

THE EDITOR AND PUBLISHER AND JOURNALIST

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PACIFIC COAST NEWS.

NEWSPAPERS ARE ENJOYING A PERIOD OF PROSPERITY IN SPITE OF WAR.

Advertising Shows No Indications of a Slump—"The Newspaper Day" Movement Gathers Strength—1,000 Papers Will Observe it October 1—The San Francisco Bulletin's Special Editions—Interesting Personals.

(Special Correspondence.)

SAN FRANCISCO, Aug. 22.—While it is reported that the European conflict has played havoc with the newspaper business in certain sections of this country, newspapers and magazines published on the Pacific Coast, as yet, have felt no depressing effects as a result. Newspaper owners are going right along and getting out special editions with as much ease as ever before. There has been no slump in advertising and no indications of any to come. Word is frequently heard of the depressing conditions that prevail in some Eastern centers and the fear that is expressed for the safety for Western enterprises, but men of the West are not losing any sleep over the matter.

As a matter of fact local interests are so busy now, figuring out just how much money they can make out of the Panama Canal that they have little time for anything else. It's an altogether absorbing subject; Canal and the Exposition. Despite the statement of certain special writers, even politics has been generally overlooked this year. More important matters are in hand.

HAYES' GREAT IDEA.

Thomas J. Hayes, of San Diego, president of the 150,000 Club of that City, and for many years president of the California Association of Western Correspondents, is the originator of "newspaper day" in this State, for which plans are now under way in a number of communities for a 1914 observance. The idea was put into practical use by Judge Hayes in San Diego on October 17, 1913. The movement had the endorsement and backing of the Federation of State Societies, the Chamber of Commerce, the public schools, and all the booster organizations of that city. Its success and popularity was at once established, and the plan has spread to such an extent that a number of California towns are now making arrangements for its repetition.

The City of Vallejo will observe its initial "newspaper day" October 1. Secretary Westergreen of the Vallejo Chamber of Commerce has taken an active interest in the movement, which promises extensive and effective publicity for that city.

At this time it is announced that a large number of the 1,000 newspapers published in the State of California will join in the movement for making a general observance of "newspaper day" on October 1. On that day it is estimated that at least a million papers will go from California to all parts of the civilized world, as personal and interesting messages from one friend to another, telling them, among other valuable things, of the two great expositions in California in 1915. This will come through the co-operation of the citizens of each community, who will furnish the addresses of their friends, and will stand the cost of postage.

UNTOLD BENEFITS FOR STATE.

The people have lent their assistance

(Continued on page 206.)



MISS SOPHIE IRENE LOEB.

OF THE STAFF OF THE NEW YORK EVENING WORLD.

(See page 204)

John Temple Graves, Editor of the New York American, Pays a Deserved Tribute to Miss Loeb for Her Work in Reducing Taxicab Rates.

NEW YORK AMERICAN, August 29, 1914.

THE EDITOR AND PUBLISHER:

You are carrying in your columns today a very remarkable story by a very remarkable woman.

The sustained intelligence is scarcely more notable than the sustained endurance with which Miss Sophie Irene Loeb, almost single handed, fought cheaper taxicab rates into the waiting and welcoming economic life of New York.

Perhaps most remarkable of all is the combination of cheerful courage, unfailing resource, absolutely accurate information, and all pervading, good temper, with which this most tireless and tactful of New York's woman publicists was her astonishing victory.

When Martin Glynn, Governor of New York, attached his signature to the bill, he ordered his secretary to send her the pen and to have a specially engraved copy of the bill presented to her, remarking that these trophies should go to her as a memento of one of the most remarkable pieces of public work done by a woman under his observation of New York politics!

To read the simple, modest story in your columns cannot possibly convey to your readers the almost heroic difficulties met and overcome in the Board of Aldermen, the State Legislature and in the courts of injunction before the signal economic victory was finally filed.

Mayor Gaynor shared and expressed more than once the opinion of Miss Loeb's work as voiced by Governor Glynn.

And this little woman, working with unconquerable determination, behind an absolutely unbreakable serenity, with a head as clear as a bell, and a purpose as fine as philanthropy—and who has subsequently duplicated if she has not surpassed the taxicab victory with the safeguarding of the moving picture shows, and the opening of the playgrounds to the children of the poor—is neither a suffragist nor a strong-minded propagandist, but just simply a cordial, gracious, dauntless American girl, with a head full of brains, an insatiable thirst for altruistic public service, and a predestined habit of getting what she goes out to win.

When New York comes to reward her really great and useful women she should not forget Sophie Irene Loeb.

JOHN TEMPLE GRAVES.

PAPER CONSERVATION.

PRESENT MARKET CONDITION OCCASIONS NO CAUSE FOR ALARM.

Comparative Scarcity of Stock Is Leading to Cautious Use But Does Not Indicate Fear of Famine—Pulp Supply a Matter for Concern—Prices Have Advanced in Some Localities—Big Current Demand.

Although neither paper manufacturers nor dealers will yet admit a prospect of a paper famine in the United States, supplies are being carefully conserved and a comparative scarcity before long seems to be expected if abnormal demands continue. The call for pulp wood with which to make news print paper has created a situation which threatens a sharp advance in pulpwood.

The Hartford (Conn.) Times says: "The mere physical operation of cutting standing timber, driving it to sawmills and there converting it into pulp consumes so much time that all former records of pulp production must be surpassed if the appetite of the American reading public is to be satisfied. Dependent, of course, entirely upon the duration of the present European war, indications nevertheless now are that if the present demand continues for six months much higher prices will be established for pulp wood."

DEMAND BIG, SUPPLY SMALL.

President Moore of the American Paper & Pulp Co. is quoted as saying that there was but twelve days' supply of American newsprint on hand, and another report has it that paper manufacturers are importing Canadian wood pulp into Ogdensburg and other St. Lawrence and Lake Ontario points, anticipating the shut off of the supply of Canadian spruce timber due to lack of boats in service east of Montreal. In the meantime, New York newspapers are publishing in the aggregate one copy for every two people in the city, or a total of 3,300,000 daily, and Boston newspapers are publishing another 1,750,000.

In Chicago, on some grades of paper, an advance of 3 cents a pound has been made. A dispatch from Norwood, N. Y., says: "Now* that the European war has resulted in the importation of news paper from Germany being cut off, it is expected that the paper mills in this section will flourish again, if only for a time. The price of paper has already gone up \$2 a ton and a further increase is looked for. It is also noticed that the shipments of paper from Canada to points in the United States have already decreased in number through this gateway. This, coupled with the fact that very little or no pulp wood is to be brought to this country from Canada during the war, will undoubtedly send the price much higher. Some of the paper mills in this section have a large supply of pulp and pulp wood on hand, while others have only a few days' supply."

PREDICT A PULP SHORTAGE.

Some New York paper men say that the paper manufacturing trade is facing a shortage of pulp estimated at 1,000 tons a day, as a result of the war in Europe, which has cut off shipments from that source. As a result of the curtailment in supplies, prices of sulphite pulp, ground wood pulp, and other grades have advanced approximately 20 per cent. during the past three or four days. Sulphite pulp is now selling at from \$46 to \$48 per ton, against \$38 to

\$40 before the outbreak of hostilities, while ground wood pulp is quoted at from \$22 to \$25, against \$19 to \$22.

The increase in the consumption of newsprint by newspapers is estimated at between 20 per cent. and 25 per cent. during the last few weeks, and there is a great deal of uncertainty as to whether the manufacturers will be able to meet the demand. Export prices of newsprint have been advanced approximately 25 per cent., but there has as yet been no increase to domestic consumers.

CHICAGO HAPPENINGS.

Barrat O'Hara a Candidate for the U. S. Senate—Hard Times for Local Space Writers—Opposition Ticket at the Press Club—George Ade Writing for the Movies—Thieves at Auto Races—Pick Editor's Pocket.

(Special Correspondence.)

CHICAGO, Aug. 26.—Lieutenant Governor Barrat O'Hara, formerly a journalist, is making a hard-fought campaign for the nomination for the United States Senate. If anyone deserves to win on the basis of a hard fight he does. He maintains a city headquarters in a store on the ground floor of the old Times building, but is himself usually very busy stumping the State and addressing meetings and lecturing at Chautauquas. Automobile tours are his favorite method of reaching the people. He has made several already. Just now he is carrying on his campaign in Michigan, his former home. This is because so many Illinoisans are summering there. Not finding them at home O'Hara is seeking them out at their summer retreats and forcing politics on them.

DOUGLAS MALLOCH IN PARIS.

Numerous well known Chicago newspaper men were caught in Europe by the breaking out of the war. Some have succeeded in getting home while others still remain there in some safe place. Among those still there is Douglas Malloch, of the American Lumberman, and prominent in the Press Club. He recently wrote home that he had a narrow escape from being bottled up in Paris, getting away from there just previous to mobilization of the French army. He was near the scene of Jaures' assassination when it occurred and was handled rather roughly by a French policeman on one occasion.

J. P. Beck, who won the \$1,000 prize for the best essay on advertising at the recent Toronto advertising convention, was the guest of honor at the noon luncheon of the Advertising Association of Chicago on Thursday of last week.

George Ade is extending his dramatic success to the movies, his first attempt in that line being now on exhibition.

The Herald's "movie" pictures of local events are reported to be quite popular and are a successful innovation in the newspaper and movie business.

RIVAL PRESS CLUB TICKET.

It seems that the regulars in the Press Club of Chicago are not to have all their own way in electing their slate of officers as an opposition ticket has been nominated as follows: For president, W. J. Shanks; first vice-president, Frank Comerford; second vice-president, Joseph R. Taylor; treasurer, E. J. Baker; financial secretary, Col. W. E. Ray; recording secretary, A. E. Ormes; librarian, Joseph F. Henderson; directors, David B. Clarkson, George S. Woods, Henry W. Lee, R. W. Millar and W. R. Bullion.

The Daily News gave away fine war maps with one of its recent issues.

The Tribune printed a large colored map in its Sunday supplement and other papers printed uncolored maps in their news pages.

These are harvest days for the newsboys, who hope the war will last long enough to make them all rich, a thing it bids fair to do. On the other hand the local newspaper space writers are complaining bitterly over their luck. They were thrown out entirely for a while by the Mexican war and were just getting back to their old forms

again when the bigger war came up so suddenly and again sent most local news to the discard where it largely still remains and bids fair to be poor for a long time.

Fred Robinson, of the Motor Age, was robbed last week while at Elgin attending the auto races. He was sleeping at the Chicago Automobile Club camp and was one of several victims. He lost \$52, a watch and a scarf pin.

Charles Phillips, manager of the photoplay, "Cabiria," being shown at the Illinois Theater, gave the Press Club 200 seats for Monday night's show. Mr. Phillips was formerly with the New York Times.

Mr. and Mrs. Glenn Dillard Gunn gave a dansant at their summer home on Lake Harbor, Mich., last week. The guests conversed only in French. Mr. Gunn is a well known local musical critic.

The Herald has a large war map in its office window on which the movement of troops is kept corrected in the light of the latest dispatches. It is usually a center of interest for a crowd all day long.

John R. Palendech, the Servian editor, is investigating the alleged unwarranted raise in price of food for the city as head of the Public Welfare Department.

The foreign language papers are naturally much excited by the war and are having a big boom in their circulations.

The foreign trade committee of the Illinois Manufacturer's Association plans to insert an advertisement in South American newspapers inviting merchants there to try trading with Chicago now that Europe is closed to them. It will occupy half a page and results will be watched eagerly, for it is an important experiment that has long been considered.

PHILADELPHIA GOSSIP.

(Special Correspondence.)

PHILADELPHIA, Aug. 26.—Philadelphia last week has kept up its record for being one of the hottest cities in the country, atmospherically speaking; and, as a consequence, there has been little news breaking among the newspaper folk. Those whose vacations have fallen at this time have thanked their lucky stars.

Among those who are now away is Harry Paul Neely, the "Boy Scout," or the "Aviator," to give him two of the titles by which he is familiarly known roundabout. His fondness for the water led him this year to the purchase of a motorboat, the "Agnes M.," a dandy, in which he has gone cruising with Mrs. Neely along the Raritan Canal, writing his well-known tales for the Red and Blue Books between swims and sybaritic appreciations of the scenery en route. Earlier in the season he spent every week-end on board, chugging up the Delaware to his old camping ground, and returning to the Telegraph office on Monday morning.

Bob Clark, of the same staff, went to his beloved Chicago on his vacation and, at last accounts, had not reappeared, though his time was up last Monday. Joseph Costello, star reporter of the paper, is in Atlantic City.

George Morgan, Sunday editor of the Record, has returned from Flushing, L. I., where he has been visiting his son.

Abe Rose and Howard Knapp are now on the copy desk of the Press. Leicester Davis has joined the advertising staff of the Evening Bulletin.

Walter Cappelli has returned from Mount Gretna, where he covered the state encampment of the National Guard of Pennsylvania for the Telegraph.

The Record has discontinued its electric baseball scoreboard at Broad and Filbert streets and many fans who were not able to get out to the park but who could and did find a few minutes to watch the plays from the north City Hall plaza are correspondingly disappointed. It remains to be seen whether the attendance at the Athletic grounds will be materially increased by the change, as Manager Shibe firmly believes.

BOALT NOT DEPORTED.

CORRESPONDENT DENIES THE TRUTH OF REPORTS PRINTED IN THE NEWSPAPERS.

Was Not the Subject of a Court Martial But a Witness at a Court of Inquiry in the Case of Ensign W. A. Richardson—Says He Had Friendship of All the Correspondents.

SEATTLE STAR,

Seattle, Wash., Aug. 20.

THE EDITOR AND PUBLISHER:

My attention has been called to an editorial in THE EDITOR AND PUBLISHER of August 8 in which you say that "A few days ago in Washington, D. C., orders to deport Fred L. Boalt . . . were issued by Secretary of War Garrison."

You go on to say that "while the secretary's orders to General Funston were that he should take Boalt's credentials from him and deport him, it was reported that Boalt had already surrendered his credentials and gone to Mexico City." The court martial investigations, according to your editorial, "are said to have established 'beyond any doubt' the falsity of the charges made by Boalt." And you add that, whether I was "a deliberate faker or was simply overzealous," I deserved my punishment.

You conclude that "men like Boalt are few and far between in newspaper ranks, and that they are more severely condemned in newspaper offices than anywhere else is good evidence that faking does not pay."

DENIES BEING A FAKER.

I do not believe that you want to be unfair to me, and it is not in any spirit of anger that I am telling you here wherein you have done me an injustice. I have been a newspaper man for sixteen years, most of the time with Scripps newspapers. The Newspaper Enterprise Association would not have sent me to Mexico if I had had the reputation of a faker.

As for the editorial: In the first place the secretary of war did not order me deported. The secretary's orders to General Funston were that he should instruct me that I must either prove "the law of flight" story or be deported. And I was not deported.

It is true that I surrendered my credentials and went to Mexico City. But not until I had waited more than a reasonable time for the deportation order, which did not come. I surrendered my credentials only when all news interest had shifted from Vera Cruz to the capital. I had hoped to be one of the first to reach Mexico City after the flight of Huerta, but, rather than have the appearance of running away under fire, I stayed on in Vera Cruz until nearly all of the other correspondents had gone up to the capital.

INQUIRY, NOT COURT MARTIAL.

You speak of "court martial investigations." There was no court martial. I was not under arrest. There was a "court of inquiry" on board the Texas. I was not on trial. The man on trial was Ensign William A. Richardson. The complainant was the United States. I was a witness, one of many. You will understand that it is only technically that Richardson was the defendant. Actually, I was the defendant. The "inquiry" was a farce, as you can discover for yourself by reading the record.

Richardson had counsel. I had none. Richardson and his counsel were permitted to hear all the testimony. I heard only my own. Though Richardson was technically the defendant, the prosecutor did not pretend to try to make a case against him. Prosecutor, court and counsel for the defense all combined to trip and trap me and break down my story.

It is true that the court in its report to Washington gave Richardson a clean bill. I knew they would. Everybody in Vera Cruz knew they would. But I am told by Gilson Gardner, our Washington correspondent, that neither President Wilson, Secretary Garrison nor

Secretary Daniels are satisfied with the manner in which the court was conducted.

For one thing, all the chief correspondents were subpoenaed, not because they knew anything about the case, but because they would be in the witness class and could be punished for contempt if they sent their newspapers news of the inquiry.

ATTEMPT TO THROTTLE PRESS.

This attempt to throttle the newspapers surely should not have the approval of THE EDITOR AND PUBLISHER. Certainly Secretary Garrison condemned the use of the censorship.

William G. Shepherd, of the United Press, who was with me when Ensign Richardson told us and others the "law of flight" story, and I were threatened with two months' imprisonment because we had dared file news of the inquiry after we had been warned not to "discuss" the case.

SAYS FUNSTON WAS CORDIAL.

I stayed in Mexico City a week; then returned to Vera Cruz. The first thing I did was to call on General Funston. He greeted me cordially, as he always did, and made no mention of any deportation order. It was not until the outbreak of the European war, when the public lost all interest in Mexico, that I left Vera Cruz and returned to the States.

So you must see that, when you say I "deserved my punishment," you give your readers an impression that is hurtful to me. For I was not punished at all! The part that hurts me the most in your editorial is your conclusion that "fortunately men like Boalt are few and far between" and that such as I are more severely condemned in newspaper offices than anywhere else.

BOALT SET RIGHT.

I believe that, when I left Mexico, I had the friendship and confidence of every American correspondent in Vera Cruz and Mexico City. Also, many officers of the army and marine corps hunted me up and congratulated me on successful resistance of the navy's attempt to railroad me out of Mexico.

THE EDITOR AND PUBLISHER is read by newspaper men. I am a newspaper man. Your editorial has done me more harm—many times more harm—than it could possibly have done if it had appeared in a newspaper of general circulation.

I therefore ask you to set me right before the newspaper world without delay.

Yours truly,

FRED L. BOALT,
Scripps Northwest League of
Newspapers.

Editor Arrested for Speech.

In Allentown, Pa., on the night of August 22, James H. Maurer, of Reading, president of the State Federation of Labor and leading Socialist, and C. W. Erwin, editor of the News-Post, of Philadelphia, and a member of the Socialist national committee, were arrested by Chief of Police Bernhard. They were attempting to make speeches on Center Square, in violation of Mayor Rinn's orders to keep the thoroughfare clear of crowds on Saturday nights. No announcement of a meeting had been made. They assert that they will test the right of free speech in the courts. The prisoners were not locked up, but gave \$100 cash bail each for a hearing later.

