E. Bailey of Rockford, Ill., were married in Chicago October 6.

Frank W. Crook of the New York American and Miss M. Agnes Everson of Brooklyn were married September 23.

Wall Moves to Simpson-Crawfords.

When the O'Neill-Adams & Co.'s stores in Sixth avenue, New York, closed on Wednesday S. F. Wall, the advertising manager, moved his desk to the Simpson-Crawford store to take charge of the advertising of that company. It is understood that he will also have a hand in the merchandising end of the business.

Mr. Wall is well known along Sixth avenue, having held the post of advertising manager of three stores during the past six years. His ability also extends to the news end of the profession, as he has from time to time contributed theatrical reviews to several New York papers, and has also written a number of fashion reviews which have appeared in New York.

The Mount Pleasant (Tenn.) Record has been purchased by R. M. Bullock, of that city, who, it is understood, purchased it for his brother-in-law.

ADVERTISING ACTIVITIES.

Campaign to Boom the Sale of Apples Opens in the Newspapers of the Dominion.

(Special Correspondence.)

TORONTO, October 10.—The first of a unique series of advertisements is appearing today in fifty leading Canadian dailies. They mark the opening of a Dominion Government campaign to promote the sale of apples in the home market. Hitherto a large proportion of the apple crop of Canada has been shipped to Great Britain and the continent and growers have relied on this foreign demand to absorb their production. With this outlet largely stopped up by the war, the prospects were that much of the crop would be a dead loss. Indeed some growers intimated that they would have to let the fruit rot on the trees.

To relieve this unfortunate situation John M. Imrie, manager of the Canadian Press Association, suggested to Sir George E. Foster, Minister of Trade and Commerce, that a well-prepared newspaper campaign would be of great benefit, in directing popular attention to the food value of apples. The suggestion was favorably received and the Minister at once consented to begin the publicity. A considerable appropriation was set aside for the purpose and the work of preparing and placing the copy was entrusted to the agency of J. J. Gibbons, Limited, Toronto. Within one week of the announcement of the Minister's decision, the advertisements began to appear.

Large space is being used. For three weeks, the ads will appear twice a week and for the following four weeks, once a week. The campaign covers the whole country, but is confined to city dailies, as the large centers of population will afford the most likely markets. It is claimed to be the first attempt made by any government to promote a national business through the medium of newspaper publicity.

A Canadian branch of the H. K. McCann Co., New York, is to be opened in the Dominion Bank Building, Toronto. Raymond Atwood is now in the city making arrangements.

It is reported on good authority that the Canadian Courier, an illustrated weekly conducted somewhat on the lines of Colliers' Weekly, is about to start a daily edition, to be called the Daily Courier. It will probably be issued in the form of the London Daily Graphic or Daily Mirror, and will be amply illustrated. Interest in the war, which is intense here, will probably assure it a ready sale. The Canadian Courier will be continued as a weekly just as usual.

The Chicago Examiner conducted an automobile parade to Kenosha, Wis., last Saturday in support of its peace movement.

OFFICIAL REGULATION.

Mark Sullivan, Editor of Collier's, Points Out a Danger That Threatens the American Press—How It May be Avoided.

(From an address delivered at the Ad Affiliation, Detroit, Oct. 2, 1914.)

You are engaged in the business of distribution. With its growth has come an entirely different position of the newspaper. The newspaper is an incident of your business. It is an incident of the distribution of commodities. No man in this room would think now of starting a newspaper relying on looking forward to the revenue he would get from the people who buy his newspaper. He looks forward to the revenue he is going to get from his advertisers. I have been at some pains to estimate, and believe that the revenue obtained from these two sources is in the proportion of one cent from the reader to six cents from the advertiser.

Now, because of that situation a certain number of politicians, some writers, some agitators, have seen in that situation what they claim is a peril. They say that in the ordinary affairs of life the six cents universally paid by the advertiser prevails over the one cent, and they say that it must be obvious, therefore, that the periodical is going to serve that group from which it gets its greater revenue and that the periodical is serving the advertiser at the expense of the public.

This is true and will be true just to this extent and this only, namely, that a newspaper and a periodical must adopt and follow those economic and social tendencies which will make for the greatest distribution, and the economic and social policies which will make for the greatest distribution are the economic and social policies which are best, not merely for the advertiser or the distributor alone, but for the whole community. You will sell more goods, you will distribute more goods in the community where the prosperity is most widely diffused, or, rather, where there is the most nearly universal level of prosperity and ability to buy. To that extent and to that extent only, must the periodical and the newspaper cater to the business of distribution.

But there arises a point where the distributor of commodities as a group has certain interests which are antagonistic to, let us say, the interests of the consumer as a group, or the interests of the manufacturer as a group, or the interests of the worker as a group. It sometimes happens that our enemies and our unfriendly critics say that in that antagonism the newspaper and the periodical must necessarily fa-

vor the group from which it gets its revenue. That is not true, and if ever it becomes true, that will be a very dangerous situation.

Public opinion has a very quick and often unfair way of redressing itself for wrongs that are done against it, or wrongs that are attempted against it; and let it once get abroad, let it once be assumed that periodicals are serving the distributing element of business only at the expense of other elements of business, and you will have a very unhappy situation for both the publisher, the editor and the distributor.

The way that society through the government can make a sharp attack and do damage to a single element in a community, in the business of the country, is illustrated by the present proposal to put a tax on the automobile business. Now, you must rest assured that if ever the public harbored that suspicion for any length of time, and if ever that suspicion were confirmed by the public, they would find ways to do things which would be very disastrous, both to the publisher and to that part of the community which is engaged in the business of distribution. The tendency towards public regulation, the tendency towards regulation of all kinds of business is growing in this country. It is rather deplorable. We would rather it would not happen. We would rather it did not happen except where it is absolutely necessary, where the public rights cannot be safeguarded except through that. It is the necessity of paying the salaries and the expenses public officials incur that has led to this proposed tax on automobiles.

And we would all very much prefer that the publishing business should never come within the eye of those agitators who say that we ought to have some regulation to it. You can only safeguard yourselves against that sort of thing by following the course of conduct which causes the public no suspicion, which gives the public no cause to attempt to regulate it.

During the past legislative year, in observing the legislation throughout the country, I saw no less than six tentative proposals towards commissions, something like the Public Service Commissions, something like the commissions which regulate railroads now, I saw a tendency to get commissions of that kind to take some kind of similar supervision over the publishing business, and you will see occasionally things which justify that.

That incident that I am about to relate is not within my personal experience. I do not know of it, but I was told of it by a man whom I rely on, and I think the thing is true. In one of the cities of this country there is a newspaper situation where there are two morning papers and two evening papers. One of the morning papers, the most powerful one, and one evening paper, the more powerful one, both are owned by the same man. That man is said to control about 80 per cent. of the newspaper distribution of that city. That man is progressive. He is the leader in good things. He has a position all throughout the United States as a man who grows with the progressive tendency.

But I was told this story of those two papers about that man. I was told that he had a feud with the owner of the chief theater in the town, and as a result of the feud he issued orders that the name of the owner of the theater and the name of the theater should never appear in his two papers; so that is the

case. Two or three years ago the great French artist came through there, Madam Bernhardt, and performed one night at the theater; and I am told that a great many people in that city do not know to this day that she was there because all the news of that rather important event was suppressed in these two papers which constitute 80 per cent. of the circulation in that city.

The newspaper owner who did that is not living up to his obligation to the public; and let that act be duplicated enough, let it be generally understood and the public will—I won't say revenge itself, but the public will protect itself by some kind of regulation of the publishing business, and the public will not be scared off from that, by any of our conventional talk about the liberty of the press. This thing has come to be a very delicate situation, and it can be saved only by the integrity of those who have in their hands the destinies of these publications.

There are few things more dissimilar than a piece of reading matter which has paid to be printed, namely, an advertisement, and a piece of reading matter which has not paid to be printed, which is the ordinary reading matter demanded by the people, and yet we print those two things as a unit. We print them both on the same page, we bind them up together, and by all our customs and by all our laws we treat them as a unit.

If the public ever gets the idea that the reading matter is influenced to a degree which is wrong by the advertisers as a group, you will find some kind of a movement to draw a sharp line between publications which on the one hand contain advertising, and publications which on the other hand do not contain advertising. If it comes at all, it will take the shape of some tax quite as burdensome as the tax which is now proposed on automobiles, a tax which is quite as burdensome on the business of distributing commodities.

In my judgment the one man who has been responsible for the great advance of journalism during the past ten years was the man who invented the gasoline engine as adapted to automobile transportation. With one of the advertising men here I figured out today that the gross value of the automobiles that have been sold in the United States during the past ten years was about a billion and a half dollars. We figured out that 2 per cent. of that passed into advertising. Two per cent. of that would be thirty million dollars.

OBITUARY NOTES.

FRANK J. KIHM, who was a reporter, telegrapher and telegraph editor on the staff of the Brooklyn Eagle for years, died October 2 in Long Island City. He was born in New York City in 1866. At fourteen years he learned telegraphy and developed unusual speed as an operator. In 1892 he won the world's championship and received John W. Mackay's medal. As a reporter in 1893, during the cholera scare in New York, when Gov. Flower had all ships quarantined at Fire Island, he hired a sail boat, made a trip to the island, obtained the news to be had there and then telegraphed it to his newspaper.

STEPHEN STALLER, a newspaper advertising man of Pittsburgh, died in that city on October 2, after a short illness. He was born in 1857. He worked 10 years on the Dispatch, then about six years on the Gazette-Times, going back to the Dispatch five years ago. He was

foreign classified advertising manager on the latter paper, also poultry editor.

WILL ESTABROOK, a well-known writer and newspaperman died recently at Grigsby. Mr. Estabrook was the author of the "Skibby" stories, which appeared in the Indianapolis Sunday Star a few years ago. These stories—the experiences of a little New York tenement lad, were very popular. Some time ago Mr. Estabrook's health failed, and he went West.

J. D. REEVES, former state auditor, and editor of the Independent at Groton, S. D., for the past thirty-three years, dropped dead on the streets of that town last week of heart failure. He was born in Pleasant Grove, Minn., in 1858. He learned his trade at Spring Valley, Minn., and established the Independent on September 9, 1881.

FRANK DECKERT, aged 50, circulation manager of the Louisville Courier-Journal, died suddenly on September 30 in St. Joseph's Hospital, Bowling Green, Ky. He leaves a wife, to whom he was married only two months ago.

HOWARD BLISS, 59 years old, editor and proprietor of the Beaver (Pa.) Republican, died in that city last week. He served in the state house of representatives from Beaver County in 1907-1908.

JAMES POWERS, chapel chairman of the New York Evening Journal press-room, where he had been employed for fifteen years, died recently at his home in Brooklyn.

LAWRENCE MACRE is dead in Victoria, B. C. He was born in Montreal and began his journalistic career on the Victoria Daily Colonist and later worked on the Westminster Columbian, Victoria Globe and Vancouver Ledger.

CHARLES E. PETERSON, publisher of Svenska Roman-Bladet, a Swedish story paper of Minneapolis, Minn., died October 7. A nervous breakdown was the cause of his death. Mr. Peterson has been a publisher in Minneapolis since 1889 and was widely known in newspaper circles.

WILLIAM MARRINER, a newspaper artist, was burned to death in a fire which destroyed his home at Harrington Park, N. J., October 9. His body was found in the cellar, where it had evidently fallen when the building collapsed.

R. M. DENHOLME, business manager of the Shreveport (La.) Times, was shot and killed by a negro, supposed to be demented, on September 30. His murderer was killed by a police officer.

JAMES D. REEVES, fifty-six, publisher of the Groton (S. D.) Independent, dropped dead on the streets of that city September 30. Heart failure was the cause.

ECONOMY

Covering the field at one cost through the one great edition of The Evening Star is the economy practiced by the majority of Washington, D. C., merchants. Many national advertisers do likewise.

INTERTYPE

THE ACME OF HIGH QUALITY

We can supply practically all parts for Linotype machines, and guarantee them to fit perfectly.

Intertype matrices can be used for sorting up Linotype fonts. They match exactly in alignment and every other particular.

Our prices average about thirty per cent. less than those charged by our competitor, the former monopoly. Quality of materials and workmanship have given Intertype parts and matrices a reputation equal to that enjoyed by Intertype machines. As a result we are handling a large proportion of the composing machine supplies business of this country.

International Typesetting Machine Co. World Building, New York

39.3% GAIN

The New York Tribune
gained 39.3% net paid
circulation during the
short period of nine
months — January to
September, 1914.

This has not been a spasmodic come-and-go increase, but a steady, healthy growth—a growth that has come to stay—a growth that will continue. For back of this great gain is a compelling force—an aggressive campaign which has a minimum of three years to run.

This increase of exceptional-quality circulation is bringing from Tribune advertisers reports of increased results from direct-return copy.

Contracts made now for 1915 business will be closed at present low rates.

New rate card to go into effect January 1st, 1915.

New York Tribune

MEMBER OF AUDIT BUREAU OF CIRCULATIONS

WALSH ON THE TRIBUNE.

America's Promotion Man to Popularize New York's Famous Daily.

The New York Tribune is strengthening its staff right along with good men in the different departments. The latest acquisition is William Crozier Walsh, for the past three years with the American, who will assist Messrs. R. H. Waldo and G. V. Rogers in promotion work.

Mr. Walsh has had wide experience in advertising. He started as a writer in the Presbrey Agency. Later he became connected with the Hampton Advertis-



WILLIAM CROZIER WALSH.

ing Agency where he did some clever work. For a time he prepared copy for the Bates Advertising Agency.

When George H. Perry was advertising manager of the Siegel Cooper Co., and afterward when he organized the advertising department of the new Gimbel store, Mr. Walsh was his chief assistant and wrote many of the full page ads used in the preliminary campaign and at the opening.

Mr. Walsh in talking about his work in the Tribune with a representative of THE EDITOR AND PUBLISHER said that his department would endeavor to be of unusual service to advertisers by cooperating with them in every possible way. By this he did not mean that department was to do the work of the advertising agent, but rather to supplement it. The signing of an advertising contract was not the only thing in which the business department of the Tribune was interested. It also desired to help make the advertising it printed bring good returns. Hence Mr. Walsh's department will gather information that will be of service to the advertiser.

The Tribune's own advertising will be written and placed by Mr. Walsh. During the coming year an extensive trade paper and billboard campaign will be carried on. There will be no hiding of the Tribune's light under a bushel.

The Leipsic (O.) Tribune has been sold to George F. Gilbert by its former owner, R. E. Van Derneer, who shall in the future devote his time to the practice of law.

The Manchester (Conn.) Herald, established as a weekly in 1881 and a semi weekly in 1893, is now published daily, beginning October 1.

The Lead (S. D.) Fairplay has been taken over by local men and is being edited by George W. Kingsbury, Jr. Fred A. Mix, former editor, has severed all connections and has gone east.

The Horatio (Ark.) Times has been sold to Curtis Ramsey by S. T. Michel, who has gone to Hatfield to assume editorial charge of a paper there.

A fire started by a leak in the gas pipe leading to the metal pot on a type-setting machine caused a loss of \$1,500 in the Odebolt (Ia.) News printing plant last week.

The Standard Union Brooklyn, N. Y.

WILLIAM BERRI

FRIDAY EVENING, OCT. 2, 1914.

EIGHTEEN PAGES.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., OF THE STANDARD UNION, PUBLISHED DAILY AT BROOKLYN, N. Y., REQUIRED BY THE ACT OF AUGUST 24, 1912.

Editor—J. A. Halton.
Managing Editor—Theodore Bosshard.
Business Manager—H. L. Bridgman.
Publisher—Brooklyn Union Publishing Company.

Owners—(Stockholders holding 1 per cent. or more of total amount of stock)—William Berri, Standard Union Office.
Known bondholders, mortgagees, and other security holders, holding 1 per cent. or more of total amount of bonds, mortgages or other securities—William Berri, Standard Union Office.

Average number of copies of each issue of this publication sold, or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date of this statement, April 1st, 1914, to Oct. 1st, 1914, Daily 61,970 Net; Sundays, 71,254 Net.

H. L. BRIDGMAN,
Business Manager.
Sworn to and subscribed before me this 30th day of September, 1914.
J. E. BEACH,
Notary Public.

Daily - - 61,970 net
Sunday - - 71,254 net

The Standard Union is the only Brooklyn newspaper which makes use of the word "net" in its statement to the Government.

SOUTH CAROLINA ENTERPRISE.

Columbia State Issues a Trade Expansion Edition of 88 Pages.

"Columbia, South Carolina, 1914," is the title of an industrial trade expansion issue of the Columbia, S. C., State, issued October 3. The paper consisted of six sections, 88 pages, on the first page of which appeared an editorial emphasizing the importance of "Made in Columbia" goods. It is stated that the edition consumed thirty thousand pounds of white paper, the total number of pages being 2,094,400. It is claimed that if these pages were laid end to end they would cover a distance of 380 miles.

In addition to the regular circulation of the State, advertisers in this issue enjoyed the advantage of having bound copies of the paper placed in public libraries and Chambers of Commerce in every city of the United States of 25,000 population or more. The management proposes to send bound copies of this edition to the chief consulate of the United States of each South American country and in each European country.

The cover page was the work of the State's own artist and nearly all the cuts, both in the advertisements and the news columns, were made in the State's engraving plant. The edition was printed on the State's four-deck Hoe press.

A. E. Gonzales, president of the State, says that the edition contained \$12,000 worth of business which breaks all records in South Carolina. The work was done by six men under the direction of W. N. Hudiburg, who was assisted by W. H. Alston.

"Made in America."

Paterson, N. J., staged its second Industrial Exposition and National Silk Style Show this week, and demonstrated the fact that America can and does equal any country in the production of desirable merchandise. The opening was attended by Governor Fielder, as well as the editors of most of the more important New Jersey papers, together with a number of newspaper men from New York. An exhaustive exhibit of gowns, fashioned of American silk by American workers, from American designs, attracted the women and was a commercial and artistic success.

School Advertising Exhibit.

Fort Hays, Kansas, State Normal School, in its Agricultural and Home Economics Course, November 30 to December 19, proposes holding an advertising exhibit, the object of which is to familiarize farmers as to how to read ads, what to learn from them, and, in short, educating them to get the best there is out of advertising.