Employing Printers' Convention.

The annual convention of the United Typothetae, and Franklin Clubs of America will be held at the Waldorf-Astoria, New York, on Oct. 6, 7 and 8. A very attractive program has been arranged. It includes speeches and conferences on subjects of vital interest to the employing printer as well as the journeyman. The viewpoint of the buyer of printing will be discussed by B. J. Beardsley, advertising manager of the Charles Williams Stores; Harry Tipper, advertising manager of the Texas Company, and O. C. Harn, advertising manager of the National Lead Company, all of this city.

*"'Taint no use arguing
again' a Success."*

VICTOR H. HANSON, of the BIRMINGHAM NEWS, was the first
Publisher in all the Great Southland to install a

Quick-Change Model 9 Four-Magazine Linotype

It didn't take him long to find out that the machine was all its makers claimed—and more. Business started to boom with the News and he ordered ANOTHER Model 9. Even with that addition to his composing room he finds that he MUST HAVE

ONE MORE QUICK-CHANGE MODEL 9

Mr. Hanson, under date of July 16, 1914, writes as follows:

The Model 9 Linotype, order for which we have just placed with your Mr. Dickinson, makes the third machine of this model for our advertising department.

I know this order will be particularly gratifying to your Company, for the reason that The Birmingham News was the first newspaper, outside of the larger cities, to buy a Model 9, and was the first newspaper in America to place a repeat order. Therefore our present order for a third machine will come to you in the nature of a complete substantiation of the claims which you made to us in the beginning regarding the wonderful work that this new model would accomplish.

As Josh Billings quaintly said: "'Taint no use arguing again' a success." The first two Model 9 Linotypes were big successes in our advertising department, and the tremendous increase in the advertising patronage of The Birmingham News during the past year has made this third machine necessary. The News, we believe, is growing as fast as any of the larger papers in America. We give our Model 9's their due share of the credit for this condition, as without them we never should have been able to take care of the volume of advertising copy that we must set each day.

Please have this new machine reach us as soon as possible. We need it now.



MULTIPLE QUICK-CHANGE LINOTYPES

For News, Editorial, and Classified use Model 8.

For Display Heads use Model 4.

For the Ad Alley use Model 9.

*Also consider our New Multiple Linotype, the
MODEL 14, with AUXILIARY MAGAZINE.*

MERGENTHALER LINOTYPE COMPANY

Tribune Building, NEW YORK

CHICAGO:
1100 South Wabash Avenue.

SAN FRANCISCO:
638-646 Sacramento Street.
TORONTO: CANADIAN LINOTYPE, LTD., 35 Lombard Street.

NEW ORLEANS:
549 Baronne Street.

POWER OF PRESS IN CIVIC CAPACITY.

By Sophie Irene Loeb.

The legal rate of taxicabs in New York was 80 cents and 90 cents for first mile and 50 cents for each succeeding mile.
 The legal rate of taxicabs in New York now is 50 cents for first mile and 40 cents for each succeeding mile.
 The first drop of the meter was 50 cents.
 The first drop of the meter is now 30 cents.
 In two weeks 200 Mason-Seaman taxicabs will be put on the streets of New York at 20 cents for the first mile, and 10 cents for each succeeding quarter of a mile thereafter.
 In the fall of this year a new organization called the International Cab Company will operate taxicabs at 25 cents for the first half mile and 5 cents for each succeeding quarter of a mile.
 These rates, together with an entire new stringent system of licensing cabs and chauffeurs, was accomplished by the New York Evening World.
 It marks the first instance in the history of journalism that a newspaper not only inspired an ordinance but carried on a campaign of two years' duration, and followed the process of this law from its inception, through the Board of Aldermen, in all the courts, and until it was properly carried out.

"Why is an American newspaper?" This question was asked me several years ago by an Englishman, and as he glanced over the first pages of a file of our sheets, he shook his head saying, "Truth is stranger than the American press."

About two years ago that Englishman met me on my way to Scotland Yard to study public conveyances. He again shook his head and said, "Of all things!" This spring I again met the Englishman in London and had the pleasure of hearing him say, "By Jove, it's astonishing, your papers are powers!" And to back up this assertion he cited a long list of occurrences accredited to the American newspapers, from the trial of Becker to the taxicab campaign of New York City—that created a precedent of law and service for every city in the United States, which is the subject of this writing. I cannot here refrain, however, from commenting on this Englishman's various views of our newspapers. They have changed—changed by the process of elimination which is working overtime. Items that filled the papers a few years ago would not be tolerated now.

Sherman laws and libel laws and contempt of court proceedings have acted as sieves in shaking the dust of destruction and degeneracy.

No longer may there be a watered account of a newspaper circulation or its activities. The law of the land is fixing the blame where it belongs. Bank presidents are sent to jail and managing editors cannot hide behind the knee breeches of cub reporters.

TRUTH, THE WATCHWORD.

We have been developing Missourian ancestry, and our coat or arms has shed its yellow covering and blazons forth "The Truth!"

The X-ray has come to stay.

A newspaper today is not merely a paper of news—it is a personality. What with wireless and cables and service bureaus, news reaches all destinations practically at one and the same time. News is not now "what the other man prints," but rather just what he prints—discrimination—the construction that he puts upon it, and the most truthful construction is what marks that particular personality of that particular newspaper. It is a record of his activities on which he must stand or fall.

When you say Standard Oil, you mean Rockefeller.

When you say electricity, you mean Edison.

When you say telephones, you mean Bell.

When you say United States Steel, you mean Carnegie.

When you say the Journal, you mean Hearst.

When you say the World, you mean Pulitzer.

And all, all of them must be representative. We no longer take medicine in Latin without knowing what it is for. And because of this, with the scrambling for news reduced to a minimum the paper of today must needs lay its cards on the table, and say just what it stands for.

CLEANER EDITORIAL PAGE.

Take up the editorial page of any newspaper. Instead of columns of non-



From N. Y. World.

JOY RIDING.

committal comments on the news, you now find pointed opinions, straight-from-the-shoulder criticisms, of the world's work, ranging from feminist forums, swords of the sexes, policies of presidents, and pleas from the people, on every conceivable civic question today.

It is the public platform sounded by the voice of the personality that pervades the entire paper.

And the blame or praise is placed on that personality by the public—the readers. The scramble has changed from that of not only finding the news, but of furthering the needs of the people.

Thus the sightless Pulitzer was far-seeing when he wrote at the head of his columns these words:

"The World.

"An institution that should always fight for progress and reform, never tolerate injustice or corruption, always fight demagogues of all parties never belong to any party, always oppose privileged classes and public plunderers, never lack sympathy with the poor, always remain devoted to the public welfare, never be satisfied with merely printing the news, always be drastically independent, never be afraid to attack wrong, whether by predatory plutocracy or predatory poverty."

And this paragraph pointedly "always" and "never" has permeated the presses at No. 53 Park Row to this very minute. The moving machinery is constantly oiled with money made from civic service as much as news notices. And this is its growing tendency as well as that of its contemporaries. To point out that this policy has been carried out to the letter at least as far as I have been associated in the work of this paper, and that the Zeitgeist, the tendency of the times, is in the direction of the power of the press in its civic function, is the purpose for which this article is written.

HOW MOVEMENT IS STARTED.

It is just two years since I left here for Europe to study the conditions and laws of public conveyances. To tell the whole story of this two year campaign with all its ramifications would need occupy an entire issue of THE EDITOR AND PUBLISHER. So I shall endeavor to strike

the shortest line between two points—the why and how it was done.

John H. Tennant, the managing editor of the Evening World, to whom I am directly responsible, and who in turn is responsible for my work, is a man of iron who served his Pulitzer apprenticeship some eighteen years ago and who profited well from lessons learned. He lives, moves and has his being in carrying out the policy of the paper as set forth above. For he has confidence in its efficacy.

He has a mind trained to make quick decisions, fearless, is never overwhelmed by a successful turn, nor appears surprised at anything. With these attributes there is another which I believe to be one of the principles of his success, that of having and creating confidence in his workers. Satisfied with a suggestion now and then, he lets them "work out their own salvation." During the whole of this campaign he kept the undercurrent moving by a suggestion here and a criticism there which might be summed up in a few sentences.

PUBLIC CLAMOR FOR LOWER RATES.

For years the public had been clamoring for lower taxicab rates and a better service. The public conveyance business was a disgrace to New York City. Nowhere in the world was such extortionate rates demanded and such a monopoly enjoyed by cab corporations. The prevalent conditions might have been epitomized as follows:

A taxicab was a private room on wheels.

A taxicab was an invention moving on the theory that the longest way 'round is the shortest way home.

Time and taximeters waited for no man.

Locomotor Ataxia was an affliction that manifested itself at the remotest point between home and the garage and you had no redress.

A hint to a wise driver is an encyclopedia, but they were otherwise.

Many a rising meter was responsible for a man's falling spirits.

A chauffeur's motto was: "By their tips ye shall know them."

He thoughteth in his heart, "A fool and his money are soon parted."

Every year since the taxicabs went into existence some public-spirited individual would suggest an ordinance to the Board of Aldermen. These ordinances were either pigeon-holed, stifled in committee, and if they ever got a



From N. Y. Herald.

WHO OWNS THE STREETS, ANYHOW?

hearing at all, the cry of the public-spirited citizen was drowned by the cab trust lawyer with his everlasting wail "it can't be done."

NEED OF NEW ORDINANCE.

A resolution made by Alderman Marks, which created a taxicab committee, pointed out the crying need of a new ordinance. Every little while a prominent foreigner would come over and lo! in the public prints would follow an outburst of outrageous indignation as to his treatment in public cabs, the exorbitant rates demanded, and then a comparison of the very opposite kind of service in European countries. Some of these visitors would go so far as to complain to city officials.

At the next public hearing on a cab ordinance, the European idea would be timidly put forth, but everlastingly the

cab company lawyer would reply, "It can't be done here—things are so different."

Owing to these many complaints that came to the Mayor's office, he directed the Commissioner of Accounts, Mr. Raymond Fosdick, to make an investigation. Mr. Fosdick's report was the first comprehensive and conclusive statement of these monopolistic conditions. It summed up and showed that the cab companies at hotels had built up a monopoly of the taxicab business. The hotel and restaurant by permits issued from the License Department, which gave them the privilege of having a certain number of cabs stand in front of their hotels contracted with a company, for a certain sum or a certain percentage to take these stands.

FOUND COLD FIGURES.

In my research of this situation, I found that this sum aggregated over \$500,000 paid by the cab companies to the hotels—the Waldorf Astoria alone receiving \$30,000 annually. A partial list was as follows:

Mason-Seaman Transportation Company	\$110,513.64
Cab and Taxicab Service of New York	99,516.43
Connecticut Cab Company	52,137.96
N. Y. Transportation Company	20,232.07

The privileged taxicab companies, which pleaded such poverty before the Board, were able to pay annually such "tips" to these hotel owners for the use of the city's streets as follows:

Waldorf-Astoria	\$30,000
Knickerbocker Hotel	20,000
Hotel Astor	10,000

And the Hotel Imperial, the Holland House, Sherry's, Churchill's, \$6,000 each. The hundred or more prize stands were graded down accordingly.

In many other ways this paying a percentage for getting business approximated more than 10 per cent. of the companies' receipts. Not only this, but in apartment houses as high as 40 and 50 cents a call was paid to the hall boy, who was asked by a tenant to call a cab.

PASSENGER PAID FIDDLER.

For all this, of course, the passenger had to pay in exorbitant rates. So carefully was this method of getting business carried out by the companies that the public hackmen, plying for hire on the streets had little or no chance to compete with this monopoly. At any rate, the companies got the cream of the taxicab business in this city.

So it continued for years. Finally after another ordinance had been put aside in July of 1912 "for the want of evidence," as I was about to leave for Europe for a few weeks' rest, I suggested to Mr. Tennant, who had been loud in his denunciation of this deplorable situation that it might be advisable to learn something of how taxicabs are run on the other side, to see if things were so vastly different as had always been claimed. Instantly he said, "Good idea! do it," and wished me bon voyage.

When I arrived in London I rested two days and then leisurely sauntered down to Scotland Yard to get some idea as to how they regulated the thousands of public carriers of the largest city in the world. I was amazed! One thing led to another. Suffice it to say, I got no rest that summer. In fact from that moment on and until a few weeks ago, when the Court of Appeals took away the last straw upon which the taxi trusts had to lean, having carried their fight through all the courts during those two years, I have been, with the exception of a few weeks, "on the job," and the Evening World has been indefatigable in its crusade for this reform.

HOW IT IS DONE IN EUROPE.

I began writing articles from London as to how it was all done on the other side. Scotland Yard assisted me in every way. Mr. F. E. Bradley who for twenty years has been the head of public conveyances there, was most kind, and I went through every phase of the work, as to the issuing of licenses, examination of drivers, penalties for violations, etc.

I interviewed Mr. D. Dalzell, M. P., the Pierpont Morgan of London, who

had started the first taxicab company in New York as well as London. Also several other operators and men whose knowledge of the cab business was of paramount importance. I studied the reports of the Royal Commission on Cab Conveyances, of which Winston Churchill was chairman, a most exhaustive work, setting forth every side of the question, drivers, owners, public and government.

This commission sits in judgment and makes such a report every time owners want to raise rates of public carriers in London, and unless they can prove that rates are confiscatory, rates remain as they are. Ever so often they try to raise them, but have failed as they cannot give this proof. The government is alert for the interest of the public, regardless of the contentions of cab companies and the burden of proof must be on their side.

Over here it had been the reverse, the public had been called upon to prove that the companies could operate cheaper.

In this way, I learned the cost of equipment and operation. I followed the work of owners' associations as well as individual owners and drivers. I made comparisons of the conditions here and abroad from various angles, and as the work progressed it was evident that there was no reason why a lower cab rate service could not be had in New York City along the lines of that in London—that the difference could not be so great as to warrant 80 cents a mile in New York and 16 cents a mile in London.

SIMILAR CONDITIONS IN PARIS.

These articles were prominently played up and were followed by editorial comments. Mr. Tennant kept the fire alive all the time I was in Europe. In Paris, I found similar conditions there, and continued the articles. I went over the whole proposition with Joltrain, who has for forty years been at the head of cab conveyances in Paris, and was decorated by the Legion of Honor, for keeping the rates of fifteen thousand conveyances as low as possible for the people.

He gave me most practical information on all the points in question, and estimated that we could run cabs in New York at about the same rate as they do in Paris if our government could only be back of it. In fact all the foreign officials deemed it a huge joke that our city officials had not controlled the situation long ago and that the conscience of such civic duty had to be awakened by a newspaper, and in a most practical way—in the study of the business itself.

I learned that all the other cities of Europe had similar systems, although there was none better than the London system, and then I came home.

The series of articles continued, and at this time a comparison of conditions here with those abroad was featured.

Weeks went by and still the matter remained asleep in committee. Nothing was done. The taxi trusts sat complacently by in the belief that this campaign was but another flash in the pan; although after the appearance of the European article and editorials, more eminent attorneys were representing their case in the Board of Aldermen. I further followed the conditions here.

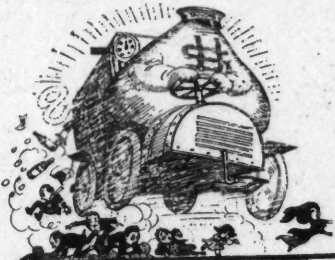
TAXIMETERS AN EXPENSIVE ITEM.
I found that one of the great items of expense was in the cost of taximeters. When the taximeter first came out, one of the heads of the companies, Mr. Ducasse, practically controlled the whole market, and had made such a drastic contract with the driver for the use of the taximeter, for which the driver paid a tremendous rate, and in which he was practically tied up for life, since if he sold his car, the buyer was forced to use the taximeter—all of which was set forth in one article after another.

I learned also that not only the rates were in bad shape but terrible atrocities were committed on strangers and foreigners, especially women. The Travelers' Aid Society, of which John Wanamaker is President, and Cardinal Farley is Vice-President, wrote me commending the efforts in the direction of a new taxicab ordinance, and also cited cases that are almost unbelievable, as

to extortionate rates, practically stolen from foreigners, as well as horrible activities in getting girls from steamers, etc.

HOW ACTION WAS COMPELLED.

As no action could be had from the committee which promised to bring it out "next week," Mr. Tennant said, "Let's get at the root of the trouble—what's holding it up? See the mayor." I went to Mayor Gaynor. I told him of the work we had done. He said, "Yes, it's an outrage." He looked at me rather



From N. Y. Evening Journal.
THE YELLOW PERIL.

discouragingly, saying, "I regret to say that the cab situation in New York City is very bad, and the obstacles for changing the conditions seem almost insurmountable. This thing has been up before the committees for years, and no perceptible change has ever taken place."

I went on to explain to him what I had found in Europe and if the matter could be properly put before the Board of Aldermen we might get some action. He grew interested in the possibility and arranged for me to present these findings before the Aldermanic Committee, which I did. The lawyer for the largest taxicab company in the city was present at this meeting. This committee consisted of Aldermen Willard, chairman; Aldermen Grimm, Marks, Meagher, Cunningham, Bolles, McCann (Mr. Brush, later took the place of Alderman Meagher, who resigned).

From that moment and until the day of his death the Mayor stood by us in this fight and his oft-repeated slang phrase to me, "Go as far as you like," made possible his authority of plain statements of facts as I found them no matter whom they hit.

COMMITTEE CO-OPERATION.

As a result of all this, together with the Evening World editorials during this time, three out of seven of this committee promised hearty co-operation in a constructive move for a proper ordinance to meet the conditions, to reduce the rates and create a clean service similar to that of Europe. These men were Aldermen Marks, Meagher and Bolles, Mr. Brush later taking Mr. Meagher's place.

Public hearings were held on the question. A little band of men, in May, 1913, had formed a small club, terming themselves the Independent Taxicab Owners' Association. They numbered about fifty or seventy five men. Each man owned and operated his own car. Each man paid \$200 to enter the association, and had to agree to rigidly carry on an honest business, giving service for value received and reduce the rates. These rates were 30 cents for the first one-half mile and 10 cents for each succeeding one-fourth mile. They are operating at the same rates today, and their membership is four times their original number.