The Advocate Publishing Company of Mount Sterling, Ky., has ordered the first model 14 linotype sold in that State. G. B. S. Senff and J. W. Hedden, Jr., who have had charge of the business the past fourteen years, are rather proud of the fact.

Kansas has 78 daily papers, 624 weeklies and other periodicals, bringing the grand total to 821.

GREENVILLE NEWS' NEW HOME.

South Carolina Paper Now Occupies One of Finest Buildings in State.

The Greenville (S. C.) Daily News has recently moved into its new home on Main street, in the principal office district of the city. The accompanying cut shows the front of the building, which is one of the handsomest structures in the State.

The News building is absolutely fire proof. It is made of reinforced con-



NEW HOME OF THE GREENVILLE NEWS.

crete and is standard of its type. It is five stories high and has a full basement. The News occupies the ground floor, the second floor and the basement. In addition to this there are 40 offices in the building which are rented to outside parties. The building is strictly modern in every particular and affords every convenience that is found in up to date office structures.

The News added much to its physical equipment when it moved into its new home. One of the biggest additions to the plant was the installation of a 24-page Hoe press, which is so located as to be in easy view of the sidewalk. The paper is now one of the best equipped in this section and is enjoying a large degree of prosperity under the management of George W. Brunson, Jr., who is president and editor of the company, and one of its largest stockholders. The News ranks with the leading dailies of the State and it lays claim to being "The Leading Paper of the Piedmont." The new building which is the home of the paper cost approximately \$100,000 and to Mr. Brunson is largely due the credit for its existence.

Greenville is a progressive city of 35,000 population. It is in the center of a rich agricultural section, and is in the midst of the textile development of the South. This community is strong industrially and commercially.

BACK TO ROLAND PARK.

Gillilan Likes Western Folks But Yearned for Old Roof Tree.

With his return to the East to reside, Strickland Gillilan was offered so many unexpected jobs as writer of special entertaining features for house organs, etc., that he found it profitable to drop the regular seven-a-week soul-crushing column grist at such long range as the Indianapolis Star and the other Shaffer papers. Speaking of his out-West experience, Gillilan says:

"I love the western folks better than ever, and my family loves them also. But after raising a family in Maryland and spending eight years building a Roland Park home just to suit, the transplanting process was too many for us. Yet there's one experience—if there had been no other pleasant thing—that made it all worth while: Getting acquainted with Ernest Bross, of the Indianapolis Star, who is the finest scout that ever held a managing editor's job in the entire solar system."

Our Business is to Help You Sell Detroit and Michigan

Mayor Gaynor of New York once said that one newspaper read and respected in the home is worth several times as many that are bought for their headlines and then thrown away.



THE DETROIT SATURDAY NIGHT



Was built on the idea that in the growing city of Detroit there was not only room for but a *need* of a clean illustrated weekly newspaper that would get into the homes of its citizens. Our success proved the soundness of that idea.

We Offer You the Service of

a circulation that gets into the homes and stays there.

An editorial excellence that increases the pull of your advertisements.

No competition with the unclean and fake advertiser.

DETROIT SATURDAY NIGHT

154-160 Fort St. W., Detroit, Mich.

FOREIGN ADVERTISING REPRESENTATIVES

Charles Seested, 41 Park Row, New York City.

F. S. Kelly & Company, 1216 Peoples' Gas Building, Chicago, Ill.

THE END OF THE GAME.

What an Old Newspaper Man Heard His Fellow Workers Say as to Their Getting Away From New York's Cruel Pace.

(Written by a Veteran for The Editor and Publisher.)

New York is a funny place, particularly to the veteran newspaper man. It is the star of hope to young reporters and editors of all other sections of the country. Its glamour makes the papers of all other cities better because of the prayer in the hearts of the workers on those papers that their efforts may shed a gleam on the metropolis that will attract attention thence to them.

It has been the writer's privilege during the twenty years he has given to journalism, "the game," as the brawn and sinew of the profession are wont to refer to it, to have been connected in an editorial capacity with leading journals not only in New York, where he now is so employed, but in several bustling cities of the Middle West, and so he can speak with some degree of intelligence on this "ebb and flow" feature of newspaper life here.

NEW YORK THEIR GOAL.

There seems to be a sort of "current" starting from the three Pacific Coast cities, Los Angeles, San Francisco and Portland, which leads the ambitious men of those cities toward Salt Lake and Denver. Thence they strike into Kansas City and St. Louis and from there make their ways into Chicago. So far their progress has been unhampered.

These wanderers from the Coast are welcome in the large Middle Western cities. But once in Chicago they meet the returning tide, men who have "made the trip." Those who have gotten either to the ante rooms of the great metropolitan dailies and there been turned back by the inhospitable attendants who stand between the great army of applicants and the editors within or who have had their "show" on the papers and have failed for one reason or another to make good. Then the first real strife begins.

Probably half of the wanderers finally reach New York, some to remain but the major part to return.

The currents in newspaper life are strikingly similar to those observable in professional baseball. There we note the ambitious youngsters of the bush leagues going onward and upward step by step till they reach the majors. From the day they begin to climb till they have "shown" in the big circuits they are constantly passing the men "going back" until they start to go back themselves and then they are passing the youngsters on their way up.

LIFE IN METROPOLIS.

The life of the New York newspaper man, the chap who wins and "sticks in the big show," is little different from that which he found in the small office he left when he started to climb. Probably the only thing that really impresses him after the first few nights is the inexcusable (apparently) extravagance of the New York papers; their utter disregard of cost in the matter of getting news. Outside of that he sees no great difference, and in nearly every instance has little difficulty in making the pace set by the fellows here.

It is not the pace of the New York men that is hard to attain but the absolute necessity of never letting down from that pace. That is what kills; that is what finally makes the New Yorker weary of life and long to get back once more to his little country paper, for strange as the idea appears the majority of New York newspaper men seem to have nearest their hearts the desire to go to some of the smaller Western cities and have papers of their own.

It is that idea that leads me to write this, for it seems to me that it will be real news to the country editor.

The other night I was sitting atop one of New York's famous theaters. I was one of a group of writers and illustrators, the names of most of whom are household words in nearly every city of the land.

MANY ANXIOUS TO QUIT.

We had been watching the crowd dancing, and talking on varied subjects when one of the party, the managing editor of one of the great morning dailies, said:

"This town is getting on my nerves this summer worse than it ever has. It seems to me that I would be the happiest man in the world if I had a little daily paper in some town of about fifteen or twenty thousand population, somewhere in the Middle West. That is the life."

Now, strange as it may seem, but one of the party of seven negatived his suggestion, and he was a New Yorker born and bred.

An artist, whose comicalities are seen in the dailies all over the country, concurring, remarked: "Well I am moving in that direction as fast as I can. I have two camps in the desert of California and spend ten months of each year there. Soon I will make it about eleven and possibly eleven and a half, just coming out for air and water once a year."

"You've got nothing on me," rejoined a writer of great prominence. "I am negotiating with the owner of a daily paper in a fair sized Western town to go there and assume the management of the sheet on a contract which in time will give me a half interest in the paper. I'm tired of this place, too."

Then we all began counting up and before we were through we had named at least ten newspaper men of this city, all prominent and all considered among the best in their lines, who either are planning to go "back to the soil" of newspaperdom or have hopes of buying some paper into which they can turn their very lives and by which they can gain happiness and freedom from the everlasting grind of New York newspaper life.

THIS IS A FREE COUNTRY.

Texas Circulation Managers Association Defends a Member Under Attack.

The directors of the Texas Circulation Managers' Association stands by its members whenever any of them are attacked. The latest illustration of this fact is given herewith:

An unsigned circular was recently sent out by the International Circulation Builders' Association, of New York, attacking the veracity of H. H. Fris, circulation manager of the El Paso Herald.

The directors of the T. C. M. A. immediately took up the matter and sent to all its members and to the members of the International Association the following letter, signed by the entire board: HOUSTON, TEX., Sept. 22, 1914.

Dear Sir and Brother:

This in reply to a circular unsigned by an individual purporting to have been sent out by the International Circulation Builders' Association of New York, in which the "veracity, etc." of H. H. Fris, circulation manager of the El Paso Herald, is questioned.

Mr. Fris is a valued and respected member of the Texas Circulation Managers' Association, as well as the International Order. His sincerity when making any statement is not to be questioned. Each member of the Texas Circulation Managers' Association would regard as a matter for his personal attention an expression of doubt as to Mr. Fris' veracity or sincerity when making any statement.

Whether or not to employ the popularity contest plan for securing circulation is a matter that a competent circulation manager can decide for himself. It is the privilege and duty of each member of the National Circulation Managers' Association to express his disapproval or criticism to his brother members in the I. C. M. A. of any plan for securing circulation, and the members

STATEMENT OF THE OWNERSHIP MANAGEMENT, CIRCULATION, etc., of

The Seattle Daily and Sunday Times

published every week day (evening), at Seattle, Wash., required by the Act of August 24, 1912.

Note—This statement is to be made in duplicate, both copies to be delivered by the publisher to the postmaster, who will send one copy to the Third Assistant Postmaster-General (Division of Classification), Washington, D. C., and retain the other in the files of the postoffice.

Editor, Blethen, Alden J., Seattle, Wash. Managing Editor, Blethen, Clarence B., Seattle, Wash. Business Manager, Blethen, Joseph, Seattle, Wash. Publisher, Times Printing Company of Seattle.

Owners: (If a corporation, give names and addresses of stockholders holding 1 per cent. or more of total amount of stock.) Blethen, Alden J., Seattle, Wash. Blethen, Clarence B., Seattle, Wash. Blethen, Joseph, Seattle, Wash. Blethen, Rose A., Seattle, Wash. Duffy, Mrs. Florence Blethen, Seattle, Wash. Mesdag, Mrs. Marion R. Blethen, Seattle, Wash.

Known bondholders, mortgagees and other security holders, holding 1 per cent. or more of total amount of bonds, mortgages, or other securities: None. Average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date of this statement. (This information is required from daily newspapers only.)

Daily Times, 71,523 Sunday Times, 89,079 ALDEN J. BLETHEN, Editor.

Sworn to and subscribed before me this first day of October, 1914. (Seal) F. D. HAMMONS, Notary Public in and for the State of Washington, residing at Seattle. (My commission expires December 10, 1915.)

September's Gain 14,084 LINES

Thirty September "Eves" smiled on The Seattle Daily and Sunday Times this year 1914, and as the last one skeddaddled away into twilight over the Olympics a total of 886,124 lines of paid advertising had been recorded for the month, being a gain of 14,084 lines over the corresponding month in 1913.

Table comparing advertising lines for September 1914 vs 1913 for The Times, Post-Intelligencer, The Star, and The Sun.

The Times' Magnificent Lead for Nine Months

Advertising space carried by The Times and The Post-Intelligencer for the first nine months of 1914, as compared with the first nine months of 1913 measured in lines is as follows:

Table comparing advertising lines for the first nine months of 1914 vs 1913 for The Times and Post-Intelligencer.

Circulation for September, 1914: Average DAILY... 76,158 Average SUNDAY... 92,020 THE TIMES LEADS all competitors in Department, Furniture and Clothing Store, Moving Pictures and Classified Advertising. THE TIMES LEADS the P.-I. in PAID Automobile Advertising, January 1st to September 30, 1914, by 70,238 lines.

The S. C. Beckwith Special Agency

Sole Foreign Representatives NEW YORK ST. LOUIS CHICAGO

of our Order are quite competent to pass judgment for themselves as to the correctness of the viewpoint regarding popularity contests sustained by Mr. Fris, and this, too, without instructions or suggestions of parties without the Order.

The members of the Texas Circulation Managers' Association unanimously sustain our El Paso brother in his right to give free expression to the members of the I. C. M. A. as to his sincere views regarding contests or any other circulation plan which he may wish to criticize.

Respectfully, A. P. GOODMAN, President Texas Circulation Managers' Association.

NEW AD INCORPORATIONS.

Feltoy Advertising Bureau, Inc., capital \$25,000, has been incorporated by E. C. Hill, C. S. Skinner and C. A. Harris, of New York, with offices at 1 West Thirty-fourth street.

Programme Service Corporation, capital \$5,000, has been incorporated by H. White, E. J. Hunter and H. L. Schaefer, of New York, with offices at 55 Liberty street,

JOURNALISTIC CHRONOLOGY

Anniversaries of Interest to Newspaper Folk During the Week.

- OCT. 18. Charles Scribner, founder of the Scribner publishing house, born in New York City (1854). OCT. 19. John Angus McKay, journalist, publisher of Elt and Spur, born in Ogdensburg, N. Y. (1864). OCT. 19. David A. Curtis, contributor to the New York daily press since 1873, born in Norwich, Conn. (1846). OCT. 19. The Baltimore (Md.) Daily Dispatch, the first penny paper published south of Baltimore, was issued by James Andrew Cowarden and William H. Davis (1830). OCT. 21. John G. C. Brainard, poet, editor of Hartford (Conn.) Mirror, born at New London, Conn. (1796). He died in 1828. OCT. 23. John R. Thompson, poet and journalist, editor of Virginia weeklies and later literary editor of New York Post, born at Richmond, Va. He died in 1873. OCT. 24. Don Carlos Seltz, business manager of the New York World since 1898, born at Portage, Ohio (1862). OCT. 24. John M. Daniel, journalist and diplomat, long editor of Richmond (Va.) Examiner, born in Suffolk County, Va. (1825). OCT. 24. Erastus William Osborn, editorial writer and literary editor of the New York World since 1901, born at Wintthrop, Me. (1860).

BUREAU ONE YEAR OLD.

Results of Twelve Months' Efforts of the New York World Toward Accuracy and Fair Play in That Big Newspaper.

The Bureau of Accuracy and Fair Play maintained by the New York World, and which celebrated its first birthday in July, recently issued a brief summary of the work accomplished during its first year. The total number of cases considered during that period was 432. The number of complaints involving accuracy or fair play which were sustained was 262 and 164 corrections were published.

There were forty-one publications in the interest of fair play where the World had not been at fault. A majority of these were made at the request of persons who had been accused in the courts and who later asked that the fact be published that they had been cleared of the charges made.

REPORT ATTRACTS INTEREST.

The Bureau published in pamphlet form its report for the first six months work, with extracts from letters received from correspondents in various parts of the world. These reports were sent to all the schools of journalism and to newspaper editors and writers throughout the United States and have attracted much interest and favorable comment. A paper prepared by Isaac D. White, director of the Bureau, was read in March last at the National Newspaper Conference, conducted under the auspices of the University of Kansas and was a feature of the conference. Extracts from this address and editorial comment upon it have been published broadcast.

The World's Bureau of Accuracy and Fair Play was also the subject of an address by Prof. Merle Thorpe, read before the convention of the National Editorial Association at Houston, Tex., in April last. Professor Thorpe said, in part:

ENCOURAGING TENDENCY.

"One of the encouraging tendencies in journalism is the Fair Play Bureau, established by the New York World. This plan is meeting and answering satisfactorily the majority of public criticisms, in many cases petty perhaps, but for all that making a sympathetic friend out of a man or woman who might otherwise be a bitter and jealous enemy against newspapers the rest of his or her life. When a man thinks he has received unjust treatment at the hands of the New York World, he is urged to submit his case before this Board of Fair Play. If it is found that he has been unjustly dealt with, unintentionally or negligently, everything possible is done to make him reparation."

The World apparently is not only promoting accuracy and fair play in its own columns but is spreading the gospel of accuracy and fair play in journalism wherever newspapers are published.

TWO GEORGIA DAILIES.

Augusta and Athens Papers Show Marked Progress.

The Augusta Herald, daily afternoon and Sunday morning, is nearly twenty-five years old, and in that time has firmly established itself as this Augusta paper. In a city of 50,000, it has reached a circulation of 12,000 and covers densely the city of Augusta and a radius of forty miles around Augusta.

Two years ago, the Augusta Herald started the Athens Herald, an afternoon paper in Athens, Ga. The same progressive methods that have made the Augusta Herald a success have been applied vigorously to the establishment of the Athens Herald. The Athens Herald has reached a circulation of nearly 4,000, the population of Athens being around 16,000, which shows the favor with which the people of Athens have welcomed an afternoon paper for that city.

Augusta and Athens are two of the

best towns in Georgia, solidly built, with splendid trade territories, and recently have done more public improvement and construction work than any two cities in the state. The afternoon field in these two cities is splendidly covered by the aggressive work of the Augusta Herald and the Athens Herald. They are both members of the Audit Bureau of Circulations, print daily their circulation figures and render splendid cooperative assistance to their advertising accounts. No two papers in the south better represent the new deal and the square deal in advertising and circulation methods than the Augusta Herald and the Athens Herald.

For many years F. J. Sheron was the business manager of the Augusta Herald and part owner in the paper. Since his death his interest has been taken over by Bowdre Phinizy, who was associated with Mr. Sheron in the management of the Herald for the past fifteen years. The Athens Herald was organized just before Mr. Sheron's death, about two years ago.

In addition to straight, clean business methods, the policy of the Herald has always been independent, progressive and fearless, and the paper has fought many a good fight in the interest of the people and against strongly entrenched abuses in community life, as well as in state and nation.

Mr. Phinizy was educated for the law, but bought an interest in the Augusta Herald in 1894, and the partnership lasted until Mr. Sheron's death.

These papers boast of their independence, as well as their constant uplift attitude and their service to the community—and are equally proud of the fact that they have made this policy pay.

League of Advertising Women.

The program of the next meeting of the League of Advertising Women, which will be an informal dinner at the Prince George Hotel, New York City, on Tuesday, October 20, will consist of ten-minute talks on the advantages of each type of advertising medium to the national advertiser. There will be a speaker representing, respectively the magazines, the newspapers, outdoor displays, street cars, foreign language press, premiums, trade papers, novelties, and he will have just ten minutes to prove his case.

The East Kentucky News, of Whitesburg, Ky., has been purchased by A. S. Petney, of Hazard, Ky., and will be moved to that place. Karl E. Davis, its present editor, will be retained, and will move with the paper.

FOREIGN NEWSPAPER NEWS.

Thirty-seven members of the staff of the Sheffield Telegraph have volunteered for active service during the war.

It is reported that the Sunday edition of the London Daily Telegraph, seven issues of which have been published, will be discontinued, owing to the excessive difficulty of printing, under present censorship conditions, really reliable intelligence of a nature to justify its continuance.

The Daily Call is the name of a new London half-penny morning paper, the first number of which appeared October 5.

Competition at Jacksonville.

According to a report received in this city from Jacksonville, Fla., competition is so keen that prominent advertisers have requested the Audit Bureau of Circulation to make an investigation for the purpose of ascertaining the largest city paid circulation. It is said that there are two examiners of the A. B. C. organization now at work in Jacksonville investigating the circulation of the Jacksonville Times-Union and the Jacksonville Metropolis.

The Raleigh (N. D.) Herald has changed hands, H. S. Tovaas succeeding W. Dean Hurlbut as editor.

Advertisement for The Louisville Herald. The ad features a large graphic of a newspaper page with a jagged, torn edge. Text inside the graphic includes: '45,797 Per Day Average Net Circulation to September 1914', 'THE LOUISVILLE HERALD Kentucky's Greatest Newspaper', 'WILLSON IS TARGET FOR MOOSE FIRE', 'SELLING OF OREGONSLAID', 'JIMMY THINKS A CENSOR WOULD BE A NICE MAN TO KNOW', 'EXPECT END OF DISCORD IN MEXICO', 'BOTH SIDES SANGUINE AS FIGHT RAGES', 'The Louisville Herald has the largest morning circulation in Louisville.', 'Its home delivery circulation alone exceeds the entire daily circulation of the second Louisville morning newspaper.', 'The Louisville Herald Member Audit Bureau of Circulations'. Other text includes 'LOUISVILLE TO HEAR BEVERIDGE OCT. 30' and 'AUSTRIAN APOLOGUES'.

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

Entered as second class mail matter in the

New York Post Office

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

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

Telephone, Kearney 2121.

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

See Publisher's announcement for subscription and advertising rates

New York, Saturday, Oct. 17, 1914

RESTORING PUBLIC CONFIDENCE.

Is there any better way to restore public confidence than through the columns of the daily and weekly newspapers? Editorials and news articles, no doubt, are helpful in this direction but the advertisers can render a much greater service by talking optimism in their announcements and by practicing optimism in the conduct of their business.

In New York, we are pleased to say, the leading department store owners were among the first to come to the front with messages of good cheer. John Wanamaker, Gimbel Brothers and R. H. Macy & Co. have talked cheerfully and encouragingly about the outlook. Among the public service corporations the New York Telephone Company and the Consolidated Gas Company have taken the lead. One of the most notable examples among the general advertisers is that of the Studebaker Corporation which, on several occasions, has devoted its entire space to reassuring talks on the business outlook.

If all who use the advertising columns of the newspapers would talk less about the war and hard times and more about big crops and the country's resources and possibilities more business would be done.

Tell a healthy man day after day that he is looking badly and after awhile he will believe he is sick and will be sick. In the same way if everybody keeps saying that business is going to the dogs it will go there all right. On the other hand preach optimism and practice it and business will improve right along in spite of the war.

There's nothing the matter with the United States. It is true that we have lost a big slice of our export trade but the bulk of our business does not come from foreign markets, but from our home market. A rich country like ours with a hundred million population can furnish enough demand to absorb all of our manufactured and agricultural products. We have been buying abroad many millions of dollars worth of goods that ought to be made here and will be made here if our manufacturers are encouraged to produce them.

Therefore let us cheer up. If the war has directly interfered with our business let us discover ways and means to extend it to new fields or readjust it to the new conditions. Let us push goods "Made in America" and down forever the fetish that foreign made products are better than those made in the United States of America.

There are merry times in the political field of Kansas just now and the newspaper men are playing the ace. Arthur Capper, of the Topeka Capital, is the Republican candidate for Governor and W. Y.

Morgan has been nominated for Lieutenant Governor. W. E. Davis, of the Dodge City Globe hopes to be elected State Auditor and Earl Akers, of the Stafford Republican, State Treasurer, and W. R. Smith, of the Columbus Advocate, State Printer. On the Progressive ticket Victor Murdock, of the Wichita Eagle, is the candidate for Senator and Henry Allen for Lieutenant Governor. Who says the newspaper men are not doing their duty in offering their services to the State? Should any of them be elected, and it is reported that the chances of several are exceedingly good, they will prove themselves faithful and efficient State officials. The readers of their several papers may kick at their retirement from the editorial tripod but what of that?

In his review of the first performance of "Evidence" at the Lyric Theater Wednesday evening the New York Sun's critic says:

Then her traducer made his revenge more complete by dying and carrying along with him, wherever he went, this woman's secret.

The question that naturally suggests itself is where did her traducer go during his wanderings after dying?

We do not agree with Bert Moses in all the views he expresses in another part of this issue, but that is no reason why we should not print them. He is an iconoclast and although it sometimes hurts to see some of our cherished ideals viciously attacked, in the end it may be a good thing if it stirs us up to a more active defense of our beliefs.

The Philadelphia Record Advertisers' service department is doing some splendid trade aid work for Ide collars, forecasting a large campaign, and getting haberdashers interested. This is the kind of work that really pays.

DIVERSE DASHES.

There is something more than a joke in these lines in F. P. A.'s "Conning Tower" in the New York Tribune: "Don't be a piker. Buy a bale of radium and help Colorado. Or, buy a bale of advertising space and help the newspapers." It is no secret that business depression has hit most of the newspapers hard. And the blow has come just at the time when the papers have been put to enormous extra expense because of their efforts to give readers the news concerning the war. Cable bills alone cost fabulous sums and as a business proposition just now even the most prosperous papers are doing little more than to hold their own. Yet the publishers are not sitting like beggars, hat in hand. They continue to give to the public daily for a cent or two the story of the greatest war in the world's history. A generous support of their advertising columns should be their reward. And it is my humble opinion that business will not be better until advertising has been largely increased. Especially is this the psychological time for retail merchants to use newspapers to let consumers know of bargains because of a desire to move stocks. Quicker than any other agency will widespread advertising bring about the retail trade boom now so sorely needed. Try it, and see if it doesn't!

It is my humble opinion that it will be a long time before a New York Legislature acts favorably upon the resolution just passed by the Brooklyn Bar Association urging an amendment to the criminal law to forbid "any comment or false statement" concerning a court proceeding which "may tend to prejudice the rights of any party thereto." In the first place, the legislators will think seriously before they antagonize the press. In the second place, the Brooklyn lawyers had no good grounds upon which to base such a resolution. There is no lack of laws to safeguard the dignity of our courts or the rights of parties to actions. Only recently a New York paper was punished for contempt, but it was not criticism that caused the court's ire. When it comes to suppressing editorial privileges it will take more than a little bunch of lawyers to do it.

The average politician, after basking for a time in the sunlight of publicity, becomes obsessed with the idea that news concerning him is of vital interest to the public and that he is conferring upon editors a great favor when he gives them "news" about his comings and goings, his party and his campaigns. I like that New Jersey law which compels designation as advertising a lot of personal puffs for candidates. It has done away with much space grafting and has put considerable money into the pockets of publishers. The prescribed line "paid for by _____ committee" also relieves the paper from all respon-

sibility as to the eulogy of the man who is running for office. At this time of the year it shuts out a lot of notoriety seekers. Likewise it makes the tightwad pay if he wishes to prove to the people through his local papers that he is at least a near-statesman. It is a law that in no way interferes with editorial endorsement, but it gives the editor a chance to express polite regrets and talk about violation of the statute when some fellow who has no claim upon him or upon his paper tries to work him for a political send-off. I have a suspicion that the newspaper men of New Jersey exerted some influence toward having such a protective measure put upon the statute books.

ALONG THE ROW.

Any American citizen who is not willing to pay the government two cents for carrying a letter from one to five thousand miles and delivering it is too stingy to associate with decent people.

LATEST ADVICES.

"Write a general introduction to the war story," said the editor to one of his star men, "and tell just what the situation is. Here are the latest dispatches," and he handed the star man the following:

Petrograd.—We have wiped out the Austrians. Will be in Berlin at 2 p. m. Wednesday.

Berlin.—We have surrounded Paris. Will soon be eating sauer kraut on the Boulevards. Are now hushy Hocking the Kaiser.

Paris.—It is great fun to sit on the Eiffel Tower and make faces at the Germans. They will never get in here except by freight.

London.—Cruiser Bulldog has captured the German battleship Dachshund and Frankfurter. Expect to send Kaiser Wilhelm der Butcher to join Kaiser Wilhelm der Grosser shortly.

Vienna.—The King today looked like a two-spot. Refuses interview.

Naples.—We shall try and remain neutral if our people will let us. It is much cheaper.

Amsterdam.—All ready to pull out the plugs and flood the shop in case of invasion. It takes all the fight out of a soldier to wet the seat of his pants.

Constantinople.—Have closed Dardanelles and prefer to keep our mouth in the same condition.

STAFF CHANGES.

Von Voigts-Rhetz—in place of Von Molke—by order of Managing Editor Hohenzollern.

The vigilance committees of the several advertising clubs are prosecuting their work this fall with commendable zeal and the number of cities with ordinances against fake advertising is rapidly increasing. Elgin, Ill., is the most recent convert to the cause of truth in advertising.

FROM THE SKINNERSVILLE SIGNAL.

While the war in Europe continues the Signal will remain strictly neutral. We will accept ads from men of all nationalities at the flat rate of 25 cents per agate line.

HERE'S TO HIM.

Collier's is going to establish a humor department called "Pippins and Cheese." Good scheme. Too many darn chunks of gloom in town now and the fellow who can chuck smiles around is filling a long felt want.

KICK EDITOR.

James Mulhane, a veteran of the Row, is kick editor of the Brooklyn Standard-Union. It's an awful job for a tender hearted man like James. He has to clip out all the scoops the other papers have on the Standard-Union, paste them on a half sheet poster, fill in the name of the reporter who was beaten—with the query, "Why didn't you have this? See the Boss." Yes—James sighs every time he fills in a slip.

"OFF THE GRIDDLE."

He used to dine at Hahn's he did,

He was a tony 'feller';

But since the boss reduced the Staff

He hies to Hitchcock's cellar.

DRIVEN TO IT.

Przemysl—Is it any wonder that press operators drink?

TANK OF GASOLINE.

He reeled along through Frankfort street,

The pressman did, he had a bun,

And like an aeroplane felt he.

Up-in-the-air twixt World and Sun.

TOM W. JACKSON.

PERSONALS.

Burt Williams, publisher of the Ashland Daily News, was on Monday nominated by President Wilson as collector of internal revenue for the second district of Wisconsin.

George Glyn, editor of the Watertown (N. Y.) Herald, is in charge of District Attorney Whitman's personal headquarters, which he has opened to further his candidacy for Governor.

Carl Person, editor of a labor magazine at Clinton, Ill., has been acquitted of the charge of murdering Antone Musser, former chief of police of that city. Self-defense was proven.

Clarence H. Baxter, editor of the Paterson (N. J.) Guardian, will shortly leave for San Domingo, where he will be collector of customs for the United States.

George M. Rogers, assistant general manager of the Cleveland Plain Dealer, and Mrs. Rogers entertained ten members of the Plain Dealer classified advertising staff with their ladies at dinner at the Cleveland Athletic Club and later at the theater Tuesday night, October 7. The occasion was in celebration of the Plain Dealer classified advertising department having made exactly double the number of contracts during September just past than they made for the corresponding month one year ago.

Harry P. Myrick, editor of the Milwaukee (Wis.) Free Press, is reported to be seriously ill in his home, 446 Marshall street, as the result of a breakdown a year or two ago from which he did not fully recover.

Fred A. Dodge, who for the past 36 years has been associated as partner in the Hanford (Conn.) Sentinel, has sold his half interest to the present partner, Joseph E. Richmond, and will retire from the newspaper field.

Eugene Kieffer, editor of the Bell Enterprise, has been appointed postmaster at Remsen, Iowa.

F. L. Eberhart is now editor of the Summerfield (Kan.) Sun, succeeding Clarence L. Orr, who disappeared some three months ago.

GENERAL STAFF PERSONALS.

William E. Soule, financial editor of the Boston Post, has resigned to become associate financial editor of the Boston Globe.

Herman Reiwitch has been appointed as assistant editor of the Chicago (Ill.) Daily News.

C. E. Ash, formerly on the Portland (Ore.) Morning Register, has become city editor of the Albany (Ore.) Daily Democrat.

Francis E. Roberts has become city editor of the Utica Tribune.

Walter Gifford, automobile editor of the Portland Oregonian, has returned to England to enter the British army. He intends to rejoin the Oregonian staff after the war is over.

F. A. C. Ernst, instructor in journalistic French in the course in journalism at the University of Wisconsin, was engaged in doing newspaper work on the Liege Express through the bombardment, but escaped safely and has returned to resume his work at Wisconsin.

J. McCan Davis, clerk of the Illinois Supreme Court and a well known newspaper man of Chicago, has been nominated for Congressman-at-Large on the Republican State ticket.

Byron Dean Bailey, associate editor of the Johnstown Democrat, has come to New York to take charge of the metropolitan offices of the Stock Producers Press Bureau, which supplies weekly publicity service for stock companies.

Daniel I. McNamara has resigned as city editor of the Bridgeport Telegram and is succeeded by Meigs Russell.

John A. L. Julian, formerly City Hall and political reporter for the Bridgeport Post, is doing copy desk work at Holyoke, Mass.

Irvin S. Cobb, of the Saturday Evening Post, and John T. McCutcheon, the cartoonist, arrived in London on Thursday, after a two months' visit to Germany. They will sail for home next week.

William J. Guard, of the Metropolitan Opera Company Staff, who for several weeks wrote entertaining letters from Paris to the New York Sun, arrived in New York this week.

Roy L. McCardell, of the New York Evening World, won the first prize in the New York Morning Telegraph's comedy scenario contest. Three thousand six hundred and fifty-four manuscripts were submitted.

Clarence M. Agard, special Associated Press correspondent for Bridgeport and nearby towns, has resigned and is succeeded by Thomas F. Magner, sporting editor of the Bridgeport Sunday Herald.

F. N. Clifford succeeds J. P. Bridges as city editor of the Cuero (Tex.) Daily Record.

Frank Dallam, late of the New York Times and the New York American, is now on the San Francisco News.

William A. Drinkwine, for twenty years with the Syracuse (N. Y.) Post-Standard, has left that paper to devote his time to other work.

Dr. David E. Wheeler, physician, has been sent to France by the New York Sun to care for the French wounded. He sailed October 7.

F. A. Stegmuller has been succeeded by H. R. Southworth as managing editor of the Binghamton (N. Y.) Press.

Miss Margaret Applegate has resigned from the staff of the Reynoldsville (Mo.) Star and will go with the Pokomoko (Md.) Enterprise as its city editor.

IN NEW YORK TOWN.

Boardman Robinson, cartoonist, has left the staff of the New York Tribune.

Bide Dudley has transferred his field headquarters from the Morning Telegraph to the Evening World.

David B. Plum, business manager of the Troy (N. Y.) Record, has been in New York this week on business.

Karl A. Bickel, traveling representative of the United Press, was in New York last week taking orders from the big boss, Roy Howard.

Frederick E. Brown, one of the oldest members of the World's editorial staff, and who is the father of "Eddie" Brown of the Morning World's sporting desk, is seriously ill in the Presbyterian Hospital in New York.

Frank I. Cobb, chief editorial writer of the World, has returned from a brief rest on his farm in Connecticut.

Norman G. Thwaites, who resigned as an assistant cable editor of the World to join the British troops, has been commissioned as a captain in the Royal Irish Guards. He was in the battle of the Aisne and sent from the trenches a greeting to the World staff. Despite hardships, he was well when he wrote.

W. A. Thayer, city editor of the Morning World, has returned from a two weeks' vacation.

New Jewish Daily.

"The Day," a new Jewish publication, is scheduled to make its initial appearance in New York November 5. The staff is as follows: Herman Bernstein, managing editor; Irving Altman, advertising manager; Morris Weinberg, business manager. The publication office is 183 East Broadway.

HELP WANTED

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

Wanted—Experienced classified manager for leading paper (morning), city 60,000. State salary. Give references. Address Classified. Care The Editor and Publisher.

ADVERTISING MAN

Splendid opportunity for advertising man of unquestionable ability and references is open on monthly publication devoted to the interests of motorists. All replies will be held in confidence. Address M. J. G., The Editor and Publisher.

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. Payable yearly in advance.

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, 188 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.

BUSINESS OPPORTUNITIES

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.

IS YOUR NEWSPAPER LOSING MONEY? PERHAPS I CAN HELP YOU.

One of the best trained and well known executives in the country with a record for high efficiency is available for the publisher who is not getting returns on investment. Salary not important, but an interest in the property is vital. It is a case of putting brains, ability and hard work against a reasonable share of future profits. Some owner in a large city is looking right now for a manager who is a REAL newspaperman; one who has the rare editorial knack that makes the popular publication; one who can get the greatest efficiency out of mechanical departments on minimum operating expense; one who has made good as business manager; one who can get advertising; one who can build solid circulation. The publisher looking for such a combination can get a \$10,000 man on favorable terms by addressing Ability, Care The Editor and Publisher.

SITUATION WANTED WITH INVESTMENT

Young Man, 26, married, desires executive position on daily paper in city of 20,000 or over. College education, five years in advertising department of best paper in city of 25,000. Can invest up to \$9,000 in proposition of proven responsibility. References. Address D 1318, Care The Editor and Publisher.

ADVERTISING MEDIA

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

Chicago—New York—Philadelphia, for 20 years the coal trades' leading journal. Write for rates.

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 25c. 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.

LEADING DAILY

Newspaper Property of Northwestern City. Annual volume of business \$80,000. Can be bought for about \$60,000. Return to owner for personal effort and investment in past year over \$9,000. Proposition K. N.

C. M. PALMER

Newspaper Properties

225 Fifth Ave., New York

A BUSINESS MANAGER WITH \$25,000

cash can buy an interest in a big net earning daily newspaper that has a practical monopoly in its field and draw a satisfactory salary for services.