Of course these men could not get on the private hackstands, but they figured that if they could show the public that they were running a good service at a lower rate, they might get the trade. It was uphill, difficult work, but they stood firm. At any rate, this band of public hackmen proved the object lesson to officials, who doubted the possibility of operating lower rate cabs.

OPERATOR'S BOOKS INSPECTED.

At the public hearings, these operators came forward, opened their books for inspection, and showed how much it cost them to run a cab per mile. Many of them proved how they had paid for

their cars and were running "on velvet," even at the disadvantage they were getting business.

The companies' assertion that it cost 40 cents a mile to run a taxicab, although they would not open their books except in privacy to the committee, was practically beaten down by these men's proofs that a taxicab could be run as low as 10 cents a mile.

The I. T. O. A. even agreed in a resolution at these hearings, that if the private hackstands' outrage was abolished, they would be perfectly willing to run their cabs at 30 cents a mile and make a profit.

CREATING PUBLIC OPINION.

In the meantime Chairman Alderman Willard died, and his place was taken by Alderman Grimm. At these public hearings, where in former years an assistant lawyer was sent by cab companies and hotel proprietors, it seemed now necessary that all the presidents and officials attended as well as the best lawyers of the city.

Also the Mayor had declared that the private hackstands were illegal and all should be made public hackstands. This would mean that the half million dollars paid to hotels by these companies



From Washington Star.
TAGGED.

would have to go, since every hackman would be allowed to use that space which had been formerly held exclusively by the cab companies.

I was present at all these hearings and every argument brought forward as to the vast difference of conditions in Europe and America I was compelled to refute by actual statistics gathered.

Public opinion was now keenly alive to the situation, and in spite of these hearings the committee could not get together in reporting an ordinance.

THE MARKS-SEAMAN ORDINANCE.

During all this talk of ordinance, it was evident that there was no ordinance before the committee or board to consider, therefore Aldermen Marks and Meagher of the minority committee, with all the statistics and facts from Europe, compiled a memorandum together with an ordinance that was known as the Marks-Meagher ordinance. This memorandum was in direct answer to a lengthy communication to the board from Mr. Ducasse, one of the heads of the Mason-Seaman Company, and owner of the Taximeter Company. He attempted to show that the conditions were so vastly different abroad that they could not be compared with those of this country in view of lower rates.

The Marks-Meagher memorandum followed the line of Winston Churchill's Royal Commission report answering every phase of the taxicab question, setting forth the interests of the owner, driver, public and government. I refer to this particularly, since corporation counsel made this one of the chief basis of argument in his plea before the courts, saying in his brief:

We cannot resist this opportunity of again repeating that, viewed from any angle, this is, in the main, a model piece of legislation. The interests of the public are safeguarded, the rights of the taxicab companies are preserved. Everybody ought to be satisfied. But unfortunately, as we well know, it is impossible to satisfy the greed and avarice

of some corporations. They had a monopoly of the special stands and naturally they wanted to continue it. What the people were entitled to, or what they wanted, was of little concern to them. Now that the people have asserted themselves, they are endeavoring to fortify their position with injunctions and stays. We submit that no Court ought to or will assist them in depriving the public of their rights.

Therefore, this memorandum and ordinance on the statute books made it possible for them to vote on some concrete measure at last.

Yet, for some mysterious reason it was held back. All of a sudden, Alderman Grimm said he had an ordinance which he presented to the committee. The committee was considering the ordinance. When I saw this document, I recognized it as one which had a long time since been suggested to other members of the committee by Benedict Holden, a lawyer for the Yellow Taxicab Company. I had Alderman Marks and Bolles scan it while I read the one in my possession which we found almost verbatim. Of course Mr. Holden had a perfect layman right to suggest an ordinance (to which the Grand Jury later agreed), but certainly Mr. Holden's ordinance could not be expected to do anything against the interests of the Yellow Taxicab Company. Naturally we pointed this fact out in the Evening World and this ordinance never reached the board.

It was further intimated that members and principally Chairman Alderman Grimm were being "wined and dined" by taxicab companies. Also that public officials were given free taxicab service.

The rumor spread and finally the matter reached the District Attorney and a Grand Jury.

The District Attorney called before him several of the Aldermen, ex-employees of the Yellow Taxicab Company, and all the newspapers were, for a time filled with cartoons and first page stories of the taxicab fight. The whole city was now awake to the under-current of graft that was responsible for the extortionate high rates. During these proceedings, I consulted the Mayor on various phases of the problem quite frequently, and at one of these meetings he said, "The whole thing is ridiculous I will appoint a commission to draft an



From N. Y. Tribune.
A FRIEND OF THE COMPANY.

ordinance and we will get this matter up before the board." The Mayor appointed me on this commission, and the other members were Mr. John C. Eames, of the H. B. Clafin Company; Mr. Owen Root, railroad man; Mr. Willard D. Straight, financier; Mr. Michael Furst, of Brooklyn, a member of the Mayor's Moving Picture Committee; Mr. Charles Steckler, of the County Courthouse Board; Mr. Robert Adamson, Mayor's secretary; Alderman Courtlandt Nicoll, chairman of the Aldermanic Committee on Laws and Legislation, and Mr. William B. Crowell, counsel to the Mayor. Mr. Crowell is now Mayor Mitchell's counsel and alert to further the carrying out of the ordinance as well as drawing up the proposed amendment.

(Concluded on page 213.)

PACIFIC COAST NOTES.

(Continued from front page.)

with marked enthusiasm, and it is predicted that the State will gain untold benefits. The expense of such publicity is almost nil, compared with the results.

The San Francisco Bulletin is publishing a series of thirteen Saturday special editions, the unique feature of which is the complete editing of these editions by outside bodies and organizations. The issue of August 15 was edited by Edgar Allen Forbes, secretary of the California Development Board, while the issue of a week prior to this date was gotten out by the labor interests of San Francisco.

Mr. Forbes, in his rule for a day, demolished all routine, changed styles of type, headlines, policies and smashed up things in general. However, he deserves credit for getting out an attractive and newsy sheet, for which there was an exceptional demand. A feature of this edition was the numerous and clever articles written by the members of Mr. Forbes' office. Miss Theresa Powers, assistant secretary of the board, certainly missed her calling when she overlooked the newspaper game. The article entitled "Tables Turned on Bulletin," as written by this young woman, was chuck full of sparkling wit and humor. Regular members of the Bulletin staff are making plans to have it framed. It will be shown to aspiring cubs as a study in humor.

Health, happiness, prosperity and ever-increasing joy in life are the good wishes that are being showered upon Frederick Faulkner, San Francisco newspaper man, and his bride, who until her marriage, August 16, was Miss Mary Hazel Pedlar, one of the brilliant writers in the Western journalistic world. The ceremony was performed at the home of the bride's mother. After the wedding journey, Mr. and Mrs. Faulkner will take apartments in San Francisco and will later establish their lares and penates in a home of their own. Mrs. Faulkner is a graduate of the University of California, and for the past few years has been connected with the staff of the San Francisco Examiner. The bridegroom is on the San Francisco Chronicle, as a special writer.

The San Francisco Bulletin has installed a Parcel Post Section in its pages. It is the aim of this department to present offerings to out-of-town buyers, to be shipped via parcel post, and the idea has met with considerable success. The Bulletin is probably the first paper on the coast to successfully install such a department.

Frank R. Hammet is the manager for Farm and Home Associated, a Saturday afternoon supplement for sixty California papers. He reports considerable success in his field at this time.

Roel Smith, a New York newspaper man, is coming to California to assist in the search for his sister, Miss Helen Smith, talented artist of the exclusive Carmel Colony by the Sea, whose recent mysterious disappearance from her home there has shocked the local newspaper world. Searching parties have combed the neighborhood about Carmel without finding anything that might give a trace of the girl's whereabouts. Neither has any trace been found of Geirge Kodama, Japanese servant, who may be able to shed light on some of the circumstances surrounding the disappearance of the girl. A reward of

\$100 has been offered for information leading to the finding of the servant.

The fourth issue of the new "Everywoman," published in San Francisco, has just come out and compares favorably with a number of Eastern contemporaries. Everywoman was founded a number of years ago by Mrs. Clara Shortridge Foltz, who made quite a success of it at that time, but since she retired from active work in the publishing field, the magazine had lost much of its prestige until Mrs. Jeanne Francoeur, the new owner, took actual charge.

Mrs. Francoeur has reconstructed the magazine from cover to cover and has made a first-rate publication of it. She issued over ten thousand copies last May.

Sam Blythe's recent article in the Saturday Evening Post about California politics is the subject for much mirth among the local talent. Here's what one scribe said in the San Francisco Examiner: "According to Mr. Sam Blythe, California is all torn up the bias and horribly excited over the pri-

mary election. Of course it is. Everybody is violently agitated. By the way, what's the date of the doggoned election?"

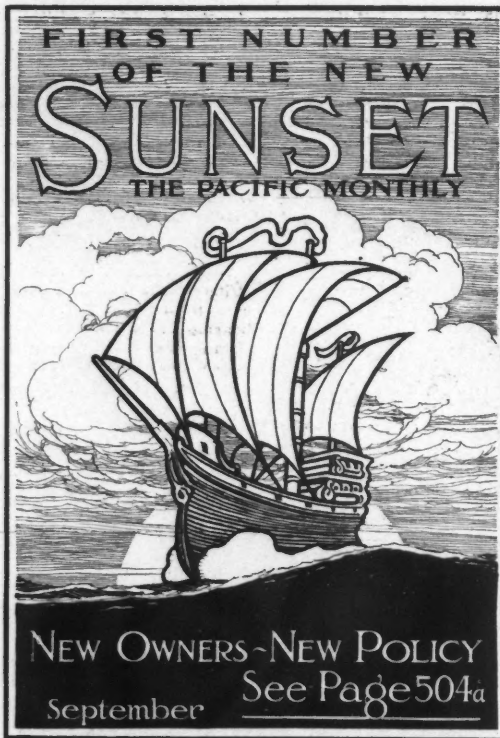
Editors and publishers registered at the Argonaut are: A. Fleharty, of Newman; W. C. Rawson, of Martinez; W. C. Brown, with Mrs. Brown, of Pacific Grove; P. J. Jasper, of the Humbolt Beacon of Fortuna; E. A. Berg, with Mrs. Berg, of the Fresno Herald.

Stopping at the Manx are F. V. Dewey, Jr., of Hanford, and B. R. Greer, of Ashland, Ore. V. S. McClatchy, publisher of the Sacramento Bee, is at the Stewart.

Harry Chandler, manager of the Los Angeles Times, with Mrs. Chandler, are at the St. Francis, en route to Los Angeles. They have just returned from a trip to Juneau, Alaska.

John F. Carroll and Mr. Wheeler, recent purchasers of the Portland Telegram, are registered at the Palace. Mr. Cochrane, mechanical superintendent of the Oregonian, is also at the St. Francis. N. L. Lucius, of the Chicago Tribune, is stopping at the St. Francis.

CLARENCE P. KANE.



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338 Marquette Building.

COL. HESTER'S PROPHECY.

Publisher of Brooklyn Eagle Predicted the European War Early in July.

In view of what has happened in Europe since July 31, it seems almost unbelievable that an American newspaper publisher on his return from a trip abroad on July 4 should be able to accurately foretell the war which is now sweeping across the entire continent of Europe.

In THE EDITOR AND PUBLISHER of July 11 was printed an interview with Col. William Hester, of the Brooklyn Eagle, in which he said:

"France will never be satisfied until her differences with the German Empire are settled," said Col. Hester. "This is demonstrated by the gist of diplomatic gossip. The war fever is in evidence everywhere. It cannot help but come. Then the conditions which led to the killing of the Archduke are another prediction of trouble in that country. It will start with a civil war that will end with the powers being involved. And, what is more, England and Russia will probably be included in the dispute."

In support of his contention Col. Hester said it was impossible to go anywhere in Europe and escape indications of a possible international war. He said that while the diplomats were reticent they were unable to deny the growing desire of the citizens to settle their disputes with powder and bullets.

THE New York Evening Post

with a thoroughly competent war board of experienced men is furnishing the story of

"The World's War from Day to Day"

to newspapers throughout the country.

The proofs are mailed early in the afternoon or the story is put on the wires at 12 M. for simultaneous publication in afternoon newspapers.

The war maps printed by the New York Evening Post have been used by many newspapers throughout the country.

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Interchangeability guaranteed. Get superior quality for less money.

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The Metropolitan Tubular Plate Rotary Press

Running at the same rate of speed as other rotary newspaper presses carrying the same number of plates, it prints and delivers precisely double the number of papers per hour.

The explanation of this remarkable result lies in the fact that in all other rotary presses each stereotype plate is **out of contact with the web** one-half the time, and therefore **printing only half the time**, while in the Tubular Plate Press every plate is **in contact with the web and printing all the time.**

The Tubular Plate is the greatest invention relating to rotary presses in the last half century.

Nearly one hundred of these presses are now in daily operation in important newspaper establishments in this and other countries. **We get absolutely no complaints** from any publishers using them, but, on the contrary, frequent expressions of **enthusiastic approval.**

Heretofore the Tubular Plate Press has been built only two pages wide, and has not, therefore, been adapted to metropolitan offices. We have now completed the first double width or four plate wide machine, adapted to newspapers of the **largest circulations**, and we are happy to announce to all newspaper publishers that we can now furnish you with presses occupying no more space than your present machines, costing no more to operate, but more simple and convenient in every way, which, running at the same speed, and equipped with the same number of plates, will give you **just two papers to one as compared with the presses you are now using.**

All publishers are cordially invited to visit our factory and see the press in practical operation.

An illustration of this machine is being prepared, and will be published soon.

DUPLEX PRINTING PRESS COMPANY

BATTLE CREEK AND NEW YORK

I. L. STONE, Chairman of the Board

ROBERT HOE, President.

COLLECTING BY MAIL.

The Best Method of Getting Money From the Delinquent Subscribers Whose Subscriptions by Mail Have Been Stopped.

By J. A. MATHEWS.
(Oklahoma City Oklahoman.)

The leading newspapers of today do not have delinquent mail list subscribers. Circulation departments have been organized and where renewals cannot be secured upon the mail list new business is secured to take the place of the expirations and show a material increase in circulation, which is, in nearly every case, desired.

The postal regulations permit the publisher of a daily newspaper to carry a subscriber for one year and a few newspapers take advantage of this privilege and carry subscribers through the heat of the summer or during times of financial depression.

A very good way to make collections from delinquent subscribers whose subscriptions by mail have been stopped is to have traveling representatives assigned according to districts to work only in the interest of the mail list.

Many newspapers are very successful in collecting from mail list subscribers by correspondence by the use of a series of letters or a series of offers. I know of a certain publication that successfully carries out a plan which it established years ago. At the top of the first column of the editorial page it carries this statement:

SUBSCRIBERS' NOTICE.

The majority of subscribers to the Mail desire that it shall not be discontinued when their subscriptions expire. This is the reason why, if you want the Mail discontinued to your address when the period for which payment is made has expired, you are asked to notify the publisher by card, phone or otherwise, or notify your mail carrier. It is as easy to stop the Mail as it is to start it, and the paper will not be sent longer than you pay for it, if it is your desire that it be discontinued and so notify the publisher.

This notice leaves the matter entirely up to the subscriber and makes it an easy matter to collect by correspondence. The publication notifies the subscriber about ten days before the expiration and two rates are quoted, the one year rate being a little less than the six month rate. Thirty days after expiration a second notice is sent and the same rates are quoted and an effort is made to secure a renewal by certain mention of leading and important events and a little boost copy as to the merits of the publication.

After waiting probably three or four months a bill for the three or four months is sent to the subscriber and with this bill a letter requesting that the amount due be paid and the publication be discontinued if not wanted. The letter requests the subscriber to pay no attention to the bill if they care to pay the regular rates for one year's subscription and by doing this their subscription will be credited from the date of expiration. With this letter and bill a special notice is enclosed, this notice, presenting a sober heart to heart business talk to the subscriber. It reads in part as follows:

There is no longer any reason why any person should be an unwilling subscriber to a newspaper.

On the refusal of a subscriber to take a newspaper from the postoffice, the postmaster is required, under the postal laws, to return the same to the publisher at his (the publisher's) expense.

You are no doubt aware that a person who continues to accept a paper sent him through the mail is liable for the subscription price, regardless of the fact that he never subscribed for it or that he has ordered it stopped. So held the Supreme Court of Iowa (103 Iowa 681); by the Supreme Court of New Hampshire (44 N. H. 115); by the Supreme Court of Delaware (3 Harr. 379); by the Supreme Court of Wisconsin (78 Wis. 178). See Amer. and Eng. Enc. of Law (2 Ed., p. 130). This is the law generally.

(Under these circumstances there should be no occasion for a dispute between the publisher and an honest subscriber because the paper "hasn't stopped" at a certain time. The matter is wholly in the hands of the subscriber if he so wishes.)

Receiving the mail at the postoffice regularly beyond the time for which it is paid means that you WILL BE EXPECTED TO



Thomas A. Hendricks, formerly Vice President of the United States, once remarked that the territory within a radius of fifty miles around Indianapolis was as rich a country as any similar area in the world.

That's a concise way of describing conditions in Indiana. The people are rich because they live in a rich country—they have plenty of money to spend and consequently make up one of the great buying communities of America.

Fortunately for advertisers, this entire prosperous community can be reached with easy convenience. A trio of newspapers, The Star League, covers the whole State of Indiana. In fact, these papers cover their territory so completely and are so well liked by the people as to leave no room for competition. Each of them is the only morning newspaper in its city.

The three newspapers of The Star League are The Indianapolis Star, The Terre Haute Star and The Muncie Star.

The central location of Indiana makes shipping easy and inexpensive from almost any part of the United States. Besides, the promotion department of The Star League will gladly lend its assistance in securing agents and building up a system of distribution.

If you are interested in getting patronage in Indiana for your products we shall be glad to give you complete information regarding the rates, circulation, etc. Address

Promotion Department, The Star League
New York and Pennsylvania Streets, Indianapolis

Kelly-Smith Co., East. Rep.
220 Fifth Ave., New York

John Glass, West. Rep.
People's Gas Bldg., Chicago

The Star League is a part of the Shaffer Group of newspapers. The other members of this group are: The Chicago Evening Post, The Rocky Mountain News of Denver, The Denver Times, and The Louisville Herald.