HARWELL, CANNON & MCCARTHY
Brokers in
Newspaper and Magazine Properties
Times Bldg., New York

SITUATIONS WANTED

Advertisements under this classification one cent per word each insertion.

Editor and manager in city of about 30,000 by forceful writer with business judgment and wide experience. Eleven years with well-known and most successful syndicate. Address D 1316, Care The Editor and Publisher.

Live, capable reporter, nine years' experience, wishes immediate engagement on daily or weekly; can come on receipt of wire; three years last place; salary \$18. E. Haley, 44 Pacific Street, Newark, N. J.

Experienced in the resultful efficient management of large news departments; skilled in dressing a paper modernly; thoroughly practical in developing features; hard and conscientious worker, energetic and resourceful; above-the-average ability, coupled with twelve years' metropolitan and country experience—strictly high-class young man, wants position as managing or city editor. Address EDITORIAL EXECUTIVE, care The Editor and Publisher.

Wanted position as cartoonist or in art department. Can work in any medium or on chalk plates. Address "Cartoonist," 201 West 20th Street, Erie, Pa.

FOR SALE

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

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

MONOTYPE TO EXCHANGE FOR LINO-TYPE.—In first-class condition, low quad attachments, and all parts for casting display type. Model D Keyboard. 6, 8, 10 (2 faces), 12-point matrices and molds, and display molds. Running daily, but costs too much to operate for our grade of work. Exchange for 1, 3 or 5 Linotype in good running order. Will sell for \$1400. Write L. R. Fort, Daily Press, Plainfield, N. J.

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.

PACIFIC COAST NEWS CORRESPONDENT

For Eastern Trade Journals
CLARENCE P. KANE
268 Market Street, San Francisco

What Happens in One Can Happen in Any Other

By WILLIAM C.

The Huyler people have discovered the power of advertising in newspapers, on a very economical expenditure, which by concentrating their advertising in newspapers

Mr. Benjamin Akin, who holds the dual position of sales and advertising manager for HUYLER'S, is a most enthusiastic supporter of newspapers. He has had an experience which justifies his statement that the daily newspaper is the most valuable asset in introducing and selling his goods.

He conducted an advertising campaign in newspapers in the State of Illinois two years ago, involving an expenditure of only \$3600. He used a four-inch space, three times a week for 44 weeks, using the smaller newspapers throughout the State.

The immediate result on the business was almost unbelievable—the percentage increase being something tremendous. It almost quintupled the business in the State of Illinois.

Naturally, after having had this experience, Mr. Akin the next season advertised in the same list of publications, with practically the same gratifying results.

This year the Huyler people intend to advertise in newspapers pretty generally throughout the entire country, using a 50-line double column space once a week, and a 75-line double column space also once a week, except from the middle of November until the middle of December, when they will use instead of the 75-line double column copy a space of 100 lines across three columns.

They will not advertise in every newspaper in the country, of course, but they will advertise in a great many of them. They have selected communities where the candy habit is developed and where there is a chance for success. There are communities in the United States, strange to say, where there is very little candy eaten and where, upon investigation, there is very little likelihood of people changing their habits.

NEW YORK STATE D

City	Paper	Circulation	2,500 l.	10,000 l.	City
Albany	Journal (E)	° 16,982	.05	.035	Ithaca
Albany	Times-Union (E)	* 39,915	.06	.06	Locust
Albany	Knickerbocker-Press (M)	° 38,511	.06	.05	Monticello
Albany	Knickerbocker-Press (S)	° 31,140	.06	.05	Newburgh
Auburn	Citizen (E)	° 6,580	.0178	.0135	Newburgh
Binghamton	Press-Leader (E)	° 25,817	.05	.04	Newburgh
Brooklyn	Eagle (E&S) 3c.	° 44,227	.16	.16	Newburgh
Brooklyn	Standard-Union (E)	° 61,970	.15	.15	Newburgh
Brooklyn	Standard-Union (S)	° 71,254	.15	.15	Newburgh
Brooklyn	Daily Times (E)	° 41,050	.11	.09	Newburgh
†Buffalo	{ Courier (M) ° 59,669 }	° 109,992	.14	.12	Newburgh
	{ Enquirer (E) ° 50,323 }				Newburgh
†Buffalo	Courier (S)	° 83,357	.14	.12	Rochester
Buffalo	News (E & S)	° 104,281	.15	.14	Schenectady
Buffalo	Times (E)	° 57,006	.09	.08	Troy
Buffalo	Times (S)	° 58,444	.09	.08	Troy
Elmira	Star-Gazette (E)	° 19,577	.035	.03	Watkins
Gloversville	Herald (M)	° 7,060	.02	.015	Watkins
Gloversville	Leader-Republican (E)	° 5,349	.0143	.0107	Watkins

° Government Statement for October 1, 1914.—†Only Buffalo papers
*Government statement for April, 1914.—**Average net paid A.A.A. Aud

New York Newspapers Serve Advertisers in Business Known Locally

Twenty-four (24) leading magazines, with circulation in Canada, have in the State of New York alone a combined circulation of these magazines, inasmuch as it is manifestly in by zones.

Therefore, the advertiser who wishes to buy the New York must pay the combined rate of these magazines.

Now, assuming that the national advertiser could combined rate is \$79.56 per line, he will find that the State from these magazines costs him a total of \$8.4

Comparing the cost of this New York magazine concentrated newspaper circulation around which this advertiser per line the advertiser can buy a newspaper circulation gets in newspapers a bonus of 1,005,503 circulation.

General advertisers, agents and space buyers seek conditions and distribution facilities in New York City and dominant newspapers listed above will aid and assist communicate with THE EDITOR AND PUBLISHER AN Suite 1117 World Building, New York. Phones Bee

One State in the Union Another State in the Union

I. C. FREEMAN

Newspapers in local communities. They conducted a campaign in Illinois which demonstrated to them just what could be done with newspapers in a community, or a state, or a territory.

DAILY NEWSPAPERS

City	Paper	Circulation	2,500 l.	10,000 l.
Ithaca	Journal (E)	°5,750	.025	.015
Lockport	Union-Sun (E)	°5,230	.0157	.012
Mount Vernon	Daily Argus	°5,279	.0214	.015
New York	Globe (E)	°185,471	.28	.28
New York	Herald (M&S)	°109,192	.50	.50
New York	Post (E)	°31,189	.18	.16
New York	Telegram (E)	°220,453	.30	.27
New York	Telegram (S)	°220,672	.20	.20
New York	Times (M&S)	°259,673	.45	.40
New York	Mail (E)	°157,044	.32	.29
New York	World (M&S)	°391,944	.40	.40
New York	World (E)	°386,505	.40	.40
Rochester	Union & Advertiser (E)	°38,715	.08	.055
Schenectady	Gazette (M)	°21,118	.06	.04
Troy	Record (M&E)	**22,106	.035	.035
Troy	Standard-Press (E)	*13,519	.0357	.02
Watertown	Standard (E)	°10,621	.021	.0142
Watertown	Times (E)	°13,700	.02	.02

Local papers, publisher states, examined daily and Sunday by A.A.A.—A.A.A. Audit.—New York State population 9,113,279.

Advertisers in the Dual Capacity of Making Their Advertisements Locally and Nationally

With circulation scattered all over the United States and a combined circulation of **1,787,119**, it is necessary, however, to buy the entire circulation, it is nearly impossible for them to sell circulation by states or

by the **1,787,119** magazine circulation in the State of New York, which is **\$79.56** per line.

Advertiser could use all the circulations of the magazines, whose combined circulation is the **1,787,119** circulation which he gets in New York State, at a cost of **\$8.44** per line.

Advertiser magazine circulation with the cost of the combined circulation of this advertisement is written, we find that for **\$4.9004** per line of circulation of **2,792,622**. On this basis, the advertiser gets circulation at less than half the cost of the magazine

Advertisers seeking further light in respect to marketing conditions in New York State and the degree to which they can assist with local cooperation, are requested to contact the PUBLISHER AND JOURNALIST, The Newspaper Advocate, 4330 and 4331.

As has been said so often in these articles, concentration in sections or in communities or in territories, is the most sensible way in which to make an advertising appeal. Get at the spots where business can be done and develop business there. There is no wasted effort in covering communities where there is no chance of doing business.

The Huyler business is going ahead in every direction, due entirely to the fact that Mr. Akin showed his Company, by a reasonable expenditure, just what newspapers could do in helping them market their product. And now the Huyler Company is willing to back him up to the limit because he has linked his salesmanship idea to his advertising idea, and the field sales force, as well as the whole management, are working in harmony, with the result that the business is moving forward rapidly.

Here in New York State, any advertiser with a good product to sell and having a good business organization, can, through advertising in the list of newspapers printed on this page, make an immediate success.

New York State is one of the greatest territories in the country—one of the most responsive. Its population represents, approximately, one-tenth of the total population of the United States.

Figure up the cost of advertising in this list of newspapers any way you please—the rate per line per thousand of circulation, or the rate per line per inhabitant—you will find it the cheapest and most effective publicity you can buy.

Whatever is advertised in this list gets in direct touch with homes in communities where people can visit their own stores and buy the goods advertised.

NOTE: Each newspaper's circulation is given as reported to the United States Government and is accurate.

MOSES ON THE UPLIFT MOVEMENT.

The Omega Oil Iconoclast Protests Against Taking Advertising Into the Pulpit—Thinks Church Organs Should Be Edited by a Good Ad Man with a Blue Pencil—Uplifters for Revenue Only—Need of Common Sense.

By Bert Moses.

Read history, and you will find that the church has always retarded progress. The darkest days of the human intellect were days when the church made the laws and enforced them.

Every step in the upward march of man from monkey has been bitterly contested by priests, preachers and rabbis, and all adown the ages are bloody trails left by brave souls who were crucified, poisoned, burned or tortured because they dared to think for themselves, and who realized that the further away they kept from church the nearer they came to natural truths and the nearer they approached to God.

This is not an indictment of the church but of the folks who have manipulated it.

Religion never appeared in so bad a light as it does today.

In Europe millions of men are wading in blood and tearing out the vitals of their fellow-creatures, yet all are Christians, and praying to the same God to bring them victory.

DESTRUCTIVE WORK OF CHURCHES.

Germany, England, France, Russia, Austria, Belgium and all the rest save Japan are followers of the meek and gentle Galilean, whose one mission and one theme were Peace and Good Will.

The bitter racial hatreds, the murderous impulses and the horrible inhumanities that are back of this cyclopean conflict have all been instilled by the pulpit, precisely as the Bible shows has been the case for untold ages.

And over in Constantinople a silent and sick man in a fez smiles as he sees his Christian enemies doing for him what he himself would do if he could, and at this writing it looks as though he would soon have a hand in it himself.

We in America are today facing a condition which some one has happily called "Commercial Theology." That is to say, business, and particularly advertising, has been taken into the pulpit, and it has been placed there by men upon whom nature was stingy in bestowing brains.

These men have fallen into the common error of small minds that truth is to be found only in church, and that, through the pulpit is the purification of business to be brought about.

Let it be stated still again that theology deals only in beliefs, while business has to do only with facts.

The taking of advertising into the pulpit is analogous to swallowing a potato bug, and then swallowing paris green to kill it. The church is all right for people who are satisfied with believing, but is all wrong for people who are hungry for knowledge.

I have no fight with the church in spiritual matters, but I protest much against the plan of playing up the pulpit in advertising. It seems to me that advertising is in a much better position to uplift the church than the church is to uplift advertising. Of the two institutions, advertising is beyond any question based on a more substantial foundation than the church.

The war in Europe, I hope, will bring about a rehabilitation of religion. Every human emotion cries for a change in spiritual affairs—a change that will make future wars as impossible as dodging death. Would it not be a most beneficent move for the Associated Ad Clubs of the World to lead in this coming rehabilitation?

PLAYING UP THE PULPIT.

Instead of delegations from abroad coming over here to attend conventions, why not send a delegation of American ad men to Europe to overhaul and replace the wornout religious machinery? Any good ad man could go through the tenets and dogmas of the church, and bring them down to a twentieth century basis. He could take a blue pencil and cut out of the Bible thousands and thousands of lines that are irrelevant, inconsequential and immaterial—also lines that tell of bloody wars and human slaughter.

I imagine he could strike out everything in both Testaments but the Sermon on the Mount, and upon that classic alone build a profoundly wise and beautiful religion much as Jesus himself would probably want it done.

GOD AND THE GREED FOR GOLD.

Advertising as we understand it is a method employed to acquire riches, while the church was founded upon the teachings of a Man whose hatred of riches was intense. It seems to me just as consistent and proper to take the barber business or the sausage business or the glue business into the pulpit as to take the advertising business there. One is just as honorable as the others but it grates on the soul to think of connecting God with greed for gold. We are now in the grasp of the "Uplift" gents. We have them in Washington. We have them in all the State legislatures. We have them writing for the magazines, and they have succeeded in lifting pretty much all the advertising out of them.

We have them everywhere. We have them working Sundays, holidays and nights, turning their self-proclaimed virtues into channels that puts money in their cash accounts. They are uplifters for revenue only. They have everlastingly lambasted big business. They have nearly killed the railroads. They have placed many swift kicks under the coat tails of Wall Street. They have pounded judges and lawyers.

Politicians, patent medicine men, policemen and plumbers have all been branded with hot irons, and the air is redolent with the odor of fried flesh. They have passed laws and laws, and ordinances and ordinances, until an advertiser is not quite sure whether it is lawful to blow his nose on Sunday or scratch his leg if it itches. Laws, by the way, are passed by men who do not know what the laws mean. Then we put judges on the bench to find out what it is all about. Of course, the judges themselves do not know. Some of them decide that this or that is so, while others decide that this or that is not so. And there you are!

STATUTE-CREATED GOODNESS.

And for the millionth time the effort is being made to create goodness by statute, when we all know that goodness does not come out of legislatures,

but out of education, training and environment. The Uplifters have committees poking around looking for victims, just as the church used to have spies seeking out heretics. Everybody is bad but the lilliputs who are willing to sacrifice a conviction to conform to a prevailing custom.

The result is the result of all fanatical reforms. That is to say, things are on the bum. History is repeated, and we are going through the throes of reaction born of unworthy zeal. Henry Thomas Buckle's "History of English Civilization" is a story of many centuries, and it reads today as though it includes the present one. Buckle shows in a masterly way that themes which are trifling have always been given precedent over themes which are great.

He shows that since the human intellect dawned the mind of man has been diluted by being made to conform to standards of practice fixed arbitrarily by men who are developed like a bottle—from the neck down. The vanity of these standard-makers is fed by the applause of the mob of nobodies who are themselves incapable of independent thought. They do not seem to know that the greatness which is inseparable from success can neither be increased nor decreased except by acts which proceed solely from the man himself.

ETHICAL IMPEDIMENTA.

Ethics dwarfs the energies of the human mind. Ethics sets a limit to the majesty of the intellect. Ethics restricts, impedes and bars the upward march of man. To observe ethics is to admit inferiority—to confess that your own brain is incapable of deciding between what is decent and what isn't—to concede that a committee is wiser than the universe.

Ethics is for the guy with the hundred-dollar rod and the imported reel, with which he catches little fish, while the guy with the home-made tackle hooks the big ones. Ethics is to a profession what fashion is to fops. Fashion names the color of your socks and prescribes the hang of your pants, but some of the greatest men in history got along without either socks or pants, and of course eschewed ethics. Go back to Athens if you want proof.

Modern advertising gatherings make a specialty of noise. They take nothing for a subject, and proceed to talk at great length about it. Their diplomacy is of the prairie dog variety—they do not go more than three feet from the hole.

Like the would-be suicide, who had the tree and the rope, but not the courage, they have the opportunity, but not the ability to utilize it.

Their fountain of highest appeal is a committee. A committee decides, once and for all, deep problems that have ever perplexed the universe. A committee goes into labor and brings forth something like this: "The differential of a variable affected with an exponent is the continued product of the exponent, the variable with its exponent less 1, and the differential of the variable."

AD MEN SHORT ON HORSE SENSE.

The men who now hold advertising in the hollow of their hands are long on badges, rules, card systems, charts and geometrical gimcracks, but sadly short on horse sense. They run to tangents of curves and to locating the hypotenuse of a rhombohedron. At advertising meetings there is a manifest dearth of original thinkers. You know, when an orator arises and salutes the chairman, precisely what he is going to say, and you can guess to a nicety what a committee will do when it is appointed. Your hungry mind is rarely fed with a new thought or with an idea that has a spine.

You know that "Truth" is going to be lassoed and hogtied according to the way Truth is interpreted by the committee. You know the word "Liar!" is going to be bandied about as freely as the word "Banzai!" in Japan. You know that the bad side of advertising is going to be shown up under scare heads on the first page, while the good

is going to be put in 5-point type among the want ads. You know that the already flat wheels of "Honesty" are going to be worn still flatter, and you know that the "fakirs" are going to get a jar from behind. And you know that not a single, solitary syllable is going to be liberated in proclaiming the majesty of Common Sense.

Advertising conventions remind us of the French nobles who were leaders of the Fronde. Instead of concerning themselves over questions of pressing importance and the general good, they wrangled over questions like these: Who should have an armed chair at court? Who should be invited to royal dinners and who should be given the

(Continued on page 355.)

FOR SALE.

Duplex, Twelve Page, Flat Bed Perfecting Press

prints four, six, eight, ten and twelve pages from type; speed, 4500 per hour; length of page, 22½"; folds to half and quarter page size. Press is in good condition and can be shipped quickly.

WALTER SCOTT & CO.
Plainfield, N. J.

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

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.

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 Street Tel. 4500-4 Beekman

The Augusta Herald

AUGUSTA, GA.

October 1st, 1913 9,653
April 4th, 1914 9,906
October 2nd, 1914 11,179

The Augusta Herald guarantees a circulation in Augusta approximately twice as large as that of any other newspaper. Advertisers and agencies are invited to test the accuracy of these figures in comparison with the claims of any other Augusta newspaper.

Foreign Representative

BENJAMIN & KENTNOR CO.
New York Chicago

IN

Colorado Springs

IT'S

THE TELEGRAPH

J. P. McKINNEY & SON

New York Chicago

SPHINX CLUB DINNER.