PAY FOR IT and a plea of "ordered it stopped," "never subscribed for it," "only subscribed for a certain period," etc., will not be accepted. The printed label on your paper every day it reaches your hands shows where you stand. We do not want to force the paper on an unwilling subscriber a single day, neither do we feel disposed to cut off a responsible person on suspicion who does not remit on the exact date of expiration.

NEW SCHOOL IN CALIFORNIA.

Southern State University Establishes a Course in Journalism.

A new departure in technical education has been taken by the University of Southern California. With the opening of the fall semester there will be added to its curriculum two new courses (the first of their kind to be taken up by any college in California) on news writing and advertising.

The news writing class will study the problems and responsibilities of the newspaper and the writing and editing of news, headlines and editorials. The class in advertising will take up such technical subjects as the planning of campaigns, the selection of advertising media, preparation of copy, layouts, the solicitation of advertising, etc. Only seniors are eligible for admittance.

Both classes will be conducted by B. O. Bliven, advertising manager of a Los Angeles department store, and a prominent factor in the educational work of the Advertising Club of Los Angeles.

Want Time to Play.

The news boys who sell the afternoon Yiddish newspapers in New York have struck against war extras and refuse to handle any paper putting out any but the regular afternoon editions. There are three Yiddish newspapers of this class, the Vorwaerts, Warheit and Tageblatt. The reason given by the boys is that they have no time to play or go to school.

JOURNALISTIC CHRONOLOGY.

Anniversaries of Interest to Newspaper Folk During the Coming Week.

AUG. 30—Joseph Dennie, noted New England journalist, founder of the Portfolio, born at Boston, Mass. (1768). Died, 1812.

AUG. 30—John D. Stivers, editor of Middletown (N. Y.) Times-Press, born at Middletown, N. Y. (1861).

AUG. 30—Meliam Cray Brownell, editor and author, literary adviser of Charles Scribner's Sons, born in New York City (1851).

SEPT. 1—James Gordon Bennett, founder of the New York Herald, born near Keith, Scotland (1795). Died, 1872.

SEPT. 1—The New York Journal of Commerce founded by Arthur Tappan, was first issued (1827).

SEPT. 1—Rex Ellingwood Beach, story writer and novelist, born at Atwood, Mich. (1877).

SEPT. 1—The Houston, Tex., Press Club effected a permanent organization, with H. T. Wainer as president.

SEPT. 2—Murat Halstead, noted Ohio journalist, later editor of Brooklyn Standard-Union, born in Butler County, Ohio (1829).

SEPT. 2—Eugene Field, poet and journalist, born in St. Louis, Mo. (1850).

SEPT. 3—The New York Sun, founded by Benjamin H. Day, was first issued at No. 222 William street (1833).

SEPT. 4—William Kinney, New Jersey journalist and diplomat, born (1799).

SEPT. 4—Richard Rogers Bowker, first city editor of the New York Mail, and later its literary and managing editor, born at Salem, Mass. (1848).

SEPT. 4—William Goodrich Bowdoin, editor and publisher of New York Evening Mail, born at South Hadley Falls, Mass. (1869).

SEPT. 5—Edward Hubert Butler, editor and proprietor of the Buffalo (N. Y.) News, born at Le Roy, N. Y. (1850).

SEPT. 5—Samuel Selwyn Chamberlain, editor-in-chief of the New York American, born at Wolworth, N. Y. (1851).

Cover Chicago without waste

Readers of The Chicago Evening Post, almost without exception, can afford to buy the things they see advertised. If you spend your appropriation in The Post you waste none of it on unproductive circulation.

The Chicago Evening Post

The Chicago Evening Post is a member of the Shaffer Group of newspapers, the other members of which are: The Indianapolis Star, The Muncie Star, The Terre Haute Star, The Rocky Mountain News, The Denver Times, The Louisville Herald.

F. T. P. A. CONVENTION.

Program of Annual Conference in Chicago Indicates an Interesting and Important Gathering of Men in Special Newspaper Field—Many Phases of Their Work Will Be Discussed—Banquet Also Arranged.

The ninth annual convention of the Federation of Trade Press Associations will be held at the Congress Hotel, Chicago, on Sept. 24, 25 and 26. The program, as tentatively arranged, is as follows:

SEPTEMBER 24.
10 A. M.—**OPENING SESSION;** President F. D. Porter, chairman; A. A. Gray, president Chicago Trade Press Association, address of welcome; reports of Standing and Executive Committees, and annual report of secretary and treasurer; F. D. Porter, president Federation of Trade Press Associations, president's annual address; appointment of committees, new and unfinished business.

11:30 A. M.—Address by Prof. John D. Shoop, assistant superintendent, Board of Education, Chicago, on "Educational Opportunities and Obligations of the Business Press."

12:15 P. M.—**LUNCHEON,** at which all delegates and visitors are invited to be the guests of the Chicago Trade Press Association, at the Congress Hotel.

2 P. M.—**EDITORIAL SYMPOSIUM;** Arthur L. Rice, editor, Practical Engineer,

Chicago, chairman; introductory remarks, 10 minutes; David Beecroft, directing editor, the Class Journal Co., New York, "Feature Articles in Different Fields of Trade Journalism," 18 minutes; Dr. William A. Colledge, director of Educational Department, the Redpath Lyceum Bureau, Chicago, "Putting Human Interest into the Business Press," 18 minutes; F. M. Felker, editor, Factory, Chicago, "Graphic Business Records—Their Usefulness and How to Make Them," 18 minutes.

3:30 P. M.—**CIRCULATION SYMPOSIUM;** Henry G. Lord, Textile World Record, Boston, chairman, introductory remarks, 10 minutes; S. T. Henry, McGraw Publishing Co., New York, "Inter-Departmental Cooperation in Circulation Building," 18 minutes; J. B. Pease, Iron Trade Review, Cleveland, "Practices Proven Successful in Securing Subscriptions," 18 minutes.

SEPTEMBER 25.
9 A. M. TO 12 NOON—**ADVERTISING SYMPOSIUM;** A. A. Gray, Electrical Review, Chicago, chairman, introductory remarks, 10 minutes; Andrew N. Fox, advertising manager, Benjamin Electric Mfg. Co., Chicago, "The Educational Value of Advertising," 18 minutes; Chas. L. Benjamin, advertising manager, Cutler-Hammer Mfg. Co., Milwaukee, "Business Building Through the Business Press," 18 minutes; W. H. Ukers, president, Tea and Coffee Trade Journal Co., New York, "How Trade Paper Advertising Should Be Sold," 18 minutes; Franklyn B. Snyder, professor of English literature, Northwestern University, Evanston, Ill., "Making Business Literature Effective by the Use of Correct English," 18 minutes; F. J. Trezise, associate editor Inland Printer, Chicago, and chief instructor I. T. U. School of Printing, "Art and Typography of Advertising," 18 minutes.

2 P. M. TO 5 P. M.—**SUBSCRIBERS' AND ADVERTISERS' MASS MEETING;** F. D. Porter, chairman, introductory remarks, 30 minutes. **SUBSCRIBERS—**O. C. Erickson, president of Jevne & Co., Chicago, "The Trade Press From a Retailer's Viewpoint," 18 minutes; John P. Mann, Morris, Mann & Riley, Chicago, "The Utility of the Business Press in the Conduct of Business," 18 minutes; John W. Alvord, sanitary engineer, Chicago, "The Importance of the Technical Press to Engineers," 18 minutes. **ADVERTISERS—**J. J. Phoenix, president Bradley Knitting Co., Delavan, Wis., "National Distribution Economically Secured Through the Business Press," 18 minutes; Adrian D. Joyce, general manager sales and distribution, the Sherwin-Williams Co., Cleveland, "Advertising as an Economist of Selling Expense," 18 minutes; R. C. Haskins, president and sales manager, International Harvester Co. of America, Chicago, "Advertising Department and Sales Department Team-Work."

6:30 P. M.—**ANNUAL BANQUET,** in Gold Room, Congress Hotel; toastmaster, R. C.

Jacobsen, Hide & Leather, Chicago. Other speakers will be Dr. Emil Gustave Hirsch, Chicago, "Standards of Practice;" Prof. John A. Scott, Northwestern University, Evanston, Ill., "Business and Its Literature;" Douglas Malloch, American Lumberman, Chicago, "Views and Interviews."

SEPTEMBER 26.
9 A. M.—**PUBLISHERS' SYMPOSIUM;** H. M. Swetland, president, United Publishers' Co., New York, chairman, introductory remarks, 10 minutes; J. M. Hopkins, general manager, Printers' Ink, New York, "The Value of Research and Statistical Service Bureaus;" E. C. Hole, American Lumberman, Chicago, "How the Business Press Can Aid Its Subscribers to Develop Their Local Communities," 18 minutes; John Leo Mahin, Mahin Advertising Co., Chicago, "Modern Advertising Agency Methods," 18 minutes; L. F. Hamilton, advertising manager, National Tube Co., Pittsburgh, "Stimulating Subscribers to Read the Business Press Thoroughly and Systematically," 18 minutes; Harry A. Wheeler, vice-president, Union Trust Co., Chicago, and first president, Chamber of Commerce of the United States, "Reflection."

11:30 A. M.—**FINAL BUSINESS SESSION;** President F. D. Porter, chairman; report of standing committees; election of officers for ensuing year; new and unfinished business.

New Owners of Smart Set.

The new owners of the Smart Set Magazine are E. F. Warner, owner and publisher of Field and Stream, and H. L. Mencken and George E. Jean Nathan, two well-known writers who have been connected with the magazine. Mr. Warner will look after the business affairs of the magazine, while his colleagues will be the editors. Both Field and Stream and Smart Set will be issued from the same plant, and the advertising departments will be consolidated.

Ridder Germany's Champion.

Herman Ridder, of the Staats Zeitung, has taken up the cudgel in defense of the German Emperor. He predicts the formation of a great Teutonic empire. He says: "It was not Germany that was the aggressor, although a situation was created which compelled her to declare war and appear as the aggressor. It is absurd to think that Germany would wish to risk in such an unequal con-

test all the fruits of her fine civilization. The Emperor did not act rashly. He acted under the necessity of the occasion and under the compulsion of irresistible circumstances."

Filipino Editors Pardoned.

Governor-General Harrison, of the Philippines, has pardoned Martin Ocampo and Theodore Kalaw, formerly manager and editor, respectively, of the Manila Renacimiento, who had been convicted of criminally libelling Dean C. Worcester, at one time one of the American commissioners in Manila.

Pastor Sues for Libel.

The Rev. Joseph Stephanko, rector of SS. Peter and Paul's Greek Church in Passaic, N. J., has brought suit for \$25,000 damages for libel against "The Little Russian National Union of America," a newspaper of Jersey City, through his counsel, City Commissioner Adrian Sullivan, in the New Jersey Supreme Court. The suit grew out of a fight which occurred in Passaic on July 26, when Prof. Onufrius Getseff, a Russian Nationalist from Austria, and Father Stephanko were attacked in a street parade. The article complained of charged Father Stephanko with "Making void the orthodox faith because he shaved himself."

Connecticut's Biggest and Best Daily Newspaper

The Hartford Times

Hartford, Conn.

THE TIMES' circulation is 3c. circulation Home circulation

"One paper in the home is worth a hundred on the highway."

KELLY-SMITH COMPANY
Representatives

220 Fifth Ave. New York
Lytton Bldg. Chicago



The leading European Hotels and resorts make liberal use of space in The New York Evening Post to advertise to American tourists.

There is absolutely no waste circulation when you advertise in The Evening Post because its readers have a far greater purchasing power than that of any other American newspaper. It is fair to say that a larger proportion of the readers of The Evening Post travel through Europe than the percentage of any other American newspaper.

The New York Evening Post

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

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

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



The Journalist. Established 1884; The Editor and Publisher, 1901; The Editor and Publisher and Journalist, 1907. James Wright Brown, Publisher; Frank LeRoy Blanchard, Editor; George P. Leffler, Business Manager.

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

See Publisher's announcement for subscription and advertising rates

New York, Saturday, Aug. 29, 1914

JUST TRIBUTE TO A LABOR LEADER.

In honoring its former president, James M. Lynch, with laudatory speeches and with the very practical gift of \$10,000 in cash, the International Typographical Union honored itself in its recent convention at Providence, R. I. The vote was practically unanimous and was cast by delegates from all over the country. The money reimburses Mr. Lynch for his personal cash expenditure in his championship of the labor cause. Mr. Lynch was praised for more than an hour by enthusiastic delegates.

For fifteen years Mr. Lynch has devoted his energies to the improvement of labor conditions and he is recognized as the father of the arbitration and pension systems now in vogue, both of which are monuments to his intelligent foresight. He is also an ardent advocate of the system of vocational education instituted by the I. T. U., declaring:

"The trades union should co-operate in the education of the children of the wage-earners so that when these children grow up they will be in a position to earn a living wage and not become the prey of some unscrupulous employer."

Appearing as a layman before the convention and thanking that body for its splendid recognition, Mr. Lynch thus expressed his continued faith in the merits of arbitration:

"I look back with pride to the successful application of the arbitration system. Arbitration has come to stay. The public will no longer sustain a strike for wages. Public sympathy will be with the side that is first willing to arbitrate. Arbitration is a human document and has its errors, but they can be corrected. If this principle had been applied, the war that is now devastating Europe would not be."

We need more such labor leaders as James M. Lynch, who are for peace rather than for war between capital and labor; who do not tolerate extortionate demands by either side of a labor controversy; who recognize the splendid manhood and the rights of the great body of men upon whose skilled hands and brains capital must depend; who fight at all times for the dignity and proper reward of labor and oppose the loud-voiced, trouble-making agitators who merely seek personal aggrandizement and notoriety in labor's name without true labor's sympathy or sanction. The great Empire State saw Mr. Lynch's value and claimed his services for a time; but it is certain that when those services have ended he will again be found in the ranks and doing yeoman's work for the benefit of millions.

MR. BOALT'S SIDE OF IT.

Elsewhere in this issue will be found a long letter from Fred L. Boalt, the war correspondent whose deportation from Mexico was ordered by Secretary of War Garrison, because a court of inquiry on the

Texas found that Mr. Boalt had sent out a story, which the authorities declared to be untrue, which said that Ensign Richardson had applied to some Mexicans "the law of flight." THE EDITOR AND PUBLISHER is glad to print Mr. Boalt's side of the affair. It does not question his veracity in the statements he now makes. But the facts remain as originally stated in this paper so far as the issuance of orders to deport are concerned. Mr. Boalt was not accused of being a deliberate faker, nor of having been deported. As to his "punishment," the kind ordered by Secretary of War Garrison was surely enough to warrant condemnation of the sending out of the "law of flight story" by Mr. Boalt or anyone else. Readers can draw their own conclusions from Mr. Boalt's very interesting statement, which is apparently his answer to the Government and which the Government would probably not be willing to circulate widely. But Mr. Boalt should remember that in time of war Government censorship "goes" and that Governmental statements are printed at face value, no matter whose heads are hit.

Like a lot of other folk in various parts of the country, some people in Lawrence, Kansas, like to get their daily newspaper for nothing. This has led the Lawrence Journal-World to declare:

Knowing that the interest in war news will cause a largely increased demand for copies at the office, and in hopes of partially meeting the extraordinary expense for telegraphic and cable tolls, the giving away of free copies at the counter will cease, and anyone wishing an extra copy of The Journal-World will have to pay two cents for the same whether he receives the paper at his home by carrier or by mail, or not. The Journal-World has a hundred or more subscribers who call each evening at the office for their papers. Bystanders seeing these subscribers getting papers without making a payment each time get the idea that everyone is welcome to a copy and it has only been by the exercise of constant care that scores of papers are not taken in this manner each evening. This accommodation to subscribers has caused many in no way entitled to a paper without pay to step up to the counter and take one.

The Journal-World's stand against such petty grafting is a proper one. Getting out a newspaper costs money, and the fellow who doesn't deem it worth buying is just the sort of chap who will read it and then criticise it. A paper worth reading is worth buying.

And now the newspapers, which ceaselessly fight the people's battles, are blamed for the high cost of living. Arthur Meeker, managing director of Armour & Co., has issued a statement on behalf of his company, in which he charged that the newspapers in this country really started the upward movement in prices. Armour & Co., he said, invited the fullest investigation, but no longer were willing to be maligned, and would challenge any misstatement or misrepresentation "which seeks to hold us up to public scorn as malefactors." "When all Europe went war mad," Mr. Meeker said, "every newspaper in America proclaimed, or predicted in one way or another, a rise in prices of almost every article of commerce. This alone would cause, as it did, prices to rise, because both consumer and dealers everywhere were immediately prompted to anticipate the rise by quick and heavy buying. Food prices were affected first, of course, and the 'scare' was on. Then the 'scare' was exploited, and that still further stimulated the buying impulse. Unprecedented demand was created, and higher prices grew with it. . . ." All of which would seem to show that the newspapers have got under the skin of the beef trust.

Mr. Curtis on War Extras.

CAMDEN, MAINE, August 20, 1914.

THE EDITOR AND PUBLISHER:

In reply to your letter of August tenth, war extras on Sunday afternoon may be justified during a war and its attending excitement, but I do not believe they would prove profitable to continue, for the reason that the advertisers would have to be consulted and they would not consider themselves justified in spending money in both a morning and an evening Sunday newspaper. I may be mistaken, but that's the way it looks to me.

CYRUS H. K. CURTIS.

AMONG THE NEW BOOKS.

NEWS ADS AND SALES, by John Baker Opdycke, chairman, English Department Julia Richman High School, New York City. The Macmillan Company, New York, publishers.

The title of this book does not indicate the purpose the author had in mind in its preparation. In looking it over the reader at first concludes that it is a textbook for the use of students in courses of journalism as it contains one of the best summaries of the newspaper business we have read in a long time.

In his preface Mr. Opdycke tells us that "the aim in the study of the materials presented is not to make great newspaper men, advertisers, magazine writers or salesmen of the pupils, but to acquaint them with the most obvious forms of expression that are right at home and to inculcate habits of observation in regard to English expression for classroom discussion and experiment.