Jos. H. Appel Urges Erection of Advertising Building in Greater New York—Matter Taken Under Advertisment by Club and Committee Appointed—O. C. Harn Gives Interesting Talk of "Advertising Up."

The Sphinx Club held its first dinner of the present season at the Waldorf-Astoria Hotel, New York, Tuesday evening, the new president, Henry C. Brown, presiding.

O. C. Harn, of the National Lead Company, gave an address on "Advertising Up," in which he pointed out the fact that advertisers who used space in educating people's taste to better things were doing a distinct service to mankind, and made it plain that, in his estimation, advertisers who based their campaign on the "bargain" basis were not advertising up, but, on the contrary, were destroying confidence and faith in all advertising, for, in his estimation, they generally failed to deliver.

JOS. H. APPEL'S TALK.

Jos. H. Appel, in his talk, urged the club to take the initiative in the erection of a great advertising building in New York City.

Mr. Appel said New York is the centre of the world's advertising; that 2,000 of the 22,000 periodicals of the country are published in New York state and 878 in New York City; that 162 advertising agents and 219 agents, representing 1,346 publications, have their headquarters here, and that every day there are in New York City visitors from other cities, hundreds of advertising men, scores of newspaper men and thousands of merchants, all of whom could make such an advertising building their home.

He suggested that eventually the building could become headquarters for such New York business organizations as the Chamber of Commerce, the Merchants' Association, the Aldine Club, the Advertising Men's League, the Quoin Club, the Associated Press, the United Press, the various publishers' associations, the typographical and engraving organizations, the various local trade and business organizations, and all bodies interested in business and advertising.

It was urged that the building be erected under the auspices of the Sphinx Club, because that organization is the father of all advertising clubs; but whether backed up by the Sphinx Club or not Mr. Appel said such a building would eventually be erected because it is needed. It would be independently financed, of course, as a separate business proposition, but it would be the home of advertising and would bring together in this city a centralization and crystallization of the world's advertising interests, direct and allied, welding them together into one living co-operative force for the good of all advertising.

TO ADVERTISE ADVERTISING.

The building, Mr. Appel said, would advertise advertising and would be a beacon light that would shine 'round the world.

It should be New York's largest building, containing a huge auditorium for business and advertising meetings, a vast banquet hall for dinners, a great restaurant, an advertising library and statistical bureau, a co-operative printing plant, engraving and lithographing plant, and artists' studio—all in charge of a paid organization that would manage its affairs.

Mr. Appel referred to the Great Sphinx of Gizah which held in its arms a Temple of Truth and Light, and urged that this new building to be erected "in the arms of the Sphinx Club" would become a Temple of Advertising, a shrine for all the advertising interests of the world.

F. James Gibson, "the daddy of the Sphinx Club," being called on for an opinion as to the feasibility of Mr. Appel's idea, said he considered it a good one, and urged the club to seriously consider it.

J. B. Greenhut also concurred, and gave as his opinion that the idea was practical.

President Brown asked for a vote, and it was unanimously agreed that a committee be appointed to give the matter consideration.

This committee will consist of Jos. Appel, chairman; Paul Meyer, George Ethridge, James O'Flaherty, A. J. C. Hammersfahr, vice-president of the club, and R. F. R. Huntsman.

There were about 130 present.

Be Glad You Are Alive!

"What'r'ye complaining for? You're alive, ain't you? and that's worth a great deal. You've read the papers, and you notice you were not included with those who were blown away in the cyclone; when the ocean liner went down, you were not among those who got a permanent resting place down in the deep where the sea gems lie; and mermaids fair are not chanting your dirge in ocean's coral cave. No; and don't forget that you are right here, breathing the best of ozone, while the half-dozen who tried to drive their car up a tree, and are now in the hands of the serious and long-visaged party, have lost the art of breathing. You didn't get a fatal cramp in swimming; and when the fire-proof theatre exacted its tribute of hundreds your business kept you at home. Don't complain. You have a lot to be thankful for. In the last strike riot you were not the innocent bystander who got the brick."—*The Calumet.*

NEWSPAPER ACTIVITIES.

The Jackson (Mich.) Patriot, a morning paper, issued sporting extras in the afternoon to take care of the world's series baseball games.

The Chicago Examiner has published a 300-page cloth-bound book entitled "Motor Register of Chicago." The book contains the name, address and license number of every motor car owner in Chicago. A section of the volume is devoted to motor routes in Illinois and Indiana. This work is being sent with the compliments of the newspaper to everyone who clips a coupon from the Chicago Examiner.

UPLIFT MOVEMENT.

(Continued from page 354.)

frigid mitt? Who should be kissed by the Queen and who not? Who should have the first seat in church? How much dignity should a noble have in order to justify his entering the Louvre in a coach? What should be the length of the cloth on which persons of different rank were allowed to stand?

QUIBLING OVER SMALL THINGS.

And, exhausting all others forms of absurdity, they quarreled over who should have the honor of giving the King his napkin at table, and who should enjoy the inestimable privilege of helping the Queen put on her shift!

And all this is ethics and uplift! Good friends, this Uplift movement, as engineered by man, cannot overcome gravitation as established by God. Let us keep both feet upon the ground. It is unsafe to lift so much as one foot from earth, as is shown in the case of the old lady who was crossing the trolley track. She asked a policeman: "Mr. Officer, will I get an electric shock if I put my foot upon the rail?"

"No, lady," replied the cop, "unless you put your other foot up against the overhead wire."

The world does not need any more uplifting by upstarts, nor does it need any more laws, but God knows it needs the beauty and the power and the manhood that are inseparable components of Common Sense. It needs to be told that the way to tie yourself down to a job is to do what everybody else does, and the way to lift yourself to be boss is to do pretty much as you please.

The folks whose names you read in the papers are individuals, while the millions whose names are seen only on gravestones were just people. Of course, it is an honor to be a person, but still

Trade Newspaper Advertising--"Why" Talks--Number Seven



The Work of the "Special"

To say that THE EDITOR & PUBLISHER believes in the "special," that it considers him a vital and necessary factor in the organization of a successful daily newspaper, seems superfluous. He exists because he produces results. And it is well known that, among the special representatives of leading dailies, whose headquarters are in New York, Chicago, Boston and San Francisco, are to be found some of the ablest men in the newspaper profession.

The work of the "Special" differs from that of the local advertising solicitor—is far more difficult. For, in the city in which it is published, advertisers usually KNOW A NEWSPAPER. It is not often that a local solicitor faces the task of convincing a merchant that his paper is better than the others—for the merchant knows all about the matter, from practical experience and close observation.

But, except in instances where one newspaper stands out far above its competitors in a city, the "Special" must ENLIGHTEN THE NATIONAL ADVERTISER as to the situation. He must educate him as to the essential relative values of the papers in the city in question. HE MUST TEACH HIM WHAT THE LOCAL MERCHANTS ALREADY KNOW ABOUT THESE NEWSPAPERS.

But, however capable and vigilant the "Special" may be, he cannot be omnipresent. He cannot select the "psychic moment" for a favorable interview with a particular National advertiser. And he may, in some instances, secure but a small order for his paper, where a big one would have been far a wiser investment for the advertiser in question.

THE EDITOR & PUBLISHER is read, for its news about newspaper conditions, by practically every National advertiser. It finds him at the right time—at "the moment of inclination," when he takes up the task of finding out "what is what" in the business of newspaper making. And the aggressive newspaper, has in these columns, the opportunity to talk to him at greater length than its special representative may find it possible to do.

Publicity, fully informing, in these columns, "paves the way" for that bigger contract which your "Special" hopes to secure from the National advertiser. And thus it would seem to be good business policy to strengthen the arm of your "Special"—to give him an effective "advance agent."

there is a bit more satisfaction in being an individual. The ethical gent is a hunker.

The professional Uplifter is putting business on the blink.

Let us just be men and exercise our common sense. Let each do the thing his own way, and not put advertising on the same basis as a string of sausages—each link like the rest. Let us adopt the Golden Rule as a complete Code of Ethics. Whisky's virtue is this: It is good to drink occasionally because the drinking of it teaches you how much better you feel if you leave it alone. "Every little highball has a headache all its own," as Helen Rowland puts it.

And so there is, after all, some consolation in occasionally passing through an Uplift movement, for the experience teaches us how much better off we are after we get the bad taste out of our mouths.

It's all right to mount into the ether when you are dead, but during life the earth is the best place to inhabit.

When I die, and a monument is erected over my bones because of distinguished services rendered in uplift work, this is the epitaph I want graven deep in the everlasting granite:

"This man never uplifted anything but his voice and that was against sham and pretense."

WILL THEY CENSOR PAPERS?

Correspondent Calls Attention to Probable Result of Motion Picture Regulation.

Los Angeles, Sept. 29, 1914.
The Editor and Publisher,
New York City.

It has been a long while since I bothered you with my more or less valuable ideas but I have a question to be discussed which I verily believe is one that every newspaper in this country should be mightily interested in. This is the question of censorship, national or local, of the motion picture. How does that affect the daily newspaper?

In this way: Having gotten awash with this self-imposed duty of censoring motion pictures and being allowed full sway to cut any incidents they see fit, regardless of their fitness to do so, do you or does any thinking newspaper man believe that these censors will stop there? Not on your matrix! Sooner or later these self-opinionated censor boards will take it on themselves to proceed and try and censor the newspaper too! Having felt their power and enjoyed it, they will never be satisfied with cutting out kisses which they do not think brief enough nor with deleting other puerile incidents which in their narrow minds are thought to be injurious to the morals of youth. Once having enjoyed power they will seek to enlarge their power of censorship and if the newspapers themselves do not cease to back them up and to continue to praise their efforts, take it from me, these same newspapers which have been nursing the viper of censorship will find themselves censored by these same boards.

Aside from the fact that any censorship except by the people—the public—themselves is illegal and unconstitutional, the silly and ridiculous cut-outs made by these boards are in themselves an indictment of their value as protectors of the public youth, etc.

MAY GET AFTER DAILIES.

The fact that they cut out and prohibit scenes and incidents that are fully and in detail allowed publication in the daily press and magazines, has been called to their attention often, and this fact will only add to the growing suspicion in their power-lusty minds that they then ought to censor these papers and magazines also. And believe me, they will do it too, unless the dailies prepare to stop the censor's mad slashing of pictures out of all rhyme or reason for same, by ridiculing the ridiculous manner of the operation of these censors.

Examples of unreasonable "cut-outs" are legion. In Chicago recently they cut out of certain pictures a letter with a postage stamp on it!

It can readily be seen that a picture shown after certain scenes are removed ruthlessly by the scissors of the censor, must look worse artistically, and in clarity, than it did before. Thus the censors operate entirely in opposition to their avowed purpose.

A moral may be pointed by the fact that the white slave pictures universally condemned by most exhibitors were fully passed by the National Board of Censors, which have passed other pictures much worse in moral effect than many they scissored to satisfy their vanity and lust for power. Time after time, cut-outs by these censors force upon the audience an unexplained situation that is infinitely more improper or immoral than the original explained situation was.

DAILY PRESS SHOULD ACT.

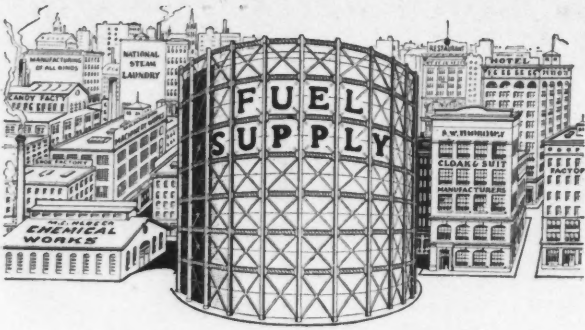
Only through the daily press—which, mark me, is in imminent danger from these censors—can their vandalism be stopped.

Unfortunately the daily press has held a rather slighting opinion of the motion picture, for no apparent reason—certainly not since the art has grown to be what it is today. Columns have been printed about the immoral influence of the motion picture, in many cases pointing particularly to the "5-cent theater," quite unmindful and likely quite ignorant of the fact that the pictures shown in the cheap theaters are exactly the same shown in the high class house, except that the cheap houses get the pictures some months later than they are released to the higher priced houses. That is the only difference, yet the press unfairly shrieks against the "cheap motion picture shows"!

The educational and moral effect of the motion picture, acting as a visual example, is beginning to be recognized by many dailies and some of them in New York are devoting columns to regular criticism of them. So why not go further and help the motion picture industry to rid itself of this old-man-of-the-sea censorship, which threatens to throttle it? Why not, when the press itself is in danger of being throttled by it themselves? The latter is a prophecy believed in and seen by every clear-minded motion picture man, who cannot understand why the press keeps silent about it, when they ought to see they are liable to be encompassed and their activities threatened by the same vandals.

I believe that this matter should be brought to the attention of the press of the country by your valuable publication and start a discussion thereof that will bring about some abatement of this nuisance and real menace to art; and realize the undoubted value to the community at large of this ally and co-worker for good—with the daily press—the motion picture.

Very truly yours,
RUSSELL E. SMITH.
4551 Prospect Avenue, Los Angeles, Cal.



On the Eve of Industrial Prosperity.

With one accord the newspapers proclaim that never was the outlook brighter for domestic manufacturing than at the present time. 'Tis true that in the past we have been absolutely dependent in many ways. From now on we shall be more self-reliant. Let us enter into this new era with you. We can be of great assistance. It matters not what line of industry you may wish to develop in which fuel plays, or will play, an important part. There is no cheaper fuel to-day than GAS for the CHEMIST, for the MACHINIST, for the CLOTHING MANUFACTURER, or for those who are interested in other industrial pursuits. GAS is an economical fuel. There is no waste in heaps of ashes or in the energy that is lost in chimneys and smoke-stacks.

OUR EXPERTS ARE AT YOUR SERVICE FREE OF CHARGE.
Write or telephone to or call at any of these Gas offices:

No. 1909 Amsterdam Avenue No. 30 East 42d Street No. 281 Lenox Avenue No. 1815 Webster Avenue	Cortlandt Ave. and 148th St. No. 31 West 15th Street No. 36 Union Square	No. 130 East 15th Street No. 157 Horner Street No. 112 West 62d Street No. 2064 Third Avenue
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"The Right Way is the Gas Way"
Consolidated Gas Company of New York
GEO. B. CORTELYOU, President



Turn Trade Your Way By Telephone

BUSINESS is fast recovering from the first shock of the European conflict. Trade is brightening up. Progressive business men are now hard at work paving the way for a season of increased sales and business prosperity. The telephone is helping them.

We have just issued a booklet that outlines the principles of *selling by telephone*. It describes how to give a telephone sales talk; how to "follow up" prospects by telephone; how to arrange telephone order window displays, and contains many other important suggestions for *using the telephone to get more business*.

If you would like to build up *your* business, why not call at our nearest Commercial Office, ask for a free copy of "Selling by Telephone," and let us tell you how you can use the *telephone to turn trade your way?*

NEW YORK TELEPHONE COMPANY

NOTABLE EXAMPLES OF OPTIMISTIC PUBLIC SERVICE
ADVERTISING BEING DONE IN NEW YORK.

PULITZER SCHOOL'S GROWTH.

Larger Registration and Broader Plans Mark Opening of New Year.

An increase of 70 per cent. over last year is the record of registration to date of the Pulitzer School of Journalism, Columbia University. The enrollment totals 137 students in the regular journalism courses. Of this number 45 are in the first, 33 in the second, 32 in the third, and 27 in the fourth year of the school. The attendance in 1912, the year of the opening of the school, was 55, and in 1913 there were 79 students all told.

Dr. Talcott Williams, director of the Pulitzer School, declared to a representative of THE EDITOR AND PUBLISHER that the institution's prestige in the number of students and the confidence of the community was largely due to the splendid co-operation and valuable aid of the nation's newspapers and periodicals. He was highly appreciative of this publicity and constructive criticism given the school's work by the American press and declared it was an encouraging factor in the school's progress.

The Barnard College girls may now take the combined college and professional course in the School of Journalism, thus making the institution co-educational for the first time. Dr. Williams said the proportion of women at the school was about ten per cent., the same as the proportion of women in the newspaper profession. Including the Barnard students the attendance in journalism this year will reach 160 persons.

In line with the school's policy of a practical course that will approximate closely to the actual work necessary in the daily field, the curriculum in history, economics and allied branches has been reorganized so as to vitalize the study of the current European conflict, its deeper sources, its present development, and its palpable effect upon the political, social and commercial complexion of both hemispheres. The important features of the war will be treated by Prof. Hayes in the second year class, Prof. Cunliffe in the third year and Dr. Williams in the fourth year.

Further development of the school's ideals lies in the promotion of physical exercise for the students. It makes practical the principle of a "sound mind in a sound body." Athletics, in the shape of class contests, is the outcome of Dr. Williams' plan along this line. An effort is being made this year to develop the social address and aptitude of the students.

The use of motion pictures in presenting graphic, present-day economic problems and their practical solution has been a valuable aid in the journalism courses. The actual scenes of the European war will be shown in motion pictures and supplemented by a splendid and timely "war" library selected by high military authorities. The students will receive first-hand information, upon which they will be taught to tell the day's story in true newspaper fashion.

Vital Issue, New Pro-German Weekly

The Vital Issue, "a paper of true information ready to help all who fight for principles, ideals, honor and justice," is a weekly periodical that has recently made its appearance in New York. It is pro-German and purposes to give the true news and real facts of the great crisis in European affairs. The issue of this week, a sixteen-page paper, contains an article by Professor John W. Burgess on "Belgian Neutrality;" an appeal to newspaper editors in America to condemn British race-treachery; editorials on the present phases of the war and several poignant cartoons. Francis J. L. Dorl is the editor of the Vital Issue, which, it is claimed, now has a circulation from coast to coast, from Central America to Canada, and across the sea to Europe.

The Muncie (Ind.) Democrat was given its initial showing October 1. It is the only Democratic paper in Delaware County.

Third Patent Suit Linotype vs. Intertype

We desire to announce that we have instituted a third action in the United States District Court of the Eastern District of New York against the International Typesetting Machine Company (manufacturers of the Intertype) for infringement of the following United States Letters Patent:

W. S. Coe.....	No. 619,393	H. A. Agricola, Jr.....	No. 789,646
Isaiah Hall	No. 665,212	J. R. Rogers.....	No. 792,851
Isaiah Hall	No. 665,326	P. T. Dodge.....	No. 797,412
J. R. Rogers	No. 740,470	T. S. Homans.....	No. 825,054
J. M. Cooney and H. L. Totten.....	No. 759,501	D. S. Kennedy.....	No. 888,176
P. T. Dodge	No. 761,289	J. R. Rogers.....	No. 945,608
		D. S. Kennedy.....	No. 1,104,512

We have recently announced a first and second action, now pending, in the United States District Court of the Southern District of New York, brought by us against the International Typesetting Machine Company for infringement of the following United States Letters Patent:

	No. 614,229	No. 661,386	No. 757,648	No. 826,593
	No. 614,230	No. 718,781	No. 758,103	No. 830,436
Reissue	No. 13,489	No. 719,436	No. 759,501	No. 837,226
	No. 586,337	No. 734,746	No. 787,821	No. 848,338
	No. 619,441	No. 739,591	No. 797,412	No. 888,402
	No. 630,112	No. 739,996	No. 797,436	No. 925,843
	No. 643,289	No. 746,415	No. 824,659	No. 955,681

MERGENTHALER LINOTYPE COMPANY Tribune Building New York N Y

CHICAGO HERALD'S XMAS SHIP.

Secretary Daniels to Send Gifts for War Victim's Children on War Vessel.

The Chicago Herald has received the government's recognition of its effort to secure contributions for the Christmas Ship it will send to the relief of orphan children in Europe whose Christmas will be saddened by the war. The following is a circular distributed by the Interior Department at the suggestion of Secretary Lane:

CHRISTMAS SHIP OF ORPHANS OF EUROPEAN WAR.

A letter has been received by the Secretary from Mr. J. C. O'Laughlin, correspondent for the Chicago Herald, asking co-operation in connection with the Christmas Ship, a plan adopted by that paper, and forty other newspapers of the large cities of the country, which contemplates the presentation of gifts by the children of America to the orphans of the European War on Christmas Day.

The Secretary desires that the matter be called to the attention of the employees of the Department.

All that those who desire to help this plan along will have to do, is to provide a gift. The Chicago Herald will look after all other details. It will organize a Bureau which will answer all questions. Write to the Christmas Ship Editor, Chicago Herald, Chicago, Ill., for help. The Herald will see that all gifts reach the boat that will carry them to Europe, and when they arrive there, that they are put into hands which will place them in fatherless homes on Christmas Day.

JARVIS I. PARKER,
Chief Clerk, Interior Department.

Secretary Daniels, of the Navy, has assured the use of one of the Navy's warships to carry the presents collected by the Chicago Herald and the other papers assisting in this worthy cause. The letter of the Secretary follows:

The Secretary of the Navy,
Washington, October 5, 1914.

"My Dear Mr. O'Laughlin:
"I take great pleasure in informing you that I have arranged to send an American warship, the vessel to be selected later, to European waters during the latter part of November, for the purpose of relieving the North Carolina, and I have further arranged for this ship to carry the Christmas cargo of useful presents which the ninety-odd newspapers of this country, represented by

you, have so thoughtfully collected from the generous people of our own country. It is a beautiful spirit which has prompted this portion of the press of the United States, and the people who have responded to their appeal, to lavish upon the distressed little ones of European countries these tokens of liberality. This unselfish enterprise, I feel confident, bespeaks our own gratitude to God for the peace which yet prevails within our own boundaries; and at the same time breathes forth the universal prayer from the hearts of our countrymen that the distresses of nations across the water may soon be ended.

"Again assuring you of my delight that the navy is able in some measure to further your plans and purposes, believe me,
"Cordially yours,
"JOSEPHUS DANIELS."

SOCIETY BOOMS FOR COTTON.

Women Grasp Opportunity to Help Growers in the South.

Washington, D. C., and St. Louis, Mo., both "Southern" cities, are sending out stories of prominent social affairs at which wealthy women wear cotton gowns and boast of the beauty and attractiveness of their costumes.

The cotton craze, which was started to help cotton growers of the South, who have been hard hit by the European war, bids fair to develop into something more than a fad—and it is claimed that if the newspapers will now take up the question of women wearing cotton dresses, made of materials woven in America, it would create an impetus in the cotton industry which would not only be a splendid thing for Southern planters but would also serve as a stimulus to manufacturers.

The present time is considered a splendid opportunity for some enterprising cotton manufacturer to employ some advertising space advantageously in explaining to women what can be accomplished with cotton and showing what the cotton mill can do in the way of creating attractive fabrics.

The Gainesville (Tex.) Evening Journal with Sunday morning edition was launched September 27.

Poor Richard Club Progress.

The Poor Richard Club of Philadelphia is waking up. During the past year it has added fifty-one new members to its list, bringing up the total to 128. It is expected that under the leadership

of Robert H. Durbin, advertising manager of Strawbridge & Clothier, who was elected president last week, the club will increase in popularity and influence. Mr. Durbin is one of the ablest and most progressive advertising men in the City

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.

Daily Sale 40 Copies vs. \$100.

Thomas A. Edison is one of the greatest advertisers in the world. He tells when the first reports of the battle of Pittsburgh Landing came to Detroit he was a newsboy on a train running between that city and Port Huron. His usual daily sale was forty papers. That day he took 1,000 papers and paid the telegraph operator at Detroit to wire an announcement of the battle on ahead of his train. At every station he was besieged by anxious inquirers for papers, sold all he had, his whole pack being finally exhausted at fancy prices, the total day's work netting him \$100.

This is but one instance of what enthusiasm on the firing line will do. The DUHAN organization is composed of live circulators acquainted with New York City and the up-to-the-minute methods for creating stand and street sales in this territory.

Write—Phone—Wire

DUHAN BROTHERS

Newspaper Distributors Who Have Made Good Since 1882.

TRIBUNE BUILDING

Phone: 3584 Beekman

NEW YORK CITY

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

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

MINNEAPOLIS DAILY NEWS

70,672

(August Daily Average)

Rate increased to 8 cents per line
Nov. 1, 1914

Most Striking Newspaper
Success of Recent Years.

C. D. BERTOLET
1110 Boyce Bldg., Chicago
New York Representative:
A. K. Hammond, 366 Fifth Ave.

THE

Detroit Saturday Night

guarantees the reliability of every advertisement appearing in its columns.

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

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

THE BEST AD MEDIUM.

C. F. Alward Tells the Six Point League That It Is the Newspaper and Gives His Reasons—Why Advertisers Should Use Space Now Instead of Waiting Until War's End

During the past two months we have had brought home to us in a most forcible way the greatness of the daily newspaper. Writers of national reputation have been pressed into service to "cover the war" for local newspapers.

Within twelve hours of the time that certain foreign countries caught the habit of declaring war against each other the fighting strength of each and every nation involved was made known, maps of the extensive territory representing the seat of war were published, the text of treaties that existed between the warring nations was published, every conceivable bit of information bearing on the question of why this great conflict of world powers came at this time was published—lists of your friends and mine who happened to be in foreign lands and interviews with foreigners who happened to be in our country were published.

All this, mind you, published in the daily newspapers in addition to the regular features that make each particular newspaper the chosen and valued one in every home that it enters.

We are all familiar with the story of the man who, while claiming that "It can't be done" was pushed aside by someone doing it.

PUBLIC READS THE ADS.

This suggests that advertisers who say that the public is not reading advertising on account of the prominence given to war news are going to be forgotten by that same public who are busy reading the advertisements of the "other fellow," who is not panic-stricken and who continues his campaign without a hitch or let up.

The usual run of telegraph dispatches, editorial comment other than war topics, society news, women's clubs, short stories, humor, local, suburban, financial and sporting news—all claim their share of attention, and advertising is published right on the same pages that contain these items of everyday interest.

The advertiser who is timid about using space in daily newspapers now would penalize the medium for being enterprising, for having the human interest appeal that "copy" experts say is so necessary to get and hold attention.

By the same method of reasoning, the retail merchant who locates at the corner of Broadway and 42d street is a fool because so many people pass that corner every twenty-four hours and they are all in such a hurry.

The Great White Way is thronged by day and by night, but I have never heard retailers on this long lane of commerce complain that the attractive signs painted against the sky, almost, keep people from entering their shops, nor do we believe that these advertisers who pay the highest rentals known in the outdoor advertising world are dissatisfied because of the volume of circulation they enjoy in this district.

NEWSPAPER PUBLICITY.

In advertising a low priced article we can use "quality" of circulation to some extent, but we also want volume if we are to get volume of sales.

Think of the publicity that the newspaper is getting today that it does not get in ordinary times.

We don't look to the poster or street car card to keep us informed on the latest news from the seat of war.

Granted that some people are not reading newspapers as thoroughly as usual, this loss to an advertiser is more than made good by the new readers of his advertising that make up this excess circulation.

This element is certainly worth something, as there are people in each community who might be classed as non-newspaper readers in times of peace who are coming to find that a good paper is just as necessary to their happiness as their breakfast or dinner.

This class was not reached by the newspaper advertiser under conditions existing "before the war" so that he now gets his message before a new and wider constituency.

Newspaper advertising at this time, assuming that my analysis is correct, gets your message before these people and commences in thousands of homes the campaign of education that must start before the sale is made.

The backbone of a newspaper's circulation is made up of a certain number of people who read the paper because it gives them the kind of news they want, presented in a manner or style that is pleasing to them and to which they have become accustomed.

I believe that at least eighty per cent. of the circulation of any of our successful newspapers could be so classified.

The daily newspaper is surely the big "14" gun among advertising mediums at this time.

It must, of course, be used carefully and consistently and with great thought given to the copy and illustrations, if any, that are to fill the space.

It is a fact beyond dispute that an advertiser whose product or business has any standing whatever with the readers of a reputable daily has right now a great opportunity, and there is just one thing for him to do to hold this market and maintain his business and that one thing is to continue his newspaper advertising.

LOOKING UP IN KANSAS.

Business Shows Decided Improvement as Result of Big Crops.

In response to a request made by THE EDITOR AND PUBLISHER Marco Morrow, director of advertising on the Capper publications, Topeka, Kan., for information as to business conditions in Kansas and vicinity, writes:

"Business conditions in Kansas are improving, due chiefly to excellent crops in 1914. The Department of Agriculture, September 1, credits Kansas with a higher crop percentage than any one of the 47 states, except Nevada alone. The Kansas figures are considerably above those of any other important agricultural state. The significance of this in a state like Kansas, whose paramount interest is agriculture, is very apparent.

"Business is making the inevitable response. Kansas harvested a 164 million bushel wheat crop, and it is selling at good prices, due to the European war. It is by far the largest wheat crop any state has ever produced. One bank in Central Kansas, which held \$200,000 in cash thirty days ago, now has \$600,000. Kansas asked Secretary McAdoo for less money than any other Central Western State with which to move the crops, only \$25,000, or practically nothing. This indicates a strong financial position.

"Retail business is better than it has been, and it is improving. Improvement is most noticeable in the Central and Western portions of the State where most of the wheat is grown. The number of automobiles registered in the Secretary of State's office September 28, was 44,706. The increase during the past 90 days has been 5,000. Kansas has never before purchased so many motor cars within a period of three months. The war has resulted in higher prices for grain and livestock. On the other hand retail prices to the consumer have not been noticeably affected. Business ought to be, and we believe it will be, better than for several years past.

EDITOR AND PUBLISHER.

Fills Two Big Places on Georgia Daily.

James B. Nevin, erstwhile political writer on the Atlanta Georgian, has been made editor and publisher of that paper, succeeding Keats Speed and John Temple Graves, publisher and editor, respectively, these two gentlemen having been transferred to other Hearst papers. Mr. Nevin is a native of Rome, Ga., and his experience has been gained in his home town, on the Washington Herald and the Georgian.

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

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

THE CHICAGO EVENING POST

(Evening Daily)

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

Chicago Examiner

DAILY—Has the largest Chicago City circulation in the morning field. Strongest market reports. Best sporting pages. Woman's Forum. Club Notes. Society News.

SUNDAY—Has the largest circulation west of New York City. Reaches 2 out of every 3 homes in Chicago and 4,100 smaller cities and towns of Middle West. Leads in special features.

M. D. HUNTON
220 Fifth Ave.,
New York

E. C. BODE
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

TIPS FOR THE MANUFACTURERS OF SUPPLIES

CHANGES IN INTEREST.

SALEM, Mo.—The Republican has been sold to Franklin Brothers, who will act as editors and publishers.

LEIPSIC, O.—The Tribune has been sold by R. E. Van Derveer. George F. Gilbert has acquired his interest.

SHELBY, O.—John Lové has bought the Citizen with which he has been associated and will run it independently.

DOUGLAS, NEB.—J. G. Butler, of Richland, Tex., has bought the Enterprise of R. E. Harp, who has been publisher for several years.

BLACKSHEAR, GA.—W. Boyce Bradley and Will Barber, of Waycross, have taken charge of the Times, a weekly publication. Mr. Bailey is editor and Mr. Barber business manager.

STORM LAKE, IA.—Chester N. Ambler has resigned as foreman of the Pilot-Tribune here and will go to Grinnell and join with C. A. Miller in the publication of the Register there.

ALBERT CITY, IA.—The Appeal has been sold by Oscar M. Farb to Will Lyons, formerly of the Alta Advertiser.

EAST KENTUCKY, O.—The News, pub-

lished here for nearly a year as a twice-a-week, has been converted back into a weekly paper. Karl E. Davis, formerly of Bowling Green, will remain in the editorial chair, while L. W. Fields will be business manager.

TIFFIN, O.—The Weekly News, founded by the late D. J. Staler in the early eighties, and which recently suspended publication, has been sold under foreclosure. E. S. Myers, the principal mortgage holder, was the buyer at \$1,600.

MAUSTON, Wis.—Willard Temple has sold a half interest in the Juneau County Chronicle to B. D. Hanson.

CORSICA, S. D.—The Douglas County News has been merged with the Globe of this place. William Bordewyk, of the News, who has published the paper for several years, sold his interests to George E. Culver, editor of the Globe.

LONG PRAIRIE, MINN.—The Todd County Argus has been sold to A. E. Reese, who formerly published the Hudson Star-Observer and the Globe at Worthington, Minn. A. L. Sheets and M. C. Sheets were the sellers.

GRAND JUNCTION, COLO.—The News has been sold by Verner Z. Reed, to J. A. Barclay, formerly of the Pueblo Chieftain, and Alva Swain, of Denver, who will publish it in the future.

DUQUOIN, ILL.—Col. John W. Grear has purchased the Carterville Record, an independent weekly paper, and will assume charge at once as editor and publisher.

MEDFORD, MASS.—J. D. P. Wingate, former business manager of the Boston Journal, has purchased a controlling interest in the Medford Publishing Company and has become its general manager. The company publishes the Medford Mercury, with which Samuel Sayward will remain as editor.

VIDETTE, O.—W. H. Holdeman, who for several years was editor and publisher of the Leipsic Tribune, has taken charge of the Vidette, at Columbus Grove, which has been published by Tod Ward.

MANISTEE, MICH.—James Madison, proprietor and editor of the Manistee Daily Advocate, has purchased the Manistee Daily News. The two papers will be combined and published under the name of News-Advocate. Rollo Britten, who has been editor of the News during the past three years, will continue to act in that capacity.

ASHTON, S. D.—Chronicle has been sold by R. R. Russell to W. E. Clark, formerly of Hamburg, Iowa, who has taken charge.

RAVINIA, S. D.—The Lake Front Booster has decided to close its doors, the cause being given as lack of patronage.

NEWCASTLE, IND.—The Progressive Herald, a weekly newspaper, started a few weeks ago by the Progressives in Henry County, has suspended publication.

AMERICUS, GA.—The Times for thirty-four years a morning publication has entered the evening field.

OWINGSVILLE, KY.—O. B. Thompson has purchased the plant of the Owingsville Outlook, which suspended several weeks ago, and revived that paper.

RALEIGH, N. D.—The Herald has changed hands. H. S. Tovaas is the new editor of the paper, succeeding W. Dean Hurlbut.

DODGEVILLE, WIS.—The Sun-Republic has changed hands and is now being published by James A. Orrock & Son.

NEW PUBLICATIONS.

KEYSER, W. VA.—The Weekly Review has begun publication here. It is owned and edited by W. H. Barger, editor of the Mineral Daily News. Plans are being made for the issuance of a paper for Grant County to be known as the Petersburg Progressive.

WOODLAND, ME.—The publication of the Press has begun here. Vol. 1, No. 1, was dated October 1. H. M. Bellatty is editor and manager.

WAR PUZZLES

By W. CHARLES TANNER

Boston Globe heads our order list for this new feature. It is the paper which years ago conceived the idea of the hidden puzzle—and we all know how popular it has since become. Naturally this endorsement is very gratifying to us.

Service supplied in mats or cuts—with or without type matter.

THE INTERNATIONAL SYNDICATE

Features for Newspapers

Established 1899

BALTIMORE, MD.

STRATFORD, Wis.—The Journal, whose plant was destroyed by fire on May 14 and which has not been issued in the interim, again made its appearance on September 25. W. J. MacQueen is the publisher.

NORTH TOPEKA, KAN.—The Kimball Press has announced the early publication by it of a weekly newspaper at this point.

WAVERLY, O.—Lloyd F. Gehres has been made editor and general manager of the Republican Herald, a new paper soon to be issued from here.

LIMA, O.—A Bull Moose paper is to be started here. Elmer McClain is to be its editor.

WORCESTER, MASS.—The Lithuanian American, a weekly newspaper, has begun publication here. Its first issue was on September 26 and consisted of eight pages.

TAMAQUA, PA.—The Daily Evening Call is a new paper here. U. Grant Mengel is president and managing editor and Claude Whetstone is editor.

TRAFFORD CITY, PA.—The News with W. R. May as editor and publisher has been established here and will be published on Thursday of each week. It will cover the local field.

The New Republic, a weekly review, devoted to politics, literature, the fine arts and drama, will shortly be launched in New York City. It will be edited by Herbert Croly.