The book is designed for use in the last two years in the high school or the first year in college. Mr. Opdycke contends, and rightly too, we believe, that the average high school student or college freshman does not know how to get the most out of a newspaper, understands little of a magazine, sees nothing on the billboard but paint, print and picture, and pays little or no attention to the operations of buying and selling going on about him every day.

In this volume the author describes the newspaper, the organization of the newspaper office, the assembling of the news, tells how it is edited, set up and printed. He also gives lists of questions and suggestions for the pupils to work out and follow. Twenty-one lessons are devoted to advertising and twenty-two to salesmanship, and nearly as many more to magazines.

In the appendix is given lists of books on journalism, advertising selling and business organization; a list of practical articles on journalism and advertising, and lists of daily, weekly, monthly and quarterly periodicals.

Mr. Opdycke has performed a signal service for teachers as well as students in preparing this textbook. It is a volume that can be studied with marked advantage by all young men and women who want to get out of the newspapers and magazines their full measure of value.

NEWSPAPER ADVERTISING, by G. H. E. Hawkins, advertising manager N. K. Fairbank & Co., Chicago; Advertisers Publishing Company, Chicago.

Mr. Hawkins has rendered the business public a signal service in the preparation of this book. It is the first of the kind that has been published and, therefore, deserves serious consideration. We have had books on advertising galore but they have, in most instances, attempted to cover the whole field of advertising. This means, of course, that each of the different classes of mediums employed can be treated only in a brief, and incomplete, manner. Mr. Hawkins' book, on the other hand, is devoted exclusively to newspaper advertising, and includes reproductions of over 1,000 actual advertisements. It also presents ready-made advertisements, headings and catch phrases for many lines of retail business, and 58 pages of insert reproductions of actual advertisements with comments.

The chapter titles indicate the character of the contents. Here are some of them: "Why Newspaper Advertising Pays," "The Newspaper of the Future," "Does Advertising Increase the cost?" "Type Selection and Display for Newspaper Advertisements," "Ben Day Effects," "Writing the Advertisement," "The Cost of a Newspaper Campaign," "Planning the Campaign," "Distribution Before Advertising," "How to Check Newspaper Service," "Circulation," "Value of Advertising Trade Marks."

Mr. Hawkins very pertinently gives newspaper publishers a sly dig when he says that although they are prolific in arguments showing business men the necessity for advertising in the newspapers the most of them seem to forget them all when they themselves are urged to advertise. He pays the Chicago Tribune a deserved compliment by reproducing several of its advertisements as specimens of high grade newspaper advertising.

With this book in hand any advertiser with common sense and a fair knowledge of the English language and business principles, can prepare publicity announcements that will be effective and place them to advantage. The ready-made advertisements will be found useful to those retailers who do not happen to have the time or ability to write them. Mr. Hawkins' long experience in writing and placing advertisements for large manufacturing and retail concerns admirably fit him for the work he has undertaken in this volume.

F. L. B.

PERSONALS.

William R. Hearst, whose name has been mentioned in connection with the nomination for United States Senator from New York, on Tuesday issued a statement from San Francisco, where he is spending a few days, in which he declared that he is not a candidate for Senator and would not be a candidate unless called upon to make a fight in the public interest. He can see no circumstances at present that call for his political activity.

Frank A. Munsey, who was at Carlsbad when the war broke out and who with other Americans was unable to leave the city for two weeks, has arrived in London.

William Berri, editor of the Brooklyn Standard-Union, has been selected as a candidate for delegate-at-large to the Constitutional Convention.

Col. Eugene L. Markey, who has been connected with the Duplex Printing Press Company, of Battle Creek, Mich., for twenty years, has resigned. After a well earned vacation Colonel Markey will again engage in the printing press business.

Col. John E. Burgher, for nearly twenty years editor and owner of the Clay City (Ky.) Times, will shortly retire from journalism and devote his time to cattle raising.

James Keeley, editor of the Chicago Herald, which he took over last May, was in town last week.

Robert G. Mayfield, Sunday editor of the New Orleans Times-Picayune, is writing scenarios for the Universal Film Company.

Irvin S. Cobb and Samuel Blythe are now in London seeking material for interesting articles about the war for the Saturday Evening Post.

Joseph I. C. Clarke, the newspaper writer and playwright, who has been spending some months in China and Japan, is on his way home.

Capt. B. Douglas R. Epps, of the Toronto World staff, and commissioned with the Thirty-sixth Regiment, has left for the front. Captain Epps is a British army veteran of the South African War.

C. F. Conrad, editor and publisher of the International Brief, was elected chairman of the convention of the International Alliance of Physicians and Surgeons recently held in Atlantic City.

William A. Patton, editor of the Canandaigua (N. Y.) Messenger, has been appointed a member of the Peace Centenary Celebration Committee.

E. I. Hughes, sporting editor of the Seattle Times, has been elected president of the Northwestern Baseball League.

William H. Hill, the former editor of the Wilmington (Del.) Morning News, is in London.

John D. Barry, for the last four years on the editorial staff of the San Francisco Bulletin, spoke in Boston in favor of votes for women August 21.

C. J. Benjamin, of the Nevada (La.) Evening Leader, has purchased an interest in the Des Moines Register and Leader and the Evening Tribune and will take charge of the business department.

Miss Rosalie Armistead Higgins, society editor of the Montgomery (Ala.) Advertiser, is visiting New York City.

I. L. Stone, of the Duplex Printing Press Co., of Battle Creek, Mich., was in New York this week.

Jerome H. Eddy, the oldest press agent in New York, contributed an interesting page of his reminiscences to the New York Sunday Times of Aug. 2. Many years ago Mr. Eddy was editor of the old Sunday Courier.

Boston Scribes on Broadway.

Twenty Boston newspaper men were the guests of the officials of the New York, Westchester and Boston Railroad at a special midnight cabaret performance at Rector's on August 19.

CRAWFORD'S VARIED CAREER.

Head of Central News Washington Bureau Started at Terre Haute and Worked His Way East.

W. A. Crawford, manager of the Washington Bureau of the Central News of America, and one of the best known newspaper men in the capital,



W. A. CRAWFORD.

has had a varied and interesting career in the journalistic field.

Born in Belfast, Ireland, in 1876 he came to this country with his parents when but a small boy. He "broke into" newspaper work on the Terre Haute (Ind.) Express in 1897 as reporter and later telegraph editor. Subsequently, in 1899, he joined the staff of the Chicago Chronicle and later was desk man, night editor, and news editor, respectively, of the Chicago Inter Ocean. Following this experience he went over to the Chicago Record-Herald as cable editor.

After a few months on the Providence (R. I.) Journal as telegraph editor Mr. Crawford joined the Washington Bureau of the New York Times, covering the Senate for that paper. For nearly five years before joining the Central News of America he was connected with the Associated Press in Washington, during which time he acted as chief of the capital staff and was night, and finally, day manager.

STAFF NEWS.

J. W. Darrow, of Catham, N. Y., has been offered the position of associate editor of a new grange publication to be issued semi monthly at Albany. It will be a standard eight-page newspaper and will give special attention to the news of granges, farm bureaus and co-operative societies of New York State.

William Kirchner, subscription solicitor of the Omaha (Neb.) Tribune, a German daily, has wired Val Peter, the editor, that he has resigned and is on his way to Germany. H. F. Nohring, formerly on the Tribune staff, now with a German paper in St. Joseph, is leaving for Germany to join the reserves.

Weiner Behrmann and R. E. Reahbach, reporters on the Baltimore (Md.) German Correspondent, expect to be called to Germany to fight. Behrmann is a lieutenant in the German army, and Reahbach's father commands one of the Kaiser's brigades.

Howard W. Eskridge has been made city editor of the Nashville (Tenn.) Banner, succeeding W. P. Hoffman, who has been appointed advertising agent of the Nashville & St. Louis Railroad.

Hugh Nugent Fitzgerald has succeeded Clarence Orisley as editor of the Fort Worth (Tex.) Record. Mr. Orisley resigned to take up educational work. Fred J. Smyth, for nine years con-

nected with the editorial staff of the Pioneer at Phoenix, B. C., has become editor of the Similkameen Star of Princeton.

Palmer With British Army.

A few days ago Secretary William J. Bryan was notified by Lord Kitchener, British Minister of War, that one newspaper correspondent representing the five leading press associations of the United States, would be allowed to accompany the British forces in the field. Acting upon this advice the Associated Press, the Central News Association, the United Press and the International News and the Sun Bureau have selected Frederick Palmer, one of America's best known war correspondents, to represent them. Under the agreement, Mr. Palmer's dispatches are to be delivered simultaneously to the four associations.

J. H. Hasneck, formerly of New York, has been appointed circulation manager of the Milwaukee Sentinel.

W. G. Beecroft, editor of Forest and Stream, is writing practical hints for the benefit of anglers in the N. Y. Herald.

HELP WANTED

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

Exceptional opening in a New England daily and weekly for capable advertising man wishing to hold a financial interest where he draws his salary. Address D 1291, care Editor and Publisher.

"I want three good advertising solicitors who are not satisfied with the money they are making for the business they are producing and who have sufficient confidence in their ability to work on a commission basis. One of my men recently left a \$27 a week job on the Chattanooga Times and is now averaging \$80 to \$100 a week. He never has drawn less than \$50 a week. Another one who came to me from Omaha was making \$25 a week and now makes from \$75 to \$100. I don't want a solicitor that cannot make from \$50 to \$100 a week. A solicitor who is making good in soliciting advertising for daily newspapers cannot fail to make good on my proposition." Address D1281, Care The Editor and Publisher, 1117 World Building, New York City.

Southern Daily, city seventy-five thousand, has opening for young advertising man with record as producer. Must be good copy and service man. State salary; requirements. Address "Forward," care The Editor and Publisher.

SITUATIONS WANTED

Advertisements under this classification one cent per word each insertion.

If you want a "Live Wire" to take charge of your circulation, wire or write me. Am 33 years old. Don't drink. More than ten years' experience on both large and small newspapers. Frank Hicks, 903 E. 72nd Street, Cleveland, Ohio.

Young man, experienced, energetic and reliable, thoroughly acquainted with all phases of editorial room work, seeks position as reporter or city editor in middle western city. At present employed, but wants better opportunity. City of 25,000 to 50,000 preferred. Address D 1284, Editor and Publisher.

I have been publishing a class paper in addition to my regular occupation. It takes too much of my time (about a dozen hours weekly), but would fit in ideally with some other publishing enterprise. Principals only address D 1286, care The Editor and Publisher.

Managing Editor, of proved ability as an executive and one who is at the top notch of his profession in furnishing ideas and features that will boost the circulation of any metropolitan newspaper, would like to communicate with publisher who needs such a man. Can take new position after September 15. Address W. S. G., Care The Editor and Publisher.

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

ABLE STEREOTYPE FOREMAN versed in wet and dry matrix methods. Go anywhere. Strong references. Address D 1287, Care The Editor and Publisher.

Circulation Manager, 25, good record, desirable position of any kind. All propositions considered. Box D. 1280, Care The Editor and Publisher.

With eight years behind me in complete charge of local and foreign advertising, am open for consideration of proposition. Not a whirlwind or phenom., and not looking for a chance to put life into a dead proposition. Am sober, reliable and industrious, and know somewhat of the business. If you need an advertising man with these qualifications, we might get together. Address Reliability, care of Editor and Publisher.

\$10,000 CASH

available for first payment on attractive newspaper property. Locations at least 500 feet above sea level preferred. Proposition K. I.

C. M. PALMER

225 Fifth Ave., New York

\$60,000 CASH

In hand as first payment on successful Daily Newspaper Property. Opportunity for larger development a prime consideration.

HARWELL, CANNON & McCARTHY
Newspaper and Magazine Properties
Times Bldg., New York

SITUATIONS WANTED

Advertisements under this classification one cent per word each insertion.

Advertising Manager, married, thirty-two, twelve years' experience as solicitor, business and advertising manager. I have record I am proud of. If you have a big proposition and want a metropolitan advertising manager, let me send you my credentials. Address D-1283, Care Editor and Publisher.

Advertising man, with six years' experience, writing and selling copy and conducting campaigns, desires to become affiliated with advertising staff of daily newspaper in some one of the small cities of Pennsylvania, New York or New Jersey. Experience embraces work as advertising director of manufacturing concern, selling through agents and direct to consumers, and as solicitor and assistant manager on metropolitan and small city papers. Address D 1294, care 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.

BUSINESS OPPORTUNITY

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

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

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.

SPECIAL CORRESPONDENCE

LET ME SERVE as your Pacific Coast Trade Reporter or Special Correspondent. I will send you a special letter, free of charge. C. P. Kane, 268 Market Street, San Francisco.

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.

IN TROUBLE OVER PICTURES.

San Francisco Chronicle's Reproduction of Batteries May Cause Suit.

When the San Francisco Chronicle last Sunday printed an article on the Coast Artillery Corps, N. G. C., the editor doubtless considered that the reproduction of two photographs of the mortar batteries and disappearing rifles of Fort Winfield Scott was not only pertinent and timely but also innocent.

The United States District Attorney of California apparently thought otherwise, as his office has brought the matter to the attention of the Federal Grand Jury, and it is quite likely prosecutions will follow, as under the Federal statutes the publication of the photographs in question constitutes an act punishable by fine or imprisonment.

A somewhat similar case is now pending against the editor of Sunset, a monthly magazine, which published illustrations showing the defenses of the Panama Canal.

Woman Editor Indicted.

Mrs. Margaret H. Sanger, whose monthly magazine, the Woman Rebel, has been barred from the mails because Postmaster Morgan said it advocated the open use of dynamite and printed improper matter in articles headed "Sex Knowledge," was indicted on August 25 by the federal grand jury, which charges violation of the postal laws. The indictment is based on an article eulogizing Caron, Berg and Hansen, the three anarchists killed July 4 by their own bomb. They were sacrificed, the writer asserts, "because of their willingness to risk life for their convictions." Mrs. Sanger entered a tentative plea of not guilty.

Great Britain's Press Bureau.

The British Government has established a press bureau for the purpose of supplying official war news and to counteract the tendency of newspapers to publish unfounded rumors when facts are scarce. F. E. Smith, M. P., is in charge of the bureau.

Southern Bankers New Officers.

The Southern Banker Publishing Co., of Atlanta, announces the election of Haynes McFadden as president, Joseph C. Latimer as secretary, and John W. Yopp as advertising manager.

MOST CONVENIENT

News matrix service in the market—saves time, patience, money.
Central Press Association, Cleveland

4 Daily Comics

Scoop, Komik Kinks, Daily Laugh and Daily Laugh, Jr.

The International Syndicate

Features for Newspapers, Baltimore, Md.

WAR PICTURES

Editors, Are You Equipped to Illustrate Big European War News ON THE INSTANT? Modern Morgue Systems, Patterned from Best News Morgues in Country. Price, \$5. Write right now.

BRUCE W. ULSH
Morgue Systems Wabash, Ind.

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.

EDITORS GUEST OF RAILROAD.

Southern Newspaper Men to Visit Glacier National Park.

A party of Southern Editors will be the guests of the Great Northern Railroad on a tour through the famous Glacier National Park which will start from St. Louis Sept. 1.

The party will be composed of the following: D. D. Moore, manager the Times-Picayune, New Orleans; D. R. Barbee, managing editor the Register, Mobile; Thomas Finly, Jr., editor-in-chief the Evening Journal, Dallas; Robert G. Hiden, associate editor the Ledger, Birmingham; Howard Roosa, editor the Courier, Evansville, Ind.; H. T. Warner, managing editor the Post, Houston; William Ledbetter, managing editor the Republic, St. Louis; Ralph Baird, editor the Post, Kansas City; Harry Green, city editor the Capital, Topeka, Kan.; Mr. Murdock, managing editor the Eagle, Wichita, Kan.

Robert J. Collier Seriously Ill.

Robert J. Collier, editor and publisher of Collier's Weekly, was taken seriously ill at his summer home at Raquette Lake, N. Y., on Sunday afternoon. On Wednesday he was placed on his private car, Vagadonia, and taken to New York, his trouble having been diagnosed as uraemic poisoning. Dr. F. J. Douglass, of Utica, Dr. McCreedy, a New York specialist, and Dr. Rogers, the Collier family physician, have been in attendance upon the patient.

To Regulate Savannah Newsboys.

Charles M. Feidelson, probation officer of Savannah, Ga., has had introduced in the city council of Savannah an ordinance to prevent the sale of newspapers and periodicals by little children. It provides that no boy under 14 years of age and no girl under 18 years shall sell newspapers and periodicals; no boy under the age of 16 shall engage in the business of news vending on the streets unless a badge, numbered and non transferable, and which shall act as a license, shall have been issued to him. No boy under the age of 16 will be allowed to ply his trade on the streets before 6 o'clock in the morning and after 9 o'clock in the evening. Each boy to whom a badge has been issued will be required to report to the children's officer at specified intervals.

Took Down Illegal Signs.

Working under sanction of the law and the banner of the National Highways Protective Society, the militant secretary of that organization has been conducting an active campaign in the past week against landscape disfigurements in the form of advertising signs affixed to trees along the highways of Connecticut. With the aid of three workmen Edward S. Cornell removed 350 signs from trees and fences along the road from Hartford to Middletown alone.

Seattle Star Sued.

Charging that his reputation had been injured by the publication of a story printed in the Seattle Star, Charles B. Wood, of Seattle, has started suit against the newspaper for \$25,000 damages. The complaint alleges the story falsely set forth that Wood had offered William Knox the bribe of an appointment as an election officer on consideration that he withdraw his name from the Hamilton recall petition. It is charged the story was defamatory and untrue, and tended to deprive Mr. Wood of public confidence.

Gives Information on Paper Contracts

The committee on paper of the American Newspaper Publishers' Association has issued a 44 page bulletin showing the dates of expiration of paper contracts of 958 daily newspapers and periods when contracts are usually made. It has been arranged in two sequences by States, and months when new contracts are usually made.

CLAIMS U. P. WAS PREMATURE.

A. P. Gives Out Interesting Correspondence Concerning Hour Pope Died.

Since the last issue of THE EDITOR AND PUBLISHER, in which appeared the claims of the United Press and the Associated Press that each organization scored a "scoop" in connection with announcement of the death of the Pope, the Associated Press has issued a further statement in which it says, in part:

The Rome correspondent of The Associated Press has received an autograph letter from Dr. Marchisava, who was in attendance at the death, affirming that the Pope breathed his last at about 1.15 a. m. (20th) Rome time.

The written announcement of the death of the Pontiff made to the Mayor of Rome contains these words:

"It is my sorrow to inform you that today, August 20th, at the hour of 1.15 a. m., His Holiness Pope Plus X ceased to live."

At 1 o'clock Thursday morning, August 20, Mgr. Bonzano, the Papal Legate to this country, received a dispatch from Cardinal Merry Del Val, the Papal Secretary of State, dated at Rome at 10.18 Wednesday night, which was 4.18 p. m. New York time, or one hour and fifty-two minutes after the United Press circulated the announcement of death, showing that the Pope was still alive.

In an autograph letter to the Associated Press from Mgr. Bonzano, dated August 21, the Apostolic Delegate said:

In answer to your note of yesterday I beg to state that the time of the first message from Rome was: August 19th, 10.18 p. m. Rome time. The text was: "Holy Father dangerously ill since this morning; may die at any moment."

Ambassador Page at Rome telegraphed the State Department in Washington that the Pope died about 1 o'clock Thursday morning.

The Agence Havas of France, in its independent service from Rome, gave the hour of death at 1.20 a. m.

The Reuter Telegram Agency of London, in another independent message, fixed the same hour.

The Central News Agency of London, in another message, gave the hour as 1.35 a. m.

As to the claim that the United Press message was sent in code, the following correspondence is illuminating: The General Manager of the Associated Press sent to the officers of the only three cable companies over which a dispatch from Rome could be transmitted a note, as follows:

My understanding is that, during this war period, news messages cannot be sent between any part of Europe and the United States in code. Am I right? An answer will oblige.

To this were returned the following answers:

Mr. Stone: Yes, for the reason that messages cannot get to the United States without passing through a belligerent's territory, and the belligerents have prohibited code.

GEORGE CLAPPERTON,

Traffic Manager, Commercial Cable Company.

Dear Mr. Stone: Your understanding, unfortunately, is only too correct. There is no route between any part of Europe and this continent over which any kind of messages prepared in code can be sent.

J. C. WILLEVER,

Manager, Cable Department, Western Union Telegraph Company.

Dear Mr. Stone: You are quite right. All codes, outside of Government messages, are prohibited.

E. C. SWEENEY,

Manager, French Cable Company.

C. D. Lee, vice-president of the United Press, stated to a representative of THE EDITOR AND PUBLISHER, that when it announced that the Pope was dead it did so upon information from authoritative Vatican sources and that while it is true that code messages were prohibited as set forth by the Associated Press, nevertheless there are codes and codes and the statement as to the Pope's death was based on early information received by the organization.

The dead pontiff was not brought back to life, and the beat is maintained by the U. P. Mr. Lee said that when the death of a Pope takes place, it is customary for a certain procedure to be followed. Certain designated officials certify to the fact and the official announcement is then made. The unofficial and official time of death sometimes differ. It was so, Mr. Lee states, in the case of the death of Pope Pius X.

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 Delmator, 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. Grable, Mgr.

USE

UNITED PRESS

FOR

Afternoon Papers

General Offices, World Bldg., New York

The Proof — RESULTS

The sensation of the recent American Newspaper Publishers' Association Convention in New York was the display by Newspaper Feature Service.

No better circulation-making, and circulation-holding features have ever been turned out. The records show. 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 City

WAR NEWS AUTHENTIC
CRISP
PROMPT
CENTRAL NEWS OF AMERICA
26-28 BEAVER STREET, NEW YORK



NEW HOME OF THE SAN FRANCISCO CALL AND POST.

NEW HOME OF THE S. F. CALL.

San Francisco Paper Now Occupies Up-to-Date Quarters.

The San Francisco (Cal.) Call and Post has moved into its fine new home, which now houses one of the most complete newspaper plants in the West. The building, which was designed and constructed to meet the needs of the paper, cost \$500,000 and the up-to-date equipment cost another fortune. It is next to the Palace Hotel.

The main floor is devoted to the business offices and pressroom and the second floor to the editorial, telegraph, re-

ception and composing rooms. On one side of the composing room is a battery of 21 modern linotypes that set up the copy. In the middle of the room is the inclosed space for the proof readers, and adjoining are the three "ad" linotypes and the "ad alley," where the advertisements are set up.

In the Call and Post pressroom are already installed one huge octuple press and one sextuple press, with the foundation laid for a second octuple that is now on the way. These monster presses have a capacity of 40,000 printed, folded and counted papers an hour and are the very last word in printing presses. They are driven by electricity, the big motors being installed in concrete basements under each press.

In the basement of the building are the big electric motors that operate the machinery and elevators. Here, too, are great storerooms for the storage of the huge rolls of paper from which the Call and Post is printed.

A system of ventilation has been installed that is said to be the most perfect in the city. It is operated by a big 36 inch fan at the top of the building and can carry off 50,000 cubic feet of air per minute.

Everything in the making of the Call and Post that can be operated by electricity is so operated. The presses are run by it; it is the power used by the linotypes. The big cranes that handle the rolls of paper to the presses are electrically operated.

POWER OF THE PRESS.

(Continued from page 205.)

We framed this ordinance and the sections relating to licenses, etc., followed the lines of those in Europe. As the Board of Aldermen were somewhat at war with the Mayor on various other matters, they would not accept this ordinance except if it came through the Taxicab Committee, which they had appointed for the purpose.

The Marks-Meagher ordinance as stated was before the board.

Since these men were honestly anxious to pass some sort of a measure that would meet the distress, I finally persuaded them to waive their own measure and endorse the Mayor's Commission ordinance, since the recommendations were practically the same as their own and I had co-operated with both. Also they could not get their measure out except as a minority committee.

The Grimm rumor was followed up by the Morning World and although no drastic action was taken by the Grand Jury, or evidence of actual graft obtained, Grimm finally agreed, with the other members of the committee, to report the Mayor's Commission ordinance out.

When this ordinance came up before the Board of Aldermen (I had interviewed nearly every alderman) on May 20, 1913, public opinion had been so thoroughly aroused that each legislator was anxious to go on record with a speech advocating the measure. However, it was not passed without a struggle. One or two of Grimm's friends arose to the occasion and denounced the Evening World "for making them legislate."

Another denounced me, but when it came to a final vote the records showed sixty-five to one—the one being Alderman McCann, who represented the district of the Yellow Taxicab Company.

The Mayor signed it and it was to go into effect in sixty days.

(Concluded next week.)

Texas Circulation Meeting.

The Texas Circulation Managers' Association will hold its postponed meeting at Houston, next Wednesday. The program arranged for the occasion contains many strong features, and a large attendance is expected.

Col. H. M. Harman, publisher of the Lexington (S. C.) Dispatch, and Mrs. Harman are visiting friends in Baltimore.

Because you do not, at the present time, take small Classified Advertisements over the 'phone, does not mean, we hope, that you would not take them over the 'phone if Collections Could Be Satisfactorily Made

Winthrop Coin Cards

are collecting this class of accounts for over four hundred daily newspapers to their satisfaction and profit.

Do you get the point?

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.

PUBLISHERS
Do You Need This Man?

Somewhere there is a publisher who has an advertising department with problems to be solved, a business to be built up, an organization to be perfected, a new house spirit to be created—and an advertising campaign plan to be organized and carried out.

The man for this position must be an organizer, know advertising, have the ability to see the advertiser's side without losing sight of the fact that the ultimate object of all sales of advertising is increasing space at a profit to the publisher.

My 12 years of newspaper work—one year creating new accounts for an advertising agency—one year devoted to managing a municipal advertising campaign, and ten years managing the classified advertising of a metropolitan daily doing a business of \$250,000 yearly—has, I believe, fitted me to take charge of such a position as I am looking for. I know the advertising business from any point of view and stand upon a record of my own making, which my references will show.

It is my ambition to take charge of the advertising department, and build up the advertising patronage of a daily newspaper that has merit, where there is an opportunity to make use of all the initiative originality and ability that I possess. I am looking for the right kind of an opportunity, and when it appears, I am ready. I am 34 years old and ambitious enough to want to enjoy a fair proportion of the fruits of my labor. I prefer a salary and a percentage of the increased earnings of the business.

Any publisher who wants a real live advertising manager with ambition and aggressiveness, is invited to write

Box D 1295, The Editor & Publisher

PUBLISHERS' REPRESENTATIVE

EDGAR H. YOUNG
Formerly of PAYNE & YOUNG

I have recently opened new offices in the People's Gas Building, Chicago, fully equipped and with twelve years' experience ready to give publishers the very best of service as their representative in the foreign advertising field. My intentions are to represent a small select list of publishers and give them my personal attention. **Make all agency calls and visits to other cities in person.**

It is to be Personal Service

I shall see advertising agencies and advertisers as frequently as advertising managers see their home merchants. I intend to co-operate with advertisers and render a service that counts in securing business.

I know agencies and advertisers intimately and have evidence of their confidence and respect and the warm friendship of most of them.

I shall be pleased to hear from publishers who are interested in having experienced, personal service in representing their interests in the general advertising field.

EDGAR H. YOUNG,
Formerly of Payne and Young
1151 People's Gas Bldg., Chicago, Ill
Phone: Central 203

WOOD CONSOLIDATION.

Autoplate Company of America and the Henry A. Wise Wood Company Now One Organization, the Wood Newspaper Machinery Corporation Having a Capital of \$4,500,000—Will Manufacture Autoplates, Presses and Other Mechanical Equipment.

The announcement of the organization of the Wood Newspaper Machinery Corporation, with a capitalization of \$4,750,000, by Messrs. Henry A. Wise Wood and his brother, Benjamin Wood, will hardly be received with surprise by the newspaper fraternity. The steady progress which these active and practical men have made in developing their enterprises has for some time indicated the culmination of their efforts in the consolidation of their interests upon a very large scale.

Several years ago they formed the Autoplate Company of America which, through the manufacture of the Autoplate, has since become a very prosperous undertaking. They then organized the Henry A. Wise Wood Company, to develop Henry A. Wise Wood's newspaper-making machine, the exhibition of which, during the publishers' convention in April last, created such enthusiastic interest.



Thus there have been two Wood companies, one specializing in machinery for the stereotype foundry, and the other in machinery for the press room; and these companies have now been absorbed by the new corporation, which also has taken over certain new inventions of Mr. Wood, the nature of which is not yet disclosed.

OBJECT OF THE CORPORATION.

The object and policy of this corporation are set forth in a formal announcement, which has met with a hearty reception by the trade. In it Mr. Wood says:

The purpose of the corporation is to furnish every mechanical appliance, excepting composing machines, used by the newspaper, to design and equip new and reconstruct old plants, and, generally, to perform for the publisher the functions of an expert advisor in all matters which relate to the manufacture of his product.

For several years I have been a severe critic of the engineering quality of present day newspaper machinery. Cast iron is universally used where steel should be employed, while the general trend of practice has been towards the use of cheaper rather than of better materials and methods of manufacture. Fashions of design long obsolete are still adhered to, and there has existed no tendency whatever to profit by the brilliant progress made in the engineering sciences during the past ten years.

To such a manufacturing policy, and the business practices which it entails, the purposes of the Wood Newspaper Machinery Corporation are wholly opposed. It will offer nothing that is not in every sense of the word the best of its kind; its prices will be matters of public knowledge, uniform to every purchaser—being not subject to discount, rebate, or bonus secretly given—and it will not take discarded machinery of any kind in exchange for its products. Experience has taught me that after this fashion only can business be conducted with economy, fairness, and dispatch, and sufficient money be made to support such radically progressive research engineering work as is necessary to provide the industry with the new methods and machines which its growth demands.

BUSINESS METHODS APPROVED.

Mr. Wood's straightforward manner in dealing with his customers has placed him in a unique position. While his refusal to shade his prices upon any pretext at first brought him into conflict with what has, unfortunately, been an accepted practice, his firm fixed price attitude is now respected even by those who at first opposed it. Likewise his refusal to take old machinery in part payment for new seemed for a time a bold innovation; but this, too, is now unquestionably accepted by the trade.

These dominant personal characteristics and the great genius which has enabled him to create for the publisher machines which have become indispensable to the quick and economic production of the modern newspaper, have made of Mr. Wood a personage whose achievements are of extraordinary interest.

It is Mr. Wood's good fortune that he has associated with him so able a financier as his brother Benjamin, in whose skilled hands will lie the business management of the new corporation. Benjamin Wood, who is a constructive business man of large calibre, has had a brilliant career in the handling of great enterprises. Enjoying, as

he does, the confidence of the trade, and being of a jovial temperament, he is thoroughly liked, and has a host of friends. His theory of business is best illustrated by his habitual remark that "Service is the father of success" and that the thing done must be worth the price asked.

TO END UNFAIR COMPETITION.

Pressures from Business Men Will Further Trade Commission Act, Says W. H. Ingersoll.

"The excellently drawn and much needed Unfair Competition Act," writes William H. Ingersoll of Dollar Watch fame, "can be promptly passed now if Congress hears just a little more strongly from the business men of the country. An attempt is being made to embarrass its passage by resurrecting certain features of the Clayton Anti-Trust Bill which assume to define and forbid certain business practices.

"What the business community needs is an act prohibiting, in general terms, all unfair competition. Then we want the act to establish a business man's court (the Federal Trade Commission) to pass in a common sense way upon the fairness or unfairness of a particular practice which may be brought before it with an appeal to the District Court in case of dissatisfaction with the findings of the Commission."

Mr. Ingersoll is urging business men to communicate at once with their Representatives and Senators, asking them to vote for the Federal Trade Commission Act, prohibiting unfair competition in broad terms and without qualifications.

Money Scarce in London.

H. Holford-Bottomley, Comptroller City Publicity Office, Associated Newspapers, Ltd., London, England, who attended the A. A. C. W. Convention at Toronto and took an active part in the deliberations and discussions at the sessions of the newspaper division, writing THE EDITOR AND PUBLISHER under date of the 4th instant, states that "At the present moment, money matters in this country are more or less in a state of chaos and everybody is hanging on to every nickel he can get hold of. Business is at a stand-still and the smallest coin may mean the difference between some food and none at all. I have no doubt that you are getting reports over in your country as to the state of things here and that you know that we have today declared war with Germany."

Issues Private School Directory.

The New York Evening Post has issued a directory of private schools, prepared by the educational department of the Post, to aid parents and guardians in selecting for boys and girls the exact sort of school desired. Educational institutions in a score of States, with necessary information concerning each school, is furnished after direct personal investigations by the Post.

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)
"The Star League" 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

San Francisco Examiner

FIRST (IN INFLUENCE
IN CIRCULATION
IN ADVERTISING)

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

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

Circulation 122,000 DAILY
226,000 SUNDAY

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

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

Buffalo News

EDWARD H. BUTLER
Editor and Publisher

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

Foreign Advertising Representatives
KELLY-SMITH COMPANY

220 Fifth Avenue Lytton Building
NEW YORK CHICAGO

(96% in Nebraska)

OMAHA
DAILY
NEWS

July Average

73,959

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

C. D. Bertolet
Boyce Building, Chicago

New York Representative:
A. K. Hammond, 366 Fifth Ave.

THE

Detroit Saturday Night

guarantees the reliability of every advertisement appearing in its columns.

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

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 SUN'S NEW HOME.

New York Paper to Be Located in the American Tract Building.

Definite announcement has been made concerning the New York Sun's new home. The Sun, made famous by Charles A. Dana, has occupied the little old red brick building that stands on the corner of Nassau and Frankfort streets for fifty years.

With the growth of the circulation of the Sun, the Evening Sun and the Sunday Sun the old quarters have been outgrown and a search for new quarters that has lasted more than two years

The out-of-town daily circulation of The New York Times is larger than the entire (city and out-of-town) daily circulation of either the Herald, Sun, or Tribune; and the daily city circulation of The New York Times is double the combined daily city circulation of the Herald, Sun and Tribune.

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

NEW YORK TRIBUNE

and be fully assured of Satisfactory Response.

The Globe
An Advertising Medium

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

Net paid circulation for year ending July 31, 1914

155,602

Net paid circulation for July 30, 1914

169,194

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

has resulted in the selection of the American Tract Society Building at 150 Nassau street.

The Sun newspapers will occupy seven floors each having an approximate area of 9,300 square feet. This is almost double the space now occupied by them.

The building will be renamed as the Sun Building, the occupancy of which is arranged to continue for twenty-one years.

Alterations will be begun at once to permit of the Sun's removal on or before January 1.

The American Tract Society will remove to 101 Park avenue, corner of 40th street.

WEDDING BELLS.

John E. Person, city editor of the Williamsport (Pa.) Sun, and Lena M. Braddock, of that city, were married on August 19.

Hugh Parker, editor of the Oneida (N. Y.) Post, and Miss Julia Whelpley, of Utica, were married at the bride's home, recently.

James M. North, Jr., managing editor of the Fort Worth (Tex.) Star-Telegram, and Miss Lottie Record, of Paris, were married at the bride's home early this month. They spent their honeymoon in Chicago.

Miss Betsy Sprague, a teacher in the Oakland, Cal., public schools, became the bride of Perry W. MacDonald, one of the owners of the Inter-City Express of that city, on August 12. The groom is widely known in the newspaper field.

Arthur S. Adams, editor of the North Adams (Mich.) Advocate, and Miss Rita Marie Smith, of Albion, Mich., were married recently in Albion.

Harry Cunningham of the Evening Telegram and Cora Seward, both of Brooklyn, were married at St. Patrick's Church, Brooklyn, on August 8.

WASHINGTON PERSONALS.

John B. Smallwood, city editor of the Washington Star, has just returned from a European trip.

Junius B. Woods, of the Chicago News, passed through Washington this week on his way home after a stay of fourteen weeks in Mexico.

Kirke L. Simpson, of the Associated Press, who was one of the first to be sent to Vera Cruz, has returned to Washington.

Sumner M. Curtis, Edward G. Lowry and Harry Walker, newspaper men of Washington, recently sailed for Europe.

C. E. Stewart, who represents the Birmingham (Ala.) Age-Herald and other newspapers at Washington, D. C., is slated for the position of chief clerk of the Department of Justice.

A. N. Janieson, for a year or more connected with the International News Service as their White House representative, has been engaged by the Central News of America to fill a similar position with that organization.