The Tenino (Wash.) Gazette made its initial appearance September 26. C. B. Dyer is editor.

The Greensburg (Pa.) Republican-Standard made its first appearance as a daily October 5.

The Americas, published by the National City Bank and devoted to South American export trade, has been launched in New York City.

The Steuben Daily News, a morning daily, Republican in politics, made its initial appearance at Hornell, N. Y., October 5. W. A. Norman is publisher.

Chicago Examiner's Advertisers.

The Chicago Examiner is giving considerable space in its columns to statements made by national advertisers on the effect of the present war on conditions in American business and its probable effect on the future of the affairs of this country.

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

WAR NEWS

and

PICTURES

Unequaled service. Moderate prices. Splendid daily war layouts in matrix form. Special signed cables day and night. For details and prices write or wire to

International News Service
238 William St. New York City

One of Many Such Letters

July 17th, 1914.

World Color Printing Co., St. Louis, Mo.
Dear Sirs:

Can you give me the address of a paper that publishes your patterns weekly, or do you have a catalogue of your patterns?

I have use for new patterns all of the time in my work.

I bought the El Paso Herald as long as they had patterns. I also have the Los Angeles Times every week.

Everyone can get the "L. H. J. Pats," the Delineator, May Manton, P. R., etc., but I want something new and different. Thanking you in advance, I remain,

HELEN S. TRUMAN.
820 N. 2nd St., Phoenix, Ariz.

The World Color Printing Company will send sample mat, half page Embroidery Pattern Service to any paper on request. This feature will positively get circulation for you. The Service costs little; accomplishes much.

WORLD COLOR PRINTING CO.
St. Louis, Mo.
Est. 1900. R. S. Grabic, Mgr.

USE

UNITED PRESS

FOR

Afternoon Papers

General Offices, World Bldg., New York

WAR NEWS. AUTHENTIC WAR NEWS.

We receive the complete cable dispatches of the Central News, Ltd. of London, The Agence-Fournier of Paris, The Telegraphien-Union of Berlin, in addition to our own special correspondents.

CENTRAL NEWS OF AMERICA, 26-28 BEAVER STREET, NEW YORK

Our new eastern office in the New York World building will greatly improve our facilities for rapid handling of our illustrated news service, already second to none. Ask for samples.
THE CENTRAL PRESS ASSOCIATION
New York and Cleveland

"Women and Their City"
A Record of Women's Current Achievements
Real Circulation Builder
Write for Samples
BRUCE W. ULSH COMPANY
Prestige Builders, Wabash, Indiana

THEY KNOW BY TRIAL
"We have used
Winthrop Coin Cards
with marked success for two years. They afford the most convenient method of mailing small remittances with which we are acquainted."
The above from a daily newspaper using Winthrop Coin Cards to
Collect Small Amounts
Over four hundred dairies are finding them "the best yet," when properly used.
We'll explain to you in detail and submit samples, if you'll write.
THE WINTHROP PRESS
141 East 25th Street New York City

These war times
records are in dire danger of showing slumps. The wise publisher keeps them up by putting on a trade, industrial or feature edition. We believe that once you have put on an edition of this sort, using the GALLAGHER SERVICE, you will become one of our regular clients.
JOHN B. GALLAGHER & CO.
Tulane-Newcomb Building
NEW ORLEANS, U. S. A.
Eastern Office: Equitable Building
Baltimore, Md.

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.

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

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.

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

LIVE AD CLUB NEWS.

The annual meeting of the Boston Advertising Agents' Association was held at the Exchange Club last week and these officers were elected: Perry Walton, president; Franklin P. Shumway, vice-president; E. D. Kollock, secretary and treasurer, who, with the following, will act as directors: J. W. Barber, H. F. Barber, Guy Bancroft, J. W. Withington, A. W. Ellis, H. B. Humphrey, P. F. O'Keefe, D. J. MacNicol, A. H. Wood, M. V. Putnam, C. H. Tomer, C. B. Smith, E. J. Goulston, H. E. Ayres, C. A. Chandler and C. J. Pike.

A committee was appointed last week by the Erie (Pa.) Ad Club to consider the advisability of the club incorporating and joining the Associated Advertising Clubs of the World. The committee, which consists of F. L. Weede, chairman; S. H. Drown, Evan D. Evans, E. Dana Jones and F. D. Lacey, will consider a new president, F. S. Bond having recently resigned. J. S. Knox, of the Knox School of Applied Salesmanship, spoke on "Salesmanship and Advertising." He said that salesmanship and advertising were closely allied, and that a man could not be a good advertiser unless he be a good salesman.

Donald Lowder of Chicago was the speaker at the weekly luncheon of the Kansas City (Mo.) Ad Club. He said that the advertising man is the herald of the day. He is the "gossip" of the town, only he talks about big worth while things to a larger audience. He spoke of the relative value of paid and free publicity and urged truthfulness as the basis of successful advertising.

Billy Sunday was the guest and speaker at the Denver Ad Club last week. With his genius for adapting himself to any environment Mr. Sunday preached a sermon delivered as a business man talks to another business man. He declared he "had something that will last, something you need more than I ever will need what you have to offer. I offer it to whomsoever will receive. The principles of integrity in advertising, in business, never will change. Forms of advertising and forms of business will change, but the integrity, or the principles of integrity, are unchangeable. You need in your business what I have to offer you."

"Serve Portland" was the slogan and general sentiment of those participating in the first of a series of noonday luncheons of the Portland (Me.) Advertising Men's League last week, when the advisability of the formation of a Chamber of Commerce was discussed. It was explained that the purposes of such an organization is the amalgamation of the various organizations of business men of the city thus combining into a centralized body. R. W. E. Hunt, president of the League, presided. Appropriate and interesting speeches were made by F. A. Pelley, J. T. Saywood, Retail Merchants' Association, and F. M. Low, president of the Board of Trade.

False ads and those that might lead the public to buy things that are injurious were condemned at the weekly luncheon of the Milwaukee Advertisers' Club, last week. Remarks were made by Father J. E. Copus, dean of Marquette University School of Journalism, C. L. Benjamin and George Moss.

Spokesman-Review Ad Talks.

The Spokesman-Review, of Spokane, Wash., has begun the publication of a series of advertising talks by leading advertising men which will deal with three phases of the subject, namely: (1) The need for persistency in attaining success through advertising; (2) the cumulative effect of continuous, well-directed publicity; (3) the value of quality circulation as against mere size of circulation in advertising standard merchandise.

The Advertising Club of Baltimore, at its weekly luncheon, was instructed thoroughly in the most modern ways of milking cows by suction pumps, of giving judicious boosts to downhearted dairy farmers, and of getting the milk-route customers in close personal touch with milk-production methods. Asa B. Gardiner, president of the City Dairy Company, was the instructor. Before and after the address the club was taken up with plans concerning "Ad Club Night" on October 19.

The Poor Richard Club, of Philadelphia, will endeavor to secure for that city the convention of 1916 of the Associated Advertising Clubs of the World.

The annual meeting of the Boston Advertising Agents' Association was held last week and these officers elected: Perry Walton, president; Franklin P. Shumway, vice-president; E. D. Kollock, secretary-treasurer, who, together with the following, will act as directors: J. W. Barber, H. F. Barber, Guy Bancroft, J. W. Withington, A. W. Ellis, H. B. Humphrey, P. F. O'Keefe, D. J. MacNicol, A. H. Wood, M. V. Putnam, C. H. Tomer, C. B. Smith, E. J. Goulston, H. E. Ayres, C. A. Chandler and C. J. Pike.

ALASKA'S GILT EDGE PAPERS.

Birth of Press in Klondike Region and Its Unique Development.

Among the many visitors attending the recent State Fair at Sacramento, Cal., was A. J. Thayer, who has spent a number of years in Alaska. On his last return from the Far North, Thayer brought down with him a paper—the Yukon Press, an eight-page, 10x12 edition, printed at Fort Adam on the Lower Yukon, New Year's, 1894—the first paper published in the interior of Alaska. Thayer showed this paper to some of his friends at the fair. The first copy was sold for an ounce of dust—practically \$15. While no publishers or editors names appeared on the sheet, it is generally believed that the Rev. Mr. Totty, a missionary at Fort Adam, should be given credit for the paper.

That one issue ended newspaper life till the summer of 1898, at which time Dawson City became the center of culture in the Yukon country.

In the year 1898 the Midnight Sun and the Klondike Nugget appeared. It has since been a disputed question which came out first. A. V. Buel of the Sacramento Bee states his belief that the Midnight Sun beat the Nugget by 37½ minutes. Thayer tells of the great greed of the Sordoughs and the Cheechakos (tenderfeet) for news. Local papers could not supply the demand at 25 cents a copy, while outside papers a month old sold for \$1 a piece.

E. J. (Stroller) White was one of the great romancers of the North whose copy was widely and eagerly read; Casey Moran, who told of life in the Circle City; George Carpenter, a writer of Juneau tales, and Dave Tewksburg, who gave inside dope on the gamblers, were the well-known reporters of that day.

George Swinehart, owner of the Midnight Sun, was persuaded to put in an art department by Thayer, who helped him make a casting box from old boiler iron, cut chalk-plates from a crosscut saw, and melted ammunition for castings to make the daily illustrations.

Good "copy" was plentiful in the land of the North. Bob Service wrote poetry that earned him the sobriquet of the "Kipling of the North"; Duncan A. McRae wrote many a clever satire and verse, and Sam Dunham was another writer of good "stuff." C. P. K.

Low Water Troubles Paper Makers.

Owing to the low water mark and the unusually heavy demand for print paper Canadian manufacturers are confronting a condition which bids fair to become serious very shortly. If, however, the rivers assume their normal capacity this will be averted as there is an abundance of pulp available just as soon as river conditions are right.

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

18 East 26th Street New York City

The circulation of The New York Times—both Sunday and daily—exceeds 275,000 copies.

Best advertising medium in the world.

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 110,520 six months ending Sept. 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

The Globe

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

Net paid circulation for year ending Sept. 30, 1914

165,423

Net paid circulation for Sept. 30, 1914

205,069

SUCCESS

has followed The Evening Mail's policy of refusing unreliable advertising.

The Evening Mail carries more advertising than any other New York evening paper in its class.

The Evening Mail combines quantity with quality in circulation.

The Evening Mail

New York's Great Home Paper.

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

CURTIS ON OUTLOOK.

(Concluded from front page.)

ground that they would not be able to secure the materials for the manufacture of their products and could not meet the demand resulting from their publicity. At the end of a few weeks all of them came back and renewed their advertising."

"Mr. Curtis, I wish you would tell me something about the Ledger, which you recently purchased," I remarked when the publisher paused to light a long cigar. "How do you like being in the newspaper business?"

Mr. Curtis smiled as he replied: "I am getting a lot of fun out of my new work. I never had any idea of becoming a newspaper publisher until I purchased the Ledger. People had come to me several times and tried to interest me in different properties but I turned them all down because I felt that I had about all I wanted to do in looking after my magazines.

NEGOTIATIONS FOR THE LEDGER.

"Finally Mr. Ochs came to me one day and invited me to become associated with him in the publication of the Ledger. He felt that the head of the paper should be a native Philadelphian who understood the people and local conditions.

"I told him that I was not a native of the city but was born in Maine. I had, however, lived here thirty-eight years and, of course, was somewhat familiar with the city, its needs and conditions.

"I said that I did not want to purchase either a minority or a majority stock interest. For the next few days I gave a good deal of thought to the Ledger and finally concluded to purchase the paper outright, if Mr. Ochs would part with it.

"Since taking it over I have become greatly interested in the work of running a daily newspaper. The time seemed ripe for launching an afternoon daily, and four weeks ago we began the issue of the Evening Ledger. I thought that if we could gain a circulation of 50,000 at the end of six months we would be indeed fortunate. According to the report handed to me on Saturday, 90,000 copies of the paper were printed and sold that day. The average daily circulation is now between 50,000 and 60,000. That is doing pretty well for a paper that was born four weeks ago, don't you think so?"

I expressed the opinion that such a record at this time was little short of being remarkable. William L. McLean, publisher of the Bulletin, once told me that when he started that daily he had the entire afternoon field to himself. At the end of eighteen months its circulation was 29,000. Today it has the largest circulation of any Philadelphia newspaper, morning or evening.

INCREASE IN CIRCULATION.

"The circulation of the morning edition," continued Mr. Curtis, "was about 60,000 when I purchased the Ledger. Soon after we cut the price from 2 to 1 cent a copy it dropped to 45,000, but today it has gone up to 70,000 and is still climbing."

Then we fell to talking about Maine where both of us were born. Mr. Curtis was proud of the fact that he came of the sturdy stock of the Pine Tree State. Although he has lived in Philadelphia more than a third of a century, he has lost none of his love for Portland, where he first saw the light, and which he visits several times a year.

In this connection Mr. Curtis remarked:

"My daughter one day said to me, 'Father, why is it that you are always saying so many nice things about Maine? Anyone would think from the way you talk that the inhabitants are God's chosen people.'

"Well," I replied, "you must remember, my dear, that I was born there."

"A friend of mine, who has frequently made trips with me to Maine, on one occasion when we were in Portland intimated, in a humorous way, that there was little ground for my enthusiasm concerning my native city. There was no disputing the fact, he said, that it was an

unusually attractive city, and that it had produced two great men, Henry W. Longfellow, the poet, and one other whom modesty forbids me to name, but that was about all.

"Is that so?" I remarked, with apparent indignation. 'Evidently you have a lot to learn,' I went on. 'Tom Reed, one of the most brilliant statesmen of his day, was born here, as was also William Pitt Fessenden, of whom you may possibly have heard. Then there was James G. Blaine—'

"Blaine? Why he was born in Augusta," said my friend, protestingly.

"No," I replied, "he was born right here and worked on a Portland newspaper before going to Augusta to edit the Kennebec Journal.

"In that house over across the way Winston Churchill, the novelist, was born," I continued, pointing to the building. 'Nathan Clifford was a native of Portland.'

"Who was Clifford?" he asked.

"Well," I said, "perhaps you never heard of him, but he was Chief Justice of the Supreme Court of the United States in Buchanan's administration."

"Having sufficiently crushed him by my reply I went on—

FRANK BLACK'S HOUSE.

"Phillips Brooks's father was born here and I can show you where he was buried. Frank Black, former governor of New York, came from this city, or at least from Gorham, which is only a suburb of Portland."

"By this time my friend was utterly crushed and threw up his hands.

"Curtis," he exclaimed, "in a moment more you will claim that every man who has made his mark in literature, law or business came from Portland; so I give it up!"

"A few months later I was a visitor at my friend's home. General Horatio C. King, of Brooklyn, was there at the same time. One day after dinner General King, who was born in Portland, and is an amateur organist of considerable ability, sat at the organ and played a selection on the instrument.

"Who wrote that beautiful piece you have just played?" asked the host.

"Oh, that was composed by an old German organist of Portland, Maine," replied the General.

"In mock despair my friend threw up his hands and exclaimed, 'Curtis is right. I'll never again dispute any claim he makes in behalf of his native city!'"

There is an added touch of interest in General King's reference to Portland's distinguished organist that was not mentioned at this time. The organist was Hermann Kotschmar and Mr. Curtis was named after him.

FRANK LEROY BLANCHARD.

WANAMAKER'S CHEER GOSPEL.

Veteran Merchant Foresees End of American Business Depression.

Addressing the business men of Philadelphia last week, John Wanamaker expressed his firm belief that the present business depression is only temporary. He said, in part:

"Business is at present in a condition of unpleasantness, unhealthfulness and fear. Our present need is to discover the best way to get business on the double track of safety, out of the darkness into the light, to find a way for courageous feet and to see a vision of returning good times.

"My great hope, indeed, I may say my firm belief, to-day is that this condition is only temporary. We can shorten it, and it is our duty not to talk down, but to talk up. We must first get ourselves in an optimistic frame of mind, for the man who is discouraged can discourage the man who is next to him. If a man has health and strength he has no right going about with a long face. He only makes things harder for himself and for those about him.

"We have gone through a hard time, but conditions that exist are here. They are not simply the result of politics or of war in Europe. The tariff has had a great deal to do with the unrest and the closing of mills, because capital cannot be had as usual.

"In all cities business men have been affected by the present condition of banking capital. The Federal Reserve act will work great good. Money, however, is like merchandise, the highest bidder gets it.

"Men, good and sound in condition, should have an equal chance with the railroads, who make long notes and pay commissions. This takes money away and locks it up. Your little deposit looks like nothing against a railroad's. Banks were not made to buy bonds and serve railroads. They were made to serve the people, to help those who make it possible for people to pay the landlord, the grocer and the doctor. Men who are doing business should have the very first consideration from the banks."

Newspaper Window Display Week.

October 19-24 has been set aside for newspaper window displays. The object of this week is to impress on national advertisers the fact already known to most retailers: that the newspaper is the ideal advertising medium. Merchants are being asked to make special window displays of standard products that are advertised in newspapers, and newspapers everywhere are working hard to make this a tremendous event.

The House Divided

HOW many publications are working under the disadvantage of "a house divided"—editorial rooms in one part of the city and the composing and pressrooms in another section. This means not only a loss of time and money but a great inconvenience. If you are laboring under these conditions why not make a change and "get together"? An opportunity is offered to one or two publications to make their headquarters in **The Evening Post Building**, at 20 Vesey Street. Space for editorial work can be provided as well as the use of the mechanical department of The New York Evening Post, including the newspaper pressroom and stereotype plant. This is an unusual opportunity and should appeal to some one who cares to publish under more favorable conditions than he now commands.

For further particulars address the Business Manager of

The New York Evening Post
20 Vesey Street

Advertising Agencies and Advertising Managers planning campaigns in New York City can be supplied with interesting statistics which will perhaps be beneficial in making up advertising campaigns.

The New York Evening Post maintains a statistical bureau, compiling reliable and authentic statistics for all the New York City Papers.

Statistical Department of
New York Evening Post
20 Vesey Street New York

The Printer as a Manufacturer Should Look Well to Production Cost

There is no economy possible when you compel your compositors to be Yankee Whittlers, your stonemen experts in driving the Dutchman home and your pressmen Scotland Yard graduates in ferreting out the hieroglyphics sent in from the composing room.