THE RISE OF PETER V. DE GRAW.

Death Hit a Shining Mark When He Was Called From Life's Activities.

Many old newspaper men gave a sigh of regret when they read a few days ago of the death of Peter Voorhees De Graw, former Fourth Assistant Postmaster General, at Washington, D. C.

At one time and for many years, beginning in 1872, Mr. De Graw was one of the best known telegraphers in the country. He was in the Associated Press service at New York and Washington and later in the United Press Service in which he distinguished himself as the General Southern Manager with headquarters at Washington. Beginning with the national conventions of 1884 he was always in evidence as one of the leaders in the work of reporting the proceedings up to and including the 1896 conventions, and on

every occasion he made a distinct impression on all with whom he came in contact—telegraph and newspaper people, public men and all—as one who knew his business and was in love with his work.

Since the amalgamation of the United Press and Associated Press in 1897,



PETER V. E. DE GRAW.

Mr. De Graw had been active in various pursuits and for a time he was engaged in commercial business in Philadelphia. Later he represented the Louisiana Purchase Exposition, in the east, and filled several important newspaper engagements. During the eight years preceding the advent of the Wilson Administration he was the Fourth Assistant Postmaster General, a position in which he added greatly to all the honors he had won in telegraphy, journalism and general business. Mr. De Graw was very proud of his telegraphic achievements and particularly of his having been among the first of the men selected—the "Big Eight"—to man the first wire ever leased for press work. This was in 1875 and the wire, which ran from New York to Washington via Philadelphia and Baltimore, was leased by the New York Associated Press.

OBITUARY NOTES.

GEORGE F. FOSTER, for many years connected with the New York Times, the Tribune and the old Star, and more recently a book publisher, died at his home in Newburgh on Tuesday.

PROF. CHARLES M. HARVEY, formerly editorial writer of the St. Louis Globe-Democrat, is dead. At the outbreak of the European war Prof. Harvey was offered the editorship of the war department of Leslie's Weekly, but declined on account of ill health. He was the author of several books on politics and historical subjects.

JOHN EDMONDS, founder of the Lincoln (Ill.) Daily Courier, died at his home in Lincoln last week.

BARRETT H. WITHERBEE, who was formerly connected with the New York World and the Times, and later was advertising manager of the Rutherford, N. J., Rubber Company, died in the Flower Hospital August 24.

THOMAS J. MCWATTERS, well known in newspaper and theatrical circles, died at Middletown, N. J., August 25. He worked on the New York Tribune when it was controlled by Horace Greeley, and was for some time secretary to William Winter, its dramatic critic, at that time.

JOHN M. EVERETT, city editor of the Passaic (N. J.) News, died recently at Liberty, N. Y., of tuberculosis.

WILLIAM R. BLODGETT, for many years identified with the automobile advertising field, and recently connected with the Motor Field, of Denver, died at the Cadillac Hotel, New York, on Tuesday.

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

One priceless aid to advertisers is given by this paper. It is the FAITH of its readers.

THE PITTSBURGH SUN

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.

JAMES K. HYSLOP, of the Toronto, Canada, Evening Telegram, died on August 21. He was local representative of the Western Associated Press and was well known in newspaper circles.

CHARLES E. PUTNAM, for many years identified with the C. T. Evans Advertising Company of Boston, passed away recently.

TIPS FOR THE MANUFACTURERS OF SUPPLIES.

NEW INCORPORATIONS.

SISTERSVILLE, W. VA.—The Tyler Publishing Co. has been incorporated with an authorized capital stock of \$10,000. Incorporators, A. G. Swiger, G. M. Stewart, Fred B. Garman, W. R. Smith and T. A. Williams, all of Sistersville, W. Va.

OLIVE HILL, KY.—The Herald Publishing Company, capital, \$15,000; incorporators, A. J. Counts, T. S. Yates, J. E. McDavid, J. E. Thornsbury and W. F. Fultz.

BRIDGEPORT, CONN.—A certificate of incorporation has been issued to the I. I. Sole Publishing Company; capital, \$15,000. The company will publish a newspaper and carry on a general printing business.

NEW YORK, N. Y.—Yiddish Press Publication Syndicate; capital stock, \$25,000; N. W. Bresler.

CHICAGO, ILL.—Van Hoesen-Hutchings Co., printing and publishing; capital stock, \$20,000; P. M. Bryant.

MANHATTAN, N. Y.—The Dominion Publishing Co.; capital stock, \$5,000; G. A. Knobloch.

MANHATTAN, N. Y.—Brown-Robertson Co., printing and publishing, etc.; capital stock, \$60,000; T. S. Buckingham.

AUSTIN, TEX.—Permit to do business in Texas was granted to the Western Newspaper Union, of Omaha, Neb.; capital stock, \$6,500,000.

AUBURN, N. Y.—The Auburn Advertiser Publishing Co. has increased its capital from \$75,000 to \$85,000.

OCEAN CITY, N. J.—Merton W. Greims, Inc., printers and publishers; capital, \$3,000; M. W. Greims, A. W. Tinker, C. T. Jacks, Ocean City.

CHICAGO, ILL.—Americkyobean (American Citizen) Publishing Company, to publish a newspaper in the Bohemian language; capital, \$2,000; Frank J. Kreml, Frank Dusek and Joseph W. Nepil; correspondent, John Stalk, room 728, 82 West Washington street, Chicago.

WILMINGTON, DEL.—V. O. Hamon Publishing Co.; capital, \$10,000.

EAST CHICAGO, ILL.—East Chicago Publishing Company, to publish papers; capital, \$25,000; directors, Herbert O. Jones, Orlando C. Cole, Ernest E. Woodcock.

"I have been away from the — for nine months and am selling advertising for — of —, in which concern I have had an interest for several years. The position entails continual traveling and it was for this reason I left them when I went to — four years ago. I am making \$7,000 a year with them and \$4,500 when I was in —. My old longing for the newspaper game has come back on me strong. I don't want to seek a position as I don't need one, but I thought perhaps a blind ad in your paper would put me in touch with the paper I want. It isn't so much the money I want but the future. I know there are many papers in this country that are not cleaning up and I want to get next to a man who has one of these political propositions and run the advertising end on a salary with a look in on the profits. I put the — to six million lines when the best they ever dreamed of was four million. I don't want a position as solicitor. I want to run the advertising department along my own lines and if the paper has one leg to stand on I can get the money for it and get it quickly. I might consider an investment if the terms are right. A letter to my office in — will be forwarded to me as my movements are uncertain." Address Box D 1289, care The Editor and Publisher.

NEW PUBLICATIONS.

SEALE, GA.—The Russell Country News is a new weekly which made its first appearance this week, with J. W. Kelly as editor.

SAN FRANCISCO, CAL.—Miss Mary Fairbrother will be the managing editor of a new Democratic newspaper to be launched here soon. It will be owned and managed entirely by women.

BRISTOL, PA.—A new weekly newspaper will make its debut here next week to be known as the Post.

ALBUQUERQUE, N. MEX.—The Republic is a new daily paper in Albuquerque.

AURORA, CAL.—Mark H. Edwards is arranging for the establishment of a newspaper here.

GOSHEN, IND.—Plans are under way by Edward J. Hancock, of Indianapolis, to establish a daily Republican newspaper either here or at Elkhart.

SOUTH BEND, IND.—A new afternoon penny paper is under consideration for this place. It will probably be Democratic in policy.

SAN ANTONIO, TEX.—The Freie Presse has recently been established here by Germans "to handle war news from a German standpoint."

PAINTED POST, N. Y.—L. J. Swartout, of Dundee, is arranging to begin the publication of two independent weekly newspapers.

FAYETTEVILLE, W. VA.—The Searchlight has just made its first appearance. It is a weekly paper, with W. E. Maddy as editor.

GRENLOCH, PA.—Horace J. Gardner will launch early next month the Weekly Star, an independent newspaper devoted to the interests of Grenloch, Blackwood and vicinity.

COPPERAS COVE, TEX.—Polk Simpson, who for the last three or four years has been editor of the Copperas Cove Banner, has established a new paper at Alama Beach, having removed his printing equipment from Copperas Cove.

CAMDEN, N. J.—The Camden Citizen, an independent newspaper, has made its first appearance. It succeeds the Republican Citizen.

TACOMA, WASH.—R. Fenwick, of Berwick, Cal., will start a weekly newspaper within the next three weeks.

PALATKA, FLA.—The Palatka Morning Post will make its first appearance on September 14, under the management of Mr. H. P. Nerwich.

NEW RICHMOND, WIS.—The Leader will be the name of the new weekly published by Thomas A. Ryan and Albert D. Dyson. August 28 will be the initial issue.

YOUNGSTOWN, O.—"Uj Magyarorzag," or New Hungary, is the name of a publication that made its initial appearance here Saturday. The United Printing Company are the publishers. G. Bogdany is the editor, and Charles Yarmy is president.

WARREN, PA.—A movement is on foot to start a weekly paper in the interest of the local churches. It will be non-sectarian in policy, and the support of all denominations will be solicited.

EASTON, PA.—The Morning Bulletin is the name of a new daily issued in this city by George L. Seidel. The news is presented in brief, condensed form.

SAN FRANCISCO, CAL.—William Faber is the editor of a new weekly, called the Western Opinion, which was recently launched.

INDIANA, PA.—The Patriot is a newcomer in the local field. It is printed in the English and Italian languages, and is said to be the only by-lingual paper between New York City and Chicago. Frank Biamonte is the publisher.

NORLINA, N. C.—The Headlight, the first newspaper to make its appearance in this town, has been launched by J. C. Hardy, formerly editor of the Warrenton Record.

DES MOINES, IA.—Matthew J. Hartney has started a new Democratic weekly, called the Des Moines Times.

SEVIERTVILLE, TENN.—The Sevier County Record will probably be the name of the new paper H. O. Eckel is establishing here. This will make the third newspaper owned by Mr. Eckel.

BENTLY, ILL.—The Bently Booster has made its initial appearance at Bently.

CHANGES IN INTEREST.

HICKORY, N. C.—J. F. Miller has purchased the Times-Mercury, of this place. New type and other equipment will be added at once to the plant and the paper greatly improved.

STOCKDALE, TEX.—The Stockhold Times has been leased to C. S. Murray. The paper was founded in 1909.

IONIA, MICH.—The Clarksville Record has been sold to the Lake Odessa Wave Times. A. E. Winchester, the late owner, will move to South Grand Rapids, where he will continue to direct his other publications at Mulliken, Alto and Hopkins.

INTERIOR, IA.—E. V. Dickson has assumed the management of the Index, a local weekly. He was formerly the editor of the Cottonwood Republican.

QUANAH, TEX.—The Chillicothe Valley News and the Independent have been consolidated.

Czar's Newspaper All His Own.

The Czar of Russia has a newspaper all his own. It is specially printed each morning for the Emperor of all the Russias and his secretary. This official paper is the most exclusive newspaper in the world. It is strictly limited in its circulation to the two copies printed and presents a striking contrast with the papers whose circulation approaches the million mark.

Executive Position

on a daily paper in a city of 35,000.

Circulation 15,000, is offered to a young man of ability who can make an investment of \$10,000. This proposition is positively one of the best in the newspaper field for an able newspaper man who can show ability by past results, and who can make the investment.

Are You the Man?

Write at once concerning yourself and we will treat all confidentially.

Proposition D-350.

AMERICAN NEWSPAPER EXCHANGE
Rand McNally Building, Chicago.

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, 22 1/2"; folds to half and quarter page size. Press is in good condition and can be shipped quickly.

WALTER SCOTT & CO.

Plainfield, N. J.

IN WESTERN PENNSYLVANIA

You will make no mistake by using

The Johnstown Leader

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

S. G. LINDENSTEIN, INC.

Special Representative

118 East 25th Street New York City

The Jewish Morning Journal

NEW YORK CITY

(The Only Jewish Morning Paper)

The sworn net paid average daily circulation of The Jewish Morning Journal for 101,153 six months ending June 30, 1914.

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

The Jewish Morning Journal prints more HELP WANTED ADS.

than any paper in the city, excepting the New York World.

I. S. WALLIS & SON, West'n Representatives
1246 First National Bank Bldg., Chicago

Good Cuts For Newspapers

We make plates for newspapers that are etched deep and will print well.

Our prices are right and as we operate a day and night force, we are able to give newspapers a highly satisfactory service at all times.

Atlas Engraving Company
205 West 40th Street New York

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

Every pound guaranteed

F. E. OKIE CO.
PHILADELPHIA, PA.

TAKE IT TO
POWERS
OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH
ON TIME ALL THE TIME
POWERS PHOTO ENGRAVING CO.
154 Nassau Street Tel 4906-4 Brooklyn

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

CIRCULATION NOTES.

Bulletin No. 4 of the A. B. C. contains the following reference to "Suburban Territory Defined":

"There seems to be some question on the part of newspaper publishers in regard to fixing the limit of the territory to be included as 'suburban or trading territory.'

"For the information of publishers it may be said that in the publishers' quarterly statements the suburban territory was left to the publishers, with the idea of getting a line on just what each one considered as the proper limit.

"It is intended that when the auditor goes to each city he shall fix on an absolute suburban zone after a conference with the publishers and leading merchants. In this way uniform suburban zones will be defined so that all publications in the city will make their returns in the same territory, and thereby enable the advertisers and agents to make an absolute comparison.

"In the meantime, the Bureau suggests that wherever possible the publishers of each city get together and establish the suburban limit, so that as far as possible the limit can be uniform in the publisher's statements.

"By the term—suburban or trading territory—the circulation desired, is that of the immediate shopping territory. In other words, that territory in which the people rely on the city for their purchases, and which includes suburban and trolley train service, department store deliveries, etc. No territory should be included as suburban where readers of a paper cannot make the trip to town, shopping and returning the same day.

"For the purpose of the circulation statements, it is not so important what the radius included as suburban is, as that this radius shall be uniform for all the publications in the same city. Of course it is desirable to have this radius as nearly accurate as possible from the shopping standpoint.

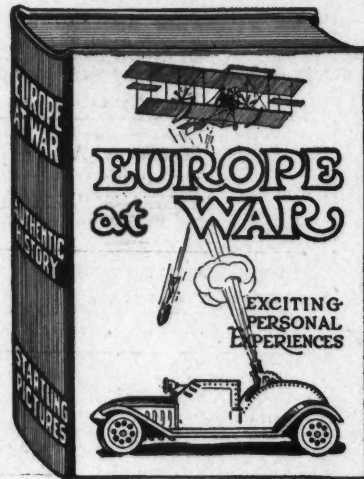
"The corporate limits in many cities are so restricted that they do not cover what can be termed as the real city in any accurate degree. For this reason the suburban zone is absolutely necessary for an advertiser to consider in connection with the corporate limits, in order to determine the number of people reached locally.

"The term 'trading territory' in this connection is synonymous with suburban, but is used on account of the fact that in many smaller towns this territory could not be called suburban, as these cities do not have what is generally known as suburbs, is intended to cover conditions in all cities."

The new A. B. C. forms have occasioned a good deal of discussion among newspaper men, especially among the circulators.

"I don't think there are two newspapers that can interpret the A. B. C. forms alike," said J. R. Taylor, assistant manager of the Grand Rapids Press. "The thing that the newspapers and the circulation managers had hoped for was a comprehensive statement which would practically apply to all newspapers in a common sense way, and certainly the report of the A. B. C. is far from it. I don't like these forms at all. I cannot conceive of any form more unsatisfactory. There are so many questions asked without any limitations being placed

We supply you Mats Free for Advertising on the Coupon Plan



PAPERS THAT PULL
get more than their regular advertising rates

NEIL'S NEW BOOK
"EUROPE AT WAR"

BY JUDGE HENRY NEIL

Known throughout the World as the Father of Mothers' Pensions

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

The War Footing—The previous relations with each other—The National traits—The Historical High Lights of each nation at War. A large book of solid literary meat in relation to the **Greatest War the World has ever known.**

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

Startling Illustrations, 320 pages. Substantially Bound in Book Cloth
Sample Copy sent postpaid on receipt of 35c. in postage stamps.

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

with the result that each paper furnishes a report according to their own interpretation."

The Birmingham (Ala.) News is conducting a "Merchants' More Trade Contest." Prizes are offered to those who sell the largest number of coupon books at \$5 each, the coupons being accepted as cash by the local merchants.

The Asbury Park Situation.

J. Lyle Kinmouth, editor and proprietor of the Asbury Park (N. J.) Press writes THE EDITOR AND PUBLISHER that the press run of the Evening Press is now in the neighborhood of 9,600. "My would-be competitor blew up June 13," writes Mr. Kinmouth, "but it was a small blow as it did not affect our press run after the first two days, as we soon found that the so-called 'circulation' was only 'duplication.' The Goss Printing Press Company's representatives took the press which the Times Company had secured and boxed it up ready for shipment to any purchaser. The Times plant is practically dismantled and I don't think it will ever be revived. I want to thank your editorial department for that corking editorial, 'The Fool and His Money.' He certainly knew something about the bunch. There is absolutely no room for two good papers in Asbury Park. Asbury is just a suburb of New York and if the fellow comes along who can butt in, it simply means butting me out. That of course could be done, but not by everyone and I don't think it would pay anybody.

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 & Virue, People's Gas Bldg., Chicago

The Most Powerful Publicity Force in the Northwest

"The Prosperity Twins"

MINNEAPOLIS — ST. PAUL
DAILY NEWS DAILY NEWS
60,901 70,646
7c a line 9c a line

C. D. BERTOLET

1110 Boyce Bldg., Chicago

New York Representative:
A. K. HAMMOND, 366 Fifth Ave.

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.

We Are Ready for War!

We are shooting to the front several special war extras besides our regular editions of dailies, and our facilities can take care of a few more.

DUHAN FOR DISTRIBUTION

DO your DUTY—WIRE, 'PHONE or WRITE

DUHAN BROTHERS

Newspaper Distributors who have made good since 1892

TRIBUNE BUILDING, Telephone, 3584 Beekman. 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.

Magazines Consolidate.

Henry A. Holmes, editor of the Caxton Magazine, has announced to its readers that beginning with the September issue the publication will be

THE HERALD

HAS THE

LARGEST MORNING CIRCULATION

IN

WASHINGTON

C. T. BRAINARD, President.

Representatives:

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

combined with Current Opinion. A new department, "The Business World," is to be instituted in the latter magazine, in which will be discussed the subjects hitherto covered by Caxtons.