These men kick on the lost time of these make-shift methods, and YOU pay the freight, and will continue to pay it until you install a Miller Saw-Trimmed equipment.

The Miller will standardize every piece of material used in your composing room. Reduce cuts to exact points and plane them type high at the rate of one a minute. It will accomplish anything in the field of routing, jig sawing, inside or outside mortising, reduce linotype slugs to labor-saving spacing material, make 32 low-slugs per minute and 101 other operations that will save dollar after dollar—every operation being controlled by micrometer gauges.

Miller Saw-Trimmed Company - Pittsburgh, Pa.

501 Fisher Building
Chicago, Ill.

1125 World Bldg.
New York, N. Y.

TIPS FOR THE AD MANAGER.

Ballard Advertising Company, 1328 Broadway, New York City, is making 2,000-line one-year contracts with a selected list of papers for the Westmoreland Candy Company, "Peanut Candy," Richmond, Va., and 105 Hudson street, New York City.

H. H. Levey, Marbridge Building, New York City, is again placing orders on a trade basis for the Martinique Hotel, Broadway and Thirty-second street, New York City.

W. W. Sharpe & Co., 99 Nassau street, New York City, are issuing 35-line 13-time orders to New York state papers for C. H. Evans & Sons, "Evans' Ale," Hudson, N. Y.

Tucker Agency, 303 Fifth avenue, New York City, is asking for rates.

Churchill-Hall, 50 Union Square, New York City, is handling the advertising account of the Southern Cotton Oil Company, "Wesson Cooking Oil," 24 Broad street, New York City.

It is reported that the Goldsmith Company, 207 Market street, Newark, N. J., is making up a list of newspapers for next spring's advertising for N. Snellenberg & Co., Twelfth and Market streets, Philadelphia, Pa.

The Dauchy Company, 9 Murray street, New York City, is placing readers with papers in cities where the agent for R. B. Davis, "Davis' Baking Powder," Hoboken, N. J., will visit.

The Ballard Advertising Company, 1328 Broadway, New York City, is sending out 56-line four-time orders to some Eastern papers for Sully & Kleinteich, publishers of "Janice Day," 373 Fourth avenue, New York City.

Lord & Thomas, Mailers' Building, Chicago, Ill., are forwarding orders to Canadian farm papers for the Hudson Motor Car Co., Detroit, Mich.

J. Walter Thompson Company, 44 East Twenty-third street, New York City, is issuing 30-line four-time orders to Canadian papers for A. V. Jackson, "Falmouth Mushroom Cellars," 68 Clifford street, South Falmouth, Mass.

Dollenmayer Advertising Agency, Lincoln Building, Minneapolis, Minn., is making 500-inch contracts with some Western papers for Pillsbury Flour Mills Company, "Pillsbury's Best Flour," Minneapolis, Minn.

M. P. Gould Company, 120 West Thirty-second street, New York City, is handling the advertising account of the Auclo Company, "Auclo Furnace Clocks," 828 Broad street, Newark, N. J.

Henry Decker, Ltd., Fuller Building, New York City, is again placing 450-line one-time orders in cities where the Metz Auto Company, Waltham, Mass., has agents.

Charles W. Hoyt, 120 West Thirty-second street, New York City, is making

300-inch contracts with New England papers for the Beacon Falls Rubber Shoe.

Lord & Thomas, Mailers' Building, Chicago, Ill., are sending 100-line double column one-time-a-month orders to Canadian weeklies for J. I. Case Threshing Machine Co., Racine, Wis.

H. E. Lesan Advertising Agency, 440 Fourth avenue, New York City, is again placing some 70 line 13-time orders with a selected list of papers for Peek Bros. & Winch, "Peek's Tea," 106 Wall street, New York City.

Eugene McGuckin Company, Morris Building, Philadelphia, Pa., is issuing 12-inch 13-time orders to Ohio Sunday papers for the Atlas Powder Company, Wilmington, Del.

M. Volkmann Advertising Agency, 5 Beekman street, New York City, is forwarding 28-line 40-time orders to some New England papers for Dr. Kline, Red Bank, N. J.

Wyckoff Advertising Co., New Marine Bank Building, Buffalo, N. Y., is putting out new copy for C. S. Clark, "Optona," Rochester, N. Y.

H. K. McCann Company, Toronto, Canada, and 11 Broadway, New York City, will shortly open an office in Toronto and will handle the advertising account of the Imperial Oil Co., Ltd., which is believed to be part of the Standard Oil Company.

Dr. J. H. Schenck & Son, "Schenck's Pills," Philadelphia, Pa., are again forwarding orders direct to a selected list of papers.

Taylor-Critchfield Company, Chicago, Ill., is forwarding two-inch 40-time orders to a selected list of papers for the Kondon Manufacturing Co., Minneapolis, Minn. This agency is also placing 200-inch one-year contracts with a few Western papers for the Black Silk Stove Polish Works, Sterling, Ill.

Roberts & MacAvinche, 30 North Dearborn street, Chicago, Ill., are renewing contracts where they have expired for the Globe Pharmaceutical Company, Chicago, Ill.

M. Volkmann Advertising Agency, 5 Beekman street, New York City, is issuing 34-line 104-time contracts to a selected list for the Vapo Cresolene Co., New York City.

Vredenburg-Kennedy Co., 456 Fourth avenue, New York City, is now handling the classified advertising for the International Mills, of Philadelphia, Pa.

Frank Presbrey Company, 456 Fourth Avenue, New York City, is sending five-time orders to Western papers for the Sterling Gum Company (Frozen Mints).

Richard A. Foley Advertising Agency, Philadelphia, Pa., is placing 112 lines 13 times with Pacific Coast papers for W. H. Luden.

The Federal Advertising Agency, 231 West Thirty-ninth street, New York City, is issuing 1,200 lines for one year to a few selected Southern papers for the Utica Knitting Company.

Notable Beer Advertisements.

Some remarkably good advertising is being done by two great brewers, the Anheuser-Busch, of St. Louis, and the Jacob Rupert, of New York. The former is running a national hero series of large ads in which brief biographical sketches are given of some of America's foremost distinguished men who drank beer are given. The Ruperts are using full pages in New York papers to demonstrate the food value of beer. They carry a convincing message.

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.

ARIZONA. GAZETTE—Av.Cir.Apr.7,001..Phoenix	NEW JERSEY. PRESSAsbury Park JOURNALElizabeth COURIER-NEWSPlainfield
CALIFORNIA. THE NEWS.....Santa Barbara BULLETINSan Francisco	NEW YORK. BUFFALO EVENING NEWS..Buffalo BOLLETTINO DELLA SERA. New York EVENING MAIL.....New York
GEORGIA. ATLANTA JOURNAL (Cir. 57,531) Atlanta CHRONICLEAugusta LEDGERColumbus	OHIO. PLAIN DEALER.....Cleveland Circulation for August, 1914. Daily129,595 Sunday154,992 VINDICATORYoungstown
ILLINOIS. POLISH DAILY ZGODA....Chicago SKANDINAVENChicago HERALDJoliet HERALD-TRANSCRIPTPeoria JOURNALPeoria STAR (Circulation 21,589)Peoria	PENNSYLVANIA. TIMESChester DAILY DEMOCRAT.....Johnstown DISPATCHPittsburgh PRESSPittsburgh GERMAN GAZETTE.....Philadelphia TIMES-LEADERWilkes-Barre GAZETTEYork
INDIANA. THE AVE MARIA.....Notre Dame	SOUTH CAROLINA. DAILY MAIL.....Anderson THE STATE.....Columbia (Sworn Cir. Mch. 1914. D. 22,850; S. 23,444)
IOWA. REGISTER & LEADER...Des Moines THE TIMES-JOURNAL.....Dubuque	TENNESSEE. NEWS-SCIMITARMemphis BANNERNashville
KANSAS. CAPITALTopeka	TEXAS. STAR-TELEGRAMFort Worth Sworn circulation over 80,000 daily. Only daily in Fort Worth that permitted 1913 examination by Association of American Advertisers.
KENTUCKY. COURIER-JOURNALLouisville TIMESLouisville	WASHINGTON. POST-INTELLIGENCERSeattle LEADERCheyenne
LOUISIANA. DAILY STATES.....New Orleans ITEMNew Orleans TIMES-PICAYUNENew Orleans	CANADA. BRITISH COLUMBIA. WORLDVancouver ONTARIO. FREE PRESS.....London QUEBEC. LA PATRIE.....Montreal LA PRESSE.....Montreal Ave. Cir. for 1913, 127,722
MARYLAND. THE SUNBaltimore has a combined net paid circulation of 127,000 copies daily, 80,000 of which are served in Baltimore homes.	
MICHIGAN. PATRIOT (No Monday Issue). Jackson Average 1st qu. 1914: Daily 10,968; Sunday 12,364. Member "American Newspaper Pub. Ass'n." "Gilt Edge Newspapers," and Am. Audit Ass'n.	
MINNESOTA. TRIBUNE, Mon. & Eve....Minneapolis	
MISSOURI. POST-DISPATCHSt. Louis	
MONTANA. MINERButte	
NEBRASKA. FREIE PRESSE (Cir. 128,384). Lincoln	

The Evening Wisconsin, of Milwaukee, on September 26 contained twelve pages filled with the advertisements of national advertisers who have used that and other Milwaukee newspapers.

It is reported that in Manchester, England, the newspapers have been reduced

to eight pages, and in some instances four, because of a shortage of paper.

What is believed to be the oldest print-blocks in the world, dating back at least eight hundred years, recently were discovered in an old building back of a Buddhist monastery in Korea.

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

TO ADVERTISE PACIFIC

Big Business Men Join in Movement to Hinge Monster Campaign on the Panama-Pacific Canal Exposition—Many Journalists to Aid Financially and Professionally in the Work.

Following the concerted and enthusiastic action of the newspaper and magazine publishers of the Pacific Coast at a meeting held recently in the Palace Hotel, San Francisco, when it was resolved to raise a mighty sum for advertising the Pacific Coast and the Panama-Pacific International Exposition, Chairman M. H. de Young, who was elected to put the scheme into active operation, has announced the appointment of an executive committee of twenty representative men from the leading cities of the Coast.

With Mr. de Young as ex-officio chairman, this committee will consist of the following, all of whom are prominent either as civic leaders or as heads of influential publications:

MEMBERS OF COMMITTEE.

C. B. Blethen, Seattle; J. E. Chilberg, Seattle; Scott Bone, Seattle; Edgar B. Piper, Portland; C. S. Jackson, Portland; C. C. Chapman, Portland; Sam Perkins, Tacoma; W. H. Cowles, Spokane; Harry Chandler, Los Angeles; Paul Shoup, Los Angeles; L. M. Cole, president Los Angeles Chamber of Commerce; F. J. Belcher, president San Diego Chamber of Commerce; James McMullen, San Diego; H. C. Capwell, Oakland; J. F. Conners, Oakland; Owen E. Hotle, Oakland; D. W. Carmichael, Sacramento; F. W. Kellogg, San Francisco; George T. Cameron, San Francisco.

The committee appointed at the September meeting to draft resolutions defining the scope of the movement, consisting of M. F. Ihmsen, F. W. Kellogg and William Woodhead, have adopted and reported the following resolution:

This convention, recognizing the worldwide interest already created in the Panama-Pacific International Exposition to be held in San Francisco in 1915, and realizing that a large attendance will offer the highest opportunity to advertise the attractions and advantages of the entire Pacific Coast country that has ever occurred, or is likely to occur again in many years, indorses the following resolutions, presented to it for passage by a committee, consisting of M. F. Ihmsen, F. W. Kellogg and William Woodhead:

Resolved, That this convention approves and adopts the suggestion of an extensive advertising campaign for the benefit of the entire Pacific Coast, and that such advertising campaign have as its focus or chief attraction the Panama-Pacific International Exposition, and that his convention urges on the Pacific Coast communities and business interests the importance of doing all in their power to support the commission authorized and appointed at this convention for the purpose of raising a fund and carrying out the objects and aims of this resolution.

WASHINGTON PERSONALS.

Ralph Graves, Sunday editor of the Washington Post, has returned from his European trip, and has resumed his duties here.

The father of W. Sinkler Manning, of the Washington Bureau of the New York Times, has been elected governor of North Carolina.

J. Fred Essary, chief of the Baltimore Sun Bureau, and Mrs. Essary, and John Monk, of the New York Sun, and Mrs. Monk, have just returned from an automobile tour of Pennsylvania and Maryland.

William Leavitt Stoddard, of the Boston Transcript, who toured New England in his new car, returned here Monday.

Frank B. Lord, of the Democratic National Monthly, and president of the National Press Club, announces that Ladies' Day will be held by the club on the second Thursday of each month instead of once a season as heretofore.

James L. Wright, of the Detroit News, has been elected chairman of the Publicity Committee of the National Press Club.

Miss Edna Noyes, Society Editor of the Times, is to be married on Wednesday, October 14, to Rodger Joseph Whiteford.

H. E. C. Bryant, of the New York World Bureau, has returned to Washington after a pleasant sojourn in his native state of North Carolina.

Chicago Press Club's New President.

Roy R. Atkinson, the new president of the Chicago Press Club, began newspaper work in the spring of 1901 as the "devil" of the Waukesha (Wis.) Freeman. He learned to kick a Gordon press and was permitted occasionally to "write a piece for the paper." Since



R. R. ATKINSON.

then he has worked on the Milwaukee News, Milwaukee Free Press, Cincinnati Post, Chicago Inter-Ocean, Chicago Examiner and Chicago Herald. He was New York correspondent for the Inter-Ocean for four years and at various times night editor, city editor and acting managing editor. He is now night editor of the Chicago Herald. Mr. Atkinson answers to the nickname "Doc" more readily than anything else, but he says he doesn't know any excuse for the appellation. It just "grewed" like Topsy.

Tibbs Goes to Bedell's.

H. S. Tibbs has been appointed advertising manager of the Bedell stores, located in six of the principal cities of the United States, each one of which has been made successful through Mr. Bedell's great belief in newspaper advertising. Mr. Tibbs was for two years assistant advertising manager of Gimbel's. He was also the originator of the famous "Wizzle," the character which made the opening of the Kesner store famous. Prior to that connection he was sales manager of the Canada branch of Armour's. His entry into the advertising business was as advertising manager of the Toronto Saturday Night.

A. J. Meister Now With Gimbel's.

Succeeding H. S. Tibbs, who severed his connection with Gimbel Brothers a few weeks ago, A. J. Meister is now assistant advertising and merchandise manager of Gimbel Brothers' store. He has been connected with several of the large department stores in this city and elsewhere. At one time he was connected with the George B. Van Cleve Co. Agency, where he handled several very large accounts. Mr. Meister was formerly a newspaper man, having been connected in reportorial capacity with several of the New York dailies.

TIP FOR SHOE MAKERS.

Exhibit of Styles Popular in South America Shown Here.

An interesting display of shoes such as are worn in Latin America, has been attracting much attention at the Custom House in New York during the past few days.

These shoes, which are manufactured in France, England and Germany, are different from the styles shown in this country. Congress gaiters seem to be the favorite.

This exhibit follows a similar dis-

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.; Mallers 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-SCHAEERER-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.

NORTHROP, 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

Advertising Agents

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

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

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

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

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

GJENTHER-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 Export Advertising
Chicago, Ill.

AMONG THE AD AGENTS.

William V. McNamara, who is well and favorably known in the advertising world for the past twenty years, has branched out for himself in partnership with Joseph D. Burns to conduct a general advertising agency business and publishers' representatives under the firm name of McNamara-Burns Advertising Agency, in Buffalo, N. Y.

Charles E. Young and Henry W. Young have opened an office at 419 First National Bank Building, Chicago, to give technical advertising service. Charles E. Young was until recently advertising manager of the Ohio Brass Company, and Henry W. Young was for several years editor of Popular Electricity.

An organization of illustrators, designers, photo retouchers, catalogue and advertising copy writers, offering specialists in the service of advertising and sales campaigns, has been completed. It will be known as the Advertisers' Service Bureau, with offices and studios in Toledo, Cleveland, Columbus and Cincinnati.

Constable & Co., London, announce for fall publication an English edition of Prof. W. C. Bleyer's "Newspaper Writing and Editing" which was published in this country by Houghton-Mifflin Co.

play of cotton fabrics gathered from the same source.

The object of the exhibit, of course, is to familiarize American manufacturers with the class of goods having the greatest demand in South America and enabling them to produce styles that will find a ready market, rather than attempting to create a market for the styles already manufactured here.

This system seems to be the logical way of getting next to the new opportunities being presented to the U. S.

The First Press Agent.

Jerome Eddy, the veteran theatrical writer, recently claimed that he was the first press agent in America. Col. T. Allston Brown writes to the Dramatic Mirror taking exception to the statement. He affirms that the honor of being the first press agent belongs to a man who was employed by Charles Giltfert, manager of the old Bowery Theatre, New York, shortly before the latter's death in 1829.

Outdistances Competitors.

The Blade-Empire, of Concordia, Kan., has recently made a newspaper canvas of Concordia and Cloud County. From the reports turned in by the four canvassers it appeared that the Blade-Empire outdistanced all other daily, weekly or monthly publications by several hundred.

THE WAR AND THE AUTOPLATE

An incident of the present war that has given us no little satisfaction is the astonishing celerity with which plants using AUTOPLATES have put out the news.

So great has been the advantage enjoyed by these newspapers that their leeway over hand stereotyped competitors has amounted to important scoops in many instances that have been brought to our attention.

The users of AUTOPLATES have not only gotten out the news more quickly, but with smaller forces and far less expense than those still making plates by hand.

Nothing could the more clearly have enforced the worth of automatic stereotyping than the news pressure of the present war. At its close we believe there will be few publishers left, even in the very small cities, who are neither equipped nor preparing to equip with AUTOPLATE machinery suitable to their needs.

We suggest that those still working by hand get in touch with us at once, as we shall be able to render them substantial service in the present emergency.

Wood Newspaper Machinery Corporation

HENRY A. WISE WOOD, President

BENJAMIN WOOD, Vice-Pres. and Treas.

25 MADISON AVENUE, NEW YORK