87 1/2% of Monday to Friday need the 12 1/2% of the Evening Star every day.

12 1/2% NON-READERS

TIPS FOR THE AD MANAGER.

Dauchy Co., of New York City, is renewing contracts for Parker Hair Balsam.

N. W. Ayer & Son, Philadelphia, Pa., is issuing 460 inch contracts with Western papers for Wertheimer Bros., "El Dello Cigars."

Dunlap-Ward Co., Chicago, Ill., is making contracts for Hupp Motor Co.

Lord & Thomas, Chicago, are putting out some special advertising for Good-year Tire & Rubber Co.

Amsterdam Advertising Agency, 1178 Broadway, New York City, is placing one time orders in a few large city papers, for Barton & Guestier, "Gordon Dry Gin," of New York.

William D. McJunkin Advertising agency, 35 South Dearborn street, Chicago, Ill., are forwarding orders to some Western weekly papers for the Universal Electric Storage Battery Co., 301 North Peoria street, Chicago, Ill.

George L. Dyer Co., 42 Broadway, New York City, is handling 10,000-line contracts with some Western papers for B. Kuppenheimer & Co., "Kuppenheimer Clothes," Chicago, Ill.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, is placing copy with some New England papers for R. J. Reynolds Tobacco Co., "Camel Cigarettes," Winston-Salem, N. C.

Calkins & Holden, 250 Fifth avenue, New York City, is placing orders with some large city papers for the Home Pattern Co., 611 West 43rd street, New York City.

Charles H. Fuller Co., 623 South Wash avenue, Chicago, is issuing two-inch, six-time orders with a selected list of papers, for W. S. Rice, Adams, New York.

Charles Advertising Service, 23 East 26th street, New York City, is placing orders with some Southern weeklies for Johnson-Slocum Co.

Van Cleve Co., 1790 Broadway, New York City, is contracting one-time orders with a few large city papers for Wilson Distilling Co., "El Bart Gin," 303 Fifth avenue, New York City.

Parks & Weiss, 56 West 45th street, New York City, is making 27-word, 25-time orders with a large list of papers, for M. B. R. Manufacturing, 13 Water street, New York City.

Stack Advertising Agency, Heyworth Building, Chicago, Ill., is placing 140-line, three-time orders with some Western papers for Atchison, Topeka & Santa Fe Railroad Co., Chicago, Ill.

Charles L. Johnson, 52 Broadway, New York City, is contracting orders with New York State papers for H. Clay Glover, 118 West 31st street, New York City.

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

Irvin Jordan Rose, 39 West 32nd street, New York City, has just secured the future advertising representation of Jacob Ruppert Brewing Co., New York City.

Sherman & Ryan, 79 Fifth avenue, New York City, is handling advertising in selected sections for Lackawanna Underwear.

MR. DOCKRELL'S BREAK-DOWN.

Ad Man's Mind Gives Way and He Is Now in a Sanitarium.

The many friends of Thomas E. Dockrell, the advertising counsellor, of the Singer Building, were shocked last week to learn that he had broken down mentally and is under restraint at Dr. Parker's Sanitarium, in the Bronx. Mr. Dockrell displayed evidences of mental disintegration ten days ago which culminated in a violent outbreak which made it necessary to place him under restraint. It is the opinion of the physicians who examined him that he is the subject of general paresis and his commitment as a mental incompetent was recommended. Little hope for a favorable change in his condition is held out to his family and friends.

Tibbs Resigns from Gimbell's.

H. S. Tibbs, formerly assistant advertising manager for Gimbel Bros., New York, resigned on Wednesday to enter the special agency field. Mr. Tibbs has temporary quarters at 22 North William street, in the German Herold Building. He was at one time advertising manager of J. L. Kisner and the originator of "Mr. Wissel." Prior to that he was on the Toronto Saturday Night.

Burns With the Payne Agency.

The G. Logan Payne Co., newspaper representatives, with offices in the Fifth Avenue Building, New York, have secured the services of George J. Burns, well known in the general agency field. Mr. Burns, who was previously identified with this firm, left its employ three years ago to join the advertising staff of the American Press Association, with which he remained until now.

As a member of the staffs of the Frank Presby Co. and the C. E. Sherin Agency, Mr. Burns gained high regard in the advertising field.

The Post's War Gazetteer.

The New York Evening Post Company has issued a war gazetteer, compiled by Charles McD. Puckette and Carrington Wheems, of the Post staff. It contains a chronology of Europe's war of nations, up to a recent date, together with many facts as to armaments, resources, defences, alliances, kings, counsellors, leaders, treaties, diplomatic relations, neutrality laws, and other timely subjects. An excellent map of Europe accompanies the pamphlet.

Signs Ruled Off Bridges.

In Iowa, advertising signs must not hereafter be placed on city or county bridges, according to an order issued by the state highway commission. Instructions have been given to the county engineers to compel merchants who have placed advertising matter on bridges to remove it without delay. The move is said to be an effort to protect public property from injury and defacement.

Actress Bride for Editor.

Crystal Herne, the well-known actress, will become the bride of Harold Stanley Pollard, editorial writer of the New York Evening World, in October. Miss Herne is thirty-one years old, and Mr. Pollard is a few years her senior. He was for six years a secretary to Joseph Pulitzer, until the latter's death.

France to Annul German Patents.

The French Ministry of Commerce is considering the annulment of German patents and trade-marks as a war measure. English precedent will probably be followed in this practice.

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. Gross Cir. Mar., 1914, Government Statement, Apr. 1, 1914 6,544 Gross 7,001	NEW JERSEY. PRESS Asbury Park JOURNAL Elizabeth COURIER-NEWS Plainfield
CALIFORNIA. THE NEWS Santa Barbara BULLETIN San Francisco	NEW YORK. BUFFALO EVENING NEWS, Buffalo BOLLETTINO DELLA SERA, New York EVENING MAIL New York
GEORGIA. ATLANTA JOURNAL (Cir. 57,531) Atlanta CHRONICLE Augusta LEDGER Columbus	OHIO. PLAIN DEALER Cleveland Circulation for July, 1914. Daily 128,967 Sunday 153,068 VINDICATOR Youngstown
ILLINOIS. POLISH DAILY ZGODA Chicago SKANDINAVEN Chicago HERALD Joliet HERALD-TRANSCRIPT Peoria JOURNAL Peoria STAR (Circulation 21,589) Peoria	PENNSYLVANIA. TIMES Chester DAILY DEMOCRAT Johnstown DISPATCH Pittsburgh PRESS Pittsburgh GERMAN GAZETTE Philadelphia TIMES-LEADER Wilkes-Barre GAZETTE York
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-SCIMITAR Memphis BANNER Nashville
KANSAS. CAPITAL Topeka	TEXAS. STAR-TELEGRAM Fort Worth Sworn circulation over 30,000 daily. Only daily in Fort Worth that permitted 1912 examination by Association of American Advertisers. CHRONICLE Houston The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday.
KENTUCKY. COURIER-JOURNAL Louisville TIMES Louisville	WASHINGTON. POST-INTELLIGENCER Seattle
LOUISIANA. DAILY STATES New Orleans ITEM New Orleans TIMES-PICAYUNE New Orleans	CANADA. BRITISH COLUMBIA WORLD Vancouver ONTARIO FREE PRESS London QUEBEC LA PATRIE Montreal LA PRESSE Montreal Ave. Cir. for 1913, 127,722
MARYLAND. THE SUN Baltimore has a combined net paid circulation of 127,000 copies daily, 80,000 of which are served in Baltimore homes.	MINNESOTA. TRIBUNE, Mon. & Eve. Minneapolis
MICHIGAN. PATRIOT (No Monday Issue), Jackson Average 1st qu. 1914: Daily 10,963; Sunday 12,354. Member "American Newspaper Pub. Ass'n." "Gilt Edge Newspapers," and Am. Audit Ass'n.	MISSOURI. POST-DISPATCH St. Louis
MINNESOTA. MINER Butte	MONTANA. FREIE PRESSE (Cir. 128,384) Lincoln
NEBRASKA. New Ad Bureau Members. The following newspapers have recently joined the Bureau of Advertising of the American Newspaper Publishers' Association: Augusta (Ga.) Herald, Portland (Ind.) Commercial-Review, Iola (Kan.) Daily Register,	Gloversville (N. Y.) Leader-Republican, Bartlesville (Okla.) Morning Examiner, Sioux Falls (S. Dak.) Argus-Leader, San Angelo (Tex.) Standard, St. Albans (Vt.) Messenger, Staunton (Va.) Daily News, Middletown (O.) Daily News-Signal.

AD FIELD PERSONALS.

Charles A. Brownell, for many years with the J. Walter Thompson Co., and recently in charge of the Detroit office, has been appointed general superintendent of advertising of the Ford Motor Company.

Hugh McAtamney, a former newspaper man, who is now engaged in advertising work, has returned from Europe, where he had some interesting experiences in getting a passage home.

J. A. Meyer, representing the Mahin Advertising Company of Chicago, is on a tour through Western Canada to investigate the sales, industrial and general conditions and the opportunities offered in the prairie provinces to American manufacturers.

"Pete" Butler, dean of the advertising staff of the San Francisco Chronicle, is receiving the congratulations of many of his friends who but recently learned of his marriage some months ago.

A luncheon was tendered to Ernest A. Scholz at the Illinois Athletic Club in Chicago August 20 by the "Otters," an organization within the club, consisting of its crack swimmers. This farewell luncheon was given on the eve of Mr. Scholz's departure for New York.

J. Montgomery Brown, who has been general manager of the Fort Worth (Tex.) Record since last spring, has been made general manager, succeeding John L. Foley, resigned.

L. C. Runbaugh, for the past two months advertising manager of the Springfield (O.) Daily News, has been appointed head of the advertising department of the Meis Bros. Store, at Danville, Ill. He will also have charge of the publicity of the Lowenstein-Meis Co., of Urbana, Ill.

Gus Trower, advertising manager of the Pittsburgh Post and Sun, is spending a few days in New York City.

C. L. Grigg, of Nelson, Chesman & Co., of St. Louis, in an address before the National Foreign Trade Council, in New York City last week, urged manufacturers to use generous space in the newspapers before launching a South American selling campaign.

G. J. Wright, formerly advertising and publicity man of the Milwaukee Chamber of Commerce, has been appointed advertising manager of the La-Crosse (Wis.) Tribune. Mr. Wright has been connected with the Chicago Record-Herald (now the Herald), the Minneapolis Tribune, the Milwaukee Journal, and the Grand Forks Times-Herald.

H. E. Romer, secretary and treasurer of the Mum-Romer Advertising Agency, of Columbus, Ohio, has returned from a six weeks' trip abroad.

J. T. Spicer, advertising manager of Thomas Maddochs Sons Co., has been elected secretary of the Trenton, N. J., Ad Craft's Club.

E. D. Gibbs, who was last season president of the Sphinx Club, of this city, has been appointed general sales manager of the Sackett & Wilhelms Company, lithographers and printers, Brooklyn. Mr. Gibbs was formerly sales manager of the Ketterlinus Lithograph Manufacturing Company, Philadelphia, and at one time was ad manager for the National Cash Register Company, Dayton, O.

W. L. Rickard, of Rickard & Sloan, Inc., advertising agents, will leave New York the latter part of September for South America where he will investigate trade conditions and markets for American manufacturers.

G. Denny Moore, formerly with the General Fire Extinguisher Co., is the new advertising manager of the U. S. Gutta Percha Paint Co., Providence, R. I.

Otto C. Mosley has been made advertising manager of Libby, McNeill & Libby, of Chicago.

Victor Leonard, who has been advertising manager of the Standard Milling Company, New York, for some time, has resigned. His successor is E. K.

Burdett. Mr. Leonard is now with Chapin & O'Donnell, a new advertising agency.

A. F. Rader, late sales and advertising manager of the Williamson Heating & Ventilating Company, of Cincinnati, has become the advertising manager of the Calumet Baking Powder Co., Chicago.

Byron W. Orr is in charge of the publicity department of the Texas State Fair which opens at Dallas, October 17.

NEWSPAPER ACTIVITIES.

The Washington (D. C.) Post is this week carrying a lot of advertising in celebration of "Plum Week," which is only another name for a week of special bargains offered by local merchants.

The New Orleans Item is attracting the attention of advertisers to the value of the small fifty-line card, as a selling business force.

Fifteen thousand copies of the Capper Bulletin containing valuable articles on advertising were recently mailed to retail dealers in Kansas, Nebraska, Missouri and Oklahoma, for the purpose of helping them to understand the value of the advertising manufacturers are using in the Capper publications.

The Raleigh (N. C.) Times has recently installed a new high speed Hoe press capable of printing 18,000 papers an hour.

The Evening Post has issued an apartment house guide of a high grade character which is finding favor among New Yorkers.

IN NEW YORK TOWN.

Oswald G. Villard, who has been summering at Black Point, Crescent Beach, Conn., is due to return home next week.

T. E. Niles, managing editor of the Mail, is spending a few vacation days in the Catskill Mountains.

Prof. J. W. Cunliff, of the Pulitzer School of Journalism, Columbia University, was among the returning European travelers on Wednesday.

R. L. Goldberg, the Evening Mail Cartoonist who was marooned in Europe, returned to this country last week and is now writing an account of his experiences for the Mail accompanied by cartoons.

Charles A. Seldon, of the New York Evening Post, has just returned from Newfoundland.

Horace Green, a reporter for the New York Evening Post, is going to England to do free lance work as a war correspondent. He hopes to get to the continent and send dispatches to the Post from the seat of war.

C. L. Ellison, the editor of Always in Good Humor column in the New York Mail, has left New York on a vacation. While away he will have an old home week at Cuba, Kansas.

H. J. Wright, publisher of the New York Globe, is at Fishers Island. He is a familiar figure on the local golf links.

Clark B. Firestone, formerly chief editorial writer of the Evening Mail, and subsequently on the editorial staff of the New York World, and now president of the Firestone Bank in Lisbon, O., is being talked of for Congress in his home town.

Albert Sturupp, of the advertising department of the Worcester (Mass.) Gazette, has returned from a vacation at Block Island.

John A. Kerr, managing editor of the Vancouver Sun, and F. C. Wade, the president, have resigned.

Acton Davies, for many years dramatic critic of the Evening Sun, has been appointed to a similar position on the New York Tribune.

William M. Rouse, rewrite man on the staff of the Mail, is expected back from his vacation in Essex county early in September.

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

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

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

HENKEL, F. W.
People's Gas Bldg., Chicago
Metropolitan Bldg., New Yo k.

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

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

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

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

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

Advertising Agents

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

COLLIN ARMSTRONG
Incorporated
Advertising & Sales Service
115 Broadway, New York

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

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

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

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

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 Expo. Advertising
Chicago, Ill.

WITH THE AD AGENTS.

The E. Katz Advertising Agency, of New York, announces that it has been appointed representative East and West of the Tulsa (Okla.) Democrat. The agency already represents the Oklahoman at Oklahoma City, the Times-Democrat at Muskogee and the Democrat at Tulsa.

Charles Seested, the special representative of 41 Park Row, has added the Atlanta Saturday Night, the new weekly recently established, to his list of papers.

The Frank Cooper Advertising Agency, San Francisco, is the Western agent for the Christian Science Monitor of Boston. This paper enjoys an unusually wide circulation on the Pacific Coast.

The John M. Branham Co. has added Up-to-Date Farming to their list of papers, of which this concern is the special representative.

E. H. Young a Chicago Special.

Edgar H. Young has opened an office in the People's Gas Building, Chicago, as publishers' representative. He intends to bid for a small list of high-class papers and give them the best of service. Mr. Young entered the advertising field about twelve years ago as the assistant in C. J. Billson's Chicago office. Later he was a partner in the firm of Payne & Young. He has a large acquaintance among advertisers.

NEW AD INCORPORATIONS.

WATERBURY, CONN.—A certificate of organization was filed by the United Advertising Company which begins business with \$5,500 capital. The officers are: President, W. M. Hurlburt; secretary and treasurer, Charles W. Hurlburt, both of Waterbury.

ALBANY, N. Y.—The Displayed Advertising Company, Bronx, has been incorporated with a capital of \$5,000. Directors: Leo Abraham, 816 East 160th street, New York City; Maurice Bandler, Alexander Miller, New York City.

ALBANY, N. Y.—The Collegiate Special Advertising Agency, Inc., New York; general advertising business; has been incorporated with an authorized capital of \$10,000; incorporators: Moron S. Rutsky, 503 Fifth avenue, New York City; Arthur B. Hyman, and William P. Riley, both of 2 Rector street, New York City.

CHICAGO, ILL.—The Carlton Service of Chicago has been incorporated with a capital stock of \$2,500; general advertising and sales promotion business. Charles E. Heckler, Charles W. Lam-born and Richard C. d'Autremant.

NEWARK, N. J.—The Maier Co., manufacturing advertising signs, display cards, etc.; capital \$125,000. Incorporators: C. E. Maier, A. E. Geiser, Newark; A. C. Austin, Hasbrouck Heights.

To the Public

According to its traditions, The Chicago Tribune has made arrangements, regardless of cost, to procure and present to its readers the most complete and authentic news of the war that it is humanly possible to obtain.

In addition to the Associated Press service, the connection with The London Times, New York World and New York Sun, special exclusive correspondents of The Tribune are now either actually close to or on the way to the European battle grounds.

James O'Donnell Bennett is at Brussels, Joseph Medill Patterson is en route to join the German army and John T. McCutcheon is on the way to join the French army.

That the people of Chicago and vicinity have grasped the significance of Tribune service at this time is clearly shown by the fact that our circulation is now in excess of

350,000 DAILY
AND
500,000 SUNDAY

Pre-eminent always among the newspapers of the world, in times such as these The Chicago Tribune has the unique pleasure and satisfaction of serving others besides its regular readers.

The Chicago Tribune.

The World's Greatest Newspaper

(Trade Mark Registered)

Member Audit Bureau of Circulations

Eastern Advertising Office: 1216 Croisic Bldg., 220 Fifth Avenue, New York City

Pacific Coast Advertising Office: 742 Market Street, San Francisco

Chicago, August 20, 1914

